

Subhash C. Gupta & Co.

CHARTERED ACCOUNTANTS

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INDEPENDENT AUDITOR'S REPORT

TO THE MEMBERS OF SITI JIND DIGITAL MEDIA COMMUNICATION PVT. LTD. Report on the Standalone Financial Statements

Qualified Opinion

1. We have audited the accompanying standalone financial statements of **SITI JIND DIGITAL MEDIA COMMUNICATION PVT. LTD.** ("the Company"), which comprise the Balance Sheet as at 31st March 2021, the Statement of Profit and Loss (including other comprehensive income), the Statement of Cash Flows and the Statement of changes in Equity for the year then ended, and a summary of the significant accounting policies and other explanatory information.

2. In our opinion and to the best of our information and according to the explanations given to us, *except for the effects of the matters described in Basis of Qualified Opinion section of our report*, the aforesaid standalone financial statements give the information required by the Companies Act, 2013 ('Act') in the manner so required and give a true and fair view in conformity with the accounting principles generally accepted in India including Indian Accounting Standards ('Ind AS') specified under section 133 of the Act, of the state of affairs (financial position) of the Company as at 31 March 2021, and its profit (financial performance including other comprehensive income), its cash flows and the changes in equity for the year ended on that date.

Basis for Qualified Opinion

3. The Company's 'Revenue from Operations' includes broadcasters' share in subscription income from pay channels, which has correspondingly been presented as an expense which is not in accordance with the requirements of Ind AS 115, 'Revenue from contracts with customers'. Had the management disclosed the same on net basis, the 'Revenue from Operations' and the 'Pay channel, carriage sharing and related cost' each would have been lower by Rs.31.15 millions for the year ended 31 March 2021, while there would have been no impact on the net profit for the year ended 31 March 2021.

4. We conducted our audit in accordance with the Standards on Auditing specified under section 143(10) of the Act. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report. We are independent of the Company in accordance with the Code of Ethics issued by the Institute of Chartered Accountants of India ('ICAI') together with the ethical requirements that are relevant to our audit of the financial statements under the provisions of the Act 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.

Material Uncertainty Related to Going Concern

5. We draw attention to note 1.3- f to the accompanying Statement, which indicates that the Company has incurred a net loss (including other comprehensive income/loss) of Rs.10.22 millions during the year ended 31 March 2021, and as of that date, the Company's accumulated losses amount to Rs. 8.37 millions resulting in a negative net worth of Rs.6.37 millions and its current liabilities exceeded its current assets by Rs.21.21 millions resulting in negative working capital. The above factors along with other matters as set forth in note 1.3-f, indicate a material uncertainty, which may cast significant doubt about the Company's ability to continue as a going concern. However, basis the impact of Tariff Order 2017, support from the holding company/promoters and other factors mentioned in aforesaid note to the Statement, the management is of the view that going concern basis of accounting is appropriate for preparation of these results. Our opinion is not modified in respect of this matter.



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

6. 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.

Responsibilities of Management for the Standalone Financial Statements

7. 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 including other comprehensive income, cash flows and changes in equity of the Company in accordance with the accounting principles generally accepted in India, including the Indian Accounting Standards (Ind AS) prescribed under Section 133 of the Act, read with relevant rules issued thereunder. 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.

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

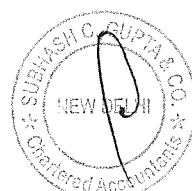
9. Those Board of Directors are also responsible for overseeing the Company's financial reporting process.

Auditor's Responsibilities for the Audit of the Financial Statements

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

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

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.



- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances. Under section 143(3)(i) of the Act, we are also responsible for explaining our opinion on whether the company has adequate internal financial controls system in place and the operating effectiveness of such controls.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Company to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

12. 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.

13. 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.

14. 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

15. As required by 'the Companies (Auditor's Report) Order, 2016, 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** a statement on the matters specified in paragraphs 3 and 4 of the Order.

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

(a) we have sought and {except for the effects of the matters described in the Basis for Qualified Opinion section} obtained all the information and explanations which to the best of our knowledge and belief were necessary for the purpose of our audit;

(b) {except for the effects of the matter described in the Basis for Qualified Opinion section}, 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, the Statement of Cash Flows and the statement of changes in equity dealt with by this Report are in agreement with the books of account.

(d) {except for the effects of the matters described in the Basis for Qualified Opinion section}, in our opinion, the aforesaid standalone financial statements comply with Ind AS specified under section 133 of the Act;

(e) On the basis of the written representations received from the directors as on 31st March 2021 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 respect to the adequacy of the internal financial controls over financial reporting 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 Auditors' 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 has disclosed the impact, if any, of pending litigations as at 31st March 2021 on its financial position in its standalone financial statements – Refer Note no. 1.3- c –of the additional notes to the financial statements;
- 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.

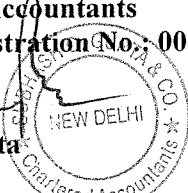
For Subhash C. Gupta & Co.

Chartered Accountants

Firm's Registration No.: 004103N

Lokesh Gupta
(Partner)

Membership No.: 503853



Place : New Delhi

Date : 21.06.2021

UDIN - 21503853AAAA GA7307

Annexure A to Independent Auditors' Report

Referred to in paragraph 15 of the Independent Auditors' Report of even date to the members of SITI JIND DIGITAL MEDIA COMMUNICATION PVT. LTD. on the standalone financial statements for the year ended 31st March 2021.

Based on the audit procedures performed for the purpose of reporting a true and fair view on the financial statements of the Company and taking into consideration the information and explanations given to us and the books of account and other records examined by us in the normal course of audit, we report that:

(i) (a) The Company has maintained proper records showing full particulars, including quantitative details and situation of fixed assets *except for Set Top Boxes capitalized/installed at customer premises.*

(b) According to the information and explanations given to us the fixed assets (*other than Set top boxes installed at customer premises and those in transit or lying with the distributors/cable operators and distribution equipment comprising overhead and underground cables physical verification of which is infeasible owing to the nature and location of these assets*) have been physically verified by the management during the year in a phased periodical manner which, in our opinion, is reasonable, having regard to the size of the Company and nature of the assets. No material discrepancies were noticed on such verification.

(c) Since the company does not own any immovable properties the provisions of the said clause of the Order are not applicable.

(ii) The company does not have any inventory. Accordingly, the provisions of clause 3(ii) of the Order are not applicable.

(iii) The Company has not granted any loan, secured or unsecured to companies, firms or other parties covered in the register maintained under Section 189 of the Act.

(iv) The Company has not granted any loans, made any investments nor provided any guarantee or security during the year accordingly the provisions of the said clause of the Order are not applicable.

(v) To the best of our knowledge & according to the information and explanations given to us the Company has not accepted any deposits within the meaning of Sections 73 to 76 of the Act and the Companies (Acceptance of Deposits) Rules, 2014 (as amended). Accordingly, the provisions of clause 3(v) of the Order are not applicable.

(vi) To the best of our knowledge and belief, the Central Government has not specified maintenance of cost records under sub-section (1) of Section 148 of the Act, in respect of Company's products/ services. Accordingly, the provisions of clause 3(vi) of the Order are not applicable.

(vii)(a) To the best of our knowledge and according to the information and explanations given to us the Company is regular in depositing undisputed statutory dues including provident fund, employees' state insurance, income-tax, GST, duty of customs, duty of excise, value added tax, cess and other material statutory dues as applicable, with the appropriate authorities. Further, no undisputed amounts payable in respect thereof were outstanding at the year-end for a period of more than six months from the date they become payable.

(b) There are no dues in respect of income-tax, sales-tax, wealth tax, GST, duty of customs, duty of excise, value added tax and cess that have not been deposited with the appropriate authorities on account of any dispute except for:-



Name of Statute	Nature of Dues	Amount Involved Rs.	Forum/ period where the dispute is pending
Haryana Value Added Tax Act, 2003	VAT	42,31,394/-	Appeal pending in High Court

(viii) The Company has no loans or borrowings payable to government and debenture-holders during the year. The company has not defaulted in repayment of loans or borrowings to any bank or financial institution during the year.

(ix) The company has not raised any funds during the year from initial public offer or further public offer. In our opinion, the term loans were applied for the purpose for which the loans were obtained.

(x) Based upon the audit procedures performed for the purpose of reporting true and fair view of the financial statement and as per the information and explanations given by the management, we report that no fraud on or by the Company has been noticed or reported during the course of our audit.

(xi) Managerial remuneration has been paid or provided by the company during the year in accordance with the requisite approvals mandate by the provisions of Section 197 read with Schedule V of the Companies Act, 2013.

(xii) Since the company is not a Nidhi company the provisions of clause 3(xii) of the order are not applicable.

(xiii) As per the information and explanation provided to us, all the transactions with the related parties are in compliance with section 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.

(xiv) The company has not made any preferential allotment/private placement of shares or convertible debentures during the year. Accordingly, the provisions of clause 3(xiv) of the Order are not applicable.

(xv) According to the information and explanation provided to us the company has not entered into any non-cash transactions with directors or persons connected with him during the year accordingly the provisions of clause 3(xv) of the order are not applicable.

(xvi) In our opinion and according to the information and explanation provided to us the company is not required to be registered u/s 45-IA of the Reserve Bank of India Act, 1934.

For Subhash C. Gupta & Co.
Chartered Accountants
Firm's Registration No.: 004103N

Lokesh Gupta
(Partner)
Membership No.: 503853

Place : New Delhi
Date : 21.06.2021

Annexure B to Independent Auditors' Report

Referred to in paragraph 16 (f) of the Independent Auditors' Report of even date to the members of SITI JIND DIGITAL MEDIA COMMUNICATION PVT. LTD. on the standalone financial statements 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 Act

1. We have audited the internal financial controls over financial reporting of SITI JIND DIGITAL MEDIA COMMUNICATION PVT. LTD. ("the Company") as of 31st March, 2021 in conjunction with our audit of the standalone financial statements of the Company for the year ended on that date.

Management's Responsibility for Internal Financial Controls

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

Auditors' Responsibility

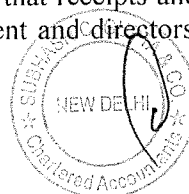
3. Our responsibility is to express an opinion on the Company's internal financial controls over financial reporting based on our audit conducted in accordance with the Guidance Note on Audit of Internal Financial Controls Over Financial Reporting (the "Guidance Note") and the Standards on Auditing deemed to be prescribed under Section 143(10) of the Act 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 ICAI. Those Standards and the Guidance Note require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether adequate internal financial controls over financial reporting was established and maintained and if such controls operated effectively in all material respects.

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

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

Meaning of Internal Financial Controls Over Financial Reporting

6. A company's internal financial control over financial reporting is a process designed to provide reasonable assurance regarding the reliability of financial reporting and the preparation of financial statements for external purposes in accordance with generally accepted accounting principles. A company's internal financial control over financial reporting includes those policies and procedures that (1) pertain to the maintenance of records that, in reasonable detail, accurately and fairly reflect the transactions and dispositions of the assets of the company; (2) provide reasonable assurance that transactions are recorded as necessary to permit preparation of financial statements in accordance with generally accepted accounting principles, and that receipts and expenditures of the company are being made only in accordance with authorisations of management and directors of the company; and (3) provide



reasonable assurance regarding prevention or timely detection of unauthorised acquisition, use, or disposition of the company's assets that could have a material effect on the financial statements.

Inherent Limitations of Internal Financial Controls Over Financial Reporting

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

Qualified Opinion

8. According to the information and explanations given to us and based on our audit, the following material weakness has been identified in the operating effectiveness of the Company's internal financial controls with reference to financial statements as at 31 March 2021:

The Company's internal financial controls over preparation of financial statements with respect to presentation and disclosure of 'Revenue from operations' in accordance with the requirement of IndAS 115 'Revenue from contracts with customers', were not operating effectively which has resulted in a material misstatement in the amounts recognised as 'Revenue from operations' and 'Paychannel, carriage sharing and related costs' including the relevant disclosures in the standalone financial statements, while there is no impact on the net profit for the year ended 31 March 2021.

9. A 'material weakness' is a deficiency, or a combination of deficiencies, in internal financial controls with reference to financial statements, such that there is a reasonable possibility that a material misstatement of the company's annual or interim financial statements will not be prevented or detected on a timely basis.

10. In our opinion, the Company has, in all material respects, adequate internal financial controls with reference to financial statements as at 31 March 2021, based on the internal control over financial reporting criteria established by the Company considering the essential components of internal control stated in the Guidance Note issued by the ICAI and *except for the effects of the material weakness described above* on the achievement of the objectives of the control criteria, the Company's internal financial controls with reference to financial statements were operating effectively as at 31 March 2021.

11. We have considered the material weakness identified and reported above in determining the nature, timing, and extent of audit tests applied in our audit of the standalone financial statements of the Company as at and for the year ended 31 March 2021, and the material weakness as mentioned in para 8 above, has affected our opinion on the standalone financial statements of the Company and we have issued a qualified opinion on the standalone financial statements.

For Subhash C. Gupta & Co.

Chartered Accountants

Firm's Registration No.: 004103N

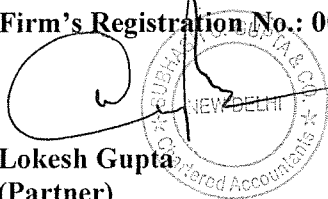
Lokesh Gupta

(Partner)

Membership No.: 503853

Place : New Delhi

Date : 21.06.2021



SITI JIND DIGITAL MEDIA COMMUNICATION PVT LTD
Balance sheet as at March 31, 2021

	Note	As at March 31, 2021	Rs. In million As at March 31, 2020
ASSETS			
Non-current assets			
a) Property, plant and equipment	2	61.49	77.79
b) Capital work-in-progress	2	0.64	0.53
c) Deferred Tax Assets	11	1.37	-
d) Investments	3	1.40	-
		64.90	78.32
Current assets			
b) Financial assets			
i) Trade receivables	4	17.99	20.53
ii) Cash and cash equivalents	5	0.06	1.58
iv) Others	6	0.19	0.19
c) Other current assets	7	15.06	15.19
		33.30	37.50
Total assets		98.20	115.82
EQUITY AND LIABILITIES			
Equity			
a) Equity share capital	8	2.00	2.00
b) Other equity	9	(8.37)	1.85
		(6.37)	3.85
LIABILITIES			
Non-current liabilities			
a) Long Term Borrowing	10	50.00	40.00
b) Deferred Tax Liability	11	-	0.17
c) Other non-current liabilities	12	0.07	0.05
		50.07	40.22
Current liabilities			
a) Financial liabilities			
i) Trade payables	13	49.24	68.06
ii) Other Financial Liabilities	14	1.48	-
b) Provisions	15	0.08	0.13
c) Other current liabilities	16	3.70	3.57
		54.51	71.75
Total equity and liabilities		98.20	115.82
		0.00	-

The accompanying notes are an integral part of these standalone financial statements.

This is the balance sheet referred to in our report of even date.

For Subhash C. Gupta & Co.
Chartered Accountants
Firm Regn No. -004103N
Lokesh Gupta
Partner
M.No. 503853



Place: DELHI
Date: 21 JUN 2021

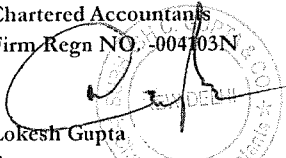
For and
SITI JIND DIGITAL MEDIA COMMUNICATION PVT. LT
Siti Jind Digital Media Communications Pvt. Ltd.
(Sanjay Arya) (Ram Phool Phour)
Director Director
DIN DIN
07197362 03312309

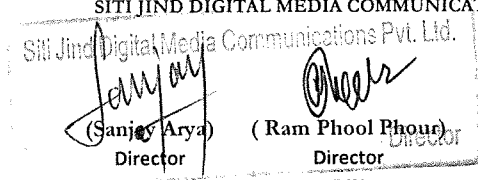
SITI JIND DIGITAL MEDIA COMMUNICATION PVT LTD
Statement of Profit and Loss for the year ended March 31, 2021

		Rs. In million	
	Note	March 31, 2021	March 31, 2020
Income			
Revenue from operations	17	66.93	73.72
Other income	18	0.88	0.12
Total income		67.80	73.84
Expenses			
Carriage sharing, pay channel and related costs		31.15	29.89
Employee benefits expense	19	2.98	3.21
Finance costs	20	5.51	0.42
Depreciation and amortisation of non-financial assets	21	17.56	17.48
Other expenses	22	22.39	21.77
Total expenses		79.58	72.77
Profit/(Loss) before exceptional item and tax		(11.78)	1.07
Exceptional item			
Profit/(Loss) before tax		(11.78)	1.07
Tax expense			
Current tax		0.00	0.07
Previous year Tax		-	0.14
Deffered Tax		-1.53	0.36
Profit/ (Loss) for the year		(10.24)	0.49
Other comprehensive income			
Items that will not be reclassified to profit or loss in subsequent periods		0.02	0.00
Remeasurement of defined benefit liability			
Total comprehensive income		(10.22)	0.49
Earnings (loss) per share			
Basic (loss) per share	23	(51.12)	2.46
Diluted (loss) per share	23	(51.12)	2.46

The accompanying notes are an integral part of these standalone financial statements.

This is the statement of profit and loss referred to in our report of even date

For Subhash C. Gupta & Co.
Chartered Accountants
Firm Regn NO. 004703N

Lokesh Gupta
Partner
M.No. 503853

For and on behalf of the Board of Directors of
SITI JIND DIGITAL MEDIA COMMUNICATION PVT. LTD.

(Sanjay Arya) (Ram Phool Phour)
Director Director
DIN DIN
07197362 03312309

Place : New Delhi
Date : 21 JUN 2021

SITI JIND DIGITAL MEDIA COMMUNICATION PVT. LTD.

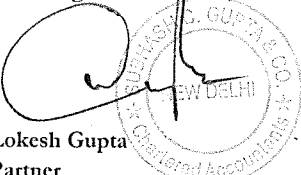
CASH FLOW STATEMENT FOR THE YEAR ENDED MARCH 31, 2021

Rs in Millions

PARTICULARS	31-03-2021	31-03-2020
A. Cash Flow from Operating Activities		
Net Profit after taxation, after exceptional items	(10.22)	0.49
Adjustments for :		
Depreciation	17.56	17.48
Interest Expenses	5.33	0.36
Provision for current taxation	-	0.07
Deffered tax	(1.53)	0.36
Previous year taxes	-	0.14
Operating expenses before working capital changes	11.13	18.91
Adjustments for :		
Increase in Current assets /loans & advances/trade receivables	2.67	1.87
Increase in trade and other payables	(17.22)	(59.24)
Cash generated from operations	(3.42)	(38.46)
Taxes Paid/Refund	0.00	-0.21
Net Cash Flow from Operating Activities	(3.42)	(38.68)
B. Cash Flow from Investing Activities		
Purchase of Fixed Assets/CWIP (net)	(1.37)	(1.37)
Investment in mutual fund	(1.40)	
Net Cash Flow from Investing Activities	(2.77)	(1.37)
C. Cash Flow from Financing Activities		
Net Proceeds from Long Term Borrowings	10.00	40
Increase in Share Capital		-
Net Interest Paid	-5.33	(0.36)
Net Cash Flow from Financing Activities	4.67	39.64
Net Cash Flow during the year	(1.51)	(0.40)
Cash and Cash Equivalents at the beginning of the year	1.58	1.98
Cash and Cash Equivalents at the end of the year	0.06	1.58

Cash and Cash Equivalents consists of balance with Banks.
Previous year figures have been regrouped/recast wherever necessary.

As per our Report of even date attached
For Subhash C. Gupta & Co.
Chartered Accountants
Firm Regn NO. -004103N


Lokesh Gupta
Partner
M.No. 503853

For and on behalf of the Board of Directors of

SITI JIND DIGITAL MEDIA COMMUNICATION PVT. LTD.

Siti Jind Digital Media Communications Pvt. Ltd.


(Sanjay Arya)
Director
DIN
07197362


Director
DIN
03312309

Place : New Delhi

Date : 21 JUN 2021

Note: 1 Company Overview and Significant Accounting Policies

1.1 Company Overview

- a. SITI Jind Digital Media Communication Pvt. Limited (hereinafter referred to as the 'Company' or 'SNL') was incorporated in the state of Delhi, India. The Company is engaged in distribution of television channels through digital cable distribution network and allied services. Effective February 01, 2020, the revised regulatory framework (hereinafter referred to as "Tariff Order 2017") released in March 2017 by the Telecom Regulatory Authority of India 'TRAI' for digital television services is applicable on the Company.

b. Accounting Convention

Basis of preparation

These financial statements are prepared on going concern basis in accordance with Indian Accounting Standards (Ind AS) under the historical cost convention on accrual basis except for certain financial instruments which are measured at fair values as per the provisions of the Companies Act, 2013 ('Act') (to the extent notified). The Ind AS are prescribed under Section 133 of the Act read with Rule 3 of the Companies (Indian Accounting Standards) Rules, 2015 and Companies (Indian Accounting Standards) Amendment Rules, 2016.

Accordingly, the Company has prepared financial statements which comply with Ind AS applicable for periods ending on 31 March 2021, together with the comparative period as at and for the year ended 31 March 2020.

Accounting policies have been consistently applied except where a newly issued accounting standard is initially adopted or a revision to an existing accounting standard requires a change in the accounting policy hitherto in use.

1.2 Summary of Accounting Policies

a. Use of estimate

The preparation of Company's standalone financial statements requires the use of accounting estimates which, by definition, will seldom equal the actual results. Management also needs to exercise judgement in applying the Company's accounting policies.

b. Critical accounting estimates

(i) Contingencies and commitments

In the normal course of business, contingent liabilities may arise from litigation and other claims against the Company. Potential liabilities that have a low probability of crystallising or are very difficult to quantify reliably, are treated as contingent liabilities. Such liabilities are disclosed in the notes but are not provided for in the financial statements. There can be no assurance regarding the final outcome of the contingent liabilities.

(ii) Useful lives and residual values

The Company reviews the useful lives and residual values of property, plant and equipment, and intangible assets at each financial year end.

(iii) Fair value measurement

A number of company's accounting policies and disclosures require the measurement of fair values, for both financial and non-financial assets and liabilities.

When measuring the fair value of an asset or a liability, the Company uses observable market data as far as possible. Fair values are categorized into different levels in a fair value hierarchy based on the inputs used in the valuation techniques as follows:

-Level 1: quoted prices (unadjusted) in active markets for identical assets or liabilities.

-Level 2: inputs other than quoted prices included in Level 1 that are observable for the asset or liability, either directly (i.e. prices) or indirectly (i.e. derived from prices).

-Level 3: inputs for the asset or liability that are not based on observable market data (unobservable inputs).

If the inputs used to measure the fair value of an asset or a liability fall into different levels of a fair value hierarchy, then the fair value measurement is categorized in its entirety in the same level of the fair value hierarchy as the lowest level input that is significant to the entire measurement.

The Company recognizes transfers between levels of the fair value hierarchy at the end of reporting year during which the change has occurred.

d. Property, Plant and Equipment

Recognition and initial measurement

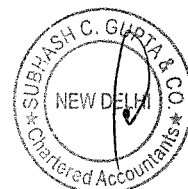
Properties plant and equipment are stated at their cost of acquisition. The cost comprises purchase price (net of INPUT TAX CREDIT CENVAT Credit availed), borrowing cost if capitalization criteria are met and directly attributable cost of bringing the asset to its working condition for the intended use. Any trade discount and rebates are deducted in arriving at the purchase price.

When significant parts of plant and equipment are required to be replaced at intervals, the Company depreciates them separately based on their specific useful lives. Likewise, when a major inspection is performed, its cost is recognised in the carrying amount of the plant and equipment as a replacement if the recognition criteria are satisfied. All other repair and maintenance costs are recognised in statement of profit or loss as incurred.

Set top boxes are treated as part of capital work in progress till at the end of the month of activation thereof.

SITI Jind Digital Media Communications Pvt. Ltd

Director



e. Subsequent measurement (depreciation and useful lives)

i.) Depreciation on property, plant and equipment is provided on the straight-line method, computed on the basis of useful lives prescribed in Schedule II to the Companies' Act, 2013.

Type of assets	Life (Years)
Plant & Machinery	8.00
Set Top Boxes	8.00

De-recognition

An item of property, plant and equipment and any significant part initially recognised is derecognized upon disposal or when no future economic benefits are expected from its use or disposal. Any gain or loss arising on de-recognition of the asset (calculated as the difference between the net disposal proceeds and the carrying amount of the asset) is included in the income statement when the asset is derecognized.

Impairment of non-financial Assets

The Company assesses at each Balance Sheet date whether there is any indication that an asset may be impaired. If any such indication exists, the Company estimates the recoverable amount of the asset. If such recoverable amount of the asset or the recoverable amount of the cash-generating unit to which the asset belongs is less than its carrying amount, the carrying amount is reduced to its recoverable amount. The reduction is treated as an impairment loss and is recognized in the statement of profit and loss.

If at the reporting date, there is an indication that a previously assessed impairment loss no longer exists, the recoverable amount is reassessed and the asset is reflected at the recoverable amount subject to a maximum of depreciated historical cost and the same is accordingly reversed in the Statement of Comprehensive Income.

f. Taxation on Income

Tax expense recognised in profit or loss comprises the sum of deferred tax and current tax not recognised in other comprehensive income or directly in equity.

Calculation of current tax is based on tax rates and tax laws that have been enacted or substantively enacted by the end of the reporting period. Deferred income taxes are calculated using the liability method.

Deferred tax assets are recognised to the extent that it is probable that the underlying tax loss or deductible temporary difference will be utilised against future taxable income. This is assessed based on the Company's forecast of future operating results, adjusted for significant non-taxable income and expenses and specific limits on the use of any unused tax loss or credit. Deferred tax liabilities are generally recognised in full, although IAS 12 'Income Taxes' specifies limited exemptions. As a result of these exemptions the Company does not recognise deferred tax on temporary differences relating to goodwill, or to its investments in subsidiaries.

g. Revenue recognition

i.) Revenue is recognised when it is probable that the economic benefits will flow to the Company and it can be reliably measured.

ii.) Revenue is measured at the fair value of the consideration received/receivable net of rebates and taxes. The Company applies the revenue recognition criteria to each separately identifiable component of the sales transaction as set out below.

Revenue from rendering of Services

Subscription income is recognised on completion of services and when no significant uncertainty exists regarding the amount of consideration that will be derived.

Other networking and management income and carriage income are recognised on accrual basis over the terms of related agreements and when no significant uncertainty exists regarding the amount of consideration that will be derived. Carriage revenue recognition is done basis negotiations/formal agreement with broadcasters.

Advertisement income is recognised when the related advertisement gets telecasted and when no significant uncertainty exists regarding the amount of consideration that will be derived. Other advertisement revenue for slot sale is recognised on period basis.

Activation and set top boxes pairing charges are recognised as revenue to the extent it relates to pairing and transfer of the related boxes and when no significant uncertainty exists regarding the amount of consideration that will be derived and the upfront obligation is discharged. Where part of the revenues collected at the time of activation relates to future services to be provided by the Company, a part of activation revenue is deferred and recognized over the associated service contract period or customer life.

Borrowing Costs

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

Borrowing costs directly attributable to the acquisition, construction or production of a qualifying asset are capitalized during the period of time that is necessary to complete and prepare the asset for its intended use or sale. A qualifying asset is one that necessarily takes substantial period of time to get ready for its intended use. Capitalization of borrowing costs is suspended in the period during which the active development is delayed due to, other than temporary, interruption. All other borrowing costs are charged to the Statement of Profit and Loss as incurred.

Investments and Other Financial Assets



Financial assets

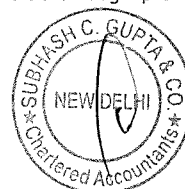
Initial recognition and measurement

Financial assets and financial liabilities are recognised when the Company becomes a party to the contractual provisions of the financial instrument and are measured initially at fair value adjusted for transaction costs.

Financial assets and financial liabilities are offset and the net amount is reported in the Balance Sheet if there is a currently enforceable legal right to offset the recognised amounts and there is an intention to settle on a net basis, to realize the assets and settle the liabilities simultaneously.

All other debt instruments are measured at Fair Value through other comprehensive income or Fair value through profit and loss based on Company's business model.



Director



De-recognition of financial liabilities

A financial liability is de-recognised when the obligation under the liability is discharged or cancelled or expires.

When an existing financial liability is replaced by another from the same lender on substantially different terms, or the terms of an existing liability are substantially modified, such an exchange or modification is treated as the de-recognition of the original liability and the recognition of a new liability. The difference in the respective carrying amounts is recognised in the statement of profit or loss.

Impairment of Financial Assets

In accordance with Ind-AS 109, the Company applies Expected Credit Loss (ECL) model for measurement and recognition of impairment loss for Financial Assets.

h. Impairment of Assets

The carrying amounts of assets are reviewed at each balance sheet date. Impairment of Assets is recognised when there is an indication of Impairment and on such indication the recoverable amount of the assets is estimated and if such estimation is less than its carrying amount, the carrying amount is reduced to its recoverable amount.

i. Earning Per Share:

Basic earnings per share is calculated by dividing the net profit or loss for the period attributable to equity shareholders (after deducting preference dividends and attributable taxes) by the weighted average number of equity shares outstanding during the period. Partly paid equity shares are treated as a fraction of an equity share to the extent that they are entitled to participate in dividends relative to a fully paid equity share during the reporting period.

For the purpose of calculating diluted earnings per share, the net profit or loss for the period attributable to equity shareholders and the weighted average number of shares outstanding during the period are adjusted for the effects of all dilutive potential equity shares.

j. Provisions, contingent assets and contingent liabilities

Provisions are recognized only when there is a present obligation, as a result of past events, and when a reliable estimate of the amount of obligation can be made at the reporting date. These estimates are reviewed at each reporting date and adjusted to reflect the current best estimates. Provisions are discounted to their present values, where the time value of money is material.

Contingent liability is disclosed for:

- Possible obligations which will be confirmed only by future events not wholly within the control of the Company or
- Present obligations arising from past events where it is not probable that an outflow of resources will be required to settle the obligation or a reliable estimate of the amount of the obligation cannot be made.

Contingent Assets are disclosed when probable and recognised when realization of income is virtually certain.

Significant management judgement in applying accounting policies and estimation uncertainty

Financial Statements are prepared in accordance with GAAP in India which require management to make estimates and assumptions that affect the reported balances of assets, liabilities and disclosure of contingent liabilities at the date of the financial statements and reported amounts of income & expenses during the periods. Although these estimates and assumptions used in accompanying Financial Statements are based upon management's evaluation of relevant facts and circumstances as of date of Financial Statements which in management's opinion are prudent and reasonable, actual results may differ from estimates and assumptions used in preparing accompanying Financial Statements. Any revision to accounting estimates is recognized prospectively from the period in which results are known/ materialise in accordance with applicable Accounting Standards.

Information about estimates and assumptions that have the most significant effect on recognition and measurement of assets, liabilities, income and expenses is provided below.

Significant Management Judgements

The following are significant management judgements in applying the Accounting Policies of the Company that have the most significant effect on the Financial Statements.

Recognition of Deferred Tax Assets - The extent to which deferred tax assets can be recognized is based on an assessment of the probability of the Company's future taxable income against which the deferred tax assets can be utilized.

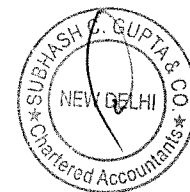
Evaluation of indicators for Impairment of Assets - The evaluation of applicability of indicators of impairment of assets requires assessment of several external and internal factors which could result in deterioration of recoverable amount of the assets.

Property, Plant and Equipment - Management assess the remaining useful lives and residual value of property, Plant and Equipment and believes that the assigned useful lives and residual value are reasonable

Estimation Uncertainty- Information about estimates and assumptions that have the most significant effect on recognition and measurement of assets, liabilities, income and expenses is provided below.

Ji Jind Digital Media Communications Pvt. Ltd.

Director



1.3 ADDITIONAL NOTES TO THE FINANCIAL STATEMENTS

a. Earning per share:

	31.03.2021	31.03.2020
a) Profit/(Loss) after Tax	(10,244,163)	492,450
b) Weighted average No. of Ordinary Shares		
Basic	200,000	200,000
Diluted	200,000	200,000
c) Nominal Value of Ordinary Share	10	10
d) Earning per Ordinary share considering:		
Basic	(51.22)	2.46
Diluted	(51.22)	2.46

b. Auditor's Remuneration (Including Legal & professional Charges)

Particulars	2020-21	2019-20
Audit fees Rs.	60,000	76,000
Tax Audit Fees		
Other Matter	76,000	35,000
(Amount are exclusive of Service Tax)		

c. Additional information

Contingent Liabilities not provided for on account of:

VAT department	4,231,394	4,231,394
Director Remuneration	960,000	960,000
Earning in Foreign Currency	-	-
Remittances in Foreign Currency	-	-
Expenditure in Foreign Currency	-	-
CIF Value of Import	-	-

d. Commitments

Future commitments towards capital contributions - NIL

e. Segment Reporting

The Company operates in single business segment of cable distribution in India only. Hence there are no separate reportable business or geographical segments as per Indian Accounting Standard (Ind AS-108) on Segment Reporting.

f. The Company has incurred losses during the year ended 31.3.2021 and has negative working capital as at 31.3.2021. The Company has negative net worth as at 31.3.2021. Given the expected revenue growth and improvement in operating margins under the Tariff Order, 2017 and support from the Holding Company/promoters, the Company has followed the fundamental accounting assumption of 'Going concern' for preparation of financials for the year ended 31 March 2021. In the opinion of the Board of Directors of the Company, the Company will meet all its financial obligation as they fall due for payment for at least 12 months from the date of signature of these financial statements.

g. Related Parties Disclosure:

List of Parties where control exists

i Holding Company

Siti Networks Limited (Formerly known as Siti Cable Network Limited)

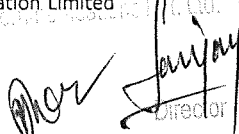
ii Fellow Subsidiary Companies

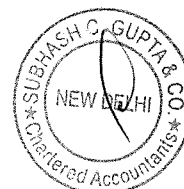
Siticable Broadband South Ltd.
Wire & Wireless Tisai Satellite Ltd.
Indian Cable Net Company Ltd.
Central Bombay Cable Network Limited.
Master Channel Community Network Pvt. Ltd.
Siti Vision Digital Media Pvt. Ltd.
Siti Jai Maa Durga Communications Pvt. Ltd.
Siti Bhatia Network Entertainment Private Limited
Siti Krishna Digital Media Private Limited
Siti Jony Digital Cable Network Private Limited
Siti Guntur Digital Network Private Limited
Siti Faction Digital Private Limited

SITI GLOBAL PVT. LTD.
SITI BROADBAND SERVICES PRIVATE LIMITED
SITI PRIME UTTARANCHAL COMMUNICATION PRIVATE LIMITED
PANCHSHEEL DIGITAL COMMUNICATION NETWORK PRIVATE LIMITED
SAI STAR DIGITAL MEDIA PRIVATE LIMITED
BARGACHH DIGITAL COMMUNICATION NETWORK PRIVATE LIMITED
VARIETY ENTERTAINMENT PRIVATE LIMITED
Siti Siri Digital Network Pvt. Ltd.
SITI MAURYA CABLE NET PRIVATE LIMITED (Subsidiary of ICNCL)
INDINET SERVICE PRIVATE LIMITED (100% Subsidiary of ICNCL)
SITI KARNAL DIGITAL MEDIA NETWORK PRIVATE LIMITED
SITI NETWORKS LLP

iii Entities owned and significantly influenced by the Holding company/Promoter group

Zee Entertainment Enterprises Limited
Zee Media Corporation Limited

Siti Jind Digital Media Pvt. Ltd.

Director



iv Key Managerial Personnel

Mr. Ram Phool -Managing Director
Mr. Sanjay Arya
Mr. Pawan Kumar Gupta

v Other Related Parties

M/s. Digital Advanced Transmission 9

Transactions with:

Holding Company- Siti Networks Ltd.

	2021	2020
Payment on account of Content cost		-
Management Charges	3,077,055	3,547,250
SMS Usage Charges & Bandwidth charges	1,058,836	4,332,960
Purchase of STB	946,000	400,755
STB repair charges/operation expenses	21,541	8,000
Reimbursement of expenses	15,408	148,689
Payment made	-	25,100,000
Carriage Income	4,661,404	9,410,048

Transaction with-Zee Entertainment Enterprises Limited

LCN Incentive income during the year	1,347,570	2,753,421.0
Pay channel expense during the year	7,310,782	7,702,062.0
Security deposit paid	-	4,500

With Key Managerial Personnel

	2021	2020
Director Remuneration	960,000	960,000
Advance given/ recd	-	-
Advance received back	-	-

Outstanding balances as on 31.3.2021

Siti Networks Ltd.- Current Account Cr.	33,637,061	49,069,699
Siti Networks Ltd.- provision for expenses Cr.	-	3,413,690
Siti Networks Ltd.- Accrued Carriage income Dr.	4,674,046	4,441,404

Trade receivables

Zee Entertainment Enterprises Limited	3,782,670.0	4,076,782.0
Zee Media Corporation Limited	337,418.0	337,418.0

Trade payables

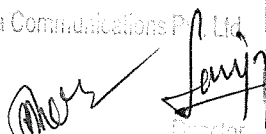
Zee Entertainment Enterprises Limited	3,619,143.0	2,484,868.0
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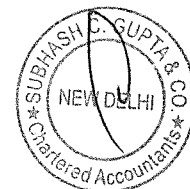
h.

Reconciliation of Tax Expense			
The major components of income tax for the year are as under:			
		31-Mar-21	March 31, 2020
			Rs. in million
Income tax related to items recognised directly in the statement of profit and loss			
Current tax - current year		-	0.07
Deferred tax charge / (benefit)		(1.53)	0.36
Total		(1.53)	0.43
Effective tax rate		13.0%	40.4%
A reconciliation of the income tax expense applicable to the profit before income tax at statutory rate to the income tax expense at the Company's effective income tax rate for the year ended 31 March, 2021 and 31 March, 2020 is as follows:			
Profit/(Loss) before tax		(11.78)	1.07
Effective tax rate		13.0%	40.4%
Tax at statutory income tax rate		-	0.07
Tax effect on non-deductible expenses			
Additional allowances for tax purposes			
Other difference		(1.53)	0.36
Tax expense recognised in the statement of profit and loss		(1.53)	0.43

i. Financial risk management objectives and policies

The Company's activities expose it to a variety of financial risks, including market risk, credit risk and liquidity risk. The Company's primary risk management focus is to minimize potential adverse effects of market risk on its financial performance. The Company's risk management assessment and policies and processes are established to identify and analyse the risks faced by the Company, to set appropriate risk limits and controls, and to monitor such risks and compliance with the same. Risk assessment and management policies and processes are reviewed regularly to reflect changes in market conditions and the Company's activities. The Board of Directors is responsible for overseeing the Company's risk assessment and management policies and processes

Siti Mind Digital Media Communications Pvt. Ltd.

Director



a. Credit risk

Credit risk is the risk of financial loss to the Company if a customer or counterparty to a financial instrument fails to meet its contractual obligations, and arises principally from the Company's receivables from customers. Credit risk is managed through credit approvals, establishing credit limits and continuously monitoring the creditworthiness of customers to which the Company grants credit terms in the normal course of business. The Company establishes an allowance for doubtful debts and impairment that represents its estimate of incurred losses in respect of trade and other receivables and investments.

Credit risk management

Credit risk rating

The Company assesses and manages credit risk of financial assets based on following categories arrived on the basis of assumptions, inputs and factors specific to the class of financial assets.

A: Low credit risk on financial reporting date

B: High credit risk

The Company provides for expected credit loss based on the following:

Asset group

Low credit risk

High credit risk

Basis of categorisation Provision for expected

Investment, Cash and cash equivalents and other 12 month expected credit loss financial assets

Trade receivables, security deposits and amount recoverable Based on estimates

Based on business environment in which the Company operates, a default on a financial asset is considered when the counter party fails to make payments within the agreed time period as per contract. Loss rates reflecting defaults are based on actual credit loss experience and considering differences between current and historical economic conditions.

Credit rating	Particulars	Rs. in million	
		31-Mar-21	31-Mar-20
A: Low credit risk	Investment, Cash and cash equivalents and other financial assets except security deposits and amount recoverable	15.31	16.96
B: High credit risk	Trade receivables, security deposits and amount recoverable	17.99	20.53

Concentration of trade receivables

The Company has widespread customers and there is no concentration of trade receivables.

Credit risk exposure

Provision for expected credit losses

The Company provides expected credit losses for following financial assets based on certain estimates.

As at March 31, 2021

Particular	Rs. in million		
	Estimated gross carrying amount at default	Expected credit losses	Carrying amount net of impairment provision
Trade receivables	17.99	-	17.99
Security deposits	0.19	-	0.19
Advances recoverable	-	-	-

As at March 31, 2020

Particular	Rs. in million		
	Estimated gross carrying amount at default	Expected credit losses	Carrying amount net of impairment provision
Trade receivables	20.53	-	20.53
Security deposits	0.19	-	0.19
Advances recoverable	-	-	-

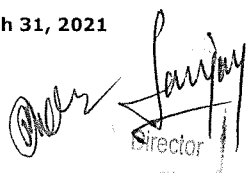
Reconciliation of loss allowance provision – Trade receivable, security deposit and accounts receivable

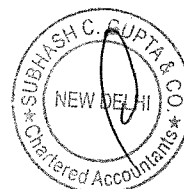
Loss allowance on March 31, 2020

Changes in loss allowance

Loss allowance on March 31, 2021

-
-
-


Director



(i) Trade and other receivables

The Company's exposure to credit risk is influenced mainly by the individual characteristics of each customer. The demographics of the customer, including the default risk of the industry and country in which the customer operates, also has an influence on credit risk assessment. Credit risk is managed through credit approvals, establishing credit limits and continuously monitoring the creditworthiness of customers to which the Company grants credit terms in the normal course of business. An impairment analysis is performed at each reporting date on an individual basis for major customers.

(ii) Financial assets that are neither past due nor impaired

Credit risk from balances with banks and financial institutions is managed by the Company's treasury department in accordance with the Company's assessment of credit risk about particular financial institution. None of the Company's cash equivalents, including term deposits (i.e., certificates of deposit) with banks, were past due or impaired as at 31 March 2021.

b. Liquidity risk

Liquidity risk is the risk that the Company will not be able to meet its financial obligations as they become due. The Company manages liquidity risk by maintaining adequate reserves, by continuously monitoring forecast and actual cash flows and matching the maturity profiles of financial assets and liabilities. The Company manages its liquidity risk by ensuring, as far as possible, that it will always have sufficient liquidity to meet its liabilities when due, under both normal and stressed conditions, without incurring unacceptable losses or risk to the Company's reputation.

As at 31st March 2021

Particulars	Rs in Millions		
	Less than 1 year	1-5 year	Total
Borrowings	50.00	-	50.00
Trade payables	49.24	-	49.24

As at 31st March 2020

Particulars	Rs in Millions		
	Less than 1 year	1-5 year	Total
Borrowings	-	-	-
Trade payables	68.06	-	68.06

c. Market risk

Market risk is the risk of loss of future earnings, fair values or future cash flows that may result from adverse changes in market rates and prices (such as interest rates, foreign currency exchange rates and commodity prices) or in the price of market risk-sensitive instruments as a result of such adverse changes in market rates and prices. Market risk is attributable to all market risk-sensitive financial instruments, all foreign currency receivables and payables and all short term and long-term debt. The Company is exposed to market risk primarily related to foreign exchange rate risk, interest rate risk and the market value of its investments. Thus, the Company's exposure to market risk is a function of investing and borrowing activities and revenue generating and operating activities in foreign currencies.

d. Interest rate risk

Interest rate risk is the risk that the fair value or future cash flows of a financial instrument will fluctuate because of changes in market interest rates.

j. In view of the nature of business, where the necessary documentary evidence does not support the payment made/expenses incurred, the same are accounted for on the basis of certification of the Management.

k. Figures for the previous year have been regrouped / rearranged / recast whenever necessary to confirm for comparison purpose.

l. Trade receivables, Trade payables, Current liabilities, Expenses Recoverable/payable & other loans & Advances are subject to confirmation and reconciliation from the parties.

m. Capital management**Risk Management**

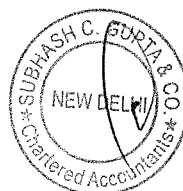
The Company's objectives when managing capital is to safeguard continuity, maintain a strong credit rating and healthy capital ratios in order to support its business and provide adequate return to shareholders through continuing growth. The Company's overall strategy remains unchanged from previous year. The Company sets the amount of capital required on the basis of annual business and long-term operating plans which include capital and other strategic investments. The funding requirements are met through a mixture of equity, internal fund generation and other non-current borrowings. The Company's policy is to use current and non-current borrowings to meet anticipated funding requirements. The Company monitors capital on the basis of the gearing ratio which is net debt divided by total capital (equity plus net debt). The Company is not subject to any externally imposed capital requirements. Net debt are non-current and current borrowings as reduced by cash and cash equivalents, other bank balances and current investments. Equity comprises all components including other comprehensive income.

n. Total capital (equity + net debts) (D)**Gearing ratio (C/D)**

Sri Jind Digital Media Communications Pvt. Ltd.

[Signature]
Director

Particular	Rs. in million	
	31-Mar-21	31-Mar-20
Cash and cash equivalents (refer note 5)	0.06	1.58
Current investments	-	-
Margin money	-	-
Total cash (A)	0.06	1.58
Borrowings (non-current, financial liabilities)	50.00	40.00
Borrowings (current, financial liabilities)	-	-
Current maturities of long-term borrowings	-	-
Current maturities of finance lease obligations	-	-
Total borrowing (B)	50.00	40.00
Net debt (C=B-A)	49.94	38.42
Total equity	43.56	42.27
Total capital (equity + net debts) (D)	43.56	42.27
Gearing ratio (C/D)	1.15	0.91



- o. The new tariff order of Telecom Regulatory Authority of India (TRAI) was implemented from 1, 2019, as per the extended timelines. TRAI had further extended the timeline for subscribers to select channels. Owing to the initial delays in implementation of new tariff order, all the distribution platform operators (DPO) are in transition from previous regime to new regime and are in the process of implementation of contracts with the broadcasters and customers.
- p. COVID 19 was declared as a pandemic by WHO on 11, March, 2020 is continuing to spread across the world and India. Since March 2020, The Indian government has imposed a 21 day nationwide lockdown which was extended in tranches till 31st May 2020 with relaxations to essential services and selected economic activities. The company continued to operate during the lockdown providing the cable television services to its customers which has been declared as an essential service. Based on the management assessment and review of the current economic scenario, the management does not expect any significant impact of COVID-19 on the company.
- q. The company has calculated the benefits provided to employees as per accounting standards 15, are as under
- Defined Benefit Plans**
- a.) Gratuity Plan
b.) Leave Encashment

In accordance with Indian Accounting Standards (Ind AS) 19, the actuarial valuation carried out in respect of the aforesaid defined benefit plans is based

Actuarial Assumption	31.3.2021		31.3.2020	
	Leave Encashment	Employee Gratuity Fund	Leave Encashment	Employee Gratuity Fund
Discount Rate (Per annum)	7.00%	7.00%	7.00%	7.00%
Rate of Increase in compensation levels	5.00%	5.00%	5.00%	5.00%
Expected Rate of return on plan assets	-	-	-	-
Expected Average remaining working lives of employees (years)	-	24	25.30	25.30
Change in obligation during the year ended 31st March, 2021				
Present Value of obligation as at 1st April, 2020	11,141	45,180	-	-
Acquisition adjustment	-	-	-	-
Interest cost	780	3,163	-	-
Past service cost	-	-	-	-
Current service cost	2,324	38,597	11,141	45,180
Curtailment cost/(Credit)	-	-	-	-
Settlement cost/(Credit)	-	-	-	-
Benefits paid	-	-	-	-
Actuarial (gain)/loss on obligation	(9,596)	(10,230)	-	-
Present value of obligation as at the end of period (31st March, 2021)	4,649	76,710	11,141	45,180
Change in fair value plan Assets	Nil	Nil	Nil	Nil
Movement in the liability recognized in the Balance Sheet				
Opening net liability (01.04.2020)	11,141	45,180	-	-
Expense to be recognised in P&L	3,104	41,760	11,141	45,180
OCI - Actuarial gain/loss- total current period	-	-	-	-
Actual return on plan assets	(9,596)	(10,230)	-	-
Acquisition adjustment	-	-	-	-
Net assets/(Liab) recognised in Balance Sheet as provision (31.03.2021)	4,649	76,710	11,141	45,180
Expenses recognised in Profit and Loss Account				
Current service cost	2,324	38,597	11,141	45,180
Past service cost	-	-	-	-
Interest cost	780	3,163	-	-
Settlement cost / (credit)	-	-	-	-
Expenses recognized in the statement of profit & losses	3,104	41,760	11,141	45,180
Other comprehensive (income) / expenses (Remeasurement)				
Actuarial (gain)/loss - obligation	(9,596)	(10,230)	-	-
Actuarial (gain)/loss - plan assets	-	-	-	-
Total Actuarial (gain)/loss	(9,596)	(10,230)	-	-

Actuarial Assumption.

The discount rate is generally based upon the market yields available on Government Bonds and salary growth rate takes account of inflation, seniority,

Sensitivity Analysis

Significant actuarial assumptions for the determination of the defined benefit obligation are discount rate and expected salary increase rate. Effect of

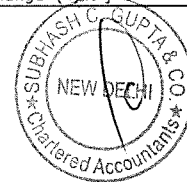
Sensitivity Analysis for Gratuity

Period	As on: 3/31/2020
Defined Benefit Obligation (Base)	76710 @ Salary Increase Rate :5%,& discount rate:7%
Liability with x% increase in Discount Rate	71460; x=1.00% [Change (7)%]
Liability with x% decrease in Discount Rate	83001; x=1.00% [Change 8%]
Liability with x% increase in Salary Growth Rate	83065; x=1.00% [Change 8%]
Liability with x% decrease in Salary Growth Rate	71320; x=1.00% [Change (7)%]
Liability with x% increase in Withdrawal Rate	75420; x=1.00% [Change (2)%]
Liability with x% decrease in Withdrawal Rate	77762; x= 1.00% [Change 1%]

Sensitivity Analysis for Leave Encashment

Period	As on: 3/31/2021
Defined Benefit Obligation (Base)	4649
Liability with x% increase in Discount Rate	4111; x=1.00% [Change (12)%]
Liability with x% decrease in Discount Rate	5314; x=1.00% [Change 14%]
Liability with x% increase in Salary Growth Rate	5321; x=1.00% [Change 14%]
Liability with x% decrease in Salary Growth Rate	4097; x=1.00% [Change (12)%]
Liability with x% increase in Withdrawal Rate	4793; x=1.00% [Change 3%]
Liability with x% decrease in Withdrawal Rate	4479; x=1.00% [Change (4)%]

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Director



SITI JIND DIGITAL MEDIA COMMUNICATIONS PVT LTD

Summary of significant accounting policies and other explanatory information for the year ended March 31, 2021

2 Property, plant and equipment

Rs. In Millions

	Plant and equipment	Set top boxes	Total
Gross carrying amount			
Balance as at April 01, 2019	9.54	128.54	138.08
Additions	0.83	0.45	1.28
Disposals			-
Balance as at March 31, 2020	10.37	128.99	139.36
Gross carrying amount			
Balance as at April 01, 2020	10.37	128.99	139.36
Additions	0.43	0.83	1.26
Disposals			-
Balance as at March 31, 2021	10.80	129.82	140.62
Accumulated depreciation			
Balance as at April 01, 2019	3.40	40.69	44.09
Charge for the year	1.33	16.15	17.48
Disposals			-
Balance as at March 31, 2020	4.73	56.84	61.57
Accumulated depreciation			
Balance as at April 01, 2020	4.73	56.84	61.57
Charge for the year	1.40	16.16	17.56
Balance as at March 31, 2021	6.13	73.00	79.13
Net carrying amount as at March 31, 2020	5.64	72.15	77.79
Net carrying amount as at March 31, 2021	4.67	56.82	61.49

As at	As at
31-Mar-21	31-Mar-20

Capital Work in Progress

0.64 0.53

Note:- I Capital work-in-progress include set top boxes, viewing cards (softwares) amounting to Rs.644417/- and (previous year Rs.528566/-) which are yet to be installed.



Siti Jind Digital Media Communications Pvt. Ltd.

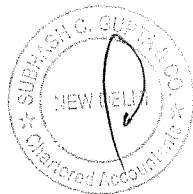
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Director

Balance sheet as at March 31, 2021

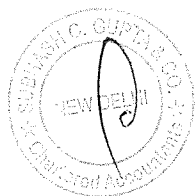
	As at March 31, 2021	31-Mar-20
	As at 31-Mar-21	As at 31-Mar-20
3 Others (non-current, non- financial assets)		
Unsecured, considered good		
Investment in Mutual Funds	1.40	-
	1.40	-
4 Trade receivables		
Unsecured, considered good		
Receivables, credit impaired	17.99	20.53
Less: Allowance for expected credit losses	-	-
	17.99	20.53
Classified as:		
Non-current trade receivables	17.99	20.53
Current trade receivables	17.99	20.53
	17.99	20.53
5 Cash and cash equivalents		
Cash on hand	0.06	0.31
Balances with banks on current accounts	-	1.27
	0.06	1.58
6 Others (current, financial assets)		
Unsecured, considered good		
Security deposits	0.19	0.19
	0.19	0.19
7 Other current assets		
Unsecured, considered good unless otherwise stated		
Balances with Government authorities	12.95	13.55
MAT Credit	1.16	1.23
Other recoverable	0.80	0.09
Prepaid expenses	0.16	0.32
	15.06	15.19




Siti Jind Digital Media Communications Pvt. Ltd.

 Director

Balance sheet as at March 31, 2021

		31-Mar-21	31-Mar-20
8	Share capital		
	Authorised share capital		
	200000 (Previous year: 200000) equity shares of Rs.10 each	2.00	2.00
	Total authorised capital	2.00	2.00
	Issued share capital		
	200000 (Previous year: 200000) equity shares of Rs.10 each	2.00	2.00
	Total issued capital	2.00	2.00
	Subscribed and fully paid up capital		
	200000 (Previous year: 200000) equity shares of Rs.10 each	2.00	2.00
	Total paid up capital	2.00	2.00
		2.00	2.00
9	Other Equity	31-Mar-21	31-Mar-20
	Retained Earnings		
	Balance at the beginning of the year	1.85	1.36
	Add: Profit/Loss for the year	-10.24	0.49
	Balances as at the end of the year (A)	(8.39)	1.85
	Others		
	Transfer from OCD	-	-
	Balances as at the end of the year (B)	-	-
	Other Comprehensive income		
	Other comprehensive income recognised directly in retained earnings	0.02	-
	Balances as at the end of the year (C)	0.02	-
	Balances as at the end of the year (A+B+C)	(8.37)	1.85



Siti Jind Digital Media Communications Pvt. Ltd.
 Director

SITI JIND DIGITAL MEDIA COMMUNICATIONS PVT LTD

Summary of significant accounting policies and other explanatory information for the year ended March 31, 2021

	As at 31-Mar-21	As at 31-Mar-20
10 Long-term borrowings		
Term loans from bank/financial institution	50.00	40.00
Secured against exclusive charge on all movable and immovable fixed assets & current assets of the company both present and future		
Secured by facility ISRA (Interest Service Reserve Account) equivalent to 1 quarter of interest to be created out of the disbursed amount of the facility Repayable in 19 structured quarterly installments after moratorium of 5 quarters from date of first disbursement. Interest rate = Base rate+spread rate		
	50.00	40.00
11 Deferred Tax Asset/Liability		
Deferred Tax Asset	1.37	-
Deferred Tax Liability	-	0.17
	1.37	0.17
12 Other (non-current, non-financial liabilities)		
Security Deposit	0.07	0.05
	0.07	0.05
13 Trade payables		
- Total outstanding dues of micro enterprises and small enterprises; and		
- Total outstanding dues of creditors other than micro enterprises and small enterprises	49.24	68.06
	49.24	68.06
14 Other financial liabilities		
Bank Overdraft	1.48	-
	1.48	-
15 Provisions (current)		
Liability for Leave Encashment	0.00	0.01
Liability for Gratuity	0.08	0.05
Provision for Income Tax	-	0.07
	0.08	0.13
16 Other (current, non-financial liabilities)		
Statutory dues payable	0.20	0.15
Advance from customers	1.74	0.97
Revenue billed in Advance	1.77	2.44
	3.70	3.57

Siti Jind Digital Media Communications Pvt. Ltd.

 Director

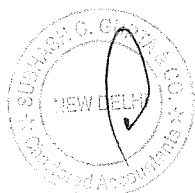


SITI JIND DIGITAL MEDIA COMMUNICATION PVT LTD

Summary of significant accounting policies and other explanatory information for the year ended March 31, 2021

Rs. In millions

	31-Mar-21	31-Mar-20
17 Revenue from operations		
Sale of services		
Subscription income	56.79	58.27
Advertisement income	0.77	1.89
Carriage & Incentive income	8.88	13.22
Activation and Set top boxes pairing charges	0.49	0.35
	66.93	73.72
18 Other income		
Interest income on		
Bank deposits	-	-
Others	-	0.06
Excess provisions written back	0.88	0.06
	0.88	0.12
19 Employee benefits expense		
Director Remuneration	0.96	0.96
Salaries, allowances and bonus	1.82	2.03
Employee benefits expenses	0.04	0.06
Staff welfare expenses	0.15	0.17
	2.98	3.21
20 Finance costs		
Interest on term loan	5.33	0.36
Interest/ late fee on service tax/TDS	0.01	0.06
Bank charges	0.18	0.00
	5.51	0.42
21 Depreciation and amortisation of non-financial assets		
Depreciation of property; plant and equipment	17.56	17.48
	17.56	17.48
22 Other expenses		
Rent	0.37	0.37
Digital Headend Fixed Charges	-	-
Rates and taxes	0.01	0.03
Repairs and maintenance		
- Others	1.07	0.27
Legal, professional and consultancy charges	0.74	0.49
Auditors' remuneration*	0.06	0.08
Electricity and water charges	0.71	0.40
Bad Debts Written off		9.64
Balances written off	2.90	-
Other operational cost	1.22	4.72
Management Service Charges	3.08	3.55
Income Tax/Service tax paid	-	-
Commission paid	0.38	0.39
Network Service Charges	11.32	1.16
Communication Charges	0.02	0.05
Conveyance Charge	0.37	0.55
Miscellaneous expenses	0.14	0.07
	22.39	21.77
*Auditors' remuneration		
as an auditor	0.06	0.08
for other services (certifications)	-	0.04
	0.06	0.11
23 Earnings (loss) per share		
Profit/ (Loss) attributable to equity shareholders	(10.22)	0.49
Weighted average number of equity shares outstanding during the year (nos.)	200,000	200,000
Weighted average number of equity shares outstanding during the year for calculating basic and diluted earnings per share (nos.)	200,000	200,000
Nominal value of per equity share (Rs.)	10	10
Profit/ (Loss) per share (Rs.)		
Basic	(51.12)	2.46
Diluted	(51.12)	2.46



Siti Jind Digital Media Communication Pvt Ltd
 Director

SITI JIND DIGITAL MEDIA COMMUNICATION PVT LTD.

Statement of changes in Equity

(I) Equity Share Capital

Particulars	As at 31 March 2021	As at 31 March 2020
Balance at the beginning of the year	2.00	2.00
Changes in equity share capital during the year		
Balance at the end of the year	2.00	2.00

(II) Other equity

Particulars	As at 31 March 2021	As at 31 March 2020
Retained Earnings		
Balance at the beginning of the year	7.08	6.59
Add: Prior Period Adjustment		
Profit /Loss for the year	(10.24)	0.49
Transfer from Deffered Activation revenue		-
Balances as at the end of the year (A)	(3.16)	7.08
Others		
Equity portion of OCD conversion	-	-
Balances as at the end of the year (B)		
Other Comprehensive income		
Other comprehensive income recognised directly in retained earnings	(5.23)	(5.23)
Other comprehensive income during the year	0.02	-
Balances as at the end of the year (C)	(5.21)	(5.23)
Other Equity Balances as at the end of the year (A+B+C)	(8.37)	1.85
Total Equity Balances as at the end of the year (I+II)	(6.37)	3.85

The accompanying notes are an integral part of these standalone financial statements.

This is the statement of changes in equity referred to in our report of even date

For Subhash C. Gupta & Co.

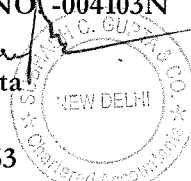
Chartered Accountants

Firm Regn/NO. -004103N

Lokesh Gupta

Partner

M.No. 503853



For and on behalf of the Board of Directors of

SITI JIND DIGITAL MEDIA COMMUNICATIONS PVT LTD

(Sanjay Arya)

Director

DIN

07197362

(Ram Phool Phour)

Director

DIN

03312309

Place : New Delhi

Date : 21 JUN 2021

r. GST Reconciliation

GST output liabilities and GST input credits are subject to reconciliation.

s. Note 1 to 21 form an integral part of the accounts and have been duly authenticated.

t. Fair value measurements

A. Financial instruments by category

	Rs. millions		Rs. millions	
	March 31, 2021		March 31, 2020	
	FVTPL	Amortised cost	FVTPL	Amortised cost
Financial assets				
Bank deposits	-	-	-	-
Amount recoverable	-	-	-	-
Interest accrued and not due on fixed deposits	-	-	-	-
Security deposits	-	0.19	-	0.19
Unbilled revenues	-	-	-	-
Trade receivables	-	17.99	-	20.53
Investments (Current, financial assets)	-	-	-	-
Cash and cash equivalents	-	0.06	-	1.58
Total financial assets	-	18.25	-	22.31
Financial liabilities				
Borrowings (Non-current, financial liabilities)	-	50.00	-	40.00
Borrowings (Current, financial liabilities)	-	-	-	-
Payables for purchase of property, plant and equipment	-	-	-	-
Security deposits received from customer	-	-	-	-
Trade payables	-	49.24	-	68.06
Total financial liabilities	-	99.24	-	108.06

B. Fair value of financial assets and liabilities measured at amortised cost

	March 31, 2021		March 31, 2020	
	Carrying amount	Fair value	Carrying amount	Fair value
	Financial assets			
Bank deposits	-	-	-	-
Amount recoverable	-	-	-	-
Interest accrued and not due on fixed deposits	-	-	-	-
Security deposits	0.19	0.19	0.19	0.19
Unbilled revenue	-	-	-	-
Trade receivables	17.99	17.99	20.53	20.53
Cash and cash equivalents	0.06	0.06	1.58	1.58
Total financial assets	18.25	18.25	22.31	22.31
Financial liabilities				
Borrowings (non-current, financial liabilities)	50.00	50.00	40.00	40.00
Borrowings (current, financial liabilities)	-	-	-	-
Payables for purchase of property, plant and equipment	-	-	-	-
Security deposits	-	-	-	-
Trade payables	49.24	49.24	68.06	68.06
Other financial liabilities (current)	-	-	-	-
Total financial liabilities	99.24	99.24	108.06	108.06

u Assets pledged as security

The carrying amount of assets pledged as security are:

	in million	
	March 31, 2021	March 31, 2020
Current assets		
a) Inventories	-	-
b) Financial assets		
i) Trade receivables	17.99	20.53
ii) Cash and cash equivalents	0.06	1.58
iii) Other financial assets	0.19	0.19
c) Other current assets	15.06	15.19
	33.30	37.50
Non-current assets		
a) Property, plant and equipment	61.49	77.79
b) Capital work-in-progress	0.64	0.53
	62.13	78.32
Total assets	95.44	115.82

For Subhash C. Gupta & Co.

Chartered Accountants

Firm Regn. No. 004103N

NEW DELHI

Lokesh Gupta

Partner

M. No. 503853

For and on behalf of the Board of Directors of
Siti Jind Digital Media Communication Pvt. Ltd.

Director
DIN

Director
DIN

Director
DIN

Date: 21 JUN 2021
Place: New Delhi