



Driving
Growth
Delivering
Value

Across the Pages



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Somebody has to make it speak.

India is building faster than at any point in its history. Electric buses replacing diesel ones. Charging forecourts on city roads. Metro lines, expressways, bicycle docks, new stations, new terminals.

All of it arrives silent. No message, no audience measured, no brand on it. Somebody has to design the format, secure the rights, build it, print it, install it and prove it worked.

For seventeen years, that has been our job. We do not build the infrastructure. We build the layer that makes it speak.

Total Income
₹192.4 cr. Up 35%

EBITDA
₹33.6 cr. Up 59%

Profit After Tax
₹29.4 cr. Up 65%

THE MEDIA LAYER OF NEW INDIA

**New India is being built.
We build the media layer on top of it.**

India is in the middle of the largest build-out of public and mobility infrastructure in its history. Electric bus fleets are replacing diesel ones. Charging networks and battery swapping stations are going up under PM E-Drive and municipal partnerships. Metro lines, expressways, airports, railway stations, bicycle docks and smart-city assets are being commissioned month after month.

Almost none of it arrives with a media layer attached. Somebody has to design the formats, secure the rights, build the structures, print and install, measure the audience and sell it to brands. That is what CASHurDRIVE does, and has done for seventeen years — first on private cars, then on cabs and buses, and now on charging stations, shelters and metro networks.



We are a Media Owner

Cash Ur Drive Marketing Limited ("CASHurDRIVE" or "the Company") is a new-age infrastructure monetisation company that builds the media layer across the infrastructure shaping how India moves and connects. For seventeen years, the Company has created media where it did not previously exist, evolving from privately owned cars and organised cab networks to electric buses, EV charging stations, battery swapping stations, bicycle shelters and other urban infrastructure.

The Company has consistently been early to emerging media categories, creating advertising opportunities across new forms of mobility and infrastructure. Its journey has expanded from transit media to sustainable mobility and urban infrastructure, with a growing presence across electric buses, EV charging stations, battery swapping stations, cabs and other emerging media formats. This ability to identify and develop new media opportunities remains central to its growth. Today, CASHurDRIVE combines media

rights, format innovation, in-house production, technology and execution to deliver campaigns across transit, EV and outdoor media. The Company serves brands across sectors and operates pan-India with owned media in 25+ cities, supported by an extensive field network and production capabilities. Its media estate spans buses, electric buses, cabs, EV charging stations, battery swapping stations, bus and bicycle shelters, digital OOH and other urban media formats.

FY25-26 marked an important milestone with the Company's successful listing on the NSE Emerge platform in August 2025. During the year, CASHurDRIVE extended its presence through a ten-year EV charging concession from Nagar Nigam Rishikesh and a Letter of Award for city bus advertising in Pune. Looking ahead, the Company is focused on increasing owned media, improving utilisation, expanding into new geographies and entering new formats including metros, trains, airports and railway stations.

Very few companies in Indian out-of-home do all five under one roof. It is the reason a national advertiser can run a campaign across eight cities with one partner and one accountability line.



Secures the rights

Bids for and negotiates advertising rights with state transport undertakings, municipal corporations, charge point operators and fleet owners. Tenures typically run three to ten years.



Designs the format

Works out what a medium looks like on an asset that has never carried advertising — a charging canopy, a swapping station, a bicycle dock, a private car.



Installs across India

Owned-media network across 25+ cities, with a pan-India field network executing multi-city campaigns to a single standard.



Measures and proves

Live installation monitoring, audience measurement, and a return-on-investment dashboard delivered to the client. We sell audiences, not space.



PURPOSE, VISION AND BELIEF

Our Purpose.

To turn the infrastructure of a moving India into media that works — for brands, for cities and for the people who travel through them.

Our Vision.

To be India's largest media concessionaire, and in time to take the model beyond India.

Our Belief.

Sustainable media today, a better tomorrow.



Operating Scale

17+

Years in operation

498+

EV charging stations with media rights

95+

Digital OOH screens

2,000+

Clients served

PAN India

Presence

25+

Cities with an owned-media network

354+

Public bicycle shelters

37%

Government and public-sector revenue

1 mn+

Cab footprint addressable

5,000+

Campaigns executed

1,900+

Buses under advertising rights



Milestones of the year

Listed on NSE Emerge on 7 August 2025 — ₹60.79 crore offer at ₹130 per share, including a fresh issue of ₹58.10 crore.

Acquired 50% of CharjKaro Greentech Mobility Private Limited — moving from renting charging-station media to part-owning the network that creates it.

Acquired approximately 19.06% of Kolkata Call Taxi Private Limited from Mega Cabs Private Limited, securing campaign-dedicated fleet supply.

Won a ten-year DBFOM concession from Nagar Nigam Rishikesh — ten EV charging stations with integrated advertising rights.

Secured a Letter of Award for Pune city bus advertising and executed campaign partnerships around Kumbh 2025 and the Indian Premier League.

Recognised at the OOHwards for the McDonald's campaign and at the BW Merit Awards for the CharjKaro and Zoho campaigns.

Seventeen Years of Firsts

2009

We made the private car a medium.

The Company was founded on an idea in its own name: pay ordinary drivers to carry advertising on cars they already own. It created a supply of media that required no capital investment, no site acquisition and no municipal permission — and it established the driver-cum-owner model that still underpins the cab business today. Seventeen years later, the addressable footprint runs to over a million vehicles, with no dependence on any single fleet operator.

2011

We organised cab advertising in India.

Exclusive transit media partnerships with Easy Cabs, Mega Cabs and Meru Cabs turned a scattered, informal activity into a structured, sellable medium that national brands could plan against.

2020

We signed the world's first exclusive Uber fleet on-cab advertising partnership.

Not the first in India. The first anywhere. A global mobility platform chose an Indian media owner to build the advertising layer on its fleet — which is, in miniature, the whole thesis of this company.

2021

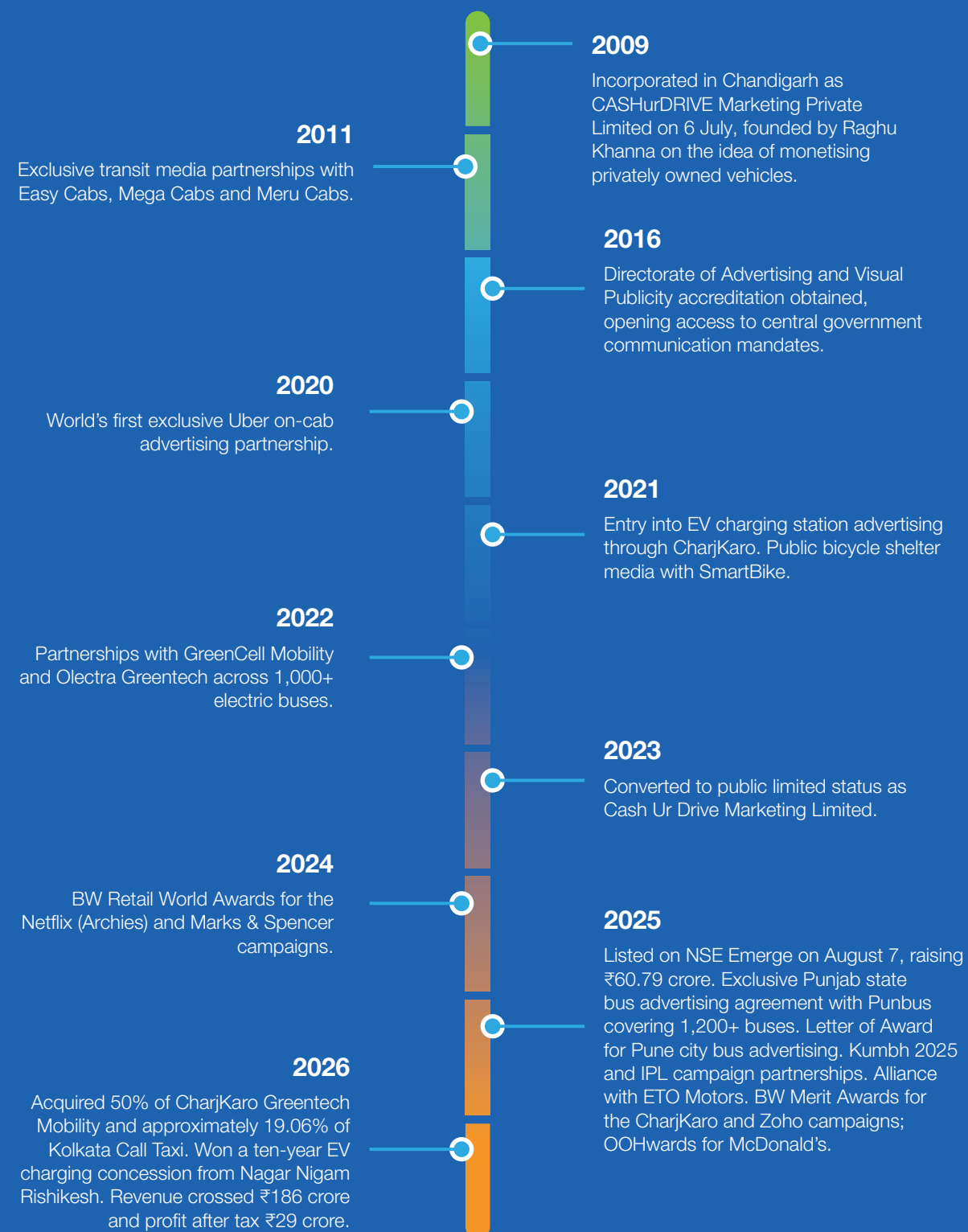
We created EV charging station media.

At a point when charging networks in India were barely commercial, the Company began building advertising formats on them. It also entered public bicycle shelter media the same year. Both were categories that did not previously exist. Five years on, the Company holds media rights across roughly 500 charging stations in six cities, and has since added battery swapping station media in Chandigarh.

2022

We got to electric buses before the fleet arrived.

Partnerships with GreenCell Mobility and Olectra Greentech across more than a thousand electric buses, at a time when India's electric bus fleet was in its early thousands. Being early is the entire advantage in a business where rights are awarded once and held for years.

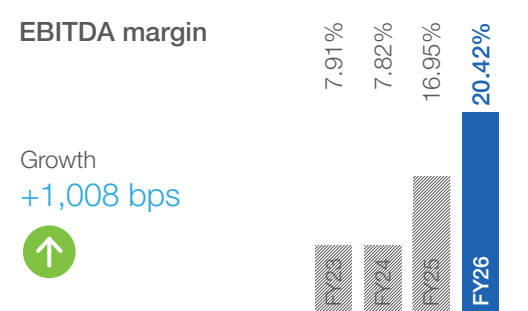
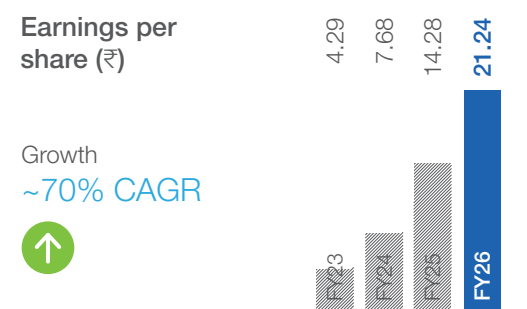
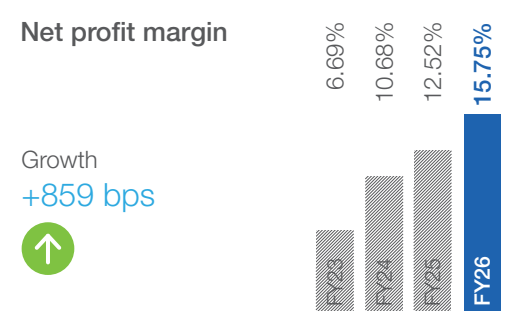
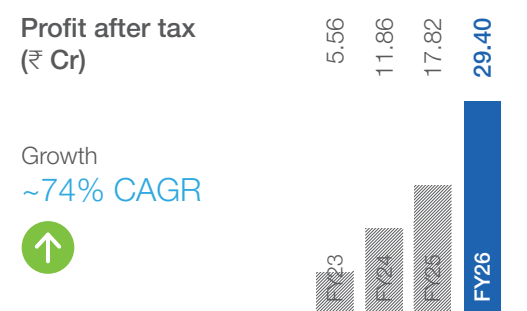
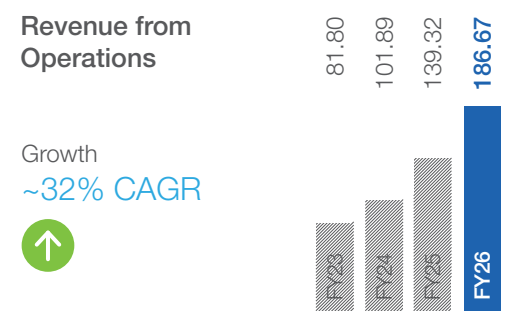


Four Years Five Times The Profit

The clearest argument for this business is its record. Over four years, total income has more than doubled, EBITDA has grown more than five times and profit after tax more than five times, while margins have expanded in every single year.

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We do not scale by buying more assets. We scale by putting our media layer on assets other people are already building."



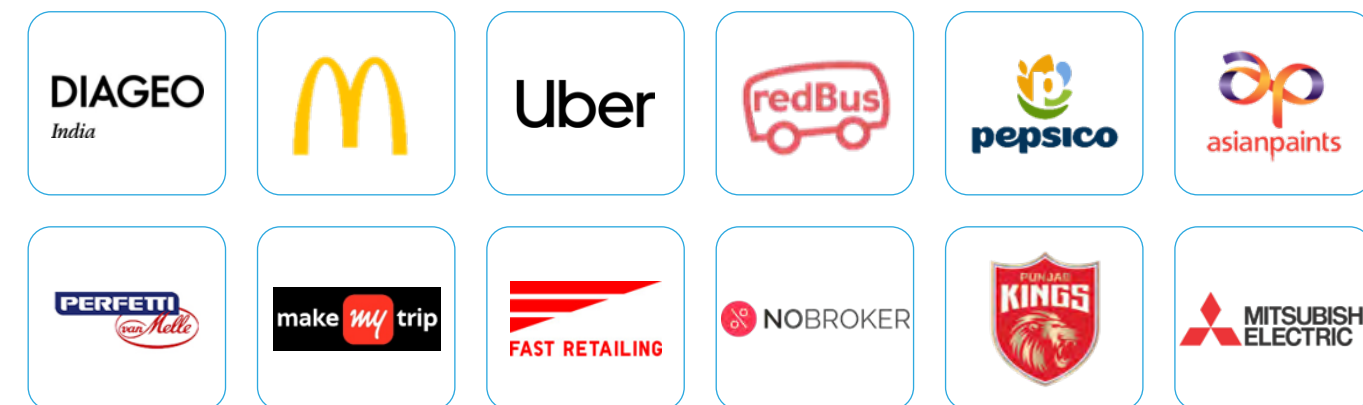
What the record shows

- Profit has grown faster than revenue in every year since FY23. That is operating leverage, and it comes from spreading the fixed cost of holding media rights across more campaigns.
- The margin expansion is not a single step. It has compounded across four consecutive years, which is harder to do and harder to reverse.
- The balance sheet has been rebuilt rather than merely grown. Shareholders' funds rose from ₹20.44 crore to ₹136.36 crore over four years, with borrowings falling to near zero.
- Fixed assets were ₹8.20 crore against total income of ₹192.38 crore. Fixed asset turnover of 22.77 times is the numerical signature of an asset-light model.

Work that Moved Brands

More than two thousand clients have run more than five thousand campaigns with us since 2009. Over a hundred were active during FY26, and repeat business accounts for twenty-five to thirty per cent of revenue in a typical year.

Brands we work with



Infrastructure and media partners



Urban infrastructure



Accreditations



Chairman & Managing Director's Letter



66
We are not an advertising agency. We are a concept house that monetises new-age infrastructure."

— Raghu Khanna,
Chairman & Managing Director

Dear Shareholders,

I want to begin somewhere other than the results, because the results are the consequence of something more interesting.

India is building faster than at any point in its history. Diesel bus fleets are being replaced with electric ones. Charging forecourts and battery swapping stations are going up on arterial roads. Metro lines are reaching cities that have never had them. Expressways, airports, railway stations, tunnels, bicycle docks, new shelters — all of it commissioned, all of it funded, all of it built for movement.

And almost none of it arrives able to say anything. There is no message on the bus. No brand at the charging bay. No audience being counted at the shelter. Somebody has to add that layer afterwards — win the rights, design a format for an asset that has never carried one, produce it, install it across a country and prove to the advertiser that it worked.

That is what your Company does, and has done for seventeen years. The assets underneath have changed while the work has not.

What we actually are

I am often asked to place this Company in a category, and the usual ones do not fit.

We are not an advertising agency. An agency plans and buys media on behalf of a brand. We create the media itself and then sell it. Nor are we an infrastructure company. We do not buy buses, build charging stations or lay metro lines. The transport undertaking funds the bus. The charging operator funds the hardware. The municipality funds the shelter. We fund only the media layer that sits on top of them — which is precisely why this business stays asset-light.

What we are is a concept house that monetises new-age infrastructure. Three things follow from that, and they are the three I would most want a shareholder to remember.

We brought the concept of transit media to India. In 2009, advertising on

a privately owned car was not a category in this country. We made it one, and paid ordinary drivers for the space. In 2011 we did the same for organised cab advertising. In 2020 we signed what was the first exclusive on-cab advertising partnership with Uber fleet anywhere in the world.

We brought the concept of sustainability to media. In 2021, when charging networks in India were barely commercial, we began designing advertising formats for them. That year, we also tied up with electric bus fleets, working with OEMs such as Olectra. In 2022 we were building media on electric bus fleets while the national fleet was still counted in low thousands. Our media today travels on electric buses, electric cabs, charging forecourts, swapping stations and bicycle docks. That was a conviction before it was a trend. In 2026, we have further expanded this footprint through EV charging contracts in Kushinagar and Rishikesh.

We build the layer of advertising on the new media. Every time India commissions something that moves people — a fleet, a forecourt, a metro line, a terminal — there is a format to be designed, rights to be won, production to be run and an audience to be measured. That is the work, and it is the same work regardless of what sits underneath it.

The year in numbers

Revenue from operations grew 33.98% to ₹186.67 crore. Total income grew 35.12% to ₹192.38 crore. EBITDA grew 62.80% to ₹39.29 crore, with margin expanding 286 basis points to 20.42%. Profit after tax grew 64.93% to ₹29.40 crore, with net margin expanding 276 basis points to 15.75%. Earnings per share rose 48.74% to ₹21.24.

I would ask you to look at those figures across four years rather than one. In FY23 this Company earned ₹81.80 crore of revenue and ₹5.56 crore of profit. In FY26 it earned ₹186.67 crore and ₹29.40 crore. Revenue has compounded at roughly 32% a year and profit at roughly 74%.

EBITDA margin has risen from 7.91% to 17.99% — more than a thousand basis points — and it has risen in every intervening year, not in a single step.

Your Company is virtually debt-free, with a debt-to-equity ratio of 0.01 and interest cover of 284 times. Shareholders' funds stood at ₹136.36 crore at the year end against ₹54.64 crore a year earlier. Fixed assets were ₹8.20 crore, which against total income of ₹192.38 crore gives a fixed asset turnover of nearly 23 times. That last number is worth pausing on, because it is the arithmetic proof of an asset-light business.

Why profit grows faster than revenue

The mechanism is simple and I would rather state it plainly than let it be inferred.

When we hold the rights to media, the cost of holding those rights is fixed. If a city gives us a hundred buses and we sell sixty, we carry the cost of a hundred. If we sell all hundred, the incremental revenue arrives with very little incremental cost attached. So as the same estate carries more campaigns, margin expands — not because we raised prices, but because we used what we already had.

In FY26 our average utilisation ran at roughly forty-five per cent against an industry norm closer to sixty-five. Much of our newly acquired inventory was live for only seven or eight months of a twelve-month year. In other words, the estate we already hold can produce materially more than it produced this year without our signing a single new contract. Raising utilisation is a sales and planning problem, and the margin on it is very high.

The other half of the business is trade media — inventory we aggregate from others so a client can buy a complete national campaign from one partner rather than assembling one from twenty. It carries a thinner margin, and it is essential. It is what makes us a single-window solution and it is how many client relationships begin before they widen.

What we won this year

Two of the year's wins tell you more about direction than the revenue line does.

We won a ten-year concession from Nagar Nigam Rishikesh to design, build, finance, operate and maintain ten charging stations with advertising rights. In rupee terms it is a small project. In what it demonstrates it is not. A municipal corporation was willing to award a decade-long infrastructure mandate to your Company. There are hundreds of urban local bodies in India,

and this model is replicable across a great many of them.

And we secured a Letter of Award for city bus advertising in Pune — a market served by the electric fleets we have been building media on with Olectra Greentech since 2022. Pune matters for two reasons. It takes us into western India in a category where we already hold four years of format experience, and it demonstrates that a partnership begun on one electric fleet travels to the next city that installs the same infrastructure. That is how this business compounds: not by entering new lines of work, but by carrying a proven format to the next place it is needed.

Neither takes us away from our core. Each extends the same layer onto more surfaces.

On cash, directly

Your Company reported record profitability and negative operating cash flow in the same year, and I would rather explain that myself. Two things. Our revenue is weighted to the second half and our clients pay on ninety to a hundred and twenty day terms, so a large share of the year's billing was still in receivables at March 31, and is collected in the months that follow. That is the normal rhythm of this industry.

More importantly, we paid roughly ₹20 crore in advances during the year to secure long-duration media rights. Concessionaires require money up front. What that bought was not a year of inventory but ten years of it, at prices set before the category became competitive. I would also note that operating cash outflow narrowed from ₹24.92 crore in FY25 to ₹19.56 crore in FY26 even as revenue grew by a third, and that our working capital cycle has shortened from around 150 days three years ago to 110 to 120 days today. We are targeting 100 days.

Against that outflow sits ₹33.25 crore of cash, negligible borrowings and a contracted media estate that did not exist eighteen months ago.

Where this goes

India has roughly twenty thousand electric buses on its roads. We hold advertising rights over about two thousand of them. Against a national target of some seventy-two thousand fast chargers, we have media rights across about five hundred. Electric vehicle penetration is expected to move from around five per cent today to over forty per cent by the end of this decade.

I do not offer those numbers as a forecast

of our revenue. I offer them because they describe the size of the surface we are building on, and because we are early on it. In this business, being early is the whole advantage — rights are awarded once and held for years, and the company that was there when a category was created rarely has to fight for it afterwards.

Over the next three to five years we intend to raise owned media towards a balanced share of revenue, lift utilisation towards the industry norm, extend into South India and more Tier-II and Tier-III cities, and add the transit formats we do not yet hold — metros, trains, airports and stations. We are targeting a growth trajectory of thirty to thirty-five per cent, funded from internal accruals and the balance of our IPO proceeds rather than from debt.

Four things to hold us to

Rather than a forecast, four measures you can check next year.

1. A higher share of revenue from media we own, on the path to a balanced mix within three to five years.
2. Utilisation of owned inventory lifted from roughly forty-five per cent towards sixty per cent.
3. The working capital cycle brought towards one hundred days.
4. Continued growth in revenue and expansion in margin, funded without recourse to debt.

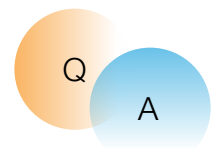
Thank you

This was our first full year answering to public shareholders, following our listing on the NSE Emerge platform on August 7, 2025. Our Board met fifteen times and our Audit Committee six. An independent monitoring agency reports quarterly to the exchange on how we have used the ₹58.10 crore you entrusted to us; ₹51.26 crore of it had been deployed by the year end, in line with the objects set out in the Prospectus.

None of it happens without the 172 colleagues on our rolls and the much larger field network who install our media at four in the morning so that a city wakes up to it. I am grateful to them, to our clients and infrastructure partners, to our Independent Directors for their scrutiny, and to you for your confidence.

Seventeen years in, the infrastructure we build on is only beginning to be built. I think that is the most useful thing I can tell you about where this Company is going.

With warm regards,
Raghu Khanna
Chairman & Managing Director



In conversation with the Chairman & Managing Director

The Business

Let us start with the basic question. What is CASHurDRIVE?

We are a new-age infrastructure monetisation company. India is commissioning enormous quantities of infrastructure built to move people — electric fleets, charging networks, metro lines, terminals, shelters — and none of it arrives able to carry a message. We build the media layer that sits on top of it, and we sell the audience that passes through.

Three claims sit behind that. We brought the concept of transit media to India, starting in 2009 with advertising on privately owned cars, a category that did not previously exist here. We brought the concept of sustainability to media, beginning in 2021 with charging stations and in 2022 with electric bus fleets, well before either was a trend. And we build the layer of advertising on the new media that India keeps creating.

What we are not is an advertising agency, and what we are equally not is an infrastructure company.

You say you are not an advertising agency. What is the difference?

An agency plans and buys media on behalf of a brand. It works for the advertiser, and the media it buys belongs to somebody else. We work the other way round. We hold the rights, design the format, produce and install it, measure the audience and sell that audience directly.

The word we use internally is concept house. When a client needs something that does not exist yet — a format for a charging forecourt, or for a battery swapping station, or for a bicycle dock — we design and build the medium rather than sell them the nearest available substitute. That is a different discipline from media buying, and it is why our margins and our asset base look nothing like an agency's.

We are equally not an infrastructure company. The transport undertaking funds the bus. The charging operator funds the hardware. The municipality funds the shelter. We fund only the media layer, which is why our fixed assets were ₹8.20 crore against total income of ₹192.38 crore, and why fixed asset turnover was close to 23 times.

You describe that as building a media layer. What does that mean in practice?

India is commissioning enormous quantities of new public infrastructure, and all of it arrives silent. There is no message on the bus and no brand at the charging bay. Turning that into media takes four things: winning the rights from whoever owns the asset, designing a format for something that has never

carried advertising, producing and installing it, and measuring the audience so a brand will pay a fair price for it.

That work is identical whether the asset underneath is a cab in 2011 or a charging forecourt in 2026. It is the constant in this company.

The OOH industry grows at about 10% a year. You have grown at roughly 32% compound over four years. Where does the gap come from?

We are not competing for the same inventory. A hoarding site has been a hoarding site for thirty years and is fought over accordingly. An electric bus depot commissioned last quarter has never carried advertising at all.

Most of our growth has come from media that did not previously exist rather than from share taken off traditional operators. That is a different exercise — it requires building formats before there is proven demand for them, which is uncomfortable, and it is why the returns are better when the demand arrives.

Why does infrastructure want you there? What is in it for them?

Ancillary revenue. Charging stations earn very thin margins on electricity alone, which is precisely why government policy permits and encourages charge point operators to monetise advertising at their sites. State transport undertakings buying electric fleets face heavy capital costs and look hard for non-fare revenue. Municipal corporations want street furniture maintained without drawing on their own budgets.

In each case we improve the economics of the underlying asset. That is a far more durable basis for a partnership than simply paying rent, and it is why concessions get awarded to us.

EV and Policy

How is the Company benefiting from government policy on electric vehicles?

In four distinct ways.

First, policy is funding the electrification of public transport, and every replacement cycle reopens advertising rights that had been settled for years. Second, it is funding charging infrastructure at scale, creating an inventory class that did not exist. Third — and this is the provision that matters most to us — it explicitly permits and encourages charge point operators

to improve their economics through advertising, which means our media layer is a revenue stream policy intends them to have rather than one they merely tolerate. Fourth, municipalities are increasingly awarding infrastructure through concession structures that bundle advertising rights with the asset, as Rishikesh did.

We did not lobby for any of this. We happened to be building in this category from 2021, before the policy arrived.

How large is the EV opportunity, and how much of it do you have?

India has roughly twenty thousand electric buses on the road today and we hold advertising rights over about two thousands of them — approximately ten per cent of the national fleet. Against a reported national target of some seventy-two thousand fast chargers, we have media rights across roughly five hundred stations in six cities, plus nineteen battery swapping stations in Chandigarh.

Bain expects EV penetration to move from around five per cent today to over forty per cent by 2030. So the denominators in both those fractions grow every quarter. Our position is a first position, not a finished one.

What advantage do you have over pure-play EV charging operators?

We are not trying to be one. Our target is not charging revenue; it is the advertising infrastructure on charging stations.

What we bring that a charging operator does not have is a national advertiser relationship, a production capability and a sales organisation. What we bring that another media owner does not have is that we got here in 2021 and already hold rights across an existing network. Charging operators want us because we make their sites more profitable. That is a partnership, not a competition.

Growth and Strategy

What did you win this year that tells us most about where you are going?

Two things, neither of them the largest by revenue.

The ten-year concession from Nagar Nigam Rishikesh, to design, build, finance, operate and maintain charging stations with advertising rights, is small in rupee terms and significant in precedent. A municipal corporation awarded a decade-long infrastructure mandate to us. There are hundreds of urban local bodies in India and the structure is replicable.

The second is the Letter of Award for city bus advertising in Pune. We have been building media on electric bus fleets with Olectra Greentech since 2022. Pune takes that into western India, in a category where we already have four years of format experience. It shows that a capability built on one fleet travels to the next city that installs the same infrastructure — which is how this business compounds. We do not need to enter new lines of work; we need to carry a proven format to the next place it is needed.

What are the key growth drivers over the next two to three years?

Four. Raising utilisation of the media we already hold, which is the cheapest growth available to us. Increasing the share of media we own rather than aggregate. Extending geographically into South India and more Tier-II and Tier-III cities. And adding transit formats we do not yet hold — metros, trains, airports and railway stations.

The first of those is worth emphasising because it is often missed. Our utilisation ran at roughly forty-five per cent in FY26 against an industry norm nearer sixty-five. The estate we already have can produce materially more without a single new contract.

What new infrastructure formats are you targeting?

Metros, railway stations, airports, tunnels and expressway corridors, alongside more electric bus fleets and charging networks. Each is a surface where advertising rights are awarded through a tender or concession, usually for multiple years, and each requires the same four capabilities we already have.

We are also going deeper into digital out-of-home, which is the fastest-growing part of the Indian OOH market.

Roughly 73% of revenue comes from Delhi, Uttar Pradesh and Haryana. Is that concentration a risk?

We treat it as the opposite. Density in one corridor beats a thin presence in twenty.

The northern corridor contains the National Capital Region, one of the largest state transport networks in the country and the most active municipal concession programmes. Holding several formats in the same city lets us package them, service national advertisers from one operational base, and defend a position when it comes up for renewal.

That said, geographic extension is a stated priority. Pune is a step west, and South India is where we expect the next phase to happen.

Government work is 37% of revenue. Strength or vulnerability?

Strength, on balance, and it is unusual for a company of our size. We have held DAVP accreditation since 2016, which is not quickly replicated, and the work — national development campaigns, tourism, infrastructure launches — tends to hold up when private advertising budgets tighten.

It is not without its own rhythm. Public-sector payment cycles are the same ninety to a hundred and twenty days as private ones, and mandates are seasonal. But a business with 63% private and 37% public revenue is more resilient than one with either alone.

How much of your growth is event-driven?

Large national events — major sporting tournaments, religious congregations, government campaigns — typically contribute between ten and twenty per cent of revenue in a given year, depending on how many fall in that period. There is always at least one, but the specific mix changes.

Underneath that, repeat business from existing clients runs at twenty-five to thirty per cent of revenue, and our contracted long-tenure media earns regardless of the event calendar. Both of those grow as owned inventory grows.

How are you using technology, and is it real?

Three places, all in daily use. We use AI-assisted analysis to identify which advertisers are funded, active in digital channels and likely to increase spend, so the sales team reaches the right client at the right moment — what was a relationship-led process is now data-led. We give clients live monitoring of installation status across every site in a campaign. And we run pre- and post-campaign audience measurement, delivered as a return-on-investment dashboard.

The purpose of all of it is one sentence: we are not selling space, we are selling audiences. You cannot have that conversation without the data behind it.

The Numbers

Margins expanded 286 basis points this year. Is that sustainable?

The direction is structural. Margin in this business is driven by two things: what proportion of our media we own rather than aggregate, and how much of what we hold we actually sell. Both are heading the right way and both have considerable distance left to run.

I would caution against extrapolating any single year in a straight line. What I am comfortable saying is that as utilisation rises from roughly forty-five per cent towards sixty, and as owned media grows as a share of the mix, the operating leverage that produced a thousand basis points of margin expansion over four years has not been exhausted.

Why were operating cash flows negative in a record profit year?

Two reasons. Our revenue is weighted to the second half and clients pay on ninety to a hundred and twenty day terms, so a large share of the year's billing sits in receivables at 31 March and is collected in the months after.

Second and more significantly, we paid roughly ₹20 crore in advances to concessionaires to secure long-duration media rights. That is the purchase of ten years of contracted inventory, not an operating leakage.

I would add the context that is usually missing: the operating outflow narrowed from ₹24.92 crore in FY25 to ₹19.56 crore in FY26 while revenue grew by a third. And against it sits ₹33.25 crore of cash and effectively no debt.

Receivables have risen. Is the working capital position deteriorating?

The cycle has actually shortened. Three years ago our working capital cycle ran at around 150 days. It is now 110 to 120, against an industry that has moved from 180 to 200 days down to about 120 to 125. Our target is 100 days, and the CRM and

reconciliation tooling implemented during the year is directed at exactly that.

The year-end receivable position reflects the timing of revenue rather than the quality of it. Where we hold a monopoly position in a market we are often able to take advances from clients instead.

Return on equity fell from 46.48% to 30.78% even though profit rose 65%. Why?

Because the equity base more than doubled. Shareholders' funds went from ₹54.64 crore to ₹136.36 crore following the IPO. Profit grew fast; the denominator grew faster.

That is the arithmetic of any company in the year it raises capital, and it should normalise as the capital is deployed. The relevant question is not this year's ratio but whether the money is being put to work — ₹51.26 crore of the ₹58.10 crore raised had been deployed by the year end, in line with the stated objects.

What growth and margin should shareholders expect over FY27 and FY28?

We are targeting a growth trajectory of thirty to thirty-five per cent, supported by new media, new geographies and infrastructure expansion, with margin continuing to improve as owned media and utilisation both rise. I will not put a precise number on either — this is a business of time-bound campaigns without a formal order book, and a forecast would imply a certainty we do not have.

What I would rather give you is the four measures we hold ourselves to: the share of revenue from media we own, the utilisation rate of that media, the working capital cycle in days, and EBITDA margin. If those four move in the direction we have described, the revenue line follows.

What are the leading indicators investors should track?

Media acquired and media utilised, above everything else. New rights signed tell you what the future revenue base looks like; utilisation tells you how much of it is being converted. After those, client additions and average realisation per asset.

Because we do not carry an order book — campaigns are short and time-bound, so an order received is an order executed — those operating measures are a better guide to the next twelve months than anything on the balance sheet.

Where is the Company in five to ten years?

To be the largest transit media concessionaire in the country, and then to take the model beyond India, into Southeast Asia and further.

The way I think about it is this. A person leaves home at eight in the morning and gets back at ten at night. In between there is a bus, a shelter, a cab, a charging bay, a metro platform, a hoarding at the crossing. Our ambition is to be present, usefully, across the whole of that journey — so that no serious media plan in this country can be built without us.

STRATEGY

66

A person leaves home at eight and gets back at ten. A bus, a shelter, a cab, a charging bay, a metro platform, a hoarding at the crossing. We intend to be present, usefully, across the whole of that journey."

— The long-term vision

1

Use What We Already Hold

What it means.

Raise utilisation of contracted media before adding more of it. Every incremental point carries very high marginal margin because the cost of the rights is already fixed.

FY26.

Average utilisation of roughly 45% against an industry norm of about 65%. Newly acquired inventory was live for only seven to eight months of the year.

Next.

Lift utilisation towards 60% through AI-assisted targeting, CRM discipline and multi-city packaging for national advertisers.

Measure.

Utilisation rate of owned inventory · Status: Started

2

Own more of what we sell

What it means.

Shift the mix from aggregated third-party inventory towards media we hold under long-term contract or concession, without losing the reach that makes us a single-window partner.

FY26.

Owned media grew from ₹26.50 crore to ₹59.07 crore. Exclusive Punjab state bus agreement covering 1,200+ buses; Letter of Award for Pune city bus advertising.

Next.

Work towards a broadly balanced mix over three to five years, with contract tenures of three to five years and longer.

Measure.

Owned media as a share of revenue · Status: On track

3

Build the EV media layer

What it means.

Secure advertising rights across charging networks, electric fleets and green mobility infrastructure while the category is still being created.

FY26.

Won a ten-year DBFOM concession from Nagar Nigam Rishikesh for ten charging stations with advertising rights. Roughly 500 charging stations under media rights across six cities, plus 19 battery swapping stations in Chandigarh. Electric bus media extended with Olectra Greentech, including the Pune city bus award.

Next.

Target approximately 350 charging stations in Delhi NCR. Approximately ₹3–4 crore of incremental investment over two to three years. Replicate the Rishikesh concession structure with other urban local bodies.

Measure.

Charging stations and electric buses under media rights · Status: Delivered

4

Extend geography and format

What it means.

Add new regions and the transit formats we do not yet hold, using the same model rather than a different one.

FY26.

Owned-media presence across 25+ cities, with 73.36% of revenue from the Northern Corridor. Entry into Pune. Positions held in markets national operators do not service — Varanasi, Jhansi, Silvassa.

Next.

Expand into South India and further Tier-II and Tier-III cities. Enter metros, trains, airports and railway stations. Deepen digital out-of-home.

Measure.

Cities and formats served · Status: In progress

5

Sell audiences, not space

What it means.

Use technology and in-house production so that pricing is set by measured audience delivery rather than by a site rate card.

FY26.

AI-assisted go-to-market targeting deployed. Live installation monitoring and ROI dashboards delivered to clients. CRM implemented across the sales organisation. ₹5.22 crore of IPO proceeds deployed against the technology object.

Next.

Extend measurement across the full estate and integrate location intelligence.

Measure.

Share of campaigns with measured ROI reporting · Status: In progress

How We Make Money

The business runs on a loop. Understanding it explains the growth, the margins and the cash flow profile all at once.



We contract advertising rights over mobility and public infrastructure — state transport fleets, charging networks, shelter estates, municipal concessions. Tenures run three to ten years and longer. Securing them usually requires an advance or deposit to the concessionaire.

We convert rights into sellable media — designing the format, fabricating in-house, installing, and building the measurement layer that lets a client see what they bought.

We sell directly to brands, corporates and government bodies rather than through agency intermediaries, using AI-assisted targeting to identify which advertisers are funded, active and ready to spend.

Owined media is inventory we control, sold at our own rates. Trade media is third-party inventory we aggregate so that a client can buy a complete national campaign from us rather than assembling one from many vendors. The first drives margin; the second drives reach and makes us a single-window partner.

Margin funds the next round of rights acquisition, and the loop restarts at greater scale. Because the rights, not the assets, are what we buy, each turn of the loop needs working capital rather than capital expenditure.

Why the model scales

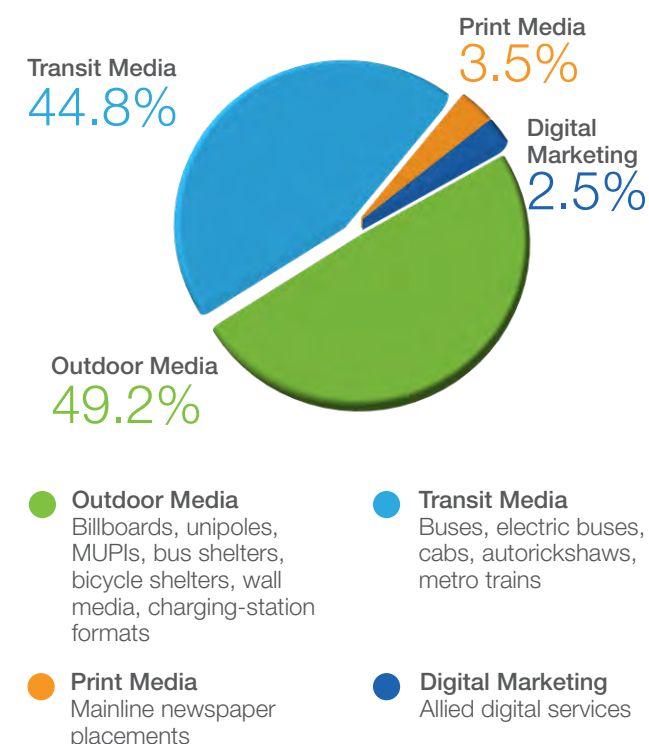
- No capital expenditure gate. Entering a new city requires a contract and a field team, not a construction programme. Fixed assets stood at ₹8.20 crore against total income of ₹192.38 crore.
- The infrastructure is being funded by others. Every electric bus a state transport undertaking buys and every charger an operator installs enlarges our addressable inventory at no cost to us.
- Operating leverage is real and demonstrated. Over four years revenue grew at roughly 32% compound while EBITDA grew at roughly 73%.
- Costs are largely variable. Other expenses grew 1.27% in FY26 against revenue growth of 33.98%, and employee costs grew 15.65%, well below revenue.
- A single national platform. Because we can execute in 25+ cities (owined media) ourselves, we win multi-city mandates that fragmented local operators cannot service.

The Two Engines

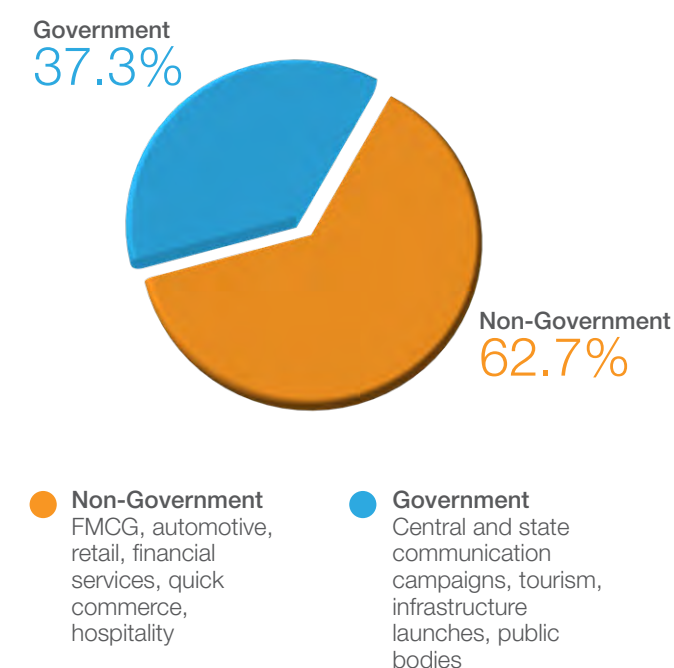
	Owined media	Trade media
What it is	Inventory we hold rights over directly, under contract or concession	Third-party inventory we aggregate to complete a client's national campaign
What it gives us	Pricing control and full margin retention	Reach, flexibility and single-window capability
Typical duration	Three to ten years	Campaign-length
FY23 revenue (₹ Cr)	2.4	77.0
FY26 revenue (₹ Cr)	59.1	127.6
Share of FY26 revenue	Approximately one third	Approximately two thirds

Owined media has grown from ₹2.4 crore in FY23 to ₹59.1 crore in FY26. Over the next three to five years the Company is working towards a broadly balanced mix. Trade media is not a lesser business — it is what makes the Company a one-stop partner, and it grew from ₹77.0 crore to ₹127.6 crore over the same period.

FY26 Segment-Wise Revenue Mix



FY26 Sector-Wise Revenue Mix



Building the Mobility Media Layer

India is building. Not incrementally, but at a pace and scale that changes what is physically present in a city from one year to the next.

Diesel bus fleets are being replaced with electric ones. Charging forecourts and battery swapping stations are appearing on arterial roads. Metro networks are extending into Tier-II cities. Expressways, airports, railway stations and tunnels are being commissioned. Municipal corporations are rebuilding shelters, docks and street furniture under smart-city programmes.

All of it is built for movement. None of it is built to communicate. There is no message on the bus, no brand at the charging bay, no audience being counted at the shelter. The media layer has to be added afterwards — by someone who can win the rights, design the format, produce it, install it across a country and prove it worked.

That is the layer we build, and it is the same layer whether the asset underneath it is a cab in 2011 or a charging station in 2026.

What the layer consists of



Rights. Long-tenure agreements with the bodies that own the infrastructure — state transport undertakings, municipal corporations, charge point operators, fleet owners.

Format. A medium designed for an asset that has never carried one. What advertising looks like on a charging canopy is not obvious until someone works it out.



Production and installation. A field network that can execute in more than twenty-five cities at once.

Measurement. Live installation tracking, audience data and a return-on-investment dashboard — without which a new medium cannot be sold at a fair price.



Why this is a market being created, not entered

The out-of-home industry in India is growing at roughly 10% a year. The Company grew revenue 33.98% in FY26 and at roughly 32% compound over four years. The gap is not market share taken from traditional operators. It is media that did not previously exist.

A hoarding site has been a hoarding site for thirty years and is fought over accordingly. An electric bus depot commissioned last quarter has never carried advertising. Being present when a category is created is worth more than competing for one that already exists — and it is available only to companies willing to build formats before there is proven demand for them.

Ancillary revenue: why infrastructure owners want us there

This layer is not something we impose on infrastructure owners. It is something they increasingly need.

Charging stations earn thin margins on electricity alone, which is why government policy explicitly permits and encourages charge point operators to monetise advertising at their sites. State transport undertakings running electric fleets face high capital costs and look for non-fare revenue. Municipal corporations want street furniture maintained without drawing on their own budgets.

In each case, advertising is the ancillary revenue that improves the economics of the underlying asset. That alignment is why concessions get awarded, and it is a considerably more durable basis for a partnership than simply paying rent.

The Three Surfaces We Build On Today



Transit

What it is

Buses, electric buses, cabs, autorickshaws, metro trains and more — 44.84% of FY26 revenue. Over 1,900 buses under rights and an addressable cab footprint above one million vehicles.

Where it Goes Next

More state transport fleets as they electrify; metros, trains and airports as new transit formats.



EV

Roughly 500 charging stations across six cities, 19 battery swapping stations in Chandigarh, and electric fleets run with GreenCell Mobility, Olectra Greentech and ETO Motors.

Approximately 350 charging stations targeted in Delhi NCR; further municipal concessions on the Rishikesh model.



Outdoor

Urban infrastructure media — billboards, unipoles, MUPLs, digital screens, bicycle and bus shelters, wall media. 49.19% of FY26 revenue.

Deeper digital out-of-home; more municipal street furniture concessions; expansion into South India and Tier-II and Tier-III markets.

What We Bought in FY26, and Why

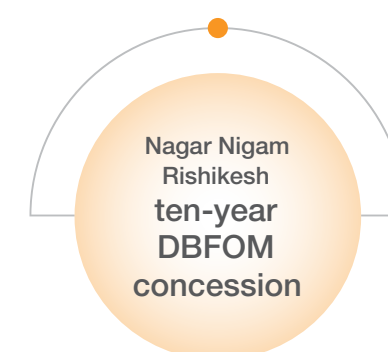
Three decisions during the year extended the layer rather than diversifying away from it.



An EV charging operator building networks under PM E-Drive and other government initiatives. By part-owning the operator rather than renting space from it, the Company participates in both charging revenue and advertising revenue at every site. CharjKaro funds the charging hardware; we fund only the media infrastructure. Planned incremental investment is approximately ₹3 to ₹4 crore over two to three years.



Acquired from Mega Cabs Private Limited. Some campaigns need specific vehicles, in specific liveries, at specific locations on specific dates — which a distributed driver-owner network cannot guarantee. A dedicated fleet closes that gap and brings operating experience the Company does not hold in-house.



To design, build, finance, operate and maintain ten EV charging stations with integrated advertising rights. Small in rupee terms. Large in what it proves: that a municipal corporation will award a decade-long mandate to this Company. That precedent is the asset; the ten stations are the pilot.

The Policy Tailwind

The single largest driver of new media inventory in India today is not advertising demand. It is public policy.

Funding the electrification of public transport.

Central and state programmes, including PM E-Drive, are financing the replacement of diesel bus fleets with electric ones and the charging infrastructure to support them. Each replacement cycle reopens advertising rights that had been settled for years, and each new vehicle is a media surface that did not exist before.

Extending transit networks.

Metro rail expansion into Tier-II cities, new railway stations and terminals, expressway and tunnel commissioning, and smart-city street furniture programmes all create formats that have to be designed and monetised from scratch.

What the policy environment is doing

Building charging infrastructure at scale.

Public reporting indicates a national target of approximately 72,000 fast chargers. Bain estimates electric vehicle penetration rising from around 5% today to over 40% by 2030, with the surrounding ecosystem representing an opportunity above one hundred billion dollars.

Awarding infrastructure through concessions.

Municipal corporations are increasingly using design-build-finance-operate-maintain structures that bundle advertising rights with the asset. The Rishikesh concession is our first; the model is replicable across hundreds of urban local bodies.

Explicitly enabling advertising as ancillary revenue.

This is the provision that matters most to us. Because charging revenue alone is thin, government has permitted and encouraged charge point operators to improve their economics through advertising at their sites. Our media layer is therefore not a bolt-on that operators tolerate — it is a revenue stream policy intends them to have.

What It Creates For Us

Advertising permitted as ancillary revenue

Infrastructure owners actively want a media partner. We are approached rather than merely bidding.

Concession-based awards

Long-tenure, defensible positions that cannot be bid away annually, awarded to companies with governance and delivery history.

Transit network expansion

A pipeline of new formats — metros, trains, airports, stations and tunnels — that extends the layer without changing the model.

Corporate sustainability commitments

Brands with public environmental targets increasingly need media that is consistent with them. A campaign on an electric fleet is defensible in a sustainability report; a diesel-lit hoarding is not.

Charging network build-out

An entirely new inventory class with dwell times of twenty to forty minutes — far longer than any roadside format can deliver.

Fleet electrification

New bus fleets, new rights cycles, and a category where our 2022 entry gives us relationships and format experience competitors are only now beginning to build.



THE HEADROOM

India has roughly 20,000 electric buses on its roads today. We hold advertising rights over approximately 2,000 of them — approximately ten per cent of the national electric bus fleet. That is a meaningful position in a category that barely existed five years ago, and it is being measured against a denominator that is itself growing every quarter.

The same is true of charging infrastructure. Against a national target of roughly 72,000 fast chargers, our five hundred stations represent a first position rather than a finished one.

Our Media Estate

Transit media
44.84%
of revenue

Buses, electric buses, cabs, autorickshaws and metro trains. Over 1,900 buses under advertising rights, including an exclusive agreement with Punjab state buses, and a Letter of Award for Pune city bus advertising.

The cab network operates through driver-cum-owner relationships rather than a small number of fleet vendors, which removes single-supplier concentration risk; the addressable footprint runs to over a million vehicles nationally. Transit delivers approximately 80% audience visibility, because the medium travels to the audience rather than waiting for it.

Urban infrastructure
and outdoor media
49.19%
of revenue

Billboards, unipoles, MUPIs, digital screens, bus shelters, 354+ public bicycle shelters and wall media, held largely under municipal and civic arrangements including with the Municipal Corporation of Delhi and Agra Smart City. The Delhi and Chandigarh static estate alone runs to 716 units covering 57,378 square feet.

Format	Units	City	Illumination	Sq ft
Green Twin Unipole Network	69	Delhi	Backlit	7,540
Digital OOH	98	Central Delhi	Digital	6,408
PU / Billboard	127	Delhi	Backlit / Non-lit	20,600
Unipoles	100	Delhi	Backlit / Non-lit	15,396
MUPIs	322	Chandigarh	Backlit	6,860
Total	716			57,378



EV and green mobility media

Roughly 500 EV charging stations across six cities and 19 battery swapping stations in Chandigarh, together with electric bus fleets operated with GreenCell Mobility, Olectra Greentech and ETO Motors. Charging forecourts offer dwell times of twenty to forty minutes, materially longer than any roadside format. EV media currently contributes approximately 22% within the owned-media segment and is the fastest-growing part of the estate.



Digital out-of-home

95+ digital screens concentrated in Central Delhi and key corridors, plus vertical pods and digital transit displays. Digital out-of-home is the fastest-growing segment of the Indian OOH market, and supports dayparting, real-time creative changes and campaign flexibility that static formats cannot offer.



Print and broadcast

A small complementary layer at 3.46% of revenue, supported by accreditations with the Indian Newspaper Society, All India Radio and the Directorate of Advertising and Visual Publicity. It exists so a client running an integrated campaign does not need a second supplier.

Selling Audiences, Not Space

The commercial difference between an out-of-home operator and a media owner with a technology layer is what happens after a campaign goes live. One sends an invoice. The other sends evidence.

The sales organisation uses AI-driven analysis to identify which advertisers are funded, which are active in digital channels and which are likely to increase spend — so outreach is directed at the right client at the right moment. What was previously a manual, relationship-led process is now systematised.

AI-assisted go-to-market targeting

Audience measurement and ROI dashboards

Pre- and post-campaign measurement is conducted on major campaigns and delivered as a dashboard showing audience reached and return achieved. This is what allows a conversation about value rather than about rate.

Traffic, dwell-time and heatmap data informs which vehicles and sites are allocated to which campaign, so a brand targeting a specific catchment gets vehicles that actually travel through it.

Location and route intelligence

CRM and revenue discipline

A CRM platform tracks pipeline, delivery and collections end to end, supporting the objective of reducing the working capital cycle towards one hundred days.

INVESTMENT

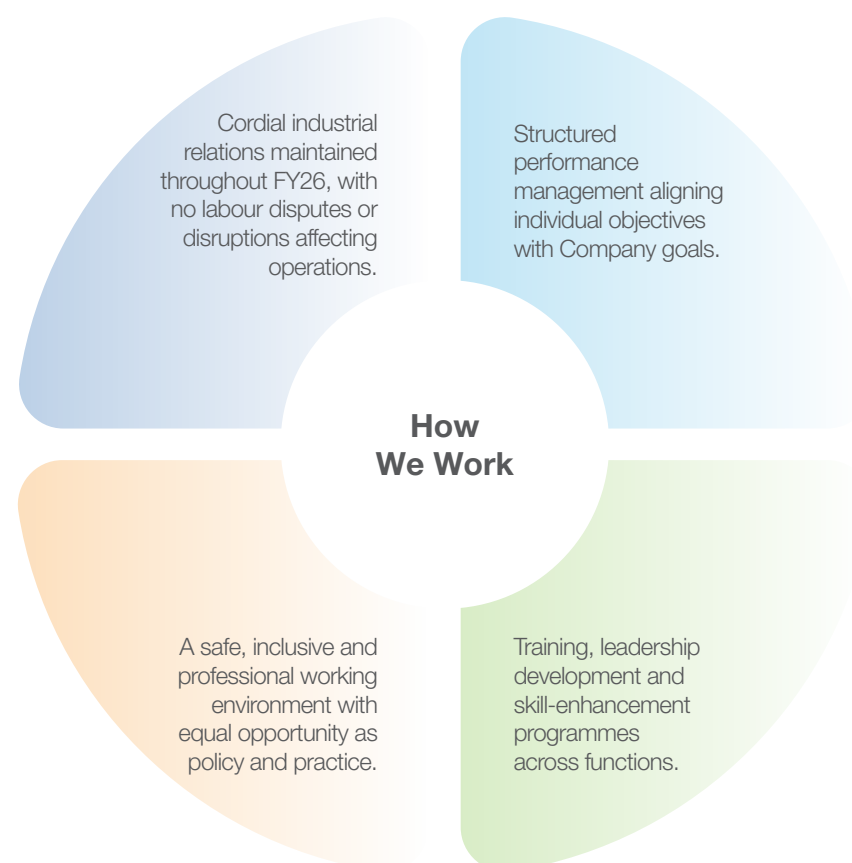
Of the IPO proceeds, ₹5.31 crore was earmarked for technology, of which ₹5.22 crore had been deployed by March 31, 2026 — the most fully utilised of all the stated objects.

The People Who Put It Up



The FY26 build-out

Following the listing, the Company continued to strengthen its team and expand its presence across new locations. The organisation added talent across key functions, supporting its growing business and operational requirements. Employee benefit expenses grew 15.65% to ₹10.58 crore, significantly lower than the 33.98% growth in revenue, reflecting the Company's ability to scale its operations efficiently.



Leadership continuity

Several members of the senior team have been with the Company for over a decade, including the Chief Business Officer, who joined in 2012. That continuity matters in a business built on multi-year concession relationships with state undertakings and municipal bodies, where the relationship often outlasts the contract.



Board of Directors



Mr. Raghu Khanna
Chairman & Managing Director

With over seventeen years of experience in advertising and media, he brings expertise in outdoor advertising, sustainable media solutions, business strategy and innovation. As the founder and Chairman & Managing Director of Cash Ur Drive Marketing Limited, he has played a pivotal role in establishing the Company as one of India's leading outdoor advertising companies and pioneering advertising through EV charging stations, EV buses, EV cabs, EV autos and other green mobility solutions. He completed his schooling at St. Edward's School, Shimla, and holds a Bachelor's degree in Electronics and Communication Engineering from IIT Guwahati.



Mrs. Parveen K. Khanna
Whole-Time Director

Associated with Cash Ur Drive Marketing Limited since July 2009, she brings experience in operational and administrative management, with expertise in planning, financial discipline, resource optimization, process efficiency and productivity. Her contribution has strengthened internal processes and organizational stability, while her interest in holistic wellness and alternative healing practices, including Reiki, reflects her balanced approach. She holds a Master's Degree and an M.Phil. from Panjab University, Chandigarh.



Mr. Bhupinder K. Khanna
Non-Executive Director

With extensive experience in administration, organizational management and operational planning, he has contributed to business management since 2014, with expertise in supply chain management, inventory control, workforce planning and process optimization. His strategic guidance has supported the Company's operational efficiency and capabilities. Prior to entering the corporate sector, he served as a Professor of Political Science at Himachal Pradesh University.



Mr. Alok Nigam
Independent Director

A former IAS officer of the 1986 batch (Haryana Cadre), he brings over three decades of experience in public administration, governance and policy formulation. He has held senior positions across the Government of Haryana, overseeing Finance, Rural Development, Urban Development, Agriculture Marketing, Infrastructure, Renewable Energy, Public Works, Mines and Geology, among others, and served as Joint Secretary (Banking Operations), Department of Financial Services, Ministry of Finance, Government of India. He retired as Additional Chief Secretary, Government of Haryana, in November 2021, and holds Bachelor's and Master's degrees in Mathematics from the University of Allahabad, securing first position in both.



Mr. Vivek D. Talmale
Independent Director

With over three decades of experience across manufacturing, operations management, business transformation and strategic leadership, he has held senior positions at Cooper Corporation Pvt. Ltd., Microtek International, Murelli-SHK Pvt. Ltd., Schneider Electric and Mahindra & Mahindra. His expertise spans operational excellence, business expansion and organizational transformation, with contributions recognised through several accolades, including the 'World CEO of the Year 2020' recognition.

Leadership



Mr. Rajat Singhal
Chief Financial Officer



Mr. Nitesh Nagpal
Chief Business Officer



Ms. Sonika Yadav
PR/IR Head



Mr. Gagan Mahajan
Company Secretary



Green By Construction

Most companies attach sustainability to their business. In this case the environmental story and the commercial story are the same story, because the infrastructure we monetise is electric.

The media itself is low-emission

- Over 1,900 buses under advertising rights, a substantial and growing proportion electric, operated with GreenCell Mobility, Olectra Greentech and ETO Motors.
- Approximately 500 EV charging stations across six cities carrying our media, plus 19 battery swapping stations in Chandigarh and ten under a ten-year municipal concession in Rishikesh.
- 354+ public bicycle shelters supporting non-motorised urban transport.
- Electric cabs and autorickshaws within the transit fleet.
- EV-led media already contributes approximately 22% within the owned-media segment and is the fastest-growing part of the estate.

Operational practices

- Backlit and LED illumination progressively replacing higher-consumption formats across the static estate.
- Digital screens reducing the material and print waste associated with repeated flex changes.
- In-house production allowing tighter control of material usage and print wastage.
- Media placement that supports public transport usage, which is itself an emissions outcome.

Why it matters commercially

- Advertisers with public environmental commitments increasingly need their media spend to be consistent with those commitments. A campaign carried on an electric bus fleet or at a charging forecourt is defensible in a sustainability report in a way that a diesel-lit hoarding is not. Today this is a differentiator. It is likely to become a requirement.
- There is a second, less obvious effect. Because advertising revenue improves the economics of charging infrastructure, our media layer makes marginal charging sites viable that would otherwise not be. In a small way, the business helps the transition it advertises on.

Environment through CSR

- During FY26 the Company directed ₹19.26 lakh of its CSR expenditure to environmental sustainability, ecological balance and conservation of natural resources across Haryana and Delhi NCR, implemented through Har Dil Fateh Charitable Trust.



Corporate Information

BOARD OF DIRECTORS

Mr. Raghu Khanna

Chairman & Managing Director
(DIN: 02496328)

Mrs. Parveen K. Khanna

Whole-time Director
(DIN: 02630636)

Mr. Bhupinder Kumar Khanna

Non-Executive Director
(DIN: 08709872)

Mr. Vivek Talmale

Independent Director
(DIN: 10791763)

Mr. Alok Nigam

Independent Director
(DIN: 02973269)

CHIEF FINANCIAL OFFICER

Mr. Rajat Singhal

COMPANY SECRETARY & COMPLIANCE OFFICER

Mr. Gagan Mahajan

REGISTERED OFFICE

4th Floor, SCO 0032, Sector 17C,
Chandigarh G.P.O., Chandigarh – 160017, India

CORPORATE OFFICE

1103-1104, 11th Floor, World Trade Tower,
Sector-16, Noida – 201301, Uttar Pradesh, India
CORPORATE IDENTITY NUMBER
L74999CH2009PLC031677

CONTACT

Email: cs@cashurdrive.net
Website: www.cashurdrive.com

BANKERS

HDFC Bank Limited
IndusInd Bank
ICICI Bank

STATUTORY AUDITORS

M/s. Khurana Sharma & Co.

Chartered Accountants
House No. 1299, Sector-15B,
Chandigarh – 160015, India

INTERNAL AUDITORS

M/s. Kumar Himanshu & Co.

Chartered Accountants
Plot No. 3, 4/8 Marla, Model Town,
Gurugram – 122001, Haryana, India

SECRETARIAL AUDITOR

M/s. Vasisht & Associates
Company Secretaries
441, Sector 2, Faridabad – 121004,
Haryana, India

REGISTRAR & SHARE TRANSFER AGENT

M/s. Bigshare Services Private Limited

Office No. S6-2, 6th Floor, Pinnacle Business Park,
Next to Ahura Centre, Mahakali Caves Road,
Andheri East, Mumbai – 400093, India
STOCK EXCHANGE / ISIN
NSE Symbol: CUDML
ISIN: INE0WL201014

DIRECTORS' REPORT

Dear Members,

Your Directors have pleasure in presenting the Annual Report of Cash Ur Drive Marketing Limited ("the Company") together with the Audited Standalone and Consolidated Financial Statements for the Financial Year ended March 31, 2026.

The Financial Year 2025-26 has been a landmark year in the Company's journey. During the year, the Company successfully completed its Initial Public Offering (IPO), and its equity shares were listed on the NSE SME Platform in August 2025. The successful listing marks a significant milestone and reflects the confidence reposed by investors, customers, business partners and other stakeholders in the Company's business model and future growth prospects.

The listing has strengthened the Company's capital base, enhanced its corporate visibility and reinforced its commitment towards maintaining the highest standards of corporate governance, transparency and regulatory compliance. As a listed entity, the Company remains focused on delivering sustainable growth, creating long-term shareholder value and strengthening its leadership position in the outdoor advertising industry.

In compliance with the provisions of the Companies Act, 2013, the Rules framed thereunder and the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, this Report presents the financial performance, operational highlights and significant developments of the Company for the Financial Year ended March 31, 2026

➤ FINANCIAL PERFORMANCE

The financial performance of the Company for the Financial Year ended March 31, 2026 is summarized below:

Standalone Financial Performance

(₹ in Lakhs)			
Particulars	FY 2025-26	FY 2024-25	Change (%)
Revenue from Operations	18,666.90	13,932.39	33.98%
Other Income	571.05	304.93	87.28%
Total Income	19,237.94	14,237.32	35.12%
Cost of Services	13,557.03	10,185.94	33.10%
Employee Benefit Expenses	1,058.12	914.93	15.65%
Other Expenses	693.94	685.26	1.27%
EBITDA	3,928.86	2,413.28	62.80%
EBITDA Margin (%)	20.42%	16.95%	347 Bps
Depreciation & Amortisation Expenses	21.41	19.42	10.25%
Finance Costs	11.75	13.23	(11.19%)
Total Expenses	15,342.25	11,856.68	29.39%
Profit Before Tax (PBT)	3,895.70	2,380.63	63.64%
Total Tax	955.87	598.17	59.79%
Profit After Tax (PAT)	2,939.83	1,782.46	64.93%
Profit Margin (%)	15.75%	12.52%	276 Bps
Basic EPS (₹)	21.24	14.28	48.74%
Diluted EPS (₹)	21.24	14.28	48.74%

Consolidated Financial Performance

(₹ in Lakhs)	
Particulars	FY 2025-26
Revenue from Operations	18,666.90
Other Income	571.05
Total Income	19,237.94
Cost of Services	13,557.03
Employee Benefit Expenses	1,058.12
Other Expenses	693.94
EBITDA	3,928.86
Depreciation & Amortisation Expenses	21.41
Finance Costs	11.75
Total Expenses	15,342.25

Profit Before Tax	3,895.70
Current Tax	954.66
Deferred Tax	1.21
Share of Profit from Associates	24.47
Profit After Tax	2,964.29
Basic EPS (₹)	21.42
Diluted EPS (₹)	21.42

REVIEW OF OPERATIONS AND FINANCIAL PERFORMANCE

The Financial Year 2025-26 has been a landmark year for the Company, marked by its successful listing on the NSE SME Platform and strong financial performance driven by continued business expansion and operational excellence.

During the year under review, on a Standalone basis, the Company recorded Revenue from Operations of ₹18,666.90 Lakhs, as against ₹13,932.39 Lakhs in the previous financial year, registering a healthy growth of approximately 34.0%. The increase in revenue was primarily attributable to higher business volumes, expansion of the Company's outdoor advertising portfolio, improved customer acquisition and execution of large-scale advertising campaigns.

The Company's Total Income increased to ₹19,237.94 Lakhs from ₹14,237.32 Lakhs in the previous year, reflecting an increase of approximately 35.1%.

Total expenses stood at ₹15,342.25 Lakhs compared to ₹11,856.68 Lakhs during the previous year. The increase in expenses was in line with the growth in business operations and expansion of the Company's activities. Despite higher operating costs, the Company maintained healthy operational efficiencies through prudent cost management and improved execution capabilities.

Consequently, the Profit Before Tax (PBT) increased significantly to ₹3,895.70 Lakhs, as against ₹2,380.63 Lakhs in the previous financial year, representing a growth of approximately 63.6%.

The Profit After Tax (PAT) for the year stood at ₹2,939.83 Lakhs, compared with ₹1,782.46 Lakhs during FY 2024-25, registering a robust growth of approximately 64.9%.

On a Consolidated basis, the Company reported a Profit After Tax of ₹2,964.29 Lakhs, which includes the share of profit from associate entities amounting to ₹24.47 Lakhs, reflecting the positive contribution of the Company's strategic investments.

The Company's financial position also strengthened considerably during the year. Shareholders' Funds increased from ₹5,463.82 Lakhs as on March 31, 2025, to ₹13,635.85 Lakhs as on March 31, 2026, primarily on account of the successful Initial Public Offering (IPO) and retention of profits. The Company's Cash and Cash Equivalents increased substantially to ₹3,325.39 Lakhs from ₹810.65 Lakhs, providing enhanced liquidity to support future expansion and operational requirements.

The Board believes that the Company's strong financial performance reflects the resilience of its business model, the continued trust of its clients, and the dedicated efforts of its employees. With a strengthened balance sheet, enhanced market presence following its listing, and a clear strategic roadmap, the Company is well positioned to capitalize on emerging opportunities in the outdoor advertising and green mobility sectors while continuing to create sustainable value for all its stakeholders.

TRANSFER TO RESERVES

Your directors do not propose to transfer any amount to the General Reserve for the Financial Year ended March 31, 2026.

DIVIDEND

In order to conserve resources for future business growth and expansion, your Director's do not recommend any dividend for the Financial Year ended March 31, 2026.

MATERIAL CHANGES AND COMMITMENTS AFFECTING THE FINANCIAL POSITION OF THE COMPANY

There have been no material changes or commitments affecting the financial position of the Company between the end of the Financial Year i.e., March 31, 2026 and the date of this Report, except those disclosed elsewhere in this Annual Report.

DEPOSITS

During the Financial Year under review, the Company has not accepted any deposits from the public within the meaning of Sections 73 to 76 of the Companies Act, 2013 read with the Companies (Acceptance of Deposits) Rules, 2014.

Accordingly, there were no unpaid or unclaimed deposits outstanding as on March 31, 2026.

SHARE CAPITAL

The Authorised Share Capital of the Company as on March 31, 2026 was ₹20,00,00,000, divided into 2,00,00,000 Equity Shares of ₹10/- each.

During the year under review, pursuant to the successful Initial Public Offering ("IPO"), the paid-up equity share capital of the Company increased from ₹1,317.68 Lakhs comprising 1,31,76,800 Equity Shares of ₹10/- each to ₹1,764.58 Lakhs comprising 1,76,45,800 Equity Shares of ₹10/- each.

The equity shares of the Company were listed on the NSE SME Platform in August 2025.

PARTICULARS OF LOANS, GUARANTEES AND INVESTMENTS

The particulars of loans, guarantees and investments covered under the provisions of Section 186 of the Companies Act, 2013 are provided in the Notes forming part of the Standalone Financial Statements and form an integral part of this Annual Report.

ASSOCIATE COMPANIES

During the Financial Year 2025-26, the Company expanded its strategic investments by acquiring significant influence in the following entities, which consequently became Associate Entities of the Company within the meaning of the Companies Act, 2013 and the applicable Accounting Standards:

Name of Associate Entity	Percentage of Holding
CharjKaro Greentech Mobility Private Limited	50%
All White Communications LLP	49%

Accordingly, as on March 31, 2026, the Company has the above Associate Entities.

The financial statements of the aforesaid Associate Entities have been considered while preparing the Consolidated Financial Statements of the Company in accordance with the applicable Accounting Standards.

Pursuant to the provisions of Section 129(3) of the Companies Act, 2013 read with Rule 5 of the Companies (Accounts) Rules, 2014, a statement containing salient features of the financial statements of the Associate Companies in Form AOC-1 forms part of this Annual Report as **Annexure-A**.

SUBSIDIARY COMPANIES

As on March 31, 2026, the Company does not have any subsidiary company.

JOINT VENTURES

As on March 31, 2026, the Company does not have any Joint Venture.

RELATED PARTY TRANSACTIONS

All Related Party Transactions entered into during the Financial Year were in the ordinary course of business and on an arm's length basis and were in compliance with the applicable provisions of the Companies Act, 2013 and the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

All Related Party Transactions were reviewed and approved by the Audit Committee.

During the year under review, there were no material related party transactions entered into by the Company with Promoters, Directors, Key Managerial Personnel or other related parties which may have had a potential conflict with the interests of the Company.

Accordingly, the disclosure of Related Party Transactions in Form AOC-2 pursuant to Section 134(3)(h) of the Companies Act, 2013 is annexed as **Annexure-B** to this Report.

MANAGEMENT DISCUSSION AND ANALYSIS

Pursuant to Regulation 34 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, the Management Discussion and Analysis Report forms an integral part of this Annual Report and is annexed as **Annexure-C** to this Report.

HUMAN RESOURCES

The Company firmly believes that its employees are its most valuable asset and the key drivers of its continued success. During the Financial Year under review, the Company continued to strengthen its human capital by fostering a culture of performance, innovation, collaboration and continuous learning.

The Company remains committed to providing a safe, healthy and inclusive work environment that encourages professional development, employee engagement and equal opportunities. Various initiatives were undertaken during the year to enhance employee skills, improve operational efficiency and promote a high-performance work culture.

The Company also continues to focus on employee welfare, leadership development and talent retention to support its long-term growth objectives.

The number of employees as on March 31, 2026 was 172, out of which 136 are male and 36 are females.

➤ CODE OF CONDUCT

The Company has adopted a Code of Conduct applicable to all Directors and Senior Management Personnel, laying down the standards of ethical conduct, integrity and accountability expected from them in the discharge of their duties.

All the Directors and Senior Management Personnel have affirmed compliance with the Code of Conduct for the Financial Year ended March 31, 2026.

The Code of Conduct is available on the Company's website at www.cashurdrive.com.

➤ BOARD OF DIRECTORS AND KEY MANAGERIAL PERSONNEL

The Board of Directors of the Company comprises Executive, Non-Executive and Independent Directors having an optimum combination of experience, expertise and professional knowledge. The composition of the Board is in conformity with the provisions of the Companies Act, 2013 and the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

During the Financial Year under review, there was no change in the composition of the Board of Directors.

However, during the year, the following changes took place in the Key Managerial Personnel of the Company:

- Mr. Gagan Mahajan was appointed as the Company Secretary & Compliance Officer of the Company with effect from 10th July, 2025.
- Ms. Shefali Kesarwani resigned from the office of Company Secretary & Compliance Officer (Key Managerial Personnel) with effect from 10th July, 2025.

Except as stated above, there was no change in the composition of the Key Managerial Personnel during the Financial Year ended March 31, 2026.

The Key Managerial Personnel of the Company as on March 31, 2026 are:

- Mr. Raghu Khanna – Chairman & Managing Director
- Mrs. Parveen K. Khanna – Whole-time Director
- Mr. Rajat Singhal – Chief Financial Officer
- Mr. Gagan Mahajan – Company Secretary & Compliance Officer

➤ NUMBER OF BOARD MEETINGS

During the Financial Year 2025-26, Fifteen (15) meetings of the Board of Directors were held on the following dates:

15 April 2025, 18th June 2025, 28th June 2025, 10th July 2025, 16th July 2025, 22nd July 2025, 30th July 2025, 5th August 2025, 7th October 2025, 12th November 2025, 8th December 2025, 3rd February 2026, 17th February 2026, 14th March 2026 and 31st March 2026.

The maximum interval between any two meetings did not exceed 120 days, as prescribed under Section 173 of the Companies Act, 2013, Secretarial Standard-1 on Meetings of the Board of Directors and the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

During the Financial Year, the Independent Directors met separately without the presence of Non-Independent Directors and members of management in accordance with Schedule IV of the Companies Act, 2013 and Regulation 25(3) of the SEBI Listing Regulations on 31st March 2026.

➤ NUMBER OF GENERAL MEETINGS

During the Financial Year 2025-26, the following General Meetings were held:

- Annual General Meeting held on 2nd July 2025.
- Extraordinary General Meeting(s), if any, held on 3rd April 2025.

The proceedings of the meetings were conducted in compliance with the applicable provisions of the Companies Act, 2013 and Secretarial Standards issued by the Institute of Company Secretaries of India.

➤ ANNUAL EVALUATION OF THE BOARD, ITS COMMITTEES AND INDIVIDUAL DIRECTORS

Pursuant to the provisions of the Companies Act, 2013 read with the applicable Rules made thereunder, Schedule IV of the Companies Act, 2013, and the applicable provisions of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, the Board of Directors has carried out an annual performance evaluation of the Board as a whole, its Committees and the individual Directors for the Financial Year ended March 31, 2026.

The evaluation was undertaken through a structured and comprehensive performance evaluation process designed to assess the effectiveness of the Board's functioning and the contribution made by each Director. The evaluation criteria, as approved by the Nomination and Remuneration Committee, covered various aspects including the composition and structure of the Board, effectiveness of Board processes, quality of discussions and decision-making, strategic guidance, corporate governance practices, risk management, financial oversight, participation and attendance at meetings, safeguarding of stakeholders' interests, independence of judgment, professional expertise, ethical standards, and overall contribution towards the achievement of the Company's strategic objectives and long-term sustainable growth.

The performance of the Board Committees, namely the Audit Committee, Nomination and Remuneration Committee, Stakeholders' Relationship Committee, Corporate Social Responsibility Committee and Initial Public Offering Committee, was also evaluated with reference to their respective terms of reference, effectiveness in discharging statutory and governance responsibilities, quality of recommendations made to the Board, adequacy of deliberations and overall contribution to the governance framework of the Company.

In accordance with the provisions of Schedule IV of the Companies Act, 2013, the Independent Directors, at their separate meeting held during the year, reviewed and evaluated the performance of the Chairman, Managing Director, Whole-time Director and Non-Independent Directors. They also assessed the quality, quantity and timeliness of information flowing between the management and the Board, which is essential for the Board to effectively and reasonably perform its duties.

Further, the Board, excluding the Director being evaluated, assessed the performance of each Independent Director after taking into account factors such as integrity, independence of judgment, professional competence, expertise, participation in Board and Committee meetings, constructive engagement in deliberations, guidance provided to the management, adherence to ethical standards and contribution towards strengthening the governance practices of the Company.

Based on the outcome of the evaluation process, the Board expressed its satisfaction with the overall effectiveness of the Board, its Committees and the individual Directors. The evaluation confirmed that the Board and its Committees continue to function effectively and provide appropriate strategic direction, oversight and governance, thereby contributing significantly to the sustained growth and overall performance of the Company.

➤ RISK MANAGEMENT

The Company has implemented a comprehensive Risk Management framework for identifying, evaluating and mitigating various business, financial, operational, legal and regulatory risks.

The Audit Committee periodically reviews the risk management framework and monitors significant risks affecting the business. Appropriate mitigation measures have been adopted by the management to ensure business continuity and sustainable growth.

The Board periodically reviews the effectiveness of the risk management processes and is satisfied that adequate systems are in place.

➤ FAMILIARISATION PROGRAMME FOR INDEPENDENT DIRECTORS

The Company has adopted a Familiarisation Programme for Independent Directors to familiarize them with the Company's business operations, industry, organizational structure, regulatory framework, risk management practices and governance philosophy.

The Independent Directors are also updated from time to time on changes in applicable laws, business developments and industry trends to enable them to effectively discharge their duties.

➤ BOARD COMMITTEES

The Board has constituted the following Committees in accordance with the provisions of the Companies Act, 2013 and SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015:

- Audit Committee
- Nomination & Remuneration Committee
- Stakeholders' Relationship Committee
- Corporate Social Responsibility Committee

During the Financial Year under review, there was no change in the composition of any of the Board Committees.

Audit Committee

The Audit Committee is constituted in accordance with Section 177 of the Companies Act, 2013 and Regulation 18 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

The composition of the Audit Committee as on March 31, 2026 is as follows:

Name	Designation	Category
Mr. Alok Nigam	Chairman	Independent Director
Mr. Vivek Deorao Talmale	Member	Independent Director
Mrs. Parveen K. Khanna	Member	Whole-time Director

During the year under review, all the recommendations made by the Audit Committee were accepted by the Board of Directors.

During the Financial Year 2025-26, six (6) meetings of the Audit Committee were held on the following dates:

- 28th June, 2025
- 18th July, 2025
- 23rd July, 2025
- 12th November, 2025
- 7th January, 2026
- 14th March, 2026

All the recommendations made by the Audit Committee during the year were accepted by the Board of Directors.

Nomination and Remuneration Committee

The Nomination and Remuneration Committee has been constituted in accordance with Section 178 of the Companies Act, 2013 and Regulation 19 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

The composition of the Committee as on March 31, 2026 is as follows:

Name	Designation	Category
Mr. Alok Nigam	Chairman	Independent Director
Mr. Vivek Deorao Talmale	Member	Independent Director
Mr. Bhupinder Kumar Khanna	Member	Non-Executive Non-Independent Director

The Committee oversees the appointment, remuneration, performance evaluation and succession planning of Directors, Key Managerial Personnel and Senior Management in accordance with the Nomination and Remuneration Policy of the Company.

During the Financial Year 2025-26, one (1) meeting of the Nomination and Remuneration Committee was held on 10th July, 2025.

The Committee reviews and recommends to the Board matters relating to appointment, remuneration, performance evaluation and succession planning of Directors, Key Managerial Personnel and Senior Management in accordance with the Nomination and Remuneration Policy of the Company.

Stakeholders' Relationship Committee

The Stakeholders' Relationship Committee has been constituted in accordance with Section 178 of the Companies Act, 2013 and Regulation 20 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

The composition of the Committee as on March 31, 2026 is as follows:

Name	Designation	Category
Mr. Alok Nigam	Chairman	Independent Director
Mr. Vivek Deorao Talmale	Member	Independent Director
Mr. Raghu Khanna	Member	Chairman & Managing Director

The Committee oversees and ensures timely redressal of investors' grievances relating to transfer/transmission of shares, issue of duplicate share certificates, dematerialisation/rematerialisation of shares and other shareholder-related matters.

During the Financial Year 2025-26, one (1) meeting of the Stakeholders' Relationship Committee was held on 12th November, 2025.

The Committee oversees and ensures timely redressal of investors' grievances relating to transfer/transmission of shares, dematerialization/dematerialization of shares and other shareholder-related matters.

Corporate Social Responsibility Committee

The Corporate Social Responsibility Committee has been constituted pursuant to Section 135 of the Companies Act, 2013.

The composition of the Committee as on March 31, 2026 is as follows:

Name	Designation	Category
Mr. Raghu Khanna	Chairman	Chairman & Managing Director
Mrs. Parveen K. Khanna	Member	Whole-time Director
Mr. Alok Nigam	Member	Independent Director

The Committee formulates and recommends the Corporate Social Responsibility Policy, monitors its implementation and recommends the amount of expenditure to be incurred on CSR activities in accordance with the provisions of the Companies Act, 2013.

During the Financial Year 2025-26, two (2) meetings of the Corporate Social Responsibility Committee were held on the following dates:

- 11th July, 2025
- 8th December, 2025

The Committee formulates and recommends the Corporate Social Responsibility Policy, monitors its implementation and recommends the amount of expenditure to be incurred on CSR activities in accordance with the provisions of the Companies Act, 2013.

The Annual Report on Corporate Social Responsibility (CSR) activities, as required under Section 135 of the Companies Act, 2013 read with the Companies (Corporate Social Responsibility Policy) Rules, 2014, is annexed to this Board's Report as **Annexure-D** and forms an integral part of this Annual Report .

Pursuant to the provisions of Schedule IV to the Companies Act, 2013 and Regulation 25(3) of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, a separate meeting of the Independent Directors of the Company was held on 31st March, 2026, without the presence of the Non-Independent Directors and members of the management.

➤ DECLARATION BY INDEPENDENT DIRECTORS

The Company has received declarations from all the Independent Directors confirming that they meet the criteria of independence prescribed under Section 149(6) of the Companies Act, 2013 and Regulation 16(1)(b) of the SEBI Listing Regulations.

The Independent Directors have also confirmed compliance with the Code for Independent Directors and have registered themselves with the Independent Directors' Databank maintained by the Indian Institute of Corporate Affairs (IICA), wherever applicable.

In the opinion of the Board, all Independent Directors possess integrity, expertise and experience, including proficiency required to effectively discharge their duties.

➤ DIRECTORS' RESPONSIBILITY STATEMENT

Pursuant to Section 134(5) of the Companies Act, 2013, your Directors confirm that:

- the applicable Accounting Standards have been followed in the preparation of the annual financial statements;

- b) appropriate accounting policies have been selected and applied consistently and judgments and estimates have been made that are reasonable and prudent;
- c) proper and sufficient care has been taken for maintaining adequate accounting records for safeguarding the assets of the Company and for preventing and detecting fraud and other irregularities;
- d) the annual accounts have been prepared on a going concern basis;
- e) adequate internal financial controls have been laid down and are operating effectively; and
- f) proper systems have been devised to ensure compliance with the provisions of all applicable laws and such systems are adequate and operating effectively.

➤ **INTERNAL FINANCIAL CONTROLS AND THEIR ADEQUACY**

The Company has established adequate internal financial controls commensurate with the size, scale and complexity of its business operations. These controls are designed to ensure the orderly and efficient conduct of business, safeguarding of assets, prevention and detection of frauds and errors, accuracy and completeness of accounting records, and timely preparation of reliable financial information.

The internal control framework is periodically reviewed and strengthened to align with the changing business environment and regulatory requirements. The Audit Committee regularly reviews the adequacy and effectiveness of the internal financial control systems and monitors the implementation of corrective actions, wherever necessary.

During the Financial Year under review, no material weakness or significant deficiency in the design or operation of internal financial controls was observed. The Directors are of the opinion that the Company has an adequate and effective internal financial control system with reference to its financial statements.

➤ **AUDITORS**

(a) Statutory Auditors

Pursuant to the provisions of Section 139 of the Companies Act, 2013 read with the Companies (Audit and Auditors) Rules, 2014, M/s Khurana Sharma & Co., Chartered Accountants (Firm Registration No. 010920N), having its office at 1299, Sector 15-B, Chandigarh – 160015, were appointed as the Statutory Auditors of the Company at the Annual General Meeting held on 30th September, 2022, for a term of five consecutive years, to hold office until the conclusion of the Annual General Meeting to be held in the year 2027 .

The Statutory Auditors have confirmed that they continue to satisfy the eligibility criteria prescribed under Sections 139 and 141 of the Companies Act, 2013 and are not disqualified from continuing as the Statutory Auditors of the Company.

The Statutory Auditors have also confirmed that they hold a valid Peer Review Certificate issued by the Institute of Chartered Accountants of India (ICAI).

The Statutory Auditors' Report on the Standalone and Consolidated Financial Statements for the Financial Year ended March 31, 2026 does not contain any qualification, reservation, adverse remark or disclaimer. The observations made by the Statutory Auditors are self-explanatory and therefore do not call for any further comments under Section 134(3)(f) of the Companies Act, 2013.

During the year under review, the Statutory Auditors have not reported any instance of fraud under Section 143(12) of the Companies Act, 2013.

(b) Secretarial Auditor

Pursuant to the provisions of Section 204 of the Companies Act, 2013 read with the Companies (Appointment and Remuneration of Managerial Personnel) Rules, 2014, the Board of Directors appointed M/s Vasisht & Associates, Practising Company Secretaries, as the Secretarial Auditors of the Company.

The Secretarial Audit Report for the Financial Year ended March 31, 2026 forms part of this Annual Report as **Annexure-E**.

The Secretarial Audit Report contains one qualification in respect of non-compliance with Regulation 23(9) of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015. The Company had delayed by one day in submitting the disclosure of Related Party Transactions for the quarter/half year ended September 30, 2025, resulting in a monetary penalty of ₹5,000/- along with applicable GST of ₹900/- (aggregating to ₹5,900/-) levied by the National Stock Exchange of India Limited (NSE). The Company has since regularized the non-compliance by filing the requisite disclosure and remitting the penalty imposed by the Stock Exchange. Further, there was no delay in filing any forms, returns or documents with the Registrar of Companies (ROC), and the Secretarial Audit Report does not contain any other qualification, reservation, adverse remark or disclaimer.

(c) Internal Auditor

Pursuant to the provisions of Section 138 of the Companies Act, 2013 read with the Companies (Accounts) Rules, 2014, the Company has appointed M/s Kumar Himanshu & Co., Chartered Accountant, as the Internal Auditor of the Company for the Financial Year 2025-26.

The Internal Auditor periodically reviews the adequacy and effectiveness of the Company's internal control systems and submits reports to the Audit Committee for its review and recommendations.

➤ **REPORTING OF FRAUDS**

During the Financial Year under review, no fraud has been reported by the Statutory Auditors under Section 143(12) of the Companies Act, 2013 read with the Companies (Audit and Auditors) Rules, 2014.

➤ **CORPORATE GOVERNANCE**

As the Company's Equity Shares are listed on the NSE Emerge Platform, the provisions relating to Corporate Governance under Regulations 17 to 27 and Regulation 46(2)(b) to (i) of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 are not applicable to the Company.

However, the Company is committed to maintaining high standards of corporate governance, transparency, accountability and ethical business practices.

➤ **COMPLIANCE OF SECRETARIAL STANDARDS**

The Company has complied with the applicable Secretarial Standards issued by the Institute of Company Secretaries of India (ICSI) relating to Meetings of the Board of Directors (SS-1) and General Meetings (SS-2), as notified by the Central Government under Section 118(10) of the Companies Act, 2013.

➤ **BUSINESS RESPONSIBILITY AND SUSTAINABILITY REPORT**

The provisions relating to Business Responsibility and Sustainability Report (BRSR) under the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 are not applicable to the Company.

➤ **CONSERVATION OF ENERGY, TECHNOLOGY ABSORPTION AND FOREIGN EXCHANGE EARNINGS AND OUTGO**

The information required under Section 134(3)(m) of the Companies Act, 2013 read with Rule 8(3) of the Companies (Accounts) Rules, 2014 is given below:

(A) Conservation of Energy

- i. The Company continues to undertake measures for efficient utilization and conservation of energy in its day-to-day operations.
- ii. The Company has not made any significant capital investment towards energy conservation during the year under review.
- iii. Being engaged in the business of outdoor advertising and media solutions, the Company's operations are not energy intensive.

(B) Technology Absorption

- i. The Company continuously adopts appropriate technologies and digital platforms to improve operational efficiency and customer service.
- ii. No specific expenditure was incurred on research and development during the year.
- iii. No technology was imported during the Financial Year.

(C) Foreign Exchange Earnings and Outgo

Foreign Exchange Earnings : ₹ Nil

Foreign Exchange Outgo : ₹ Nil

➤ **ANNUAL RETURN**

Pursuant to the provisions of Section 92(3) read with Section 134(3)(a) of the Companies Act, 2013, the Annual Return in Form MGT-7 for the Financial Year ended March 31, 2026 will be available on the website of the Company at: <https://www.cashurdrive.com/investor/ipo#annual-return>

➤ **PREVENTION OF SEXUAL HARASSMENT OF WOMEN AT WORKPLACE**

The Company has in place a Policy on Prevention of Sexual Harassment at Workplace in accordance with the Sexual

Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013 and has constituted an Internal Committee for redressal of complaints.

During the Financial Year under review:

- Number of complaints received: Nil
- Number of complaints disposed of: Nil
- Number of complaints pending as on March 31, 2026: Nil

➤ **PARTICULARS OF EMPLOYEES**

The information required pursuant to Section 197(12) of the Companies Act, 2013 read with Rule 5 of the Companies (Appointment and Remuneration of Managerial Personnel) Rules, 2014 forms part of this Annual Report as **Annexure-F**.

➤ **POLICY ON DIRECTORS' APPOINTMENT AND REMUNERATION**

The Nomination & Remuneration Committee has framed a policy for selection and appointment of Directors including determining qualifications and independence of a Director, Key Managerial Personnel (KMP), Senior Management Personnel and their remuneration as part of its charter and other matters provided under Section 178(3) of the Companies Act, 2013.

Pursuant to Section 134(3) of the Companies Act, 2013, the Nomination & Remuneration Policy of the Company which lays down the criteria for determining qualifications, competencies, positive attributes and independence for appointment of Directors and policies of the Company relating to remuneration of Directors, KMP and Senior Management Personnel is available under investor relations section on the Company's website and also attached as **Annexure-G**.

Further, the Company also has a Board Diversity Policy to assure that the Board is fully diversified and comprises of an ideal combination of Executive and Non-Executive Directors, including Independent Directors, with diverse backgrounds.

➤ **PROHIBITION OF INSIDER TRADING**

The Company has adopted a Code of Conduct for Prevention of Insider Trading in accordance with the SEBI (Prohibition of Insider Trading) Regulations, 2015.

The Company Secretary & Compliance Officer acts as the Compliance Officer for administering the Code and ensuring compliance with the applicable regulations. The trading window is closed during the period when unpublished price sensitive information is available with the designated persons.

➤ **INSOLVENCY AND BANKRUPTCY CODE, 2016**

During the Financial Year under review, no application was made by or against the Company under the Insolvency and Bankruptcy Code, 2016. No proceedings were pending against the Company under the said Code as on March 31, 2026.

➤ **LISTING**

The Equity Shares of the Company are listed and admitted to dealings on the NSE Emerge Platform of the National Stock Exchange of India Limited. The Company continues to comply with all applicable listing requirements.

➤ **DETAILS OF DEMATERIALISATION OF EQUITY SHARES**

The equity shares of the Company are listed on the NSE SME Platform and are available for trading only in dematerialised form.

The Company has appointed Bigshare Services Pvt. Ltd (or your existing RTA) as its Registrar and Share Transfer Agent for providing investor services.

The ISIN of the Company's equity shares is INE0WL201014

➤ **GENERAL DISCLOSURES**

During the Financial Year under review:

- a) The Company has not issued any equity shares with differential rights as to dividend, voting or otherwise.
- b) The Company has not issued any sweat equity shares.
- c) The Company has not granted any Employee Stock Options (ESOPs).

- d) There has been no change in the nature of business of the Company.
- e) There were no significant or material orders passed by any Court, Tribunal or Regulatory Authority which could impact the going concern status or future operations of the Company.
- f) The Board accepted all recommendations made by the Audit Committee during the Financial Year.
- g) The Company has not entered into any one-time settlement with any Bank or Financial Institution during the year under review.

➤ **ACKNOWLEDGEMENT**

Your Director's place on record their sincere appreciation for the continued support and cooperation received from the Company's customers, advertisers, media partners, business associates, bankers, financial institutions, regulatory authorities, the Central and State Governments, the National Stock Exchange of India Limited and all other stakeholders.

The Directors also express their heartfelt gratitude to the employees of the Company for their dedication, commitment and valuable contribution towards the continued growth and success of the Company.

The Board further conveys its sincere thanks to the shareholders for their continued trust, confidence and unwavering support, which has been instrumental in the Company's progress and achievements.

**For and on behalf of the Board of Director
Cash Ur Drive Marketing Limited
(Earlier Known as Cash Ur Drive Marketing Private Limited)**

**Sd/-
Raghu Khanna
Chairman & Managing Director
DIN: 02496328**

**Place: Noida
Date: 03.09.2026**

ANNEXURE-A

FORM AOC-1 (Pursuant to First Proviso to Sub-Section (3) of Section 129 Read with Rule 5 of Companies (Accounts) Rules, 2014) Statement containing Salient Features of the Financial Statement of Subsidiaries/Associate Companies or Joint Ventures

Part "A": Subsidiaries

(Information in respect of each subsidiary to be presented with amounts in ₹ Lakhs)

The Company does not have any subsidiary as on 31st March, 2026.

Part "B": Associates and Joint Ventures

Statement pursuant to Section 129(3) of the Companies Act, 2013 relating to Associate Companies and Joint Ventures

Particulars	Associate – 1	Associate – 2
Name of Associate / Joint Venture	All White Communications LLP	ChargeKaro Greentech Mobility Private Limited
Latest Audited Balance Sheet Date	31 March 2026	31 March 2026
Shares/Capital Contribution held by the Company on the year end		
(i) Number	Not Applicable (LLP)	5,000 Equity Shares
(ii) Amount of Investment	₹336.00 Lakhs	₹0.50 Lakh
(iii) Extent of Holding	49%	50%
Description of how there is significant influence	The Company holds 49% capital contribution and profit-sharing rights in the LLP.	The Company holds 50% of the paid-up equity share capital comprising 5,000 equity shares of ₹10 each and exercises significant influence over the financial and operating policy decisions.
Reason why the Associate is not consolidated	Accounted for in the Consolidated Financial Statements in accordance with the applicable Accounting Standard relating to investments in associates.	Accounted for in the Consolidated Financial Statements in accordance with the applicable Accounting Standard relating to investments in associates.
Net Worth attributable to Shareholding as per latest audited Balance Sheet	₹358.88 Lakhs	(₹82.33 Lakhs)
Profit/(Loss) for the year		
(i) Considered in Consolidation	₹21.44 Lakhs	₹3.02 Lakhs
(ii) Not Considered in Consolidation	Nil	Nil

For and on behalf of the Board of Director
Cash Ur Drive Marketing Limited
(Earlier Known as Cash Ur Drive Marketing Private Limited)

Sd/-
Raghu Khanna
Chairman & Managing Director
DIN: 02496328

Place: Noida
Date: 03.09.2026

ANNEXURE-B

FORM AOC – 2

(Pursuant to clause (h) of sub-section (3) of section 134 of the Act and Rule 8(2) of the Companies (Accounts) Rules, 2014)

Form for disclosure of particulars of contracts/arrangements entered into by the company with related parties referred to in sub-section (1) of section 188 of the Companies Act, 2013 including certain arms length transactions under third proviso thereto

1. Details of contracts or arrangements or transactions not at arm's length basis: NIL

2. Details of material contracts or arrangement or transactions at arm's length basis:

Name(s) of the related party and nature of relationship	Nature of contracts/ arrangements/ transactions	Duration of the contracts/ arrangements/ transactions	Salient terms of the contracts or arrangements or transactions including the value, if any (₹ in Lakhs)	Date(s) of approval by the Board, if any	Amount paid as advances, if any
All White Communications LLP Common Shareholders & Designated Partner	Cost of Services – Display Services Received	As per requirement	298.67	15-04-2025	NIL
	Revenue from Operations – Advertisement Services Provided	As per requirement	6.00	15-04-2025	NIL
US Advertising Private Limited Directors have significant influence	Cost of Services – Central Outdoor Branding	As per requirement	813.69	15-04-2025	NIL
	Advance Payable – Central Display	As per requirement	76.70	15-04-2025	NIL
	Advance Paid for Central Display & Other Services	As per requirement	NIL	15-04-2025	NIL
	Trade Receivables – Services Rendered	As per requirement	47.29	15-04-2025	NIL
CUD Digital Firm of the Director	Cost of Services – Display Services & Consumables Received	As per requirement	1,464.73	15-04-2025	276.27
	Rental Service Provided	As per requirement	13.27	15-04-2025	NIL
	Advance for Consumable item Local	As per Requirement	276.27	15-04-2025	NIL
Tecfin Enterprises Private Limited Common Director	Rent Expense	As per requirement	91.39	15-04-2025	NIL

Name(s) of the related party and nature of relationship	Nature of contracts/ arrangements/ transactions	Duration of the contracts/ arrangements/ transactions	Salient terms of the contracts or arrangements including the value, if any (₹ in Lakhs)	Date(s) of approval by the Board, if any	Amount paid as advances, if any
ChargeKaro Greentech Mobility Private Limited (formerly Cash Ur Drive Electric Vehicles Private Limited) Associate Company / Common Management	Rental Services Provided	As per requirement	2.90	15-04-2025	NIL
	Charging Revenue	As per requirement	62.26	15-04-2025	NIL
	Trade Receivables – Services Rendered	As per requirement	38.86	15-04-2025	NIL
	Loans & Advances Receivable	As per requirement	130.14	15-04-2025	NIL
Cityscape Integrated Media Common Shareholders	Trade Receivables – Services Rendered	As per requirement	1.82	15-04-2025	NIL
Sahir Exports HUF of Director	Rental Services Provided	As per requirement	0.15	15-04-2025	NIL
Parveen K. Khanna – Whole Time Director	Director Remuneration	As per requirement	60.00	Approved by Nomination & Remuneration Committee / Board	NIL
Raghu Khanna – Chairman & Managing Director	Director Remuneration	As per requirement	192.00	Approved by Nomination & Remuneration Committee / Board	NIL
Mr. Rajat Singhal- Key Managerial Personnel	Remuneration	As per requirement	43.00	Approved by Nomination & Remuneration Committee / Board	NIL
Mr. Gagan Mahajan-Key Managerial Personnel	Remuneration	As per requirement	15.00	Approved by Nomination & Remuneration Committee / Board	NIL
Ms. Shefali Kesarwani-Key Managerial Personnel	Remuneration	As per requirement	1.68	Approved by Nomination & Remuneration Committee / Board	NIL

For and on behalf of the Board of Director
Cash Ur Drive Marketing Limited
(Earlier Known as Cash Ur Drive Marketing Private Limited)

Sd/-
Raghu Khanna
Chairman & Managing Director
DIN: 02496328

Place: Noida
Date: 03.09.2026

MANAGEMENT DISCUSSION AND ANALYSIS REPORT

OVERVIEW

CASHurDRIVE Marketing Limited (“CUDML” or “the Company”) is one of India’s established out-of-home (“OOH”) advertising companies engaged in providing integrated media and branding solutions across multiple formats. The Company has developed expertise in delivering innovative advertising campaigns through outdoor media, transit media, airport advertising, retail branding, experiential marketing, digital media and allied advertising solutions. Through its associate entities and strategic investments, the Company has also expanded its presence into mobility and EV charging infrastructure, enabling it to participate in emerging business opportunities beyond conventional outdoor advertising.

The Company’s business model is centred on creating value through long-term client relationships, strategic media locations, operational excellence and technology-driven advertising solutions. Revenue is primarily generated through the sale of advertising inventory, execution of branding campaigns, media planning, display services and allied marketing solutions.

During the financial year ended 31 March 2026, the Company continued to strengthen its market position by expanding its client base, enhancing operational efficiencies and focusing on profitable growth. On a consolidated basis, the Company recorded Revenue from Operations of ₹18,666.90 lakhs, Total Income of ₹19,237.94 lakhs, Profit Before Tax of ₹3,895.70 lakhs and Profit After Tax of ₹2,939.83 lakhs, reflecting the resilience of its diversified business model despite a competitive operating environment.

The Company’s growth continues to be supported by increasing demand for organised outdoor advertising, higher infrastructure spending, rapid urbanisation, expansion of airports and metro rail projects, growing adoption of digital out-of-home (DOOH) media and increasing investments by corporates in integrated brand communication.

A. INDUSTRY STRUCTURE AND DEVELOPMENTS

India’s advertising industry continued to demonstrate healthy growth during FY 2025-26, supported by strong domestic consumption, expanding infrastructure, increasing digital adoption and sustained marketing expenditure by businesses across sectors. The Indian media and entertainment industry remains one of the fastest growing globally, driven by favourable demographics, rising disposable incomes and rapid urbanisation.

Out-of-home advertising has emerged as one of the fastest recovering advertising segments owing to increasing mobility, growing passenger traffic across airports and metro stations, expansion of highways and commercial developments, and greater acceptance of outdoor media as an integral component of integrated marketing campaigns.

The organised OOH industry is undergoing a structural transformation with increasing adoption of:

- Digital Out-of-Home (DOOH) advertising;
- Programmatic media buying;
- Data-driven audience analytics;
- AI-enabled campaign optimisation;
- Smart digital displays; and
- Interactive advertising platforms.

Government initiatives such as Smart Cities Mission, Bharatmala Pariyojana, expansion of metro rail networks, modernisation of airports, expressway development and urban infrastructure projects are creating significant opportunities for outdoor media operators. These projects not only improve connectivity but also create premium advertising inventory capable of attracting national and multinational advertisers.

Simultaneously, India’s rapidly expanding start-up ecosystem, retail sector, e-commerce industry, automobile market, fintech companies, FMCG businesses, telecom operators and real estate developers continue to increase advertising expenditure to strengthen brand visibility. This has positively influenced demand across outdoor, transit and experiential media.

Digital transformation is also reshaping the advertising ecosystem. Clients increasingly prefer integrated campaigns combining physical outdoor media with digital, social media and technology-enabled consumer engagement. Companies capable of delivering end-to-end branding solutions are expected to benefit significantly from this evolving market landscape.

CASHurDRIVE Marketing Limited continues to position itself as an integrated advertising solutions provider by leveraging its extensive industry experience, diversified service offerings and strategic partnerships. The Company’s investments in associate entities engaged in advertising and mobility-related businesses further strengthen its long-term growth strategy.

B. OPPORTUNITIES AND THREATS

Opportunities

The Company believes that the Indian advertising industry offers substantial long-term growth opportunities supported by favourable macroeconomic and demographic trends.

Infrastructure-led Growth

India continues to witness unprecedented investments in airports, metro rail projects, highways, commercial complexes, smart cities and urban infrastructure. Every new infrastructure project creates premium advertising locations, enabling the Company to expand its inventory and strengthen its market presence.

Growth in Digital Out-of-Home (DOOH)

Advertisers are increasingly shifting towards technology-enabled digital displays capable of delivering dynamic and measurable advertising campaigns. DOOH offers greater flexibility, real-time content management and targeted communication, creating significant opportunities for companies with digital capabilities.

Expansion of Airport and Transit Advertising

Passenger traffic across airports, metro stations and public transport networks continues to increase. Transit advertising provides advertisers access to high-footfall premium audiences and offers long-term revenue potential for organised media operators.

Rising Corporate Advertising Expenditure

Growing competition across sectors has resulted in increased marketing budgets. Brands are investing in integrated advertising campaigns to improve customer engagement and brand visibility, thereby creating additional demand for outdoor and experiential media.

Urbanisation and Smart Cities

Rapid urbanisation, commercial development and smart city initiatives are generating new advertising locations across Tier-I, Tier-II and Tier-III cities. These developments present opportunities for the Company to diversify geographically and broaden its customer base.

Technology Integration

Artificial Intelligence, data analytics, automation and programmatic advertising are transforming the outdoor advertising industry. The Company continues to evaluate technology-driven solutions that improve operational efficiency, campaign effectiveness and customer experience.

EV Charging and Mobility Solutions

Through strategic investments and associate companies, the Company has entered the mobility ecosystem. As India's electric vehicle adoption accelerates, integrated advertising opportunities around charging infrastructure and mobility platforms are expected to create new revenue streams.

Threats

While the industry outlook remains positive, the Company operates in a competitive environment and remains exposed to certain business risks.

Competitive Market

The outdoor advertising industry remains highly competitive with participation from organised national players as well as regional operators. Intense competition may exert pressure on pricing and margins.

Regulatory Environment

Outdoor advertising is regulated by municipal corporations, development authorities, airport operators and other government agencies. Changes in regulatory policies, licensing norms or concession agreements may affect business operations.

Economic Cycles

Advertising expenditure is closely linked to overall economic activity. Any slowdown in economic growth, reduction in consumer spending or decline in corporate profitability could impact marketing budgets and demand for advertising services.

Technological Disruption

Rapid technological advancements require continuous investments in digital infrastructure and innovation. Companies unable to adapt to evolving technologies may face competitive disadvantages.

Client Concentration

The Company services clients across diverse industries; however, changes in spending patterns within key sectors may temporarily affect business performance.

Working Capital Management

The outdoor advertising industry generally involves extended credit cycles. Effective receivable management and disciplined working capital controls remain critical for maintaining healthy cash flows.

Inflationary Pressures

Rising operating costs, including rentals, media maintenance expenses, employee costs and administrative expenses, may impact profitability if not adequately managed through operational efficiencies.

The Company continuously evaluates emerging opportunities while maintaining prudent risk management practices. Management remains confident that its diversified business model, experienced leadership team, strong customer relationships and disciplined financial management will support sustainable long-term growth and enhance shareholder value.

B. BUSINESS PERFORMANCE

Overview

The Financial Statements of CASHurDRIVE Marketing Limited for the financial year ended 31 March 2026 have been prepared in accordance with the Indian Accounting Standards (Ind AS) prescribed under Section 133 of the Companies Act, 2013 read with the Companies (Indian Accounting Standards) Rules, 2015, as amended from time to time.

During FY 2025-26, the Company continued its strategic focus on strengthening its core outdoor advertising business, expanding its customer portfolio, improving operational efficiencies and pursuing disciplined financial management. The Company's diversified service offerings, long-standing client relationships and integrated advertising solutions enabled it to maintain healthy profitability despite a competitive market environment.

The Company also strengthened its strategic investments in associate entities, thereby enhancing its long-term growth prospects and diversifying its business opportunities.

Revenue

Revenue from Operations stood at ₹18,666.90 lakhs during FY 2025-26.

Including Other Income of ₹571.05 lakhs, the Company reported a Total Income of ₹19,237.94 lakhs.

Revenue was primarily generated from:

- Outdoor advertising services;
- Transit and airport media;
- Display and branding services;
- Digital advertising solutions;
- Media planning and execution;
- Rental and allied services.

The Company's diversified customer base across sectors such as FMCG, automobiles, banking, telecom, real estate, retail, hospitality and government agencies continued to support stable business performance.

Management continues to focus on increasing occupancy of media assets, improving yield per advertising location, expanding premium inventory and strengthening long-term client relationships.

Cost of Services

Cost of Services amounted to ₹13,557.03 lakhs during FY 2025-26.

The cost primarily comprises:

- Media site rentals and licence fees;
- Display fabrication and installation costs;

- Media maintenance expenses;
- Printing and consumables;
- Vendor payments;
- Project execution costs.

The increase in operational expenditure corresponds with the higher scale of business operations and execution of advertising campaigns during the year.

The Company continues to monitor vendor productivity, negotiate competitive procurement terms and optimise project execution costs to improve operating margins.

Employee Benefit Expenses

Employee Benefit Expenses amounted to ₹1,058.12 lakhs during FY 2025-26.

The Company believes that human capital remains one of its most valuable assets. During the year, emphasis continued on strengthening operational teams, improving productivity, retaining experienced professionals and attracting skilled talent across sales, operations, finance and project management functions.

Employee costs remained well aligned with business expansion and operational requirements.

Finance Costs

Finance Costs remained modest at ₹11.75 lakhs during FY 2025-26.

The low finance cost demonstrates the Company's prudent financial management and conservative leverage position. The Company continues to maintain an optimal capital structure while ensuring adequate liquidity for operational requirements and future growth initiatives.

Depreciation and Amortisation

Depreciation and Amortisation Expense amounted to ₹21.41 lakhs during FY 2025-26.

The depreciation primarily relates to property, plant and equipment, office infrastructure and other depreciable assets used in the Company's business operations.

The Company continues to invest selectively in infrastructure, technology and operational assets to improve service delivery and long-term operational efficiency.

Other Expenses

Other Expenses stood at ₹693.94 lakhs during FY 2025-26.

These expenses primarily comprise:

- Administrative expenses;
- Office and establishment expenses;
- Professional and legal fees;
- Travelling and conveyance;
- Communication expenses;
- Repairs and maintenance;
- Business promotion expenses;
- Miscellaneous operating expenses.

Management continues to exercise effective cost controls without compromising operational efficiency or service quality.

Profitability

The Company's disciplined operational approach resulted in healthy profitability during FY 2025-26.

Particulars	₹ in Lakhs
Revenue from Operations	18,666.90
Other Income	571.05
Total Income	19,237.94
Total Expenses	15,342.25
Profit Before Tax	3,895.70
Profit After Tax	2,939.83

The Company achieved a Profit Before Tax of ₹3,895.70 lakhs and a Profit After Tax of ₹2,939.83 lakhs during the year.

The healthy profitability reflects:

- Strong operational execution;
- Effective cost optimisation;
- Stable business volumes;
- Diversified revenue streams;
- Improved operating efficiencies.

Management remains focused on sustaining profitability while continuing investments for long-term growth.

Asset Management

The Company continues to maintain a balanced asset portfolio comprising media assets, receivables, investments, cash and bank balances and other operating assets.

Strategic investments in associate entities are expected to strengthen the Company's long-term business ecosystem and generate future value.

The management continues to focus on:

- Improving asset utilisation;
- Efficient working capital management;
- Timely collection of receivables;
- Disciplined capital expenditure.

Working Capital Management

Efficient working capital management continues to remain a key priority.

During FY 2025-26, the Company maintained close monitoring of:

- Trade receivables;
- Vendor payments;
- Advances;
- Inventory wherever applicable;
- Cash flow management.

The finance team regularly reviews receivable ageing and follows structured collection mechanisms to minimise credit risk and improve liquidity.

Investments in Associate Companies

During the year, the Company continued to strengthen its strategic investments.

The Company's associate entities support long-term business expansion by creating opportunities in:

- Advertising services;
- Integrated branding solutions;
- Mobility solutions;
- Electric vehicle infrastructure;
- Technology-enabled business platforms.

Management believes these investments will contribute positively towards future business growth and diversification.

Capital Structure

The Company continues to maintain a healthy capital structure with adequate net worth and a prudent debt profile.

Management follows a conservative financing policy with emphasis on:

- Maintaining financial flexibility;

- Efficient deployment of capital;
- Controlled borrowing levels;
- Sustainable long-term shareholder value creation.

Operational Efficiency

Operational excellence remains one of the Company's strategic priorities.

During FY 2025-26, the Company continued initiatives relating to:

- Digitalisation of business processes;
- Improved vendor management;
- Cost optimisation;
- Technology adoption;
- Enhanced customer servicing;
- Better utilisation of advertising inventory.

These initiatives are expected to improve productivity, strengthen margins and enhance customer satisfaction over the long term.

Overall, the Company's financial performance during FY 2025-26 reflects stable business fundamentals, disciplined execution, effective cost management and continued focus on sustainable growth. The management remains confident that the Company's diversified business model, strong industry relationships and strategic investments will support continued value creation for all stakeholders.

C. OUTLOOK

The outlook for the Indian advertising industry continues to remain positive, supported by increasing urbanisation, expanding infrastructure, rising consumer spending and the growing importance of integrated marketing communication. The continued development of airports, metro rail projects, highways, commercial hubs and smart cities is expected to create significant opportunities for the outdoor advertising industry.

The Company intends to leverage its established market presence, diversified service offerings and strong customer relationships to capitalize on these emerging opportunities. Management remains focused on expanding premium media inventory, strengthening digital capabilities, enhancing operational efficiencies and maintaining long-term relationships with customers across multiple industry segments.

The Company also continues to evaluate opportunities in technology-enabled advertising, transit media and strategic investments that complement its core business. With a healthy balance sheet, negligible debt and strong liquidity, the Company is well positioned to pursue sustainable growth while maintaining financial discipline.

D. RISKS AND CONCERNS

The Company operates in a dynamic and competitive business environment and has established an effective risk management framework to identify, assess and mitigate key business risks.

Economic Risk

Advertising expenditure is closely linked with economic growth and business confidence. Any slowdown in economic activity may temporarily impact corporate advertising budgets and demand for outdoor media services.

Regulatory Risk

The outdoor advertising business is governed by permissions and regulations issued by municipal corporations, development authorities, airport operators and other government agencies. Any changes in applicable regulations or concession agreements may affect business operations.

Competition Risk

The Company operates in a competitive market comprising national, regional and local media operators. Continuous innovation, superior service quality and strategic media locations remain key differentiators in sustaining market leadership.

Credit Risk

As the Company extends credit to customers in the ordinary course of business, timely recovery of receivables remains an important area of focus. Management continuously monitors customer creditworthiness, receivable ageing and collection efficiency to minimise credit risk.

Operational Risk

The successful execution of advertising campaigns depends upon efficient coordination with clients, media owners, vendors and regulatory authorities. The Company continues to strengthen its project management capabilities to minimise execution risks.

Technology Risk

The increasing adoption of Digital Out-of-Home (DOOH), automation and data analytics requires continuous technological upgradation. The Company remains committed to investing in innovative advertising solutions to enhance customer experience and operational efficiency.

Financial Risk

The Company follows a conservative financial policy with minimal borrowings and strong liquidity. Regular monitoring of cash flows, treasury operations and working capital ensures adequate financial flexibility and supports future business expansion.

E. INTERNAL CONTROL SYSTEMS AND THEIR ADEQUACY

The Company has established an adequate system of internal financial controls commensurate with the nature, size and complexity of its operations. The internal control framework is designed to ensure:

- safeguarding of the Company's assets;
- accuracy and completeness of accounting records;
- compliance with applicable laws, regulations and internal policies;
- efficient utilisation of resources;
- prevention and detection of frauds and errors; and
- timely and reliable financial reporting.

The Internal Auditors conduct periodic reviews based on a risk-based internal audit plan approved by the Audit Committee. Their findings and recommendations are reviewed periodically by the Audit Committee and the management to ensure timely implementation of corrective actions.

The Statutory Auditors have also evaluated the adequacy of Internal Financial Controls over Financial Reporting as part of the statutory audit process.

The Board believes that the Company's internal control systems are adequate and operating effectively.

F. HUMAN RESOURCES AND INDUSTRIAL RELATIONS

The Company firmly believes that its employees are its most valuable asset and a key driver of sustainable growth. The Company continues to focus on attracting, developing and retaining talented professionals while fostering a culture of integrity, collaboration, innovation and performance excellence.

During the year, the Company continued to invest in employee development through training programmes, leadership initiatives and skill enhancement activities. Performance management systems are designed to recognise merit, encourage innovation and align individual objectives with organisational goals.

The Company is committed to providing a safe, healthy, inclusive and professional work environment that promotes equal opportunities, employee well-being and continuous learning.

Industrial relations remained cordial throughout the financial year, and there were no significant labour disputes or disruptions affecting business operations.

G. KEY FINANCIAL RATIOS

The key financial ratios of the Company for the financial year ended 31 March 2026 are summarised below:

Particulars	FY 2025-26
Current Ratio	2.39
Debt-Equity Ratio	0.01
Debt Service Coverage Ratio (DSCR)	21.72
Return on Equity (ROE)	30.78%
Net Profit Ratio	15.75%
Return on Capital Employed (ROCE)	28.31%

Analysis of Key Financial Ratios

Current Ratio – 2.39

The Company maintained a healthy liquidity position during the financial year, with current assets being more than twice its current liabilities. The ratio reflects efficient working capital management and demonstrates the Company's ability to comfortably meet its short-term financial obligations.

Debt-Equity Ratio – 0.01

The Company continued to maintain a virtually debt-free capital structure during the year. The negligible debt-equity ratio indicates minimal dependence on external borrowings, reflecting prudent financial management, a strong equity base and enhanced long-term financial stability.

Debt Service Coverage Ratio (DSCR) – 21.72

The Company maintained a strong debt servicing capacity during the year. The healthy DSCR reflects robust operating profitability and relatively low debt obligations, demonstrating the Company's ability to comfortably service its debt commitments from its operating earnings.

Return on Equity (ROE) – 30.78%

The Company generated a strong return on shareholders' equity during the financial year, reflecting efficient utilisation of shareholders' funds and sustained profitability. The ratio demonstrates the Company's ability to create value for its shareholders through effective deployment of equity capital.

Net Profit Ratio – 15.75%

The Company maintained a healthy net profit margin during the year, reflecting effective cost management, operational efficiencies and strong execution of its business activities. The ratio indicates the Company's ability to convert revenue into sustainable profits.

Return on Capital Employed (ROCE) – 28.31%

The Company achieved a healthy return on capital employed during the financial year, demonstrating efficient utilisation of long-term funds invested in the business. The ratio reflects effective capital allocation and the Company's ability to generate satisfactory operating returns from the capital employed in its operations.

H. DISCLOSURE OF ACCOUNTING TREATMENT

The Standalone Financial Statements of the Company have been prepared in accordance with the Indian Accounting Standards (Ind AS) notified under Section 133 of the Companies Act, 2013 read with the Companies (Indian Accounting Standards) Rules, 2015, as amended.

The accounting policies adopted by the Company are applied consistently and are in conformity with the applicable statutory requirements. There has been no material departure from the prescribed Accounting Standards in the preparation of the Standalone Financial Statements.

I. CAUTIONARY STATEMENT

Statements contained in this Management Discussion and Analysis Report describing the Company's objectives, estimates, expectations, projections or forecasts may constitute "forward-looking statements" within the meaning of applicable laws and regulations.

Actual results may differ materially from those expressed or implied due to various factors including changes in economic conditions, government policies, competition, customer demand, taxation, technological developments, regulatory changes and other factors beyond the Company's control.

The Company undertakes no obligation to publicly update or revise any forward-looking statements except as may be required under applicable laws.

For and on behalf of the Board of Director
Cash Ur Drive Marketing Limited
(Earlier Known as Cash Ur Drive Marketing Private Limited)

Sd/-
Raghu Khanna
Chairman & Managing Director
DIN: 02496328

Place: Noida
Date: 03.09.2026

ANNUAL REPORT ON CORPORATE SOCIAL RESPONSIBILITY (CSR) ACTIVITIES

For the Financial Year ended March 31, 2026

1. Brief Outline on CSR Policy of the Company

The Corporate Social Responsibility ("CSR") Policy of CASHURDRIVE Marketing Limited aims to contribute towards sustainable social development and inclusive growth by supporting initiatives in the areas of education, healthcare, nutrition, skill development, women empowerment, environmental sustainability and community welfare. The Company undertakes CSR activities in accordance with Schedule VII of the Companies Act, 2013 through eligible implementing agencies registered with the Ministry of Corporate Affairs.

During the financial year, the Company contributed towards projects relating to environmental sustainability and the Mid-Day Meal Programme through registered charitable trusts.

2. Composition of the Corporate Social Responsibility Committee

Name of the Director	Designation	Nature of Directorship	Meetings Entitled to Attend	Meetings Attended
Mr. Raghu Khanna	Chairman	Chairman & Managing Director	2	2
Ms. Parveen K. Khanna	Member	Whole-time Director	2	2
Mr. Alok Nigam	Member	Independent Director	2	2

During the financial year, two meetings of the CSR Committee were held on 11 July 2025 and 08 December 2025.

3. Web-link where Composition of CSR Committee and CSR Policy approved by the Board are disclosed on the website of the Company- https://www.cashurdrive.com/assets/updateddocs_CSR%20Policy.pdf

4. Impact Assessment

The provisions relating to impact assessment under Rule 8(3) of the Companies (Corporate Social Responsibility Policy) Rules, 2014 are not applicable to the Company during the financial year.

5. Details of the Amount Available for Set-off- The Company did not have any amount available for set-off pursuant to Rule 7(3) of the Companies (Corporate Social Responsibility Policy) Rules, 2014.

6. Average Net Profit of the Company as per Section 135(5)- ₹1,741.28 Lakhs

7. CSR Obligation

Particulars	Amount (₹ in Lakhs)
(a) Two percent of the average net profit of the Company as per Section 135(5)	34.83
(b) Surplus arising out of CSR projects or programmes of previous financial years	Nil
(c) Amount required to be set-off for the financial year	Nil
(d) Total CSR obligation for the financial year [(a)+(b)-(c)]	34.83

8. CSR Amount Spent or Unspent for the Financial Year

(a) CSR Amount Spent

Total Amount Spent during the Financial Year (₹ in Lakhs)	Amount Unspent (₹ in Lakhs)
34.83	Nil

No amount was required to be transferred to the Unspent CSR Account under Section 135(6) of the Companies Act, 2013 or to any fund specified in Schedule VII.

(b) Details of CSR Amount Spent against Ongoing Projects-Nil

(c) Details of CSR Amount Spent against Other than Ongoing Projects

S. No.	Name of the Project	Item from Schedule VII	Local Area (Yes/No)	Location of the Project	Amount Spent (₹ in Lakhs)	Mode of Implementation	Name of Implementing Agency	CSR Registration No.
1	Environmental Sustainability and Community Development	Ensuring environmental sustainability, ecological balance and conservation of natural resources	Yes	Haryana / Delhi-NCR	19.26	Through Implementing Agency	Har Dil Fateh Charitable Trust	CSR00096084
2	Mid-Day Meal Programme	Eradicating hunger, malnutrition and promoting healthcare	Yes	Delhi-NCR	15.57	Through Implementing Agency	Suraj Charitable Trust	CSR00052089
	Total				34.83			

(d) Amount Spent on Administrative Overheads–Nil

(e) Amount Spent on Impact Assessment– Nil

(f) Total Amount Spent during the Financial Year– ₹34.83 Lakhs

(g) Excess Amount for Set-off, if any

Particulars	Amount (₹ in Lakhs)
Two percent of average net profit under Section 135(5)	34.83
Total amount spent during the financial year	34.83
Excess amount spent during the financial year	0.00
Surplus arising out of CSR projects of previous years	Nil
Amount available for set-off in succeeding financial years	Nil

9. Details of Unspent CSR Amount

(a) The Company had no unspent CSR amount relating to the preceding three financial years.

(b) There were no ongoing projects pertaining to preceding financial years.

10. Details of Capital Asset Created or Acquired through CSR Expenditure

No capital asset was created or acquired out of CSR expenditure during the financial year.

11. Reasons for Not Spending the Prescribed CSR Amount

Not Applicable.

For and on behalf of the Board of Director
Cash Ur Drive Marketing Limited
(Earlier Known as Cash Ur Drive Marketing Private Limited)

Sd/-
Raghu Khanna
Chairman & Managing Director
DIN: 02496328

Place: Noida
Date: 03.09.2026

FORM NO. MR-3

SECRETARIAL AUDIT REPORT FOR THE FINANCIAL YEAR 2025-26

[Pursuant to section 204(1) of the Companies Act, 2013 and Rule No. 9 of the Companies (Appointment and Remuneration of Managerial Personnel) Rules, 2014]

To,
The Members,
CASH UR DRIVE MARKETING LIMITED
CIN: L74999CH2009PLC031677
4th Floor, SCO 0032, Sector-17C, Chandigarh,
G.P.O, Chandigarh, India, 160017

I, Shobhit Vasisht, Proprietor of Vasisht & Associates, have conducted the Secretarial Audit of the compliance of applicable statutory provisions and the adherence to good corporate practices by CASH UR DRIVE MARKETING LIMITED (hereinafter called 'the Company'). Secretarial Audit was conducted in a manner that provided a reasonable basis for evaluating the corporate conducts/statutory compliances and expressing my opinion thereon.

Based on the verification of the Company's books, papers, minute books, forms and returns filed and other records maintained by the Company and also the information provided by the Company, its officers, agents and authorized representatives during the conduct of secretarial audit, I hereby report that in my opinion, the Company has during the audit period covering the financial year ended on March 31, 2026 complied with the statutory provisions listed hereunder and also that the Company has proper Board- processes and compliance-mechanism in place to the extent, in the manner and subject to the reporting made hereinafter:

I have examined the books, papers, minute books, forms and returns filed and other records maintained by the Company for the financial year ended on March 31, 2026 according to the provisions of:

- The Companies Act, 2013 (the Act) and the rules made thereunder;
- The Securities Contracts (Regulation) Act, 1956 ('SCRA') and the rules made thereunder;
- The Depositories Act, 1996 and the Regulations and Bye-laws framed thereunder;
- The Foreign Exchange Management Act, 1999 and the rules and regulations made thereunder to the extent of Foreign Direct Investment, Overseas Direct Investment and External Commercial Borrowing;
- The following Regulations and Guidelines prescribed under the Securities and Exchange Board of India Act, 1992 ('SEBI Act'):-
 - The Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011;
 - The Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 2015;
 - The Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015;
 - The Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018;
 - The Securities and Exchange Board of India (Share Based Employee Benefits and Sweat Equity) Regulations, 2021; **(Not Applicable to the Company during the Audit period);**
 - The Securities and Exchange Board of India (Registrars to an Issue and Share Transfer Agents) Regulations, 1993 and amendments thereof regarding the Companies Act and dealing with client;
 - The Securities and Exchange Board of India (Delisting of Equity shares) Regulations, 2021 **(Not Applicable to the Company during the Audit period);**
 - The Securities and Exchange Board of India (Buy Back of Securities) Regulations, 2018 **(Not Applicable to the Company during the Audit period);**
 - The Securities and Exchange Board of India (Issue and Listing of Non- Convertible Securities) Regulations, 2021 **(Not Applicable to the Company during the Audit period);**

(vi) I further report that the Company has established systems and processes to ensure compliance with applicable general laws. With respect to the adequacy of compliance with other applicable laws, including industry or sector-

specific laws under both Central and State legislations, reliance has been placed on the representations provided by the Company and its officers regarding the systems and mechanisms implemented by the Company for ensuring such compliance.

The compliance by the Company of applicable financial laws, like direct and indirect tax laws, has not been reviewed in this audit since the same have been subject to review by the statutory auditor(s) and other designated professionals.

I have also examined compliance with the applicable provisions of the following:

- (i) Secretarial Standards issued by The Institute of Company Secretaries of India with respect to Board Meeting and General Meeting;
- (ii) The Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015.

I report that during the period under review, the Company has complied with the provisions of the Act, Rules, Regulations, Standards and Guidelines etc. mentioned above except to the extent as mentioned below:

1. The Company was not compliant with Regulation 23(9) of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, as the disclosure of Related Party Transactions for the quarter/half year ended September 30, 2025 was not submitted within the timeline prescribed under the said Regulation and was delayed by one day. Consequently, the National Stock Exchange of India Limited (NSE) levied a monetary penalty of ₹5,000/- (Rupees Five Thousand Only), along with applicable GST of ₹900/-, aggregating to ₹5,900/-, on the Company. The Company has since regularized the non-compliance by filing the requisite disclosure and remitting the penalty imposed by the Stock Exchange. There is also no delay in filling of ROC form

I further report that:

- The Board of Directors of the Company has been duly constituted with proper balance of Executive Directors, Non-Executive Directors and Independent Directors. The changes in the composition of the Board of Directors that took place during the period under review were carried out in compliance with the provisions of the Act.
- Adequate notice is given to all directors to schedule the Board Meetings, agenda and detailed notes on agenda were sent at least seven days in advance, and a system exists for seeking and obtaining further information and clarifications on the agenda items before the meeting and for meaningful participation at the meeting.
- The dissenting members' views were not required to be captured and recorded as part of the minutes as there were no such instance.
- There are adequate systems and process in the Company commensurate with the size and operations of the Company to monitor and ensure compliances with the applicable laws, rules, regulations and guidelines.

I further report that During the period under review, as explained and represented by the management, there were specific events/actions in pursuance of the above referred laws, rules, regulations, guidelines, standards etc., having a major bearing on the Company's affairs.

1. The Company has been granted listing approval for the listing of its equity shares by the National Stock Exchange of India Limited for listing and trading of its Equity Shares on the NSE EMERGE SME Platform vide letter bearing reference no. NSE/LIST/5826 dated August 06, 2025. Accordingly, 1,76,45,800 Equity Shares of face value ₹10/- each were listed and admitted to dealings on the Exchange with effect from August 07, 2025.

For VASISHT & ASSOCIATES;
(Company Secretaries)

Sd/-
CS SHOBHIT VASISHT
UDIN: F011517H000576048
PR No: 2355/ 2022
FCS No: 11517
C P No: 21476

Date: June 3, 2026
Place: Faridabad

Note: This report is to be read with the letter of even date which is annexed as Annexure A and forms an integral part of this report.

To,

The Members,

CASH UR DRIVE MARKETING LIMITED

CIN: L74999CH2009PLC031677

4th Floor, SCO 0032, Sector-17C, Chandigarh,

G.P.O, Chandigarh, India, 160017

This report of even date is to be read along with this letter –

1. Maintenance of secretarial record is the responsibility of the management of the Company. My responsibility is to express an opinion on these secretarial records based on the audit.
2. I have followed the audit practices and processes as were appropriate to obtain reasonable assurance about the correctness of the contents of the Secretarial records. The verification was done on test basis to ensure that correct facts are reflected in secretarial records. I believe that the processes and practices, I followed provide a reasonable basis for my opinion.
3. I have not verified the correctness and appropriateness of financial records and books of accounts of the Company.
4. The compliance of the provisions of Corporate and other applicable laws, rules, regulations, standards is the responsibility of management. My examination was limited to the verification of procedures on test basis.
5. The Secretarial Audit report is neither an assurance as to the future viability of the Company nor of the efficacy or effectiveness with which the management has conducted the affairs of the Company.

For VASISHT & ASSOCIATES;
(Company Secretaries)

Sd/-
CS SHOBHIT VASISHT
UDIN: F011517H000576048
PR No: 2355/ 2022
FCS No: 11517
C P No: 21476

Date: June 3, 2026
Place: Faridabad

ANNEXURE-F

Particulars of Employees

I. DETAILS OF TOP EMPLOYEES IN TERMS OF REMUNERATION DRAWN AS PER PROVISIONS OF SECTION 197(12) OF THE ACT READ WITH RULES 5(2) AND 5(3) OF THE COMPANIES (APPOINTMENT AND REMUNERATION OF MANAGERIAL PERSONNEL) RULES, 2014

S. No.	Name and Age of the Employee	Designation of the Employee	Remuneration Received for FY 2025-26 (Amount in ₹)	Nature of Employment (Contractual/ Non-Contractual)	Qualifications and Experience of the Employee	Date of Commencement of Employment	Last Employment	Percentage of Equity Shares Held	Whether Relative of any Director or Manager (If Yes, Name)
1	Raghu Khanna Age: 41 Years	Chairman & Managing Director	1,92,00,000.00	Non-Contractual	B.Tech from IIT, with 17 Years of experience	06-Jul-09	NA	26.23	Yes, Son of Mrs. Parveen Khanna, Whole Time Director
2	Parveen Khanna Age: 72 Years	Whole Time Director	60,00,000.00	Non-Contractual	M.A. and M.Phil from Punjab University, Chandigarh, with 17 Years of experience	06-Jul-09	NA	30.43	Yes, Mother of Mr. Raghu Khanna, Chairman & Managing Director
3	Rajat Singhal Age: 40 Years	Chief Financial Office	32,85,110.00	Non-Contractual	CA from ICAI, with 15 years of experience	18-Feb-25	Crayons Advertising Limited	-	NA
4	Gagan Mahajan Age: 36 Years	Company Secretary	9,65,000.00	Non-Contractual	CS from ICSI with 10 years of experience	10-Jul-25	NexG Platforms Private Limited	-	NA

II. DETAILS PERTAINING TO REMUNERATION AS REQUIRED UNDER SECTION 197(12) OF THE COMPANIES ACT, 2013 READ WITH RULE 5(1) OF THE COMPANIES (APPOINTMENT AND REMUNERATION OF MANAGERIAL PERSONNEL) RULES, 2014

Name of Director/KMP and Designation	Remuneration of Director/KMP for FY 2025-26 (₹ in Lakhs) (Net Salary Paid – Annually)	Median Remuneration of Employees (₹ in Lakhs) (Per Annum)	Ratio of Remuneration of each Director/KMP to Median Remuneration of Employees	% Increase in Remuneration of each Director/ CFO/CEO/CS/ Manager
Raghu Khanna (Chairman & Managing Director)	192.00	2.28	84.38	-----
Parveen Khanna (Whole-time Director)	60.00	2.28	26.37	-----
Rajat Singhal (Chief Financial Officer)	32.85	2.28	14.44	-----
Shefali Kesarwani (Chief Executive Officer)**	2.79	2.28	1.23	-----
Gagan Mahajan (Company Secretary & Compliance Officer)**	9.65	2.28	4.24	-----

** Ms. Shefali Kesarwani resigned, and Mr. Gagan Mahajan appointed on 10th July 2025.

Note:

- Independent Directors receive only sitting fees for attending Board and Committee meetings

III. The percentage increase in remuneration of Key Managerial Personnel (KMP) in the financial year and comparison of the remuneration of each Key Managerial Personnel (KMP) against the performance of the Company:

Name of Director/KMP and designation	% increase in Remuneration of each director, CFO, CEO, CS or Manager
Raghu Khanna (Chairman & Managing Director)	NIL
Parveen Khanna (Whole-time Director)	NIL
Rajat Singhal (Chief Financial Officer)	NIL
Shefali Kesarwani (Chief Executive Officer)	NIL
Gagan Mahajan (Company Secretary & Compliance Officer)	Nil

IV. The percentage increase in the median remuneration of employees on the rolls of the Company in the financial year:

Median Remuneration in current year (Per Annum) (in Rs. Lacs)	Median Remuneration in previous year (Per Annum) (in Rs. Lacs)	% increase
2.28	2.87	(20.56)

V. The Number of permanent employees on the rolls of company:

There are 172 regular employees on the rolls of Company as on 31st March 2026.

VI. Average percentile increases already made in the salaries of employees other than the managerial personnel in the last financial year and its comparison with the percentile increase in the managerial remuneration and justification thereof and point out if there are any exceptional circumstances for increase in the managerial remuneration:

S. No.	Particulars	Average % Increase
1.	Increase in salary of Key Managerial Personnel	NIL
2.	Increase in salary of employee (other than Key Managerial Personnel)	NIL

VII. Affirmation that the remuneration is as per the remuneration policy of the Company:

Pursuant to Rule 5(1)(xii) of the Companies (Appointment and Remuneration of Managerial Personnel) Rules, 2014, it is affirmed that the remuneration paid to the Directors, Key Managerial Personnel and Senior Management is as per the Remuneration Policy of your Company during the year.

For and on behalf of the Board of Director
Cash Ur Drive Marketing Limited
(Earlier Known as Cash Ur Drive Marketing Private Limited)

Sd/-
Raghu Khanna
Chairman & Managing Director
DIN: 02496328

Place: Noida
Date: 03.09.2026

ANNEXURE –G

NOMINATION & REMUNERATION POLICY

1. Introduction

In terms of Section 178 of the Companies Act and Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 (as amended from time to time), this policy on Nomination and Remuneration of Directors, Key Managerial Personnel (KMP) and Senior Management of Cash ur Drive Marketing Limited ("the Company") has been adopted by the Board of Directors.

This policy shall act as guidelines on matters relating to the appointment/re-appointment, remuneration, removal and evaluation of performance of the Directors, Key Managerial Personnel and Senior Management.

2. Definitions

In this policy unless the context otherwise requires:

- Act: means the Companies Act, 2013 and rules there under, as amended from time to time.
- Board: means "Board of Directors" of Cash ur Drive Marketing Limited.
- Director: means Directors of the Company appointed under the Companies Act, 2013.
- Independent Director: means a Director referred to in Section 149(6) of the Companies Act, 2013 read with Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015.
- Committee: means "Nomination & Remuneration Committee" of the Company as constituted by the Board from time to time.
- Key Managerial Personnel or KMP: means Managing Director, Whole-time Director/Executive Director, Chief Executive Officer, Chief Financial Officer, Company Secretary and such other persons who may be considered to be KMP under the Companies Act, 2013 or as may be identified by the Board.
- Senior Management: means officers/personnel of the Company who are members of its core management team. The core management team includes Chief Executive Officer, Managing Director, Chief Operating Officer & Whole-time Director/Executive Director, Chief Revenue Officer, Chief Technical Officer, Chief of Human Resources, Chief Financial Officer and Company Secretary.
- Listing Regulations: means Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended from time to time.

3. Appointment of Director, Key Managerial Personnel & Senior Management

The Committee shall identify and ascertain the integrity, qualification, expertise and experience of the person for appointment as Director or KMP and recommend to the Board his/her appointment. The Committee has discretion to decide whether qualification, expertise and experience possessed by a person is sufficient/satisfactory for the concerned position.

Appointment of Senior Management Personnel shall be in accordance to Company's HR policy. The Company's policy is committed to acquire, develop and retain a pool of high caliber and talent, establish systems and practices for maintaining transparency, fairness and equity and provides for payment of competitive pay packages matching industry standards.

4. (i) Remuneration of Executive Director, KMP and Senior Management Personnel

- The remuneration/compensation/commission etc. to the Executive Directors will be determined by the Committee and recommended to the Board for approval. The remuneration/compensation/commission etc. shall be subject to the approval of the shareholders of the Company, wherever required.
- The remuneration and commission to be paid to the Executive Directors shall be in accordance with the percentage/limits/conditions laid down in the Articles of Association of the Company and as per the provisions of the Act/Listing Regulations.
- Increments to the existing remuneration/compensation structure may be recommended by the Committee to the Board in the case of Executive Directors, which should be within the limits approved by the Shareholders and in accordance with the provisions of the Act.
- Remuneration of Senior Management Personnel shall be as per the policy of the Company based on the grade structure in the Company. The Chairman/CEO/Managing Director of the Company is authorized to decide any payments or compensation changes to Senior Management.
- Commission: may be paid to the Executive Director, as may be applicable, within the monetary limit approved by shareholders, subject to the limits prescribed under the applicable provisions of the Act.
- Minimum Remuneration: If, in any financial year, the Company has no profits or its profits are inadequate, the Company shall pay remuneration to its Executive Directors in accordance with the provisions of the Act.
- Provisions for excess remuneration: If any Chairman/Managing Director/Whole-time Directors draws or receives,

directly or indirectly by way of remuneration any such sums in excess of the limits prescribed under the Act/Listing Regulations or without the necessary approvals, where required, he/she shall refund such sums to the Company and until such sum is refunded, hold it in trust for the Company. The Company shall not waive recovery of such sum refundable to it unless necessary approvals are obtained under the Act/Listing Regulations.

4. (ii) Remuneration of Independent Directors/Non-Executive Director

Sitting Fees

The Independent Directors of the Company are entitled to sitting fees as determined by the Board from time to time for attending Board/Committee meetings thereof in accordance with the provisions of the Companies Act, 2013.

The Non-Executive Non-Independent Directors may be paid sitting fees in accordance with the provisions of the Companies Act, 2013.

Currently the Company does not pay any sitting fee to its Non-Executive Non-Independent Director.

Commission

Commission may be paid within the monetary limit approved by shareholders, subject to the limit not exceeding 1% of the profits of the Company computed as per the applicable provisions of the Act.

The aggregate commission payable to the Independent Directors and Non-Executive Non-Independent Directors will be recommended by the Nomination & Remuneration Committee to the Board based on Company's performance, profits, return to investors, shareholder value creation and any other significant qualitative parameters as may be decided by the Board.

Currently, the Company does not pay any commission to its Directors.

5. Change in Directors & Key Managerial Personnel

The Committee may recommend to the Board, changes in Board or Key Managerial Personnel subject to the provisions of the Act, Listing Regulations and applicable policies framed and adopted by the Company from time to time.

The Board of Directors will have the discretion to retain the Key Managerial Personnel in the same position/remuneration or revised remuneration after attaining the date of superannuation for organizational development reasons.

6. Evaluation

The evaluation of the performance of the Board and individual Directors shall be carried out in accordance with provisions of the Companies Act, 2013 and Listing Regulations on an Annual Basis on the basis of self-assessment forms to be reviewed by the Committee annually.

The evaluation of the performance of the Key Managerial Personnel who are not Directors of the Company, Senior Management Personnel shall be conducted as per Company's HR Policies.

7. Removal

Due to reasons for any disqualification mentioned in the Act or under any other applicable Act, rules and regulations thereunder, the Committee may recommend, to the Board with reasons recorded in writing, removal of a Director, KMP or Senior Management Personnel subject to the provisions and compliance of the said Act, rules and regulations.

8. Retirement

The Director, KMP and Senior Management Personnel shall retire as per the applicable provisions of the Act and the prevailing policy of the Company. The Board will have the discretion to retain the Director, KMP, Senior Management Personnel in the same position/remuneration or otherwise even after attaining the retirement age, for the benefit of the Company.

9. Amendments

The Board on its own and/or as per the recommendations of the Nomination and Remuneration Committee can amend this Policy, as deemed fit from time to time.

For and on behalf of the Board of Director
Cash Ur Drive Marketing Limited
(Earlier Known as Cash Ur Drive Marketing Private Limited)

Sd/-
Raghu Khanna
Chairman & Managing Director
DIN: 02496328

Place: Noida
Date: 03.09.2026

CERTIFICATION BY CHIEF FINANCIAL OFFICER OF THE COMPANY

I Rajat Singhal, Chief Financial Officer of Cash Ur Drive Marketing Limited, to the best of my knowledge and belief, certify that:

- a. I, have reviewed financial statements and cash flow statement for the year ended on March 31, 2026, and that to the best of our knowledge and belief:
 - i. these statements do not contain any materially untrue statement or omit any material fact or contain statements that might be misleading;
 - ii. these statements together present a true and fair view of the Company's affairs and are in compliance with existing accounting standards, applicable laws and regulations.
- b. There are, to the best of my knowledge and belief, no transactions entered into by the Company during the year which are fraudulent, illegal or violative of the Company's Code of Conduct.
- c. I, accept responsibility for establishing and maintaining internal controls for financial reporting and that we have evaluated the effectiveness of internal control systems of the Company pertaining to financial reporting and we have disclosed to the auditors and the Audit Committee, deficiencies in the design or operation of such internal controls, if any, of which we are aware and the steps we have taken or propose to take to rectify these deficiencies.
- d. I have indicated to the auditors and the Audit Committee:
 - i. Significant changes in internal control over financial reporting during the year;
 - ii. Significant changes in accounting policies during the year and that the same have been disclosed in the notes to the financial statements; and
 - iii. Instances of significant fraud of which we have become aware and the involvement therein, if any, of the management or an employee having a significant role in the Company's internal control system over financial reporting.

Sd/-
Rajat Singhal
Chief Financial Officer
Date: 03.09.2026
Place: Noida

DECLARATION REGARDING COMPLIANCE WITH THE CODE OF CONDUCT

[Pursuant to Regulation 34(3) read with Schedule V of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015]

I, Mr. Raghu Khanna, Chairman & Managing Director of Cash Ur Drive Marketing Limited, hereby declare that, pursuant to Regulation 26(3) of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, all the Members of the Board of Directors and the Senior Management Personnel of the Company have affirmed compliance with the Code of Conduct adopted by the Company for the financial year ended March 31, 2026.

To the best of my knowledge and belief, there has been no instance of non-compliance with the Code of Conduct by any Member of the Board or Senior Management Personnel during the financial year under review.

For Cash Ur Drive Marketing Limited

Sd/-
Raghu Khanna
Chairman & Managing Director
DIN: 02496328
Place: Noida
Date: 03.09.2026

INDEPENDENT AUDITOR'S REPORT

To the Members of

CASH UR DRIVE MARKETING LIMITED

Report on the Audit of the Standalone Financial Statements

Opinion

We have audited the accompanying financial statements of **CASH UR DRIVE MARKETING LIMITED** (the "Company"), which comprise the balance sheet as at 31st March, 2026, the Statement of Profit and Loss and the Statement of Cash Flows for the year ended on that date and notes to the financial statements, including a summary of material accounting policies and other explanatory information.

In our opinion and to the best of our information and knowledge and in accordance with the explanations given to us, the aforesaid financial statements give the information required by the Companies Act, 2013 (the "Act") in the manner so required and give a true and fair view in conformity with the Generally Accepted Accounting Principles in India (Indian GAAP), of the state of affairs of the Company as at 31st March, 2026, its profit and its cash flows for the year ended on that date.

Basis for Opinion

We conducted our audit in accordance with the Standards on Auditing (SAs) specified under section 143(10) of the Companies Act, 2013. Our responsibilities under those Standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report. We are independent of the Company in accordance with the Code of Ethics issued by the Institute of Chartered Accountants of India together with the ethical requirements that are relevant to our audit of the financial statements under the provisions of the Companies Act, 2013 and the Rules thereunder, and we have fulfilled our other ethical responsibilities in accordance with these requirements and the Code of Ethics. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion on the Financial Statements.

Emphasis of Matter:

As per Standard on Auditing (SA) 706 (Revised) – "Emphasis of Matter (EOM) Paragraphs and Other Matter (OM) Paragraphs in the Independent Auditor's Report", an EOM paragraph is included in the auditor's report when:

The auditor wants to draw attention to a matter that is appropriately disclosed in the financial statements, and fundamental to users' understanding of the financial statements.

Accordingly, we draw attention to the following point:

1. GST Input Reversal:

We draw attention to Note VII to the financial statements, which indicates that purchases were made from various parties, however, payments are not made on timely basis which attracts Input Tax Credit (ITC) reversal liability under Section 16(2) of the Central Goods and Services Tax (CGST) Act, 2017 amounting to **Rs. 224.55 lakhs**.

The same has been incorporated under "Statutory Dues Payable" as reversal item. However, the liability remains unreversed on GST Portal as of the date of signing of the financial statements.

Our opinion is not modified in respect of this matter.

2. According to the information and explanations given to us, there are following undisputed dues of Income Tax, GST and Provident Fund with appropriate authorities:

Nature of Statute	Nature of Dues	Period for which amount payable	Amount (in lakhs)
Goods and Service Act, 2017	Goods and Service Tax	Financial Year: 2018-19	6.55
	Penalty u/s 125	Nov-21	0.5
	Penalty u/s 127	Sep-21	0.5
	Penalty u/s 127	Dec-20	0.5
	Clarification regarding discrepancies in returns filed	Financial Year: 2020-21	0.28
	Clarification regarding discrepancies in returns filed	Financial Year: 2021-22	23.5
	Goods and Service Tax	Financial Year: 2019-20	21.9

Nature of Statute	Nature of Dues	Period for which amount payable	Amount (in lakhs)
Income Tax Act, 1961	Income Tax	Assessment Year: 2018-19	0.32

Information other than the financial statements and auditors' report thereon

The Company's board of directors is responsible for the preparation of the other information. The other information comprises the information included in the Board's Report including Annexures to Board's 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 during the course of our 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 and Those Charged with Governance for the Standalone Financial Statements

The Company's Board of Directors is responsible for the matters stated in section 134(5) of the Companies Act, 2013 ("the Act") with respect to the preparation of these financial statements that give a true and fair view of the financial position, financial performance of the Company in accordance with the accounting principles generally accepted in India, including the accounting Standards specified under section 133 of the Act. This responsibility also includes maintenance of adequate accounting records in accordance with the provisions of the Act for safeguarding of the assets of the Company and for preventing and detecting frauds and other irregularities; selection and application of appropriate accounting policies; making judgments and estimates that are reasonable and prudent; and design, implementation and maintenance of adequate internal financial controls, that were operating effectively for ensuring the accuracy and completeness of the accounting records, relevant to the preparation and presentation of the financial statements that give a true and fair view and are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, 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. Those Board of Directors are also responsible for overseeing the Company's financial reporting process.

Auditor's Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with SAs will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

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

- 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 Companies Act, 2013, we are also responsible for expressing our opinion on whether the company has adequate internal financial controls system in place and the operating effectiveness of such controls.
- 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.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

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

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

No such key audit matter, in our opinion, is to be reported. However, some significant matters requiring attention have been reported under emphasis of matter paragraph.

Other Matter

The figures for the half year ended March 31, 2026 are the balancing figures between the audited figures in respect of the full financial year ended March 31, 2026 and the published unaudited year-to-date figures up to the half year ended September 30, 2025, which were subjected to limited review.

Report on Other Legal and Regulatory Requirements

1. As required by the Companies (Auditor's Report) Order, 2020 ("the Order"), issued by the Central Government of India in terms of sub-section (11) of section 143 of the Companies Act, 2013, the report is attached as an "Annexure A".
2. As required by Section 143 (3) of the Act, we report that:
 - a) We have sought and obtained all the information and explanations which to the best of our knowledge and belief were necessary for the purposes of our audit.
 - b) In our opinion, proper books of account as required by law have been kept by the Company so far as it appears from our examination of those books.
 - c) The Balance Sheet, the Statement of Profit and Loss dealt with by this Report are in agreement with the books of account.
 - d) In our opinion, the aforesaid financial statements comply with the Accounting Standards specified under Section 133 of the Act, read with Rule 7 of the Companies (Accounts) Rules, 2014.
 - e) None of the directors is disqualified as on 31st March, 2026 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, the report is attached as an "Annexure B".
 - g) With respect to the matter to be included in the Auditor's Report under section 197(16), In our opinion and according to the information and explanations given to us, the remuneration paid by the Company to its directors during the current period is in accordance with the provisions of section 197 of the Act. The remuneration paid to any director is not in excess of the limit laid down under section 197 of the Act. The Ministry of Corporate Affairs has not prescribed other details under section 197(16) which are required to be commented upon by us.
 - h) With respect to the other matters to be included in the Auditor's Report in accordance with Rule 11 of the Companies (Audit and Auditors) Rules, 2014, in our opinion and to the best of our information and according to

the explanations given to us:

- i. There are ongoing proceedings against Company by an employee for illegal termination and gratuity recovery. Due to ongoing case, company has Contingent liability of Rs. 0.91 lakhs and same has been disclosed as Contingent Liability in the financial statements in Para XVI.-
- ii. There are ongoing legal proceedings against the Company initiated by Diamond Publicity Co. for the recovery of amounts owed for services rendered. As a result of the ongoing case, the Company has a contingent liability amounting to Rs. 4.04 lakhs, which has been disclosed as a contingent liability in the financial statements under Paragraph XVI.
- iii. The Company did not have any long-term contracts including derivative contracts for which there were any material foreseeable losses.
- iv. There were no amounts which were required to be transferred to the Investor Education and Protection Fund by the Company.
- v.
 - a) The Management has represented that, to the best of its knowledge and belief, no funds have been advanced or lend or invested (either from borrowed funds or any other sources) by the Company to/in any person or entity ("Intermediary"), with the understanding, whether recorded in writing or otherwise, that the Intermediary shall, directly or indirectly lend or invest, in any person or entity, identified in any manner whatsoever ("Ultimate Beneficiaries"), by or on behalf of the Company or provide any guarantee, security or the like on behalf of the Ultimate Beneficiaries;
 - b) The management has represented that, to the best of its knowledge and belief, no funds have been received by the Company from any person or entity ("Funding Parties"), with the understanding, whether recorded in writing or otherwise, that the Company shall, directly or indirectly, lend or invest in any person or entity identified in any manner whatsoever ("Ultimate Beneficiaries") by or on behalf of the Funding Party or provide any guarantee, security or the like on behalf of the Ultimate Beneficiaries.
 - c) Based on the audit procedures adopted by us, nothing has come to our attention that has caused us to believe that the representations made by the management under sub clause (a) & (b) above, contain any material misstatement.
- vi. The Company has not declared or paid any dividend, during the period.
- vii. Based on our examination, which included test checks, the Company has used accounting software for maintaining its books of account for the financial year ended March 31, 2026, which has a feature of recording audit trail (edit log) facility and the same has operated throughout the year for all relevant transactions recorded in the software. Further, during the course of our audit we did not come across any instance of the audit trail feature being tampered with.

For KHURANA SHARMA & CO
Chartered Accountants
FRN: 010920N

Sd/-
(RAJIV KHURANA)
PARTNER
Membership No. – 089478
UDIN: 26089478DBUEJZ9358
Date: 28.05.2026
Place: Chandigarh

ANNEXURE A" TO THE INDEPENDENT AUDITORS' REPORT

(Referred to in paragraph 5 of our report of even date on accounts of CASH UR DRIVE MARKETING LIMITED for the period ended 31st March, 2026).

- i. a) The Company has maintained details of Property, Plant and Equipment in Excel format, however, no formal fixed asset register is maintained by the Company.
b) The Company does not have any regular program of physical verification of its fixed assets by which all fixed assets are verified in a phased manner. Our opinion is not modified in respect of this matter.
c) According to the information and explanations given by the management & on the basis of examination of the records of the Company, the title deeds of immovable properties are held in the name of the Company.
d) According to the information and explanations given to us and on the basis of our examination of the records of the Company, the company has not revalued its Property, Plant and Equipment (including Right of Use assets) or intangible assets during the period. Accordingly, the reporting under Clause (i)(d) of the Order is not applicable to the Company.
e) According to the information and explanations given to us and on the basis of our examination of the records of the Company, no proceedings have been initiated or are pending against the company for holding any benami property under the Benami Transactions (Prohibition) Act, 1988 (45 of 1988) and rules made there under.
- ii. a) As explained to us and on the basis of the records examined by us, the Company belongs to the service industry engaged in providing advertising and publicity services. Further, there was no inventory held by the Company as at 31st March 2026. Accordingly, the provisions of clause 3(ii)(a) of the Companies (Auditor's Report) Order, 2020 relating to physical verification of inventory are not applicable to the Company.
b) No working capital limit has been sanctioned to the Company from banks or financial institutions during the year. Accordingly, the provisions of clause 3(ii)(b) of the Companies (Auditor's Report) Order, 2020 are not applicable to the Company.
- iii. a) During the period, the Company has not stood any guarantee or provided security to companies, firms, limited liability partnerships, or any other parties. The Company has provided loans, advances in the nature of loans to companies and other parties.
(A) The Company has not granted any loans or advances in the nature of loans, or provided guarantees or securities to subsidiaries, joint ventures and associates during the year. However, loans granted in earlier years and outstanding as at the balance sheet date to an associate company amount to Rs. 130.14 Lakhs
(B) During the year, the Company has not provided any guarantees or securities to parties other than subsidiaries, joint ventures and associates. However, the Company has granted loans and advances in the nature of loans amounting to Rs. 936.00 Lakhs to other parties during the year, and the aggregate balance outstanding as at the balance sheet date amounts to Rs. 1,009.81 Lakhs.
b) Loans and advances granted in the nature of loans to companies and other parties are not prejudicial to the Company's interest.
c) In respect of loans and advances in the nature of loans, as per agreements, loan and interest thereon is repayable on demand or expiry of tenure of loan.
d) No amounts of loans and advances in the nature of loans granted to companies are overdue for more than ninety days as no amount became due during the year.
e) There were no loans or advance in the nature of loan granted to companies fallen due during the year, that have been renewed or extended or fresh loans granted to settle the overdues of existing loans given to the same parties.
f) During the period, the Company has granted loans or advances to companies in the nature of loans, repayable on demand or expiry of tenure of loan. Aggregate amount of such loans and advances is Rs. 936.00 lakhs and outstanding as at balance sheet date amount to Rs. 1,139.95 lakhs.
Register is maintained as required to be maintained under Section 189 of the Companies Act, 2013 giving separately the particulars of all contracts or arrangements to which sub-section (2) of section 184 or section 188 applies.
- iv. According to the information and explanations given to us, the Company has granted loans to the parties covered under Section 185(2) of the Companies Act, 2013.

- v. According to the information and explanations given to us, the Company has not accepted deposits from the public in terms of provisions of sections 73 to 76 of the Companies Act, 2013 therefore reporting under this clause is not applicable.
- vi. According to the information and explanations given to us, the Central Government has not prescribed the maintenance of cost records under Section 148(1) of the Companies Act, 2013.

Accordingly, paragraph 3(vi) of the Order is not applicable.

- vii. a) According to the information & explanations given to us and on the basis of our examination of the records of the Company, amounts due/accrued in the books of account in respect of undisputed statutory dues including Employees State Insurance, Provident Fund, Income Tax, Goods and Services Tax, Custom Duty, Value Added Tax, Cess and other material statutory dues, have been mostly regularly deposited, during the period, by the Company with the appropriate authorities, & further there is no undisputed amounts payable, in respect of Employees' State Insurance, Provident Fund, Income Tax, GST, Duty of Customs and other material statutory dues were in arrears, as on 31st March, 2026, for a period of more than six months from the date they became payable, except, as specified in Emphasis of Matter paragraph.
b) According to the information and explanations given to us, there are following disputed dues of Income Tax, GST and Provident Fund with appropriate authorities:

Nature of Statute	Nature of Dues	Period for which amount payable	Amount (in lakhs)
Income Tax Act, 1961	Income Tax	Assessment Year: 2021-22	88.28
	Income Tax	Assessment Year: 2023-24	69.67
	Income Tax	Assessment Year: 2024-25	339.28
Goods and Service Act, 2017	Goods and Service Tax	Financial Year: 2017-18	3.35
	Goods and Service Tax	Financial Year: 2018-19	582.69
	Goods and Service Tax	Financial Year: 2018-19	17.89
	Goods and Service Tax	Financial Year: 2019-20	43.36
	Clarification regarding discrepancies in returns filed	Financial Year: 2019-20	9.88
	Goods and Service Tax	Financial Year: 2019-20	25.95
	Goods and Service Tax	Financial Year: 2018-19	153.55
	Goods and Service Tax	Financial Year: 2018-19	8.31

- viii. According to the information and explanations given by the management, no unrecorded transactions in the books of account have been surrendered or disclosed as income during the period in the tax assessments under the Income Tax Act, 1961.
- ix. a) According to the information & explanations given to us and on the basis of verification of records, the Company has not defaulted in repayment of loans or borrowings to Banks/Financial Institutions, during the period. The Company, during the period, has not borrowed/raised Loans from Government and has not issued any debentures.
b) According to the information and explanations given by the management, the company has not been declared willful defaulter by any bank or financial institution or other lender;
c) In our opinion and according to the information and explanations given by the management, the Company has utilized the money obtained by way of term loans during the period for the purposes for which they were obtained.
d) In our opinion and according to the information and explanations given by the management, funds raised on short term basis have not been utilized for long term purposes.
e) In our opinion and according to the information and explanations given by the management, the company has not taken any funds from any entity or person on account of or to meet the obligations of its subsidiaries, associates or joint ventures,
f) In our opinion and according to the information and explanations given by the management, the company has not raised loans during the period on the pledge of securities held in its subsidiaries, joint ventures or associate companies.

- x. a) According to the information and explanations given to us and based on our examination of the records of the Company, the Company has raised funds by way of Initial Public Offer (IPO) during the year by issuing 44.69 Lakhs equity shares at an issue price of Rs. 130 per share aggregating to Rs. 5,809.70 Lakhs.
- During the year, the Company had made payment of Rs. 2 Crore to Abhirich Enterprises LLP from the monitoring account towards working capital requirements and business operations during Quarter 2, against which a fund utilisation certificate was also issued by the Company. However, during the course of our audit, it was observed that the aforesaid amount was subsequently returned by the party to the Company's HDFC Bank account bearing no. 06012320000049.
- As explained by the management, due to commercial and operational considerations between the Company and the vendor, the underlying transaction was revised/deferred and accordingly the vendor remitted back the amount of Rs. 2 Crore to the Company. The management further represented that the return of funds was a business transaction adjustment and does not represent diversion or utilisation of funds for any purpose other than the stated objects of the IPO.
- Accordingly, the aforesaid amount of Rs. 2 Crore remained unutilised out of the IPO proceeds as at the balance sheet date.
- Further, except for the above matter, the loans availed by the Company during the period were prima facie applied for the purposes for which such loans were obtained.
- b) The Company has complied with provisions of sections 42 and 62 of the Companies Act, 2013 in respect of the private placement of shares during the year. On an overall examination of the balance sheet, amount raised, have been used for the purposes for which the funds were raised.
- xi. a) According to the information and explanations given by the management, no fraud by the company or any fraud on the company has been noticed or reported during the period;
- b) No report under sub-section (12) of section 143 of the Companies Act has been filed by the auditors in Form ADT-1 as prescribed under rule 13 of Companies (Audit and Auditors) Rules, 2014 with the Central Government;
- c) According to the information and explanations given to us by the management, no whistle-blower complaints had been received by the company.
- xii. According to the information & explanations given to us, the Company is not a Nidhi Company. Accordingly, paragraph 3(xii) of the Order is not applicable.
- xiii. According to the information and explanations given to us and based on our examination of the records of the Company, transactions with related parties are in compliance with Section 188 of the Companies Act, 2013, wherever applicable, and the details of such transactions have been disclosed in the financial statements in Note/Para XVI, as required by the applicable accounting standards. Further, the Company has constituted an Audit Committee during the year and accordingly the provisions of Section 177 of the Act have been complied with from the date of such constitution.
- xiv. The Company is required to appoint an internal auditor under the provisions of Section 138 of the Companies Act, 2013 and has appointed an internal auditor during the year. We have considered the internal audit reports issued for the period under audit while determining the nature, timing and extent of our audit procedures.
- xv. According to the information and explanations given to us, during the period, the Company has not entered into any non-cash transactions with its Directors or persons connected to its Directors and hence provisions of Section 192 of the Companies Act, 2013 are not applicable.
- Accordingly, paragraph 3(xv) of the Order is not applicable.
- xvi. a) In our opinion and according to the information and explanations given to us, the company is not required to be registered under section 45-IA of the Reserve Bank of India Act, 1934.
- b) In our Opinion and based on our examination, the Company has not conducted any Non-Banking Financial or Housing Finance activities without a valid Certificate of Registration (CoR) from the Reserve Bank of India as per the Reserve Bank of India Act, 1934.
- c) In our Opinion and based on our examination, the Company is not a Core Investment Company (CIC) as defined in the regulations made by the Reserve Bank of India.
- d) According to the information and explanations given to us and based on our audit procedures, the Group does not have any Core Investment Company (CIC) as defined under the RBI regulations. Accordingly, reporting under this clause is not applicable.

- xvii. Based on our examination, the company has not incurred cash losses during the period and in the immediately preceding financial year.
- xviii. There has been no resignation of the statutory auditors during the period.
- xix. On the information obtained from the management and audit procedures performed, the auditor's knowledge of the Board of Directors and management plans, we are of the opinion that no material uncertainty exists as on the date of the audit report that company is capable of meeting its liabilities existing at the date of balance sheet as and when they fall due within a period of one year from the balance sheet date.
- xx. The provisions of Section 135 of the Companies Act, 2013 are applicable to the Company. The CSR obligation for the year amounts to Rs. 34.83 Lakhs, which has been fully spent by the Company during the financial year. Accordingly, there is no unspent amount relating to CSR activities as at 31st March, 2026 requiring transfer to a fund specified in Schedule VII of the Companies Act, 2013 or to a special account in compliance with the provisions of Section 135 of the Act.
- xxi. The Company has an associate and prepares consolidated financial statements in accordance with Section 129(3) of the Companies Act, 2013. However, the accompanying report relates to the standalone financial statements of the Company. Accordingly, reporting under Clause (xxi) of paragraph 3 of the Companies (Auditor's Report) Order, 2020 is not applicable.

For KHURANA SHARMA & CO
Chartered Accountants
FRN: 010920N

Sd/-
(RAJIV KHURANA)
PARTNER
Membership No. - 089478
UDIN: 26089478DBUEJZ9358
Date: 28.05.2026
Place: Chandigarh

ANNEXURE B" TO THE INDEPENDENT AUDITORS' REPORT:

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

Opinion

We have audited the internal financial controls over financial reporting of CASH UR DRIVE MARKETING LIMITED for period ended 31.03.2026 in conjunction with our audit of the financial statements of the Company for the period ended on that date.

In our opinion, except as specified in below paragraph, the Company has, in all material respects, an adequate internal financial controls system over financial reporting and such internal financial controls over financial reporting were operating effectively as at 31.03.2026, 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.

Without qualifying our opinion, we draw attention to certain areas where weak internal controls regarding invoicing and raising credit notes were noticed and could be further strengthened. These observations, however, were not considered material weaknesses either individually or in aggregate, and did not impact our overall conclusion on the effectiveness of the Company's internal financial controls over financial reporting.

Management's Responsibility for Internal Financial Controls

The Company's management is responsible for establishing and maintaining internal financial controls based on the internal control 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.

Auditor's Responsibility

Our responsibility is to express an opinion on the Company's internal financial controls over financial reporting based on our audit. We conducted our audit in accordance with the Guidance Note on Audit of Internal Financial Controls over Financial Reporting and the Standards on Auditing, issued by ICAI and deemed to be prescribed under Section 143(10) of the Companies Act, 2013, to the extent applicable to an audit of internal financial controls, both applicable to an audit of Internal Financial Controls and, both issued by the Institute of Chartered Accountants of India. Those Standards and the Guidance Note require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether adequate internal financial controls over financial reporting was established and maintained and if such controls operated effectively in all material respects.

Our audit involves performing procedures to obtain audit evidence about the adequacy of the internal financial controls system 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 judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error.

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

Meaning of Internal Financial Controls over Financial Reporting

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 authorizations of management and Directors of the Company; and (3) provide reasonable assurance regarding prevention or timely detection of unauthorized acquisition, use, or disposition of the Company's assets that could have a material effect on the financial statements.

Inherent Limitations of Internal Financial Controls over Financial Reporting

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 years 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.

For KHURANA SHARMA & CO
Chartered Accountants
FRN: 010920N

Sd/-
(RAJIV KHURANA)
PARTNER
Membership No. – 089478
UDIN: 26089478DBUEJZ9358
Date: 28.05.2026
Place: Chandigarh

STANDALONE BALANCE SHEET AS AT 31st March, 2026

(Rs. In lakhs)

Particulars	Note No	Figures as at the end of current reporting period 31.03.2026	Figures as at the end of previous reporting period 31.03.2025
I. EQUITY AND LIABILITIES			
(1) Shareholders' Funds			
(a) Share Capital	1	1764.58	1317.68
(b) Reserves and Surplus	2	11871.27	4146.14
(2) Non-Current Liabilities			
(a) Long-term borrowings	3	117.06	0.00
(b) Long-term provisions	4	52.52	47.48
(3) Current Liabilities			
(a) Short-term borrowings	5	16.62	18.33
(b) Trade payables	6		
- total outstanding dues of micro enterprises and small enterprises; and"		11.70	109.75
- total outstanding dues of creditors other than micro enterprises and small enterprises"		5839.95	2708.60
(c) Other current liabilities	7	533.93	927.04
(d) Short-term provisions	8	81.43	180.04
Total		20289.04	9455.07
II. ASSETS			
(1) Non-current assets			
(a) Property, Plant and Equipment	9		
(i) Tangible assets		214.04	87.90
(ii) Intangible assets		0.00	0.00
(iii) Capital work-in-progress		605.66	137.52
(b) Non-current investments	10	3208.47	2332.24
(c) Deferred tax asset	11	21.62	22.82
(d) Long term loans and advances	12	0.00	0.00
(e) Other non-current assets	13	726.33	851.23
(2) Current assets			
(a) Inventories	14	0.00	0.00
(b) Trade receivables	15	7481.67	3706.07
(c) Cash and cash equivalents	16	3325.39	810.65
(d) Short-term loans and advances	17	3663.40	577.35
(e) Other current assets	18	1042.47	929.29
Total		20289.04	9455.07

As per our report of even date annexed

For Khurana Sharma and Co.
Chartered Accountants

Sd/-
Rajiv Khurana
M.No. 089478

Place: Chandigarh
UDIN: 26089478DBUEJZ9358
Dated: 28.05.2026

For and on behalf of board
Cash ur Drive Marketing Limited

Sd/-
Raghu Khanna
(Chairman & Managing Director)
DIN: 02496328

Sd/-
Rajat Singhal
(Chief Financial Officer)
PAN: BGGPS6160L

Sd/-
Parveen K Khanna
(Whole Time Director)
DIN: 02630636

Sd/-
Gagan Mahajan
(Company Secretary)
M.NO A34028

STANDALONE STATEMENT OF PROFIT AND LOSS FOR THE PERIOD ENDED 31ST MARCH, 2026

(Rs. In lakhs)

Particulars	Note No	Figures as at the end of current reporting period 31.03.2026	Figures as at the end of previous reporting period 31.03.2025
I. Revenue from operations	19	18666.90	13932.39
II. Other Income	20	571.05	304.93
III. Total Revenue (I + II)		19237.94	14237.32
IV. Expenses:			
Cost of Services	21	13557.03	10185.94
Changes in inventories of finished goods, work-in-progress and Stock-in-Trade		0.00	37.91
Employee benefit expense	22	1058.12	914.93
Financial costs	23	11.75	13.23
Depreciation and amortization expense	9	21.41	19.42
Other expenses	24	693.94	685.26
Total Expenses		15342.25	11856.68
V. Profit before exceptional and extraordinary items and tax (III - IV)		3895.70	2380.63
VI. Prior Period Items	25	0.00	0.00
VII. Exceptional Items		0.00	0.00
VIII. Profit before extraordinary items and tax (V - VI-VII)		3895.70	2380.63
IX. Extraordinary Items		0.00	0.00
X. Profit before tax (VIII - IX)		3895.70	2380.63
XI. Tax expense:			
(1) Current tax		954.66	600.26
(2) Deferred tax		1.21	-2.09
XII. Profit/(Loss) from the period from continuing operations (X-XI)		2939.83	1782.46
XIII. Profit/(Loss) from discontinuing operations		0.00	0.00
XIV. Tax expense of discounting operations		0.00	0.00
XV. Profit/(Loss) from Discontinuing operations (XIII - XIV)		0.00	0.00
XVI. Profit/(Loss) for the period (XII + XV)		2939.83	1782.46
XVII. Earning per equity share:			
(1) Basic		21.24	14.28
(2) Diluted		21.24	14.28

As per our report of even date annexed

For Khurana Sharma and Co.
Chartered Accountants

Sd/-
Rajiv Khurana
M.No. 089478

Place: Chandigarh
UDIN: 26089478DBUEJZ9358
Dated: 28.05.2026

For and on behalf of board
Cash ur Drive Marketing Limited

Sd/-
Raghu Khanna
(Chairman & Managing Director)
DIN: 02496328

Sd/-
Rajat Singhal
(Chief Financial Officer)
PAN: BGGPS6160L

Sd/-
Parveen K Khanna
(Whole Time Director)
DIN: 02630636

Sd/-
Gagan Mahajan
(Company Secretary)
M.NO A34028

STANDALONE STATEMENT OF CASH FLOWS AS AT 31ST MARCH 2026

(Rs. In lakhs)

Particulars	Figures as at the end of current reporting period 31.03.2026	Figures as at the end of previous reporting period 31.03.2025
Cash Flows From Operating Activities		
Profit Before Taxation	3895.70	2380.63
Adjustments For Non-operating and Non-cash Transactions:		
Depreciation	21.41	19.42
Finance Cost	11.75	13.23
Advance to Suppliers Written Back	18.11	83.90
Advance from Customers Written Back	0.00	-9.30
Bad Debts	0.00	81.17
Creditors Written Back	0.00	-5.42
Discount Received	0.00	-7.37
GST Penalty	0.00	0.00
Income from Rental & Leasing Services	-43.26	-30.87
Interest Income	-164.22	-63.75
Fixed Asset Written Off	0.35	42.11
Loan and Advances Written Back	0.00	-136.44
Net Gain/Loss on Sale of Investments and Fixed assets	-294.46	20.96
Provision for Gratuity	5.91	0.00
GST Input Adjustments	0.00	19.33
Working capital changes:		
Increase/(Decrease) in Trade Payables	3033.29	-3355.74
Increase/(Decrease) in Other Current Liabilities and Provisions	-399.38	-1255.60
(Increase)/Decrease in Trade Receivables	-3775.61	-73.19
(Increase)/Decrease in Inventories	0.00	37.91
(Increase)/Decrease in Loans and Advances	-3104.16	339.93
(Increase)/Decrease in Other Current Assets	-113.18	-128.43
(Increase)/Decrease in Advance Tax/TDS/TCS, Net Off from Provision of Income Tax	-	-93.37
Cash generated from Operations	-907.74	-2120.89
Less: Net Income Tax Paid	-1047.88	-370.85
Net Cash from/(used in) Operating Activities	-1955.62	-2491.73
Cash Flows from Investing Activities		
Additions in Tangible & Intangible Assets	-150.76	-12.00
Net Additions to Capital Work in Progress	-468.14	-87.62
Purchase of Non-Current Investments	-876.23	-569.38
Purchase of Other Non-Current Assets	124.90	-534.51
Proceeds from Sale of Tangible Asset	4.04	2.25
Proceeds from Sale of Non-Current Investments	0.00	0.00
Net Gain/Loss on Sale of Investments	293.28	134.84
Interest Income	164.22	63.75
Rental & Leasing Service	43.26	30.87
Net Cash From/(used in) Investing Activities	-865.44	-971.80

STANDALONE STATEMENT OF CASH FLOWS AS AT 31ST MARCH 2026

(Rs. In lakhs)

Particulars	Figures as at the end of current reporting period 31.03.2026	Figures as at the end of previous reporting period 31.03.2025
Cash Flows from Financing Activities		
Repayment of Long-term Borrowings	115.35	-27.12
Proceeds of Short Term Borrowings	0.00	0.00
Finance Cost	-11.75	-13.23
Proceeds from Issue of Shares, net issuance expenses	5232.20	1471.00
Net Cash From/(used in) Financing Activities	5335.80	1430.65
Net Increase in Cash and Cash Equivalents	2514.74	-2032.88
Cash and Cash Equivalents at Beginning of Period	810.65	2843.54
Cash and Cash Equivalents at End of Period	3325.39	810.65

- Notes: 1. The cash flow statement had been prepared under the "Indirect Method" as set out in AS-3.
2. Cash and Cash Equivalents represent balances with banks, cheques in hand, cash in hand, imprest and bank deposits.
3. GST Input Adjustments, being operating items, have been reduced during previous year as effect to them has been taken under Reserves and Surplus.

As per our report of even date annexed

For Khurana Sharma and Co.
Chartered Accountants

Sd/-
Rajiv Khurana
M.No. 089478

Place: Chandigarh
UDIN: 26089478DBUEJZ9358
Dated: 28.05.2026

For and on behalf of board
Cash ur Drive Marketing Limited

Sd/-
Raghu Khanna
(Chairman & Managing Director)
DIN: 02496328

Sd/-
Rajat Singhal
(Chief Financial Officer)
PAN: BGGPS6160L

Sd/-
Parveen K Khanna
(Whole Time Director)
DIN: 02630636

Sd/-
Gagan Mahajan
(Company Secretary)
M.NO A34028

CASH UR DRIVE MARKETING LIMITED

Notes to accounts for the period ended March 31, 2026

I Corporate Information

Cash Ur Drive Marketing Limited is a public limited company incorporated and domiciled in India, registered under the Companies Act, 2013 and has its registered office at 4th Floor, SCO 0032, Sector-17C, Chandigarh. The company is engaged in business of advertising & publicity.

Cash Ur Drive Marketing Limited's strategic objective is to build a sustainable organization that remains relevant to the agenda of clients, while creating growth opportunities for employees and generating profitable returns for investors.

II Basis of accounting and preparation of financial statements

The financial statements of the company have been prepared in accordance with the Generally Accepted Accounting Principles in India (Indian GAAP) to comply with the Accounting Standards notified under the Companies (Accounting Standards) Rules, 2006 (as amended) and the relevant provisions of the Companies Act, 2013.

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. The material accounting policy information used in preparation of the audited financial statements have been discussed in the respective notes.

III Use of estimates

The preparation of financial statements in conformity with GAAP requires management to make estimates and assumptions that affect the reported balances of assets and liabilities and disclosures relating to contingent liabilities as at the date of the financial statements and reported amounts of income and expenses during the period.

Accounting estimates could change from period to period. Actual results could differ from those estimates. Appropriate changes in estimates are made as the Management becomes aware of the changes in circumstances surrounding the estimates. Changes in estimates are reflected in the financial statements in the period in which changes are made and, if material, their effects are disclosed in the notes to the financial statements.

IV Comparative Financial Statements:

As per Accounting Standard – 1 (AS 1) "Presentation of Financial Statements", an entity shall present comparative information in respect of the preceding period for all amounts reported in the current period's financial statements. An entity shall include comparative information for narrative and descriptive information if it is relevant to understanding the current period's financial statements.

An entity shall present, as a minimum, two balance sheets, two statements of profit and loss, two statements of cash flows and two statements of changes in equity, and related notes.

V Items regrouped, reclassified or rearranged:

Certain figures for the previous year, period ended 30th September 2025 and current year ended 31st March 2026, have been regrouped, reclassified, or rearranged wherever necessary to conform to the classification and presentation, as required by the Schedule III format. These changes have been made for improved disclosure and presentation, and they do not have any material impact on the reported financial results or financial position of the Company.

These changes have been carried out for better presentation and understanding of the financial statements in compliance with applicable accounting standards and Schedule III disclosure requirements.

VI Classification of Creditors:

New provisions with respect to payment to micro & small enterprises have been inserted by the Income Tax department through the Finance Act 2023. As per section 43B(h) of the Income Tax Act 1961, any sum payable to the creditors/vendors, being a Micro & Small enterprise, has to be cleared with 15 days from the date of purchase, except when a written agreement has been entered into with the parties, the payment will have to be cleared within 45 days of the date of Purchase.

The company has provided the bifurcation for creditors into 'micro & small enterprises' and 'other creditors' duly certified by directors of the company in its books of accounts.

VII GST Input Tax Credit (ITC) Reversal:

As per Section 16(2) and rule 37 of Central Goods and Services Tax (CGST) Act, 2017, if a registered taxpayer has availed Input Tax Credit (ITC) on the supply of goods and/or services and has not paid for the supply along with tax

payable on it within specified period, the ITC claimed shall be reversed on GST Portal. ITC reversal liability, amounting to Rs. 224.55 lakhs as at 31st March 2026 remains unreversed on GST Portal as of the date of signing of the financial statements.

VIII GST Payable on Advance:

As per Section 13 of the Central Goods and Service Tax (CGST) Act, 2017, the liability to pay tax on services shall arise at the time of supply. In case of supply of services, time of supply shall be the earliest of the following dates:

- The date of receipt of payment;
- The date of issue of invoice by the supplier;
- The date of provision of service

The entity has received advance against the supply of services, however, GST amounting to Rs. 11.73 lakhs on the same is not deposited.

IX Closing Inventory:

The company belongs to the service industry providing advertising and publicity services and does not hold any inventory as at 31st March 2026.

X Creditors' & Debtors' Balance Confirmation:

With respect to the creditors and debtors dealt with, by the company during the year, written representations including but not limited to balance confirmation had been sought from various parties. A considerable number of such confirmations were received and reconciled by the company.

XI Advances to Suppliers:

Company has provided advances to suppliers outstanding over 1 year. Balance confirmation requests were sent via email to the respective suppliers. While a considerable number of suppliers responded with confirmations, no replies were received from the others despite multiple follow-up attempts.

XII Loans to Employees:

Company has provided interest free loans to Employees amounting Rs. 3.31 Lakhs which will be adjusted with future salary.

XIII Composite Supply under the Goods and Service Tax Act, 2017:

Composite supply means a supply comprising of two or more goods/services, which are naturally bundled and supplied with each other in the ordinary course of business, one of which is a principal supply. The entity is in the business of providing advertisement services i.e., supply of services. The entity considers the material as an inseparable portion used in this process, that is, as a part of composite supply. Thus, no separate description/ HSN is give in the invoice for material used in providing the aforementioned services.

XIV Employee Benefits:

Gratuity: In accordance with the Payment of Gratuity Act, 1972, the Company provides for gratuity, a defined benefit retirement plan ("the Gratuity Plan") covering eligible Indian employees. The Gratuity Plan provides a lump-sum payment to vested employees at retirement, death, incapacitation or termination of employment, of an amount based on the respective employee's salary and the tenure of employment with the Company. Liabilities with regard to these defined benefit plans are determined by actuarial valuation, performed by an external actuary, at each Balance Sheet date using the projected unit credit method. These defined benefit plans expose the Company to actuarial risks, such as longevity risk, interest rate risk and market risk. The Company recognizes the net obligation of a defined benefit plan in its Balance Sheet as an asset or liability. The Company has made provision for Gratuity Liability during the current period and routed it through its Profit and Loss account.

Provident Fund: Eligible employees of the Company receive benefits from a provident fund, which is a defined benefit plan. Both, the eligible employees and the Company make monthly contributions to the provident fund plan equal to a specified percentage of the covered employee's salary.

Leave Encashment: Leave encashment represents compensation payable in respect of unavailed earned leaves of employees. As per the existing leave policy of the Company, unavailed leaves lapse at the end of each financial year and employees are presently not entitled to accumulate or encash such leaves. Accordingly, there are no accumulated leave balances outstanding as at 31st March, 2026 and therefore no provision for leave encashment has been created in the financial statements. Further, pursuant to applicable labour law requirements and in order to strengthen employee welfare measures, the management has decided to introduce a formal leave encashment

policy for employees with effect from the next financial year. Under the proposed policy, eligible employees would be entitled to accumulate and encash unavailed leaves in accordance with the terms and conditions to be prescribed by the Company. Consequently, the Company shall evaluate and recognise the related employee benefit obligations in the financial statements in accordance with the applicable accounting standards from the date such policy becomes effective.

Further, the Company will comply with all applicable requirements under labour laws, including those that may become mandatory from time to time; however, such compliances are not presently being implemented by the Company.

The actuarial valuation report dated 25-05-2026 has been obtained for the purpose of estimating the gratuity liability of Cash Ur Drive Marketing Limited in accordance with the applicable accounting standards and the relevant actuarial principles and practices, to the extent considered relevant and material under the applicable Actuarial Practice Standards (APS).

Summary of Valuation Results:

- Present Value of Obligation (PVO): Rs 58,33,223.00
- Current Service Cost: Rs 9,88,261.00
- Interest Cost: Rs 3,66,922.00
- Actuarial (Gain)/Loss: Rs. (7,63,697.00)
- Current Liability: Rs. 5,81,634.00
- Non-Current Liability: Rs. 52,51,589.00

The valuation reflects the company's liability towards its gratuity obligations as of the valuation date. The actuarial report recommends appropriate provisioning in the financial statements to comply with the relevant accounting standards. The results are based on the employee data and assumptions provided and are subject to change if actual experience differs materially from the assumptions made.

XV Impairment of Property, Plant and Equipment

The management has carried out an assessment of impairment of assets in accordance with the applicable accounting standards. Based on this assessment, no indication of impairment of any asset has been identified during the year ended 31.03.2026. Accordingly, no impairment loss has been recognized in the financial statements for the year.

XVI Contingent Liabilities:

As per Accounting Standard – 29 (AS 29) "Provisions, Contingent Liabilities and Contingent Assets", Contingent liability is a possible obligation arising from past events and whose existence will be confirmed only by the occurrence or non-occurrence of one or more uncertain future events not wholly within the control of the entity or a present obligation that arises from past events but is not recognized because it is not probable that an outflow of resources embodying economic benefits will be required to settle the obligation or the amount of the obligation cannot be measured with sufficient reliability.

The Company is subject to legal proceedings and claims, which have arisen in the ordinary course of business. The Company's management reasonably expects that such ordinary course legal actions, when ultimately concluded and determined, will not have a material and adverse effect on the Company's results of operations or financial condition.

- There are outstanding demands as on the balance sheet date raised by the Income Tax Department. These include demand raised u/s 143(3) for Assessment year 2021-22 of Rs. 88.28 lakhs, u/s 153C for Assessment year 2018-19 of Rs 0.32 lakhs, u/s 143(1)(a) for Assessment year 2023-24 of Rs. 69.67 lakhs and u/s 143(1)(a) for Assessment year 2024-25 of Rs. 339.28 lakhs with Income Tax Department.
- The Company has an outstanding demand of GST for financial year 2017-18 of Rs. 7.47 lakhs, for financial year 2018-19 of Rs. 768.99 lakhs and for financial year 2019-20 of Rs. 91.21 lakhs. Clarifications have been demanded under GST regarding discrepancies in returns filed for financial year 2019-20 of Rs. 9.88 lakhs, for financial year 2020-21 of Rs. 0.28 lakhs and for financial year 2021-22 of Rs. 23.50 lakhs. Further, a demand of Rs. 1.50 lakhs is outstanding with respect to penalties for late filing of GST returns.
- Other contingencies related to Performance and Financial Guarantees of Rs. 298.81 lakhs and Rs. 120.00 lakhs respectively.

- There are ongoing legal proceedings against the Company initiated by Diamond Publicity Co. for the recovery of amounts owed for services rendered. As a result of the ongoing case, the Company has a contingent liability amounting to Rs. 4.04 lakhs.
- There are ongoing proceedings against the Company by an employee for illegal termination and gratuity recovery. Due to the ongoing case, the Company has Contingent liability of Rs. 0.91 lakhs towards the same.

XVII Related Party Transactions:

In accordance with Accounting Standard – 18 (AS 18) "Related Party Disclosures", if there have been transactions between related parties, during the existence of a related party relationship, the company should disclose the following:

- the name of the transacting related party;
- a description of the relationship between the parties;
- a description of the nature of transactions;
- volume of the transactions either as an amount or as an appropriate proportion;
- any other elements of the related party transactions necessary for an understanding of the financial statements; and
- amounts written off or written back in the period in respect of debts due from or to related parties.

In compliance with the aforementioned Accounting Standard, the details for the same have been summarized hereunder-

Name of related parties	Nature of relationship
Acur Media	Partnership firm of the Director
Admate Technologies Private Limited	Common Shareholder's
All White Communications LLP	Common Shareholder's & Designated Partner
Bhupinder Kumar Khanna HUF	HUF of the Director
Cash Ur Drive Electric Vehicles Private Limited	Common Management
Ms. Ruchi Jindal	Key Managerial Person
Ms. Shefali Kesarwani	Key Managerial Person
Mr. Gagan Mahajan	Key Managerial Person
Mr. Rajat Singhal	Key Managerial Person
Cityscape Integrated Media	Common Shareholder's
Creative Owl Advertising Private Limited	Common Shareholder's
CUD Digital	Firm of the Director
Frappe Ads	Partnership Firm of the Director's
Knowledge Informatics Private Limited	Common Shareholder's
Kolkata Call Taxi Private Limited	Common Shareholder's
Parveen K Khanna	Director
Raghu Enterprises	Firm of the Director
Raghu Khanna	Chairman & Managing Director
Arambh Fintech Private Limited	Director Shareholding-Raghu Khanna
Sahir Exports (Trade Name)	HUF of Raghu Khanna-Chairman & Managing Director
Tecfin Enterprises Private Limited	Common Director
Trajectore Works	Firm of the relative of the Director
US Advertising Private Limited	Directors have significant influence
US CUD LLP	Common Shareholder's & Designated Partner

Name of related parties	Nature of transaction	For the period ended March 2026
Cost of Service		
All White Communications LLP	Display Service received	298.67
US Advertising Pvt Ltd	Central outdoor Branding	813.69
CUD Digital	Display Service & Consumables received	1464.73
Total		2577.09
Other expenses		
Tecfin Enterprises Pvt Ltd	Rental Exp.	91.39
Total		91.39
Revenue From Operation		
All White Communications LLP	Advertisement Service provided	6.00
Total		6.00
Other Income		
Cash Ur Drive Electric Vehicles Private Limited	Rental Service Provided	2.90
Sahir Exports	Rental Service Provided	0.15
Acur Media	Rental Service Provided	0.87
CUD Digital	Rental Service Provided	13.27
Cash Ur Drive Electric Vehicles Private Limited	Charging Revenue	62.26
Total		79.45
Director Remuneration & KMP		
Parveen K Khanna	Director Remuneration	60.00
Raghu Khanna	Director Remuneration	192.00
Mr.Rajat Singhal	Remuneration -Key Managerial Person	43.00
Gagan Mahajan	Remuneration -Key Managerial Person	15.00
Shefali Kesarwani	Remuneration -Key Managerial Person	1.68
Total		311.68
Payable		
US Advertising Pvt Ltd		76.70
Total		76.70
Advance paid for services		
US Advertising Private Limited	Advance for Central display and others	
CUD Digital	Advance for Consumable item Local	276.27
Total		276.27
Receivables		
Cityscape Integrated Media	Services Rendered	1.82
Cash Ur Drive Electric Vehicles Private Limited	Services Rendered	38.86
US Advertising Pvt Ltd	Services Rendered	47.29
Tecfin Enterprises Pvt Ltd	Services Rendered	
Total		87.97
Loan and Advances Receivables		
Cash Ur Drive Electric Vehicles Private Limited	L&A Receivable	130.14
Total		130.14

1	Share Capital	Amount in lakhs as at 31.03.2026	Amount in lakhs as at 31.03.2025
	Equity Share Capital		
	Authorised Share capital (200.00 lakh Equity Shares @10 per share)	2000.00	2000.00
		(2000.00 as on 31.03.2026)	(2000.00 as on 31.03.2025)
	Issued, subscribed & fully paid share capital (176.46 lakh Equity Shares @10 per share)	1764.58	1317.68
	Total	1764.58	1317.68

a) Equity Share Capital

During the year, the Company has issued 44.69 Lakhs equity shares of Rs 10 each at a premium of Rs 120 per share.

Particulars	As at 31st Mar, 2026		As at 31st March, 2025	
	Number	Amount	Number	Amount
Shares outstanding at the beginning of the year	131.77	1317.68	60.00	600.00
Add:- Bonus Shares	0.00	0.00	60.00	600.00
Add:- Shares Issued Through Private Placement @125 per share	0.00	0.00	11.77	117.68
Add:- Shares Issued Through IPO @130 per share	44.69	446.90		
Shares outstanding at the end of the year	176.46	1764.58	131.77	1317.68

Terms and rights attached to equity shares

The Company has only one class of shares referred to as equity shares having a par value of ₹10 per share. Each holder of equity shares is entitled to one vote per share. All shares are equally eligible to receive dividends and the repayment of capital in the event of liquidation of the Company.

Shares in the company held by each shareholder holding more than 5 percent shares specifying the number of shares held is as given below:

Name of Shareholder	31st Mar, 2026 Equity Shares		31st March, 2025 Equity Shares	
	Number of Shares held	% of Holding	Number of Shares held	% of Holding
Parveen K Khanna	53.71	30.44%	63.92	48.51%
Raghu Khanna	46.28	26.23%	47.08	35.73%
Public	75.47	42.77%	0.00	-

2	Reserves and Surplus	As at 31.03.2026	As at 31.03.2025
	Revenue reserve	2792.82	1605.84
	(+) Net Profit/(Net Loss) For the current year	2939.83	1782.46
	(+/-) Income tax Provision	0.00	4.51
	(-) Bonus Shares Issued	0.00	-600.00
	Total	5732.65	2792.82

2 (a) Securities Premium Reserve

	As at 31.03.2026	As at 31.03.2025
Premium received from Private Placement	1353.32	1353.32
Premium received from IPO	5362.80	-
IPO-Capital Expenses	-577.50	-
Total	6138.62	1353.32

A The Reserve can be utilized in accordance with the provisions of Section 52 of the Companies Act, 2013, and the same has been utilized in writing off the expenses of issue of shares under Initial Public Offering (IPO) of the Company, as per (2)(c) of this Section.

3 Long-Term Borrowings

	As at 31st Mar, 2026		As at 31st March, 2025	
	NON CURRENT	CURRENT	NON CURRENT	CURRENT
SECURED				
(a) Term Loan From Banks:-				
Loan against Car from Mercedes-Benz Financial Services India Pvt Ltd.	117.06	16.62	0.00	0.00
(Rate of Interest- 9% per annum and Tenure- 36 Months)				
Loan against Property from Indusind Bank	0.00	0.00	0.00	18.33
(Rate of Interest- 10.40% per annum and Tenure- 7 Years)				
UNSECURED				
(a) Loans and advances from others	0.00	0.00	0.00	0.00
	117.06	16.62	0.00	18.33

a The loan is classified under Non-Current Liabilities to the extent it is not due within 12 months and under Current Maturities of Long-Term Debt for the portion due within 12 months.

b No defaults in repayment of principal or interest as on the balance sheet date.

c The property mortgaged is held in the name of the company.

4 Long Term Provisions

	As at 31.03.2026	As at 31.03.2025
Provision for Employee Benefits		
Provision for Gratuity	52.52	47.48
Total	52.52	47.48

Provision for Gratuity

a The Company provides for gratuity, a defined benefit retirement plan, in respect of eligible employees in accordance with the Payment of Gratuity Act, 1972.

b The Gratuity Plan provides a lump-sum payment to vested employees at retirement, death, incapacitation or termination of employment, of an amount based on the respective employee's salary and the tenure of employment with the Company.

c The provision for gratuity is determined based on an actuarial valuation using the Projected Unit Credit Method, carried out at the end of each period.

5 Short-Term Borrowings

	As at 31st Mar, 2026	As at 31st March, 2025
Current Maturities Of Long term Debts		
(a) Term Loan From Banks:-		
Loan against Car from Mercedes-Benz Financial Services India Pvt Ltd.	16.62	0.00

5 Short-Term Borrowings

	As at 31st Mar, 2026	As at 31st March, 2025
(Rate of Interest- 9% per annum and Tenure- 36 Months)		
Loan against Property from Indusind Bank	0.00	18.33
(Rate of Interest- 10.40% per annum and Tenure- 7 Years)		
	16.62	18.33

a The loan is classified under Non-Current Liabilities to the extent it is not due within 12 months and under Current Maturities of Long-Term Debt for the portion due within 12 months.

b No defaults in repayment of principal or interest as on the balance sheet date.

6 Trade payables

	As at 31.03.2026	As at 31.03.2025
Sundry Creditors		
(A) Total Outstanding dues of micro enterprises and Small Enterprises	11.70	109.75
(B) Total Outstanding dues of creditors other than micro enterprises and small enterprises	5839.95	2708.60
Total	5851.64	2818.35

The disclosures under the Micro, Small and Medium Enterprises Development Act, 2006 have been made in respect of such vendors to the extent they could be identified as micro and small enterprises on the basis of information available with the Company.

The trade payables ageing schedule for the year ended March 31, 2026 is as follows:

As at 31st Mar 2026

Particulars	Outstanding for following periods from due date of payment					Total
	Less than 6 months	6 months -1 year	1-2 years	2-3 years	More than 3 years	
(i) MSME	3.50	7.52	0.68	0.00	0.00	11.70
(ii) Others	4262.44	148.11	102.23	1327.18	0.00	5839.95
(iii) Disputed Dues- MSME	0.00	0.00	0.00	0.00	0.00	0.00
(iv) Disputed Dues- Others	0.00	0.00	0.00	0.00	0.00	0.00
Total	4265.93	155.63	102.91	1327.18	0.00	5851.64

As at 31st Mar 2025

Particulars	Outstanding for following periods from due date of payment					Total
	Less than 6 months	6 months -1 year	1-2 years	2-3 years	More than 3 years	
(i) MSME	107.90	0.68	0.07	1.09	0.00	109.75
(ii) Others	1156.73	107.68	582.32	857.81	4.06	2708.60
(iii) Disputed Dues- MSME	0.00	0.00	0.00	0.00	0.00	0.00
(iv) Disputed Dues- Others	0.00	0.00	0.00	0.00	0.00	0.00
Total	1264.63	108.36	582.39	858.90	4.06	2818.35

7	Others Current Liabilities	As at 31.03.2026	As at 31.03.2025
	Advances From Customers	63.85	232.85
	Interest accrued but not due on borrowings	0.90	0.18
	Expenses Payable	97.70	207.22
	Statutory dues payable	368.26	466.09
	Cheque pending encashment	0.00	16.30
	Security Deposits Payable	3.22	4.39
	Total	533.93	927.04

- a All current liabilities are expected to be settled within the normal operating cycle or 12 months, whichever is longer.
- b No default has occurred in the repayment of borrowings and interest as of the balance sheet date.
- c These provisions are estimates based on the management's best judgment and past trends.
The amounts are expected to be settled within the next financial year and are therefore classified under Current Liabilities in the Balance Sheet.
- d The above stated statutory dues are regularly deposited with the appropriate authorities. There are no significant delays or outstanding penalties, except in respect of GST input tax credit reversals

8	Short Term Provision	As at 31.03.2026	As at 31.03.2025
	Provision for Income Tax (net of Advance tax and TDS)	61.98	155.20
	Provision for Employee Benefits		
	Provision for Gratuity	5.82	4.93
	Provision for CSR	0.00	9.90
	Audit fee payable	13.63	10.00
	Total	81.43	180.04

Provision for Income Tax

- a A provision is made for income tax annually based on the tax liability computed, after considering tax allowances and exemptions. Provisions are recorded when it is estimated
that a liability due to disallowances or other matters is probable.

Provision for Gratuity

- a The Company provides for gratuity, a defined benefit retirement plan, in respect of eligible employees in accordance with the Payment of Gratuity Act, 1972.
- b The Gratuity Plan provides a lump-sum payment to vested employees at retirement, death, incapacitation or termination of employment, of an amount based
on the respective employee's salary and the tenure of employment with the Company.
- c The provision for gratuity is determined based on an actuarial valuation using the Projected Unit Credit Method, carried out at the end of each period.

Provision for CSR

- a During the current financial year, the Company has incurred and fully paid its Corporate Social Responsibility (CSR) obligation amounting to Rs. 34.83 Lakhs in accordance with the requirements of Section 135 of the Companies Act, 2013. Accordingly, no provision towards unspent CSR amount is outstanding as at the balance sheet date.

9	Property, Plant And Equipment	As at 31.03.2026	As at 31.03.2025
	Land/ Building/ Plant & Equipment/ Furniture & fixtures/ Vehicles/ Office Equipment/		
	Others (individually)		
	Opening Balance	190.34	191.30
	Additions:	150.76	12.00
	Other Adjustments		
	Sub total	341.10	203.30
	Less: Disposals	-3.21	-12.95
	Gross Block at year end (a)	337.89	190.34
	Less: Depreciation		
	Opening Depreciation	102.44	95.33
	(+) Depreciation for the year	21.11	19.42
	(-) Depreciation on PPE disposed	0.30	-12.31
	Total accumulated depreciation (b)	123.85	102.44
	Net carrying value (a) - (b)	214.04	87.90
	Net carrying value of Tangible Assets	214.04	87.90
	Net carrying value of Intangible Assets	0.00	0.00
	Total	214.04	87.90

- a Property, plant and equipment are stated at cost, less accumulated depreciation and impairment, if any. Costs directly attributable to acquisition are capitalized until the property, plant and equipment are ready for use, as intended by the Management.
- b The aggregate depreciation has been included under depreciation and amortization expense in the Statement of Profit and Loss.
- c Repairs and maintenance costs are recognized in the Statement of Profit and Loss when incurred.

Capital Work in Progress Ageing Schedule:

As at 31 Mar 2026

Capital Work in Progress	Amount in Capital Work in Progress for a period of				Total
	Less than 1 year	1-2 years	2-3 years	More than 3 years	
Projects in Progress:					
Project 1- Electrical Charging Stations installations	1.84	0.00	49.90	0.00	51.74
Project 2- Charjkaro Electrical Charging Stations	79.57	0.00	0.00	0.00	79.57
Project 3- MCD Site Prepration	24.35	0.00	0.00	0.00	24.35
Project 4- Software for MIS	450.00	0.00	0.00	0.00	450.00
Total	555.76	0.00	49.90	0.00	605.66

As at 31 Mar 2025

Capital Work in Progress	Amount in Capital Work in Progress for a period of				Total
	Less than 1 year	1-2 years	2-3 years	More than 3 years	
Projects in Progress:					
Project 1- Electrical Charging Stations installations	0.00	49.90	0.00	0.00	49.90
Project 2- Charjkaro Electrical Charging Stations	79.57	0.00	0.00	0.00	79.57
Project 3- MCD Site Prepration	4.05	0.00	0.00	0.00	4.05
Project 4- Software for MIS	4.00	0.00	0.00	0.00	4.00
Total	87.62	49.90	0.00	0.00	137.52

10 Non Current Investments	As at 31.03.2026	As at 31.03.2025
Investment in Properties	83.56	83.56
Investment in Mutual Funds (quoted)	2638.41	2248.68
Investment In Holding/Subsidiaries/Assosciates/Others	486.50	0.00
Total	3208.47	2332.24

Note:

Particulars	As at 31.03.2026	As at 31.03.2025
(a) Aggregate amount of quoted investments - cost	2638.41	2248.68
(b) Aggregate amount of quoted investments - market value	2431.38	2674.95
(c) Aggregate amount of unquoted investments	83.56	83.56
(d) Aggregate provision for diminution in value of investments	0.00	0.00

11 Deferred Tax	As at 31.03.2026	As at 31.03.2025
Fixed Assets excluding land (As per Companies Act, 2013)	214.04	87.90
Fixed Assets excluding land (As per Income Tax Act, 1961)	241.59	126.16
Timing Difference	27.55	38.26
Disallowance u/s 43B	58.33	52.42
Total Deferred Tax Assets	21.62	22.82
Op Balance of Defferred Tax Assets	22.82	20.73
Closing Balance of Defferred Tax Assets	21.62	22.82
Deferred Tax Assets - considered in Tax Expenses in Profit and Loss Account	-1.21	2.09

- a Income tax expense comprises current and deferred income tax. Income tax expense is recognized in net profit in the Statement of Profit and Loss.
- b Current income tax for current and prior periods is recognized at the amount expected to be paid to or recovered from the tax authorities, using the tax rates and tax laws that have been enacted or substantively enacted by the Balance Sheet date.
- c Deferred income tax assets and liabilities are recognized for all temporary differences arising between the tax bases of assets and liabilities and their carrying amounts in the financial statements.

12 Long term loans and advances	As at 31.03.2026	As at 31.03.2025
Unsecured; considered good		
Loans and Advances to related parties	0.00	0.00
Loans and Advances to others	0.00	0.00
Total	0.00	0.00

Loans and Advances to others

Nature and Terms:

- a All loans and advances are unsecured and considered good.
- b Repayment terms are based on written contracts or agreements.

Classification

- a Classified as Non-Current Assets as their recovery is expected beyond 12 months.

Regulatory Compliance:

- a Loans and advances are in compliance with Section 186 of the Companies Act, 2013.
- b No loans have been given for purposes that are prejudicial to the company's interest.

13 Other Non-Current Assets	As at 31.03.2026	As at 31.03.2025
Bank Deposits (with more than 12 months maturity)	115.05	231.97
FDR BG for Tender (with more than 12 months maturity)	606.03	279.87
Security Deposits	5.25	339.39
Total	726.33	851.23

- a The FDRs are pledged with banks as security for issuance of bank guarantees submitted along with tender bids.
- b These are not available for use by the Company until the guarantee is released.
- c Classified as non-current since the underlying guarantees are valid for a period exceeding 12 months.
- d These deposits are under lien in favor of the issuing bank, and cannot be withdrawn or encashed without prior approval.
- e Interest earned on such deposits has been recognized on an accrual basis and disclosed under Schedule No. 20 - "Other Income".

14 Inventories	As at 31.03.2026	As at 31.03.2025
Stock in Trade	0.00	0.00
Work in progress	0.00	0.00
Total	0.00	0.00

15 Trade Receivables	As at 31.03.2026	As at 31.03.2025
Undisputed-		
Considered Good	7481.67	3706.07
Considered Doubtful	0.00	0.00
Less: Provision for Doubtful Debts	0.00	0.00
	7481.67	3706.07
Disputed-		
Considered Good	0.00	0.00
Considered Doubtful	0.00	0.00
Less: Provision for Doubtful Debts	0.00	0.00
Total	7481.67	3706.07

Trade Receivables Ageing as per Schedule III:
As at 31st Mar 2026

Particulars	Outstanding for following periods from due date of payment					Total
	Less than 6 months	6 months -1 year	1-2 years	2-3 years	More than 3 years	
(i) Undisputed-						
(a) Considered Good	6627.32	342.48	469.03	42.84	0.00	7481.67
(b) Considered Doubtful						0.00
Less: Provision for Doubtful Debts						0.00
Subtotal (i)	6627.32	342.48	469.03	42.84	0.00	7481.67
(ii) Disputed-						
(a) Considered Good	0.00	0.00	0.00	0.00	0.00	0.00
(b) Considered Doubtful	0.00	0.00	0.00	0.00	0.00	0.00
Less: Provision for Doubtful Debts	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal (ii)	0.00	0.00	0.00	0.00	0.00	0.00
Total	6627.32	342.48	469.03	42.84	0.00	7481.67

As at 31st Mar 2025

Particulars	Outstanding for following periods from due date of payment					Total
	Less than 6 months	6 months -1 year	1-2 years	2-3 years	More than 3 years	
(i) Undisputed-						
(a) Considered Good	2666.84	306.54	367.59	365.10	0.00	3706.07
(b) Considered Doubtful	0.00	0.00	0.00	0.00	0.00	0.00
Less: Provision for Doubtful Debts	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal (i)	2666.84	306.54	367.59	365.10	0.00	3706.07
(ii) Disputed-						
(a) Considered Good	0.00	0.00	0.00	0.00	0.00	0.00
(b) Considered Doubtful	0.00	0.00	0.00	0.00	0.00	0.00
Less: Provision for Doubtful Debts	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal (ii)	0.00	0.00	0.00	0.00	0.00	0.00
Total	2666.84	306.54	367.59	365.10	0.00	3706.07

16 Cash and cash equivalents

	As at 31.03.2026	As at 31.03.2025
Balances with banks	1575.28	704.33
Cheques In hand	250.00	34.05
Cash in hand	32.53	23.77
Imprest A/c	0.00	0.03
Bank Deposits	1467.57	48.48
Total	3325.39	810.65

Nature of Cash Equivalents:

- a There are no restrictions on the use of these funds as on the reporting date. However The IPO proceeds are maintained in the monitoring bank account and shall be utilized only for the purposes specified in the Red Herring Prospectus (RHP). The said funds are subject to monitoring in accordance with applicable SEBI regulations.

Reconciliation with Cash Flow Statement:

- a The balance of cash and cash equivalents is reconciled with the amount shown in the cash flow statement.

17 Short term loans and advances

	As at 31.03.2026	As at 31.03.2025
Unsecured; considered good		
Loans and advances to related parties	130.14	130.14
Loans and advances to others	1009.81	70.00
Employee advances	3.31	2.66
Advance to suppliers	2520.14	374.55
Total	3663.40	577.35

Loans and advances:

- a All loans and advances are unsecured unless otherwise disclosed.
- b Interest terms, repayment schedules, and security (if any) are as specified in Loan Agreements.
- c The above transactions are in compliance with Sections 185 and 186 of the Companies Act, 2013.
- d No loan has been given for purposes prejudicial to the interest of the Company.

Employee advances

- a Company has provided loans to Employees amounting Rs. 3.31 Lakhs which will be adjusted with future salary.

Advance to suppliers

- a These advances are non-interest-bearing and adjustable against invoices raised by the suppliers upon delivery or service completion.
- b No advances are overdue or disputed as on the reporting date, unless otherwise specified.
- c Classified as Current Assets since the supplies are expected within the next 12 months.
- d Based on management evaluation, these amounts are considered good and recoverable, and no provision is required.
- e Advances are generally unsecured unless contractually agreed

18 Other Current Asset

	As at 31.03.2026	As at 31.03.2025
Prepaid Expense	4.85	5.22
Unbilled revenue	0.00	0.50
Interest receivable	13.89	4.52
FDR BG for Tender (with less than 12 months maturity)	74.23	226.43
Balance With Govt Authorities	505.11	484.67
Security Deposits	444.40	114.60
Deferred expenditure- IPO Exps.	0.00	93.35
Total	1042.47	929.29

- a The management has assessed that all interest receivables are good and recoverable; hence, no provision is considered necessary.

19 Revenue from Operations

	For the year ending 31.03.2026	For the year ending 31.03.2025
Sale of services	18666.90	13932.39
Total	18666.90	13932.39

Sale of services:

Particulars	For the year ending 31.03.2026
Total sale of services	19658.88
Less: Inter-branch sale of services	-991.98
Sale of services	18666.90

Revenue from Operations as per AS 9

- Revenue is recognized at a point in time or over time, depending on the nature of the contract.
- Revenue is measured at the fair value of consideration received or receivable, net of returns, discounts, and taxes.
- Where revenue has been recognized but invoicing is pending, such amounts are disclosed as unbilled revenue under "Other Current Assets".
- Advances received against revenue yet to be recognized are shown as contract liabilities or other current liabilities.

20 Other Incomes	For the year ending 31.03.2026	For the year ending 31.03.2025
Interest Income	164.22	63.75
Net gain/loss on sale of investments	293.28	134.84
Gain on car sale	1.18	1.60
Rental & Leasing servicing	43.26	30.87
Sale of Goods	0.00	30.86
Creditors written back	0.00	5.42
Advance from customers written back	0.00	9.30
GST Input Written off	0.00	19.33
Discount Received	0.00	7.37
Incentives Received	70.00	
Other Incomes	-0.88	1.60
Total	571.05	304.93

21 Cost of Services Rendered	For the year ending 31.03.2026	For the year ending 31.03.2025
Commission-Direct	0.00	25.66
Purchases of services	11583.36	8262.33
Purchases of Consumable Materials	1973.67	1897.95
Total	13557.03	10185.94

Purchase of services:

Particulars	For the year ending 31.03.2026
Total purchase of services	14549.02
Less: Inter-branch purchase of services	-991.98
Purchase of services	13557.03

22 Cost of Services Rendered	For the year ending 31.03.2026	For the year ending 31.03.2025
Salaries and wages	730.64	601.03
Contribution to provident and other funds	27.72	9.29
Employee Welfare	41.84	30.65
Director's Remuneration	252.00	253.00
Gratuity	5.91	20.96
Total	1058.12	914.93

A. Defined Contribution Plans

Provident Fund and Employees' Pension Scheme

During the year, the Company has recognised an expense towards Employer's Contribution to Provident Fund and Employee's Pension Scheme.

B. State Plans

Employer's Contribution to Employee State Insurance

During the year, the Company has recognised an expense towards Employer's Contribution to Employee's State Insurance.

23 Finance Costs	For the year ending 31.03.2026	For the year ending 31.03.2025
Bank Charges	8.94	13.12
Interest on Loan	2.81	0.11
Total	11.75	13.23

24 Other Expenses	For the year ending 31.03.2026	For the year ending 31.03.2025
Business Advertisement and Management expenses	45.53	17.57
Audit fee	12.38	8.75
Bad Debts	0.00	81.17
Membership Fee	0.00	0.53
Conveyance expenses	29.26	54.23
Advance to Suppliers written back	18.11	83.90
CSR Expenses	34.83	19.40
Miscellaneous expenses	0.00	0.92
Msme Interest	2.08	0.00
Utility expenses	21.09	8.34
Freight Charges	53.24	35.37
GST Late fee & Penalty	4.68	26.06
Insurance expenses	1.56	8.68
Interest & Late fee on Income Tax	0.00	8.68
Internet & telephone expenses	6.76	4.73
Legal Professional Fees/ expenses	217.64	51.85
Loading & unloading expenses	0.00	0.03
Loan and Advances written off	0.00	42.11
Office expenses	9.90	7.02
Postage & Courier Charges	1.32	0.55
Printing & Stationery expenses	5.50	8.85
Registration Fees	0.00	11.67
Rent expenses	122.08	100.36
Repair & Maintenance expenses	33.94	42.50
ROC Charges	4.54	6.09
RTO Charges	0.00	14.87
Security expenses	16.35	21.31
Software expenses	15.94	5.80
Short & Excess	-0.01	-0.08
Fixed Asset Written Off	0.35	0.00
Tender fees	4.95	2.81
Travelling expenses	31.94	11.18
Total	693.94	685.26

25 Prior Period Items

	For the year ending 31.03.2026	For the year ending 31.03.2025
Other Income:		
Interest Income- Excess Booked in Previous Year	0.00	0.00
Creditors written back	0.00	0.00
Total Prior Period Income	0.00	0.00
Expenses :		
Pasting & Installation Exp	0.00	0.00
Provision for Gratuity	0.00	0.00
Provision for CSR Exp	0.00	0.00
Travelling Exp	0.00	0.00
Insurance Exp	0.00	0.00
Miscellaneous expenses	0.00	0.00
Advance to Suppliers written back	0.00	0.00
Interest on Loan	0.00	0.00
Internet & telephone expenses	0.00	0.00
Total Prior Period Expenses	0.00	0.00
Total	0.00	0.00

26 Earning per equity share

	For the year ending 31.03.2026	For the year ending 31.03.2025
Net profit/(loss) for calculation of basic and diluted EPS (Profit after tax)	2939.83	1782.46
Weighted average number of equity shares in calculating basic and diluted EPS	138.38	124.84
Total	21.24	14.28

As the company has only one primary business segment of dealing in business of advertising & publicity and also has only one geographical segment i.e. India, segment information as per AS 17 is not required to be disclosed.

Certain figures for the previous year and current year have been regrouped, reclassified, or rearranged wherever necessary to conform to the classification and presentation, as required by the Schedule III format.

Provision For Income Tax

Particulars	Amount in lakhs as at 31.03.2026	Amount in lakhs as at 31.03.2025
Net profit as per Profit & Loss Account	3895.70	2380.63
Add: Depreciation as per companies act	21.41	19.42
Less: Depreciation as per income tax act	-28.12	-18.97
Less:- Gain on sale of car	-1.18	0.00
Add: MSME interest	2.08	0.00
Add: Employee's share ESI paid after due date (Disallowed u/s 36(1)(va))	5.43	2.12
Add: Provision for CSR Expense (Disallowed u/s 37)	34.83	19.40
Add: Gst penalty & Late fee (Disallowed u/s 37)	4.68	13.68
Add: Interest and Late fee on Income Tax (Disallowed u/s 37)	0.00	8.68
Add: Provision for Gratuity less paid (Disallowed u/s 43B)	5.91	20.96
Less: Net gain/loss on sale of investments	-293.28	-134.84
Less: Rental & Leasing servicing	-43.26	-30.87
Add: Taxable House Property income	30.28	21.61
Total	3634.49	2301.83
Tax on normal income @25.168%	914.73	579.33
Tax on STCG	16.58	4.41
Tax on LTCG on sale of mutual funds	23.36	16.53
Total	954.66	600.26

AS PER INCOME TAX,1961

SCHEDULE OF FIXED ASSETS & DEPRECIATION FOR THE PERIOD ENDED 31.03.2026

Amount In Lakhs

ASSETS	RATE OF DEPRECIATION	BALANCE AS AT 01.04.2025	ADDITIONS BEFORE 30-09-2025	ADDITIONS AFTER 01-10-2025	SALES	TOTAL	DEPRECIATION FOR THE PERIOD	BALANCE AS AT 31.03.2026
AIR CONDITIONER	15%	7.87			0.35	7.51	1.13	6.39
BIO PROXIMITY ATTENDANCE SYSTEM	15%	0.11				0.11	0.02	0.09
CAMERA	15%	1.54				1.54	0.23	1.31
CAR	15%	32.23	4.00	143.20	2.86	176.57	15.75	160.83
CCTV CAMERAS	15%	0.64				0.64	0.10	0.55
COMPUTER	40%	2.53	2.44			4.97	1.99	2.98
ELECTRICAL & FITTINGS	10%	0.44				0.44	0.04	0.40
FURNITURE & FIXTURE	10%	3.78	0.58	0.19		4.55	0.45	4.11
FIRE SAFETY EQUIPMENT	15%	0.05				0.05	0.01	0.04
GOLF CART	15%	0.44				0.44	0.07	0.38
TRANSFORMER	15%	0.85				0.85	0.13	0.72
LAND AND BUILDING(C-37)	10%	51.69				51.69	5.17	46.52
LAPTOP	40%	0.04				0.04	0.02	0.03
MOBILE PHONE	15%	5.23		0.35		5.58	0.81	4.77
GENERATOR	15%	0.97				0.97	0.14	0.82
OFFICE EQUIPMENT	15%	4.18			0.00	4.18	0.63	3.55
REFRIGERATOR	15%	0.37				0.37	0.06	0.32
TELEPHONE	15%	0.25				0.25	0.04	0.21
TELEVISION	15%	6.99				6.99	1.05	5.94
WATER DISPENSER	15%	0.01				0.01	0.00	0.01
PRINTER	40%	0.07				0.07	0.03	0.04
BATTERY& UPS	15%	0.45				0.45	0.07	0.38
ELECTRICAL EQUIPMENT	15%	1.44				1.44	0.22	1.22
TOTAL		122.16	7.02	143.74	3.21	269.71	28.12	241.59

AS PER COMPANIES ACT, 2013

SCHEDULE OF FIXED ASSETS & DEPRECIATION FOR THE PERIOD ENDED 31.03.2026

Amount In Lakhs

ASSETS	BALANCE AS AT 01.04.2025	ADDITIONS	SALES	TOTAL	DEPRECIATION	BALANCE AS AT 31.03.2026
AIR CONDITIONER	4.61	0.00	0.35	4.26	1.91	2.35
CAMERA	0.75	0.00	0.00	0.75	0.16	0.59
VEHICLE	14.77	147.20	2.86	159.11	9.10	150.00
COMPUTER	2.66	2.44	0.00	5.10	1.84	3.27
ELETRICAL FITING	0.75	0.00	0.00	0.75	0.19	0.56
FURNITURE & FITING	1.52	0.77	0.00	2.29	0.42	1.87
LAPTOP	0.11	0.00	0.00	0.11	0.00	0.11
MOBILE PHONE	1.75	0.35	0.00	2.10	0.85	1.25

ASSETS	BALANCE AS AT 01.04.2025	ADDITIONS	SALES	TOTAL	DEPRECIATION	BALANCE AS AT 31.03.2026
OFFICE EQUIPMENTS	1.04	0.00	0.00	1.04	0.10	0.94
REFRIGRATOR	0.10	0.00	0.00	0.10	0.00	0.10
TELEPHONE	0.09	0.00	0.00	0.09	0.00	0.09
BIO MAX	0.03	0.00	0.00	0.03	0.00	0.03
TELEVISION	2.74	0.00	0.00	2.74	1.11	1.64
SOFA	0.02	0.00	0.00	0.02	0.01	0.02
LAND & BUILDING	55.29	0.00	0.00	55.29	5.25	50.04
ELECTRIC GOLF CART	0.13	0.00	0.00	0.13	0.00	0.13
TRANSFORMERS	0.78	0.00	0.00	0.78	0.14	0.64
BUTTON PRESSING DIE	0.00	0.00	0.00	0.00	0.00	0.00
INTANGIBLE ASSETS	0.00	0.00	0.00	0.00	0.00	0.00
BATTERIES	0.23	0.00	0.00	0.23	0.10	0.12
ELECTRICAL EQUIPMENT	0.51	0.00	0.00	0.51	0.23	0.28
TOTAL	87.90	150.76	3.21	235.45	21.41	214.04

1.1 Significant Accounting Ratios:

Ratios	As at 31.03.2026	As at 31.03.2025
(a) Current Ratio	2.39	1.53
(b) Debt-Equity Ratio	0.010	0.00
(c) Debt Service Coverage Ratio	21.72	97.69
(d) Return on Equity Ratio	0.31	0.47
(e) Inventory Turnover Ratio	0.00	0.27
(f) Trade Receivables Turnover Ratio	3.34	3.76
(g) Trade Payables Turnover Ratio	3.13	3.35
(h) Net Capital Turnover Ratio	2.07	6.70
(i) Net Profit Ratio	0.16	0.13
(j) Return on Capital Employed	0.28	0.43

1.2 Explanation to Item included in numerator and denominator for computing the above ratios.

Ratios	Formula	Items included in Numerator & Denominator
a) Current Ratio	Current Assets / Current Liabilities	Current assets = Current investments + Inventories + Trade Receivables + Cash and cash equivalents + Short Term Loans & Advances + Other current assets Current Liability = Short-term borrowings + Trade payables + Other current liabilities + Short-term provisions
b) Debt Equity Ratio	Total Debt / Shareholders' Fund	Debts = Long-term borrowings + Short-Term borrowings Shareholder's Fund = Share capital + Reserves and surplus

Ratios	Formula	Items included in Numerator & Denominator
c) Debt Service Coverage Ratio	Earning Available for debt services / Debt Service	Earning Available for debt Service = Profit After Tax + Depreciation & Amortisation + Interest Expenses Debt Service = Interest Expenses + Long-term borrowings + Short Term Borrowings
d) Return on Equity Ratio	(Net profit after tax - Preference dividends) / Average Shareholders' Equity	Average Shareholders' Equity = (Opening Shareholders' Fund + Closing Shareholders' Fund) / 2
e) Inventory Turnover Ratio	Cost of Goods Sold / Average Inventory	Average Inventory = (Opening Inventory + Closing Inventory) / 2
f) Trade Receivables Turnover Ratio	Revenue from Operation / Average Accounts Receivables	Average Accounts Receivable = (Opening Accounts Receivables + Closing Accounts Receivables) / 2
g) Trade Payables Turnover Ratio	Cost of Services / Average Accounts Payables	Average Accounts Payable = (Opening Accounts Payables + Closing Accounts Payables) / 2
h) Net Capital Turnover Ratio	Revenue from Operation / Working Capital	Working Capital = Current Assets - Current Liabilities
i) Net Profit Ratio	Net Profit after Tax / Revenue from Operation	-
j) Return on Capital Employed	EBIT / Capital Employed	EBIT = Profit before Interest and Tax Capital Employed = Shareholders' Fund + Borrowings

Notes to the Financial results:

- The above Audited standalone financial results of Cashurdrive Marketing Limited (the 'company') have been prepared in accordance with the recognition and measurement principles laid down in the financial accounting standards ('AS') as prescribed under section 133 of the companies act, 2013, as amend, read with the relevant rules thereunder and in terms of the regulation 33 of the Securities Exchange Board of India ('SEBI') (Listing Obligations and Disclosure Requirements) regulation 2015. as amended. These standalone Financial results have been reviewed by the Audit Committee and approved by the Board of Directors at their respective meeting held on May 28, 2026.
- The Utilisation of IPO proceeds from fresh issue is as summarised below

Progress in the object(s)

(Amount in INR Lakh)

Sr. No	Item Head	Amount to be utilised as per Prospectus	Utilisation upto March 31, 2026
1	Investment in Technology	531.00	522.16
2	Capital Expenditure	597.49	-
3	Funding the Working Capital requirement	3,300.00	3,291.20
4	General Corporate Purposes	858.41	841.26
5	IPO Expenses	522.80	471.76
	Total	5,809.70	5,126.38

- As the company has only one primary business segment of dealing in business of advertising & publicity and also has only one geographical segment i.e. India, segment information as per AS 17 is not required to be disclosed.
- Certain figures for the previous year and current year have been regrouped, reclassified, or rearranged wherever necessary to conform to the classification and presentation, as required by the Schedule III format.

For and on behalf of board
Cash ur Drive Marketing Limited

Sd/-
Raghu Khanna
(Chairman & Managing Director)
DIN: 02496328

Sd/-
Rajat Singhal
(Chief Financial Officer)
PAN: BGGPS6160L

Sd/-
Parveen K Khanna
(Whole Time Director)
DIN: 02630636

Sd/-
Gagan Mahajan
(Company Secretary)
M.NO A34028

INDEPENDENT AUDITOR'S REPORT

To the Members of

CASH UR DRIVE MARKETING LIMITED
Report on the Audit of the Consolidated Financial Statements

Opinion

We have audited the accompanying consolidated financial statements of **Cash Ur Drive Marketing Limited (hereinafter referred to as the "Investing Company")** and its associate (Investing Company and its associates together referred to as "the Group") which comprise the Consolidated Balance Sheet as at 31st March, 2026, the Consolidated Statement of Profit & Loss and the Consolidated Cash Flow Statement for the year ended, and notes to the consolidated financial statements, including a summary of significant accounting policies and other explanatory information prepared based on the relevant records (hereinafter referred to as "the Consolidated Financial Statements").

In our opinion and to the best of our information and according to the explanations given to us, the aforesaid consolidated financial statements give the information required by the Companies Act, 2013 ("the Act") in the manner so required and give a true and fair view in conformity with the Accounting Standard prescribed under Section 133 of the Act read with the Companies (Accounting Standards) Rules, 2021, and other principles generally accepted in India, of the consolidated state of affairs of the Company as at 31st March, 2026 and its consolidated profit and its consolidated cash flows for the year ended.

Basis for Opinion

We conducted our audit in accordance with the Standards on Auditing (SAs) specified under Section 143(10) of the Act. Our responsibilities under those (SAs) are further described in the Auditor's Responsibilities for the Audit of the Consolidated Financial Statements Section of our report. We are independent of the Group in accordance with the Code of Ethics issued by the Institute of Chartered Accountants of India together with the ethical requirements that are relevant to our audit of the consolidated 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.

Emphasis of Matter:

As per Standard on Auditing (SA) 706 (Revised)- "Emphasis of Matter (EOM) Paragraphs and Other Matter (OM) Paragraphs in the Independent Auditor's Report", an EOM paragraph is included in the auditor's report when:

The auditor wants to draw attention to a matter that is appropriately disclosed in the financial statements, and fundamental to users' understanding of the financial statements.

Accordingly, we draw attention to the following point:

1. GST Input Reversal:

We draw attention to Note VII to the financial statements of investing company, which indicates that purchases were made from various parties, however, payments are not made on timely basis which attracts Input Tax Credit (ITC) reversal liability under Section 16(2) of the Central Goods and Services Tax (CGST) Act, 2017 amounting to **Rs. 224.55 lakhs**.

The same has been incorporated under "Statutory Dues Payable" as reversal item. However, the liability remains unreversed on GST Portal as of the date of signing of the financial statements.

Our opinion is not modified in respect of this matter

- According to the information and explanations given to us, there are following undisputed dues of Income Tax, GST and Provident Fund with appropriate authorities:

Nature of Statute	Nature of Dues	Period for which amount payable	Amount (in lakhs)
Goods and Service Act, 2017	Goods and Service Tax	Financial Year: 2018-19	6.55
	Penalty u/s 125	Nov-21	0.5
	Penalty u/s 127	Sep-21	0.5
	Penalty u/s 127	Dec-20	0.5
	Clarification regarding discrepancies in returns filed	Financial Year: 2020-21	0.28

Nature of Statute	Nature of Dues	Period for which amount payable	Amount (in lakhs)
	Clarification regarding discrepancies in returns filed	Financial Year: 2021-22	23.5
	Goods and Service Tax	Financial Year: 2019-20	21.9
Income Tax Act, 1961	Income Tax	Assessment Year: 2018-19	0.32

Information Other than the Consolidated Financial Statements and Auditor's Report Thereon (Other information)

The Investing Company's board of directors is responsible for the other information. The other information comprises the information included in the Director's Report including Annexures to Board's Report but does not include the consolidated financial statements and our auditor's report thereon. Our opinion on the consolidated financial statements does not cover the other information and we do not express any form of assurance conclusion thereon. In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the consolidated financial statements or our knowledge obtained during the course of our audit or otherwise appears to be materially misstated. If, based on the work we have performed, we conclude that there is a material misstatement of this other information; we are required to report that fact. We have nothing to report in this regard.

Management's Responsibility for Consolidated Financial Statements

The Investing Company's Board of Directors are responsible for the matters stated in Section 134(5) of the Companies Act, 2013 with respect to the preparation and presentation of these consolidated financial statements in term of the requirements of the Act that give a true and fair view of the consolidated financial position, consolidated financial performance and consolidated cash flows of the Group in accordance with the accounting principles generally accepted in India, including the Accounting Standards specified under Section 133 of the Act. This responsibility also includes maintenance of adequate accounting records in accordance with the provisions of the Act for safeguarding the assets of the group and for preventing and detecting frauds and other irregularities; selection and application of appropriate accounting policies; making judgments and estimates that are reasonable and prudent; and design, implementation and maintenance of adequate internal financial controls, that were operating effectively for ensuring the accuracy and completeness of the accounting records, relevant to the preparation and presentation of the financial statements that give a true and fair view and are free from material misstatement, whether due to fraud or error, which have been used for the purpose of preparation of the consolidated financial statements by the Directors of the Investing Company, as aforesaid.

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

Board of Directors is also responsible for overseeing the Group's financial reporting process.

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

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

Our objectives are to obtain reasonable assurance about whether the consolidated financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with SAs will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

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

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

- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances. Under Section 143(3)(i) of the Companies Act, 2013 we are also responsible for expressing our opinion on whether the Company has adequate internal financial controls systems 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 consolidated financial statements or, if such disclosures are inadequate to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditors' 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 consolidated financial statements, including the disclosures, and whether the consolidated financial statements represent the underlying transactions and events in a manner that achieves fair presentation.
- Obtain sufficient appropriate audit evidence regarding the financial information of the entities or business activities within the Group to express an opinion on the consolidated financial statements. We are responsible for the direction, supervision and performance of the audit of the financial statements of such entities included in the consolidated financial statements of which we are independent auditors

We communicate with those charged with governance of the Investing Company and such other entities included in the consolidated Financial Statements of which we are the independent auditors regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

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

Other Matter

The consolidated financial statements also include the Group's share of net profit of Rs.24.47 Lakhs for the year ended 31 March 2026 in respect of two associate companies namely All White Communications LLP (Rs.21.44)lakhs profit share of investing company) and Charjkaro Greentech Mobility Private Limited (Formerly Cash Ur Drive Electric Vehicles private Limited) (Rs. 3.02 lakhs profit share of investing company) . The financial statements of these Associate companies have been audited by other auditors whose reports have been furnished to us by the management and our opinion on the consolidated financial statements, in so far as it relates to the amounts and disclosures included in respect of these associates, and our report in terms of sub-section (3) of section 143 of the Act in so far as it relates to the aforesaid associates, are based solely on the reports of the other auditors.

The figures for the half year ended March 31, 2026 are the balancing figures between the audited figures in respect of the full financial year ended March 31, 2026 and the published unaudited year-to-date figures up to the half year ended September 30, 2025, which were subjected to limited review.

Report on Other Legal and Regulatory Requirements

- As required by the Companies (Auditor's Report) Order, 2020 ("the Order"), issued by the Central Government of India in terms of sub-section (11) of section 143 of the Companies Act, 2013, the report is attached as an "Annexure A".
- As required by Section 143(3) of the Act, we report, to the extent applicable, that:
 - 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 of the aforesaid consolidated financial statements.
 - In our opinion, proper books of account as required by law relating to preparation of the aforesaid consolidated financial statements have been kept by the Company so far as it appears from our examination of those books.
 - The Consolidated Balance Sheet, the Consolidated Statement of Profit and Loss, and the Consolidated Cash Flow Statement dealt with by this Report are in agreement with the relevant books of account maintained for the purpose of preparation of the consolidated financial statements.
 - In our opinion, the aforesaid consolidated financial statements comply with the Accounting Standards specified under Section 133 of the Act.

- (e) On the basis of the written representations received from the directors of the Investing Company and its subsidiaries as on 31 March 2026 taken on record by the Board of Directors of the Investing Company and its subsidiaries respectively and the reports of the statutory auditors of its associate covered under the Act, none of the directors of the Group companies are disqualified as on 31 March 2026 from being appointed as a director in terms of Section 164 (2) of the Act.
- (f) With respect to the adequacy of internal financial controls with reference to financial statements of the Group covered under the Act (wherever applicable) and the operating effectiveness of such controls, refer to our separate report in "Annexure B".
- (g) With respect to the matter to be included in the Auditor's Report under section 197(16), In our opinion and according to the information and explanations given to us, the remuneration paid by the Company to its directors during the current period is in accordance with the provisions of section 197 of the Act. The remuneration paid to any director is not in excess of the limit laid down under section 197 of the Act. The Ministry of Corporate Affairs has not prescribed other details under section 197(16) which are required to be commented upon by us.
- (h) With respect to the other matters to be included in the Auditor's Report in accordance with Rule 11 of the Companies (Audit and Auditor's) Rules, 2014, in our opinion and to the best of our information and according to the explanations given to us and based on the consideration of the report of the other auditors on separate financial statements and other financial information of the associate incorporated in India whose financial statements have been audited under the Act:
- (i) The Group have pending litigations, the details of which are provided below, which may have an impact on their financial position. The Investing Company, Cash Ur Drive Marketing Limited, has the following litigations outstanding as at the reporting date:
- There are ongoing proceedings against Company by an employee for illegal termination and gratuity recovery. Due to ongoing case, company has Contingent liability of Rs. 0.91 lakhs and same has been disclosed as Contingent Liability in the financial statements.
 - There are ongoing legal proceedings against the Company initiated by Diamond Publicity Co. for the recovery of amounts owed for services rendered. As a result of the ongoing case, the Company has a contingent liability amounting to Rs. 4.04 lakhs, which has been disclosed as a contingent liability in the financial statements.
- (ii) The Investing Company and its associate did not have any long-term contracts including derivative contracts for which there were any material foreseeable losses as at 31 March 2026;
- (iii) There were no amounts which were required to be transferred to the Investor Education and Protection Fund by the Investing Company and its associate incorporated in India.
- (iv) (a). The respective Managements of the Investing Company and its associate which are companies incorporated in India, whose financial statements have been audited under the Act, have represented to us and other auditors of the associate that, to the best of their knowledge and belief, no funds (which are material either individually or in the aggregate) have been advanced or loaned or invested (either from borrowed funds or share premium or any other sources or kind of funds) by the Investing Company or any of such associate to or in any other person or entity, including foreign entities ("Intermediaries"), with the understanding, whether recorded in writing or otherwise, that the Intermediary shall, directly or indirectly lend or invest in other persons or entities identified in any manner whatsoever by or on behalf of the Investing Company or any such associate ("Ultimate Beneficiaries") or provide any guarantee, security or the like on behalf of the Ultimate Beneficiaries.
- (b). The respective Managements of the Investing Company and its associate which are companies incorporated in India, whose financial statements have been audited under the Act, have represented to us other auditors of such subsidiaries and associate respectively that, to the best of their knowledge and belief no funds (which are material either individually or in the aggregate) have been received by the Investing Company or its associate from any person or entity, including foreign entities ("Funding Parties"), with the understanding, whether recorded in writing or otherwise, that the Investing Company or any such associate shall, directly or indirectly, lend or invest in other persons or entities identified in any manner whatsoever by or on behalf of the Funding Party ("Ultimate Beneficiaries") or provide any guarantee, security or the like on behalf of the Ultimate Beneficiaries.
- (c). Based on the audit procedures performed by us and that performed by the auditors of the associate that have been considered reasonable and appropriate in the circumstances nothing has come to our or other auditors notice that has caused us or other auditors to believe that the representations under sub-clause (i) and (ii) of Rule 11(e) contain any material misstatement.

- (v) The Investing Company and its associate did not declare or pay dividend during the year ended 31st March 2026.
- (vi) Based on our examination which included test checks and that performed by the respective auditor of associates which are companies incorporated in India and audited under the Act, the Investing Company and its associate have used accounting software for maintaining its books of account for the year ended 31 March 2026 which has a feature of recording audit trail (edit log) facility and the same has operated throughout the year for all relevant transactions recorded in the software. Further, during the course of our audit, we and respective auditor of above referred associate did not come across any instance of the audit trail feature being tampered with.

For KHURANA SHARMA & CO
Chartered Accountants
FRN: 010920N

Sd/-
(RAJIV KHURANA)
PARTNER
Membership No. – 089478
UDIN: 26089478IZIOUQ5390
Date: 28.05.2026

Annexure A

Referred to in Paragraph 1 under the heading “Report on Other Legal and Regulatory Requirements” of our report of even date

With respect to the matters specified in clause (xxi) of paragraph 3 and paragraph 4 of the Companies (Auditor’s Report) Order, 2020 (“CARO”) issued by the Central Government in terms of Section 143(11) of the Act, according to the information and explanations given to us, and based on the CARO reports issued by us and the auditors of respective companies included in the Consolidated Financial Statements, to which reporting under CARO is applicable, as provided to us by the Management of the Parent, we report that:

(xxi) In respect of those companies where audits have been completed under Section 143 of the Act, there are no qualifications or adverse remarks by the respective auditors in the CARO reports of the said companies included in the Consolidated Financial Statements.

For KHURANA SHARMA & CO
Chartered Accountants
FRN: 010920N

Sd/-
(RAJIV KHURANA)
PARTNER
Membership No. – 089478
UDIN: 26089478IZIOUQ5390
Date: 28.05.2026

“Annexure B”

To the Independent Auditor’s Report to the members of Cash Ur Drive Marketing Limited, on the consolidated financial statements for the year ended 31st March, 2026

Independent Auditor’s report on the Internal Financial Controls with reference to the consolidated financial statements under Clause (i) of Sub-section 3 of Section 143 of the Companies Act, 2013 (“the Act”)

In conjunction with our audit of the consolidated financial statements of Cash Ur Drive Marketing Limited (‘the Investing Company’) and (the Investing Company and its associate together referred to as ‘the Group’), its associate as at the year ended 31st March 2026, we have audited the internal financial controls with reference to consolidated financial statements of the Investing Company, its subsidiary companies and its associate company, which are companies covered under the Act, as at that date.

Management’s Responsibility for Internal Financial Controls

The Company’s management is responsible for establishing and maintaining internal financial controls based on the internal control 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.

Auditor’s Responsibility

Our responsibility is to express an opinion on the Company’s internal financial controls over financial reporting based on our audit. We conducted our audit in accordance with the Guidance Note on Audit of Internal Financial Controls over Financial Reporting and the Standards on Auditing, issued by ICAI and deemed to be prescribed under Section 143(10) of the Companies Act, 2013, to the extent applicable to an audit of internal financial controls, both applicable to an audit of Internal Financial Controls and, both issued by the Institute of Chartered Accountants of India. Those Standards and the Guidance Note require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether adequate internal financial controls over financial reporting was established and maintained and if such controls operated effectively in all material respects.

Our audit involves performing procedures to obtain audit evidence about the adequacy of the internal financial controls system 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 judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error.

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

Meaning of Internal Financial Controls over Financial Reporting

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 authorizations of management and Directors of the Company; and (3) provide reasonable assurance regarding prevention or timely detection of unauthorized acquisition, use, or disposition of the Company’s assets that could have a material effect on the financial statements.

Inherent Limitations of Internal Financial Controls over Financial Reporting

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 years 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.

For KHURANA SHARMA & CO
Chartered Accountants
FRN: 010920N

Sd/-
(RAJIV KHURANA)
PARTNER
Membership No. – 089478
UDIN: 26089478IZIOUQ5390
Date: 28.05.2026

CONSOLIDATED BALANCE SHEET AS AT 31st March, 2026

(Rs. In lakhs)

Particulars	Note No	Figures as at the end of current reporting period 31.03.2026	Figures as at the end of previous reporting period 31.03.2025
I. EQUITY AND LIABILITIES			
(1) Shareholders' Funds			
(a) Share Capital	1	1764.58	0.00
(b) Reserves and Surplus	2	11947.38	0.00
(2) Non-Current Liabilities			
(a) Long-term borrowings	3	117.06	0.00
(b) Long-term provisions	4	52.52	0.00
(3) Current Liabilities			
(a) Short-term borrowings	5	16.62	0.00
(b) Trade payables	6		
- total outstanding dues of micro enterprises and small enterprises; and"		11.70	0.00
- total outstanding dues of creditors other than micro enterprises and small enterprises"		5839.95	0.00
(c) Other current liabilities	7	533.93	0.00
(d) Short-term provisions	8	81.43	0.00
Total		20365.16	0.00
II. ASSETS			
(1) Non-current assets			
(a) Property, Plant and Equipment	9		
(i) Tangible assets		214.04	0.00
(ii) Intangible assets		0.00	0.00
(iii) Capital work-in-progress		605.66	0.00
(b) Non-current investments	10	3284.58	0.00
(c) Deferred tax asset	11	21.62	0.00
(d) Long term loans and advances	12	0.00	0.00
(e) Other non-current assets	13	726.33	0.00
(2) Current assets			
(a) Inventories	14	0.00	0.00
(b) Trade receivables	15	7481.67	0.00
(c) Cash and cash equivalents	16	3325.39	0.00
(d) Short-term loans and advances	17	3663.40	0.00
(e) Other current assets	18	1042.47	0.00
Total		20365.16	0.00

Note:- Since these are the first consolidated financial statements of the Company, corresponding figures for the previous year are not available and . Accordingly, have not been presented.

As per our report of even date annexed

For and on behalf of board
Cash ur Drive Marketing Limited

For Khurana Sharma and Co.
Chartered Accountants

Sd/-
Rajiv Khurana
M.No. 089478

Place: Chandigarh
UDIN: 26089478IZIOUQ5390
Dated: 28.05.2026

Sd/-
Raghu Khanna
(Chairman & Managing Director)
DIN: 02496328

Sd/-
Rajat Singhal
(Chief Financial Officer)
PAN: BGGPS6160L

Sd/-
Parveen K Khanna
(Whole Time Director)
DIN: 02630636

Sd/-
Gagan Mahajan
(Company Secretary)
M.NO A34028

CONSOLIDATED STATEMENT OF PROFIT AND LOSS FOR THE PERIOD ENDED 31ST MARCH, 2026

(Rs. In lakhs)

Particulars	Note No	Figures as at the end of current reporting period 31.03.2026	Figures as at the end of previous reporting period 31.03.2025
I. Revenue from operations	19	18666.90	0.00
II. Other Income	20	571.05	0.00
III. Total Revenue (I +II)		19237.94	0.00
IV. Expenses:			
Cost of Services	21	13557.03	0.00
Changes in inventories of finished goods, work-in-progress and Stock-in-Trade		0.00	0.00
Employee benefit expense	22	1058.12	0.00
Financial costs	23	11.75	0.00
Depreciation and amortization expense	9	21.41	0.00
Other expenses	24	693.94	0.00
Total Expenses		15342.25	0.00
V. Profit before exceptional and extraordinary items and tax (III - IV)	25	3895.70	0.00
VI. Prior Period Items		0.00	0.00
VII. Exceptional Items		0.00	0.00
VIII. Profit before extraordinary items and tax (V - VI-VII)		3895.70	0.00
IX. Extraordinary Items		0.00	0.00
X. Profit before tax (VIII - IX)		3895.70	0.00
XI. Tax expense:	8		
(1) Current tax	11	954.66	0.00
(2) Deferred tax		1.21	0.00
XII. Profit/(Loss) from the perid from continuing operations (X-XI)		2939.83	0.00
XIII. Profit/(Loss) from discontinuing operations			
1. Charjkro Greentech Mobility Pvt. Ltd.(50%)		3.02	-
2. All white Communications LLP(49%)		21.44	-
XIV. Profit/(Loss) from discontinuing operations		0.00	0.00
XV. Tax expense of discounting operations		0.00	0.00
XVI. Profit/(Loss) from Discontinuing operations (XIV - XV)		0.00	0.00
XVII. Profit/(Loss) for the period (XII+XIII + XVI)		2964.29	0.00
XVIII. Earning per equity share:	26		
(1) Basic	26	21.42	-
(2) Diluted		21.42	-

Note:- Since these are the first consolidated financial statements of the Company, corresponding figures for the previous year are not available and . Accordingly, have not been presented.

As per our report of even date annexed

For and on behalf of board
Cash ur Drive Marketing Limited

For Khurana Sharma and Co.
Chartered Accountants

Sd/-
Rajiv Khurana
M.No. 089478

Place: Chandigarh
UDIN: 26089478IZIOUQ5390
Dated: 28.05.2026

Sd/-
Raghu Khanna
(Chairman & Managing Director)
DIN: 02496328

Sd/-
Rajat Singhal
(Chief Financial Officer)
PAN: BGGPS6160L

Sd/-
Parveen K Khanna
(Whole Time Director)
DIN: 02630636

Sd/-
Gagan Mahajan
(Company Secretary)
M.NO A34028

CONSOLIDATED STATEMENT OF CASH FLOWS AS AT 31ST MARCH 2026

(Rs. In lakhs)

Particulars	Figures as at the end of current reporting period 31.03.2026	Figures as at the end of previous reporting period 31.03.2025
Cash Flows From Operating Activities		
Profit Before Taxation	3920.16	0.00
Adjustments For Non-operating and Non-cash Transactions:		
Depreciation	21.41	0.00
Finance Cost	11.75	0.00
Advance to Suppliers Written Back	18.11	0.00
Advance from Customers Written Back	0.00	0.00
Bad Debts	0.00	0.00
Creditors Written Back	0.00	0.00
Discount Received	0.00	0.00
GST Penalty	0.00	0.00
Income from Rental & Leasing Services	-43.26	0.00
Interest Income	-164.22	0.00
Fixed Asset Written Off	0.35	0.00
Loan and Advances Written Back	0.00	0.00
Net Gain/Loss on Sale of Investments and Fixed assets	-294.46	0.00
Provision for Gratuity	5.91	0.00
GST Input Adjustments	0.00	0.00
Profit from investment in associates	-24.47	
Working capital changes:		
Increase/(Decrease) in Trade Payables	3033.29	0.00
Increase/(Decrease) in Other Current Liabilities and Provisions	-399.38	0.00
(Increase)/Decrease in Trade Receivables	-3775.61	0.00
(Increase)/Decrease in Inventories	0.00	0.00
(Increase)/Decrease in Loans and Advances	-3104.16	0.00
(Increase)/Decrease in Other Current Assets	-113.18	0.00
(Increase)/Decrease in Advance Tax/TDS/TCS, Net Off from Provision of Income Tax	0.00	0.00
Cash generated from Operations	-907.74	0.00
Less: Net Income Tax Paid	-1047.88	0.00
Net Cash from/(used in) Operating Activities	-1955.62	0.00
Cash Flows from Investing Activities		
Additions in Tangible & Intangible Assets	-150.76	0.00
Net Additions to Capital Work in Progress	-468.14	0.00
Purchase of Non-Current Investments	-876.23	0.00
Purchase of Current Investments	0.00	0.00
Proceeds from Sale of Tangible Asset	4.04	0.00
Proceeds from Sale of Non-Current Investments	0.00	0.00
Proceeds from Sale of Current Investments	0.00	0.00
Interest Income	164.22	0.00
Rental & Leasing Service	43.26	0.00
Net Cash From/(used in) Investing Activities	-865.44	0.00

Particulars

Cash Flows from Financing Activities

Particulars	Figures as at the end of current reporting period 31.03.2026	Figures as at the end of previous reporting period 31.03.2025
Repayment of Long-term Borrowings	115.35	0.00
Proceeds of Short Term Borrowings	0.00	0.00
Finance Cost	-11.75	0.00
Proceeds from Issue of Shares, net issuance expenses	5232.20	0.00
Net Cash From/(used in) Financing Activities	5335.80	0.00
Net Increase in Cash and Cash Equivalents	2514.74	0.00
Cash and Cash Equivalents at Beginning of Period	810.65	0.00
Cash and Cash Equivalents at End of Period	3325.39	0.00

Notes:

- The cash flow statement had been prepared under the "Indirect Method" as set out in AS-3.
- Cash and Cash Equivalents represent balances with banks, cheques in hand, cash in hand, imprest and bank deposits.
- GST Input Adjustments, being operating items, have been reduced during previous year as effect to them has been taken under Reserves and Surplus.
- Since these are the first consolidated financial statements of the Company, corresponding figures for the previous year are not available and . Accordingly, have not been presented.

As per our report of even date annexed

For and on behalf of board
Cash ur Drive Marketing Limited

For Khurana Sharma and Co.
Chartered Accountants

Sd/-
Rajiv Khurana
M.No. 089478

Place: Chandigarh
UDIN: 26089478IZIOUQ5390
Dated: 28.05.2026

Sd/-
Raghu Khanna
(Chairman & Managing Director)
DIN: 02496328

Sd/-
Rajat Singhal
(Chief Financial Officer)
PAN: BGGPS6160L

Sd/-
Parveen K Khanna
(Whole Time Director)
DIN: 02630636

Sd/-
Gagan Mahajan
(Company Secretary)
M.NO A34028

CASH UR DRIVE MARKETING LIMITED

Notes to accounts for the period ended March 31, 2026

I Corporate Information

Cash Ur Drive Marketing Limited is a public limited company incorporated and domiciled in India, registered under the Companies Act, 2013 and has its registered office at 4th Floor, SCO 0032, Sector-17C, Chandigarh. The company is engaged in business of advertising & publicity.

Cash Ur Drive Marketing Limited's strategic objective is to build a sustainable organization that remains relevant to the agenda of clients, while creating growth opportunities for employees and generating profitable returns for investors.

Cash Ur Drive Marketing Limited (hereinafter referred to as the "Investing Company") and its associate (Investing Company and its associates which comprise the Consolidated Balance Sheet as at 31st March, 2026

II Basis of accounting and preparation of financial statements

The consolidated financial statements of the company have been prepared in accordance with the Generally Accepted Accounting Principles in India (Indian GAAP) to comply with the Accounting Standards notified under the Companies (Accounting Standards) Rules, 2006 (as amended) and the relevant provisions of the Companies Act, 2013.

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. The material accounting policy information used in preparation of the audited financial statements have been discussed in the respective notes.

III Use of estimates

The preparation of consolidated financial statements in conformity with GAAP requires management to make estimates and assumptions that affect the reported balances of assets and liabilities and disclosures relating to contingent liabilities as at the date of the financial statements and reported amounts of income and expenses during the period.

Accounting estimates could change from period to period. Actual results could differ from those estimates. Appropriate changes in estimates are made as the Management becomes aware of the changes in circumstances surrounding the estimates. Changes in estimates are reflected in the financial statements in the period in which changes are made and, if material, their effects are disclosed in the notes to the financial statements.

IV Comparative Financial Statements:

As per Accounting Standard – 1 (AS 1) "Presentation of Financial Statements", an entity shall present comparative information in respect of the preceding period for all amounts reported in the current period's financial statements. An entity shall include comparative information for narrative and descriptive information if it is relevant to understanding the current period's financial statements.

An entity shall present, as a minimum, two balance sheets, two statements of profit and loss, two statements of cash flows and two statements of changes in equity, and related notes.

Since these are the first consolidated financial statements of the Company, corresponding figures for the previous year are not available and . Accordingly, have not been presented.

V Items regrouped, reclassified or rearranged:

Certain figures for the previous year, period ended 30th September 2025 and current year ended 31st March 2026, have been regrouped, reclassified, or rearranged wherever necessary to conform to the classification and presentation, as required by the Schedule III format. These changes have been made for improved disclosure and presentation, and they do not have any material impact on the reported financial results or financial position of the Company.

These changes have been carried out for better presentation and understanding of the financial statements in compliance with applicable accounting standards and Schedule III disclosure requirements

VI Classification of Creditors:

New provisions with respect to payment to micro & small enterprises have been inserted by the Income Tax department through the Finance Act 2023. As per section 43B(h) of the Income Tax Act 1961, any sum payable to the creditors/ vendors, being a Micro & Small enterprise, has to be cleared with 15 days from the date of purchase, except when a written agreement has been entered into with the parties, the payment will have to be cleared within 45 days of the date of Purchase.

The company has provided the bifurcation for creditors into 'micro & small enterprises' and 'other creditors' duly certified by directors of the company in its books of accounts.

VII GST Input Tax Credit (ITC) Reversal:

As per Section 16(2) and rule 37 of Central Goods and Services Tax (CGST) Act, 2017, if a registered taxpayer has availed Input Tax Credit (ITC) on the supply of goods and/or services and has not paid for the supply along with tax payable on it within specified period, the ITC claimed shall be reversed on GST Portal. ITC reversal liability, amounting to Rs. 224.55 lakhs as at 31st March 2026 remains unreversed on GST Portal as of the date of signing of the financial statements.

VIII GST Payable on Advance:

As per Section 13 of the Central Goods and Service Tax (CGST) Act, 2017, the liability to pay tax on services shall arise at the time of supply. In case of supply of services, time of supply shall be the earliest of the following dates:

- The date of receipt of payment;
- The date of issue of invoice by the supplier;
- The date of provision of service

The entity has received advance against the supply of services, however, GST amounting to Rs. 11.73 lakhs on the same is not deposited.

IX Closing Inventory:

The company belongs to the service industry providing advertising and publicity services and does not hold any inventory as at 31st March 2026..

X Creditors' & Debtors' Balance Confirmation:

With respect to the creditors and debtors dealt with, by the company during the year, written representations including but not limited to balance confirmation had been sought from various parties. A considerable number of such confirmations were received and reconciled by the company.

XI Advances to Suppliers:

Company has provided advances to suppliers outstanding over 1 year. Balance confirmation requests were sent via email to the respective suppliers. While a considerable number of suppliers responded with confirmations, no replies were received from the others despite multiple follow-up attempts.

XII Loans to Employees:

Company has provided interest free loans to Employees amounting Rs. 3.31 Lakhs which will be adjusted with future salary..

XIII Composite Supply under the Goods and Service Tax Act, 2017:

Composite supply means a supply comprising of two or more goods/services, which are naturally bundled and supplied with each other in the ordinary course of business, one of which is a principal supply. The entity is in the business of providing advertisement services i.e., supply of services. The entity considers the material as an inseparable portion used in this process, that is, as a part of composite supply. Thus, no separate description/ HSN is give in the invoice for material used in providing the aforementioned services.

XIV Employee Benefits:

Gratuity: In accordance with the Payment of Gratuity Act, 1972, the Company provides for gratuity, a defined benefit retirement plan ("the Gratuity Plan") covering eligible Indian employees. The Gratuity Plan provides a lump-sum payment to vested employees at retirement, death, incapacitation or termination of employment, of an amount based on the respective employee's salary and the tenure of employment with the Company. Liabilities with regard to these defined benefit plans are determined by actuarial valuation, performed by an external actuary, at each Balance Sheet date using the projected unit credit method. These defined benefit plans expose the Company to actuarial risks, such as longevity risk, interest rate risk and market risk. The Company recognizes the net obligation of a defined benefit plan in its Balance Sheet as an asset or liability. The Company has made provision for Gratuity Liability during the current period and routed it through its Profit and Loss account.

Provident Fund: Eligible employees of the Company receive benefits from a provident fund, which is a defined benefit plan. Both, the eligible employees and the Company make monthly contributions to the provident fund plan equal to a specified percentage of the covered employee's salary.

Leave Encashment: Leave encashment represents compensation payable in respect of unavailed earned leaves of employees. As per the existing leave policy of the Company, unavailed leaves lapse at the end of each financial year and employees are presently not entitled to accumulate or encash such leaves. Accordingly, there are no accumulated leave balances outstanding as at 31st March, 2026 and therefore no provision for leave encashment has been created in the financial statements. Further, pursuant to applicable labour law requirements and in order to strengthen employee welfare measures, the management has decided to introduce a formal leave encashment policy for employees with effect from the next financial year. Under the proposed policy, eligible employees would be entitled to accumulate and encash unavailed leaves in accordance with the terms and conditions to be prescribed by the Company. Consequently, the Company shall evaluate and recognise the related employee benefit obligations in the financial statements in accordance with the applicable accounting standards from the date such policy becomes effective.

Further, the Company will comply with all applicable requirements under labour laws, including those that may become mandatory from time to time; however, such compliances are not presently being implemented by the Company.

The actuarial valuation report dated 25-05-2026 has been obtained for the purpose of estimating the gratuity liability of Cash Ur Drive Marketing Limited in accordance with the applicable accounting standards and the relevant actuarial principles and practices, to the extent considered relevant and material under the applicable Actuarial Practice Standards (APS).

Summary of Valuation Results:

- Present Value of Obligation (PVO): Rs 58,33,223.00
- Current Service Cost: Rs 9,88,261.00
- Interest Cost: Rs 3,66,922.00
- Actuarial (Gain)/Loss: Rs. (7,63,697.00)
- Current Liability: Rs. 5,81,634.00
- Non-Current Liability: Rs. 52,51,589.00

The valuation reflects the company's liability towards its gratuity obligations as of the valuation date. The actuarial report recommends appropriate provisioning in the financial statements to comply with the relevant accounting standards. The results are based on the employee data and assumptions provided and are subject to change if actual experience differs materially from the assumptions made.e.

XV Impairment of Property, Plant and Equipment

The management has carried out an assessment of impairment of assets in accordance with the applicable accounting standards. Based on this assessment, no indication of impairment of any asset has been identified during the year ended 31.03.2026. Accordingly, no impairment loss has been recognized in the financial statements for the year.

XVI Contingent Liabilities:

As per Accounting Standard – 29 (AS 29) "Provisions, Contingent Liabilities and Contingent Assets", Contingent liability is a possible obligation arising from past events and whose existence will be confirmed only by the occurrence or non-occurrence of one or more uncertain future events not wholly within the control of the entity or a present obligation that arises from past events but is not recognized because it is not probable that an outflow of resources embodying economic benefits will be required to settle the obligation or the amount of the obligation cannot be measured with sufficient reliability.

The Company is subject to legal proceedings and claims, which have arisen in the ordinary course of business. The Company's management reasonably expects that such ordinary course legal actions, when ultimately concluded and determined, will not have a material and adverse effect on the Company's results of operations or financial condition.

- There are outstanding demands as on the balance sheet date raised by the Income Tax Department. These include demand raised u/s 143(3) for Assessment year 2021-22 of Rs. 88.28 lakhs, u/s 153C for Assessment year 2018-19 of Rs 0.32 lakhs, u/s 143(1)(a) for Assessment year 2023-24 of Rs. 69.67 lakhs and u/s 143(1)(a) for Assessment year 2024-25 of Rs. 339.28 lakhs with Income Tax Department.
- The Company has an outstanding demand of GST for financial year 2017-18 of Rs. 7.47 lakhs, for financial year 2018-19 of Rs. 768.99 lakhs and for financial year 2019-20 of Rs. 91.21 lakhs. Clarifications have been demanded

under GST regarding discrepancies in returns filed for financial year 2019-20 of Rs. 9.88 lakhs, for financial year 2020-21 of Rs. 0.28 lakhs and for financial year 2021-22 of Rs. 23.50 lakhs. Further, a demand of Rs. 1.50 lakhs is outstanding with respect to penalties for late filing of GST returns.

- Other contingencies related to Performance and Financial Guarantees of Rs. 298.81 lakhs and Rs. 120.00 lakhs respectively.
- There are ongoing legal proceedings against the Company initiated by Diamond Publicity Co. for the recovery of amounts owed for services rendered. As a result of the ongoing case, the Company has a contingent liability amounting to Rs. 4.04 lakhs.
- There are ongoing proceedings against the Company by an employee for illegal termination and gratuity recovery. Due to the ongoing case, the Company has Contingent liability of Rs. 0.91 lakhs towards the same.

XVII Related Party Transactions:

In accordance with Accounting Standard – 18 (AS 18) "Related Party Disclosures", if there have been transactions between related parties, during the existence of a related party relationship, the company should disclose the following:

- the name of the transacting related party;
- a description of the relationship between the parties;
- a description of the nature of transactions;
- volume of the transactions either as an amount or as an appropriate proportion;
- any other elements of the related party transactions necessary for an understanding of the financial statements; and
- amounts written off or written back in the period in respect of debts due from or to related parties.

In compliance with the aforementioned Accounting Standard, the details for the same have been summarized hereunder-

Name of related parties	Nature of relationship
Acur Media	Partnership firm of the Director
Admate Technologies Private Limited	Common Shareholder's
All White Communications LLP	Common Shareholder's & Designated Partner
Bhupinder Kumar Khanna HUF	HUF of the Director
Cash Ur Drive Electric Vehicles Private Limited	Common Management
Ms. Ruchi Jindal	Key Managerial Person
Ms. Shefali Kesarwani	Key Managerial Person
Mr. Gagan Mahajan	Key Managerial Person
Mr. Rajat Singhal	Key Managerial Person
Cityscape Integrated Media	Common Shareholder's
Creative Owl Advertising Private Limited	Common Shareholder's
CUD Digital	Firm of the Director
Frappe Ads	Partnership Firm of the Director's
Knowledge Informatics Private Limited	Common Shareholder's
Kolkata Call Taxi Private Limited	Common Shareholder's
Parveen K Khanna	Director
Raghu Enterprises	Firm of the Director
Raghu Khanna	Chairman & Managing Director
Arambh Fintech Private Limited	Director Shareholding-Raghu Khanna

Name of related parties	Nature of relationship	
Sahir Exports (Trade Name)	HUF of Raghu Khanna-Chairman & Managing Director	
Tecfin Enterprises Private Limited	Common Director	
Trajectore Works	Firm of the relative of the Director	
US Advertising Private Limited	Directors have significant influence	
US CUD LLP	Common Shareholder's & Designated Partner	
Name of related parties	Nature of transaction	For the period ended March 2026
Cost of Service		
All White Communications LLP	Display Service received	298.67
US Advertising Pvt Ltd	Central outdoor Branding	813.69
CUD Digital	Display Service & Consumables received	1464.73
Total		2577.09
Other expenses		
Tecfin Enterprises Pvt Ltd	Rental Exp.	91.39
Total		91.39
Revenue From Operation		
All White Communications LLP	Advertisement Service provided	6.00
Total		6.00
Other Income		
Cash Ur Drive Electric Vehicles Private Limited	Rental Service Provided	2.90
Sahir Exports	Rental Service Provided	0.15
Acur Media	Rental Service Provided	0.87
CUD Digital	Rental Service Provided	13.27
Cash Ur Drive Electric Vehicles Private Limited	Charging Revenue	62.26
Total		79.45
Director Remuneration & KMP		
Parveen K Khanna	Director Remuneration	60.00
Raghu Khanna	Director Remuneration	192.00
Mr.Rajat Singhal	Remuneration -Key Managerial Person	43.00
Gagan Mahajan	Remuneration -Key Managerial Person	15.00
Shefali Kesarwani	Remuneration -Key Managerial Person	1.68
Total		311.68
Payable		
US Advertising Pvt Ltd	Advance for central display	76.70
Total		76.70
Advance paid for services		
US Advertising Private Limited	Advance for Central display and others	
CUD Digital	Advance for Consumable item Local	276.27
Total		276.27
Receivables		
Cityscape Integrated Media	Services Rendered	1.82
Cash Ur Drive Electric Vehicles Private Limited	Services Rendered	38.86
US Advertising Pvt Ltd	Services Rendered	47.29
Tecfin Enterprises Pvt Ltd	Services Rendered	
Total		87.97
Loan and Advances Receivables		
Cash Ur Drive Electric Vehicles Private Limited	L&A Receivable	130.14
Total		130.14

1 Share Capital	Amount in lakhs as at 31.03.2026	Amount in lakhs as at 31.03.2025
Equity Share Capital		
Authorised Share capital (200.00 lakh Equity Shares @10 per share)	2000.00	0.00
	(2000.00 as on 31.03.2026)	-
Issued, subscribed & fully paid share capital (176.46 lakh Equity Shares @10 per share)	1764.58	0.00
Total	1764.58	0.00

a) Equity Share Capital

During the year, the Company has issued 44.69 Lakhs equity shares of Rs 10 each at a premium of Rs 120 per share.

Particulars	As at 31st Mar, 2026		As at 31st March, 2025	
	Number	Amount	Number	Amount
Shares outstanding at the beginning of the year	131.77	1317.68	0.00	0.00
Add:- Bonus Shares	0.00	0.00	0.00	0.00
Add:- Shares Issued Through Private Placement @125 per share	0.00	0.00	0.00	0.00
Add:- Shares Issued Through IPO @130 per share	44.69	446.90		
Shares outstanding at the end of the year	176.46	1764.58	0.00	0.00

Terms and rights attached to equity shares

The Company has only one class of shares referred to as equity shares having a par value of ₹10 per share. Each holder of equity shares is entitled to one vote per share. All shares are equally eligible to receive dividends and the repayment of capital in the event of liquidation of the Company.

Shares in the company held by each shareholder holding more than 5 percent shares specifying the number of shares held is as given below:

Name of Shareholder	31st Mar, 2026 Equity Shares		31st March, 2025 Equity Shares	
	Number of Shares held	% of Holding	Number of Shares held	% of Holding
Parveen K Khanna	53.71	30.44%	0.00	0.00%
Raghu Khanna	46.28	26.23%	0.00	0.00%
Public	75.47	42.77%	0.00	0.00%

2 Reserves and Surplus	As at 31.03.2026	As at 31.03.2025
Revenue reserve	2792.82	0.00
(+) Net Profit/(Net Loss) For the current year	2964.29	0.00
Reserve on consolidaion of Associate	51.65	0.00
(+/-) Income tax Provision	0.00	0.00
(-) Bonus Shares Issued	0.00	0.00
Total	5808.76	0.00

2 (a) Securities Premium Reserve

	As at 31.03.2026	As at 31.03.2025
Premium received from Private Placement	1353.32	0.00
Premium received from IPO	5362.80	0.00
IPO-Capital Expenses	-577.50	0.00
Total	6138.62	0.00

A The Reserve can be utilized in accordance with the provisions of Section 52 of the Companies Act, 2013, and the same has been utilized in writing off the expenses of issue of shares under Initial Public Offering (IPO) of the Company, as per (2)(c) of this Section.

3 Long-Term Borrowings

	As at 31st Mar, 2026		As at 31st March, 2025	
	NON CURRENT	CURRENT	NON CURRENT	CURRENT
SECURED				
(a) Term Loan From Banks:-				
Loan against Car from Mercedes-Benz Financial Services India Pvt Ltd.	117.06	16.62	0.00	0.00
(Rate of Interest- 9% per annum and Tenure- 36 Months)				
Loan against Property from Indusind Bank	0.00	0.00	0.00	0.00
(Rate of Interest- 10.40% per annum and Tenure- 7 Years)				
UNSECURED				
(a) Loans and advances from others	0.00	0.00	0.00	0.00
Total	117.06	16.62	0.00	0.00

a The loan is classified under Non-Current Liabilities to the extent it is not due within 12 months and under Current Maturities of Long-Term Debt for the portion due within 12 months.

b No defaults in repayment of principal or interest as on the balance sheet date.

c The property mortgaged is held in the name of the company.

4 Long Term Provisions

	As at 31.03.2026	As at 31.03.2025
Provision for Employee Benefits		
Provision for Gratuity	52.52	0.00
Total	52.52	0.00

Provision for Gratuity

a The Company provides for gratuity, a defined benefit retirement plan, in respect of eligible employees in accordance with the Payment of Gratuity Act, 1972.

b The Gratuity Plan provides a lump-sum payment to vested employees at retirement, death, incapacitation or termination of employment, of an amount based on the respective employee's salary and the tenure of employment with the Company.

c The provision for gratuity is determined based on an actuarial valuation using the Projected Unit Credit Method, carried out at the end of each period.

5 Short-Term Borrowings

	As at 31st Mar, 2026	As at 31st March, 2025
Current Maturities Of Long term Debts		
(a) Term Loan From Banks:-		
Loan against Car from Mercedes-Benz Financial Services India Pvt Ltd.	16.62	0.00

5 Short-Term Borrowings

	As at 31st Mar, 2026	As at 31st March, 2025
(Rate of Interest- 9% per annum and Tenure- 36 Months)		
Loan against Property from Indusind Bank	0.00	0.00
(Rate of Interest- 10.40% per annum and Tenure- 7 Years)		
Total	16.62	0.00

a The loan is classified under Non-Current Liabilities to the extent it is not due within 12 months and under Current Maturities of Long-Term Debt for the portion due within 12 months.

b No defaults in repayment of principal or interest as on the balance sheet date.

6 Trade payables

	As at 31.03.2026	As at 31.03.2025
Sundry Creditors		
(A) Total Outstanding dues of micro enterprises and Small Enterprises	11.70	0.00
(B) Total Outstanding dues of creditors other than micro enterprises and small enterprises	5839.95	0.00
Total	5851.64	0.00

The disclosures under the Micro, Small and Medium Enterprises Development Act, 2006 have been made in respect of such vendors to the extent they could be identified as micro and small enterprises on the basis of information available with the Company.

The trade payables ageing schedule for the year ended March 31, 2026 is as follows:

As at 31st Mar 2026

Particulars	Outstanding for following periods from due date of payment					Total
	Less than 6 months	6 months -1 year	1-2 years	2-3 years	More than 3 years	
(i) MSME	3.50	7.52	0.68	0.00	0.00	11.70
(ii) Others	4262.44	148.11	102.23	1327.18	0.00	5839.95
(iii) Disputed Dues- MSME	0.00	0.00	0.00	0.00	0.00	0.00
(iv) Disputed Dues- Others	0.00	0.00	0.00	0.00	0.00	0.00
Total	4265.93	155.63	102.91	1327.18	0.00	5851.64

As at 31st Mar 2025

Particulars	Outstanding for following periods from due date of payment					Total
	Less than 6 months	6 months -1 year	1-2 years	2-3 years	More than 3 years	
(i) MSME	0.00	0.00	0.00	0.00	0.00	0.00
(ii) Others	0.00	0.00	0.00	0.00	0.00	0.00
(iii) Disputed Dues- MSME	0.00	0.00	0.00	0.00	0.00	0.00
(iv) Disputed Dues- Others	0.00	0.00	0.00	0.00	0.00	0.00
Total	0.00	0.00	0.00	0.00	0.00	0.00

7	Others Current Liabilities	As at 31.03.2026	As at 31.03.2025
	Advances From Customers	63.85	0.00
	Interest accrued but not due on borrowings	0.90	0.00
	Expenses Payable	97.70	0.00
	Statutory dues payable	368.26	0.00
	Cheque pending encashment	0.00	0.00
	Security Deposits Payable	3.22	0.00
	Total	533.93	0.00

- a All current liabilities are expected to be settled within the normal operating cycle or 12 months, whichever is longer.
- b No default has occurred in the repayment of borrowings and interest as of the balance sheet date.
- c These provisions are estimates based on the management's best judgment and past trends.
The amounts are expected to be settled within the next financial year and are therefore classified under Current Liabilities in the Balance Sheet.
- d The above stated statutory dues are regularly deposited with the appropriate authorities. There are no significant delays or outstanding penalties, except in respect of GST input tax credit reversals

8	Short Term Provision	As at 31.03.2026	As at 31.03.2025
	Provision for Income Tax (net of Advance tax and TDS)	61.98	0.00
	Provision for Employee Benefits		
	Provision for Gratuity	5.82	0.00
	Provision for CSR	0.00	0.00
	Audit fee payable	13.63	0.00
	Total	81.43	0.00

Provision for Income Tax

- a A provision is made for income tax annually based on the tax liability computed, after considering tax allowances and exemptions. Provisions are recorded when it is estimated
that a liability due to disallowances or other matters is probable.

Provision for Gratuity

- a The Company provides for gratuity, a defined benefit retirement plan, in respect of eligible employees in accordance with the Payment of Gratuity Act, 1972.
- b The Gratuity Plan provides a lump-sum payment to vested employees at retirement, death, incapacitation or termination of employment, of an amount based
on the respective employee's salary and the tenure of employment with the Company.
- c The provision for gratuity is determined based on an actuarial valuation using the Projected Unit Credit Method, carried out at the end of each period.

Provision for CSR

- a During the current financial year, the Company has incurred and fully paid its Corporate Social Responsibility (CSR) obligation amounting to Rs. 34.83 Lakhs in accordance with the requirements of Section 135 of the Companies Act, 2013. Accordingly, no provision towards unspent CSR amount is outstanding as at the balance sheet date.

9	Property, Plant And Equipment	As at 31.03.2026	As at 31.03.2025
	Land/ Building/ Plant & Equipment/ Furniture & fixtures/ Vehicles/ Office Equipment/		
	Others (individually)		
	Opening Balance	190.34	0.00
	Additions:	150.76	0.00
	Other Adjustments		
	Sub total	341.10	0.00
	Less: Disposals	-3.21	0.00
	Gross Block at year end (a)	337.89	0.00
	Less: Depreciation		
	Opening Depreciation	102.44	0.00
	(+) Depreciation for the year	21.11	0.00
	(-) Depreciation on PPE disposed	0.30	0.00
	Total accumulated depreciation (b)	123.85	0.00
	Net carrying value (a) - (b)	214.04	0.00
	Net carrying value of Tangible Assets	214.04	0.00
	Net carrying value of Intangible Assets	0.00	0.00
	Total	214.04	0.00

- a Property, plant and equipment are stated at cost, less accumulated depreciation and impairment, if any. Costs directly attributable to acquisition are capitalized until the property, plant and equipment are ready for use, as intended by the Management.
- b The aggregate depreciation has been included under depreciation and amortization expense in the Statement of Profit and Loss.
- c Repairs and maintenance costs are recognized in the Statement of Profit and Loss when incurred.

Capital Work in Progress Ageing Schedule:

As at 31 Mar 2026

Capital Work in Progress	Amount in Capital Work in Progress for a period of				Total
	Less than 1 year	1-2 years	2-3 years	More than 3 years	
Projects in Progress:					
Project 1- Electrical Charging Stations installations	1.84	0.00	49.90	0.00	51.74
Project 2- Charjkaro Electrical Charging Stations	79.57	0.00	0.00	0.00	79.57
Project 3- MCD Site Prepration	24.35	0.00	0.00	0.00	24.35
Project 4- Software for MIS	450.00	0.00	0.00	0.00	450.00
Total	555.76	0.00	49.90	0.00	605.66

As at 31 Mar 2025

Capital Work in Progress	Amount in Capital Work in Progress for a period of				Total
	Less than 1 year	1-2 years	2-3 years	More than 3 years	
Projects in Progress:					
Project 1- Electrical Charging Stations installations	0.00	0.00	0.00	0.00	0.00
Project 2- Charjkro Electrical Charging Stations	0.00	0.00	0.00	0.00	0.00
Project 3- MCD Site Prepration	0.00	0.00	0.00	0.00	0.00
Project 4- Software for MIS	0.00	0.00	0.00	0.00	0.00
Total	0.00	0.00	0.00	0.00	0.00

10 Non Current Investments	As at 31.03.2026	As at 31.03.2025
a Investment in Properties	83.56	0.00
b Investment in Mutual Funds (quoted)	2638.41	0.00
c Investment in Holding/Subsidiaries/ Associates/Others	150.00	0.00
d Investment in Associates		
1. Charjkro Greentech Mobility Pvt. Ltd.(50%)		
cost of investment	0.50	
Goodwill arise on acquisition	51.65	
Share of profit for the year	3.02	
Total(A)	55.17	
2. All White Communications LLP(49%)		
cost of investment	336.00	
Share of profit for the year	21.44	
Total(B)	357.44	
Total investment (A+B)	412.61	
Total	3284.58	0.00

Note:

Particulars	As at 31.03.2026	As at 31.03.2025
(a) Aggregate amount of quoted investments - cost	2638.41	0.00
(b) Aggregate amount of quoted investments - market value	2431.38	0.00
(c) Aggregate amount of unquoted investments	83.56	0.00
(d) Aggregate provision for diminution in value of investments	0.00	0.00

Name	Cost of Investment	Goodwill/ capital reserve	Profit For Current FY	Total carrying amount of Investment
1. Charjkro Greentech Mobility Pvt. Ltd.(50%)	0.50	51.65	3.02	55.17
2. All White Communications LLP(49%)	336.00	0.00	21.44	357.44
Total	336.50	51.65	24.47	412.61

Investment in associates has been accounted for using the equity method. The carrying amount of investment is initially recognized at cost and subsequently adjusted for the Company's share in the post-acquisition profits/(losses) of the associates.

During the current financial year, the Company recognized its share of profit from associates amounting to Rs 24.47 lakhs (Previous Year: Nil), comprising Rs 3.02 lakhs from 50% investment in Charjkro Greentech Mobility Private Limited and Rs 21.44 lakhs from 49% investment in All White Communications LLP. Accordingly, the total carrying amount of investments in associates as at 31 March 2026 stands at Rs 412.61 lakhs.

11 Deferred Tax	As at 31.03.2026	As at 31.03.2025
Fixed Assets excluding land (As per Companies Act, 2013)	214.04	0.00
Fixed Assets excluding land (As per Income Tax Act, 1961)	241.59	0.00
Timing Difference	27.55	0.00
Disallowance u/s 43B	58.33	0.00
Total Deferred Tax Assets	21.62	0.00
Op Balance of Deferrred Tax Assets	22.82	0.00
Closing Balance of Deferrred Tax Assets	21.62	0.00
Deferred Tax Assets - considered in Tax Expenses in Profit and Loss Account	-1.21	0.00

- Income tax expense comprises current and deferred income tax. Income tax expense is recognized in net profit in the Statement of Profit and Loss.
- Current income tax for current and prior periods is recognized at the amount expected to be paid to or recovered from the tax authorities, using the tax rates and tax laws that have been enacted or substantively enacted by the Balance Sheet date.
- Deferred income tax assets and liabilities are recognized for all temporary differences arising between the tax bases of assets and liabilities and their carrying amounts in the financial statements.

12 Long term loans and advances	As at 31.03.2026	As at 31.03.2025
Unsecured; considered good		
Loans and Advances to related parties	0.00	0.00
Loans and Advances to others	0.00	0.00
Total	0.00	0.00

Loans and Advances to others

Nature and Terms:

- All loans and advances are unsecured and considered good.
- Repayment terms are based on written contracts or agreements.

Classification

- Classified as Non-Current Assets as their recovery is expected beyond 12 months.

Regulatory Compliance:

- Loans and advances are in compliance with Section 186 of the Companies Act, 2013.
- No loans have been given for purposes that are prejudicial to the company's interest.

13 Other Non-Current Assets	As at 31.03.2026	As at 31.03.2025
Bank Deposits (with more than 12 months maturity)	115.05	0.00
FDR BG for Tender (with more than 12 months maturity)	606.03	0.00
Security Deposits	5.25	0.00
Total	726.33	0.00

- The FDRs are pledged with banks as security for issuance of bank guarantees submitted along with tender bids.
- These are not available for use by the Company until the guarantee is released.
- Classified as non-current since the underlying guarantees are valid for a period exceeding 12 months.
- These deposits are under lien in favor of the issuing bank, and cannot be withdrawn or encashed without prior approval.
- Interest earned on such deposits has been recognized on an accrual basis and disclosed under Schedule No. 20 - "Other Income".

14 Inventories	As at 31.03.2026	As at 31.03.2025
Stock in Trade	0.00	0.00

Work in progress	0.00	0.00
Total	0.00	0.00

15 Trade Receivables

	As at 31.03.2026	As at 31.03.2025
Undisputed-		
Considered Good	7481.67	0.00
Considered Doubtful	0.00	0.00
Less: Provision for Doubtful Debts	0.00	0.00
	7481.67	0.00
Disputed-	0.00	0.00
Considered Good	0.00	0.00
Considered Doubtful	0.00	0.00
Less: Provision for Doubtful Debts	0.00	0.00
Total	7481.67	0.00

Trade Receivables Ageing as per Schedule III:

As at 31st Mar 2026

Particulars	Outstanding for following periods from due date of payment					Total
	Less than 6 months	6 months -1 year	1-2 years	2-3 years	More than 3 years	
(i) Undisputed-						
(a) Considered Good	6627.32	342.48	469.03	42.84	0.00	7481.67
(b) Considered Doubtful						0.00
Less: Provision for Doubtful Debts						0.00
Subtotal (i)	6627.32	342.48	469.03	42.84	0.00	7481.67
(ii) Disputed-						
(a) Considered Good	0.00	0.00	0.00	0.00	0.00	0.00
(b) Considered Doubtful	0.00	0.00	0.00	0.00	0.00	0.00
Less: Provision for Doubtful Debts	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal (ii)	0.00	0.00	0.00	0.00	0.00	0.00
Total	6627.32	342.48	469.03	42.84	0.00	7481.67

As at 31st Mar 2025

Particulars	Outstanding for following periods from due date of payment					Total
	Less than 6 months	6 months -1 year	1-2 years	2-3 years	More than 3 years	
(i) Undisputed-						
(a) Considered Good	0.00	0.00	0.00	0.00	0.00	0.00
(b) Considered Doubtful	0.00	0.00	0.00	0.00	0.00	0.00
Less: Provision for Doubtful Debts	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal (i)	0.00	0.00	0.00	0.00	0.00	0.00
(ii) Disputed-						
(a) Considered Good	0.00	0.00	0.00	0.00	0.00	0.00
(b) Considered Doubtful	0.00	0.00	0.00	0.00	0.00	0.00
Less: Provision for Doubtful Debts	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal (ii)	0.00	0.00	0.00	0.00	0.00	0.00
Total	0.00	0.00	0.00	0.00	0.00	0.00

16 Cash and cash equivalents	As at 31.03.2026	As at 31.03.2025
Balances with banks	1575.28	0.00
Cheques In hand	250.00	0.00
Cash in hand	32.53	0.00
Imprest A/c	0.00	0.00
Bank Deposits	1467.57	0.00
Total	3325.39	0.00

Nature of Cash Equivalents:

- a There are no restrictions on the use of these funds as on the reporting date. However The IPO proceeds are maintained in the monitoring bank account and shall be utilized only for the purposes specified in the Red Herring Prospectus (RHP). The said funds are subject to monitoring in accordance with applicable SEBI regulations.

Reconciliation with Cash Flow Statement:

- a The balance of cash and cash equivalents is reconciled with the amount shown in the cash flow statement.

17 Short term loans and advances	As at 31.03.2026	As at 31.03.2025
Unsecured; considered good		
Loans and advances to related parties	130.14	0.00
Loans and advances to others	1009.81	0.00
Employee advances	3.31	0.00
Advance to suppliers	2520.14	0.00
Total	3663.40	0.00

Loans and advances:

- a All loans and advances are unsecured unless otherwise disclosed.
- b Interest terms, repayment schedules, and security (if any) are as specified in Loan Agreements.
- c The above transactions are in compliance with Sections 185 and 186 of the Companies Act, 2013.
- d No loan has been given for purposes prejudicial to the interest of the Company.

Employee advances

- a Company has provided loans to Employees amounting Rs. 3.31 Lakhs which will be adjusted with future salary.

Advance to suppliers

- a These advances are non-interest-bearing and adjustable against invoices raised by the suppliers upon delivery or service completion.
- b No advances are overdue or disputed as on the reporting date, unless otherwise specified.
- c Classified as Current Assets since the supplies are expected within the next 12 months.
- d Based on management evaluation, these amounts are considered good and recoverable, and no provision is required.
- e Advances are generally unsecured unless contractually agreed

18 Other Current Asset	As at 31.03.2026	As at 31.03.2025
Prepaid Expense	4.85	0.00
Unbilled revenue	0.00	0.00
TDS paid in advance	13.89	0.00
FDR BG for Tender (with less than 12 months maturity)	74.23	0.00
Balance With Govt Authorities	505.11	0.00
Security Deposits	444.40	0.00
Deferred expenditure- IPO Exps.	0.00	0.00

	Total	1042.47	0.00
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- a The management has assessed that all interest receivables are good and recoverable; hence, no provision is considered necessary.

19 Revenue from Operations	For the year ending 31.03.2026	For the year ending 31.03.2025
Sale of services	18666.90	0.00
Total	18666.90	0.00

Sale of services:

Particulars	For the year ending 31.03.2026
Total sale of services	19658.88
Less: Inter-branch sale of services	-991.98
Sale of services	18666.90

Revenue from Operations as per AS 9

- a Revenue is recognized at a point in time or over time, depending on the nature of the contract.
- b Revenue is measured at the fair value of consideration received or receivable, net of returns, discounts, and taxes.
- c Where revenue has been recognized but invoicing is pending, such amounts are disclosed as unbilled revenue under "Other Current Assets".
- d Advances received against revenue yet to be recognized are shown as contract liabilities or other current liabilities.

20 Other Incomes	For the year ending 31.03.2026	For the year ending 31.03.2025
Interest Income	164.22	0.00
Net gain/loss on sale of investments	293.28	0.00
Gain on car sale	1.18	0.00
Rental & Leasing servicing	43.26	0.00
Sale of Goods	0.00	0.00
Creditors written back	0.00	0.00
Advance from customers written back	0.00	0.00
GST Input Written off	0.00	0.00
Discount Received	0.00	0.00
Incentives Received	70.00	0.00
Other Incomes	-0.88	0.00
Total	571.05	0.00

21 Cost of Services Rendered	For the year ending 31.03.2026	For the year ending 31.03.2025
Commission-Direct	0.00	0.00
Purchases of services	11583.36	0.00
Purchases of Consumable Materials	1973.67	0.00
Total	13557.03	0.00

Purchase of services:

Particulars	For the year ending 31.03.2026
Total purchase of services	14549.02
Less: Inter-branch purchase of services	-991.98
Purchase of services	13557.03

22 Cost of Services Rendered	For the year ending 31.03.2026	For the year ending 31.03.2025
Salaries and wages	730.64	0.00
Contribution to provident and other funds	27.72	0.00
Employee Welfare	41.84	0.00
Director's Remuneration	252.00	0.00
Gratuity	5.91	0.00
Total	1058.12	0.00

A. Defined Contribution Plans

Provident Fund and Employees' Pension Scheme

During the year, the Company has recognised an expense towards Employer's Contribution to Provident Fund and Employee's Pension Scheme.

B. State Plans

Employer's Contribution to Employee State Insurance

During the year, the Company has recognised an expense towards Employer's Contribution to Employee's State Insurance.

23 Finance Costs	For the year ending 31.03.2026	For the year ending 31.03.2025
Bank Charges	8.94	0.00
Interest on Loan	2.81	0.00
Total	11.75	0.00

24 Other Expenses	For the year ending 31.03.2026	For the year ending 31.03.2025
Business Advertisement and Management expenses	45.53	0.00
Audit fee	12.38	0.00
Bad Debts	0.00	0.00
Membership Fee	0.00	0.00
Conveyance expenses	29.26	0.00
Advance to Suppliers written back	18.11	0.00
CSR Expenses	34.83	0.00
Miscellaneous expenses	0.00	0.00
Msme Interest	2.08	0.00
Utility expenses	21.09	0.00
Freight Charges	53.24	0.00
GST Late fee & Penalty	4.68	0.00
Insurance expenses	1.56	0.00
Interest & Late fee on Income Tax	0.00	0.00
Internet & telephone expenses	6.76	0.00
Legal Professional Fees/ expenses	217.64	0.00
Loading & unloading expenses	0.00	0.00

24 Other Expenses

	For the year ending 31.03.2026	For the year ending 31.03.2025
Loan and Advances written off	0.00	0.00
Office expenses	9.90	0.00
Postage & Courier Charges	1.32	0.00
Printing & Stationery expenses	5.50	0.00
Registration Fees	0.00	0.00
Rent expenses	122.08	0.00
Repair & Maintenance expenses	33.94	0.00
ROC Charges	4.54	0.00
RTO Charges	0.00	0.00
Security expenses	16.35	0.00
Software expenses	15.94	0.00
Short & Excess	-0.01	0.00
Fixed Asset Written Off	0.35	0.00
Tender fees	4.95	0.00
Travelling expenses	31.94	0.00
Total	693.94	0.00

25 Prior Period Items

	For the year ending 31.03.2026	For the year ending 31.03.2025
Other Income:		
Interest Income- Excess Booked in Previous Year	0.00	0.00
Creditors written back	0.00	0.00
Total Prior Period Income	0.00	0.00
Expenses :		
Pasting & Installation Exp	0.00	0.00
Provision for Gratuity	0.00	0.00
Provision for CSR Exp	0.00	0.00
Travelling Exp	0.00	0.00
Insurance Exp	0.00	0.00
Miscellaneous expenses	0.00	0.00
Advance to Suppliers written back	0.00	0.00
Interest on Loan	0.00	0.00
Internet & telephone expenses	0.00	0.00
Total Prior Period Expenses	0.00	0.00
Total	0.00	0.00

26 Earning per equity share

	For the year ending 31.03.2026	For the year ending 31.03.2025
Net profit/(loss) for calculation of basic and diluted EPS (Profit after tax)	2964.29	0.00
Weighted average number of equity shares in calculating basic and diluted EPS	138.38	0.00
Total	21.42	-

As the company has only one primary business segment of dealing in business of advertising & publicity and also has only one geographical segment i.e. India, segment information as per AS 17 is not required to be disclosed.

Certain figures for the previous year and current year have been regrouped, reclassified, or rearranged wherever necessary to conform to the classification and presentation, as required by the Schedule III format.

Provision For Income Tax

Particulars	Amount in lakhs as at 31.03.2026	Amount in lakhs as at 31.03.2025
Net profit as per Profit & Loss Account	3895.70	0.00
Add: Depreciation as per companies act	21.41	0.00
Less: Depreciation as per income tax act	-28.12	0.00
Less:- Gain on sale of car	-1.18	0.00
Add: MSME interest	2.08	0.00
Add: Employee's share ESI paid after due date (Disallowed u/s 36(1)(va))	5.43	0.00
Add: Provision for CSR Expense (Disallowed u/s 37)	34.83	0.00
Add: Gst penalty & Late fee (Disallowed u/s 37)	4.68	0.00
Add: Interest and Late fee on Income Tax (Disallowed u/s 37)	0.00	0.00
Add: Provision for Gratuity less paid (Disallowed u/s 43B)	5.91	0.00
Less: Net gain/loss on sale of investments	-293.28	0.00
Less: Rental & Leasing servicing	-43.26	0.00
Add: Taxable House Property income	30.28	0.00
Total	3634.49	0.00
Tax on normal income @25.168%	914.73	0.00
Tax on STCG	16.58	0.00
Tax on LTCG on sale of mutual funds	23.36	0.00
Total	954.66	0.00

AS PER INCOME TAX,1961

SCHEDULE OF FIXED ASSETS & DEPRECIATION FOR THE PERIOD ENDED 31.03.2026

Amount In Lakhs								
ASSETS	RATE OF DEPRECIATION	BALANCE AS AT 01.04.2025	ADDITIONS BEFORE 30-09-2025	ADDITIONS AFTER 01-10-2025	SALES	TOTAL	DEPRECIATION FOR THE PERIOD	BALANCE AS AT 31.03.2026
AIR CONDITIONER	15%	7.87			0.35	7.51	1.13	6.39
BIO PROXIMITY ATTENDANCE SYSTEM	15%	0.11				0.11	0.02	0.09
CAMERA	15%	1.54				1.54	0.23	1.31
CAR	15%	32.23	4.00	143.20	2.86	176.57	15.75	160.83
CCTV CAMERAS	15%	0.64				0.64	0.10	0.55

ASSETS	RATE OF DEPRECIATION	BALANCE AS AT 01.04.2025	ADDITIONS BEFORE 30-09-2025	ADDITIONS AFTER 01-10-2025	SALES	TOTAL	DEPRECIATION FOR THE PERIOD	BALANCE AS AT 31.03.2026
COMPUTER	40%	2.53	2.44			4.97	1.99	2.98
ELECTRICAL & FITTINGS	10%	0.44				0.44	0.04	0.40
FURNITURE & FIXTURE	10%	3.78	0.58	0.19		4.55	0.45	4.11
FIRE SAFETY EQUIPMENT	15%	0.05				0.05	0.01	0.04
GOLF CART	15%	0.44				0.44	0.07	0.38
TRANSFORMER	15%	0.85				0.85	0.13	0.72
LAND AND BUILDING(C-37)	10%	51.69				51.69	5.17	46.52
LAPTOP	40%	0.04				0.04	0.02	0.03
MOBILE PHONE	15%	5.23		0.35		5.58	0.81	4.77
GENERATOR	15%	0.97				0.97	0.14	0.82
OFFICE EQUIPMENT	15%	4.18			0.00	4.18	0.63	3.55
REFRIGERATOR	15%	0.37				0.37	0.06	0.32
TELEPHONE	15%	0.25				0.25	0.04	0.21
TELEVISION	15%	6.99				6.99	1.05	5.94
WATER DISPENSER	15%	0.01				0.01	0.00	0.01
PRINTER	40%	0.07				0.07	0.03	0.04
SOFTWARE	25%	0.00				0.00	0.00	0.00
BATTERY& UPS	15%	0.45				0.45	0.07	0.38
ELECTRICAL EQUIPMENT	15%	1.44				1.44	0.22	1.22
SOFTWARE						0.00	0.00	0.00
TOTAL		122.16	7.02	143.74	3.21	269.71	28.12	241.59

AS PER COMPANIES ACT, 2013

SCHEDULE OF FIXED ASSETS & DEPRECIATION FOR THE PERIOD ENDED 31.03.2026

Amount In Lakhs

ASSETS	BALANCE AS AT 01.04.2025	ADDITIONS	SALES	TOTAL	DEPRECIATION	BALANCE AS AT 31.03.2026
AIR CONDITIONER	4.61	0.00	0.35	4.26	1.91	2.35
CAMERA	0.75	0.00	0.00	0.75	0.16	0.59
VEHICLE	14.77	147.20	2.86	159.11	9.10	150.00
COMPUTER	2.66	2.44	0.00	5.10	1.84	3.27
ELETRICAL FITING	0.75	0.00	0.00	0.75	0.19	0.56
FURNITURE & FITING	1.52	0.77	0.00	2.29	0.42	1.87
LAPTOP	0.11	0.00	0.00	0.11	0.00	0.11
MOBILE PHONE	1.75	0.35	0.00	2.10	0.85	1.25
OFFICE EQUIPMENTS	1.04	0.00	0.00	1.04	0.10	0.94
REFRIGRATOR	0.10	0.00	0.00	0.10	0.00	0.10
TELEPHONE	0.09	0.00	0.00	0.09	0.00	0.09
BIO MAX	0.03	0.00	0.00	0.03	0.00	0.03

ASSETS	BALANCE AS AT 01.04.2025	ADDITIONS	SALES	TOTAL	DEPRECIATION	BALANCE AS AT 31.03.2026
TELEVISION	2.74	0.00	0.00	2.74	1.11	1.64
SOFA	0.02	0.00	0.00	0.02	0.01	0.02
LAND & BUILDING	55.29	0.00	0.00	55.29	5.25	50.04
ELECTRIC GOLF CART	0.13	0.00	0.00	0.13	0.00	0.13
TRANSFORMERS	0.78	0.00	0.00	0.78	0.14	0.64
BUTTON PRESSING DIE	0.00	0.00	0.00	0.00	0.00	0.00
INTANGIBLE ASSETS	0.00	0.00	0.00	0.00	0.00	0.00
BATTERIES	0.23	0.00	0.00	0.23	0.10	0.12
ELECTRICAL EQUIPMENT	0.51	0.00	0.00	0.51	0.23	0.28
TOTAL	87.90	150.76	3.21	235.45	21.41	214.04

1.1 Significant Accounting Ratios:

Ratios	As at 31.03.2026	As at 31.03.2025
(a) Current Ratio	2.39	0.00
(b) Debt-Equity Ratio	0.010	0.00
(c) Debt Service Coverage Ratio	21.72	0.00
(d) Return on Equity Ratio	0.31	0.00
(e) Inventory Turnover Ratio	0.00	0.00
(f) Trade Receivables Turnover Ratio	3.34	0.00
(g) Trade Payables Turnover Ratio	3.13	0.00
(h) Net Capital Turnover Ratio	2.07	0.00
(i) Net Profit Ratio	0.16	0.00
(j) Return on Capital Employed	0.28	0.00

1.2 E xplanation to Item included in numerator and denominator for computing the above ratios.

Ratios	Formula	Items included in Numerator & Denominator
a) Current Ratio	Current Assets / Current Liabilities	Current assets = Current investments + Inventories + Trade Receivables + Cash and cash equivalents + Short Term Loans & Advances + Other current assets Current Liability = Short-term borrowings + Trade payables + Other current liabilities + Short-term provisions
b) Debt Equity Ratio	Total Debt / Shareholders' Fund	Debts = Long-term borrowings + Short-Term borrowings Shareholder's Fund = Share capital + Reserves and surplus
c) Debt Service Coverage Ratio	Earning Available for debt services / Debt Service	Earning Available for debt Service = Profit After Tax + Depreciation & Amortisation + Interest Expenses Debt Service = Interest Expenses + Long-term borrowings + Short Term Borrowings

Ratios	Formula	Items included in Numerator & Denominator
d) Return on Equity Ratio	(Net profit after tax - Preference dividends) / Average Shareholders' Equity	Average Shareholders' Equity = (Opening Shareholders' Fund + Closing Shareholders' Fund) / 2
e) Inventory Turnover Ratio	Cost of Goods Sold / Average Inventory	Average Inventory = (Opening Inventory + Closing Inventory) / 2
f) Trade Receivables Turnover Ratio	Revenue from Operation / Average Accounts Receivables	Average Accounts Receivable = (Opening Accounts Receivables + Closing Accounts Receivables) / 2
g) Trade Payables Turnover Ratio	Cost of Services / Average Accounts Payables	Average Accounts Payable = (Opening Accounts Payables + Closing Accounts Payables) / 2
h) Net Capital Turnover Ratio	Revenue from Operation / Working Capital	Working Capital = Current Assets - Current Liabilities
i) Net Profit Ratio	Net Profit after Tax / Revenue from Operation	-
j) Return on Capital Employed	EBIT / Capital Employed	EBIT = Profit before Interest and Tax Capital Employed = Shareholders' Fund + Borrowings

Sd/-
Raghu Khanna
(Chairman & Managing Director)
DIN: 02496328

Sd/-
Rajat Singhal
(Chief Financial Officer)
PAN: BGGPS6160L

Sd/-
Parveen K Khanna
(Whole Time Director)
DIN: 02630636

Sd/-
Gagan Mahajan
(Company Secretary)
M.NO A34028

NOTICE

NOTICE is hereby given that the 17th Annual General Meeting ("AGM") of the Members of Cash Ur Drive Marketing Limited ("the Company") will be held on Wednesday, 30th September, 2026 at 3:00 P.M. (IST) through Video Conferencing ("VC") / Other Audio Visual Means ("OAVM"), in compliance with the applicable provisions of the Companies Act, 2013 read with the Rules made thereunder, the applicable provisions of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("SEBI Listing Regulations"), the General Circular(s) issued by the Ministry of Corporate Affairs ("MCA") and Circular(s) issued by the Securities and Exchange Board of India ("SEBI"), to transact the following businesses:

ORDINARY BUSINESS

Item No. 1: Adoption of Financial Statements

To consider and, if thought fit, to pass the following resolution as an Ordinary Resolution

To receive, consider and adopt:

- the **Audited Standalone Financial Statements** of the Company for the Financial Year ended **31st March, 2026**, together with the Reports of the Board of Directors and the Auditors thereon; and
- the **Audited Consolidated Financial Statements** of the Company for the Financial Year ended **31st March, 2026**, together with the Report of the Auditors thereon.

To consider and if thought fit, to pass the following Resolution as an Ordinary Resolution:

"RESOLVED THAT pursuant to the provisions of Sections 129, 134 and all other applicable provisions, if any, of the Companies Act, 2013 read with the Companies (Accounts) Rules, 2014, the Companies (Indian Accounting Standards) Rules, 2015, the applicable provisions of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, including Regulation 33, and other applicable statutory provisions, rules, regulations, circulars and guidelines (including any statutory modification(s) or re-enactment(s) thereof for the time being in force), the Audited Standalone Financial Statements of the Company for the financial year ended 31st March, 2026, comprising the Balance Sheet, Statement of Profit and Loss (including Other Comprehensive Income), Statement of Changes in Equity, Statement of Cash Flows together with the Notes forming part of the Financial Statements and the Reports of the Board of Directors and the Statutory Auditors thereon, as circulated to the Members, be and are hereby received, considered and adopted.

RESOLVED FURTHER THAT the Audited Consolidated Financial Statements of the Company for the financial year ended 31st March, 2026, comprising the Consolidated Balance Sheet, Consolidated Statement of Profit and Loss (including Other Comprehensive Income), Consolidated Statement of Changes in Equity, Consolidated Statement of Cash Flows together with the Notes forming part of the Consolidated Financial Statements and the Report of the Statutory Auditors thereon, as circulated to the Members, be and are hereby received, considered and adopted.

RESOLVED FURTHER THAT the Board of Directors of the Company (including any Committee thereof) and/or the Company Secretary be and are hereby severally authorised to do all such acts, deeds, matters and things and to sign and execute all such documents, papers and writings as may be considered necessary, desirable or expedient for giving effect to this Resolution."

ITEM NO. 2: Re-appointment of Director retiring by rotation

To consider and, if thought fit, to pass the following resolution as an Ordinary Resolution:

To appoint a Director in place of **Mr. Bhupinder Kumar Khanna (DIN: 08709872)**, who retires by rotation in accordance with the provisions of Section 152 of the Companies Act, 2013 and being eligible, offers himself for re-appointment.

To consider and, if thought fit, to pass the following Resolution as an **Ordinary Resolution**:

"RESOLVED THAT pursuant to the provisions of Section 152 and all other applicable provisions, if any, of the Companies Act, 2013 read with the Companies (Appointment and Qualification of Directors) Rules, 2014, Regulation 17 and other applicable provisions of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, Secretarial Standard-2 on General Meetings and other applicable statutory provisions (including any statutory modification(s) or re-enactment(s) thereof for the time being in force), **Mr. Bhupinder Kumar Khanna (DIN: 08709872)**, who retires by rotation at this Annual General Meeting in accordance with the provisions of Section 152(6) of the Companies Act, 2013 and the Articles of Association of the Company and, being eligible, has offered himself for re-appointment, be and is hereby re-appointed as a Director of the Company, liable to retire by rotation.

RESOLVED FURTHER THAT the Board of Directors of the Company (including any Committee thereof) and/or the Company Secretary be and are hereby severally authorised to do all such acts, deeds, matters and things as may be necessary, expedient or desirable for giving effect to this Resolution."

NOTE REGARDING STATUTORY AUDITORS

The Members may note that M/s Khurana Sharma & Co., Chartered Accountants (Firm Registration No. 010920N), having its office at 1299, Sector 15-B, Chandigarh – 160015, were appointed as the Statutory Auditors of the Company at the 13th Annual General Meeting held on 30th September, 2022, to hold office for a period of five consecutive years till the conclusion of the Annual General Meeting of the Company to be held in the year 2027.

Pursuant to the provisions of Section 139 of the Companies Act, 2013, as amended by the Companies (Amendment) Act, 2017, the ratification of appointment of Statutory Auditors at every Annual General Meeting is not required. Accordingly, no resolution relating to the appointment or ratification of Statutory Auditors is proposed at this Annual General Meeting.

SPECIAL BUSINESS

ITEM NO. 3: APPROVAL TO ADVANCE ANY LOAN/GIVE GUARANTEE/PROVIDE SECURITY U/S 185 OF THE COMPANIES ACT, 2013

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

“RESOLVED THAT pursuant to the provisions of Section 185 and other applicable provisions, if any of the Companies Act, 2013 (“Act”) (including any statutory modification(s) or re-enactment thereof for the time being in force) and subject to such approvals, consents, sanctions and permissions as may be necessary, approval of the members be and is hereby accorded to the Board of Directors of the Company (hereinafter referred to as the “Board” which term shall include any Committee constituted by the Board or any person(s) authorized by the Board to exercise its powers, including the powers conferred by this Resolution), for giving loan(s) in one or more tranches including loan represented by way of book debt (the “Loan”) to, and/or giving of guarantee(s), and/or providing of security(ies) in connection with any Loan taken/to be taken by any entity which is a Subsidiary or Associate or Joint Venture or group entity of the Company or any other person in which any of the Directors of the Company is deemed to be interested as specified in the explanation to sub-section 2 of section 185 of the Act (collectively referred to as the “Entities”), of an aggregate amount not exceeding Rs. 300 Crores (Rupees Three Hundred Crores Only) for the financial year 2026-27, in its absolute discretion deem beneficial and in the best interest of the Company.

RESOLVED FURTHER THAT for the purpose of giving effect to this resolution, the Board of Directors of the Company be and is hereby authorized to negotiate, finalise and agree to the terms and conditions of the aforesaid Loans / Guarantees / Securities, and to take all necessary steps, to execute all such documents, instruments and writings and to do all necessary acts, deeds and things in order to comply with all the legal and procedural formalities and to do all such acts, deeds or things incidental or expedient thereto and as the Board may think fit and suitable.”

**By order of the Board
For Cash Ur Drive Marketing Limited
(formerly known as Cash Ur Drive Marketing Private Limited)**

**Sd/-
Raghu Khanna
Chairman & Managing Director
DIN: 02496328**

**Place: Noida
Date: 03.09.2026**

EXPLANATORY STATEMENT

Item No.: 3

Pursuant to Section 185 of the Companies Act, 2013 (“the Act”), a Company may advance any loan including any loan represented by book debt, or give any guarantee or provide any security in connection with any loan taken by any entity (said entity (ies) covered under the category of ‘a person in whom any of the director of the Company is interested’ as specified in the explanation to Section 185(2)(b) of the Companies Act, 2013, after passing a Special Resolution in the general meeting.

It is proposed to make loan(s) including loan represented by way of Book Debt to, and/or give guarantee(s) and/or provide security(ies) in connection with any loan taken/to be taken by the Subsidiary Companies or Associate or Joint Venture or group entity or any other person in whom any of the Director of the Company is deemed to be interested as specified in the explanation to Section 185(2)(b) of the Act (collectively referred to as the “Entities”), from time to time, for the purpose of capital expenditure of the projects and/or working capital requirements including purchase of fixed assets as may be required from time to time for its principal business activities and other matters connected and incidental thereto, within the limits as mentioned in the Item no. 3 of the notice.

The members may note that Board of Directors would carefully evaluate the proposals and provide such loan, guarantee or security through deployment of funds out of internal resources/accruals and/or any other appropriate sources, from time to time, and the proposed loan shall be at such rate of interest as agreed by the parties in the best interest of the Company and shall be used by the borrowing company for its principal business activities only.

The Board decided to seek approval of the shareholders pursuant to the provisions of Section 185 of the Act to advance any loan, including any loan represented by book debt, to its subsidiary company(ies) (Indian or overseas) or other body corporate(s) in whom any of the Directors of the Company is interested or to give guarantee or provide any security in connection with any loans/ debentures / bonds etc. raised by its subsidiary company(ies) (Indian or overseas) or other body corporate(s) in whom any of the Directors of the Company is interested up to an aggregate amount of approved by the shareholder of the Company under Section 186 of the Company Act, 2013 over and above the limit of 60% of the paid-up share capital, free reserves and securities premium account of the Company or 100% of free reserves and securities premium account of the Company, whichever is more.

None of the Directors or Key Managerial Personnel or their relatives are in any way concerned with or interested, financially or otherwise in the said resolution except to the extent of their shareholding in the Company, if any.

The Board of Directors recommend the resolution set forth in Item no. 3 of the notice for your approval as a Special Resolution.

Annexure to the Notice

Details of Director Seeking Re-appointment at the Annual General Meeting Pursuant to Regulation 36(3) of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 and Secretarial Standard-2 on General Meetings

Particulars	Details
Name of Director	Mr. Bhupinder Kumar Khanna
DIN	08709872
Date of Birth	06 July 1952
Age	74 Years
Date of First Appointment on the Board	8 September 2023
Qualifications	B.A. & M.A.
Experience (including expertise in specific functional areas)	Mr. Bhupinder Kumar Khanna has over 10 years of experience in corporate operations, supply chain management, inventory management, workforce development, and business administration. He has extensive expertise in operational planning, process optimization, and organizational management, contributing significantly to the Company’s strategic growth and operational efficiency.
Terms and Conditions of Re-appointment	Re-appointment as a Non-Executive Director, liable to retire by rotation, pursuant to Section 152 of the Companies Act, 2013.
Details of Remuneration Last Drawn (FY 2025-26)	N.A.

Particulars	Details
Details of Remuneration Sought to be Paid	As approved by the Board and shareholders from time to time, if applicable.
Shareholding in the Company (including shareholding as a beneficial owner)	10 Equity Shares (0.00006%)
Number of Board Meetings attended during FY 2025-26	12 out of 15 Board Meetings
Directorships held in other Companies	1. Admate Technologies Private Limited 2. Tecfin Enterprises Private Limited 3. Knowledge Informatics Private Limited
Memberships/Chairmanships of Committees of other Boards	N.A.
Listed entities from which the person has resigned in the past three years	Nil
Relationship with other Directors, Manager and other Key Managerial Personnel	Father of Mr. Raghu Khanna, Chairman & Managing Director, and husband of Mrs. Parveen K. Khanna, Whole-time Director, of the Company.
Skills and Capabilities required for the role and the manner in which the proposed Director meets such requirements	Mr. Bhupinder Kumar Khanna possesses extensive experience in corporate operations, supply chain management, inventory management, strategic planning and business administration. His expertise in operational excellence, process optimization, corporate governance and organizational management enables him to provide valuable strategic guidance to the Board. His experience and understanding of the Company's business and industry contribute significantly to the effective functioning of the Board and the long-term growth of the Company
In the case of Independent Directors, the skills and capabilities required for the role and the manner in which the proposed person meets such requirements	Not Applicable

NOTES FOR MEMBERS' ATTENTION

- Pursuant to the General Circular(s) issued by the Ministry of Corporate Affairs ("MCA"), including General Circular No. 09/2024 dated September 19, 2024, read with General Circular No. 09/2023 dated September 25, 2023, General Circular No. 10/2022 dated December 28, 2022 and other applicable circulars issued by the MCA (collectively referred to as the "MCA Circulars") and Circular No. SEBI/HO/CFD/CFD-PoD-2/P/CIR/2024/133 dated October 03, 2024 read with other applicable Circulars issued by the Securities and Exchange Board of India ("SEBI") (collectively referred to as the "SEBI Circulars"), companies are permitted to convene Annual General Meetings ("AGM") through Video Conferencing ("VC") or Other Audio Visual Means ("OAVM"), without the physical presence of Members at a common venue. Accordingly, the 17th Annual General Meeting ("AGM") of the Company is being held through VC/OAVM in compliance with the provisions of the Companies Act, 2013, the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, the MCA Circulars and the SEBI Circulars.
- In accordance with the aforesaid MCA Circulars and SEBI Circulars, the facility for appointment of proxies by Members pursuant to Section 105 of the Companies Act, 2013 is not available for the AGM being held through VC/OAVM. Accordingly, the Proxy Form and Attendance Slip are not annexed to this Notice.
- The participation of the Members attending the AGM through VC/OAVM shall be reckoned for the purpose of quorum under Section 103 of the Companies Act, 2013.
- Pursuant to Section 113 of the Companies Act, 2013, Institutional/Corporate Members intending to authorize their representatives to attend the AGM through VC/OAVM and vote through remote e-voting or e-voting during the AGM are requested to send a certified copy of the Board Resolution/Authority Letter authorizing their representative to attend and vote on their behalf to the Company at its registered email address before the commencement of the AGM.
- Members may join the AGM through VC/OAVM 15 (Fifteen) minutes before the scheduled time of commencement of the Meeting and up to 15 (Fifteen) minutes after such scheduled time by following the procedure mentioned in this Notice. The facility of participation through VC/OAVM shall be made available to 1,000 Members on a first-come-

first-served basis. This restriction shall not apply to large shareholders (holding 2% or more of the paid-up share capital), Promoters, Institutional Investors, Directors, Key Managerial Personnel, Chairpersons of the Audit Committee, Nomination and Remuneration Committee, Stakeholders' Relationship Committee, Auditors, Secretarial Auditor, Scrutinizer and such other persons as permitted under the applicable MCA Circulars.

- In accordance with Secretarial Standard-2 on General Meetings issued by the Institute of Company Secretaries of India ("ICSI"), read with the applicable clarifications, the proceedings of the AGM shall be deemed to be conducted at the Registered Office of the Company situated at 4th Floor, SCO 0032, Sector 17C, Chandigarh G.P.O., Chandigarh - 160017, which shall be the deemed venue of the AGM.
- In compliance with the MCA Circulars and SEBI Circulars, the Notice of the AGM together with the Annual Report for the Financial Year 2025-26 is being sent only through electronic mode to those Members whose email addresses are registered with the Company/Registrar and Share Transfer Agent/Depository Participants. The Notice of the AGM and the Annual Report shall also be available on the website of the Company, the website of the Stock Exchange(s) where the equity shares of the Company are listed and on the website of Bigshare Services Private Limited.
- Notice of the AGM along with the Annual Report for financial year ("FY") 2026 is being sent by electronic mode to those Members whose email address is registered with the Company or Bigshare Services Private Limited, Registrar & Share Transfer Agent ("RTA") or National Securities Depository Limited ("NSDL")/Central Depository Services (India) Limited ("CDSL"), collectively ("Depositories"). Additionally, the Company will also send a letter to shareholders providing the web-link and QR code for accessing the Annual Report to those Members who have not registered their email address with the Company or RTA or Depositories. [Regulation 36(1) of the SEBI Listing Regulations].

The Notice of the AGM along with the Annual Report for FY 2026 is available on the following websites:

(a) Company - <https://www.cashurdrive.com>

(b) National Stock Exchange of India Limited - <https://www.nseindia.com> and.

- The Register of Directors and Key Managerial Personnel and their shareholding maintained under Section 170 of the Companies Act, 2013, the Register of Contracts or Arrangements in which Directors are interested maintained under Section 189 of the Companies Act, 2013 and all other documents referred to in the Notice shall be available electronically for inspection by the Members during business hours on all working days up to the date of the AGM and during the AGM. Members seeking inspection may send an email to the Company.
- Pursuant to the provisions of the Companies Act, 2013, SEBI Listing Regulations and Secretarial Standard-2, the relevant details of Mr. Bhupinder Kumar Khanna, Director retiring by rotation and seeking re-appointment at this AGM, are annexed to this Notice.
- Since the AGM is being held through VC/OAVM, physical attendance of Members has been dispensed with. Accordingly, the facility for appointment of proxies is not available and therefore the Proxy Form, Attendance Slip and Route Map are not annexed to this Notice.

PROCESS AND MANNER FOR MEMBERS OPTING FOR VOTING THROUGH ELECTRONIC MEANS

- Pursuant to the provisions of Section 108 of the Companies Act, 2013 read with Rule 20 of the Companies (Management and Administration) Rules, 2014, Regulation 44 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 and Secretarial Standard-2 issued by the Institute of Company Secretaries of India, the Company is pleased to provide its Members the facility to exercise their right to vote on the resolutions proposed to be transacted at the 17th Annual General Meeting by electronic means. The Company has engaged Bigshare Services Private Limited for facilitating remote e-voting and e-voting during the AGM.
- Members whose names appear in the Register of Members or in the Register of Beneficial Owners maintained by the Depositories as on the Cut-off Date, i.e., Friday, 25th September, 2026, shall be entitled to avail the facility of remote e-voting as well as e-voting during the AGM.
- A person who acquires shares and becomes a Member of the Company after dispatch of the Notice of the AGM and holds shares as on the Cut-off Date, i.e., Wednesday, 23rd September, 2026, may obtain the login credentials in the manner provided in this Notice and cast his/her vote through remote e-voting or e-voting during the AGM.
- The remote e-voting period shall commence on Sunday, 27th September, 2026 at 9:00 A.M. (IST) and shall end on Tuesday, 29th September, 2026 at 5:00 P.M. (IST). During this period, Members holding shares either in physical form or in dematerialised form as on the Cut-off Date may cast their votes electronically. The remote e-voting module shall thereafter be disabled by Bigshare Services Private Limited.
- Once a Member has cast his/her vote through remote e-voting, he/she shall not be entitled to change the same

subsequently or cast the vote again.

17. The voting rights of Members shall be in proportion to their shareholding in the paid-up equity share capital of the Company as on the Cut-off Date, i.e., Wednesday, 23rd September, 2026.
18. The Board of Directors has appointed Mr. Vivek Rawal, Proprietor of M/s Rawal & Co., Practising Company Secretary (Membership No. ACS 43231; Certificate of Practice No. 22687), as the Scrutinizer to scrutinize the remote e-voting process and e-voting during the AGM in a fair and transparent manner.
19. The Scrutinizer shall, immediately after the conclusion of voting at the AGM, unblock the votes cast through remote e-voting (votes cast during the AGM and votes cast through remote e-voting) and will submit a consolidated Scrutinizer's Report of the total votes cast in favour or against, if any, to the Chairman or a person authorized by him in writing. The results will be announced within the time stipulated under the applicable laws.
20. The results declared along with the Scrutinizer's Report shall be placed on the Company's website <https://www.cashurdrive.com> and on the website of Bigshare Services Private Limited i.e., <https://ivote.bigshareonline.com> immediately. The Company shall simultaneously forward the results to National Stock Exchange of India Limited where the shares of the Company are listed.

Bigshare i-Vote E-Voting System

THE INTRUCTIONS OF SHAREHOLDERS FOR REMOTE E-VOTING ARE AS UNDER:

- i. The voting period begins on **Sunday, 27th September, 2026 at 9:00 A.M. (IST)** and shall end on **Tuesday, 29th September, 2026 at 5:00 P.M. (IST)** During this period shareholders of the Company, holding shares either in physical form or in dematerialized form, as on the cut-off date (record date) of Friday, 25th September, 2026 may cast their vote electronically. The e-voting module shall be disabled by Bigshare for voting thereafter.
- ii. Members who have cast their vote through remote e-voting may attend the AGM but shall not be entitled to cast their vote again during the AGM.
- iii. Pursuant to SEBI Circular No. **SEBI/HO/CFD/CMD/CIR/P/2020/242 dated 09.12.2020**, under Regulation 44 of Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, listed entities are required to provide remote e-voting facility to its shareholders, in respect of all shareholders' resolutions. However, it has been observed that the participation by the public non-institutional shareholders/retail shareholders is at a negligible level.

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

In order to increase the efficiency of the voting process, pursuant to a public consultation, it has been decided to enable e-voting to **all the demat account holders, by way of a single login credential, through their demat accounts/ websites of Depositories/ Depository Participants**. Demat account holders would be able to cast their vote without having to register again with the ESPs, thereby, not only facilitating seamless authentication but also enhancing ease and convenience of participating in e-voting process.
- iv. In terms of SEBI circular no. SEBI/HO/CFD/CMD/CIR/P/2020/242 dated December 9, 2020 on e-Voting facility provided by Listed Companies, Individual shareholders holding securities in demat mode are allowed to vote through their demat account maintained with Depositories and Depository Participants. Shareholders are advised to update their mobile number and email Id in their demat accounts in order to access e-Voting facility.
1. Pursuant to above said SEBI Circular, Login method for e-Voting and joining virtual meetings **for Individual shareholders holding securities in Demat mode** is given below:

Type of shareholders	Login Method
Individual Shareholders holding securities in Demat mode with CDSL	1) Users who have opted for CDSL Easi / Easiest facility, can login through their existing user id and password. Option will be made available to reach e-Voting page without any further authentication. The URL for users to login to Easi/Easiest is https://web.cdslindia.com/myeasitoken/home/login or visit CDSL website www.cdslindia.com and click on login icon & New System Myeasi Tab and then use your existing my easi username & password. 2) After successful login the Easi / Easiest user will be able to see the e-Voting option for eligible companies where the evoting is in progress as per the information provided by company. On clicking the evoting option, the user will be able to see e-Voting page of BIGSHARE the e-Voting service provider and you will be re-directed to i-Vote website for casting your vote during the remote e-Voting period. Additionally, there is also links provided to access the system of all e-Voting Service Providers i.e. BIGSHARE, so that the user can visit the e-Voting service providers' website directly. 3) If the user is not registered for Easi/Easiest, option to register is available at https://web.cdslindia.com/myeasitoken/Registration/EasiRegistration 4) Alternatively, the user can directly access e-Voting page by providing Demat Account Number and PAN No. from a link https://evoting.cdslindia.com/Evoting/EvotingLogin The system will authenticate the user by sending OTP on registered Mobile & Email as recorded in the Demat Account. After successful authentication, user will be able to see the e-Voting option where the evoting is in progress, and also able to directly access the system of all e-Voting Service Providers. Click on BIGSHARE and you will be re-directed to i-Vote website for casting your vote during the remote e-voting period.
Individual Shareholders holding securities in demat mode with NSDL	1) If you are already registered for NSDL IDeAS facility, please visit the e-Services website of NSDL. Open web browser by typing the following URL: https://eservices.nsdl.com either on a Personal Computer or on a mobile. Once the home page of e-Services is launched, click on the "Beneficial Owner" icon under "Login" which is available under 'IDeAS' section. A new screen will open. You will have to enter your User ID and Password. After successful authentication, you will be able to see e-Voting services. Click on "Access to e-Voting" under e-Voting services and you will be able to see e-Voting page. Click on company name or e-Voting service provider name BIGSHARE and you will be re-directed to i-Vote website for casting your vote during the remote e-Voting period or joining virtual meeting & voting during the meeting. 2) If the user is not registered for IDeAS e-Services, option to register is available at https://eservices.nsdl.com. Select "Register Online for IDeAS "Portal or click at https://eservices.nsdl.com/SecureWeb/IdeasDirectReg.jsp
	3) Visit the e-Voting website of NSDL. Open web browser by typing the following URL: https://www.evoting.nsdl.com/ either on a Personal Computer or on a mobile. Once the home page of e-Voting system is launched, click on the icon "Login" which is available under 'Shareholder/Member' section. A new screen will open. You will have to enter your User ID (i.e. your sixteen digit demat account number hold with NSDL), Password/OTP and a Verification Code as shown on the screen. After successful authentication, you will be redirected to NSDL Depository site wherein you can see e-Voting page. Click on company name or e-Voting service provider name BIGSHARE and you will be redirected to i-Vote website for casting your vote during the remote e-Voting period or joining virtual meeting & voting during the meeting 4) For OTP based login you can click on https://eservices.nsdl.com/SecureWeb/evoting/evotinglogin.jsp. You will have to enter your 8-digit DP ID, 8-digit Client Id, PAN No., Verification code and generate OTP. Enter the OTP received on registered email id/mobile number and click on login. After successful authentication, you will be redirected to NSDL Depository site wherein you can see e-Voting page with all e-Voting Service Providers. Click on BIGSHARE and you will be re-directed to i-vote (E-voting website) for casting your vote during the remote e-Voting period or joining virtual meeting & voting during the meeting.

Type of shareholders	Login Method
Individual Shareholders (holding securities in demat mode) login through their Depository Participants	You can also login using the login credentials of your demat account through your Depository Participant registered with NSDL/CDSL for e-Voting facility. After Successful login, you will be able to see e-Voting option. Once you click on e-Voting option, you will be redirected to NSDL/CDSL Depository site after successful authentication, wherein you can see e-Voting feature. Click on company name or e-Voting service provider name and you will be redirected to e-Voting service provider website for casting your vote during the remote e-Voting period or joining virtual meeting & voting during the meeting.

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

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

Login type	Helpdesk details
Individual Shareholders holding securities in Demat mode with CDSL	Members facing any technical issue in login can contact CDSL helpdesk by sending a request at helpdesk.evoting@cdslindia.com or contact at toll free No. 1800 22 55 33.
Individual Shareholders holding securities in Demat mode with NSDL	Members facing any technical issue in login can contact NSDL helpdesk by sending a request at evoting@nsdl.com or call at 022- 48867000.

2. Login method for e-Voting for shareholder other than individual shareholders holding shares in Demat mode & physical mode is given below:

- You are requested to launch the URL on internet browser: <https://ivote.bigshareonline.com>
- Click on **"LOGIN"** button under the **"INVESTOR LOGIN"** section to Login on E-Voting Platform.
- Please enter you **'USER ID'** (User id description is given below) and **'PASSWORD'** which is shared separately on you register email id.
 - Shareholders holding shares in **CDSL demat account should enter 16 Digit Beneficiary ID** as user id.
 - Shareholders holding shares in **NSDL demat account should enter 8 Character DP ID followed by 8 Digit Client ID** as user id.
 - Shareholders holding shares in **physical form should enter Event No + Folio Number** registered with the Company as user id.

Note If you have not received any user id or password please email from your registered email id or contact i-vote helpdesk team. (Email id and contact number are mentioned in helpdesk section).

- Click on **I AM NOT A ROBOT (CAPTCHA)** option and login.

NOTE: If Shareholders are holding shares in demat form and have registered on to e-Voting system of <https://ivote.bigshareonline.com> and/or voted on an earlier event of any company then they can use their existing user id and password to login.

- If you have forgotten the password: Click on **'LOGIN'** under **'INVESTOR LOGIN'** tab and then Click on **'Forgot your password?'**
- Enter **"User ID"** and **"Registered email ID"** Click on **I AM NOT A ROBOT (CAPTCHA)** option and click on 'Reset'.
(In case a shareholder is having valid email address, Password will be sent to his / her registered e-mail address).

Voting method for shareholders on i-Vote E-voting portal:

- After successful login, **Bigshare E-voting system** page will appear.
- Click on **"VIEW EVENT DETAILS (CURRENT)"** under **'EVENTS'** option on investor portal.
- Select event for which you are desire to vote under the dropdown option.
- Click on **"VOTE NOW"** option which is appearing on the right hand side top corner of the page.
- Cast your vote by selecting an appropriate option **"IN FAVOUR"**, **"NOT IN FAVOUR"** or **"ABSTAIN"** and click on **"SUBMIT VOTE"**. A confirmation box will be displayed. Click **"OK"** to confirm, else **"CANCEL"** to modify. Once you confirm, you will

not be allowed to modify your vote.

- Once you confirm the vote you will receive confirmation message on display screen and also you will receive an email on your registered email id. During the voting period, members can login any number of times till they have voted on the resolution(s). Once vote on a resolution is casted, it cannot be changed subsequently.
- Shareholder can **"CHANGE PASSWORD"** or **"VIEW/UPDATE PROFILE"** under **"PROFILE"** option on investor portal.

3. Custodian registration process for i-Vote E-Voting Website:

- You are requested to launch the URL on internet browser: <https://ivote.bigshareonline.com>
- Click on **"REGISTER"** under **"CUSTODIAN LOGIN"**, to register yourself on Bigshare i-Vote e-Voting Platform.
- Enter all required details and submit.
- After Successful registration, message will be displayed with **"User id and password will be sent via email on your registered email id"**.

NOTE: If Custodian have registered on to e-Voting system of <https://ivote.bigshareonline.com> and/or voted on an earlier event of any company then they can use their existing user id and password to login.

- If you have forgotten the password: Click on **'LOGIN'** under **'CUSTODIAN LOGIN'** tab and further Click on **'Forgot your password?'**
- Enter **"User ID"** and **"Registered email ID"** Click on **I AM NOT A ROBOT (CAPTCHA)** option and click on **'RESET'**.
(In case a custodian is having valid email address, Password will be sent to his / her registered e-mail address).

Voting method for Custodian on i-Vote E-voting portal:

- After successful login, **Bigshare E-voting system** page will appear.

Investor Mapping:

- First you need to map the investor with your user ID under **"DOCUMENTS"** option on custodian portal.
 - Click on **"DOCUMENT TYPE"** dropdown option and select document type power of attorney (POA).
 - Click on upload document **"CHOOSE FILE"** and upload power of attorney (POA) or board resolution for respective investor and click on **"UPLOAD"**.
- Note:** The power of attorney (POA) or board resolution has to be named as the **"InvestorID.pdf"** (Mention Demat account number as Investor ID.)
- Your investor is now mapped and you can check the file status on display.

Investor vote File Upload:

- To cast your vote select **"VOTE FILE UPLOAD"** option from left hand side menu on custodian portal.
- Select the Event under dropdown option.
- Download sample voting file and enter relevant details as required and upload the same file under upload document option by clicking on **"UPLOAD"**. Confirmation message will be displayed on the screen and also you can check the file status on display (Once vote on a resolution is casted, it cannot be changed subsequently).
- Custodian can **"CHANGE PASSWORD"** or **"VIEW/UPDATE PROFILE"** under **"PROFILE"** option on custodian portal.

Helpdesk for queries regarding e-voting:

Login type	Helpdesk details
Shareholder's other than individual shareholders holding shares in Demat mode & Physical mode.	In case shareholders/ investor have any queries regarding E-voting, you may refer the Frequently Asked Questions ('FAQs') and i-Vote e-Voting module available at https://ivote.bigshareonline.com , under download section or you can email us to ivote@bigshareonline.com or call us at: 1800 22 54 22, 022-62638338

4. Procedure for joining the AGM/EGM through VC/ OAVM:

For shareholder other than individual shareholders holding shares in Demat mode & physical mode is given below:

- The Members may attend the AGM through VC/ OAVM at <https://ivote.bigshareonline.com> under Investor login by using the e-voting credentials (i.e., User ID and Password).

- After successful login, **Bigshare E-voting system** page will appear.
- Click on **“VIEW EVENT DETAILS (CURRENT)”** under ‘EVENTS’ option on investor portal.
- Select event for which you are desire to attend the AGM/EGM under the dropdown option.
- For joining virtual meeting, you need to click on “VC/OAVM” link placed beside of “VIDEO CONFERENCE LINK” option.
- Members attending the AGM/EGM through VC/ OAVM will be counted for the purpose of reckoning the quorum under Section 103 of the Companies Act, 2013.

The instructions for Members for e-voting on the day of the AGM/EGM are as under:-

- The Members can join the AGM/EGM in the VC/ OAVM mode 15 minutes before the scheduled time of the commencement of the meeting. The procedure for e-voting on the day of the AGM/EGM is same as the instructions mentioned above for remote e-voting.
- Only those members/shareholders, who will be present in the AGM/EGM through VC/OAVM facility and have not casted their vote on the Resolutions through remote e-Voting and are otherwise not barred from doing so, shall be eligible to vote through e-Voting system in the AGM/EGM.
- Members who have voted through Remote e-Voting will be eligible to attend the EGM. However, they will not be eligible to vote at the AGM/EGM.

Helpdesk for queries regarding virtual meeting:

In case shareholders/ investor have any queries regarding virtual meeting, you may refer the Frequently Asked Questions ('FAQs') available at <https://ivote.bigshareonline.com>, under download section or you can email us to ivote@bigshareonline.com or call us at: 1800 22 54 22, 022-62638338

NOTES

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.



CASHurDRIVE Marketing Ltd.

Address: 11th Floor, World Trade Tower,
Unit no. 1103, 1104, Delhi Noida Direct Flyway,
Sector 16, Noida, Uttar Pradesh 201301