



Picturehouse Media Limited

03<sup>rd</sup> September 2025

To,

**BSE Limited**

Corporate Relationship Department  
Phiroze Jeejeebhoy Towers,  
Dalal Street,  
Mumbai- 400 001.

**BSE – Scrip Code: 532355**

Dear Sir,

**Sub: Notice of the 26<sup>th</sup> Annual General Meeting and Book Closure Dates of the Company.**

Notice is hereby given that the 26<sup>th</sup> Annual General Meeting ("AGM") of the Members of the Company will be held on Thursday, September 25, 2025, at 12:00 Noon (IST) through Video Conferencing ("VC") /Other Audio-Visual Means ("OAVM"), in accordance with the relevant circulars issued by the Ministry of Corporate Affairs and the Securities and Exchange Board of India.

In this regard the following shall be the relevant dates for the purpose of Cutoff/Record Date and the Book Closure dates:

Event	Date	Time
Relevant Date/Cut-off Date to vote on AGM resolution	18-09-2025	NA
Book Closure Period	19-09-2025 to 25-09-2025 (both days inclusive)	NA
Commencement of E-voting	22-09-2025	09:00 AM (IST)
End of E-voting	24-09-2025	05:00 PM (IST)
Annual General Meeting	25-09-2025	12:00 Noon (IST)

Kindly acknowledge the receipt of the same and oblige.

Thanking you.

Yours Sincerely,

**For Picturehouse Media Limited**

**Prasad Veera Potluri**

**Chairman & Managing Director**

Encl: As above



Picturehouse Media Limited.

Corp. Office: Plot No. 83 & 84, 4th Floor, Punnaiah Plaza, Road No. 2, Banjara Hills, Hyderabad - 500 034. T: +91 40 6730 9999 F: +91 40 6730 9988

Regd. Office: KRM Centre, 9th Floor, No. 2, Harrington Road, Chetpet, Chennai - 600 031. T: +91 44 3028 5570 F: +91 44 3028 5571

info@pvpglobal.com | pvpcinema.com

CIN: L92191TN2000PLC044077

ANNUAL REPORT  
2024-2025



# Picturehouse Media Limited

CIN: L92191TN2000PLC044077



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## MANAGING DIRECTORS MESSAGE

**Dear Esteemed Shareholders,**

As we witnessed over the past year, I am pleased to share with you a year marked by creativity, resilience, and strategic transformation. The Entertainment & Media industry continues to evolve rapidly shaped by shifting consumer behaviors, technological disruption, and growing demand for immersive, diverse, and on-demand content.

The Indian Media and Entertainment (M&E) industry is a booming sector for the economy and is making high growth strides. Proving its resilience to the world, the Indian M&E industry is on the cusp of a strong phase of growth, backed by rising consumer demand and improving advertising revenues. India is one of the highest spending and fastest growing advertising markets globally.

All the segments of the M & E sector are showing growth, consolidation and innovation led by digital revolution both on the consumer side and through the content supply chain.

The industry has been largely driven by increasing digitalization and higher internet usage over the last decade. The Internet has almost become a mainstream media for entertainment for most people.

The Company possesses the visibility to make it part of a prominent deal flow, the intellectual capital to grow its book without compromising its liquidity, considerable borrowing room on its books to double its business over the next few years and in doing so deepening our presence in the South Indian entertainment industry.

Thank you for your confidence, trust, and shared belief in our mission. Together, we will continue to shape the future of entertainment.

Best Regards,

Prasad V. Potluri

Managing Director

## CORPORATE INFORMATION

### **BOARD OF DIRECTORS**

Mr. Prasad V. Potluri	Managing Director
Mr. Gautam Shahi	Independent Director
Mr. Subramanian Parameswaran	Independent Director
Mrs. Poonamallee Jayavelu Bhavani	Non-Executive Women Director

### **BOARD COMMITTEES**

#### ***Audit Committee***

Mr. Subramanian Parameswaran	Chairman
Mr. Gautam Shahi	Member
Mr. Prasad V. Potluri	Member

#### ***Stakeholders Relationship Committee***

Mr. Subramanian Parameswaran	Member
Mr. Gautam Shahi	Chairman
Mrs. Poonamallee Jayavelu Bhavani	Member

#### ***Nomination and Remuneration Committee***

Mr. Gautam Shahi	Chairman
Mr. Subramanian Parameswaran	Member
Mrs. Poonamallee Jayavelu Bhavani	Member

#### ***CSR Committee***

Mr. Subramanian Parameswaran	Chairman
Mr. Gautam Shahi	Member
Mrs. Poonamallee Jayavelu Bhavani	Member

### **KEY MANAGERIAL PERSONNEL (KMP)**

Mr. Prasad V. Potluri	Managing Director
Mr. Praveen Kumar Aeloori	Chief Financial Officer
Ms. Derrin Ann George	Company Secretary & Compliance Officer (Resigned on 12 <sup>th</sup> November, 2024)
Mr. Rajesh Kumar Samal	Company Secretary & Compliance Officer (Appointed on 12 <sup>th</sup> November, 2024.)

### **STATUTORY AUDITORS**

RPSV & CO, Chartered Accountants  
New No.26, Old No. 17A, Flat No. 7, 2nd Floor,  
Chari Street, T Nagar Chennai-600017

### **SECRETARIAL AUDITORS**

D. Hanumanta Raju & Co., Company Secretaries  
B-13, F-1, P.S. Nagar, Vijayanagar Colony,  
Hyderabad – 500057

## **REGISTRAR AND SHARE TRANSFER AGENTS**

M/s Cameo Corporate Services Limited  
Subramanyam Building, 1, Club House Road,  
Chennai - 600002.  
T +91 44 2846 0390; F +91 44 2846 0129  
E - [investor@cameoindia.com](mailto:investor@cameoindia.com)

## **INTERNAL AUDITORS**

Phanindra & Associates Chartered Accountants  
1st Floor, 1-65/2/288, Plot no. 288, Road no. 6,  
Kakatiya Hills, Guttala, Begumpet,  
Madhapur, Hyderabad – 500033

## **BANKERS**

Kotak Mahindra Bank Limited  
HDFC Bank

## **REGISTERED OFFICE**

KRM Centre, 9th Floor, Door No. 2, Harrington Road,  
Chetpet, Chennai-600031  
T +91 44 3028 5570, F +91 44 3028 5571  
E - [irtelephoto@pvpglobal.com](mailto:irtelephoto@pvpglobal.com)

## **CORPORATE OFFICE**

4th Floor, Punnaiah Plaza, Plot No. 83 and 84,  
Road No. 02, Banjara Hills, Hyderabad -500034  
T +91 40 6730 9999, F +91 40 6730 9988

## **STOCK EXCHANGES WHERE COMPANY'S SECURITIES ARE LISTED**

The BSE Limited

## **NOTICE TO SHAREHOLDERS**

(Pursuant to Section 101 of the Companies Act, 2013)

Notice is hereby given that the Twenty Sixth Annual General Meeting of Picturehouse Media Limited will be held on Thursday, the 25<sup>th</sup> day of, September, 2025, at 12.00 Noon. (IST) through Video Conferencing and Other Audio-Visual Means, to transact the following businesses: The Venue of the Meeting shall be deemed to be the Registered Office of the Company situated at KRM Centre, 9<sup>th</sup> Floor, Door No. 2 Harrington Road, Chetpet, Chennai-600031, Tamil Nadu.

### **ORDINARY BUSINESS:**

1. To receive, consider and adopt the Audited Standalone Financial Statements of the Company for the financial year ended March 31, 2025, together with the Reports of the Board of Directors and Auditors thereon and to consider and if thought fit, to pass with or without modifications, the following resolution as an Ordinary Resolution:

**“RESOLVED THAT** the Audited Standalone Financial Statements of the Company for the financial year ended March 31, 2025 and the Report of the Board of Directors and Auditors thereon, as circulated to the Members be considered and adopted.”

2. To receive, consider and adopt the Audited Consolidated Financial Statements of the Company for the financial year ended March 31, 2025, together with the Report of the Auditors thereon and to consider and to consider if thought fit, to pass with or without modifications, the following resolution as an Ordinary Resolution:

**“RESOLVED THAT** the Audited Consolidated Financial Statements of the Company for the financial year ended March 31, 2025 and the Report of the Board of Directors and Auditors thereon, as circulated to the Members be considered and adopted.”

3. To appoint a Director in place of Mrs. Poonamallee Jayavelu Bhavani (DIN: 00121863) who retires by rotation in terms of Section 152 of the Companies Act, 2013 at this Annual General Meeting and being eligible, seeks re-appointment and to consider if thought fit, to pass with or without modifications, the following resolution as an Ordinary Resolution;

**“RESOLVED THAT** pursuant to the provisions of Section 152 and other applicable provisions of the Companies Act, 2013, Ms. Poonamallee Jayavelu Bhavani (DIN: 08294839), Director, who retires by rotation and being eligible, offers herself for reappointment, be and is hereby re-appointed as a Director of the Company, liable to retire by rotation.”

### **SPECIAL BUSINESS:**

4. To appoint M/s. D. Hanumanta Raju & Co., Company Secretaries (PRN: 6326/2024), Hyderabad as the Secretarial Auditors of the company for a term of five consecutive years;

To consider and, if thought fit, to pass the following as an ordinary resolution;

**“RESOLVED THAT** pursuant to Section 204 and other applicable provisions of Companies Act, 2013 read with rule 9 of Companies (Appointment and Remuneration of Managerial Personnel) Rules, 2014 and Regulation 24A of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, and based on the recommendation of Audit Committee and Board of Directors of the Company, M/s. D. Hanumanta Raju & Co., Company Secretaries, Hyderabad, (PRN No. 6326/2024), be and is hereby appointed as the Secretarial Auditor of the Company, for the first term of five consecutive financial years commencing from Financial year 2025-26 to till Financial year 2029-30, to hold office till conclusion of the Annual General Meeting to be held during the year 2030 at a remuneration plus applicable taxes and other out-of-pocket expense as may be mutually agreed between the Secretarial Auditors and the Board of Directors.”



**“RESOLVED FURTHER THAT** approval of the members is hereby accorded to the Board to avail or obtain from the Secretarial Auditors, such other services or certificates or reports which the Secretarial Auditors may be eligible to provide or issue under the applicable laws at a remuneration to be determined by the Board of Directors.”

5. To approve the material related party transactions for the FY 2025-26:

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 Regulation 23(4) of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 and Sections 177, 188, and other applicable provisions, if any, of the Companies Act, 2013 read with the Companies (Meetings of Board and its Powers) Rules, 2014, and the Company’s Policy on Related Party Transactions, the approval of the members of the Company be and is hereby accorded for entering into material related party transaction(s) with BVR Malls Private Limited, PVP Ventures Limited, New Cyberabad City Projects Private Limited, PVP Capital Limited, PVP Cinema Private Limited as detailed in the explanatory statement annexed to this Notice, for an aggregate value not exceeding of Rs. 50 Crores (Fifty crores) during the financial year 2025–26, on such terms and conditions as may be mutually agreed between the Company and the related party.”

**“RESOLVED FURTHER THAT** the Board of Directors of the Company (including the Audit Committee) be and are hereby authorized to do all such acts, deeds, matters and things as may be necessary, desirable or expedient to give effect to this resolution.”

By order of the Board of Directors  
For Picturehouse Media Limited

Date: August 20, 2025  
Place: Hyderabad

Sd/-  
Prasad Veera Pottluri  
Managing Director

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1. Ministry of Corporate Affairs ("MCA") vide its General Circulars Nos. 14/2020 dated April 08, 2020, 17/2020 dated April 13, 2020, 20/2020 dated May 05, 2020, 9/2023 dated September 25, 2023, and subsequent circulars issued in this regard, the latest being Circular No. 09/2024 dated September 19, 2024 ('MCA Circulars') and Circular No. SEBI/HO/CFD/CMD1/CIR/P/2020/79, SEBI/HO/CFD/CMD2/CIR/P/2021/11, SEBI/HO/CFD/CMD2/CIR/P/2022/62, SEBI/HO/CFD/CFDPoD- 2/P/CIR/2023/167 and SEBI/HO/CFD/CFD-PoD-2/P/ CIR/2024/1 33 dated May 12, 2020, January 15, 2021. May 13, 2022, January 05, 2023, October 07, 2023 and October 3, 2024 respectively issued by Securities and Exchange Board of India (hereinafter collectively referred to as "the Circulars"), has permitted the holding of the annual general meeting through Video Conferencing ("VC") or through Other Audio-Visual Means ("OAVM"), without the physical presence of the Members at a common venue till 30th September 2025.
2. Pursuant to the above-mentioned MCA Circulars, physical attendance of the Members is not required at the AGM, and attendance of the Members through VC/OAVM will be counted for the purpose of reckoning the quorum under section 103 of the Companies Act, 2013 ("the Act").
3. Information, pursuant to Regulation 36(3) of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, ('SEBI Listing Regulations') and Secretarial Standard - 2 on General Meetings, issued by The Institute of Company Secretaries of India ("ICSI"), in respect of Director retiring by rotation seeking re-appointment at this AGM is furnished as Annexure - A to this Notice.
4. Since this Annual General Meeting is being held pursuant to the circulars through VC/OAVM, the requirement of attendance of members in person has been dispensed with. Accordingly, in terms of the circulars, the facility for appointment of proxies by the members will not be available for this Annual General Meeting and hence the proxy form, attendance slip and route map of Annual General meeting are not annexed to this notice.
5. Corporate/Institutional Members are entitled to appoint authorized representatives to attend the AGM through VC/ OAVM on their behalf and cast their votes through remote e-voting or at the AGM. Corporate/ Institutional Members intending to authorize their representatives to participate and vote at the Meeting are requested to send a certified copy of the Board resolution/authorization letter to the Scrutinizer at e-mail ID dhr300@gmail.com with a copy marked to murali@cameoindia.com and to the Company at ir.telephoto@pvpglobal.com, authorizing its representative(s) to attend through VC/OAVM and vote on their behalf at the Meeting, pursuant to section 113 of the Act. Corporate Members/ Institutional Investors (i.e. other than individuals, HUFs, NRIs etc.) can also upload their Board Resolution/ Power of Attorney/Authority Letter etc. by clicking on the "Upload Board Resolution/Authority Letter" displayed under the "e-voting" tab in their login.
6. Members may note that the VC /OAVM Facility, provided by NSDL, allow participation of at least 1,000 Members on a first-come-first-serve basis. The large shareholders (i.e. shareholders holding 2% or more shareholding), promoters, institutional investors, directors, Key Managerial Personnel, the Chairpersons of the Audit Committee, Nomination and Remuneration Committee and Stakeholders Relationship Committee and auditors can attend the AGM without any restriction on account of the first-come first-serve principle.
7. The Members can join the AGM in the VC/OAVM mode 30 minutes before the scheduled time of the commencement of the Meeting by following the procedure mentioned in the Notice.
8. In case of joint holders attending the AGM, only such joint holder who is higher in the order of the names as per the Register of Members of the Company, as of the cut-off date, will be entitled to vote at the Meeting.
9. The integrated Annual report for FY 2024-25 are being sent only through electronic mode to those Members whose e-mail addresses are registered with the Company/ Depositories. The

Company shall send the physical copy of Integrated Annual Report FY 2024-25 to those Members who request the same at [ir.telephoto@pvpglobal.com](mailto:ir.telephoto@pvpglobal.com). mentioning their Folio No./DP ID and Client ID.

10. SEBI vide Circular Nos. SEBI/HO/OIAE/OIAE\_IAD-1/P/ CIR/2023/131 dated July 31, 2023, and SEBI/HO/OIAE/ OIAE\_IAD-1/P/CIR/2023/135 dated August 04, 2023, read with Master Circular No. SEBI/HO/ OIAE/OIAE\_ IAD-1/P/CIR/2023/145 dated July 31, 2023 (updated as on August 11, 2023), has established a common Online Dispute Resolution Portal ("ODR Portal") for resolution of disputes arising in the Indian Securities Market. Pursuant to above-mentioned circulars, post exhausting the option to resolve their grievances with the RTA/ Company directly and through existing SCORES platform, the investors can initiate dispute resolution through the ODR Portal (<https://smartodr.in/login>).
11. The Notice convening this AGM along with the Integrated Annual Report FY 2024-25 will also be available on the website of the Company at <https://www.pvpcinema.com/>, websites of the Stock Exchange i.e. BSE Limited, at [www.bseindia.com](http://www.bseindia.com). The AGM Notice is also available on the website of NSDL at [www.evoting.nsdl.com](http://www.evoting.nsdl.com).
12. In terms of Regulation 40(1) of the SEBI Listing Regulations, as amended, securities of listed companies can be transferred only in dematerialized form with effect from April 01, 2019, except in case of request received for transmission or transposition of securities. Transfers of equity shares register the same with their DPs in case the shares are held by them in electronic form and with the Company in case the shares are held by them in physical form.
13. The requests for effecting transmission/transposition of securities shall be processed in the dematerialized form. In order to eliminate all risks associated with physical shares and avail various benefits of dematerialization. Members holding shares in physical form are requested to consider converting their holdings to dematerialized form. Members can contact the Company's Registrar and Transfer Agent, Cameo Corporate Services Limited ("Registrar" or "RTA") at [murali@cameoindia.com](mailto:murali@cameoindia.com) for assistance in this regard.
14. Members may please note that SEBI vide its Circular No. SEBI/ MIRSD/MIRSD\_RTAMB/P/CIR/2022/8 dated January 25, 2022 has mandated the Listed Companies to issue securities in dematerialized form only while processing service requests viz. Issue of duplicate securities certificate; claim from unclaimed suspense account; renewal/exchange of securities certificate; endorsement; sub-division/splitting of securities certificate; consolidation of securities certificates/folios; transmission and transposition. Accordingly, Members are requested to make service requests by submitting a duly filled and signed Form ISR – 4, the format of which is available on the website of the Company's RTA, Cameo Corporate Services Limited at [www.cameoindia.com](http://www.cameoindia.com). It may be noted that any service request received by a member can be processed by RTA/the Company only after the folio is KYC Compliant.
15. Members are requested to intimate changes, if any, about their name, postal address, e-mail address, telephone/mobile numbers, PAN, power of attorney registration, Bank Mandate details, etc. to their Depository Participant ("DP") in case the shares are held in electronic form and to the Registrar in case the shares are held in physical form, in prescribed Form No. ISR-1, quoting their folio number and enclosing the self-attested supporting document. Further, Members may note that SEBI has mandated the submission of PAN by every participant in the securities market.
16. Members can avail of the facility of nomination in respect of shares held by them in physical form pursuant to the provisions of section 72 of the Act. Members desiring to avail of this facility may send their nomination in the prescribed Form No. SH-13 duly filled in to Cameoindia at the above-mentioned address. Members holding shares in electronic form may contact their respective Depository Participants for availing this facility.

17. The Register of Members and Transfer Books of the Company will be closed from Friday September 19, 2025 to Thursday September 25, 2025 (both days inclusive) for the purpose of AGM.
18. The Members may make use of the electronic facility made available as per the provisions of Section 170 of the Companies Act, 2013. Such facility without any cost will be available for the Members from the date of circulation of this Notice up to the date of AGM i.e. Thursday, September 25, 2025. Members can send their request through an email to [ir.telephoto@pvpglobal.com](mailto:ir.telephoto@pvpglobal.com).
19. To support the Green Initiative, Members who have not yet registered their email addresses are requested to register the same with their DPs in case the shares are held by them in electronic form and with the Company in case the shares are held by them in physical form.
20. The voting rights of the Members (for voting through remote e-voting before the AGM and e-voting during the AGM) shall be in proportion to their share of the paid-up equity share capital of the Company as of the cut-off date of Thursday, September 18 2025. Subject to receipt of the requisite number of votes, the Resolutions passed by remote e-voting are deemed to have been passed as if they have been passed at the AGM i.e. Thursday, September 25 2025. The Notice of the AGM indicating the instructions for the remote e-voting process can be downloaded from the NSDL's website [www.evoting.nsdl.com](http://www.evoting.nsdl.com) or the Company's website [www.pvpcinema.com](http://www.pvpcinema.com).
21. Members will be provided with the facility for voting through an electronic voting system during the video conferencing proceedings at the AGM and Members participating at the AGM, who have not already cast their vote by remote e-voting, will be eligible to exercise their right to vote during such proceedings of the AGM. Members who have cast their vote by remote e-voting prior to the AGM will also be eligible to participate at the AGM but shall not be entitled to cast their vote again on such resolutions for which the Member has already cast the vote through remote e-voting.
22. Any person holding shares in physical form and non-individual shareholders, who acquire shares of the Company and becomes a Member of the Company after the dispatch of this Notice and holding shares as on the cut-off date, i.e. Thursday, September 18 2025, may obtain the User ID and password by sending a request along with the requisite documents at [evoting@nsdl.com](mailto:evoting@nsdl.com).
23. The Members who are present during the AGM through VC/OAVM and have not cast their votes through remote e-voting, would be allowed to cast their vote during the AGM through e-voting.
24. The Board of Directors has appointed M/s. D. Hanumanta Raju & Co, Practicing Company Secretary, Hyderabad as the Scrutinizer to scrutinize the remote e-voting process before the AGM as well as e-voting process during the AGM in fair & transparent manner.
25. The Scrutinizer shall, immediately after the conclusion of voting at the AGM, unblock the votes cast through e-voting (i.e. 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 any other person authorized by him in writing, who shall countersign the same. The results will be announced not later than 2 working days from the conclusion of the AGM. The result declared along with the Scrutinizer's Report shall be forwarded to BSE Limited where the shares of the Company are listed. The results along with the Scrutinizer's Report shall also be placed on the website of NSDL, and will also be displayed on the Company's website at [www.pvpcinema.com](http://www.pvpcinema.com). Members seeking any information with regard to the financial statements or any matter to be placed at the AGM, are requested to write to the Company on or before September 23, 2025 through e-mail on [irtelephoto@pvpglobal.com](mailto:irtelephoto@pvpglobal.com). The same will be replied by the Company suitably.

26. Members who would like to express their views/ ask questions as a speaker at the Meeting may pre- register themselves by sending a request from their registered email address mentioning their names, DP ID and Client ID/folio number, PAN, and mobile number at [ir.telephoto@pvpglobal.com](mailto:ir.telephoto@pvpglobal.com) between on or before Friday September 18, 2025. Only those Members who have pre-registered themselves as a speaker on the dedicated email id [ir.telephoto@pvpglobal.com](mailto:ir.telephoto@pvpglobal.com) will be allowed to express their views/ask questions during the AGM.

**THE INSTRUCTIONS FOR MEMBERS FOR REMOTE E-VOTING AND JOINING GENERAL MEETING ARE AS UNDER:-**

The remote e-voting period shall commence on Monday, September 22 2025 at 09:00 A.M. and shall end on Wednesday, September 24, 2025 at 05:00 P.M. The remote e-voting module shall be disabled by NSDL for voting thereafter. The Members, whose names appear in the Register of Members / Beneficial Owners as on the record date (cut-off date) i.e. Thursday, September 18, 2025, may cast their vote electronically. The voting right of shareholders shall be in proportion to their share in the paid-up equity share capital of the Company as on the cut-off date, being Thursday, September 18, 2025.

**How do I vote electronically using the NSDL e-Voting system?**

*The way to vote electronically on NSDL e-Voting system consists of “Two Steps” which are mentioned below:*

**Step 1: Access to NSDL e-Voting system**

**A) Login method for e-Voting and joining virtual meeting for Individual shareholders holding securities in demat mode**

In terms of SEBI circular 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.

Login method for Individual shareholders holding securities in demat mode is given below:

*(This space is intentionally left blank)*

Type of shareholders	Login Method
Individual Shareholders holding securities in demat mode with NSDL.	<p>1. Existing <b>IDeAS</b> user can visit the e-Services website of NSDL Viz. <a href="https://eservices.nsdl.com">https://eservices.nsdl.com</a> either on a Personal Computer or on a mobile. On the e-Services home page click on the “<b>Beneficial Owner</b>” icon under “<b>Login</b>” which is available under ‘<b>IDeAS</b>’ section , this will prompt you to enter your existing User ID and Password. After successful authentication, you will be able to see e-Voting services under Value added services. Click on “<b>Access to e-Voting</b>” under e-Voting services and you will be able to see e-Voting page. Click on company name or <b>e-Voting service provider i.e. NSDL</b> and you will be re-directed to e-Voting website of NSDL for casting your vote during the remote e-Voting period or joining virtual meeting &amp; voting during the meeting.</p> <p>2. If you are not registered for IDeAS e-Services, option to register is available at <a href="https://eservices.nsdl.com">https://eservices.nsdl.com</a>. Select “<b>Register Online for IDeAS Portal</b>” or click at <a href="https://eservices.nsdl.com/SecureWeb/IdeasDirectReg.jsp">https://eservices.nsdl.com/SecureWeb/IdeasDirectReg.jsp</a></p> <p>3. Visit the e-Voting website of NSDL. Open web browser by typing the following URL: <a href="https://www.evoting.nsdl.com/">https://www.evoting.nsdl.com/</a> 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 <b>e-Voting service provider i.e. NSDL</b> and you will be redirected to e-Voting website of NSDL for casting your vote during the remote e-Voting period or joining virtual meeting &amp; voting during the meeting.</p> <p>4. Shareholders/Members can also download the NSDL Mobile App “<b>NSDL Speede</b>” facility by scanning the QR code mentioned below for seamless voting experience.</p>

<p>Individual Shareholders holding securities in demat mode with CDSL</p>	<ol style="list-style-type: none"> <li>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 users to login Easi /Easiest are requested to visit CDSL website <a href="http://www.cdslindia.com">www.cdslindia.com</a> and click on login icon &amp; New System Myeasi Tab and then user your existing my easi username &amp; password.</li> <li>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 the e-Voting service provider for casting your vote during the remote e-Voting period or joining virtual meeting &amp; voting during the meeting. Additionally, there is also links provided to access the system of all e-Voting Service Providers, so that the user can visit the e-Voting service providers' website directly.</li> <li>3. If the user is not registered for Easi/Easiest, option to register is available at CDSL website <a href="http://www.cdslindia.com">www.cdslindia.com</a> and click on login &amp; New System Myeasi Tab and then click on registration option.</li> <li>4. Alternatively, the user can directly access e-Voting page by providing Demat Account Number and PAN No. from a e-Voting link available on <a href="http://www.cdslindia.com">www.cdslindia.com</a> home page. The system will authenticate the user by sending OTP on registered Mobile &amp; 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.</li> </ol>
<p>Individual Shareholders (holding securities in demat mode) login through their depository participants</p>	<p>You can also login using the login credentials of your demat account through your Depository Participant registered with NSDL/CDSL for e-Voting facility. Upon logging in, you will be able to see e-Voting option. 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 i.e. NSDL and you will be redirected to e-Voting website of NSDL for casting your vote during the remote e-Voting period or joining virtual meeting &amp; voting during the meeting.</p>

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

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

<b>Login type</b>	<b>Helpdesk details</b>
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 <a href="mailto:evoting@nsdl.com">evoting@nsdl.com</a> or call at 022 - 4886 7000
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 <a href="mailto:helpdesk.evoting@cdslindia.com">helpdesk.evoting@cdslindia.com</a> or contact at toll free no. 1800-21-09911

**B) Login Method for e-Voting and joining virtual meeting for shareholders other than Individual shareholders holding securities in demat mode and shareholders holding securities in physical mode.**

**How to Log-in to NSDL e-Voting website?**

1. 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.
2. Once the home page of e-Voting system is launched, click on the icon "Login" which is available under 'Shareholder/Member' section.
3. A new screen will open. You will have to enter your User ID, your Password/OTP and a Verification Code as shown on the screen.

*Alternatively, if you are registered for NSDL eservices i.e. IDEAS, you can log-in at <https://eservices.nsdl.com/> with your existing IDEAS login. Once you log-in to NSDL eservices after using your log-in credentials, click on e-Voting and you can proceed to Step 2 i.e. Cast your vote electronically.*

4. Your User ID details are given below :



<b>Manner of holding shares i.e. Demat (NSDL or CDSL) or Physical</b>	<b>Your User ID is:</b>
a) For Members who hold shares in demat account with NSDL.	8 Character DP ID followed by 8 Digit Client ID  For example if your DP ID is IN300*** and Client ID is 12***** then your user ID is IN300***12*****.
b) For Members who hold shares in demat account with CDSL.	16 Digit Beneficiary ID  For example if your Beneficiary ID is 12***** then your user ID is 12*****
c) For Members holding shares in Physical Form.	EVEN Number followed by Folio Number registered with the company  For example if folio number is 001*** and EVEN is 101456 then user ID is 101456001***

5. Password details for shareholders other than Individual shareholders are given below:
<p>a) If you are already registered for e-Voting, then you can use your existing password to login and cast your vote.</p>
<p>b) If you are using NSDL e-Voting system for the first time, you will need to retrieve the 'initial password' which was communicated to you. Once you retrieve your 'initial password', you need to enter the 'initial password' and the system will force you to change your password.</p> <p>c) How to retrieve your 'initial password'?</p> <ol style="list-style-type: none"> <li>I. If your email ID is registered in your demat account or with the company, your 'initial password' is communicated to you on your email ID. Trace the email sent to you from NSDL from your mailbox. Open the email and open the attachment i.e. a .pdf file. Open the .pdf file. The password to open the .pdf file is your 8 digit client ID for NSDL account, last 8 digits of client ID for CDSL account or folio number for shares held in physical form. The .pdf file contains your 'User ID' and your 'initial password'.</li> <li>II. If your email ID is not registered, please follow steps mentioned below in <b>process for those shareholders whose email ids are not registered.</b></li> </ol>

<p>6. If you are unable to retrieve or have not received the “Initial password” or have forgotten your password:</p> <p>A. Click on “<b>Forgot User Details/Password?</b>”(If you are holding shares in your demat account with NSDL or CDSL) option available on <a href="http://www.evoting.nsdl.com">www.evoting.nsdl.com</a>.</p> <p>B. <b>Physical User Reset Password?</b>” (If you are holding shares in physical mode) option available on <a href="http://www.evoting.nsdl.com">www.evoting.nsdl.com</a>.</p> <p>C. If you are still unable to get the password by aforesaid two options, you can send a request at <a href="mailto:evoting@nsdl.com">evoting@nsdl.com</a> mentioning your demat account number/folio number, your PAN, your name and your registered address etc.</p> <p>D. Members can also use the OTP (One Time Password) based login for casting the votes on the e-Voting system of NSDL.</p>
<p>7. After entering your password, tick on Agree to “Terms and Conditions” by selecting on the check box.</p>
<p>8. Now, you will have to click on “Login” button.</p>
<p>9. After you click on the “Login” button, Home page of e-Voting will open.</p>

## **Step 2: Cast your vote electronically and join General Meeting on NSDL e-Voting system.**

### **How to cast your vote electronically and join General Meeting on NSDL e-Voting system?**

1. After successful login at Step 1, you will be able to see all the companies “EVEN” in which you are holding shares and whose voting cycle and General Meeting is in active status.
2. Select “EVEN” of the company for which you wish to cast your vote during the remote e-Voting period and casting your vote during the General Meeting. For joining a virtual meeting, you need to click on “VC/OAVM” link placed under “Join Meeting”.
3. Now you are ready for e-Voting as the Voting page opens.
4. Cast your vote by selecting appropriate options i.e. assent or dissent, verify/modify the number of shares for which you wish to cast your vote and click on “Submit” and also “Confirm” when prompted.
5. Upon confirmation, the message “Vote cast successfully” will be displayed.
6. You can also take the printout of the votes cast by you by clicking on the print option on the confirmation page.
7. Once you confirm your vote on the resolution, you will not be allowed to modify your vote.

### **General Guidelines for shareholders**

1. Institutional shareholders (i.e. other than individuals, HUF, NRI etc.) are required to send scanned copy (PDF/JPG Format) of the relevant Board Resolution/ Authority letter etc. with attested specimen signature of the duly authorized signatory(ies) who are authorized to vote, to the Scrutinizer by e-mail to [thr300@gmail.com](mailto:thr300@gmail.com) with a copy marked to [evoting@nsdl.com](mailto:evoting@nsdl.com). Institutional shareholders (i.e. other than individuals, HUF, NRI etc.) can also upload their Board Resolution / Power of Attorney / Authority Letter etc. by clicking on "Upload Board Resolution / Authority Letter" displayed under "e-Voting" tab in their login.
2. It is strongly recommended not to share your password with any other person and take utmost care to keep your password confidential. Login to the e-voting website will be disabled upon five unsuccessful

attempts to key in the correct password. In such an event, you will need to go through the “[Forgot User Details/Password?](#)” or “[Physical User Reset Password?](#)” option available on [www.evoting.nsdl.com](http://www.evoting.nsdl.com) to reset the password.

3. In case of any queries, you may refer the Frequently Asked Questions (FAQs) for Shareholders and e-voting user manual for Shareholders available at the download section of [www.evoting.nsdl.com](http://www.evoting.nsdl.com) or call on.: 022 - 4886 7000 or send a request to NSDL at [evoting@nsdl.com](mailto:evoting@nsdl.com).

**Process for those shareholders whose email ids are not registered with the depositories for procuring user id and password and registration of e mail ids for e-voting for the resolutions set out in this notice:**

1. In case shares are held in physical mode please provide Folio No., Name of shareholder, scanned copy of the share certificate (front and back), PAN (self attested scanned copy of PAN card), AADHAR (self attested scanned copy of Aadhar Card) by email to [ir.telephoto@pvpglobal.com](mailto:ir.telephoto@pvpglobal.com).
- 2.
3. In case shares are held in demat mode, please provide DPID-CLID (16 digit DPID + CLID or 16 digit beneficiary ID), Name, client master or copy of Consolidated Account statement, PAN (self attested scanned copy of PAN card), AADHAR (self attested scanned copy of Aadhar Card) to [ir.telephoto@pvpglobal.com](mailto:ir.telephoto@pvpglobal.com). If you are an Individual shareholders holding securities in demat mode, you are requested to refer to the login method explained at **step 1 (A) i.e. Login method for e-Voting and joining virtual meeting for Individual shareholders holding securities in demat mode.**
4. Alternatively shareholder/members may send a request to [evoting@nsdl.com](mailto:evoting@nsdl.com) for procuring user id and password for e-voting by providing above mentioned documents.
5. In terms of SEBI circular 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 required to update their mobile number and email ID correctly in their demat account in order to access e-Voting facility.

**THE INSTRUCTIONS FOR MEMBERS FOR e-VOTING ON THE DAY OF THE EGM/AGM ARE AS UNDER: -**

1. The procedure for e-Voting on the day of the EGM/AGM is the same as the instructions mentioned above for remote e-voting.
2. Only those Members/ shareholders, who will be present in the EGM/AGM through VC/OAVM facility and have not casted their vote on the Resolutions through remote e-Voting and are otherwise not barred from doing so, shall be eligible to vote through e-Voting system in the EGM/AGM.
3. Members who have voted through Remote e-Voting will be eligible to attend the EGM/AGM. However, they will not be eligible to vote at the EGM/AGM.
4. The details of the person who may be contacted for any grievances connected with the facility for e-Voting on the day of the EGM/AGM shall be the same person mentioned for Remote e-voting.

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## INSTRUCTIONS FOR MEMBERS FOR ATTENDING THE EGM/AGM THROUGH

### VC/OAVM ARE AS UNDER:

1. Members will be provided with a facility to attend the EGM/AGM through VC/OAVM through the NSDL e-Voting system. Members may access by following the steps mentioned above for **Access to NSDL e-Voting system**. After successful login, you can see a link of "VC/OAVM" placed under "Join meeting" menu against the company name. You are requested to click on the VC/OAVM link placed under the **Join Meeting** menu. The link for VC/OAVM will be available in Shareholder/Member login where the EVEN of the Company will be displayed. Please note that the members who do not have the User ID and Password for e-Voting or have forgotten the User ID and Password may retrieve the same by following the remote e-Voting instructions mentioned in the notice to avoid last minute rush.
2. Members are encouraged to join the Meeting through Laptops for better experience.
3. Further Members will be required to allow Camera and use the Internet with a good speed to avoid any disturbance during the meeting.
4. Please note that Participants Connecting from Mobile Devices or Tablets or through Laptop connecting via Mobile Hotspot may experience Audio/Video loss due to Fluctuation in their respective network. It is therefore recommended to use Stable Wi-Fi or LAN Connection to mitigate any kind of aforesaid glitches.
5. Shareholders who would like to express their views/have questions may send their questions in advance mentioning their name demat account number/folio number, email id, mobile number at [ir.telephoto@pvpglobal.com](mailto:ir.telephoto@pvpglobal.com). The same will be replied by the company suitably

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## **EXPLANATORY STATEMENT**

As required by Section 102 of the Companies Act, 2013, following Explanatory Statement sets out material facts relating to the special business under item(s) 4 & 5 of the accompanying Notice.

### **Item No. 04:**

Pursuant to the provisions of Section 204 of the companies Act, 2013 and Regulation 24A of SEBI (LODR), Regulations, 2015, Every listed company or such class of companies is required to appoint Secretarial Auditor for doing the secretarial Audit of the company and the Secretarial Auditor must be a peer reviewed Company Secretary from the Institute of Company Secretaries of India (ICSI) and should not have incurred any of the disqualifications as specified by SEBI. In light of the above, the board of directors of the company based on the recommendation of the Audit Committee, has recommended the appointment of M/s. D. Hanumanta Raju & Co., Practicing Company Secretaries, Hyderabad as the Secretarial Auditor of the company for a term of 5 (five) consecutive financial years commencing from April 1, 2025 till March 31, 2030 at a remuneration as agreed with the board of directors of the company.

M/s. D. Hanumanta Raju & Co., Practicing Company Secretaries, Hyderabad has given its consent to act as the Secretarial Auditors, confirmed that they hold a valid peer review certificate issued by ICSI and that they are not disqualified from being appointed as Secretarial Auditors.

Accordingly, the approval of the members is sought for the above appointment by means of an ordinary resolution. The Board recommends the aforesaid appointment for approval of the members.

None of the Directors and Key Managerial Personnel of the Company and their relatives are concerned or interested, financially or otherwise, in the resolution set out in Item 4 of the Notice.

### **Item No. 05:**

In terms of Regulation 23(4) of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, all material related party transactions shall require prior approval of the shareholders by special resolution, and the concerned related parties shall abstain from voting.

During the FY 2025-26, the company proposes to enter into transactions with BVR Malls Private Limited, New Cyberabad City Projects Private Limited, PVP Ventures Limited, PVP Capital Limited & PVP Cinema Private Limited which is a Related Party as defined under Section 2(76) of the Companies Act, 2013 and applicable SEBI Regulations.

The proposed transactions may include the following:

1. Purchase or sale of goods or services
2. Leasing of property or assets
3. Availing or rendering of any consultancy, technical, operational, or administrative services.
4. Loans, advances, investments, guarantees, or securities (if any)

The estimated aggregate value of such transactions during FY 2025–26 is expected to exceed the materiality threshold of 10% of the annual consolidated turnover of the Company, as per the last audited financial statements. All transactions will be conducted on an arm's length basis and in the ordinary course of business, and will be reviewed and approved by the Audit Committee periodically.

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Disclosure under Rule 15 of Companies (Meetings of Board and its Powers) Rules, 2014:

Particulars	Details
Name of related party	1. BVR Malls Private Limited, 2. New Cyberabad City Projects Private Limited, 3. PVP Ventures Limited 4. PVP Capital Limited, 5. PVP Cinema Private Limited
Nature of Relationship	Related Parties as defined under the Companies Act 2013
Nature, Duration and Material Terms	As per agreement/understanding between the parties
Value of Transaction	An aggregate amount of Rs. 50 Crores with all the related parties as mentioned above for the Financial Year 2025 – 26
Rationale	To facilitate the working capital requirements.
Manner of Pricing	On an arm's length basis and in ordinary course of business.

By order of the Board of Directors  
For Picturehouse Media Limited

Date: August 20, 2025  
Place: Hyderabad

Sd/-  
Prasad Veera Potluri  
Managing Director

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**ANNEXURE - A TO ITEM NO: 3 OF THE NOTICE TO SHAREHOLDERS**

**Details of the Director retiring by rotation and seeking re-appointment at the Annual General Meeting pursuant to Regulation 36(3) of SEBI LODR Regulations, 2015 in conjunction with the Secretarial Standards on General Meetings (“SS-2”), issued by the Institute of Company Secretaries of India are as under:**

Particulars	Mrs. Poonamallee Jayavelu Bhavani
Director Identification Number	08294839
Designation/category of the Director	Non-Executive Non-Independent Woman Director
Age	35
Date of the first appointment on the Board	December 5, 2018
Qualification	B.Com, CA (Inter), CS (Inter)
Profile, Experience and Expertise in specific functional areas	Ms. Poonamallee Jayavelu Bhavani has over ten years of experience in Auditing, Project/Revenue Management and Finance in Real Estate Sector
Shareholding in the Company including shareholding as a beneficial owner	Nil
Relationship with the other Directors	None
Terms & conditions of the reappointment	To retire by rotation
Directorships held in other companies including equity listed companies and excluding foreign companies as on the date of this Notice	PVP Ventures Limited(Non-Executive & Non-Independent Director)
Memberships / Chairmanships of committees of other companies (excluding foreign companies) as on date of this Notice	PVP Ventures Limited: Member in Nomination and Remuneration Committee and Stakeholder Relationship Committee.
Number of meetings of the Board attended during the financial year	04
Details of Sitting fees /remuneration paid in FY 2024-25	Sitting fees: Rs 1,00,300
Details of Remuneration sought to be paid	Eligible for sitting fees as approved by the Board
Resignation from Listed Entities in past three years	Nil



## **DIRECTORS' REPORT**

Dear Shareholders,

We are pleased to present the report on the business and operations of your Company for the year ended March 31, 2025.

### **1. FINANCIAL SUMMARY**

**[RS. IN LAKH]**

<b>PARTICULARS</b>	<b>STANDALONE</b>		<b>CONSOLIDATED</b>	
<b>Summary of Statement of Profit and Loss:</b>	<b>2024-25</b>	<b>2023-24</b>	<b>2024-25</b>	<b>2023-24</b>
Total Income	556.45	49.40	1980.06	763.16
Operational, Administration, and Other Expenses	167.86	158.66	193.04	198.15
<b>Profit/(Loss) Before Depreciation Interest and Tax</b>	<b>388.59</b>	<b>(109.26)</b>	<b>1787.02</b>	<b>565.01</b>
Depreciation	1.62	5.44	1.72	5.54
Interest and Finance Charges	306.28	7.47	1590.73	625.01
<b>Profit / (Loss) Before Exceptional Items</b>	<b>80.69</b>	<b>(122.17)</b>	<b>195.56</b>	<b>(65.55)</b>
Exceptional Items	-	-	-	-
<b>Profit / (Loss) Before Tax</b>	<b>80.69</b>	<b>(122.17)</b>	<b>195.56</b>	<b>(65.55)</b>
Tax Expense	-	-	-13.97	-
Other Comprehensive Income	1.18	1.12	1.18	1.12
<b>Profit/ (Loss) after Tax</b>	<b>81.87</b>	<b>(121.05)</b>	<b>209.71</b>	<b>(64.43)</b>
Basic and diluted	0.15	(0.23)	0.39	(0.13)

### **2. PERFORMANCE AND STATE OF AFFAIRS OF THE COMPANY**

During the financial year 2024-25, the turnover of the company decreased from Rs. 49.40 lakhs to Rs. 3.49 lakhs.

### **3. THE CHANGE IN NATURE OF THE COMPANY'S BUSINESS**

During the financial year 2024-25, there was no change in the nature of the Company's business.

### **4. TRANSFER TO RESERVES**

During the year the company reported a profit due to unrealized gain with respect to an accounting adjustments. As a result, there was no actual operational profit for the company. Hence, the Board of Directors has not proposed to transfer of any amount to reserves for the period under review.

### **5. DIVIDEND**

During the year the company reported a profit due to unrealized gain with respect to an accounting adjustments. As a result, there was no actual operational profit for the company. The Board of Directors has not recommended any dividend for the financial year ended March 31, 2025.

### **6. CAPITAL STRUCTURE**

During the year, there was no change in the capital structure of the Company.

## **7. PUBLIC DEPOSITS**

The Company did not accept any deposits from the public within the meaning of Chapter V of the Act, 2013, read with the Companies (Acceptance of Deposits) Rules, 2014 for the year ended March 31, 2025.

## **8. INSURANCE**

All the properties of the Company have been adequately insured.

## **9. PARTICULARS OF LOANS, GUARANTEES, AND INVESTMENTS**

The Loans, guarantees, and investments as covered under Section 186 of the Companies Act, 2013 forms part of the Note No. 5 to the financial statements as provided in this Annual Report.

## **10. RELATED PARTY TRANSACTIONS**

All Related Party Transactions are placed before the Audit Committee and the Board for approval. Prior omnibus approval of the Audit Committee was obtained for the transactions that are foreseen and repetitive. For all the transactions entered pursuant to the omnibus approval so granted, a statement giving details of all such transactions is placed before the Audit Committee for their approval on a quarterly basis. The policy on Related Party Transactions as approved by the Board is posted on the Company's website [www.pvpcinema.com](http://www.pvpcinema.com) in accordance with Accounting Standard 18, the Related Party Transactions are disclosed in the notes to accounts of the Standalone Financial Statements.

## **11. MATERIAL CHANGES AND COMMITMENTS AFFECTING FINANCIAL POSITION**

During the financial year under review, there were no such material changes and commitments which affects the financial position of the company.

## **12. DETAILS OF ISSUE OF EQUITY SHARES WITH DIFFERENTIAL RIGHTS, DETAILS OF ISSUE OF SWEAT EQUITY SHARES- Nil**

## **13. DETAILS OF LOANS FROM DIRECTORS;**

During the year under review, the company did not receive any loans from its directors.

## **14. DETAILS OF ANY DIRECTOR WHO IS IN RECEIPT OF ANY COMMISSION FROM THE COMPANY AND WHO IS A MANAGING OR WHOLE-TIME DIRECTOR OF THE COMPANY SHALL NOT BE DISQUALIFIED FROM RECEIVING ANY REMUNERATION OR COMMISSION FROM ANY HOLDING COMPANY OR SUBSIDIARY COMPANY OF SUCH COMPANY SUBJECT TO ITS DISCLOSURE BY THE COMPANY IN THE BOARD'S REPORT; Nil**

## **15. SUBSIDIARY COMPANIES**

The Company and its subsidiaries operate in the verticals of Film Production and Film Financing. As on March 31, 2025, the Company has following subsidiaries;

1. PVP Capital Limited (WOS)
2. PVP Cinema Private Limited (WOS)
3. New Cyberabad City Projects Private Limited

During the Financial year under review, PVP Capital Limited the wholly owned subsidiary of the company has surrendered its Certificate of Registration before the Reserve Bank of Bank India (RBI) on 03<sup>rd</sup> December, 2024 following to a Notice of Cancellation of Certificate of Registration issued by the RBI on 26<sup>th</sup> November, 2024. The company is in the process of reviving its operations.

The consolidated financial statements of the Company including its subsidiaries have been prepared in accordance with Section 129(3) and Section 133 of the Companies Act, 2013 read with the rules made

thereunder and applicable Indian Accounting Standards (Ind AS) along with the Auditor's Report forms part of this Annual Report. Further, a statement containing salient features of the financial statements of the subsidiaries in the prescribed format **AOC-1** is appended as **Annexure - 1** to the Board's Report. Hence, a separate report on the performance and financial position of each of the subsidiaries and joint venture companies is not repeated here for the sake of brevity.

As required under Section 136 of the Companies Act, 2013 the audited financial statements including the consolidated financial statements and related information of the Company and audited accounts of each of its subsidiaries are available on the website [www.pvpcinema.com](http://www.pvpcinema.com). These documents will also be available for inspection during business hours at the registered office of the Company and any member who wishes to get copies of such financial statements may write to the Company for such requirements.

## **16. MANAGEMENT DISCUSSION AND ANALYSIS REPORT**

Management Discussion and Analysis Report for the year under review, as stipulated under Regulation 34 of the SEBI (Listing Obligations & Disclosure Requirement) Regulations, 2015, is presented in a separate section forming part of the Annual Report.

## **17. CORPORATE GOVERNANCE**

The Company is committed to maintaining the prescribed standards of Corporate Governance. The Directors adhere to the requirements set out by the Securities and Exchange Board of India's Corporate Governance practices and have implemented all the mandatory stipulations prescribed. The Report on Corporate Governance as stipulated under Regulation 34 read with Schedule V of the SEBI (Listing Obligations & Disclosure Requirement) Regulations, 2015 forms part of the Annual Report.

## **18. BOARD OF DIRECTORS AND KEY MANAGERIAL PERSONNEL**

During the year under review, the composition of the board directors of the company are as follows;

1. Mr. Prasad V Potluri – Managing Director
2. Mr. Subramaniam Parameswaran – Non Executive Independent Director
3. Mr. Gautam Sahi – Non Executive Independent Director
4. Mrs. PJ Bhavani – Non Executive Woman Director

During the year, there were changes in the KMP of the company are as follows;

1. Mrs. Derrin Ann George resigned as the Company Secretary of the company with effect from 12<sup>th</sup> November, 2024.
2. Mr. Rajesh Kumar Samal was appointed as the Company Secretary of the company with effect from 12<sup>th</sup> November, 2024.

## **19. TRAINING AND FAMILIARIZATION PROGRAMS AND ANNUAL BOARD EVALUATION PROCESS**

The details of training and familiarization programs and the Annual Board Evaluation process for directors have been provided under the Corporate Governance Report.

The Independent Directors have submitted the declaration of independence, pursuant to Section 149(7) of the Companies Act, 2013 stating that they meet the criteria of independence as provided in sub-section (6) of Section 149 of the Companies Act, 2013.

The policy on Directors' appointment and remuneration including criteria for determining qualifications positive attributes, independence of directors, and also remuneration for Key Managerial Personnel and other employees and the Board evaluation process also forms part of the Corporate Governance Report as per Section 178(3) of the Companies Act, 2013 is hosted on the Company's website and the web link thereto is [http://pvpcinema.com/docs/other\\_statutory\\_info/PML-N&RCommPolicy.pdf](http://pvpcinema.com/docs/other_statutory_info/PML-N&RCommPolicy.pdf).

## **20. BOARD COMMITTEES**

Pursuant to the Act, 2013 and the Listing Regulations, the Company has formed all the statutory Committees namely, the Audit Committee, the Nomination and Remuneration Committee, the Corporate Social Responsibility Committee, and the Stakeholders' Relationship Committee. Detailed information about these Committees and relevant information for the year under review are given in the Corporate Governance Report. There have been no instances where the Board did not accept the recommendations of its Committees including the Audit Committee.

## **21. NUMBER OF MEETINGS OF THE BOARD**

The Board met Four (4) times through Video Conference during the financial year, and the details of which are given in the Corporate Governance Report that forms part of this Annual Report. The intervening gap between any two meetings was well within the period prescribed under the provisions of the Companies Act, 2013.

## **22. DIRECTORS' RESPONSIBILITY STATEMENT**

The financial statements of the Company are prepared as per applicable Accounting Standards as prescribed under Section 133 read with Rule 7 of the Companies (Accounts) Rules, 2014 and other applicable provisions, if any. There are no material departures from prescribed accounting standards. The Directors confirm that:

- I. In preparation of the annual accounts for the financial year ended March 31, 2025 the applicable accounting standards have been followed along with proper explanation relating to material departures;
- II. The directors have selected such accounting policies and applied them consistently and made judgments and estimates that are reasonable and prudent so as to give a true and fair view of the state of affairs of the company at the end of the financial year and of the profit and loss of the company for that period;
- III. The directors have taken proper and sufficient care for the maintenance of adequate accounting records in accordance with the provisions of this Act for safeguarding the assets of the company and for preventing and detecting fraud and other irregularities;
- IV. The directors have prepared the annual accounts on a going concern basis;
- V. The directors have laid down proper internal financial controls, which are adequate and are operating effectively; and
- VI. The directors have devised proper systems to ensure compliance with the provisions of all applicable laws and such systems are adequate to operate the company effectively.

## **23. STATEMENT ON DECLARATION GIVEN BY INDEPENDENT DIRECTORS UNDER SUB-SECTION (6) OF SEC.149 OF THE COMPANIES ACT, 2013**

The independent directors have submitted the declaration of independence, as required pursuant to sub-section (6) of section 149 of the Companies Act, 2013 stating that they meet the criteria of independence as provided in sub-section (6) of Section 149.

## **24. AUDITORS**

### **24.1 Statutory Auditor**

M/s RPSV & Co, Chartered Accountants (FRN: 0013151S) are the statutory auditor of the company.

### **Auditors' Report & Management' Comments on the Qualifications made by statutory auditors**

The Report given by the Auditors on the financial statements of the Company is part of the Annual Report. There has been qualification, reservation, adverse remark or disclaimer given by the Auditors in their Report.

The Auditors' Report for the financial year 2024-25 is a "qualified report" for both standalone & consolidated financial statements.

**Auditors Qualification:**

**On Standalone financial statement:**

**STANDALONE QUALIFICATION**

- I. Attention is invited to note no. 3 to the Notes to Standalone Audited Financial Results, in relation to inventory i.e., films production expenses amounting to Rs. 2,956.52 Lakhs, consists of advances granted to artists and co-producers. As represented by the Management the film production is under progress with respect to production of 3 movies costing Rs 76.69 lakhs. In respect of the balance inventory of Rs 2,879.83 lakhs the Board is confident of recovering the amount from the production houses. In the absence of documentary evidence as well as the confirmation of balance from the parties relating to the status of the inventory amounting to Rs 2,879.83 lakhs, we are unable to agree with the views of the Board. We are of the opinion that realization of inventories is doubtful but we are also unable to decide the quantum of loss that may arise on account of write down of inventory.
- II. Investment in wholly owned subsidiary viz. PVP Capital Limited, Chennai (PVPCL) (note no. 4 to Notes to Standalone Audited Financial Results). The subsidiary's net worth stands at Rs. 605.08 lakhs (negative) as at 31.03.2025. The possibility of liberal cash flow is dim. The company has had its Certificate of Registration as a Non-Banking Financial Institution (NBFC) cancelled by the Reserve Bank of India (RBI), and the company has surrendered its registration as an NBFC. The company's net worth has been fully eroded, it has defaulted on repayment of loans from banks, and statutory dues to the Government have not been remitted. However, the Board of Picturehouse Media Limited considers that no impairment provision is necessary for the investment of Rs. 2,521.74 lakhs in PVP Capital Limited, citing potential future cash flows and the possibility of recovering dues from borrowers. We do not agree with this view, as it remains difficult to assess the extent of the erosion in value and the resulting loss. Consequently, we are unable to form a definitive opinion on the adequacy of the carrying value of the investment, and our opinion is qualified in this respect.
- III. Note No.5 in the financial statements which indicates that the company is advancing for production of movies, it is still incurring losses from operations (negative net worth Rs. 4073.75 lakhs). Adverse key financial ratios, non-payment of statutory dues, impact of our observations made in preceding paragraphs, and other related factors indicate that there is an existence of material uncertainty that will cast significant doubt on the company's ability to continue as a going concern. Notwithstanding this, the financial results have been prepared as that of going concern and consequently the terminal values of various assets and liabilities have not been redetermined. We are, however, unable to express our view whether the preparation of financial results on a going concern basis is correct or not.

**On consolidated financial statement:**

- I. Attention is invited to note no. 1 to the Statement, in relation to inventory i.e., films production expenses amounting to Rs. 2,956.52 Lakhs, consists of advances granted to artists and co-producers. As represented by the Management the film production is under progress with respect to production of 2 movies costing Rs 76.69 lakhs. In respect of the balance inventory of Rs 2879.83 lakhs the Board is confident of recovering the amount from the production houses. In the absence of documentary evidence as well as the confirmation of balance from the parties relating to the status of the inventory amounting to Rs 2879.83 lakhs, we are unable to agree with the views of the Board. We are of the opinion that realization of inventories is doubtful but we are also unable to decide the quantum of loss that may arise on account of write down of inventory.
- II. Note No.3 in the financial statements which indicates that the Companies the net worth has completely eroded (negative net worth of Rs. 6,342.88 lakhs) and the Group incurring continuous losses from business operations, existence of adverse key financial ratios, non-payment of statutory dues and other related factors indicate that there exists material

uncertainty that will cast significant doubt on the Group's ability to continue as a going concern. Our opinion is not modified in respect of this matter.

- III. The independent auditor of the subsidiaries has drawn a qualified conclusion with respect to above. The same is reproduced as follows:

**a. PVP Capital Limited;**

The Reserve Bank of India (RBI), vide its communication dated 26th November 2024, has cancelled the Certificate of Registration (CoR) of the Company as a Non-Banking Financial Institution. The Company has surrendered the CoR and is no longer registered as an NBFC. Despite the cancellation of CoR and cessation of NBFC business activities, the Company continues to prepare its financial statements on a going concern basis, relying on recoveries from outstanding loans and management's revised strategic plans. However, the uncertainty surrounding the continuity of business raises significant doubts about the Company's ability to continue as a going concern.

ii. The Company has not filled the appointment of Company Secretary and Chief Financial officer (KMP) as per section 203 of the company's act 2013. Default of the mandatory requirement will result the penalties to the company and Directors.

iii. The Company's inability to meet its financial requirements, non-payment of statutory dues, absence of visible cash flows, the pending legal outcomes and liquidity constraints which doubt the ability of the company.

**b. PVP Cinema Private Limited, Chennai**

i) The Company has accumulated losses and its net worth is fully eroded; the Company has incurred loss during the current and previous year(s) and the Company's current liabilities exceeded its current asset as at the balance sheet date. These conditions indicate the existence of a material uncertainty that may cast significant doubt about the Company's ability to continue as a going concern. Our opinion is not modified in respect of this matter

**Management Comments on the above qualification:**

**Standalone:**

i. The company is evaluating options for optimal utilization of these payments in production and release of films. Accordingly, the company is confident of realising the entire value of 'expenditure on films under production'. The management does not foresee any erosion in carrying value.

ii. Picturehouse Media Limited is of the opinion that the carrying amount of investment in PVPCL viz. Rs. 2,521.74 lakhs do not require a write down considering its future cash flows and possibility of recovering its dues from its borrowers.

iii. Even though the company is incurring continuous losses, it has succeeded in reducing its operating cost. This is entirely aligned with the Company's long-range plan, which encompasses a continued development of the Company's revenue generating activities in order to absorb the losses carried forward and generate profit over a period of time. Further, the lenders have extended their confidence by advancing finance and extending the time period of repayment. There is no intention to liquidate as the Company has got future to improve its revenue. The Company has paid advance amounts to the artistes and technicians for the future movies productions which are shown under Inventory. Further, the company intends to strategically merge with its holding company which will create positive synergy in future. The standalone financial results have been prepared on a going concern basis based on cumulative input of the available movie projects in pipeline and risk mitigating factors. and risk mitigating factors.

**Consolidated:**

i. The company is evaluating options for optimal utilization of these payments in production and release of films. Accordingly, the parent company is confident of realising the entire value of 'expenditure on

films under production'. The management of the parent company does not foresee any erosion in carrying value.

ii. Even though the company is incurring continuous losses, it has succeeded in reducing its operating cost. This is entirely aligned with the Company's long-range plan, which encompasses a continued development of the Company's revenue generating activities in order to absorb the losses carried forward and generate profit over a period of time. Further, the lenders have extended their confidence by advancing finance and extending the time period of repayment. There is no intention to liquidate as the Company has got future to improve its revenue. The Company has paid advance amounts to the artistes and technicians for the future movies productions which are shown under Inventory. Further, the company intends to strategically merge with its holding company which will create positive synergy in future. The standalone financial results have been prepared on a going concern basis based on cumulative input of the available movie projects in pipeline and risk mitigating factors.

iii. Management has evaluating the action plans to realize the dues to the company and settlement the existing vendors. Hence management is of the view that the financial statements shall continue to be prepared on the assumption that the company is a going concern. The management is taking all efforts to appoint a suitable candidate for the position of CFO and CS.

**Note:**

- 1) All the recommendations made by the Audit Committee and Nomination and Remuneration Committee are taken on record and accepted by the Board of Directors.
- 2) The Statement of Impact of Auditors Qualifications for the year ended 31<sup>st</sup> March, 2025 as per Regulation 34 (2) (a) of SEBI (LODR) Regulations, 2015 can be navigated via OTHER STATUTORY INFORMATION (pvpcinema.com).

**24.2 Secretarial Auditor and Secretarial Audit Report**

Pursuant to the provisions of Section 204 of the Act and Rules and Regulation 24A of the Listing Regulations and other applicable provisions, framed thereunder, as amended, your Company has appointed M/s. D. Hanumata Raju and Co., Company Secretaries, to undertake the Secretarial Audit of Picturehouse Media Limited.

The Secretarial Audit Report for financial year 2024-25 forms part of Annual Report as Annexure 2 of the Board's Report.

**Auditors Qualification**

1.The Company has not obtained prior approval of the shareholders through resolution for the related party transaction entered with BVR Malls Private Limited and New Cyberabad City Projects Private Limited for the financial year 2024-25, as required under Regulation 23(4) of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

2.The Company has delayed by one day in submitting the disclosure of related party transactions for the half years ended 31.03.2024 and 30.09.2024 as per Regulation 23(9) of Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 to stock exchange.

3. The company has made interest free loan to its Subsidiary i.e., New Cyberabad City Projects Private Limited and hence not in compliance with the provisions of Section 185 and 186 of the Act.

4. In respect of compliance with Regulation 3(5) and 3(6) of SEBI (Prohibition of Insider Trading) Regulation, 2015 it is observed that sharing of unpublished price sensitive information in respect of quarterly financial results for the quarter ended 30.06.2024 was not recorded in the Structured Digital Database. Also the entries made in Structured Digital Database for sharing unpublished price sensitive information in respect of quarterly financial results for the quarters ended 31.03.2024 and 30.09.2024 were delayed with incomplete information in Structured Digital Database maintained by the company.



**Management Comments on the above qualification:**

01. The company had undertaken the RPT transaction in the ordinary course of its business. The company has obtained shareholders' approval in the AGM held on Sep 30, 2022 for the material related party transactions.

02. The delay in submitting the RPT disclosure was due to technical issue on the BSE portal. The company had subsequently filed the XBRL once the issue was resolved by the BSE helpdesk team.

03. The Subsidiary companies are not carrying any business, so the parent company has provided interest free loans for discharging its statutory payment obligations. These transactions are related party transactions for which the Company obtained omnibus approval from the Audit committee. The Company did not lend any amount to its wholly owned subsidiary.

04. The information entered in the SDD software for the period ended 31<sup>st</sup> March 2024 & 30<sup>th</sup> Sep 2024 was not fully captured due to technical issue in the software & entry for 30<sup>th</sup> June 2024 was inadvertently missed out.

**25. COST RECORDS**

Maintenance of cost records as specified by the Central Government under sub-section (1) of section 148 of the Companies Act, 2013, is not required by the Company and accordingly such accounts and records are not maintained.

**26. REPORTING OF FRAUDS**

There have been no instances of fraud reported by Statutory Auditors of the Company under Section 143(12) of the Companies Act, 2013 and the Rules framed there under either to the Company or to the Central Government.

**27. STOCK EXCHANGE LISTING**

Presently, the Equity Shares of the Company are listed on the BSE Limited (BSE).

**28. DETAILS OF APPLICATION MADE OR PROCEEDING PENDING UNDER INSOLVENCY AND BANKRUPTCY CODE 2016**

During the year under review, there were no applications made or proceedings pending in the name of the company under the Insolvency Bankruptcy Code, 2016.

**29. DETAILS OF THE DIFFERENCE BETWEEN VALUATION AMOUNT ON ONE-TIME SETTLEMENT AND VALUATION WHILE AVAILING LOAN FROM BANKS AND FINANCIAL INSTITUTIONS**

During the year under review, there was no one-time settlement or any loans availed from banks or Public Financial Institutions.

**30. MANAGING DIRECTOR AND CHIEF FINANCIAL OFFICER CERTIFICATION**

As required under the listing regulations, the Managing Director and the Chief Financial Officer Certification are attached to this Report.

**31. SIGNIFICANT ORDERS AND MATTERS**

During the financial year there were no significant orders passed by any Regulators or Courts or Tribunals which would impact the going concern status of the Company.

**32. EXTRACT OF ANNUAL RETURN**

In accordance with Section 134 (3)(a) of the Companies Act, 2013, the Annual Return in the prescribed format is available on the website of the Company <http://pvpcinema.com/otherstatutory-information/>.

**33. INTERNAL FINANCIAL CONTROL**

The Company has a well-placed, proper, and adequate Internal Financial Control (IFC) system which ensures that all assets are safeguarded and protected and that the transactions are authorized, recorded and reported correctly. This is commensurate with the nature of business and the size and complexity of the company's operations.

The company also has internal control through sufficient policies and procedures over the recoverability of advances made for film financing and provides reasonable assurance that such advances would not affect the company adversely.

#### **34. VIGIL MECHANISM / WHISTLE-BLOWER POLICY**

Pursuant to Section 177 of the Companies Act, 2013 and the Rules framed there under and pursuant to the provisions of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 the Company has a Whistle Blower Policy framed to deal with instances of fraud and mismanagement, if any genuine grievances to the appropriate authority.

The details of the Policy are explained in the Corporate Governance Report and also posted on the website of the Company [www.pvpcinema.com](http://www.pvpcinema.com). During the year under review, the Company has not received any complaint(s) under the said policy.

#### **35. CORPORATE SOCIAL RESPONSIBILITY (CSR).**

Your Company has in place a CSR Committee in accordance with Section 135 of the Act. Further, the CSR Policy as approved by the Board is also available on the website of the company. However, the company is not required to spent on CSR during the year under review.

#### **36. PARTICULARS OF EMPLOYEES**

The table containing the names and other particulars of employees in accordance with the provisions of Section 197(12) of the Companies Act, 2013 read with Rules 5(1) and 5(2) of the Companies (Appointment and Remuneration of Managerial Personnel) Rules, 2014 is appended as **Annexure 2** to the Board's Report.

#### **37. RISK MANAGEMENT POLICY**

The Company has a risk management policy in place with an object to ensure that all the Current and Future Material Risks of the Company are identified, assessed/quantified, and effective steps are taken to mitigate/ reduce the effects of the risks to ensure proper growth of the business and there are no elements of risk, which in the opinion of Board of Directors may jeopardize the existence of the Company.

#### **38. COMPLIANCE WITH SECRETARIAL STANDARDS**

The Company has complied with applicable provisions of the Secretarial Standards issued by the Institute of Company Secretaries of India and approved by the Government of India under Section 118(10) of the Companies Act, 2013.

#### **39. DISCLOSURE UNDER THE SEXUAL HARASSMENT OF WOMEN AT WORKPLACE (PREVENTION, PROHIBITION AND REDRESSAL) ACT, 2013**

The Company has in place an Anti-Sexual Harassment Policy in line with the requirements of The Sexual Harassment of Women at the Workplace (Prevention, Prohibition, And Redressal) Act, 2013. Internal Complaints Committee (ICC) has been set up to redress complaints received regarding sexual harassment. All employees (permanent, contractual, temporary, trainees) are covered under this policy.

During the financial year ended 31st March 2025, the Company has not received any complaints pertaining to Sexual Harassment.

#### **40. CONSERVATION OF ENERGY, TECHNOLOGY ABSORPTION AND FOREIGN EXCHANGE EARNINGS/OUTGO**

Particulars regarding technology absorption, conservation of energy, and foreign exchange earnings and outgo required under Section 134 (3)(m) of the Companies Act, 2013 read with Rule 8 of Companies (Accounts) Rules, 2014 to the extent applicable are as under:

<b>A</b>	<b>CONSERVATION OF ENERGY</b> The operations of the Company involve low energy consumption. Adequate measures have, however, been taken to conserve energy.		
<b>B</b>	<b>TECHNOLOGY ABSORPTION, ADAPTATION AND INNOVATION</b> The Company continues to use the latest technologies for improving the quality of its operations.		
<b>C</b>	<b>FOREIGN EXCHANGE EARNINGS AND OUTGO</b>		
<b>[Rs. In Lakh]</b>			
	<b>PARTICULARS</b>	<b>CURRENT YEAR</b>	<b>PREVIOUS YEAR</b>
	Foreign Exchange Earnings	1.06 Lakhs	3.17 Lakhs
	Foreign Exchange Outgo	Nil	Nil
	<b>Total</b>	<b>Nil</b>	<b>Nil</b>

#### 41. CAUTIONARY STATEMENT

Statements in this Report, particularly those which relate to Management Discussion and Analysis describing the Company's objectives, projections, estimates, and expectations may constitute 'forward-looking statements' within the meaning of applicable laws and regulations. Actual results may differ from those either expressed or implied in the statement depending on the circumstances.

#### 42. ACKNOWLEDGEMENTS

The directors acknowledge with gratitude the cooperation and assistance received from the bankers, actors, technicians, directors, production houses, shareholders, government agencies, and other business associates. The Directors wish to place on record their deep sense of appreciation for the committed services by the employees of the Company.

For and on behalf of the Board of Directors

Date: 20.08.2025  
Place: Hyderabad

Sd/-  
Prasad V. Potluri  
Managing Director

Sd/-  
Subramanian Parameswaran  
Independent Director

**Annexure-1**

**Form AOC-1**

Statement containing salient features of the financial statement of Subsidiaries/associate companies/ joint Ventures (Pursuant to first proviso to sub section (3) of Section 129 read with rule 5 of Companies (Accounts) Rules, 2014).

**Part –A Subsidiaries**

(Rs in lakhs)

<b>Name of the Subsidiary</b>	<b>PVP Cinema Private Limited</b>	<b>PVP Capital Limited</b>	<b>New Cyberabad City Projects Private Limited</b>
Reporting period	2024-25	2024-25	2024-25
Reporting Currency	INR	INR	INR
Exchange rate on the last day of the financial year	NA	NA	NA
Share Capital	3	2500	124.70
Reserve & Surplus	(3.30)	(3105.08)	606.77
Total Assets	0.20	2377.31	22343.94
Total Liabilities	0.20	2377.31	22343.94
Investment (Excluding investments made in subsidiaries)	-	-	-
Turnover	0.18	0.97	1423.42
Profits/loss before tax	(0.34)	(19.47)	133.22
Provision for tax	(17.86)	-	-
Profits/loss after tax	17.52	(23.24)	133.09
Proposed dividend	NA	NA	NA
% of shareholding	100%	100%	81%

(This space is intentionally left blank)

**Annexure-2**

**PARTICULARS OF EMPLOYEES**

*The information required under Section 197 of the Act, read with Rule 5(1) of the Companies (Appointment and Remuneration of Managerial Personnel) Rules, 2014 are given below:*

- a) The ratio of the remuneration of each director to the median remuneration of the employees of the Company for the financial year and percentage increase of each Director and Company Secretary in the financial year

S.NO	Name of the Director/ KMP	Ratio to Median remuneration	% increase in Remuneration in the financial year
1	Prasad V. Potluri	NA	NA
2	Praveen Kumar	3.37	9%
3	Derrin Ann George	0.59	(32.17%)
4	Vijayaram Suvvari	0.7	15.38%
5.	Rajesh Kumar Samal	1.3	NA

- b) The median remuneration for the year 2024-25 - Rs.6.93,500.
- c) The Percentage increase/(decrease) in the median remuneration of the employees in the financial year is-11.09%.
- d) The number of permanent employees on the rolls of Company:4
- e) Average percentile increase 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: NA
- f) Affirmation that the remuneration is as per the remuneration policy of the Company: The Company affirms that the remuneration is as per the remuneration policy of the Company.
- g) The statement containing top ten employees in terms of remuneration drawn and particulars of employees as required under Section 197(12) of the Act, read with Rule 5(2) of the Companies (Appointment and Remuneration of Managerial Personnel) Rules, 2014:

The company is having only 4 employees on payroll during the FY 2024-25.

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### **Annexure-3**

## **MANAGEMENT DISCUSSION & ANALYSIS REPORT**

### **INDUSTRY STRUCTURE AND DEVELOPMENT**

The Indian Media & Entertainment (M&E) industry has achieved revenues of approximately ₹2.5 trillion (US \$29.1 billion) in the year 2024, marking a modest 3.3% growth year-on-year—down from 8.3% in 2023. The industry contributed 0.73% of the total GDP of the country and is projected to grow 7.2% in the year 2025. Indians collectively spent 1.1 trillion hours on their smartphones last year, according to a report by FICCI and EY. On average, individuals logged five hours daily on their mobile screens, with nearly 70 per cent of that time dedicated to social media, gaming, and video consumption. This surge propelled digital channels past television as the largest segment of the country's media and entertainment landscape for the first time since 2019.

#### **The theatricals collections touched unprecedented high for all time:**

- In the year 2022, the Indian box office crossed ₹10,000 crore domestically, marking it as the second-best year since 2019. This was based on Ormax Media's November 2022 report, and final estimates confirmed the ₹10,000-crore milestone, post after the recent recovery from Covid -19 pandemic situation.
- In the year 2023, the collections hit an all-time high of approximately ₹12,226 crore, making it the biggest year ever for theatrical receipts at that time.
- In the year 2024, the box office dipped slightly to around ₹11,833 crore, still enough for it to become the second-highest-grossing year ever.

#### **Regional theatre Collections:**

In the year 2022, the combined South film industry has generated all time high revenues approximately Rs. 7,836 Cr. nearly double to the Rs. 3,988 Cr. earned in the year 2021. This surge reflects strong recovery and growth across regional industries, notably powered by blockbusters in Kannada (like KGF: Chapter 2, Kantara) and the expanding footprints of Malayalam cinema.

Over the years from 2022 to 2024, some the best highest worldwide-grossing South Indian films as follows;

- In the year 2022, Blockbusters: RRR (Telugu), KGF: Chapter 2 (Kannada) — both achieved over ₹1,100 crore worldwide.
- In the year 2023, Blockbusters: Pushpa 2 and Kalki 2898 AD (Telugu), Jailer and Leo (Tamil).
- In the year 2024, Blockbusters: Pushpa 2: The Rule and Kalki 2898 AD remained dominant; GOAT was top in Tamil

### **OPPORTUNITIES & THREATS**

#### ***Opportunities***

##### **a. Digital Consumption Surge:**

OTT Platforms (like Netflix, Amazon Prime, JioCinema, Hotstar) are seeing exponential growth due to mobile and internet penetration. India is expected to become the world's largest video-viewing audience by volume.

##### **b. Demand in Regional Content:**

Huge demand is there for local-language content (Tamil, Telugu, Kannada, Malayalam, Bengali, Marathi, etc.). and also Regional films and OTT content are increasingly going pan-India and international.

### **c. Technological Innovation:**

The Use of AI, VR/AR, virtual production, VFX is transforming content creation and experience and Immersive tech is reshaping gaming, films, and live performances.

### **d. Policy Support:**

Government initiatives like AVGC (Animation, VFX, Gaming, Comics) task force and incentives for film shooting, localization, and OTT standards shows positive intent.

### **Threats:**

Externalities causing delays in production schedules, release dates and cancellations can have a significant impact on the company's revenue and growth prospects.

Piracy: The increasing adoption of pirated content can have a significant negative influence on the business, and is a major threat.

Customer retention: The Customers now have a greater variety of alternatives available at their disposal. This makes customer retention a huge challenge since they always seek various options at affordable prices.

Censorship: Bans, restrictions from the Central Board of Film Certification

Growth of OTT: The proliferation of content distribution platforms e.g., OTTs, social media, etc.

## **OUTLOOK**

India's M&E industry is expected to grow at a CAGR of 8–11%, reaching ₹4.5–5 lakh crore (~\$55–65 billion) by 2030., led by increased affluence, more high-quality mass content, and innovations in pricing, infrastructure and distribution.

## **RISKS AND CONCERNS**

Your Company has an appropriate risk management system in place for identification and assessment of risks, measures to mitigate them, and mechanisms for their proper and timely monitoring and reporting.

### **A) Competition Risks:**

The Media & Entertainment industry is facing intense competition due to the widespread adoption and popularity of video distribution platforms. These platforms offer unique engagement metrics and subscription fees, adding to the competition in the industry.

### **B) Operational Risks:**

Operations risks include gap in demand and supply, attracting and retaining key personnel, global health outbreaks and information technology. The risk of demand and supply gap is mitigated through the capacity addition at the right time, de-bottlenecking of production lines including shifting of product mix to speciality products. We strive to nurture a working environment that fosters personal and professional growth to attract and retain key personnel. A failure or disruption in our information technology systems could disrupt our operations, compromise customer, employee, vendor and other data and could negatively affect our business. Although we attempt to mitigate these risks by employing a number of measures, our systems and networks remain potentially vulnerable to advanced and persistent threats.

### **C) Strategic Risks**

Strategic risks can be in the form of changes in consumer demand, competition, intellectual property challenges and key customer attrition. Our risk mitigation activities include staying ahead in the new product development curve, relying on the patent, trademark, copyright and trade secret laws of the countries in which we operate and



non-disclosure agreements. Our Key Account Team works with the purpose to maintain good customer relationships and keep the attrition at manageable level.

#### **D) Economic Environmental Risk**

External events and factors beyond the control of the Company, such as politics, laws and regulations, can impact its business operations. Economic risk, on the other hand, refers to the potential loss of money on a foreign investment due to changes in business circumstances or macroeconomic variables, such as government policies or currency fluctuations.

#### **DISCUSSIONS ON FINANCIAL PERFORMANCE WITH RESPECT TO OPERATIONAL PERFORMANCE**

Particulars	Rs.in Lakhs	
	2024-25	2023-24
Revenue from Operations	3.49	49.40
EBITA	388.59	(135.08)
PBT	388.59	(135.08)
PAT	80.69	(122.17)
Current Ratio	0.28	0.51

#### **INTERNAL CONTROL SYSTEMS AND THEIR ADEQUACY**

The Company has a proper and adequate system of internal controls to ensure that all the assets are safeguarded, protected from unauthorized use and the transactions are authorized, recorded and reported correctly. An independent internal audit and assurance firm appointed by the Company conducts periodic audits to ensure adequacy of internal control systems, adherence to management policies and compliance with laws and regulations. The scope of work of this firm includes internal controls on accounting, efficiency and economy of operations. Wherever necessary the inputs of the Statutory Auditors are also obtained to ensure efficiency of the operations and accounting.

#### **HUMAN RESOURCES**

We believe that our employees are valuable resources working to drive the organization's growth. The strategic alignment of the Human Resource department to our business priorities is therefore critical. The Company takes pride in the commitment, competence, and dedication of its employees in all areas of the business. Attracting, developing, and retaining the right talent will continue to be a key strategic imperative, and the organization continues to maintain a steady focus towards that.

The Company is committed to nurturing, enhancing, and retaining its top talent through superior learning and organizational development, and by shaping a performance culture that brings out the best in our people.

*(This space is intentionally left blank)*

**DETAILS OF SIGNIFICANT CHANGES IN KEY FINANCIAL RATIOS, ALONG WITH DETAILED EXPLANATION THEREOF, INCLUDING**

<b>S.NO</b>	<b>RATIOS</b>	<b>31<sup>ST</sup> MARCH, 2025</b>
1	Current ratio	0.28
2	Debt-equity ratio	1.83
3	Debt service coverage ratio	1.27
4	Return on equity ratio	-2%
5	Inventory turnover ratio	0.00%
6	Trade Receivables turnover ratio	7.37
8	Net capital turnover ratio	0.00%
9	Net profit ratio	-15%
10	Return on Capital employed	-5%

*(This space is intentionally left blank)*

## REPORT ON CORPORATE GOVERNANCE

### Company's Philosophy on Corporate Governance

We are committed to doing things in the right way which enables us to take accurate business decisions and act in a way that is ethical and in compliance with applicable legislation. We also believe that a high standard of corporate governance is vital for creating and enhancing long-term stakeholder value. We seek to achieve our vision and objectives in a legally compliant, transparent, and ethical manner.

### Board of Directors:

The Board has an optimum combination of Executive and Non-Executive Directors including a woman director and confirms to the provisions of the Companies Act, 2013 and Listing Regulations as on March 31, 2025. The Board comprises Four Directors out of which one is – the Executive Director and two are Independent Directors and One is Non-Executive Non-Independent Director Woman Director, as on March 31, 2025.

Name of the Director & DIN	Category	No. of Board Meetings attended	Attendance at previous AGM held on Sep 27, 2024	Name of listed entity where person is Director along with category of directorship & no of directorships held in all companies	No. of Committee Memberships in other companies		No. of shares held by the director
					Chairman	Member	
Mr. Prasad V. Potluri DIN: 00179175	Managing Director	04	Yes	PVP Ventures Limited Chairman & Managing Director 03	Nil	1	Nil
Mrs. P J Bhavani DIN: 08294839	Non-Executive Director Non Independent Director	04	Yes	PVP Ventures Limited Non-Executive Non Independent Director 02	Nil	Nil	Nil
Mr. Gautam Shahi DIN: 10236790	Non-Executive and Independent Director	04	Yes	PVP Ventures Limited-Non-Executive - Independent Director 02	1	3	Nil
Mr. Subramanian Parameswaran DIN: 09138856	Non-Executive and Independent Director	04	Yes	PVP Ventures Limited-Non-Executive - Independent Director 07	1	3	Nil

**Note:**

- i. Only membership in Audit Committee, and Stakeholders' Relationship Committee have been reckoned for Committee Membership
- ii. The time gap between the Board Meetings was within 120 days.
- iii. None of the other Directors are related *inter se* in any manner
- iv. The Board of Directors met four times during the year on May 28, 2024; August 12, 2024; November 12, 2024 and February 14, 2025.

None of the Directors on the Board is a member of more than 10 committees or act as Chairman of more than 5 committees across all Listed Companies and Unlisted Public Limited Companies in which he / she is a Director:

**Familiarisation programme for Independent Directors**

A Familiarisation programme for Independent Directors of the Company was being conducted on or before the completion of Board Meetings and the details of such familiarization programmes are disseminated on the website of the Company <https://pvpcinema.com/wp-content/uploads/2025/05/PHML-Familiarisation-Prog-2024-25.pdf> were also made at the meeting of the Board of Directors/Committees by KMP's/Senior Executives of the Company on Company's financial and operational performance, industrial relations prevailing during the period, marketing strategies, etc.

**General Director Qualification Criteria**

The Board has not established specific minimum age, education, and years of business experience or specific types of skills for Board members, but in general, expects a candidate to have extensive experience and a proven record of professional success, leadership, and the highest level of personal and professional ethics, integrity and values.

In terms of the requirement of Listing Regulations, the Board has identified the following skills /expertise /Competencies of the Director are given below

**Skills / Expertise / Competencies of the Board of Directors:**

The Board has not established specific minimum age, education, and years of business experience or specific types of skills for Board members, but, in general, expects a candidate to have extensive experience and a proven record of professional success, leadership, and the highest level of personal and professional ethics, integrity and values.

The following are the core skills/expertise/competencies identified by the Board of Directors as required in the context of the Company's business and the said skills are available with the Board Members;

**Skills and its description**

	Mr. Prasad V. Potluri	Mrs. P J Bhavani	Mr. Gautam Shahi	Mr. Subramanian Parameswaran
<b>Finance and Accounting Experience</b> Experience in handling Financial Management of the organization along with an understanding of accounting and Financial Statements.	✓	✓	✓	✓

<b>Experience in crafting Business Strategies</b> Experience in developing long-term strategies to grow business, consistently, profitability and in a sustainable manner in diverse business environment and changing economic conditions.	✓	✓	✓	✓
<b>Experience on understanding of the changing regulatory landscape</b> Experience of having Board accountability, high governance standard with an understanding of changing regulatory framework	✓	✓	✓	✓

### Independence of Independent Directors

Independent Directors are non-executive directors as defined under Regulation 16(1)(b) of the SEBI (LODR) Regulations, 2015 and Section 149(6) of the Companies Act, 2013 ("Act") along with rules framed thereunder. In terms of Regulation 25(8) of SEBI (LODR) Regulations, 2015, they have confirmed that they are not aware of any circumstance or situation which exists or may be reasonably anticipated that could impair or impact their ability to discharge their duties. Based on the declarations received from the Independent Directors, the Board of Directors has confirmed that they meet the criteria of independence as mentioned under Section 149(6) of the Act and Regulation 16(1)(b) of the SEBI (LODR) Regulations, 2015 and that they are independent of the management. Further, the Independent Directors have included their names in the data bank of Independent Directors maintained with the Indian Institute of Corporate Affairs in terms of Section 150 of the Act read with Rule 6 of the Companies (Appointment and Qualification of Directors) Rules, 2014.

### A. Board Committees

The Board has constituted various sub-committees with specific terms of reference and scope, in compliance with statutory requirements, with an objective to focus effectively on specific areas and ensure expedient resolution and decision-making. With a view to having more focused attention on business and for better governance and accountability, the Board has constituted the following mandatory committees viz. Audit Committee, Stakeholders Relationship Committee, Nomination and Remuneration Committee, and Corporate Social Responsibility Committee. The terms of reference of these Committees are determined by the Board and their relevance is reviewed from time to time. Meetings of each of these Committees are convened by the respective Chairman of the Committee. The Minutes of the Committee Meetings are tabled at the subsequent Board Meetings

<b>Statutory Committees</b>	Audit Committee	Mr. Prasad V. Potluri Mr. Gautam Shahi Mr. Subramanian Parameswaran
	Nomination & Remuneration Committee	Mrs. P J Bhavani Mr. Gautam Shahi Mr. Subramanian Parameswaran

	Stakeholders Relationship Committee	Mr. Gautam Shahi Mr. Subramanian Parameswaran Mrs. P J Bhavani
	Corporate Social Responsibility Committee	Mr. Gautam Shahi Mr. Subramanian Parameswaran Mrs. P J Bhavani

### Audit Committee

The Audit Committee met four times during the financial year 2024-25 i.e., on May 28, 2024, August 12, 2024; November 12, 2024 and February 14, 2025 not more than One Hundred and Twenty days had elapsed between any two Audit Committee Meetings. The necessary quorum was present for all the Audit Committee Meetings.

Sl. No	Name of the Directors	Designation	No. of Meetings held	No. of Meetings attended
	Mr. Subramanian Parameswaran	Chairman	4	4
	Mr. Gautam Shahi	Member	4	4
	Mr. Prasad V. Potluri	Member	4	4

The Audit Committee acts as a link between the Board of Directors and the Statutory and Internal Auditors. Its purpose is to assist the Board in fulfilling its oversight responsibilities of monitoring financial reporting processes, reviewing the Company's established systems and processes for internal financial controls, governance and reviewing the Company's statutory and internal audit activities. The role and terms of reference of the Audit Committee are governed by a Charter which is in line with the regulatory requirements mandated by the Companies Act, 2013 and SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

The Audit Committee comprises three members including two Independent Directors and one Managing Director. The composition of the Audit Committee is in line with Section 177 of the Act and Regulation 18 of the Listing Regulations. The Company Secretary is secretary to the Committee. The Chief Financial Officer is the permanent invitee to the meetings of the committee. The Statutory Auditors were present at the Audit Committee meetings held on 28.05.2024.

### Brief description of terms of reference

The Audit Committee reports to the Board and its terms of reference are as under:

- I. Oversight of the company's financial reporting process and the disclosure of its financial information to ensure that the financial statement is correct, sufficient and credible;
- II. Recommendation for appointment, remuneration and terms of appointment of auditors of the company;
- III. Approval of payment to statutory auditors for any other services rendered by the statutory auditors;
- IV. Reviewing, with the management, the annual financial statements and auditor's report thereon before submission to the board for approval, with particular reference to:

- A. Matters required to be included in the Director's Responsibility Statement to be included in the Board's report in terms of clause (c) of sub-section 3 of Section 134 of the Companies Act, 2013;
  - B. Changes, if any, in accounting policies and practices and reasons for the same;
  - C. Major accounting entries involving estimates based on the exercise of judgment by management;
  - D. Significant adjustments made in the financial statements arising out of audit findings;
  - E. Compliance with listing and other legal requirements relating to financial statements;
  - F. Disclosure of any related party transactions;
  - G. Modified opinion(s) in the draft audit report;
- V. Reviewing, with the management, the quarterly financial statements before submission to the board for approval;
  - VI. Reviewing, with the management, the statement of uses/application of funds raised through an issue (public issue, rights issue, preferential issue, etc.), the statement of funds utilized for purposes other than those stated in the offer document/prospectus/notice and the report submitted by the monitoring agency monitoring the utilization of proceeds of a public or rights issue, and making appropriate recommendations to the Board to take up steps in this matter;
  - VII. Review and monitor the auditor's independence and performance, and effectiveness of the audit process;
  - VIII. Approval or any subsequent modification of transactions of the company with related parties;
  - IX. Scrutiny of inter-corporate loans and investments;
  - X. Valuation of undertakings or assets of the company, wherever it is necessary;
  - XI. Evaluation of internal financial controls and risk management systems;
  - XII. Reviewing, with the management, performance of statutory and internal auditors, adequacy of the internal control systems;
  - XIII. Reviewing the adequacy of the internal audit function, if any, including the structure of the internal audit department, staffing, and seniority of the official heading the department, reporting structure coverage and frequency of internal audit;
  - XIV. Discussion with internal auditors of any significant findings and follow up there on;
  - XV. Reviewing the findings of any internal investigations by the internal auditors into matters where there is suspected fraud or irregularity or a failure of internal control systems of a material nature and reporting the matter to the board;
  - XVI. Discussion with statutory auditors before the audit commences, about the nature and scope of the audit as well as post-audit discussion to ascertain any area of concern;
  - XVII. To look into the reasons for substantial defaults in the payment to the depositors, debenture holders, shareholders (in case of non-payment of declared dividends), and creditors;
  - XVIII. To review the functioning of the Whistle Blower mechanism;



- XIX. Approval of appointment of CFO (i.e., the whole-time Finance Director or any other person heading the finance function or discharging that function) after assessing the qualifications, experience, and background, etc. of the candidate;
- XX. Carrying out any other function as is mentioned in the terms of reference of the Audit Committee;
- XXI. Monitoring the end use of funds raised through public offers and related matters;
- XXII. To review the management discussion and analysis of the financial condition and results of operations;
- XXIII. To review the statement of significant related party transactions (as defined by the audit committee), submitted by management;
- XXIV. To review the management letters of internal control weaknesses issued by the statutory auditors;
- XXV. To review the internal audit reports relating to internal control weaknesses;
- XXVI. To review the appointment, removal, and terms of remuneration of the chief internal auditor.
- XXVII. To review the statement of deviations of the following:
  - A. Quarterly statement of deviation(s) including the report of the monitoring agency, if applicable, submitted to stock exchange(s) in terms of Regulation 32(1) of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.
  - B. Annual statement of funds utilized for purposes other than those stated in the offer document/ prospectus/notice in terms of Regulation 32(7) of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.
- XXVIII. The Audit Committee may call for the comments of the auditors about internal control systems, and the scope of the audit, including the observations of the auditors and review of financial statements before their submission to the Board, and may also discuss any related issues with the internal and statutory auditors and the management of the company; and
- XXIX. The Audit Committee shall have the authority to investigate any matter in relation to the items specified above or referred to it by the Board and for this purpose shall have the power to obtain professional advice from external sources and have full access to the information contained in the records of the company.
- XXX. Reviewing the utilization of loans and/or advances from/investment by the holding company in the subsidiary exceeding rupees 100 crores or 10% of the asset size of the subsidiary, whichever is lower including existing loans/ advances/investments existing as on the date of coming into force of this provision.
- XXXI. Consider and comment on the rationale, cost benefits and impact of schemes involving merger, demerger, amalgamation etc, on the listed entity and its shareholders.

#### **Nomination and Remuneration Committee**

The Nomination and Remuneration Committee comprises three Directors. Mr. Gautam Shahi, is the Chairman of the Committee. Mr. Subramanian Parameswaran and Mrs. PJ Bhavani are the other members. Company Secretary is the Secretary to the Committee. The Chairman of the Nomination and Remuneration Committee was present at the Annual General Meeting of the Company held on September 27, 2024. The Nomination & Remuneration Committee met twice during the financial year 2024-25 on May 28, 2024 & November 12, 2024. The necessary quorum was present for all the Nomination and Remuneration Committee Meetings.

Sl. No	Name of the Members and Chairperson	Designation	No. of Meetings held	No. of Meetings attended
	Mr. Gautam Shahi	Chairman	2	2
	Mr. Subramanian Parameswaran	Member	2	2
	Mrs. P J Bhavani	Member	2	2

The role and terms of reference of the Nomination and Remuneration Committee are governed by a Charter which is in line with the regulatory requirements mandated by the Companies Act, 2013 and SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

#### **Brief description of terms of reference**

The Terms of Reference of the Nomination and Remuneration Committee is as follows:

- (i) Determine/recommend the criteria for qualifications, positive attributes, and independence of a director and recommend to the Board of Directors a policy relating to, the remuneration of the directors, key managerial personnel, and other employees;
- (ii) For every appointment of an independent director, the Nomination and Remuneration Committee shall evaluate the balance of skills, knowledge, and experience on the Board and on the basis of such evaluation, prepare a description of the role and capabilities required of an independent director. The person recommended to the Board for appointment as an independent director shall have the capabilities identified in such description. For the purpose of identifying suitable candidates, the Committee may:
  - a. use the services of an external agency, if required;
  - b. consider candidates from a wide range of backgrounds, having due regard to diversity; and
  - c. consider the time commitments of the candidates.
- (iii) Formulate criteria for evaluation of each Director's performance and the performance of the Board as a whole;
- (iv) Devising a policy on diversity of the board of directors;
- (v) Identifying persons who are qualified to become directors and who may be appointed in senior management in accordance with the criteria laid down, and recommend to the Board of Directors their appointment and removal.

Whether to extend or continue the term of appointment of the independent director, on the basis of the report of performance evaluation of independent directors.

- (vi) Recommend to the board, all remuneration in whatever form payable to senior management.

#### **Remuneration Policy**

The Nomination and Remuneration (N&R) Committee has framed a policy which, inter alia, deals with the manner of selection of the Board of Directors, Managing Director / KMP, and their remuneration.

#### **Performance Evaluation Criteria of Independent Director**

During the year, the committee under the guidance of the Board also formulated the criteria and framework for the performance evaluation of every Director of the Board including independent Directors, and identified the ongoing training and education programs to ensure that the independent Directors are provided with adequate information regarding the business, the industry and their legal responsibilities and duties.

### Board-Level Performance Evaluation

Pursuant to provisions of the Companies Act, 2013 and SEBI (Listing Obligations and Disclosure Requirements) Regulation, 2015, annual performance evaluation of the Directors including the Chairman, Board and its Committees viz., the Audit Committee, Nomination and Remuneration Committee, and Stakeholders Relationship Committee has been carried out. The Nomination and Remuneration Committee reviews the said Performance Evaluation on an annual basis. The Performance evaluation of Independent Directors was carried out by the entire Board of Directors without the participation of the directors who are subject to the evaluation.

### Stakeholders Relationship Committee

The Stakeholders Relationship Committee comprises three directors including one Non-Executive and Two Independent Directors. Mr. Gautam Shahi, independent director is the Chairman of the Committee. Mr. Subramanian Parameswaran and Mrs. PJ Bhavani are the other members. The Stakeholders Relationship Committee carries out the functions of transmissions, issue of duplicate share certificates, dematerialization of shares, and all other issues pertaining to shares and also to redress investor grievances like non-receipt of dividend warrants, non-receipt of share certificates, non-receipt of annual reports, etc. Mr. Rajesh Kumar Samal, Company Secretary & Compliance officer of the company, is the Secretary to the said Committee.

The Committee met One (1) times during the financial year 2024-2025 on February 14, 2025

Sl. No	Name of the Directors	Designation	No. of Meetings held	No. of Meetings attended
1.	Mr. Gautam Shahi	Chairman	1	1
2.	Mr.Subramanian Parameswaran	Member	1	1
3.	Mrs. PJ Bhavani	Member	1	1

Number of shareholder's complaints received during the financial year – NIL

Number of complaints not resolved to the satisfaction of shareholders - NIL

There were no pending complaints as on March 31, 2025

### Senior management: The senior management comprises

- Mr. Praveen Kumar, Chief Financial Officer
- Mr. Rajesh Kumar Samal, Company Secretary, appointed w.e.f Nov 12, 2024
- Ms. Derrin Ann George, Company Secretary resigned w.e.f Nov 12, 2024
- Mr. Vijaya Ram Suvvari, Senior Manager Accounts & Finance

### Remuneration of Directors:

- a) There is no pecuniary relationship or transaction of Non-Executive Directors with the Company during the year 2024-2025.
- b) No remuneration is paid to Non-Executive Directors, apart from sitting fee for attending the Board & Committee meetings.
- c) Disclosures with respect to remuneration  
The Non-executive Directors shall be entitled to receive remuneration by way of sitting fees, reimbursement of expenses for participation in the Board / Committee meetings, and commission of such sum as may be approved by the Board of Directors within the limits prescribed under the Companies Act, 2013 and The Companies (Appointment and Remuneration of Managerial

Personnel) Rules, 2014. Managing Director is not drawing any remuneration and he is entitled. Currently, the Non-executive Directors of the Company are not being paid any commission.

Details of sitting fees paid to the Directors are as follows:

S.No	Name of the Directors	Category of Directors hip	Salary	Commission	Sitting Fees	Stocks Option	Other Perquisites
1	Mr. Prasad V. Potluri	Managing Director	0	0	0	0	0
2	Mrs. P J Bhavani	Non-Executive Non-Independent Director	0	0	85,000	0	0
3	Mr. Subramanian Parameswaran	Non-Executive Independent Director	0	0	105,000	0	0
4	Mr. Gautam Shahi	Non-Executive Independent Director	0	0	105,000	0	0

- Details of fixed component and performance linked incentives, along with the performance Criteria: NA
- Service contracts, notice period, severance fees: Nil
- Company has not granted any Stock options during the year.

### General Body Meetings

The details of the Annual General Meetings held in the last three years are as follows:

Year	Venue	Date & time	Special resolutions passed
2023-24	Deemed place of meeting is Registered office i.e., KRM Centre, 9th Floor, Door No. 2 Harrington Road Chetpet - 600031, Tamil Nadu, India through Video Conference	September 27, 2024 12.00 Noon	NA
2022-23	Deemed place of meeting is Registered office i.e., KRM Centre, 9th Floor, Door No. 2 Harrington Road Chetpet - 600031, Tamil Nadu, India through Video Conference	September 01, 2023 11.30 A.M	1. Appointment of Mr. Subramanian Parameswaran (DIN: 09138856) as an independent director of the company

2021-22	Deemed place of meeting is Registered office i.e., KRM Centre, 9th Floor, Door No. 2 Harrington Road Chetpet - 600031, Tamil Nadu, India through Video Conference.	September 30, 2022 11.30 A.M	1. Approval of continuation of tenure of Mr. N S Kumar (DIN: 00552519) as an independent director for the residual period of his appointment till September 27, 2024. 2. To approve transactions under Section 185 of the Companies Act, 2013 3. Change of Object Clause of the Memorandum of Association of the Company
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#### Means of Communication:

- a) The Unaudited Quarterly Financial Results and Audited Annual Financial Results of the company are published in The Financial Express and Makkal Kural.
- b) Quarterly Financial Results are furnished within the time frame to all the concerned Stock Exchanges as per Regulation 33 of the Securities Exchange Board of India(Listing Obligations and Disclosure Requirements) Regulations, 2015, and the same are displayed on the Company's website [www.pvpcinema.com](http://www.pvpcinema.com)
- c) The website [www.pvpcinema.com](http://www.pvpcinema.com) also displays vital information relating to the Company and its performance and other statutory information such as shareholding patterns, annual reports, policies/ code of conduct / official news releases if any.
- d) No presentations have been made to institutional investors or to analysts.

#### General Shareholder information:

- (a) Annual General Meeting

Day, Date and Time	Thursday, 25 September, 2025 @ 12.00 Noon (IST)
Venue	The Annual General meeting will be held through Video Conferencing ("VC") / Other Audio-Visual Means ("OAVM"). The Registered office i.e KRM Centre, 9 <sup>th</sup> Floor, Door No. 2 Harrington Road, Chetpet, Chennai – 600031, Tamil Nadu.

- (b) Financial Calendar of the Company

The Financial year covers the period from April 01, 2025 to March 31, 2026

Results for Quarter ending June 30, 2025	First fortnight of August, 2025
Results for Quarter ending September 30, 2025	First fortnight of November, 2025
Results for Quarter ending December 31, 2025	First fortnight of February, 2026
Results for Quarter ending March 31, 2026	Last Week of May, 2026

- (c) Dividend payment date – Not Applicable

- (d) Listing of Shares

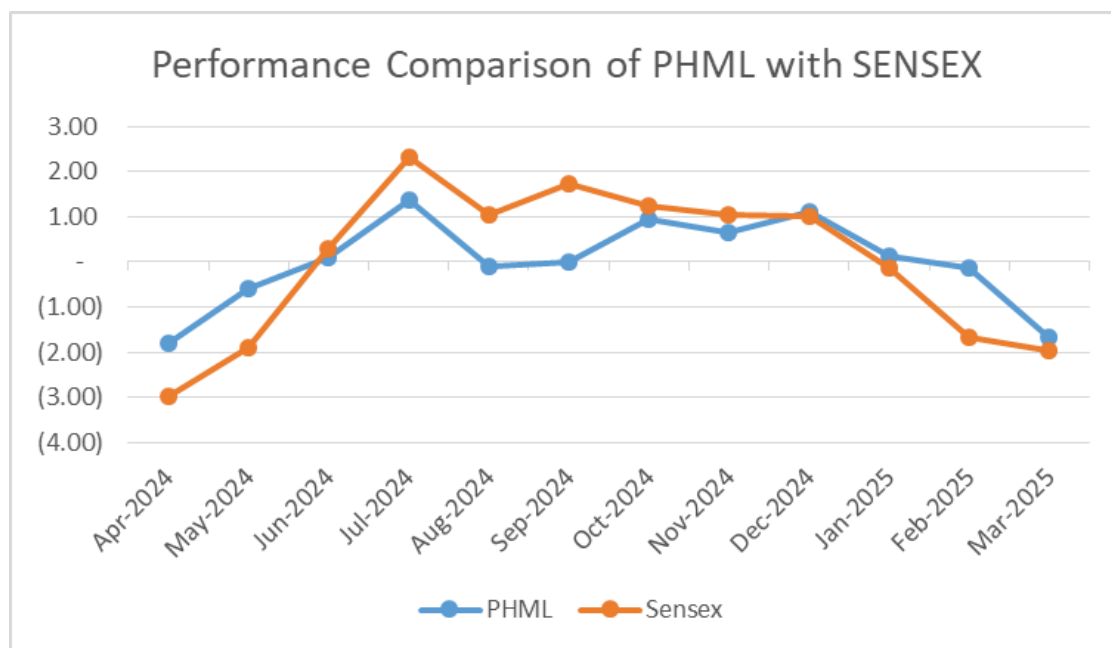
The shares of the Company are listed at the BSE Limited (BSE), the Listing Fees for the Financial Year 2024 - 2025 has been paid.

(e) The Company's scrip is 532355 for BSE. Details of the outstanding ADRs / GDRs / Warrants or Convertible Instruments: Nil

(f) Market price data-high, low during each month in the financial year 2024-2025

Month	High Price	Low Price	No.of Shares
Apr-24	9.03	6.53	43410
May-24	10.83	6.68	70135
Jun-24	9.98	7.8	69331
Jul-24	10.48	7.03	160127
Aug-24	9.75	8.35	159764
Sep-24	9.65	8.5	144736
Oct-24	9.79	7.78	97947
Nov-24	10.5	8.11	174574
Dec-24	10.51	8.6	64573
Jan-25	10.21	8.21	51004
Feb-25	8.88	7.13	25612
Mar-25	8.6	5.98	68346
Apr-25	7.99	5.68	24049

(g) Performance in comparison to broad-based indices:



(h) Details of securities suspension:

During the financial year 31 March, 2025 the securities of the Company were not suspended from the trading.

(i) Registrar to issue and Share Transfer Agents

M/s. Cameo Corporate Services Limited,  
Subramanyam Building No 1,  
Club House Road, Chennai 600002  
Phone: 91-44-28460390 | Fax: 91-44-28460129

E-mail: [cameo@cameoindia.com](mailto:cameo@cameoindia.com)

(j) Share Transfer System

The Registrar and Share Transfer Agents, M/s Cameo Corporate Services Limited handles share transfer.

(k) Distribution of Shareholding as on 31 March, 2025 was as follows

i. Categories of Shareholders:

CATEGORY	NO. OF SHARES	% OF SHARE CAPITAL
Promoters	38614865	73.9
FIs and Financial Institutions/Banks	28	-
Private Corporate Bodies	6967627	13.34
Indian Public	3448492	6.60
NRIs/HUFs/Clearing Members/Trusts	668988	1.28
Foreign Corporate Bodies/Overseas Corporate Bodies	2550000	4.88
<b>Total</b>	<b>52250000</b>	<b>100</b>

Distribution of Shareholding

SI No	Category (Shares)	No. of Holders	% To Holders	No. of Shares	% To Equity
1	10 - 5000	5207	89.9309	3017560	0.5775
2	5001 - 10000	211	3.6442	1747780	0.3345
3	10001 - 20000	132	2.2798	2039380	0.3903
4	20001 - 30000	42	0.7254	1054240	0.2018
5	30001 - 40000	29	0.5009	1047410	0.2005
6	40001 - 50000	35	0.6045	1645760	0.3150
7	50001 - 100000	53	0.9154	4215480	0.8068
8	100001 and above	81	1.3990	507732390	97.1737
	<b>TOTAL:</b>	<b>5790</b>	<b>100.00</b>	<b>522500000</b>	<b>100.00</b>

(l) Dematerialization of Shares and Liquidity:

To facilitate trading in dematerialized form, the Company has entered into an agreement with National Securities Depository Limited (NSDL) and Central Depository Services (India) Limited (CDSL). As on March 31, 2025, 99.93% of shares were held in dematerialized form. During the financial year of March 31, 2025, the securities of the Company were not suspended from trading.

(m) Outstanding global depository receipts or American depository receipts or warrants or any convertible instruments, conversion date, and likely impact on equity – Not Applicable.

(n) Foreign Exchange Risk and hedging activities

Presently your Company is not exporting any of its products. Hence, foreign exchange risk did not arise during the financial year 2024-25.

(o) Plant locations -The Company does not have any plants.

(p) Address for Correspondence

Picturehouse Media Limited  
Reg. Off.: KRM Centre, 9th Floor, Door No. 2,  
Harrington Road, Chetpet, Chennai – 600031

Tel: 044 30285570/78; Fax: 044 30285571  
E-mail: [ir.telephoto@pvplglobal.com](mailto:ir.telephoto@pvplglobal.com)  
Website: [www.pvpcinema.com](http://www.pvpcinema.com)

(q) List of all Credit ratings obtained by the Entity- Nil

#### **Other Disclosures**

- a) During the year 2024-2025, there were no Material Significant Transactions i.e., transactions of the Company of material nature, with its promoters, Directors or the management, their subsidiaries or relatives etc. which have potential conflict with the interests of the Company at large. All related party transactions are intended to further the business interests of the Company. The transactions with the related parties are set out in the Notes forming part of the financial statement as at and for the year ended March 31, 2025.
- b) Details of Non-Compliance:
- The stock exchange imposed a fine of Rs.1,08,560/- for Non-compliance of Regulation 6(1) with respect to appointment of Company Secretary. The company in its board meeting held on 11.02.2022 appointed CS Derrin Ann George as the company secretary and compliance officer. Furthermore, a request was made to the Stock Exchange for waiver of the fine, and vide letter dated 20.05.2022 the fine was waived off.
  - The stock exchange imposed a fine of Rs.1,08,560/- for Non-compliance of Regulation 7(1) with respect to the appointment of Share Transfer Agent. The company replied that there was no change in the share transfer agent Furthermore a request was made to the Stock Exchange for waiver of the fine and vide letter dated 20.05.2022 the fine was waived off.
  - The Stock exchange imposed a fine of Rs.33,040/- for Non-compliance of Regulation 34 with respect to delay of 14 days in submission of Annual Report. Based on the submission made by the company the fine was withdrawn vide email dated Dec 04, 2023.
  - The Stock exchange imposed a fine of Rs.89680/- for Non-compliance of Regulation 19(1) (2) Non-compliance with the constitution of Nomination and Remuneration Committee. Based on the submission made by the company the fine was withdrawn vide email dated Mar 04, 2025.
  - The Stock exchange imposed fine of Rs 11,800/- for one day delay in submission of the disclosure of related party transactions under Reg 23(4) for the half years ended 31.03.2024 and 30.09.2024.
- c) The Whistle blower policy as approved and adopted by the Board of Directors provides adequate safeguards against victimization of employees and provides access to the Audit Committee.
- d) The disclosure of compliance with respect to Corporate Governance requirements as specified in Regulations 17 to 27 and sub-regulation (2) of Regulation 46 is made in the Corporate Governance Report.
- e) The Policy for determining material subsidiaries is disclosed on the website of the Company [https://pvpcinema.com/docs/other\\_statutory\\_info/PolicyonMaterialSubsidiaries-PHML.pdf](https://pvpcinema.com/docs/other_statutory_info/PolicyonMaterialSubsidiaries-PHML.pdf)
- f) The Policy on Related Party Transactions as approved and adopted by the Board of Directors is displayed on the website of the Company at [https://pvpcinema.com/docs/other\\_statutory\\_info/RPTPolicy-PHML.pdf](https://pvpcinema.com/docs/other_statutory_info/RPTPolicy-PHML.pdf).
- g) Disclosure of commodity price risks and commodity hedging activities – Not applicable.



- h) There were no funds raised through preferential allotments or qualified institutional placements as specified under Reg. 32(7A).
- i) A Certificate from a Company Secretary in Practice has been obtained confirming that none of the Directors on the board of the company have been debarred or disqualified from being appointed or continuing as Directors of companies by the Securities and Exchange Board of India / Ministry of Corporate Affairs or any such Statutory Authority.
- j) During the financial year, the Board have accepted all the recommendations made by the Nomination and Remuneration and Audit Committee.
- k) R P S V & Co., Chartered Accountants were the statutory auditors for FY 2024-2025. The details of the total amount paid to Statutory Auditors for all the services provided by them and Auditors of subsidiary Companies are appended below:

S. No	Name of the Statutory Auditors	Picturehouse Media Limited	PVP Capital Limited	PVP Cinema Private Limited	New Cyberabad City Projects Private Limited
1	R P S V & Co Chartered Accountants	5,75,250	NA	NA	NA
2	ASKM & Co., Chartered Accountants	NA	118,000	NA	NA
3	B Sujeet & Co., Chartered Accountants	NA	NA	50,000	11,8000

- l) Disclosures in relation to the Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013:

- Number of complaints filed during the financial year - Nil
- Number of complaints disposed of during the financial year -Nil
- Number of complaints pending as on end of the financial year - Nil

- m) The Company has made all disclosures of loans and advances given to corporates in which the directors is interested. The same would be part of the related party transaction refer note no. 52 of standalone notes to accounts

- n) Details of Material subsidiary(s) of the Company;

During the Financial Year of March 31, 2025 the Company has one material subsidiary i.e New Cyberabad City Projects Pvt Ltd. New Cyberabad City Projects Private Ltd was incorporated on 24<sup>th</sup> July, 2006 with registered office situated at 4th Floor, West Block, Punnah Plaza, Plot No 83 & 84, Road No. 2, Banjara Hills, Hyderabad, Telangana- 500034. The Statutory Auditors are B Sujeet & Co, Chartered Accountants who were appointed at AGM held on 30<sup>th</sup> December 2020.

- o) The company has complied with all applicable mandatory requirements in terms of Regulations 34(3) of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015. The non-mandatory requirements have been adopted to the extent and in the manner as stated under the appropriate headings detailed elsewhere in this report.
- p) The discretionary requirements as specified in Part E of Schedule II have been adopted to the extent possible by the Company

- q) The company follows Indian Accounting Standards (Ind-AS) in the preparation of its Financial Statements.
- r) Disclosure with respect to De-mat suspense account/ unclaimed suspense account – Not applicable.
- s) Disclosure of certain types of agreements binding listed entities: Not applicable.

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### **Code of Conduct for Directors and Senior Management**

As the Chairman & Managing Director of Picturehouse Media Limited and as required by Regulation 26 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, I hereby declare that all the Board members and senior management personnel of the Company have affirmed compliance with the Company's Code of Conduct for the Financial Year 2024-2025.

**For Picturehouse Media Limited**

Sd/-

Date: 20 August, 2025

Place: Hyderabad

Prasad V. Potluri  
Managing Director

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## MD AND CFO CERTIFICATION

The Managing Director, Chief Financial Officer have given a Certificate to the Board as contemplated in Schedule-V of the listing regulation as below:

**To**  
**The Board of Directors**  
**Picturehouse Media Limited**

A. We Prasad V. Potluri, Managing Director and A Praveen Kumar, Chief Financial Officer of the Company have reviewed financial statements and the cash flow statement (Standalone and Consolidated) for the year ended March 2025 of the Company and that to the best of our knowledge and belief:

(1) These statements does not contain any materially untrue statement or omit any material fact or contain statements that might be misleading;

(2) These statements together present a true and fair view of the listed entity's affairs and are in compliance with existing accounting standards, applicable laws and regulations.

B. To the best of our knowledge and belief, no transactions entered into by the listed entity during the year are fraudulent, illegal or violative of the listed entity's code of conduct.

C. We 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 there is no deficiencies in the design or operation of such internal controls, we have disclosed to the auditor and the audit committee deficiencies in the design or operation of such internal controls, if any of which we are aware and the we have taken and we propose to take further steps to rectify these deficiencies.

D. There are no significant changes in internal control over financial reporting, accounting policies or instances of significant fraud during the year March 2025.

### For Picturehouse Media Limited

Date: 20 August, 2025  
Place: Hyderabad

Sd/-  
Prasad V. Potluri  
Managing Director

Sd/-  
A Praveen Kumar  
Chief Financial Officer

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**Form No. MR-3**  
**SECRETARIAL AUDIT REPORT**  
**FOR THE FINANCIAL YEAR ENDED 31<sup>st</sup> MARCH, 2025**  
*[Pursuant to Section 204(1) of the Companies Act, 2013 and Rule 9 of the Companies*  
*(Appointment and Remuneration of Managerial Personnel) Rules, 2014]*

To,  
The Members,  
PICTUREHOUSE MEDIA LIMITED

We have conducted the Secretarial Audit of the compliance of applicable statutory provisions and the adherence to good corporate practices by PICTUREHOUSE MEDIA LIMITED (hereinafter called the company) holding CIN: L92191TN2000PLC044077 and having its registered office at KRM Centre, 9th Floor, Door No. 2, Harrington Road, Chetpet, Chennai, Tamil Nadu – 600 031. Secretarial Audit was conducted in accordance with the guidance note issued by the Institute of Company Secretaries of India and in a manner that provided us a reasonable basis for evaluating the corporate conducts / statutory compliances and expressing our opinion thereon.

Based on our 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, we hereby report that in our opinion, the company has, during the audit period covering the financial year ended on March 31, 2025, 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.

We 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, 2025, according to the provisions of:

- (i) The Companies Act, 2013 (the Act) and the Rules made thereunder;
- (ii) The Securities Contracts (Regulation) Act, 1956 ('SCRA') and the Rules made thereunder;
- (iii) The Depositories Act, 1996 and the Regulations and Bye-laws framed thereunder;
- (iv) 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 Borrowings; **(Not applicable to the Company during the period under review)**

The following Regulations and Guidelines prescribed under the Securities and Exchange Board of India Act, 1992 ('SEBI Act'):-

- (a) Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015;
- (b) Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018- **(Not applicable to the Company during the period under review);**
- (c) Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011;
- (d) Securities and Exchange Board of India (Buy-back of Securities) Regulations, 2018 - **(Not applicable to the Company during the period under review);**
- (e) [Securities and Exchange Board of India \(Share Based Employee Benefits and Sweat Equity\) Regulations, 2021](#) - **(Not applicable to the Company during the period under review);**

- (f) Securities and Exchange Board of India (Issue and Listing of Non-Convertible Securities) Regulations, 2021 - **(Not applicable to the Company during the period under review);** and
- (g) Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 2015;
- (h) Securities and Exchange Board of India (Registrars to an Issue and Share Transfer Agents) Regulations, 1993 regarding the Companies Act and dealing with client;
- (i) Securities and Exchange Board of India (Depositories and Participants) Regulations, 2018;
- (j) [Securities and Exchange Board of India \(Delisting of Equity Shares\) Regulations, 2021-](#) **(Not applicable to the Company during the period under review);**
- (v) Other Laws specifically applicable to the company include:
  - i. The Cinematograph Act, 1952
  - ii. The Cinematograph (Certification) Rules, 1983

We have also examined compliance with the applicable clauses of the following:

- (i) Secretarial Standards issued by The Institute of Company Secretaries of India and notified under Companies Act, 2013.
- (ii) The Listing Agreement entered into by the Company with BSE Limited.

During the period under review the Company has complied with the provisions of the Act, Rules, Regulations, Guidelines, Standards, etc. mentioned above, except the following:

1. *The Company has not obtained prior approval of the shareholders through resolution for the related party transactions entered with BVR Malls Private Limited and New Cyberabad City Projects Private Limited for the financial year 2024-25, as required under Regulation 23(4) of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.*
2. *The Company has delayed by one day in submitting the disclosure of related party transactions for the half years ended 31.03.2024 and 30.09.2024 as per Regulation 23(9) of Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 to stock exchange.*
3. *The company has made interest free loan to its Subsidiary i.e., New Cyberabad City Projects Private Limited and hence not in compliance with the provisions of Section 185 and 186 of the Act.*
4. *In respect of compliance with Regulation 3(5) and 3(6) of SEBI (Prohibition of Insider Trading) Regulation, 2015 it is observed that sharing of unpublished price sensitive information in respect of quarterly financial results for the quarter ended 30.06.2024 was not recorded in the Structured Digital Database. Also the entries made in Structured Digital Database for sharing unpublished price sensitive information in respect of quarterly financial results for the quarters ended 31.03.2024 and 30.09.2024 were delayed with incomplete information in Structured Digital Database maintained by the company.*

**We further report that** the Board of Directors of the Company is duly constituted with proper balance of Executive Directors, Non-Executive Directors and Independent Directors. There are no changes in the composition of the Board of Directors during the period under review.

Adequate notice is given to all directors to schedule the Board Meetings, agenda and detailed notes on agenda were sent 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.

Majority decisions are carried through while the dissenting member's views, if any, are captured and recorded as part of the minutes.

***We further report that as per the information and explanations provided, the company is under process of upgrading the internal financial controls to commensurate with the size and operations of the Company to monitor and ensure compliance with applicable laws, rules, regulations and guidelines.***

**We further report that**

- I. PVP Capital Limited (PVPCL), a wholly owned subsidiary company, has received Order from the Reserve Bank of India dated 21.11.2024 for Cancellation of Certificate of Registration (CoR) to carry on the business of Non-banking Financial Institution bearing No B-07.00406 dated 23.05.2002 in terms of Section 45-IA (6) of RBI Act. PVPCL was directed to return the CoR in original at the Bank's Office in Chennai and was advised to stop carrying out financial business with immediate effect.

**Place: Hyderabad**  
**Date: 20.08.2025**

**For D. HANUMANTA RAJU & CO**  
**COMPANY SECRETARIES**

**Sd/-**  
**CS MOHIT KUMAR GOYAL**  
**PARTNER**  
**FCS: 9967, CP NO: 12751**  
**UDIN: F009967G001042427**  
**PR NO: 6326/2024**

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

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**‘Annexure A’**

To,  
The Members,  
**PICTUREHOUSE MEDIA LIMITED**

Our 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. Our responsibility is to express an opinion on these secretarial records based on our audit.
2. We 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. We believe that the processes and practices, we followed, provide a reasonable basis for our opinion.
3. We have not verified the correctness and appropriateness of financial records and Books of Accounts of the Company.
4. Where ever required, we have obtained the Management Representation about the compliance of laws, rules and regulations and happening of events, etc.
5. The compliance of the provisions of Corporate and other applicable laws, rules, regulations, standards is the responsibility of management. Our examination was limited to the verification of procedures on test basis.
6. 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.

**Place: Hyderabad**  
**Date: 20.08.2025**

**For D. HANUMANTA RAJU & CO**  
**COMPANY SECRETARIES**

**Sd/-**  
**CS MOHIT KUMAR GOYAL**  
**PARTNER**  
**FCS: 9967, CP NO: 12751**  
**UDIN: F009967G001042427**  
**PR NO: 6326/2024**

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**CERTIFICATE OF NON-DISQUALIFICATION OF DIRECTORS**  
**(Pursuant to Regulation 34(3) and Schedule V Para C clause (10)(i) of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015)**

To,  
The Members of  
**PICTUREHOUSE MEDIA LIMITED**  
KRM Centre, 9<sup>th</sup> Floor, Door No. 2,  
Harrington Road, Chetpet,  
Tamil Nadu – 600 031

We have examined the relevant registers, records, forms, returns and disclosures received from the Directors of **PICTUREHOUSE MEDIA LIMITED** having CIN: L92191TN2000PLC044077 and having its registered office situated at KRM Centre,

9<sup>th</sup> Floor, Door No. 2, Harrington Road, Chetpet, Chennai, Tamil Nadu - 600 031 (hereinafter referred to as '**the Company**'), provided to us by the Company for the purpose of issuing this Certificate, in accordance with Regulation 34(3) read with Schedule V Para-C Sub Clause 10(i) of the Securities Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015.

In our opinion and to the best of our information and according to the verifications (including Directors Identification Number (DIN) status at the portal [www.mca.gov.in](http://www.mca.gov.in)) as considered necessary and explanations furnished to us by the Company & its officers, we hereby certify that none of the Directors on the Board of the Company as stated below for the Financial Year ending on 31<sup>st</sup> March, 2025 have been debarred or disqualified from being appointed or continuing as Directors of Companies by the Securities and Exchange Board of India, Ministry of Corporate Affairs, or any such other Statutory Authority.

Sr. No	Name of Director	DIN	Date of Appointment in Company
1.	Mr. Prasad Veera Potluri	00179175	04/12/2007
2.	Ms. Poonamallee Jayavelu Bhavani	08294839	31/07/2020
3.	Mr. Subramanian Parameswaran	09138856	02/08/2023
4.	Mr. Gautam Shahi	10236790	16/08/2023

Ensuring the eligibility for the appointment / continuity of every Director on the Board is the responsibility of the management of the Company. Our responsibility is to express an opinion on these based on our verification. This certificate is neither an assurance as to the future viability of the Company nor of the efficiency or effectiveness with which the management has conducted the affairs of the Company.

Place: Hyderabad  
Date: 20.08.2025

For D. HANUMANTA RAJU & CO  
COMPANY SECRETARIES

Sd/-

CS MOHIT KUMAR GOYAL  
PARTNER  
FCS: 9967, CP NO: 12751  
UDIN: F009967G001042471  
PR NO: 6326/2024

**Form No. MR-3**  
**SECRETARIAL AUDIT REPORT**  
**FOR THE FINANCIAL YEAR ENDED 31<sup>st</sup> MARCH, 2025**  
*[Pursuant to Section 204(1) of the Companies Act, 2013 and Rule 9 of the Companies (Appointment and Remuneration of Managerial Personnel) Rules, 2014]*

To,  
The Members,  
**New Cyberabad City Projects Private Limited**

I have conducted the Secretarial Audit of the compliance of applicable statutory provisions and the adherence to good corporate practices by **New Cyberabad City Projects Private Limited** having CIN: **U45201TG2006PTC050706** and having its registered office situated at 4<sup>th</sup> Floor, West Block, Puntnai Plaza, Plot No. 83 & 84, Road No.2, Banjara Hills, Hyderabad, Telangana – 500 034 (hereinafter called the '**Company**'). Secretarial Audit was conducted in accordance with the guidance note issued by the Institute of Company Secretaries of India and in a manner that provided me a reasonable basis for evaluating the corporate conducts/statutory compliances and expressing my opinion thereon.

Based on my verification of the Company's books, papers, minute books, forms and returns filed and other records maintained by the Company and also the information, confirmations, clarifications 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, 2025, 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, 2025, according to the provisions of:

- (i) The Companies Act, 2013 (the Act) and the Rules made thereunder;
- (ii) The Securities Contracts (Regulation) Act, 1956 ('SCRA') and the Rules made thereunder;
- (iii) The Depositories Act, 1996 and the Regulations and Bye-laws framed thereunder;
- (iv) 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 Borrowings; **(Not applicable to the Company during the period of audit)**

The following Regulations and Guidelines prescribed under the Securities and Exchange Board of India Act, 1992 ('SEBI Act'):-

- a) Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 - **(Not applicable to the Company during the period of audit);**
- b) Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018 - **(Not applicable to the Company during the period of audit);**
- c) Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011- **(Not applicable to the Company during the period of audit);**
- d) Securities and Exchange Board of India (Buy-back of Securities) Regulations, 2018 - **(Not applicable to the Company during the period of audit);**
- e) Securities and Exchange Board of India (Share Based Employee Benefits and Sweat Equity) Regulations, 2021- **(Not applicable to the Company during the period of audit);**

- f) Securities and Exchange Board of India (Issue and Listing of Non-Convertible Securities) Regulations, 2021- **(Not applicable to the Company during the period of audit);**
- g) Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 2015 - **(Not applicable to the Company during the period of audit);**
- h) Securities and Exchange Board of India (Registrars to an Issue and Share Transfer Agents) Regulations, 1993 regarding the Companies Act and dealing with client - **(Not applicable to the Company during the period of audit);**
- i) Securities and Exchange Board of India (Depositories and Participants) Regulations, 2018 - **(Not applicable to the Company during the period of audit);**
- j) [Securities and Exchange Board of India \(Delisting of Equity Shares\) Regulations, 2021-](#) **(Not applicable to the Company during the audit period);**
- (v) Other Laws specifically applicable to the company include:
  - a) Transfer of Property Act, 1882
  - b) Real Estate (Regulation and Development) Act, 2016
  - c) Indian Easements Act, 1882
  - d) Registration Act, 1908
  - e) The Building and Other Construction Workers (Regulation of Employment and Conditions of Service) Act, 1996 and
  - f) The Land Acquisition Act, 1894

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

- (i) Secretarial Standards issued by The Institute of Company Secretaries of India and notified under Companies Act, 2013.
- (ii) The Listing Agreements entered into by the Company with Stock Exchange(s) - **(Not applicable to the Company during the period of audit).**

During the period under review the Company has complied with the provisions of the Act, Rules, Regulations, Guidelines, Standards, etc. mentioned above, except the following:

- Ø *The company has made interest free loan to third parties and hence not in compliance with the provisions of Section 185 and 186 of the Act.*
- Ø *Form PAS-6 is yet to be filed for half-years ended 31.03.2024 and 30.09.2024.*
- Ø *Form MGT-14 filed for approval of members under section 180(1)(c) obtained for increase in borrowing limits was not available for my inspection.*

**I further report that** the Board of Directors of the Company is duly constituted with proper balance of Non-Executive Directors and Independent Directors. There are no changes in the composition of the Board of Directors during the period under review.

Adequate notice is given to all Directors to schedule the Board Meetings, agenda and detailed notes on agenda were sent 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.

Decisions at the Board Meetings are carried out unanimously as recorded in the Minutes.

**I further report that** there are no adequate systems and processes in the company commensurate with the size and operations of the company to monitor and ensure compliance with applicable laws, rules, regulations and guidelines as the company does not have any employees in administration and all the operations are being carried out by the employees of the holding company.

**I further report that:**

- ❖ The Enforcement Directorate had provisionally attached the land at Nadergul, Ranga Reddy District admeasuring 28 Acres and 8 Guntas of the Company in connection with the redemption of the investments in Mahalakshmi Energy Ventures Private Limited by its fellow subsidiary Company. The said attachment order has been confirmed by the Adjudicating Authority of the Enforcement Directorate. The Fellow Subsidiary Company – PVP Global Ventures Private Limited has filed an appeal against the said Order before Appellate Authority, Delhi.

Further as informed to me all the accused including PVP Global Ventures Private Limited have been acquitted vide judgement dated 11.12.2024 and the complaint case filed by the Enforcement Directorate has also been closed vide order dated 16.12.2024 and vide order dated 20.12.2024 the attached property i.e Land of 28 Acres and 8 Guntas was directed to be released to applicant forthwith.

- ❖ During the course of legal case against SEBI's penalty order for Insider Trading, the fellow subsidiary, PVP Global Ventures Private Limited has provided the Company's land parcel aggregating to 53 acres 30 guntas as security deposit to SEBI. The Securities Appellate Tribunal has confirmed the penalty of Rs.15 Crores on PVP Global Ventures Private Limited and as informed to me the said fellow subsidiary has remitted the dues.

Further as informed to me the Hon'ble Supreme Court of India vide its order dated 07.03.2025 has directed SEBI to release the immovable properties and bank accounts attached on furnishing bank guarantee of any nationalized bank in a sum of Rs.16,50,00,000/- to cover the interest demand and also directed that the bank guarantee shall be kept alive till the disposal of these appeals.

**Date: 12.08.2025**  
**Place: Hyderabad**

**Signature:**

**Sd/-**  
**Name of Company Secretary:**  
**CS Chandra Sekhar Rajanala**  
**FCS: 8804; C. P. No: 17615**  
**UDIN: F008804G000984218**  
**PR NO: 4054/2023**

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

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**‘Annexure A’**

To,  
The Members,  
**New Cyberabad City Projects Private Limited**

My 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 my 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. Where ever required, I have obtained the Management Representation about the compliance of laws, rules and regulations and happening of events, etc.
5. 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.
6. 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.

**Date: 12.08.2025**  
**Place: Hyderabad**

**Signature:**

**Sd/-**  
**Name of Company Secretary:**  
**CS Chandra Sekhar Rajanala**  
**FCS: 8804; C. P. No: 17615**  
**UDIN: F008804G000984218**  
**PR NO: 4054/2023**

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# INDEPENDENT AUDITOR'S REPORT ON THE STANDALONE IND AS FINANCIAL STATEMENTS TO THE MEMBERS OF PICTUREHOUSE MEDIA LIMITED, CHENNAI FOR THE YEAR ENDED MARCH 31, 2025

To the Members of

Picturehouse Media Limited, Chennai.

## Report on the Audit of the Standalone Financial Statements

### Qualified Opinion

We have audited the Standalone Ind AS Financial Statements of Picturehouse Media Limited, Chennai ("the Company"), which comprise the Standalone Balance Sheet as at March 31, 2025, and the Standalone Statement of Profit and Loss (including other comprehensive income), Standalone Statement of Cash Flows and the Standalone Statement of Changes in Equity for the year then ended, and a summary of material accounting policies, notes forming part of financial statements and other explanatory information (hereinafter referred to as "the Standalone Ind AS Financial Statements").

In our opinion and to the best of our information and according to the explanations given to us, *except for the possible effects of the matter described in the Basis for Qualified Opinion paragraph below including the disclosure of "Material Uncertainty Related to Going Concern"*, the aforesaid Standalone 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 Indian Accounting Standards prescribed under section 133 of the Act read with the Companies (Indian Accounting Standards) Rules, 2015, as amended, ("Ind AS") and other accounting principles generally accepted in India, of the state of affairs of the Company as at March 31, 2025, the Profit and other comprehensive Income, changes in equity and its cash flows for the year ended on that date.

### Basis for Qualified Opinion

- (i) *Attention is invited to note no. 43 to the Statement, in relation to inventory i.e., films production expenses amounting to Rs. 2,956.52 Lakhs, consists of advances granted to artists and co-producers. As represented by the Management the film production is under progress with respect to production of 3 movies costing Rs 76.69 lakhs. In respect of the balance inventory of Rs 2,879.83 lakhs the Board is confident of recovering the amount from the production houses. In the absence of documentary evidence as well as the confirmation of balance from the parties relating to the status of the inventory amounting to Rs 2,879.83 lakhs, we are unable to agree with the views of the Board. We are of the opinion that realization of inventories is doubtful but we are also unable to decide the quantum of loss that may arise on account of write down of inventory.*
- (ii) *Attention is invited to note no.44 to the Standalone Financial Statements, Investment in wholly owned subsidiary viz. PVP Capital Limited, Chennai (PVPCL)*

*The subsidiary's net worth stands at Rs. 605.08 lakhs (negative) as at 31.03.2025. The possibility of liberal cash flow is dim. The company has had its Certificate of Registration as a Non-Banking Financial Institution (NBFC) cancelled by the Reserve Bank of India (RBI), and the company has surrendered its registration as an NBFC. the company's net worth has been fully eroded, it has defaulted on repayment of loans from banks, and statutory dues to the Government have not been remitted. However, the Board of Picturehouse Media Limited considers that no impairment provision is necessary for the investment of Rs. 2,521.74 lakhs in PVP Capital Limited, citing potential future cash flows and the possibility of recovering dues from borrowers. We do not agree with this view, as it remains difficult to assess the extent of the erosion in value and the resulting loss. Consequently, we are unable to form a definitive opinion on the adequacy of the carrying value of the investment, and our opinion is qualified in this respect.*

## Material Uncertainty relating to Going Concern

We draw attention to the following matters in the Notes to the financial statements:

*Note No.45 in the financial statements which indicates that the company is advancing for production of movies, it is still incurring losses from operations (negative net worth Rs. 4073.75 lakhs). Adverse key financial ratios, non-payment of statutory dues, impact of our observations made in preceding paragraphs, and other related factors indicate that there is an existence of material uncertainty that will cast significant doubt on the company's ability to continue as a going concern. Notwithstanding this, the financial results have been prepared as that of going concern and consequently the terminal values of various assets and liabilities have not been redetermined. We are, however, unable to express our view whether the preparation of financial results on a going concern basis is correct or not.*

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 Standalone Ind AS Financial Statements section of our report. We are independent of the Company in accordance with the Code of Ethics issued by the Institute of Chartered Accountants of India together with the ethical requirements that are relevant to our audit of the Standalone Ind AS 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 qualified opinion.

## Key Audit Matters

Key audit matters are those matters that, in our professional judgment, were of most significance in our audit of the Standalone Ind AS financial statements of the current year. These matters were addressed in the context of our audit of the Standalone Ind AS financial statements, and in forming our opinion thereon, and we do not provide a separate opinion on these matters. *In addition to the matter described in the Basis for Qualified Opinion section*, we have determined the matters described below to be the key audit matters to be communicated in our Report.

### **Contingent Liabilities in relation to Service Tax Litigations**

Key audit matter	How the matter was addressed in our audit
<p>The Company has received certain demand orders and notices relating to service tax matters. The company is contesting these demands (refer note no. 49 to the standalone financial statements).</p> <p>There is high level of judgment required in estimating the level of provisioning. The management's assessment is supported by the facts of matter, their own judgment and advices from legal and independent service tax consultants where ever considered necessary.</p> <p>Accordingly, unexpected adverse outcomes may significantly impact the management's reported loss and the Balance Sheet.</p> <p>We determined the above area as a Key Audit Matter in view of associated uncertainty relating to the outcome of these matters which requires application of judgment in interpretation of law. Accordingly, our audit was focused on analyzing the facts of subject matter under consideration and judgements/interpretation of law involved.</p>	<p>Our audit procedures included the following:</p> <p>Understanding the current status of the service tax litigations.</p> <p>Examining recent orders and/or communication received from various service tax authorities and follow up action thereon.</p> <p>Evaluating the merit of the subject matter under consideration with reference to the grounds presented therein and available independent legal advice; and</p> <p>Review and analysis of evaluation of the contentions of the management through discussions, collection of details of the subject matter under consideration, the likely outcome and consequent potential outflows on service tax issues.</p>



As a result of the above audit procedures no material differences were noted. We confirm the adequacy of disclosures made in the Standalone Ind AS Financial Statements.

#### **Other Matters**

1. We draw attention to Note No. 46 of the Notes to Standalone Audited Financial Results, which pertains to unsecured borrowings from related parties amounting to Rs. 7,180.36 Lakhs. These borrowings were previously not measured at amortized cost. However, the management has decided to measure them at Amortized Cost in accordance with Ind AS 109 from this financial year. Consequently, these borrowings have been remeasured at fair value Rs. 2,368.66 Lakhs as of March 31, 2025. Our opinion is not modified in respect of this matter.

#### **Information Other than the Standalone Ind AS financial statements and Auditor's Report Thereon**

The Company's Board of Directors is responsible for the other information. The other information comprises the information included in the management discussion and analysis, Board's Report including annexures to Board's Report and Report on Corporate Governance but does not include the standalone financial statements and our auditor's report thereon. The above reports are expected to be made available to us after the date of the auditor's report.

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

In connection with our audit of the standalone financial statements, our responsibility is to read the other information identified above when it becomes available and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated.

When we read the above reports, if we conclude that there is a material misstatement therein, we are required to communicate the matter to those charged with governance. 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 the Management and Those Charged with Governance for the Standalone Ind AS financial statements**

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

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

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

#### **Auditor's Responsibilities for the Audit of the Standalone Ind AS financial statements**

Our objectives are to obtain reasonable assurance about whether the Standalone Ind AS 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 Standalone Ind AS financial statements.

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

- (i) Identify and assess the risks of material misstatement of the standalone Ind AS 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.
- (ii) Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances. Under section 143(3)(i) of the Act, we are also responsible for expressing our opinion on whether the company has adequate internal financial controls with reference to financial statements in place and the operating effectiveness of such controls.
- (iii) Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- (iv) Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the Standalone Ind AS 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.
- (v) Evaluate the overall presentation, structure and content of the Standalone Ind AS financial statements, including the disclosures, and whether the Standalone Ind AS 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 Standalone Ind AS financial statements of the current period and are therefore the key audit matters. We describe these matters in our auditor's report unless law or regulation precludes public disclosure about the matter or when, in extremely rare circumstances, we determine that a matter should not be communicated in our report because the adverse consequences of doing so would reasonably be expected to outweigh the public interest benefits of such communication.

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

As required by the Companies (Auditor's Report) Order, 2020 ("the Order") issued by the Central Government of India in terms of Section 143(11) of the Act, we give in "Annexure 1" a statement on the matters specified in paragraphs 3 and 4 of the Order, to the extent applicable.

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) *Except for the effects of the matter described in the Basis for Qualified Opinion Paragraph above*, in our opinion, proper books of account as required by law have been kept by the Company so far as it appears from our examination of those books.
- (c) The standalone Balance Sheet, the standalone Statement of Profit and Loss (including other comprehensive income), the standalone Statement of Changes in Equity and the standalone Cash Flows statement dealt with by this Report are in agreement with the books of account.
- (d) *Except for the effects of the matter described in the Basis for Qualified Opinion Paragraph above*, in our opinion, the aforesaid Standalone Ind AS financial statements comply with the Ind AS specified under section 133 of the Act read with Rule 7 of the Companies (Accounts) Rules, 2014.
- (e) The matter described in the Basis for Qualified Opinion Paragraph above, in our opinion, may have an adverse effect on the *functioning of the company*
- (f) On the basis of the written representations received from the directors as on March 31, 2025 taken on record by the Board of Directors, none of the directors is disqualified as on March 31, 2025 from being appointed as a director in terms of Section 164(2) of the Act.
- (g) The qualification relating to the maintenance of accounts and other matters connected therewith are as stated in the Basis for Qualified Opinion Paragraph above
- (h) With respect to the adequacy of the internal financial controls with reference to financial statements of the Company and the operating effectiveness of such controls, refer to our separate Report in "Annexure 2".
- (i) With respect to the other matters to be included in the Auditor's Report in accordance with the requirements of section 197(16) of the Act, during the year, the company has not paid remuneration to director(s). Therefore, the question of remuneration paid to the directors over and above the limits laid down under this section doesn't arise.

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:

- i. The Company has disclosed the impact of pending litigations as at March 31, 2025 on its financial position in its Standalone Ind AS financial statements - refer note 49 to the Standalone Ind AS financial statements;
- ii. The Company did not have any long-term contract including derivative contracts for which there were any material foreseeable losses;
- iii. There were no amounts which were required to be transferred, to the Investor Education and Protection Fund by the Company;
- iv. a) The Board has represented that, to the best of its knowledge and belief, no funds have been advanced or loaned or invested (either from borrowed funds or share premium or any other sources or kind of funds) by the Company to or in any other person or entity, including foreign entity ("Intermediaries"), with the understanding, whether recorded in writing or otherwise, that the Intermediary shall, whether, directly or indirectly lend or invest in other persons or entities identified in any manner whatsoever by or on behalf of the Company

("Ultimate Beneficiaries") or provide any guarantee, security or the like on behalf of the Ultimate Beneficiaries;

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

c) Based on the audit procedures that have been considered reasonable and appropriate in the circumstances, nothing has come to our notice that has caused us to believe that the representations provided under sub-clause (a) and (b) above, contain any material misstatement.

- v. The company has not declared any dividend during the year. Hence, reporting with respect to compliance with the provisions of section 123 of the Act does not arise.

#### **Audit Trail**

Based on our examination, we observed that the company has used an accounting software (Tally Edit Log) for maintaining its books of account. However, the audit trail feature (Tally Edit Log), though available in the software, was not enabled during the financial year. As a result, the company has not maintained an audit trail for the transactions recorded in the accounting software. This is not in compliance with the requirements of Rule 11(g) of the Companies (Audit and Auditors) Rules, 2014, which mandates the maintenance and operation of an audit trail feature throughout the year.

For R P S V & Co.,  
Chartered Accountants  
Firm's Registration Number: 0013151S

Sd/-  
D Purandhar  
Partner  
Membership no.: 221759  
ICAI UDIN: 25221759BMIMNT1921

Place: Chennai  
Dated: 29 May 2025

**Annexure 1 referred to in our report under “Report on Other Legal and Regulatory requirements Para 1” of even date on the accounts for the year ended March 31, 2025**

In terms of Companies (Auditor's Report) Order 2020, issued by the Central Government of India, in terms of section 143(11) of The Companies Act, 2013, we further report, on the matters specified in paragraph 3 and 4 of the said Order, that:

- (i) (a) (A) The company has maintained proper records showing full particulars, including quantitative details and situation of Property, Plant and Equipment.  
  
(B) The company does not own any intangible assets and hence para 3(i)(a)(B) of the order is not applicable.  
  
(b) Property, Plant and Equipment are verified physically by the management in accordance with a regular programmed at reasonable intervals. In our opinion the interval is reasonable having regard to the size of the Company and the nature of its assets. No material discrepancies were noticed on such verification.  
  
(c) The Company does not have any immovable property and hence paragraph 3(i) (c) of the Order is not applicable to the Company  
  
(d) The company has not revalued its Property, Plant and Equipment, (including Right of Use assets) during the year. The Company does not own any intangible assets.  
  
(e) As explained to us by the Management no proceedings have been initiated during the year or are pending against the company as at March 31, 2025 for holding any benami property under the Benami transactions (Prohibition) Act, 1988 (45 of 1988) and rules made thereunder.
- (ii) a) As explained to us by the management, the company is a service company, namely movie production. The movie production/ making of content require various types, qualities of content related consumable and inputs. Due to the multiplicity and complexity of the items, it is not practicable to maintain the quantitative records/ continuous stock register. All the purchases of content related consumable/consumables are treated as consumed. In view of this, the company does not maintain stock register and also does not carry out physical verification of stock.  
  
b) The company has not been sanctioned any working capital limits from banks or financial institutions on the basis of security of current assets and hence reporting under para 3 (ii) (b) is not applicable
- (iii) During the year Company has made following Investments and granted loans/advances in the nature of, secured or unsecured, to companies, firms, Limited Liability Partnerships or any other parties During the year.  
  
(a) During the year the company has made interest free loan to its subsidiary company and treated the same as deemed investment as prescribed under Ind AS  
  
(A) During the year, the Company has advanced interest-free loans amounting to ₹21.44 lakhs to its subsidiary. Further, the outstanding interest-free loan of ₹28.08 lakhs as on 31st March 2025 has been reclassified as investment in the subsidiary. And interest free loan advanced as investment during the year to wholly owned subsidiary of Rs. 1.34 lakhs, and has made impairment provision of Rs 1.34 lakhs during the year for the same. Balance outstanding as at the year-end is Rs 51.61 Lakhs against which impairment provision of Rs 51.61 Lakhs is made.  
  
(B) During the year, the company has not made any loans or advances and has not furnished guarantees or provided security to any party other than a wholly owned subsidiary. The balance outstanding at the balance sheet date with respect to loans and advances granted to other parties is Rs. Nil.

(b) The loan granted during the year as mentioned above is interest free and was substantially provided for in the books of the company and hence it is prejudicial to the company's interest.

(c) The company has treated the interest free loan made to its subsidiary and its wholly owned subsidiary as deemed investment as per Ind AS and substantially provided for Impairment respectively, thus the following is not in the nature of loan, hence reporting under clauses iii (c) ,iii (d), iii (e) of para 3 of the Order, does not arise.

(f) According to the information and explanations given to us and based on our audit procedures, the Company has granted Interest free loans and advances in the nature of loans to its subsidiaries without specifying any terms or period of repayment. The aggregate amount of such loans is Rs. 29.43 lakhs , representing 100% of the total loans granted during the year. No such loans have been granted to promoters or other related parties as defined in clause (76) of section 2 of the Companies Act, 2013, other than to its subsidiaries.

(iv) According to the information and explanations given to us, the company has complied with the provisions of section 185 of the companies act with respect to loans granted, investments made, guarantee furnished and security provided, as applicable. In respect of investments made, guarantee furnished and security provided the company has complied with the provisions of Section 186 of the Act. However, in respect of loans and advances granted to NCCPPL (subsidiary company) of Rs. 28.08 lakhs, the company has not charged any interest.

(v) The company has not accepted any deposit or amounts deemed to be deposits as mentioned in the directives issued by the Reserve Bank of India and the provisions of sections 73 to 76 of the Act or any other relevant provisions of the Act and the rules framed thereunder. Accordingly, reporting under clause v of para 3 of the Order is not applicable.

(vi) The Central Government has not prescribed the maintenance of cost records for any of the products of the company under sub-section (1) of section 148 of the Act and hence reporting under this clause does not arise.

(vii) (a) According to the records provided to us, the company is generally regular (other than the dues mentioned below) in depositing undisputed statutory dues including Provident Fund, Employees' State Insurance, Income Tax (including Tax Deducted at Source), Duty of Customs, Goods and Service Tax, Cess and other statutory dues with the appropriate authorities wherever applicable. The following undisputed amount is outstanding for a period of more than 6 months from the date they became payable.

Name of the statute	Nature of Dues	Amount Rs in lakhs	Period to which it relates	Date of payment
Finance Act ,1994	Service Tax	4.69	RCM Payable as on 31.03.2017	Yet to be remitted
Income Tax Act, 1961	Tax deducted at source (TDS)	478.96	April 2016 to August 2021	-do-
Income Tax Act, 1961	Interest on TDS	329.30	April 2016 to March 2022	-do-

(b) According to the information and explanation given to us, the dues outstanding with respect to income tax, sales tax, service tax, duty of customs, duty of excise, value added tax, cess and goods and service tax on account of any dispute, are as follows:

Name of the statute	Nature of Dues	Amount Rs in lakhs	Period to which it relates	Forum where dispute is pending
Finance Act, 1994	Service Tax	1604.76 (including penalty of 802.43)	FY 2011-12 to FY 2014-15	Customs, Excise & Service tax appellate tribunal
Finance Act, 1994	Service Tax	155.42 & penalty of 15.64	FY 2015-16 to FY 2017-18 (till June 2017)	Customs, Excise & Service tax appellate tribunal
Finance Act, 1994	Service Tax	117.58	FY 2015-16	Customs, Excise & Service tax appellate tribunal

- (viii) According to the information and explanations furnished to us, the company has not surrendered or disclosed any transaction, previously unrecorded in the books of account, in the tax assessments under the Income Tax Act, 1961 as income during the year.
- (ix) (a) The company has neither defaulted in repayment of loans or other borrowings or in the payment of interest thereon to any lender.
- (b) The company has not been declared willful defaulter by any bank or financial institution or other lender.
- (c) The company has not availed any term loan and hence reporting under clause (ix) (c)&(d) is not applicable.
- (e) The company has not availed any funds from any entity or person on account of or to meet the obligations of its subsidiaries.
- (f) The company has not raised loans during the year on the pledge of securities held in its subsidiaries. The company does not have a joint venture or an associate.
- (x) (a) The Company has not raised money by way of public issue offer or further public offer (including debt instruments) and hence the question of utilization of money raised by way of initial public offer does not arise.
- (b) The company has not made any preferential allotment or private placement of shares or convertible debentures (fully, partially or optionally convertible) during the year and hence reporting under this clause does not arise.
- (xi) (a) Based on the audit procedures adopted and information and explanations furnished to us by the management, no fraud on or by the company has been noticed or reported during the year.
- (b) In view of what is stated in point no. xi (a) above, no report under sub-section 12 of section 143 of Companies Act, 2013 has been filed in Form ADT-4 during the year.
- (c) According to information furnished to us, the company has not received any whistle-blower complaints during the year.
- (xii) The Company is not a Nidhi Company. Therefore, reporting under paragraph 3(xii) of the Order is not applicable to the Company
- (xiii) According to the information and explanation given to us, all transactions entered into by the Company with the related parties are in compliance with section 177 and 188 of the Act, where

applicable and the details have been disclosed in Note No.52 of the Standalone Ind AS Financial Statements as required by Ind AS 24.

(xiv) (a) In our opinion, the company has an internal audit system commensurate with its size and nature of its business.

(b) The reports of the Internal Auditors for the period under audit are considered by us.

(xv) According to the information and explanations furnished to us, the company has not entered into any non-cash transactions with directors or persons connected with him as referred to in section 192 of Act.

(xvi) (a) The company is not required to be registered under section 45-IA of the Reserve Bank of India Act, 1934 (2 of 1934). Hence, the provisions of clause 3 (xvi) (a) is not applicable to the company.

(b) The company has not conducted any non-banking financial or housing finance activities. Hence, reporting under this para 3 (xvi) (b) is not applicable to the company.

(c) The Company is not a Core Investment Company (CIC) as defined in the regulations made by the Reserve Bank of India. Accordingly, para 3 (xvi) (c) of the order is not applicable

(d) In our opinion, the group has more the one core investment company as part of the Group (as defined in the Core Investment Companies (Reserve Bank) Directions, 2016). There are two core investment companies which are part of the group

(xvii) The company has incurred cash loss of Rs. 183.26 Lakhs in the financial year 2024-25. The Company has not incurred cash loss of Rs. 98.54 lakhs in the preceding financial year.

Particulars	FY 2024-25 Amount (Rs. in lakhs)	FY 2023-24 Amount (Rs. in lakhs)
Net Profit/ (Loss) as per Statement of Profit and Loss (excluding OCI)	80.69	(122.17)
<b>Add: Non-Cash Adjustments</b>		
- Depreciation on PPE (Ind AS 16)	1.62	5.44
- Impairment of Assets and Investments (Ind AS 36)	2.13	16.89
- Finance Cost (unwinding of discount)	284.04	
- Other Non-Cash Expenses (Provision for Gratuity)	1.23	1.30
<b>Less: Non-Cash Gains</b>		
- Gain on Lease Termination (Ind AS 116)	(4.59)	
- Fair Value Gain on Financial Instruments (Ind AS 109)	(543.27)	
- Other Non-Cash Adjustments (Unwinding of Interest income on rental deposits and reversal of impairment)	(5.11)	
<b>Cash Profit/(Loss) for the Year</b>	<b>(183.26)</b>	<b>(98.54)</b>

(xviii) During the year, there is no resignation of statutory auditors. Accordingly, reporting under this clause 3 (xviii) is not applicable.

(xix) Based on the financial ratios, ageing analysis, expected dates of realization of financial assets and repayment of financial liabilities, information accompanying the financial statements, and representations received from management, we are of the opinion that no material uncertainty exists as on the date of the audit report that the Company will be unable to meet its existing liabilities within one year from the balance sheet date. The details of outstanding financial liabilities from related parties are as follows:

<b>Nature of Liability</b>	<b>Lender</b>	<b>Amount (₹ in lakhs)</b>	<b>Terms</b>	<b>Expected Maturity Within One Year</b>
Non-Current Financial Liability	BVR Malls Private Limited	990.21	10-Year Loan	No repayment due
Non-Current Financial Liability	Dakshin Realities Pvt Ltd	6451.45	10-Year Loan	No repayment due
Current Financial Liability	PVP Capital Limited	2181.19	Repayable on Demand	Expected to be rolled over
Current Financial Liability	PVP Ventures Limited	2800.00	Repayable on Demand	Expected to be rolled over

Management has represented that steps are being taken to extend the tenor of the current liabilities and no repayment obligation is expected within the next twelve months. However, report under this clause has to be read along with point no (iv) of "Basis of Qualified Opinion" paragraph regarding Going Concern.

(xx) (a) The company was not required to spend Corporate Social Responsibility expenditure under section 135 of the Act for the financial year ended March 31, 2025. Hence reporting under clause 3 (xvii) (a)&(b) is not applicable to the company.

(xxi) Regarding qualifications or adverse remarks by the respective auditors in the Companies (Auditor's Report) Order (CARO) reports of the companies included in the consolidated financial statements, refer Point no 2 under " Report on Other Legal and Regulatory Requirements" in our report of even date on Consolidated Financial Statements.

For R P S V & Co.,  
Chartered Accountants  
Firm's Registration Number: 0013151S

Sd/-  
D Purandhar  
Partner  
Membership no.: 221759  
ICAI UDIN: 25221759BMIMNT1921

Place: Chennai  
Dated: 29 May 2025



**ANNEXURE - 2 TO INDEPENDENT AUDITORS' REPORT TO THE MEMBERS ON THE STANDALONE FINANCIAL STATEMENTS OF PICTUREHOUSE MEDIA LIMITED, CHENNAI FOR THE YEAR ENDED MARCH 31, 2025**

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

We have audited the internal financial controls with reference to standalone financial statements of Picturehouse Media Limited, Chennai ("the Company") as of March 31, 2025 in conjunction with our audit of the standalone financial statements of the Company for the period ended on that date.

**Management's Responsibility for Internal Financial Controls with reference to Financial Statements**

The Company's management is responsible for establishing and maintaining internal financial controls with reference to financial statements based on 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 with reference to financial statements 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 Act.

**Auditors' Responsibility**

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

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

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

**Meaning of Internal Financial Controls with reference to financial statements**

A company's internal financial control with reference to financial statements is a process designed to provide reasonable assurance regarding the reliability of financial reporting and the preparation of financial statements for external purposes in accordance with generally accepted accounting principles. A company's internal financial control with reference to financial statements includes those policies and procedures that;

- I. pertain to the maintenance of records, that in reasonable detail, accurately and fairly reflect the transactions and dispositions of the assets of the company;
- II. provide reasonable assurance that transactions are recorded as necessary to permit preparation of financial statements in accordance with generally accepted accounting principles, and that receipts

and expenditures of the company are being made only in accordance with authorisations of management and directors of the company; and

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

### **Inherent Limitations of Internal Financial Controls with reference to Financial Statements**

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

### **Qualified Opinion**

According to the information and explanations given to us and based on our audit, the following weaknesses have been identified in the operating effectiveness of the company's internal financial control over financial reporting with reference to the standalone financial statements as at 31st March, 2025

"The company's internal financial control with regard to assessment of carrying value of loans and advances and inventory as more fully explained in note nos.43 and 44 to these financial statements were not operating effectively and could potentially result in the understatement to the carrying value of such assets and also company needs to strengthen its documentation relating to disbursement of loans".

Attention is also invited to Basis of our Qualified Opinion in our main report.

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

In our opinion, except for the possible effects of the material weakness described above on the achievement of the objectives of the control criteria, the company has, maintained, in all material respects, adequate internal financial controls over financial reporting and such internal financial controls over financial reporting were operating effectively as 31st March, 2025, based on internal control over financial reporting 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 ICAI

We have considered the material weakness identified and reported above in determining the nature, timing and extent of audit tests applied in our audit of the standalone financial statements of the company and we have issued a qualified opinion on the standalone financial statements.

For R P S V & Co.,  
Chartered Accountants  
Firm's Registration Number: 0013151S

Sd/-  
D Purandhar  
Partner  
Membership no.: 221759  
ICAI UDIN:25221759BMIMNT1921

Place: Chennai  
Dated: 29 May 2025

**PICTUREHOUSE MEDIA LIMITED, CHENNAI**  
**STANDALONE BALANCE SHEET AS AT 31 MARCH 2025**

(Rs in lakhs)

	Particulars	Note No.	As at 31 March 2025	As at 31 March 2024
<b>I</b>	<b>ASSETS</b>			
<b>(1)</b>	<b>Non Current Assets</b>			
	(a) Property, Plant and Equipment	<b>4a</b>	9.52	11.98
	(b) Financial Assets			
	(i) Investments	<b>5</b>	5,806.26	5,778.17
	(ii) Other financial assets	<b>6</b>	11.23	11.23
	(c) Other non current assets	<b>7</b>	87.49	87.49
	<b>Total Non Current Assets</b>		<b>5,914.50</b>	<b>5,888.86</b>
<b>(2)</b>	<b>Current assets</b>			
	(a) Inventories	<b>8</b>	2,956.52	2,956.52
	(b) Financial Assets			
	(i) Trade receivables	<b>9</b>	-	-
	(i) Cash and cash equivalents	<b>10</b>	5.55	5.50
	(ii) Loans	<b>11</b>	-	6.70
	(iv) Other financial assets	<b>12</b>	-	-
	(c) Current tax assets	<b>13</b>	31.55	31.55
	(d) Other current assets	<b>14</b>	31.84	18.35
	<b>Total Current Assets</b>		<b>3,025.46</b>	<b>3,018.62</b>
	<b>Total Assets</b>		<b>8,939.96</b>	<b>8,907.49</b>
<b>II</b>	<b>EQUITY AND LIABILITIES</b>			
<b>A</b>	<b>EQUITY</b>			
	(a) Equity Share Capital	<b>15</b>	5,225.00	5,225.00
	(b) Other Equity		(9,298.75)	(9,380.62)
	<b>Total Equity</b>		<b>(4,073.75)</b>	<b>(4,155.62)</b>
<b>B</b>	<b>LIABILITIES</b>			
<b>(1)</b>	<b>Non Current Liabilities</b>			
	(a) Financial Liabilities			
	(i) Borrowings	<b>16</b>	2,368.66	7,180.36
	(ia) Lease liabilities	<b>17</b>	-	-
	<b>Total Financial Liabilities</b>		<b>2,368.66</b>	<b>7,180.36</b>
	(b) Provisions	<b>18</b>	7.58	7.53
	<b>Total Non Current Liabilities</b>		<b>2,376.24</b>	<b>7,187.88</b>
<b>(2)</b>	<b>Current Liabilities</b>			
	(a) Financial Liabilities			
	(i) Lease liabilities	<b>19</b>	-	4.59
	(ii) Trade payables	<b>20</b>		
	(A) Total Outstanding dues of Micro Enterprises and Small Enterprises		1.14	2.00
	(B) Total Outstanding dues of creditors other than Micro Enterprises and Small Enterprises		38.38	39.24
	(iii) Other financial liabilities	<b>21</b>	4,981.19	5,026.64
	<b>Total Financial Liabilities</b>		<b>5,020.71</b>	<b>5,072.47</b>
	(b) Other current liabilities	<b>22</b>	5,616.37	802.36
	(c) Provisions	<b>23</b>	0.39	0.40
	<b>Total Current Liabilities</b>		<b>10,637.47</b>	<b>5,875.23</b>
	<b>Total Equity and Liabilities</b>		<b>8,939.96</b>	<b>8,907.49</b>
<p>Summary of Significant Accounting Policies <span style="float: right;">1-3</span></p> <p>The accompanying notes and other explanatory information are an integral part of the Standalone Financial Statements.</p> <p>As per our report of even date.</p> <div style="display: flex; justify-content: space-between; margin-top: 20px;"> <div style="width: 45%;"> <p><b>For R P S V &amp; Co.,</b> Chartered Accountants Firm Reg No. 0013151S</p> <p style="margin-top: 40px;">Sd/- <b>D Purandhar</b> Partner Membership No. 221759</p> <p style="margin-top: 20px;">Place : Chennai Date : 29 May 2025</p> </div> <div style="width: 45%; text-align: center;"> <p><b>For and on behalf of the Board of Directors</b></p> <div style="display: flex; justify-content: space-around; margin-top: 20px;"> <div style="width: 45%;"> <p>Sd/- <b>Prasad V. Potluri</b> Managing Director (DIN: 00179175) Hyderabad Date : 29 May 2025</p> <p style="margin-top: 20px;">Sd/- <b>A Praveen Kumar</b> Chief Financial Officer  Hyderabad Date : 29 May 2025</p> </div> <div style="width: 45%;"> <p><b>Subramanian Parameswaran</b> Director (DIN: 09138856) Hyderabad Date : 29 May 2025</p> <p style="margin-top: 20px;">Sd/- <b>Rajesh Kumar Samal</b> Company Secretary ACS M.No : A62501 Chennai Date : 29 May 2025</p> </div> </div> </div> </div>				

**PICTUREHOUSE MEDIA LIMITED, CHENNAI**  
**STANDALONE STATEMENT OF PROFIT AND LOSS FOR THE YEAR ENDED 31 MARCH 2025**

(Rs. in Lakhs)

	Particulars	Note No.	For the year ended 31 March, 2025	For the year ended 31 March, 2024
I.	Revenue from operations	24	3.49	49.40
II.	Other income	25	552.97	-
III.	<b>Total Income (I + II)</b>		<b>556.45</b>	<b>49.40</b>
IV.	<b>Expenses:</b>			
a.	Cost of film production expenses	26	-	-
b.	Purchases of Stock-in-Trade		-	-
c.	Changes in inventories of finished goods work-in-progress and Stock-in-Trade		-	-
d.	Employee benefit expense	27	54.84	44.61
e.	Finance costs	28	306.28	7.47
f.	Depreciation and amortization expense	4a&4b	1.62	5.44
g.	Other expenses	29	113.02	114.05
	<b>Total expenses</b>		<b>475.76</b>	<b>171.57</b>
V.	<b>Profit/(Loss) before exceptional items and tax ( III - IV )</b>		<b>80.69</b>	<b>(122.17)</b>
VI.	Exceptional items	30	-	-
VII.	<b>Profit/(Loss) before tax (V - VI)</b>		<b>80.69</b>	<b>(122.17)</b>
VIII.	<b>Tax Expenses</b>			
(c)	Current tax		-	-
(2)	Deferred Tax		-	-
(3)	Income tax for earlier years		-	-
	<b>Total Tax Expenses</b>		-	-
IX.	<b>Profit/(Loss) for the year (VII - VIII)</b>		<b>80.69</b>	<b>(122.17)</b>
X.	<b>Other Comprehensive Income, net of tax</b>			
	<b>Items that will not be reclassified subsequently to profit and loss</b>			
	Remeasurement of defined benefit obligation		1.18	1.12
	Less: Income tax relating to items that will not be reclassified to profit or loss		-	-
	<b>Items that will be reclassified subsequently to profit and loss</b>		<b>1.18</b>	<b>1.12</b>
	<b>Other Comprehensive income, net of tax (X)</b>		<b>1.18</b>	<b>1.12</b>
XI.	<b>Total Comprehensive income for the year (IX + X)</b>		<b>81.87</b>	<b>(121.05)</b>
XII.	<b>Earnings per equity share of nominal value Rs. 10 each :</b>			
(1)	Basic and diluted (not annualised) (Rs.)		<b>0.15</b>	<b>(0.23)</b>

Summary of Significant Accounting Policies

1-3

The accompanying notes and other explanatory information are an integral part of the Standalone Financial Statements.

As per our report of even date.

**For R P S V & Co.,**  
Chartered Accountants  
Firm Reg No. 0013151S

**For and on behalf of the Board of Directors**

Sd/-  
**D Purandhar**  
Partner  
Membership No. 221759

Place : Chennai  
Date : 29 May 2025

Sd/-  
**Prasad V. Potluri**  
Managing Director  
(DIN: 00179175)  
Hyderabad  
Date : 29 May 2025

Sd/-  
**A Praveen Kumar**  
Chief Financial Officer  
Hyderabad  
Date : 29 May 2025

Sd/-  
**Subramanian Parameswaran**  
Director  
(DIN: 09138856)  
Hyderabad  
Date : 29 May 2025

Sd/-  
**Rajesh Kumar Samal**  
Company Secretary  
ACS M.No : A62501  
Chennai  
Date : 29 May 2025

**PICTUREHOUSE MEDIA LIMITED, CHENNAI**  
**STANDALONE CASH FLOW STATEMENT FOR THE YEAR ENDED 31 MARCH 2025**

(Rs. in Lakhs)

Particulars	Year ended 31st March, 2025	Year ended 31st March, 2024
<b>A. CASH FLOW FROM OPERATING ACTIVITIES</b>		
Profit / (Loss) before Tax	81.87	(121.05)
<b>Adjustments for:</b>		
Depreciation and Amortization	1.62	5.44
Assets written off	0.91	-
Payable written up	(0.08)	-
Unwinding of Interest income on rental deposits	(5.03)	-
Provision for Doubtful Advances and Debtors	1.21	16.89
Provision for employee benefits	(1.21)	(1.30)
Gain on termination of lease	(4.59)	-
Gain on Loan payable	(543.27)	-
Interest on Loan payable (Ind AS 109)	284.04	-
Interest Expenses	-	7.47
<b>Cash Generated Before Working Capital Changes</b>	<b>(184.52)</b>	<b>(92.55)</b>
<b>Movement In Working Capital</b>		
Increase / (Decrease) in Trade Payables	0.27	27.09
Increase / (Decrease) in Other Financial Liabilities	(329.41)	2,905.60
Increase / (Decrease) in Other Liabilities	5,341.37	(41.02)
(Increase) / Decrease in Trade Receivables	(1.21)	56.13
(Increase) / Decrease in Loans	(0.06)	0.06
(Increase) / Decrease in Inventories	-	(6.60)
(Increase) / Decrease in Other Financial Assets	-	-
(Increase) / Decrease in Other Assets	(13.49)	(3.92)
<b>Cash Generated From Operations</b>	<b>4,812.96</b>	<b>2,844.79</b>
Direct Taxes Paid	-	(18.13)
<b>Net Cash Flow From / (Used in) Operating Activities</b>	<b>(A) 4,812.96</b>	<b>2,826.66</b>
<b>B. CASH FLOW FROM / (USED IN) INVESTING ACTIVITIES</b>		
Investments in companies	(1.21)	(3,257.17)
<b>Net Cash Flow From / (Used in) Investing Activities</b>	<b>(B) (1.21)</b>	<b>(3,257.17)</b>
<b>C. CASH FLOW FROM / (USED IN) FINANCING ACTIVITIES</b>		
Payment of lease liabilities	-	(13.65)
Proceeds/(Repayment) of Long Term Borrowings	(4,811.70)	444.48
<b>Net Cash Flow From / (Used in) Financing Activities</b>	<b>(C) (4,811.70)</b>	<b>430.83</b>
<b>Net Increase / (Decrease) in Cash and Cash Equivalents</b>	<b>(A+B+C) 0.05</b>	<b>0.32</b>
Cash and Cash Equivalents at the beginning of the year	5.50	5.18
Cash and Cash Equivalents at the end of the year	<b>5.55</b>	<b>5.50</b>
<b>Components of Cash and Cash Equivalents</b>		
Cash in Hand	0.00	-
Balances with Banks		
-In Current Accounts	5.55	5.50
<b>Cash and cash Equivalent</b>	<b>5.55</b>	<b>5.50</b>

**Summary of Significant Accounting Policies**

1-3

As per our report of even date

**For R P S V & Co.,**  
Chartered Accountants  
Firm Reg No. 0013151S

**For and on behalf of the Board of Directors**

**Sd/-**  
**D Purandhar**  
Partner  
Membership No. 221759

**Sd/-**  
**Prasad V. Potluri**  
Managing Director  
(DIN: 00179175)  
Hyderabad  
Date : 29 May 2025

**Sd/-**  
**Subramanian Parameswaran**  
Director  
(DIN: 09138856)  
Hyderabad  
Date : 29 May 2025

Place : Chennai  
Date : 29 May 2025

**Sd/-**  
**A Praveen Kumar**  
Chief Financial Officer  
  
Hyderabad  
Date : 29 May 2025

**Sd/-**  
**Rajesh Kumar Samal**  
Company Secretary  
ACS M.No : A62501  
Chennai  
Date : 29 May 2025

**A. Equity Share Capital****(1) Year ended 31 March 2025**

Balance at the beginning of 1st April 2024	Changes in Equity Share Capital due to prior period errors	Restated balance at the beginning of the current reporting period	Changes in equity share capital during the current year	Balance at the end of the 31st March 2025
5,225.00	-	-	-	5,225.00

**(2) Year ended 31 March 2024**

Balance at the beginning of 1st April 2023	Changes in Equity Share Capital due to prior period errors	Restated balance at the beginning of the previous reporting period	Changes in equity share capital during the previous year	Balance at the end of the 31st March 2024
5,225.00	-	-	-	5,225.00

**B. Other Equity****(1) Year ended 31 March 2025**

Particulars	Reserves & Surplus					Total
	Capital Reserve	Security Premium	General Reserve	Retained Earnings	Other Items of Other Comprehensive Income	
				Profit/(Loss) in the statement of Profit or Loss	Remeasurements of net defined benefit Liability/Asset	
Balance at the beginning of 1st April 2024	22.88	182.50	-	(9,617.98)	-	(9,380.62)
Profit for the year, net of income tax	-	-	-	80.69	-	80.69
Other comprehensive income for the year	-	-	-	-	1.18	1.18
Transfer to retained earnings	-	-	-	1.18	(1.18)	-
Balance at the end of the 31st March 2025	22.88	182.50	-	(9,536.10)	-	(9,298.75)

**(2) Year ended 31 March 2024**

Particulars	Reserves & Surplus					Total
	Capital Reserve	Security Premium	General Reserve	Retained Earnings	Other Items of Other Comprehensive Income	
				Profit/(Loss) in the statement of Profit or Loss	Remeasurements of net defined benefit Liability/Asset	
Balance at the beginning of 1st April 2023	22.88	182.50	-	(9,495.80)	-	(9,258.46)
Profit for the year, net of income tax	-	-	-	(121.05)	-	(121.04)
Other comprehensive income for the year	-	-	-	-	(1.12)	(1.12)
Transfer to retained earnings	-	-	-	(1.12)	1.12	-
Balance at the end of 31st March 2024	22.88	182.50	-	(9,617.98)	-	(9,380.62)

**The description of the nature and purpose of each reserve within equity is as follows:**

- 1. Security Premium :** This reserve represents the premium on issue of shares and can be utilised in accordance with the provisions of the Companies Act, 2013.
- 2. Retained Earnings :** Retained Earnings represent the accumulated losses of the company.
- 3. Capital Reserve :** Capital Reserve represents reserve recognised on amalgamations and arrangements.

The accompanying notes and other explanatory information are an integral part of the Standalone Financial Statements.

As per our report of even date.

**For R P S V & Co.,**  
Chartered Accountants  
Firm Reg No. 0013151S

Sd/-  
**D Purandhar**  
Partner  
Membership No. 221759

Place : Chennai  
Date : 29 May 2025

**For and on behalf of the Board of Directors**

Sd/-  
**Prasad V. Potluri**  
Managing Director  
(DIN: 00179175)

Hyderabad  
Date : 29 May 2025

Sd/-  
**A.Praveen Kumar**  
Chief Financial Officer

Hyderabad  
Date : 29 May 2025

Sd/-  
**Rajesh Kumar**  
Company Secretary  
ACS Membership No

Chennai  
Date : 29 May 2025

Picturehouse Media Limited, Chennai  
Summary of material accounting policies and other explanatory information to the  
Standalone Financial Statements for the year ended 31<sup>st</sup> March 2025

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## 1. Corporate Information

The Company was incorporated as Telephoto Entertainment Limited in the state of Tamilnadu in the year 2000. Subsequently the name was changed to Picturehouse Media Limited (PHML) in the year 2011. Picturehouse Media Limited ('the Company') is a public company domiciled in India. The Company's shares are listed on the BSE Limited. The company is principally engaged in the business of Movie Production and related activities. The registered office of the Company is situated at door No:2, 9th Floor, KRM Centre, Harrington Road, Chetpet, Chennai, Tamilnadu – 600031.

The standalone financial statements for the year ended March 31, 2025 (Including comparatives) are duly adopted by the Board of Directors in the meeting held on May 29, 2025 by video conferencing for consideration and approval by the shareholders.

## 2. Material Accounting Policies

### Basis of Preparation of Financial Statements

These financial statements of the Company have been prepared to comply in all material respects with the Indian Accounting Standards (Ind AS) under the historical cost convention on the accrual basis except for certain financial instruments which are measured at fair values, the provisions of the Companies act, 2013, ('Act') (to the extent notified) and guidelines issued by the Securities and Exchange Board of India (SEBI). The Ind AS are prescribed under section 133 of the Act read with Rule 3 of the Companies (Indian Accounting Standards) Rules, 2015 and Companies (Indian Accounting Standards) Amendment Rules, 2016. The amounts disclosed in the financial statements and notes have been rounded off to nearest lakhs as per the requirement of schedule III.

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.

Disclosures under Ind AS are made only in respect of material items that will be useful to the users of Financial Statements in making economic decisions.

The financial statements are presented in Indian currency (INR), being the functional and presentation currency. Being the currency of the primary economic environment in which the company operates.

All assets and liabilities have been classified as current or non-current in accordance with the operating cycle criteria set out in Ind AS 1 Presentation of Financial Statements and Schedule III to the Companies Act, 2013.

### Current/ Non-Current Classification

An asset is classified as current when

- 1) It is expected to be realized or consumed in the Company's normal operating cycle;
- 2) It is held primarily for the purpose of trading;
- 3) It is expected to be realized within twelve months after the reporting period; or
- 4) If it is cash or cash equivalent, unless it is restricted from being exchanged or used to settle a liability for at least twelve months after the reporting period

Any asset not confirming to the above is classified as non- current.

A liability is classified as current when

- 1) It is expected to be settled in the normal operating cycle of the Company;

Picturehouse Media Limited, Chennai  
Summary of material accounting policies and other explanatory information to the  
Standalone Financial Statements for the year ended 31<sup>st</sup> March 2025

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- 2) It is held primarily for the purpose of trading;
- 3) It is expected to be settled within twelve months after the reporting period; or
- 4) The Company has no unconditional right to defer the settlement of the liability for at least twelve months after the reporting period.

Any liability not conforming to the above is classified as noncurrent.

**a) Property, Plant and Equipment:**

Property, Plant and Equipment (PPE) are stated at cost less accumulated depreciation and accumulated impairment losses, if any. Cost includes all direct costs relating to acquisition and installation of Property,

Plant and Equipment and borrowing cost relating to qualifying assets. When significant parts of plant and equipment are required to be replaced at intervals, the Company depreciates them separately based on their specific useful lives.

Subsequent costs are included in the assets carrying amount or recognised as a separate asset, as appropriate, only when it is probable that future economic benefits associated with the item will flow to the Company and the cost can be measured reliably. All other repair and maintenance costs are recognised in the statement of profit or loss as incurred. The present value of the expected cost for the decommissioning of an asset after its use is included in the cost of the respective asset if the recognition criteria for a provision are met.

Depreciation is charged to statement of profit or loss so as to write off the cost of assets less their residual values over their useful lives, using the straight-line method. The estimated useful lives, residual values and depreciation method are reviewed at the Balance Sheet date, with the effect of any changes in estimate accounted for on a prospective basis.

The estimated useful lives of the depreciable assets are as follows:

<b><u>Class of Assets</u></b>	<b><u>Estimated Useful Life</u></b>
Plant and Equipment	5 years
Furniture and Fixtures	10 years
Vehicles	8 years
Computers and related Assets	3 years
Office Equipment	3 years

An item of property, plant and equipment is derecognized upon disposal or when no future economic benefits are expected to arise from the continued use of the asset. Any gain or loss arising on the disposal or retirement of an item of property, plant and equipment is determined as the difference between the sales proceeds and the carrying amount of the asset and is recognized in the Statement of Profit and Loss.

**b) Impairment of Property, Plant & Equipment:**

Assets that have an indefinite useful life are not subject to amortisation and are tested annually for impairment. Assets that are subject to amortisation are reviewed for impairment whenever events or changes in circumstances indicate that the carrying amount may not be recoverable. An impairment loss is recognised for the amount by which the asset's carrying amount exceeds its recoverable amount.

Recoverable amount is the higher of fair value less costs of disposal and value in use. In assessing value in use, the estimated future cash flows are discounted to their present value using a pre-tax



Picturehouse Media Limited, Chennai  
Summary of material accounting policies and other explanatory information to the  
Standalone Financial Statements for the year ended 31<sup>st</sup> March 2025

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discount rate that reflects current market assessments of the time value of money and the risks specific to the asset for which the estimates of future cash flows have not been adjusted.

If the recoverable amount of an asset (or cash-generating unit) is estimated to be less than its carrying amount, the carrying amount of the asset (or cash-generating unit) is reduced to its recoverable amount. An impairment loss is recognized immediately in the Statement of Profit and Loss.

When an impairment loss subsequently reverses, the carrying amount of the asset (or a cash-generating unit) is increased to the revised estimate of its recoverable amount, but so that the increased carrying amount does not exceed the carrying amount that would have been determined had no impairment loss been recognized for the asset (or cash-generating unit) in prior years. A reversal of an impairment loss is recognized immediately in Statement of Profit and Loss.

**c) Inventory**

Inventory consists of investments in films and associated rights, including acquired rights and advances to talent associated with film production, are stated at lower of cost / unamortised cost or realisable value. Costs include production costs, overhead and capitalized interest costs net of any amounts received from third party investors.

The cost of production of feature film will be claimed as a deduction in accordance with Rule 9A of Income Tax Rules, 1962.

**d) Foreign Currency Translation:**

**Initial Recognition**

On initial recognition, transactions in foreign currencies entered into by the company are recorded in the functional currency (i.e India Rupees), by applying to the foreign currency amount, the spot exchange rate between the functional currency and foreign currency at the date of the transaction. Exchange differences arising on foreign exchange transactions settled during the year are recognised in the statement of profit and loss.

**Measurement of foreign currency items on reporting date**

Foreign currency monetary items of the company are translated at the closing exchange rates. Non-monetary items that are measured at historical cost in a foreign currency are translated using the exchange rate at the date of transaction. Non-monetary items that are measured at fair value in a foreign currency are translated using the exchange rates at the date when the fair value is measured. Exchange differences arising out of these translations are recognised in the Statement of Profit and Loss.

The Company has adopted Appendix B to Ind AS 21- Foreign Currency Transactions and Advance Consideration which clarifies the date of transaction for the purpose of determining the exchange rate to use on initial recognition of the related asset, expense or income when an entity has received or paid advance consideration in a foreign currency.

**e) Leases**

**The company as a Lessee**

The Company assesses whether a contract contains a lease, at inception of a contract. A contract is, or contains, a lease if the contract conveys the right to control the use of an identified asset for a period of

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time in exchange for consideration. To assess whether a contract conveys the right to control the use of an identified asset, the Company assesses whether : (i) the contract involves the use of an identified asset (ii) the Company has substantially all of the economic benefits from use of the asset through the period of the lease and (iii) the Company has the right to direct the use of the asset.

At the date of commencement of the lease, the Company recognizes a right-of-use asset ("ROU") and a corresponding lease liability for all lease arrangements in which it is a lessee, except for leases with a term of twelve months or less (short-term leases) and low value leases. For these short-term and low value leases, the Company recognizes the lease payments as an operating expense on a straight-line basis over the term of the lease.

Certain lease arrangements include the options to extend or terminate the lease before the end of the lease term. ROU assets and lease liabilities includes these options when it is reasonably certain that they will be exercised.

The ROU assets are initially recognized at cost, which comprises the initial amount of the lease liability adjusted for any lease payments made at or prior to the commencement date of the lease plus any initial direct costs less any lease incentives. They are subsequently measured at cost less accumulated depreciation and impairment losses.

ROU assets are depreciated from the commencement date on a straight-line basis over the shorter of the lease term and useful life of the underlying asset. ROU assets are evaluated for recoverability whenever events or changes in circumstances indicate that their carrying amounts may not be recoverable. For the purpose of impairment testing, the recoverable amount (i.e., the higher of the fair value less cost to sell and the value-in-use) is determined on an individual asset basis unless the asset does not generate cashflows that are largely independent of those from other assets. In such cases, the recoverable amount is determined for the Cash Generating Unit (CGU) to which the asset belongs.

The lease liability is initially measured at amortized cost at the present value of the future lease payments. The lease payments are discounted using the interest rate implicit in the lease or, if not readily determinable, using the incremental borrowing rates in the country of domicile of these leases. Lease liabilities are remeasured with a corresponding adjustment to the related right of use asset if the Company changes its assessment if whether it will exercise an extension or a termination option. Lease liability and ROU asset have been separately presented in the Balance Sheet and lease payments have been classified as financing cash flows.

#### **The company as a Lessor**

Leases for which the Company is a lessor is classified as a finance or operating lease. Whenever the terms of the lease transfer substantially all the risks and rewards of owner ship to the lessee, the contract is classified as a finance lease. All other leases are classified as operating leases. When the Company is an intermediate lessor, it accounts for its interests in the head lease and the sublease separately. The sublease is classified as a finance or operating lease by reference to the right-of-use asset arising from the head lease.

For operating leases, rental income is recognized on a straight-line basis over the term of the relevant lease

#### **Lease-hold land:**

Leasehold land that normally has a finite economic life and title which is not expected to pass to the lessee by the end of the lease term is treated as an operating lease.

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The payment made on entering into or acquiring a leasehold land is accounted for as leasehold land use rights and is amortized over the lease term in accordance with the pattern of benefits provided.

**f) Financial Instruments**

**1) Initial Recognition**

The company recognizes financial assets and financial liabilities when it becomes a party to the contractual provisions of the instrument. All financial assets and liabilities are recognized at fair value on initial recognition, except for trade receivables which are initially measured at transaction price. Transaction costs that are directly attributable to the acquisition or issue of financial assets and financial liabilities that are not at fair value through statement of profit or loss, are added to the fair value on initial recognition.

**2) Subsequent Measurement**

**i) Financial assets carried at amortised cost**

A financial asset is subsequently measured at amortised cost if it is held within a business model whose objective is to hold the asset in order to collect contractual cash flows and the contractual terms of the financial asset give rise on specified dates to cash flows that are solely payments of principal and interest on the principal amount outstanding.

**ii) Financial assets at fair value through other comprehensive income**

A financial asset is subsequently measured at fair value through other comprehensive income if it is held within a business model whose objective is achieved by both collecting contractual cash flows and selling financial assets and the contractual terms of the financial asset give rise on specified dates to cash flows that are solely payments of principal and interest on the principal amount outstanding. Further, in cases where the company has made an irrevocable election based on its business model, for its investments which are classified as equity instruments, the subsequent changes in fair value are recognized in other comprehensive income.

**iii) Financial Assets at fair value through profit or loss**

Financial assets are measured at fair value through profit or loss unless it is measured at amortised cost or at fair value through other comprehensive income on initial recognition. The transaction costs directly attributable to the acquisition of financial assets and liabilities at fair value through profit or loss are immediately recognised in statement of profit or loss.

**iv) Investment in Subsidiaries**

Investments in subsidiaries are carried at cost in accordance with Ind AS 27 Separate Financial Statements less provision for diminution, wherever required.

**v) Financial Liability**

Financial liabilities are subsequently carried at amortized cost using the effective interest method, except for contingent consideration recognized in a business combination which is subsequently measured at fair value through profit and loss. For trade and other payables maturing within one year from the balance sheet date, the carrying amounts approximate fair value due to short maturity of these instruments.

**3) Derecognition of financial instruments**

The company derecognizes a financial asset when the contractual rights to the cash flows from the financial asset expire or its transfers the financial asset and the transfer qualifies for derecognition under Ind AS 109. A financial liability (or a part of a financial liability) is derecognized from the

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company's balance sheet when the obligation specified in the contract is discharged or cancelled or expires.

**4) Impairment of Assets**

**Financial Assets (other than at fair value):**

The company assesses at each date of balance sheet whether a financial asset or a group of financial assets is impaired. Ind AS 109 requires expected credit losses to be measured through a loss allowance. The company recognises lifetime expected losses for all contract assets and/or all trade receivables that do not constitute a financing transaction. For all other financial assets, expected credit losses are measured at an amount equal to the 12-month expected credit losses or at an amount equal to the lifetime expected credit losses if the credit risk on the financial asset has increased significantly since initial recognition.

**5) Fair value of Financial Instruments**

In determining the fair value of its financial instruments, the company uses following hierarchy and assumptions that are based on market conditions and risks existing at each reporting date.

**Fair value hierarchy:**

All assets and liabilities for which fair value is measured or disclosed in the financial statements are categorised within the fair value hierarchy, described as follows, based on the lowest level input that is significant to the fair value measurement as a whole:

**Level 1:** Quoted (unadjusted) market prices in active markets for identical assets or liabilities.

**Level 2:** Valuation techniques for which the lowest level input that is significant to the fair value measurement is directly or indirectly observable.

**Level 3:** Valuation techniques for which the lowest level input that is significant to the fair value measurement is unobservable.

For assets and liabilities that are recognised in the financial statements on a recurring basis, the company determines whether transfers have occurred between levels in the hierarchy by re-assessing categorisation (based on the lowest level input that is significant to the fair value measurement as a whole) at the end of each reporting period.

**g) Provisions, Contingent Liabilities and Contingent Assets**

Provisions are recognized, when there is a present legal or constructive obligation as a result of a past event, it is probable that an outflow of resources will be required to settle the obligation, and when a reliable estimate of the amount of the obligation can be made. If the effect of the time value of money is material, the provision is discounted using a pre-tax rate that reflects current market assessments of the time value of money and the risks specific to the obligation and the unwinding of the discount is recognised as interest expense.

Contingent liabilities are recognized only when there is a possible obligation arising from past events, due to occurrence or non-occurrence of one or more uncertain future events, not wholly within the control of the Company, or where any present obligation cannot be measured in terms of future outflow of resources, or where a reliable estimate of the obligation cannot be made. Obligations are assessed on an ongoing basis and only those having a largely probable outflow of resources are provided for. Contingent assets are not recognized in the financial statements.

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**h) Revenue Recognition**

The company has applied Ind AS 115, Revenue from Contracts with Customers, which establishes a comprehensive framework for determining whether, how much and when revenue is to be recognised. The company has adopted Ind AS 115 using the cumulative effect method. The effect of initially applying this standard is recognised at the date of initial application (i.e., 01<sup>st</sup> April 2018).

- 1) Revenue is recognized, net of sales related taxes, when the agreement exists, the fees are fixed or determinable, the product is delivered, or services have been rendered and collectability is reasonably assured. The company considers the terms of each arrangement to determine the appropriate accounting treatment.

The following additional criteria apply in respect of various revenue streams within filmed entertainment:

**Theatrical** — Contracted minimum guarantees are recognized on the theatrical release date. The company's share of box office receipts in excess of the minimum guarantee is recognized at the point they are notified to the company.

**Other rights** - other rights such as satellite rights, overseas rights, music rights, video rights, etc. is recognized on the date when the rights are made available to the assignee for exploitation.

- 2) Interest income is accrued on time basis, by reference to the principle outstanding and at the effective interest rate applicable.
- 3) Dividend from investments is accounted for as income when the right to receive dividend is established.

**i) Employee Benefits**

**Gratuity**

Gratuity, which is a defined benefit plan, is accrued based on an independent actuarial valuation, which is done based on projected unit credit method as at balance sheet date. The company recognizes the net obligation of a defined benefit plan in its balance sheet as an asset or liability. Gains and losses through re-measurements of the net defined benefit liability/(asset) are recognized in other comprehensive income. In accordance with Ind AS, re-measurement gains and losses on defined benefit plans recognised in other comprehensive income are not to be subsequently reclassified to profit or loss. As required by Schedule III to the Companies Act, 2013, the company transfers it immediately to retained earnings.

**Compensated Absences**

The company has a policy on compensated absences which are both accumulating and non-accumulating in nature. The expected cost of accumulating absences is determined by actuarial valuation performed by an independent actuary at each balance sheet date using projected unit credit method on the additional amount expected to be paid/availed as a result of the unused entitlement that has accumulated at the balance sheet date. Expense on non-accumulating compensated absences is recognised in the period in which the absences occur.

**Other Benefit Plans**

Contributions paid/payable under defined contributions plans are recognised in the statement of Profit or Loss in each year. Contribution plans primarily consist of Provident Fund administered and managed by the Government of India. The company makes monthly contributions and has no further obligations under the plan beyond its contributions.

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**j) Taxes on Income**

Income tax expense comprises current tax expense and the net change in the deferred tax asset or liability during the year. Current and deferred tax are recognised in profit or loss, except when they relate to items that are recognised in other comprehensive income or directly in equity, in which case, the current and deferred tax are also recognised in other comprehensive income or directly in equity, respectively.

**i) Current Income Tax**

Current Income tax for the current and prior periods are measured at the amount expected to be paid to the taxation authorities based on the taxable income for that period. The tax rates and tax laws used to compute the amount are those that are enacted or substantively enacted by the balance sheet date.

**ii) Deferred Tax Asset / Liability**

Deferred Income tax is recognised using balance sheet approach. Deferred tax is recognised on temporary differences at the balance sheet date between the tax bases of assets and liabilities and their carrying amounts for financial reporting purposes, except when the deferred income tax arises from the initial recognition of goodwill or an asset or liability in a transaction that is not a business combination and affects neither accounting nor taxable profit or loss at the time of the transaction.

Deferred Income tax assets are recognised for all deducted temporary differences, carry forward of unused tax credits and unused tax losses, to the extent that it is probable that taxable profit will be available against which the deductible temporary differences, and the carry forward of unused tax credits and unused tax losses can be utilized.

The carrying amount of deferred tax assets is reviewed at each Balance Sheet date and reduced to the extent that it is no longer probable that sufficient taxable profits will be available to allow all or part of the deferred income tax asset to be utilised.

Deferred Income tax assets and liabilities are measured at the tax rates that are expected to apply in the period when the asset is realized or the liability is settled, based on tax rates (and tax laws) that have been enacted or substantively enacted at the balance sheet date.

**k) Borrowing Costs**

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

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

**l) Earnings per Share**

Basic earnings per share is computed by dividing the net profit attributable to the equity shareholders for the period by the weighted average number of equity shares outstanding during the period.

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Diluted earnings per share is computed by dividing the net profit attributable to the equity shareholders for the period by the weighted average number of equity shares considered for deriving basic earnings per share and also the weighted average number of equity shares that could have been issued upon

conversion of all dilutive potential equity shares. The dilutive potential equity shares are adjusted for the proceeds receivable had the equity shares been actually issued at fair value (i.e., the average market value of the outstanding equity shares).

Dilutive potential equity shares are deemed converted as of the beginning of the period, unless issued at a later date. Dilutive potential equity shares are determined independently for each period presented.

The number of equity shares and potentially dilutive equity shares are adjusted retrospectively for all periods presented for any share splits and bonus shares issues including for changes effected prior to the approval of the financial statements by the Board of Directors.

**m) Cash Flow Statement:**

Cash flows are reported using the indirect method, whereby profit/ (loss) before tax is given effect to transactions of non-cash nature and any deferrals or accruals of past or future cash receipts or payments. Cash flow for the year are classified by operating, investing and financing activities.

**n) Exceptional Items**

When items of income and expenses within profit or loss from ordinary activities are of such size, nature or incidence that their disclosure is relevant to explain the performance of the enterprise for the period, the nature and amount of such material items are disclosed separately as exceptional items.

**o) Segment Reporting**

Operating segments are reported in a manner consistent with the internal reporting provided to the chief operating decision maker. The chief operating decision maker regularly monitors and reviews the operating result of the whole Company as one segment of "Movie and Related Activities". Thus, as defined in Ind AS 108 "Operating Segments", the Company's entire business falls under this one operational segment and hence the necessary information has already been disclosed in the Balance Sheet and the Statement of Profit and Loss.

**3. Critical accounting estimates and judgments**

The preparation of financial statements requires the Board to make judgements, estimates and assumptions that affect the application of accounting policies and the reported amounts of assets and liabilities, disclosures of contingent liabilities at the date of the financial statements and the reported amounts of revenue and expenses for the years presented. Actual results may differ from these estimates.

Estimates and underlying assumptions are continually evaluated. Revisions to accounting estimates are recognised in the period in which the estimates are revised and in any future periods affected.

In particular, information about significant areas of estimation, uncertainty and critical judgements in applying accounting policies that have the most significant effect on the amounts recognized in the financial statements pertain to:

- **Accounting for the film content:** Accounting for the film content requires management's judgment as it relates to total revenues to be received and costs to be incurred for each film. The Company is required to identify and assess and determine income generated from commercial exhibition of films. Judgment is



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also required in determining the charge to statement of profit and loss as well as considering the recoverability or conversion of advances made in respect of securing film content or the services of talent associated with film production.

- **Valuation of Investments in/Loans to subsidiaries:** The company has performed valuation for its investments in equity of subsidiaries for assessing whether there is any impairment in the fair value. When the fair value of investment in subsidiaries cannot be measured based on quoted prices in active markets, their fair value is measured using appropriate valuation techniques including the discounted cash flow model. Similar assessment is carried for exposure of the nature of loans thereon. The inputs to these models are taken from observable markets where possible, but where is not feasible, a degree of judgement is required in establishing fair values. Judgements include consideration of inputs such as expected earnings in future years, liquidity risk, credit risk and volatility. Changes in assumptions about these factors could affect the reported fair value of these investments.
- **Income Taxes:** Deferred tax assets are recognized to the extent that it is regarded as probable that deductible temporary differences can be realized. The Company estimates deferred tax assets and liabilities based on current tax laws and rates and in certain cases, business plans, including management's expectations regarding the manner and timing of recovery of the related assets. Changes in these estimates may affect the amount of deferred tax liabilities or the valuation of deferred tax assets and their tax charge in the statement of profit or loss.

Provision for tax liabilities require judgements on the interpretation of tax legislation, developments in case law and the potential outcomes of tax audits and appeals which may be subject to significant uncertainty. Therefore, the actual results may vary from expectations resulting in adjustments to provisions, the valuation of deferred tax assets, cash tax settlements and therefore the tax charge in the statement of profit or loss.

- **Useful lives of property, plant and equipment and intangible assets:** The Company has estimated useful life of each class of assets based on the nature of assets, the estimated usage of the asset, the operating condition of the asset, past history of replacement, anticipated technological changes, etc. The Company reviews the carrying amount of property, plant and equipment at the Balance Sheet date. This reassessment may result in change in depreciation expense in future periods.
- **Impairment testing:** Property, plant and equipment are tested for impairment when events occur or changes in circumstances indicate that the recoverable amount of the cash generating unit is less than its carrying value. The recoverable amount of cash generating units is higher of value-in-use and fair value less cost to sell. The calculation involves use of significant estimates and assumptions which includes turnover and earnings multiples, growth rates and net margins used to calculate projected future cash flows, risk-adjusted discount rate, future economic and market conditions.
- **Defined benefit plans:** The cost of the defined benefit plans and the present value of the defined benefit obligation are based on actuarial valuation using the projected unit credit method. An actuarial valuation involves making various assumptions that may differ from actual developments in the future. These include the determination of the discount rate, future salary increases, etc. Due to the complexities involved in the valuation and its long-term nature, a defined benefit obligation is highly sensitive to changes in these assumptions. All assumptions are reviewed at each Balance Sheet date.



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**Note No 4a : Property, Plant and Equipment**

(Rs in Lakhs)

Particulars	Plant and Equipment	Computers and Related Assets	Furnitures & Fixtures	Vehicles	Office Equipments	Total
<b>Gross Block</b>						
Gross Carrying value as on 1st April, 2023	1.22	11.33	14.24	27.41	50.64	104.85
Additions	-	-	-	-	-	-
Disposals	-	-	-	-	-	-
Gross Carrying value as on 31st March, 2024	1.22	11.33	14.24	27.41	50.64	104.85
Additions	-	-	-	-	-	-
Disposals	-	2.91	-	13.27	2.08	18.26
Gross Carrying value as on 31st March, 2025	1.22	8.42	14.24	14.14	48.56	86.59
<b>Accumulated Depreciation</b>						
Accumulated Depreciation as on 1st April, 2023	1.14	9.96	13.30	19.89	47.05	91.35
Depreciation for the year	-	0.14	-	1.41	-	1.54
Depreciation on disposals	-	-	-	0.02	-	0.02
Accumulated Depreciation as on 31st March, 2024	1.14	10.09	13.30	21.28	47.05	92.87
Depreciation for the year	-	0.14	-	1.48	-	1.62
Depreciation on disposals	-	2.77	-	12.68	1.97	17.43
Accumulated Depreciation as on 31st March, 2025	1.14	7.46	13.30	10.08	45.08	77.06
<b>Net carrying amount</b>						
As at 31st March, 2024	0.08	1.24	0.94	6.13	3.59	11.98
As at 31st March, 2025	0.08	0.96	0.94	4.06	3.49	9.52

The Company did not revalue any Property, plant and equipment.

**Note No 4b : Right of use assets**

(Rs. In Lakhs)

Particulars	Right of Use Building	Total
<b>Gross Block</b>		
Gross Carrying value as on 1st April, 2023	85.49	85.49
Additions	-	-
Disposals	0.25	0.25
Gross Carrying value as on 31st March, 2024	85.24	85.24
Additions	-	-
Disposals	-	-
Gross Carrying value as on 31st March, 2025	85.24	85.24
<b>Accumulated Depreciation</b>		
Accumulated Depreciation as on 1st April, 2023	81.35	81.35
Depreciation for the year	3.89	3.89
Depreciation on disposals	-	-
Accumulated Depreciation as on 31st March, 2024	85.24	85.24
Depreciation for the year	-	-
Depreciation on disposals	-	-
Accumulated Depreciation as on 31st March, 2025	85.24	85.24
<b>Net carrying amount</b>		
As at 31st March, 2024	-	-
As at 31st March, 2025	-	-

During the year, as well as in the preceeding financial year, Right-of-use asset(s) has not been revalued.

**PICTUREHOUSE MEDIA LIMITED, CHENNAI**  
Notes to Standalone Financial Statements for the year ended 31 March 2025

Notes to Standards Financial Statements for the year ended 31 March 2025		Rs in lakhs			
Note No	Particulars	As at 31 March 2025	As at 31 March 2024		
5	<b>Financial Assets</b>				
	<b>Investments</b>				
	<b>Non Current Investments</b>				
	Investment carried at deemed cost, fully paid up				
	<b>a) Investment in equity instruments, Subsidiaries- Unquoted</b>				
	PVP Cinema Private Limited, Chennai - 30,000 equity shares (Last year 30,000 nos) of Rs.10/- each [100% Holding].	506.84	505.63		
	PVP Capital Limited, Chennai - 2,50,00,000 equity shares (Last year 2,50,00,000 nos) of Rs.10/- each [100% Holding]. (Refer note no.30)	2,521.74	2,521.74		
	New Cyberabad City Projects Private Limited - 10,10,000 equity shares of Rs.10/- each [81% Holding]. (Refer note no.30)	3,284.52	3,256.44		
		<b>6,313.10</b>	<b>6,283.81</b>		
	Less: Provision for diminution in value of investment in a subsidiary viz. PVP Cinema Private Limited, Chennai	(506.84)	(505.63)		
		<b>5,806.26</b>	<b>5,778.17</b>		
	<b>Movement in investments as at 31st March 2025</b>		<b>Investment as at 1 April 2024</b>	<b>Investment during the year</b>	<b>Fair value of Interest free loan</b>
PVP Cinema Private Limited, Chennai		505.50	-	1.34	506.84
PVP Capital Limited, Chennai		2,521.74	-	-	2,521.74
New Cyberabad City Projects Private Limited (NCCPPL), Hyderabad		3,256.44	-	28.08	3,284.52
<b>Total</b>		<b>6,283.68</b>	<b>-</b>	<b>29.43</b>	<b>6,313.11</b>
<b>Movement in investments as at 31st March 2024</b>		<b>Investment as at 1 April 2023</b>	<b>Investment during the year</b>	<b>Fair value of Interest free loan</b>	<b>Investment as at 31 March 2024</b>
PVP Cinema Private Limited, Chennai		504.76	-	0.74	505.50
PVP Capital Limited, Chennai		2,521.74	-	-	2,521.74
New Cyberabad City Projects Private Limited (NCCPPL), Hyderabad *		-	3,256.44	-	3,256.44
<b>Total</b>		<b>3,026.50</b>	<b>3,256.44</b>	<b>0.74</b>	<b>6,283.68</b>
<i>* NCCPPL was acquired during the FY 2023-24. The Company holds 81% in NCCPPL.</i>					
<b>Disclosure pursuant to section 186(4) of Companies Act, 2013:</b>					
The amount was advanced to the wholly owned subsidiary to meet the expenditure related to business.					
<b>Aggregate of Non Current Investments</b>					
Aggregate amount of unquoted investments				6,313.10	6,283.81
Aggregate amount of impairment in value of investments				(506.84)	(505.63)
				<b>5,806.26</b>	<b>5,778.17</b>
6	<b>Other Financial assets (non-current)</b>				
	Security Deposits - (Rental Deposits)			11.23	11.23
				<b>11.23</b>	<b>11.23</b>
7	<b>Other Assets</b>				
	<b>Non Current</b>				
	Tax Deducted at Source(TDS) Receivable			-	-
	Taxes Paid Under protest			87.49	87.49
				<b>87.49</b>	<b>87.49</b>
8	<b>Inventories</b>				
	Film Production -in- progress (refer note no.43)			2,956.52	2,956.52
	(Valued at lower of cost or net realisable value)			<b>2,956.52</b>	<b>2,956.52</b>
9	<b>Trade Receivables</b>				
	<b>Current</b>				
	Unsecured - Considered Good			-	-
	Credit Impaired			565.30	565.30
	<b>Sub-total</b>			<b>565.30</b>	<b>565.30</b>
	Less: Allowance for doubtful debts (Expected credit loss allowance)*			(565.30)	(565.30)
				-	-
	<b>* Movement in loss allowance of trade receivables</b>				
	<b>Particulars</b>				
	Opening balance			565.30	566.78
	Amount written off			-	-
	Credit loss allowance			-	(1.48)
	Closing balance			<b>565.30</b>	<b>565.30</b>

**PICTUREHOUSE MEDIA LIMITED, CHENNAI**  
**Notes to Standalone Financial Statements for the year ended 31st March 2025**

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**Trade receivables(Current) ageing schedule as at 31st March 2025**

Particulars	Outstanding for following periods from the 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 Trade receivables – considered good	-	-	-	-	-	-
(ii) Undisputed Trade Receivables – which have significant increase in credit risk	-	-	-	-	-	-
(iii) Undisputed Trade Receivables – credit impaired	-	-	-	-	-	-
(iv) Disputed Trade Receivables – considered good	-	-	-	-	-	-
(v) Disputed Trade Receivables – which have significant increase in credit risk	-	-	-	-	-	-
(vi) Disputed Trade Receivables – credit impaired	-	-	-	-	-	-
<b>Total</b>	-	-	-	-	-	-

**Trade receivables(Current) ageing schedule as at 31st March 2024**

Particulars	Outstanding for following periods from the 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 Trade receivables – considered good	-	-	-	-	-	-
(ii) Undisputed Trade Receivables – which have significant increase in credit risk	-	-	-	-	-	-
(iii) Undisputed Trade Receivables – credit impaired	-	-	-	-	-	-
(iv) Disputed Trade Receivables – considered good	-	-	-	-	-	-
(v) Disputed Trade Receivables – which have significant increase in credit risk	-	-	-	-	-	-
(vi) Disputed Trade Receivables – credit impaired	-	-	-	-	-	-
<b>Total</b>	-	-	-	-	-	-

**PICTUREHOUSE MEDIA LIMITED, CHENNAI**  
**Notes to Standalone Financial Statements for the year ended 31 March 2025**

Note No	Particulars	Rs in lakhs	
		As at 31 March 2025	As at 31 March 2024
<b>10</b>	<b>Cash and Cash Equivalents</b>		
	Balance with banks		
	In Current Accounts	5.55	5.50
	Cash on hand	0.00	0.00
		<b>5.55</b>	<b>5.50</b>
<b>11</b>	<b>Loans</b>		
	<b>Current</b>		
	<b>Secured - Considered Good</b>		
	Advance for Film Production	2,253.45	2,253.45
	Less: Allowance for bad and doubtful advances	(2,253.45)	(2,253.45)
	<b>Unsecured - Considered Good</b>		
	Advances for Staff	-	0.06
	Loan to related parties	-	6.64
	<b>Loans receivables - credit Impaired</b>		
	Advances for Others	50.00	50.00
	Less: Provision for Doubtful Advances	(50.00)	(50.00)
		<b>-</b>	<b>6.70</b>
<b>12</b>	<b>Other Financial Assets</b>		
	<b>Current</b>		
	Interest accrued on		
	- Advance for film production	1,324.37	1,324.37
	Less: Allowance for interest accrued	(1,324.37)	(1,324.37)
		<b>-</b>	<b>-</b>
<b>13</b>	<b>Current Tax Asset</b>		
	Tax deducted at source Receivable (Net of tax)	31.55	31.55
		<b>31.55</b>	<b>31.55</b>
<b>14</b>	<b>Other Current Assets</b>		
	(a) Prepaid expenses	0.24	0.41
	(b) Balance with Government Authorities		
	Goods and Services Tax	31.26	17.64
	(b) Others	0.34	0.30
		<b>31.84</b>	<b>18.35</b>



**PICTUREHOUSE MEDIA LIMITED, CHENNAI**  
**Notes to Standalone Financial Statements for the year ended 31 March 2025**

**Note No.15: Equity Share Capital**

**(a) Authorised, Issued, Subscribed and Paid-up share capital and par value per share**

(Rs in Lakhs)

Particulars	As at 31st March, 2025	As at 31st March, 2024
<b>Authorised Share Capital</b>		
8,00,00,000 Equity Shares of Rs. 10/- each	8,000.00	8,000.00
<b>Issued, Subscribed and Paid Up</b>		
5,22,50,000 equity shares of Rs. 10 each	5,225.00	5,225.00
	<b>5,225.00</b>	<b>5,225.00</b>

**(b) Shares held by Holding Company and its Subsidiaries**

The Company does not have any holding company as on 31 March 2025.

**(c) Equity Shares in the company held by each shareholder holding more than 5%:**

Name of shareholder	As at 31st March, 2025		As at 31st March, 2024	
	No. of shares	% held	No. of shares	% held
Jhansi Sureddi, Hyderabad	1,17,57,249	22.50%	1,17,57,249	22.50%
Rayudu Media Projects Private Limited, Hyderabad	45,06,490	8.62%	45,06,490	8.62%
PVP Global Ventures Private Limited, Chennai	1,12,36,641	21.51%	1,12,36,641	21.51%
PVP Media Ventures Private Limited, Chennai	1,22,99,650	23.54%	1,22,99,650	23.54%

**(d) Reconciliation of number of equity shares outstanding at the beginning and at the end of the year:**

Particulars	As at 31st March, 2025		As at 31st March, 2024	
	No. of shares	Amount	No. of shares	Amount
Number of equity shares outstanding at the beginning of the year	5,22,50,000	5,225.00	5,22,50,000	5,225.00
Add: Number of Shares allotted during the year	-	-	-	-
Less: Number of Shares bought back	-	-	-	-
<b>Number of equity shares outstanding at the end of the year</b>	<b>5,22,50,000</b>	<b>5,225.00</b>	<b>5,22,50,000</b>	<b>5,225.00</b>

**(e) Terms / Rights attached to Equity Shares (eg. Dividend rights, Voting Rights)**

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

**(f)** The company does not have any Bonus Shares Issued, Share issued for consideration other than Cash and Shares bought back during the period of five years immediately preceding the reporting date (31.03.2025).

**(g)** The Company does not issued any shares under options.

**(h) Shares held by promoters at the end of the year: 31st March, 2025**

Promoter Name	No. of shares	Percentage of total shares	Percentage of change during the year
1.PVP Ventures Limited, Chennai	23,53,114	4.50%	-
2.Jhansi Sureddi, Hyderabad	1,17,57,249	22.50%	-
3.PVP Global Ventures Private Limited, Chennai	1,12,36,641	21.51%	-
4.PVP Media Ventures Private Limited, Chennai	1,22,99,650	23.54%	-

**(i) Shares held by promoters at the end of the year: 31st March 2024**

Promoter Name	No. of shares	Percentage of total shares	Percentage of change during the year
1.PVP Ventures Limited, Chennai	23,53,114	4.50%	-
2.Jhansi Sureddi, Hyderabad	1,17,57,249	22.50%	-
3.PVP Global Ventures Private Limited, Chennai	1,12,36,641	21.51%	-
4.PVP Media Ventures Private Limited, Chennai	1,22,99,650	23.54%	-

**PICTUREHOUSE MEDIA LIMITED, CHENNAI**  
**Notes to Standalone Financial Statements for the year ended 31 March 2025**

Note No	Particulars	Rs in lakhs	
		As at 31 March 2025	As at 31 March 2024
<b>16</b>	<b>Financial Liabilities (Non - Current)</b>		
	<b>Borrowings (Unsecured) - From Company</b>		
	- From Related parties (refer note no.52)	2,368.66	7,180.36
		<b>2,368.66</b>	<b>7,180.36</b>
<b>17</b>	<b>Lease liabilities - Non Current</b>		
	Lease Liability (refer note no.47)	-	-
		-	-
<b>18</b>	<b>Provisions (Non - Current)</b>		
	Employee benefits - Gratuity	7.58	7.53
		<b>7.58</b>	<b>7.53</b>
<b>19</b>	<b>Lease liabilities - Current</b>		
	Lease Liability (refer note no.47)	-	4.59
		-	<b>4.59</b>
<b>20</b>	<b>Trade Payables (Current)</b>		
	For services	39.52	41.24
		<b>39.52</b>	<b>41.24</b>
<b>21</b>	<b>Other Financial Liabilities (Current)</b>		
	Other payables to related parties	4,981.19	5,026.64
		<b>4,981.19</b>	<b>5,026.64</b>
<b>22</b>	<b>Other Current Liabilities</b>		
	Statutory Dues	795.00	794.75
	Deferred gain on Loan payable	4,813.77	-
	Penalty to a stock exchange	7.60	7.60
		<b>5,616.37</b>	<b>802.36</b>
<b>23</b>	<b>Provisions (Current)</b>		
	Provision for employee benefits		
	Gratuity	0.39	0.40
	Compensated absences	-	-
		<b>0.39</b>	<b>0.40</b>

**PICTUREHOUSE MEDIA LIMITED, CHENNAI**

**Notes to Standalone Financial Statements for the year ended 31 March 2025**

**(Rs. in Lakhs)**

<b>Note No</b>	<b>Particulars</b>	<b>For the year ended 31st March 2025</b>	<b>For the year ended 31st March 2024</b>
<b>24</b>	<b>Revenue from Operations</b>		
	Revenue from distribution and exhibition of film and other rights	3.49	49.40
		<b>3.49</b>	<b>49.40</b>
<b>25</b>	<b>Other Income</b>		
	Payable written up	0.08	-
	Gain on termination of lease	4.59	-
	Gain on Loan payable	543.27	-
	Miscellaneous income	5.03	-
		<b>552.97</b>	<b>-</b>
<b>26</b>	<b>Cost of Film Production Expenses</b>		
	Opening Film Production Expenses	2,956.52	2,949.92
	Less: Inventory Written off during the year	-	-
	<b>Sub-total</b>	<b>2,956.52</b>	<b>2,949.92</b>
	Add: Current year Film Production Expenses	-	6.60
	<b>Sub-total</b>	<b>2,956.52</b>	<b>2,956.52</b>
	Less: Closing Stock of film under production	2,956.52	2,956.52
		<b>-</b>	<b>-</b>
<b>27</b>	<b>Employee Benefit Expenses</b>		
	Salaries and wages	51.66	41.60
	Gratuity (Refer note no. 18)	1.23	1.30
	Welfare expenses	1.94	1.71
		<b>54.84</b>	<b>44.61</b>
<b>28</b>	<b>Finance Cost</b>		
	Interest on unsecured loans	-	-
	Interest on lease liability	-	-
	Interest on Loan payable (Ind AS 109)	284.04	-
	Interest others	22.24	7.47
		<b>306.28</b>	<b>7.47</b>
<b>29</b>	<b>Other Expenses</b>		
	Rent	32.12	31.42
	Insurance	0.57	0.50
	Power and Fuel	3.06	3.72
	Printing and Stationery	0.36	-
	Postage and courier expenses	0.01	-
	Communication Expenses	0.72	0.65
	Repairs and Maintenance		
	- Others	1.02	0.75
	Rates and taxes	0.13	6.10
	for statutory audit	7.67	8.87
	Directors Sitting Fees	3.48	6.43
	Legal, Professional and consultancy	33.74	20.59
	Membership Fee	0.04	0.43
	Office Maintenance	9.81	6.60
	Advertisement, publicity and sales promotion	3.56	3.61
	Bank Charges	0.02	0.02
	Investor related expenses including Listing Fees	5.70	5.71
	Penalty	7.58	0.00
	Travel Expenses including Conveyance	1.32	1.74
	Assets written off	0.91	-
	Provision for Doubtful Advances and Debts	1.21	16.89
		<b>113.02</b>	<b>114.05</b>
<b>30</b>	<b>Exceptional items</b>		
	Inventory Written Off	-	-
	Provision for Doubtful Advances and Debts	-	-
		<b>-</b>	<b>-</b>

## **PICTUREHOUSE MEDIA LIMITED, CHENNAI**

### **Notes to Standalone Financial Statements for the year ended 31st March 2025**

**31** No proceedings have been initiated or pending against the Company for holding Benami property under the Benami Transactions (Prohibition) Act, 1988 (45 of 1988) and the Rules made there under.

**32** The Company has not advanced or loaned or invested funds to any other person(s) or entity(ies), including foreign entities (Intermediaries) with the understanding that the Intermediary shall:

- (a) directly or indirectly lend or invest in other persons or entities identified in any manner whatsoever by or on behalf of the company (ultimate beneficiaries) or
- (b) provide any guarantee, security or the like to or on behalf of the ultimate beneficiary

**33** The Company has not received any fund from any person(s) or entity(ies), including foreign entities (Funding Party) with the understanding (whether recorded in writing or otherwise) that the Company shall:

- (a) 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
- (b) provide any guarantee, security or the like on behalf of the Ultimate Beneficiaries

**33 A.** The Company has not operated in any crypto currency or Virtual Currency transactions.

**34** The Company has not granted Loans or Advances in the nature of loan to any promoters, Directors, KMPs and the related parties (as per Companies Act, 2013), which are repayable on demand or without specifying any terms or period of repayments other than the deemed investments in the subsidiaries.

**35** There are no transactions with the Companies whose name are struck off under Section 248 of the Companies Act, 2013 or Section 560 of the Companies Act, 1956.

**36** During the year the Company has not disclosed or surrendered, any income other than the income recognised in the books of accounts in the tax assessments under Income Tax Act, 1961.

**37** The Company has complied with the number of layers prescribed under clause (87) of Section 2 of the Companies Act, 2013 read with Companies (Restriction on number of Layers) Rules, 2017.

**38** No scheme of arrangement has been approved by the competent authority in terms of Section 230 to 237 of the Companies Act, 2013.

**39** The Company has not availed loan from bank or financial institution on the basis of security of current assets.

**40** The Company has not been declared a wilful defaulter by any bank or financial institution or other lender.

**41** Charges or satisfaction yet to be registered with Registrar of Companies (ROC) beyond the statutory period – Nil.



**PICTUREHOUSE MEDIA LIMITED, CHENNAI**  
**Notes to Standalone Financial Statements for the year ended 31st March 2025**

**Note No 42: Ratios**

S.N.	Ratios	31-Mar-25	31-Mar-24
1	Current ratio (Current Assets/Current Liabilities) Variance	0.28 -44%	0.51
	Variance is due to discounting of borrowings		
2	Debt-equity ratio (Gross total borrowings/Equity share capital + Other equity) Variance	1.83 -206%	-1.73
	Deb equity ratio has increased due to current year increase in net worth		
3	Debt service coverage ratio (Profit before tax, exceptional items, Depreciation and Net Finance Charges/Net Finance charges + Long term borrowings scheduled principal repayments) Variance	1.27 -109%	-14.62
	The Debt service coverage ratio has increased to 1.27 from -14.62 during the current financial year.		
4	Return on equity ratio (Net profit after tax/Average Shareholders equity) Variance	-2% 165%	3%
	Return on equity ratio is decreased from 3% to -2%.		
5	Inventory turnover ratio (Cost of goods sold/Average inventory) Variance	0.00 0%	0.00
	None		
6	Trade Receivables turnover ratio (Net sales/Average Trade receivables) Variance	7.37 446%	1.35
	Trade Receivables turnover ratio has increased due to increase in revenue.		
7	Trade payables turnover ratio (Net purchases/Average Trade payables) Variance	-	-
8	Net capital turnover ratio (Net sales/Working capital) Variance	0% -98%	-2%
	Net capital turnover ratio has increased due to the increase in sales and reduction in working capital during the current financial year.		
9	Net profit ratio (Net profit/Sales) Variance	15% 106%	-247%
	The sales during the current year is substantially higher as compared with the previous year. Hence, the net loss ratio has increased from -247% to 15%.		
10	Return on Capital employed (Profit before Interest and exceptional items and Tax/Capital employed) Variance	-5% -227%	4%
	The return on capital employed has decreased to -5% from 4%		

Picturehouse Media Limited, Chennai

Summary of material accounting policies and other explanatory information to the  
Standalone Financial Statements for the year ended 31<sup>st</sup> March 2025

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**Notes to Accounts**

43. Film production-in-progress amounting to Rs. 2,956.52 lakhs mainly comprise of advance to artistes and co-producers. The company is evaluating options for optimal utilization of these payments in production and release of films. Accordingly, the company is confident of realizing the entire value of 'expenditure on films under production'. The management does not foresee any erosion in carrying value.
44. PVP Capital Limited ('PVPCL')- (Wholly owned Subsidiary) has a negative net worth of Rs. 605.08 lakhs and has had its Certificate of Registration as a Non-Banking Financial Institution (NBFC) cancelled by the Reserve Bank of India (RBI), and the company has surrendered its registration as an NBFC accordingly.  
Management asserts that no adjustment to the carrying value on investment of Rs. 2,521.74 lakhs is required as it is confident that, by considering the aspects like recovery from the borrowers and other resources to bring additional cash flows will meet its obligations.
45. As on 31st March 2025, the company has a negative net worth of Rs. 4,073.75 Lakhs. Even though, the company is incurring continuous losses, it has succeeded in better EBITA Margins. This is entirely aligned with the Company's long-range plan, which encompasses a continued development of the Company's revenue generating activities in order to absorb the losses carried forward and generate profit over a period of time. Further, the lenders have extended their confidence by advancing finance and extending the time period of repayment. There is no intention to liquidate, and the Company has got future projects to keep improving. The Company has paid advance amounts to the artistes and technicians for the future movies productions which are shown under Inventory. Further, during the course of a period, the company intends to strategically merge with its holding company which will create positive synergy in future. The financial statements have been prepared on a going concern basis based on cumulative input of the available movie projects in pipeline and risk mitigating factors.
46. The Company revised the accounting treatment of its unsecured borrowings from related parties of 7,180.36 lakhs to follow the requirements of Ind AS 109 by applying the Amortised Cost Method. As a result, these borrowings have been remeasured at their fair value of 2,368.66 lakhs as of March 31, 2025.
47. **Leases**
- a) Effective 01<sup>st</sup> April 2019, the company had adopted Ind AS 116 "Leases" and applied the standard to all lease contracts existing as on 01<sup>st</sup> April 2019 using the modified retrospective approach.

b) **Details of the Right to use of Asset held by the company as follows:**

Particulars	Building (Rs. in Lakhs)
<b>Balance as at 1<sup>st</sup> April, 2023</b>	<b>85.49</b>
Addition	-
Deletion	0.25
Depreciation	85.24
<b>Balance as at 31<sup>st</sup> March, 2024</b>	<b>-</b>
Addition	-
Deletion	-
Depreciation	-
<b>Balance as at 31<sup>st</sup> March, 2025</b>	<b>-</b>

Picturehouse Media Limited, Chennai  
Summary of material accounting policies and other explanatory information to the  
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c) **Movement in Lease liability**

Particulars	Building (Rs. in Lakhs)
<b>Balance as at 1<sup>st</sup> April, 2023</b>	<b>4.59</b>
Addition	-
Finance Cost Accrued	-
Payment of Lease Liability	-
<b>Balance as at 31<sup>st</sup> March, 2024</b>	<b>4.59</b>
Addition	-
Finance Cost Accrued	-
Payment of Lease Liability/(Others)	4.59
<b>Balance as at 31<sup>st</sup> March, 2025</b>	<b>-</b>

Particulars	As at 31-03-2025	As at 31-03-2024
Maturity analysis - contractual undiscounted cash flows		
Not later than one year	-	4.59
Later than one year and not more than five years	-	-
More than five years	-	-
<b>Total undiscounted liabilities</b>	<b>-</b>	<b>4.59</b>

d) **Breakup of Current and Non-current lease liabilities**

Particulars	Amount (Rs. in lakhs)
Non-Current Liability	-
Current Liability	-

e) Incremental borrowing rate applied to lease liabilities is 12% p.a.

f) The expenses relating to short term leases accounted and leases of low value assets during the year is **NIL**.

g) The company has accounted NIL as Finance Cost and NIL as depreciation as per Ind AS 116.

h) Non-cash financing and investing activities

(Rs. In lakhs)		
Particulars	For the year ended 31-03-2025	For the year ended 31-03-2024
Non cash financing and investing activities - Acquisition of Right-of-use Asset	-	-

Picturehouse Media Limited, Chennai  
Summary of material accounting policies and other explanatory information to the  
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**48. Micro, Small and Medium Enterprises (MSME):**

The Company has received intimation from suppliers, regarding their status, under Micro, Small and Medium Enterprises Development Act, 2006 and hence the required disclosures such as amounts unpaid as at the year-end together with interest paid/payable as required under the said Act have been furnished. As on 31 March 2025, the Company owes INR 1.14 lakhs to MSME vendors. No interest has been accrued for the same.

**49. Contingent Liabilities:**

(Rs. in lakhs)

Particulars	As at 31 <sup>st</sup> March, 2025	As at 31 <sup>st</sup> March, 2024
<b>Claims against the company not acknowledged as debts</b>		
- Service Tax	1,893.40	1,893.40
<b>Total</b>	<b>1,893.40</b>	<b>1,893.40</b>

**50. Corporate Social Responsibility (CSR):**

Gross amount required to be spent during the year is Nil. (Last year Nil).

Average Net Profits of the Company for the last three financial years is negative. Hence the provisions of Section 135 of the Act are not applicable for the year ended 31<sup>st</sup> March 2025.

**51. Earnings per Share**

Particulars	Refer	For the year ended 31 <sup>st</sup> March, 2025	For the year ended 31 <sup>st</sup> March, 2024
Profit / (loss) after Tax (Rs. in Lakhs)	A	80.69	(122.17)
Number of Equity shares outstanding (Numbers)	B	5,22,50,000	5,22,50,000
Weighted average number of equity shares outstanding (Numbers)	C	5,22,50,000	5,22,50,000
Earnings per share – Basic & Diluted (in Rs.)	A/C	0.15	(0.23)

**52. Disclosure in Accordance with Ind AS -24 - Related Party Transactions**

**a) List of Related parties where control exists:**

Name of the Related Party	Nature of Relationship
New Cyberabad City Projects Private Limited (NCCPPL)	Subsidiary Company
PVP Cinema Private Limited, Chennai (PCPL)	Wholly Owned Subsidiary Companies
PVP Capital Limited, Chennai (PCL)	

Picturehouse Media Limited, Chennai  
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**b) List of Other Related parties:**

Name of the person/ company	Nature of Relationship
Mr. Prasad V. Potluri, Managing Director	Key Managerial Persons
Mr. N S Kumar, Independent Director (resigned w.e.f. May 31, 2023)	
Mr. Sohrab Chinoy Kersasp, Independent Director (resigned w.e.f. August 8, 2023)	
Mr. Gautam Shahi, Independent director (appointed w.e.f. August 16, 2023)	
Mr. Subramanian Parameswaran, Independent director (appointed w.e.f. August 2, 2023)	
Mrs. P J Bhavani, Non-Executive Woman Director	
Mr. Nandakumar Subburaman, Independent Director (resigned w.e.f. August 24, 2023)	
Mrs. Jhansi Sureddi	Relative of Key managerial person
PV Potluri Ventures Private Limited, Vijayawada	Enterprises where KMP exercise significant influence
BVR Malls Private Limited, Vijayawada	A Private Company in which a director's relative is a member or director
Dakshin Realties Private Limited, Hyderabad	A Private Company in which a director's relative is a member or director
PVP Global Ventures Private Limited, Chennai	Enterprises where KMP exercise significant influence
PVP Media Ventures Private Limited, Chennai	Enterprises where KMP exercise significant influence

**c) List of other related partiesSummary of transactions with related parties for the year ended 31<sup>st</sup>  
March 2025 (Rs. in lakhs)**

Particulars	For the year ended 31 <sup>st</sup> March, 2025	For the year ended 31 <sup>st</sup> March, 2024
<b>Interest Expenses</b>		
BVR Malls Private Limited, Vijayawada	-	-
<b>Provision for Doubtful advances debited to P&amp;L</b>		
PVP Cinema Private Limited, Chennai	1.21	0.87
<b>Sitting Fees paid to Directors</b>		
Mr. N S Kumar	-	0.59
Mrs. P J Bhavani	1.00	1.71
Mr. Sohrab K Chinoy	-	0.89
Mr. Nanda Kumar S	-	0.47
Mr. Gautam Shahi	1.24	1.24
Mr. Subramanian Parameswaran	1.24	1.53
<b>Loans and advances repaid/(received)</b>		
PVP Cinema Private Limited, Chennai	1.21	0.87
BVR Malls Private Limited, Vijayawada	(261.29)	(489.48)
Dakshin Realties Private Limited, Hyderabad	-	45.00
PVP Capital Limited, Chennai	34.55	(25.60)

Picturehouse Media Limited, Chennai  
Summary of material accounting policies and other explanatory information to the  
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d) **Summary of Outstanding balances with the related parties as on 31<sup>st</sup> March 2025**

(Rs. in lakhs)

Particulars	For the year ended 31 <sup>st</sup> March, 2025	For the year ended 31 <sup>st</sup> March, 2024
<b>Investments in subsidiaries</b>		
PVP Capital Limited, Chennai	2,521.74	2,521.74
New Cyberabad City Projects Private Limited (NCCPPL), Hyderabad	3,256.44	3,256.44
PVP Cinema Private Limited, Chennai	3.00	3.00
<b>Provision for investment in subsidiary</b>		
PVP Cinema Private Limited, Chennai	3.00	3.00
<b>Loans and advances granted to subsidiary</b>		
PVP Cinema Private Limited, Chennai	503.84	502.50
<b>Provision for advances granted to subsidiary</b>		
PVP Cinema Private Limited, Chennai	503.84	502.50
<b>Loans and advances payable to Others</b>		
BVR Malls Private Limited, Vijayawada	990.21	728.92
Dakshin Realities Private Limited, Hyderabad	6,451.44	6,451.44
<b>Other payables</b>		
PVP Capital Limited, Chennai	2,181.19	2,146.64
PVP Ventures Limited, Chennai	2,800.00	2,880.00

e) **List of Related Parties as per Companies Act, 2013**

Name of the person/ company	Nature of Relationship
Mr. A Praveen Kumar, Chief Financial Officer	Key Managerial Persons
Ms. Derrin Ann George, Company Secretary (resigned w.e.f 12 <sup>th</sup> November, 2024)	
Mr. Rajesh Kumar Samal, Company Secretary (appointed w.e.f 12 <sup>th</sup> November, 2024)	

f) **Remuneration paid to Key Management Personnel**

(Rs in lakhs)

Transaction	Year Ended 31 <sup>st</sup> March 2025	Year Ended 31 <sup>st</sup> March 2024
Mr. A Praveen Kumar, Chief Financial Officer	26.16	24.00
Ms. Derrin Ann George, Company Secretary	4.07	6.00
Mr Rajesh, Company Secretary	4.98	-

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**53. Income tax**

**a) Income tax expenses**

Income tax expense in the statement of profit and loss comprises:

(Rs. in Lakhs)

Particulars	For the year ended 31 <sup>st</sup> March, 2025	For the year ended 31 <sup>st</sup> March, 2024
Current tax	-	-
Deferred tax	-	-
Income tax for earlier years	-	-
<b>Income tax expenses</b>	<b>-</b>	<b>-</b>

Particulars	For the year ended 31 <sup>st</sup> March, 2025	For the year ended 31 <sup>st</sup> March, 2024
Profit /(loss) from the operation before income tax expenditure	80.69	(122.17)
Indian tax rate	25.00%	25.00%
Tax at statutory Income Tax Rate	20.17	(30.54)
<b>Adjustments:</b>		
Effect of expenses not allowed for tax purposes	-	4.22
Effect of unrecognised deferred tax assets	(20.17)	26.32
Others - Tax for earlier years	-	-
Net tax expenses recognised in Statement of Profit and Loss	-	-

**54. Employee Benefits**

**a) Defined Benefit Plan**

**Gratuity**

(Rs. in lakhs)

Gratuity Plan:	For the year ended 31 <sup>st</sup> March 2025	For the year ended 31 <sup>st</sup> March 2024
Defined benefit obligation (DBO)	(7.97)	(7.92)
Fair value of plan assets (FVA)	-	-
<b>Net defined benefit asset/(liability)</b>	<b>(7.97)</b>	<b>(7.92)</b>

The following table summarizes the components of net benefit expense recognised in the statement of profit or loss/Other Comprehensive Income and amounts recognised in the balance sheet for defined benefit plans/obligations:

**Net employee benefit expense (recognized in Employee Cost) for the year ended 31st March, 2025**

(Rs. in Lakhs)

Particulars	Financial Year 2024-25	Financial Year 2023-24
Current Service Cost	0.67	0.73
Net Interest Cost	0.56	0.57
<b>Total</b>	<b>1.23</b>	<b>1.30</b>

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**Amount recognized in Other Comprehensive Income for the year ended 31st March 2025**

(Rs. in Lakhs)

Particulars	Financial Year 2024-25	Financial Year 2023-24
Actuarial (gain)/ loss on obligations	(1.19)	(1.12)

Changes in the present value of the defined benefit obligation for the year ended 31st March 2025 are as follows:

(Rs. in Lakhs)

Particulars	Financial Year 2024-25	Financial Year 2023-24
<b>Opening defined obligation</b>	<b>7.92</b>	<b>7.74</b>
Current service cost	0.67	0.73
Interest cost on the Defined Benefit Obligation	0.56	0.57
Actuarial (gain)/ loss – experience		
Actuarial (gain)/ loss - Financial assumptions	(1.18)	(1.12)
Actuarial (gain)/ loss - demographic assumptions	-	-
Benefits paid	-	-
Actuarial (gain)/ loss on obligations	-	-
<b>Defined benefit obligation</b>	<b>7.97</b>	<b>7.92</b>

The principal assumptions used in determining gratuity obligation for the Company's plans are shown below:

Particulars	31 <sup>st</sup> March, 2025	31 <sup>st</sup> March, 2024
Discount rate (in %)	6.68%	7.10%
Salary Escalation (in %)	7.50%	7.50%



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### Sensitivity Analysis

Significant actuarial assumptions for the determination of the defined benefit obligation are discount rate, expected salary increase and mortality. The sensitivity analysis below has been determined based on reasonably possible changes of the assumptions occurring at the end of the reporting period, while holding all other assumptions constant. The result of sensitivity analysis is given below:

(Rs. in lakhs)				
Particulars	31 <sup>st</sup> March, 2025		31 <sup>st</sup> March, 2024	
Defined Benefit Obligation (Base)	7.92		7.74	
(% change compared to base due to sensitivity)	Decrease	Decrease	Increase	Increase
Discount Rate (- / + 1%)	8.67	7.26	8.70	7.32
Salary Growth Rate (- / + 1%)	6.98	8.99	7.08	8.97
Attrition Rate (- / + 1%)	8.11	7.88	8.22	7.88
Mortality Rate (- / + 1%)	7.95	7.90	8.01	7.94

The following payments are expected contributions to the defined benefit plan in future years:

(Rs. in Lakhs)		
Particulars	31 <sup>st</sup> March 2025	31 <sup>st</sup> March 2024
Within the next 12 months (next annual reporting period)	-	-
More than 10 years	20.78	18.14

### Compensated Absences

The employees of the Company are entitled to compensate absence. The employees can carry forward a portion of the unutilized accrued compensated absence and utilize it in future periods or receive cash compensation at retirement or termination of employment for the unutilized accrued compensated absence. The company records an obligation for compensated absences in the period in which the employee renders the services that increase this entitlement. The Company measures the expected cost of compensated absence as the additional amount that the Company expects to pay as a result of the unused entitlement that has accumulated at the balance sheet date based on the Actuarial certificate.

### b) Defined Contribution Plan

Eligible employees receive benefits under the provident fund which is a defined contribution plan. These contributions are made to the funds administered and managed by the Government of India. The company recognised Rs. Nil (Previous Year Rs Nil ) for provident fund contribution in the statement of profit or loss account.

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**55. Financial Instruments**

The significant accounting policies, including the criteria for recognition, the basis of measurement and the basis on which income and expenses are recognized, in respect of each class of financial asset and financial liability are disclosed in note no.2(f).

**Financial Assets and Liabilities**

The carrying value and fair value of financial instruments by categories as at 31<sup>st</sup> March 2025 were as follows:

(Rs. in lakhs)

Particulars	As at 31 <sup>st</sup> March, 2025	As at 31 <sup>st</sup> March, 2024
<b>Financial assets:</b>		
<b>Amortised Cost</b>		
- Bank balances other than cash and cash equivalents	5.55	5.50
- Loans	-	6.70
- Other Financial Assets	11.23	11.23
<b>Investments at Cost (As per Ind AS 27)</b>		
- Investment in subsidiaries	5,806.26	5,778.17
<b>Financial liabilities:</b>		
<b>Amortised Cost</b>		
- Borrowings	2,368.66	7,180.36
- Trade Payables	39.52	41.24
- Lease Liabilities	-	4.59
- Other Financial Liabilities	4,981.19	5,026.64

Investment in Equity Instruments are carried at cost and hence not considered.

The carrying value of the company's financial assets and liabilities is considered approximate to their fair value at each reporting date.

**56. Financial risk management objectives and policies**

The Company's principal financial liabilities comprise loans and borrowings, trade and other payables. The main purpose of these financial liabilities is to finance and support the Company's operations. The Company's principal financial assets comprise investments, cash and bank balance, trade and other receivables.

The Company is exposed to various financial risks such as market risk, credit risk and liquidity risk. The company's focus is to foresee the unpredictability of financial markets and seek to minimize potential adverse effects on its financial performance.

**i) Market risk**

Market risk is the risk that the fair value of future cash flows of a financial instrument will fluctuate because of changes in market prices. Market risk comprises three types of risk: interest rate risk, currency risk and other price risk, such as equity price risk. The financial instruments affected by market risk includes investment, has been discussed below.

**a) Interest rate risk**

Interest rate risk is the risk that the fair value or future cash flows of a financial instrument will fluctuate because of changes in market interest rates. The Company's exposure to the risk of changes in market interest rates relates primarily to the Company's long-term debt obligations with fixed interest rates.

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Long term Borrowings of the company bear fixed interest rate, thus interest rate risk is limited for the company.

**b) Foreign currency risk**

Foreign currency risk is the risk that the fair value or future cash flows of an exposure will fluctuate because of changes in foreign exchange rates. The company's exposure to the risk of changes in foreign exchange rates relates primarily to the company's transactions denominated in foreign currency including loans to overseas subsidiaries and trade payables is expected to be insignificant.

**c) Equity price risk**

The company's non-listed equity securities are not susceptible to market price risk arising from uncertainties about future values of the investment securities. Hence the company does not bear significant exposure to Equity price risk in investment in subsidiaries.

**ii) Credit risk**

Credit risk is the risk that counterparty will not meet its obligations under a financial instrument or customer contract, leading to a financial loss. The company is exposed to credit risk from its operating activities (primarily for trade receivables, loans and other financial assets).

**a. Credit risk related to Financial Loans:**

The company has a comprehensive framework for monitoring credit quality of its film production based on the status of the film production. Repayment by film producers and portfolio is tracked regularly and required steps for recovery is taken through follow ups and legal recourse.

The company is exposed to credit risk in respect of these balances such that, if one or more customers encounter financial difficulties, this could materially and adversely affect the company's financial results. The company attempts to mitigate credit risk by assessing the creditworthiness of customers and closely monitoring payment history.

**b. Trade receivables:**

The company from time to time will have significant concentration of credit risk in relation to individual theatrical releases and digital rights. The risk is mitigated by contractual terms which seek to stagger receipts and/or the release or airing of content.

As on 31<sup>st</sup> March, 2025, outstanding receivables amounting to Nil (previous year – Nil). During the year, the company has not accounted for any provision for doubtful debts against debtors.

Credit risk on cash and cash equivalents is considered to be minimal as the counterparties are all substantial banks with high credit ratings.

**iii) Liquidity risk**

Liquidity risk is the risk that the company may not be able to meet its present and future cash and collateral obligations without incurring unacceptable losses. The company's management is responsible for liquidity, funding as well as settlement management. The Company manages liquidity risk by maintaining adequate reserves, banking facilities and reserve borrowing facilities, by continuously monitoring forecast and actual cash flows, and by matching the maturity profiles of financial assets and liabilities.

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The table below provides details regarding the contractual maturities of Financial Liabilities:

(Rs. in lakhs)

Particulars	On demand	< 1 year	1-5 years	Total
<b>As at 31<sup>st</sup> March 2025</b>				
Borrowings	-	-	2,368.66	2,368.66
Trade payables	-	39.51	-	39.51
Other Financial Liabilities	4,981.19	-	-	4,981.19
<b>Total</b>	<b>4,981.19</b>	<b>39.51</b>	<b>2,368.66</b>	<b>7,389.36</b>

(Rs. in lakhs)

Particulars	On demand	< 1 Year	1-5 years	Total
<b>As at 31<sup>st</sup> March 2024</b>				
Borrowings	-	-	7,180.36	7,180.36
Trade payables	-	41.24	-	41.24
Lease liabilities	-	4.59	-	4.59
Other Financial Liabilities	5,026.64	-	-	5,026.64
<b>Total</b>	<b>5,026.64</b>	<b>45.83</b>	<b>7,180.36</b>	<b>12,252.83</b>

#### 57. Capital Management

For the purpose of the company's capital management, capital includes issued equity capital and all other equity reserves attributable to the equity holders of the company. The company strives to safeguard its ability to continue as a going concern so that they can maximise returns for the shareholders and benefits for other stake holders. The aim is to maintain an optimal capital structure and minimise cost of capital.

The Company monitors capital using the debt-equity ratio, which is net debt divided by total equity. The Company includes within net debt, interest bearing loans and borrowings less cash and cash equivalents, Bank balance other than cash and cash equivalents.

(Rs. in Lakhs)

Particulars	As at 31 <sup>st</sup> March 2025	As at 31 <sup>st</sup> March 2024
Borrowings	7,349.85	7,180.36
Cash and Cash Equivalents	(5.55)	(5.50)
<b>Net Debt</b>	<b>7,344.30</b>	<b>7,174.86</b>
Equity Share Capital	5,225.00	5,225.00
Other Equity	(9,298.75)	(9,380.62)
<b>Total Equity</b>	<b>(4,073.75)</b>	<b>(4,155.62)</b>
<b>Net Debt Equity Ratio</b>	<b>(1.80)</b>	<b>(1.73)</b>

No changes were made in the objectives, policies or processes for managing capital during the years ended 31<sup>st</sup> March 2025 and 31<sup>st</sup> March 2024.

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58. Based on the management approach, as defined in Ind AS 108, Movie Production and Movie Financing is considered as single operating segment by the considering the performance as whole. Hence segment reporting is not applicable.

59. Estimated amounts of contracts remaining to be executed on capital account and not provided for is Nil (last year – Nil).

**60. Previous year figures:**

The previous year figures have been regrouped in accordance with amendment to Schedule III vide notification no. F. No. 17/62/2015-CL-V Vol-I dated March 24, 2021 issued by the Ministry of Corporate Affairs, wherever required.

**61. Disclosure on Accounting for revenue from customers in accordance with Ind AS 115**

**Disaggregated revenue information**

**A Type of goods and service**

Particulars	(Rs In Lakhs)	
	For the year ended 31st March, 2025	For the year ended 31st March, 2024
(a) Revenue from distribution and exhibition of film and other rights	3.49	49.40
<b>Total Operating Revenue</b>	<b>3.49</b>	<b>49.40</b>
In India	3.49	49.40
Outside India	-	-

**B Timing of revenue recognition**

Particulars	(Rs in lakhs)			
	For the year ended 31st March, 2025		For the year ended 31st March, 2024	
	At a point of time	Over a period of time	At a point of time	Over a period of time
Sale of products and other operating income	3.49	Nil	49.40	Nil

**C Contract balances**

Particulars	(Rs in lakhs)	
	For the year ended 31st March, 2025	For the year ended 31st March, 2024
Contract assets	Nil	Nil
Contract liabilities	Nil	Nil

**D Revenue recognised in relation to contract liabilities**

Particulars	(Rs in lakhs)	
	For the year ended 31st March, 2025	For the year ended 31st March, 2024
Revenue recognised in relation to contract liabilities	Nil	Nil

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**E Reconciliation of revenue recognised in the statement of profit and loss with the contracted price**  
(Rs in lakhs)

Particulars	For the year ended 31st March, 2025	For the year ended 31st March, 2024
Revenue at contracted prices	3.49	49.40
Revenue from contract with customers	3.49	49.40
Difference	Nil	Nil

**F Unsatisfied or partially satisfied performance obligation**

(Rs in lakhs)

Particulars	For the year ended 31st March, 2025	For the year ended 31st March, 2024
Unsatisfied or partially satisfied performance obligation	Nil	Nil

As per our report of even date.

**For R P S V & Co.,**  
Chartered Accountants  
Firm Reg. No. 0013151S

**For and on behalf of the Board of Directors**

Sd/-  
**D Purandhar**  
Partner  
M. No. 221759

Place: Chennai  
Date: 29 May 2025

Sd/-  
**Prasad V. Potluri**  
Managing Director  
(DIN : 00179175)

Place: Hyderabad  
Date: 29 May 2025

Sd/-  
**Subramanian Parameswaran**  
Director  
(DIN: 09138856)

Place: Hyderabad  
Date: 29 May 2025

Sd/-  
**A Praveen Kumar**  
Chief Financial Officer

Place: Hyderabad  
Date: 29 May 2025

Sd/-  
**Rajesh Kumar Samal**  
Company Secretary  
ACS M. No: A62501

Place: Chennai  
Date: 29 May 2025

# INDEPENDENT AUDITOR'S REPORT ON THE CONSOLIDATED IND AS FINANCIAL STATEMENTS TO THE MEMBERS OF PICTUREHOUSE MEDIA LIMITED, CHENNAI FOR THE YEAR ENDED MARCH 31, 2025

To the Members of

Picturehouse Media Limited, Chennai

## Report on the Audit of Consolidated Financial Statements

### Qualified Opinion

We have audited the accompanying Consolidated Financial Statements of **Picturehouse Media Limited** (hereinafter referred to as "the Parent Company") and its subsidiaries (the Parent Company and its subsidiaries together referred to as "the Group") comprising of the Consolidated Balance Sheet as at 31<sup>st</sup> March 2025, the Consolidated Statement of Profit and Loss (including other comprehensive income), the Consolidated Statement of Cash Flows, the Consolidated Statement of Changes in Equity, for the year then ended, and a summary of the material accounting policies, notes forming part of financial statements and other explanatory information (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, and based on the consideration of the reports of other auditors on separate audited financial statements of the subsidiaries, referred to in the Other Matters paragraph below *except for the possible effects of the matter described in the Basis for Qualified Opinion paragraph below including the disclosure of "Material Uncertainty Related to Going Concern"*, 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 Indian Accounting Standards prescribed under section 133 of the Act read with the Companies (Indian Accounting Standards) Rules, 2015, as amended, ("Ind AS") and other accounting principles generally accepted in India, of the Consolidated state of affairs of the Group as at March 31, 2025, the Consolidated profit and other comprehensive income, Consolidated changes in equity and its Consolidated cash flows for the year ended on that date.

### Basis for Qualified Opinion

1. *Attention is invited to note no. 45 to the Statement, in relation to inventory i.e., films production expenses amounting to Rs. 2,956.52 Lakhs, consists of advances granted to artists and co-producers. As represented by the Management the film production is under progress with respect to production of 2 movies costing Rs 76.69 lakhs. In respect of the balance inventory of Rs 2879.83 lakhs the Board is confident of recovering the amount from the production houses. In the absence of documentary evidence as well as the confirmation of balance from the parties relating to the status of the inventory amounting to Rs 2879.83 lakhs, we are unable to agree with the views of the Board. We are of the opinion that realization of inventories is doubtful but we are also unable to decide the quantum of loss that may arise on account of write down of inventory.*
2. *The independent auditor of subsidiary company viz. PVP Capital Limited in their auditor's report on the financial statements for the year ended 31<sup>st</sup> March, 2025 have drawn qualified opinion.*
  - a) *The Reserve Bank of India (RBI), vide its communication dated 26th November 2024, has cancelled the Certificate of Registration (CoR) of the Company as a Non-Banking Financial Institution. The Company has surrendered the CoR and is no longer registered as an NBFC. Despite the cancellation of CoR and cessation of NBFC business activities, the Company continues to prepare its financial statements on a going concern basis, relying on recoveries from outstanding loans and management's revised strategic plans. However, the uncertainty surrounding the continuity of business raises significant doubts about the Company's ability to continue as a going concern.*

- b) *The Company has not filled the appointment of Company Secretary and Chief Financial officer (KMP) as per section 203 of the company's act 2013. Default of the mandatory requirement will result the penalties to the company and Directors.*
- c) *The Company's inability to meets its financial requirements, non-payment of statutory dues, absence of visual cash flows, the pending legal outcomes and liquidity constraints which doubts the ability of the company.*

### **Emphasis of Matter**

*We draw attention to the audit report issued by the Independent Auditors of New Cyberabad City Projects Private Limited, a subsidiary included in the consolidated financial statements, wherein they have included an emphasis of matter regarding certain land parcels over which the subsidiary holds development rights, having been provided as security by an erstwhile fellow subsidiary (PVP Global Ventures Private Limited) to SEBI, without compensation. It has been further reported that SEBI has advised the third party to arrange a bank guarantee or cash deposit to release the security. The Independent Auditors have also highlighted recoverability concerns relating to loans aggregating Rs.119.08 lakhs, against which only Rs.13.45 lakhs have been advanced by the Company. Our opinion is not modified in respect of these matters.*

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 Group, in accordance with the ethical requirements that are relevant to our audit of consolidated financial statements in India in terms of Code of Ethics issued by the Institute of Chartered Accountants of India and the relevant provisions of the Act, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our Qualified Opinion.

### **Material Uncertainty relating to Going Concern**

*We draw attention to the following matters in the Notes to the financial statements*

- a) *Note No.4 in the financial statements which indicates that the Companies the net worth has completely eroded (negative net worth of Rs. 6,342.88 lakhs) and the Group incurring continuous losses from business operations, existence of adverse key financial ratios, non-payment of statutory dues and other related factors indicate that there exists material uncertainty that will cast significant doubt on the Group's ability to continue as a going concern. Our opinion is not modified in respect of this matter.*
- b) *The independent auditor of the subsidiaries has drawn a qualified conclusion with respect to above. The same is reproduced as follows:*

#### *PVP Capital Limited, Chennai*

- i. *The Reserve Bank of India (RBI), vide its communication dated 26th November 2024, has cancelled the Certificate of Registration (CoR) of the Company as a Non-Banking Financial Institution. The Company has surrendered the CoR and is no longer registered as an NBFC. Despite the cancellation of CoR and cessation of NBFC business activities, the Company continues to prepare its financial statements on a going concern basis, relying on recoveries from outstanding loans and management's revised strategic plans. However, the uncertainty surrounding the continuity of business raises significant doubts about the Company's ability to continue as a going concern.*



PVP Cinema Limited, Chennai

- i. *The Company has accumulated losses and its net worth is fully eroded; the Company has incurred loss during the current and previous year(s) and the Company's current liabilities exceeded its current asset as at the balance sheet date. These conditions indicate the existence of a material uncertainty that may cast significant doubt about the Company's ability to continue as a going concern. Our opinion is not modified in respect of this matter*

**Key Audit Matters**

Key audit matters are those matters that, in our professional judgment, were of most significance in our audit of the consolidated financial statements of the current period. These matters were addressed in the context of our audit of the consolidated financial statements as a whole, and in forming our opinion thereon, and we do not provide a separate opinion on these matters. In addition to the matter described in the Basis for Qualified Opinion section we have determined the matters described below to be the key audit matters to be communicated in our Report.

**Contingent Liabilities in relation to Service Tax Litigations**

Key Audit Matter	Auditor's Response
<p>The Holding Company has received certain demand orders and notices relating to service tax matters. The Holding company is contesting these demands (refer Note no.54 to the consolidated financial statements).</p> <p>There is high level of judgment required in estimating the level of provisioning. The management's assessment is supported by the facts of matter, their own judgment and advices from legal and independent service tax consultants wherever considered necessary. Accordingly, unexpected adverse outcomes may significantly impact the management's reported consolidated loss and the Balance Sheet.</p> <p>We determined the above area as a Key Audit Matter in view of associated uncertainty relating to the outcome of these matters which requires application of judgment in interpretation of law. Accordingly, our audit was focused on analysing the facts of subject matter under consideration and judgements/interpretation of law involved.</p>	<p>Our audit procedures included the following:</p> <p>(i) Understanding the current status of the service tax litigations.</p> <p>(ii) Examining recent orders and/or communication received from various service tax authorities and follow up action thereon.</p> <p>(iii) Evaluating the merit of the subject matter under consideration with reference to the grounds presented therein and available independent legal advice; and</p> <p>(iv) Review and analysis of evaluation of the contentions of the management through discussions, collection of details of the subject matter under consideration, the likely outcome and consequent potential outflows on service tax issues.</p>

As a result of above audit procedures, no material difference was noted. We confirm the adequacy of disclosures made in the financial statements.

**Key Audit Matters relating to a subsidiary viz. PVP Capital Limited (extract from the report of Statutory Auditors)**

<b>Key Audit Matter</b>	<b>Auditor's Response</b>
Evaluation of uncertain tax positions The company has material uncertain tax positions including matters under dispute which involves significant judgement to determine the possible outcome of these disputes.	We have gone through the management's assumptions to determine the possible outcome of these disputes.  Our opinion is not modified in respect of this matter.

**Information Other than the Consolidated Financial Statements and Auditor's Report Thereon**

The Parent Company's management and Board of Directors are responsible for the other information. The other information comprises the information included in the management discussion and analysis, Board's Report including annexures to Board's Report and Report on Corporate Governance but does not include the consolidated financial statements and our auditor's report thereon. The above reports are expected to be made available to us after the date of the auditor's report.

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

In connection with our audit of the consolidated financial statements, our responsibility is to read the other information identified above when it becomes available and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated.

When we read the above reports, if we conclude that there is a material misstatement therein, we are required to communicate the matter to those charged with governance.

**Responsibilities of Management and Those Charged with Governance for the Consolidated Financial Statements**

The Parent Company's Board of Directors is responsible for the preparation and presentation of these consolidated financial statements in term of the requirements of the Companies Act, 2013 (the Act) that give a true and fair view of the consolidated financial position, consolidated financial performance, consolidated changes in equity 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. The respective Board of Directors of the companies included in the Group are responsible for 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 the design, implementation and maintenance of adequate internal financial controls, that were operating effectively for ensuring 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 Holding Company, as aforesaid.

In preparing the consolidated financial statements, the respective Board of Directors of the companies included in the Group are responsible for assessing the ability of the Group to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Board of Directors either intends to liquidate the Group or to cease operations, or has no realistic alternative but to do so.

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

## **Auditors' Responsibilities for the Audit of 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 consolidated financial statements.

As part of an audit in accordance with SAs, we exercise professional judgment and maintain professional scepticism 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 Act, we are also responsible for expressing our opinion on whether the Holding Company has adequate internal financial controls with reference to financial statements 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 in preparation of consolidated financial statements and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the appropriateness of this assumption. If we conclude that a material uncertainty exists, we are required to draw attention in our auditors' 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 Group (Holding company and subsidiaries) 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 and appropriate audit evidence regarding the financial information of such 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 financial information of such entities.

We believe that the audit evidence obtained by us along with the consideration of audit reports of the other audit reports as noted in 'Other Matters Paragraphs' below, is sufficient and appropriate to provide a basis for our audit opinion on the consolidated financial statements.

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

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

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

### Other Matters

We did not audit the financial statements of two Wholly Owned Subsidiaries and one Subsidiary included in the consolidated financial statements, whose financial statements reflect total assets of Rs. 24,721.45 lakhs as at 31<sup>st</sup> March, 2025, total revenue (including other income) of Rs. 1,424.57 Lakhs, total profit after tax of Rs. 127.37 Lakhs (Exceptional Items- Nil), total comprehensive Profit (net of tax) of Rs. 127.37 Lakhs for the year ended 31<sup>st</sup> March, 2025 and Rs. 0.01 lakhs net cash outflow of for the year ended 31<sup>st</sup> March, 2025, as considered in the consolidated financial statements. The financial statements and other financial information of these subsidiaries have been audited by the other auditor whose reports have been furnished to us by the management and our report on the consolidated financial statements in so far as it relates to the aforesaid subsidiaries is based solely on the reports of other auditors.

Our opinion on the consolidated financial statements, and our report on Other Legal and Regulatory Requirements below, is not modified in respect of the above matters with respect to our reliance on the work done and the reports of the other auditors.

### Report on Other Legal and Regulatory Requirements

1. As required by Section 143 (3) of the Act, based on our audit and on consideration of the report of the other auditors on separate financial statements of subsidiaries referred in the other matters paragraph above, we report to the extent applicable 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 purpose of our audit of the aforesaid consolidated financial statements.
  - b. *Except for the effects of the matter described in the Basis for Qualified Opinion Paragraphs above*, in our opinion, proper books of account as required by law relating to preparation of the aforesaid consolidated financial statements have been kept so far as it appears from our examination of those books and the reports of the other auditors.
  - c. The Consolidated Balance Sheet, the Consolidated Statement of Profit and Loss including Other Comprehensive Income, the Consolidated Statement of Cash Flows and Consolidated Statement of Changes in Equity 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.
  - d. *Except for the effects of the matter described in the Basis for Qualified Opinion Paragraphs above*, in our opinion, the aforesaid Consolidated 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. The matter described in the Basis for Qualified Opinion Paragraph above, in our opinion, may have an adverse effect on the functioning of the Group.
  - f. On the basis of the written representations received from the directors of the Holding Company as on 31<sup>st</sup> March, 2025 taken on record by the Board of Directors of the Holding Company and the reports of the other statutory auditors of its subsidiary companies, none of the directors of the Group companies are disqualified as on 31<sup>st</sup> March, 2025 from being appointed as a director in terms of Section 164(2) of the Act.
  - g. The qualification relating to the maintenance of accounts and other matters connected therewith are as stated in the Basis for Qualified Opinion Paragraph above.

- h. With respect to the adequacy and the operating effectiveness of the internal financial controls over financial reporting of the Parent Company and its subsidiary companies incorporated in India, refer to our separate report in "Annexure A" to this report;
- i. With respect to the matter to be included in the Auditors' report under Section 197(16): In our opinion and to the best of our information and according to the explanations given to us, during the year, the holding company and its subsidiaries, have not paid remuneration to the director(s) in accordance with the provisions of section 197 of the Companies Act 2013. Therefore, remuneration paid to the directors over and above the limits laid down under this section doesn't arise.
- j. 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 and based on the consideration of the report of the other auditors on separate financial statements as also the other financial information of the subsidiaries as noted in the 'Other Matter' paragraph:
  - i. The Consolidated Financial Statements disclose the impact of pending litigations on its consolidated financial position of the Group. Refer note no: 54 to the consolidation financial statements.
  - ii. The group did not have any long-term contracts including derivative contracts for which there were any material foreseeable losses; and
  - iii. There are no amounts which were required to be transferred, to the Investor Education and Protection Fund by the Group.
  - iv.
    - a) The Management of the Parent Company and the subsidiaries (incorporated in India) have represented that, to the best of its knowledge and belief, other than as disclosed in notes to account (refer note no.33), no funds have been advanced or loaned or invested (either from borrowed funds or share premium or any other sources or kind of funds) by the Group to or in any other person or entity, including foreign entity ("Intermediaries"), with the understanding, whether recorded in writing or otherwise, that the Intermediary shall, whether, directly or indirectly lend or invest in other persons or entities identified in any manner whatsoever by or on behalf of the Group ("Ultimate Beneficiaries") or provide any guarantee, security or the like on behalf of the Ultimate Beneficiaries;
    - b) The Management of the Holding Company and the subsidiaries (incorporated in India) have represented that, to the best of its knowledge and belief, other than as disclosed in the note no.34 to consolidated financial statements, no funds have been received by the Group from any person or entity, including foreign entity ("Funding Parties"), with the understanding, whether recorded in writing or otherwise, that the Group shall, whether, directly or indirectly, lend or invest in other persons or entities identified in any manner whatsoever by or on behalf of the Funding Party ("Ultimate Beneficiaries") or provide any guarantee, security or the like on behalf of the Ultimate Beneficiaries;
    - c) Based on the audit procedures that have been considered reasonable and appropriate in the circumstances, nothing has come to our notice that has caused us to believe that the representations provided under sub-clause (a) and (b) above, contain any material misstatement.
  - v. The Group has not declared dividend during the year. Hence reporting with regard to compliance under section 129 of the Act does not arise.

2) With respect to the matters specified in paragraph 3(xxi) of the Companies (Auditor's Report) Order, 2020 (the "Order"/ "CARO") issued by the Central Government in terms of Section 143(11) of the Act, to be included in the Auditor's report, we furnish the details of companies and paragraph numbers of the CARO report containing the qualification or adverse remarks

Sl. No.	Name of the Company	Clause no. of Para 3 in CARO 2020
1	Picturehouse Media Limited, Chennai (Parent Company)	(iii) (b), (iv), (vii) (a)&(b), (xvii) and (xix)
2	PVP Cinema Private Limited, Chennai (Wholly Owned Subsidiary)	(xix)
3	PVP Capital Limited, Chennai (Wholly Owned Subsidiary)	(ix)

### Audit Trail

Based on our examination and the remarks in audit reports of its subsidiaries included in the consolidated financial statements, we observed that the companies have used accounting software (Tally Edit Log) for maintaining their books of account. However, the audit trail feature (Tally Edit Log), though available in the software, was not enabled during the financial year across these entities. As a result, audit trails for the transactions recorded in the accounting software were not maintained. This is not in compliance with the requirements of Rule 11(g) of the Companies (Audit and Auditors) Rules, 2014, which mandates the maintenance and operation of an audit trail feature throughout the year.

For R P S V & Co.,  
Chartered Accountants  
Firm's Registration Number: 0013151S

Sd/-  
D Purandhar  
Partner  
Membership no.: 221759  
ICAI UDIN: 25221759BMIMNU4755

Place: Chennai  
Dated: 29 May 2025

**Annexure A to the Independent Auditor's Report on the Consolidated Financial Statements  
Report on the Internal Financial Controls 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 **Picturehouse Media Limited** as of and for the year ended 31<sup>st</sup> March 2025, we have audited the internal financial controls over financial reporting of Picturehouse Media Limited ("the Holding Company" or "the Company") and its subsidiary companies, which are companies incorporated in India, as of that date.

**Management's Responsibility for Internal Financial Controls**

The respective Board of Directors of the Covered Entities are 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 respective company's policies, the safeguarding of its assets, the prevention and detection of frauds and errors, the accuracy and completeness of the accounting records, and the timely preparation of reliable financial information, as required under the Companies Act, 2013.

**Auditors' Responsibility**

Our responsibility is to express an opinion on the Company's internal financial controls 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 (the "Guidance Note") and the Standards on Auditing, issued by ICAI and deemed to be prescribed under section 143(10) of the Companies Act, 2013, to the extent applicable to an audit of internal financial controls, both applicable to an audit of Internal Financial Controls and, both issued by the Institute of Chartered Accountants of India. Those Standards and the Guidance Note require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether adequate internal financial controls 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 judgement, 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 qualified 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 authorisations of management and directors of the company; and (3) provide reasonable assurance regarding prevention or timely detection of unauthorised acquisition, use, or disposition of the company's assets that could have a material effect on the financial statements.



## **Inherent Limitations of Internal Financial Controls Over Financial Reporting**

Because of the inherent limitations of internal financial controls over financial reporting with reference to the consolidated financial statements, including the possibility of collusion or improper management override of controls, material misstatements due to error or fraud may occur and not be detected. Also, subject to note no. 49 to these consolidated financial statements in relation to preparation of financial statements on “going concern”, the projections of any evaluation of the internal financial controls over financial reporting to future periods are subject to the risk that the internal financial control over financial reporting may become inadequate because of changes in conditions, or that the degree of compliance with the policies or procedures may deteriorate.

## **Basis for Qualified Opinion**

According to the information and explanations given to us and based on our audit, the following weaknesses have been identified in the operating effectiveness of the company's internal financial control over financial reporting with reference to the consolidated financial statements as at 31st March, 2025:

The company's internal financial control with regard to assessment of inventory as more fully explained in note no. 45 and The Subsidiary company's internal financial control with regard to assessment of loans and advances as more fully explained in note no.46 to these financial statements were not operating effectively and could potentially result in the understatement to the carrying value of such assets and also company needs to strengthen its documentation relating to disbursement of loans”.

Attention is also invited to Basis for Qualified opinion in the main report.

A ‘material weakness’ is a deficiency, or a combination of deficiencies, in internal financial control over financial reporting, such that there is a reasonable possibility that a material misstatement of the company's annual or interim financial statements will not be prevented or detected on a timely basis.

In our opinion, *except for the possible effects of the material weakness described above* on the achievement of the objectives of the control criteria, the company has, maintained, in all material respects, adequate internal financial controls over financial reporting and such internal financial controls over financial reporting were operating effectively as 31st March, 2025, based on internal control over financial reporting 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.

We have considered the material weakness identified and reported above in determining the nature, timing and extent of audit tests applied in our audit of the consolidated financial statements of the company and we have issued a qualified opinion on the consolidated financial statements.

## **Other Matters**

Our aforesaid report under Section 143(3)(i) of the Act on the adequacy and operating effectiveness of the internal financial controls over financial reporting insofar as it relates to the aforesaid subsidiaries is solely based on the corresponding reports of the auditors of such companies.

Our report is not qualified in respect of the above matter with respect to our reliance on the work done by and the reports of other auditor.

For R P S V & Co.,  
Chartered Accountants  
Firm's Registration Number: 0013151S

Sd/-  
D Purandhar  
Partner  
Membership no.: 221759  
ICAI UDIN:25221759BMIMNU4755

Place: Chennai  
Dated: 29 May 2025



**PICTUREHOUSE MEDIA LIMITED**  
**CONSOLIDATED BALANCE SHEET AS AT 31ST MARCH 2025**

(Rs. in Lakhs)

	Particulars	Note No.	As at 31st March, 2025	As at 31st March, 2024
<b>I</b>	<b>ASSETS</b>			
<b>(1)</b>	<b>Non Current Assets</b>			
	(a) Property, Plant and Equipment	<b>4</b>	78.85	81.41
	(b) Financial Assets			
	(i) Other financial assets	<b>5</b>	11.23	11.23
	(c) Deferred tax assets (net)		1.24	1.24
	(d) Other non current assets	<b>6</b>	87.49	87.62
	<b>Total Non Current Assets</b>		<b>178.81</b>	<b>181.50</b>
<b>(2)</b>	<b>Current assets</b>			
	(a) Inventories	<b>7</b>	25,534.32	25,534.32
	(b) Financial Assets			
	(i) Trade receivables	<b>8</b>	126.00	126.00
	(ii) Cash and cash equivalents	<b>9</b>	6.94	6.90
	(iii) Loans	<b>11</b>	3,175.58	3,263.57
	(c) Current tax asset (net)	<b>13</b>	31.55	31.55
	(d) Other current assets	<b>14</b>	31.83	18.35
	<b>Total Current Assets</b>		<b>28,906.22</b>	<b>28,980.68</b>
	<b>Total Assets</b>		<b>29,085.02</b>	<b>29,162.18</b>
<b>II</b>	<b>EQUITY AND LIABILITIES</b>			
<b>A</b>	<b>EQUITY</b>			
	(a) Equity Share Capital	<b>15</b>	5,225.00	5,225.00
	(b) Other Equity		(12,252.59)	(12,437.01)
	(c) Non-controlling interest		684.72	659.42
	<b>Total Equity</b>		<b>(6,342.88)</b>	<b>(6,552.59)</b>
<b>B</b>	<b>LIABILITIES</b>			
<b>(1)</b>	<b>Non Current Liabilities</b>			
	(a) Financial Liabilities			
	(i) Borrowings	<b>16</b>	19,708.72	23,235.97
	(b) Provisions	<b>18</b>	7.58	7.54
	(c) Other non-current liabilities	<b>19</b>	9,084.03	5,693.69
	<b>Total Non Current Liabilities</b>		<b>28,800.34</b>	<b>28,937.21</b>
<b>(2)</b>	<b>Current Liabilities</b>			
	(a) Financial Liabilities			
	(i) Borrowings	<b>20</b>	1,807.00	1,807.00
	(ii) Lease liabilities	<b>21</b>	-	4.59
	(iii) Trade payables			
	Total Outstanding dues to Micro Enterprises and Small Enterprises		1.14	2.00
	Total Outstanding dues to creditors other than Micro Enterprises and Small Enterprises	<b>22</b>	42.63	48.31
	(iv) Other financial liabilities	<b>23</b>	2,800.70	2,880.99
	(b) Other current liabilities	<b>24</b>	848.29	848.01
	(c) Provisions	<b>25</b>	1,127.80	1,186.66
	<b>Total Current Liabilities</b>		<b>6,627.56</b>	<b>6,777.56</b>
	<b>Total Equity and Liabilities</b>		<b>29,085.03</b>	<b>29,162.18</b>

Summary of Significant Accounting Policies

**1-3**

The accompanying notes and other explanatory information are an integral part of the Consolidated Financial Statements.

As per our report of even date.

**For R P S V & Co.,**  
Chartered Accountants  
Firm Reg No. 0013151S

Sd/-  
**D Purandhar**  
Partner  
Membership No. 221759

Place : Chennai  
Date : 29 May 2025

**For and on behalf of the Board of Directors**

Sd/-  
**Prasad V. Potluri**  
Managing Director  
(DIN: 00179175)  
Hyderabad  
Date : 29 May 2025

Sd/-  
**A Praveen Kumar**  
Chief Financial Officer  
  
Chennai  
Date : 29 May 2025

Sd/-  
**Subramanian Parameswaran**  
Director  
(DIN: 00552519)  
Chennai  
Date : 29 May 2025

Sd/-  
**Rajesh Kumar**  
Company Secretary  
ACS M. No: A67004  
Chennai  
Date : 29 May 2025

**PICTUREHOUSE MEDIA LIMITED**  
**CONSOLIDATED STATEMENT OF PROFIT AND LOSS FOR THE YEAR ENDED 31ST MARCH 2025**

Rs in lakhs

	Particulars	Note No.	For the year ended 31st March, 2025	For the year ended 31st March, 2024
I.	Revenue from operations	26	3.49	49.40
II.	Other income	27	1,976.57	713.76
III.	<b>Total Income (I + II)</b>		<b>1,980.06</b>	<b>763.16</b>
IV.	<b>Expenses:</b>			
a.	Cost of film production expenses	28	-	-
b.	Employee benefits expense	29	69.05	64.03
c.	Finance costs	30	1,590.73	625.01
d.	Depreciation and amortization expense	4	1.72	5.54
e.	Other expenses	31	123.99	134.12
	<b>Total expenses</b>		<b>1,785.49</b>	<b>828.71</b>
V.	<b>Profit/(Loss) before exceptional items and tax ( III - IV )</b>		<b>194.56</b>	<b>(65.55)</b>
VI.	Exceptional items		-	-
VII.	<b>Profit/(Loss) before tax (V - VI)</b>		<b>194.56</b>	<b>(65.55)</b>
VIII.	<b>Tax Expenses</b>			
(1)	Current tax		-	-
(2)	Deferred Tax (Asset) / Liability		-	-
(3)	Income tax for earlier years		(13.97)	-
	<b>Total Tax Expenses</b>		<b>(13.97)</b>	<b>-</b>
IX.	<b>Profit/(Loss) for the year (VII - VIII)</b>		<b>208.53</b>	<b>(65.55)</b>
X.	<b>Other Comprehensive Income, net of tax</b>			
	<b>Items that will not be reclassified subsequently to profit and loss</b>			
	Remeasurement of defined benefit obligation		1.18	1.12
	Less: Income tax relating to items that will not be reclassified to profit or loss		-	-
			<b>1.18</b>	<b>1.12</b>
	<b>Items that will be reclassified subsequently to profit and loss</b>		-	-
	<b>Other Comprehensive income, net of tax (X)</b>		<b>1.18</b>	<b>1.12</b>
XI.	<b>Total Comprehensive income for the year (IX + X)</b>		<b>209.71</b>	<b>(64.43)</b>
XII.	<b>Total not profit for the year attributable to:</b>			
	Owners of the Parent		183.24	(81.30)
	Non Controlling Interest		25.29	15.75
			<b>208.53</b>	<b>(65.55)</b>
XIII.	<b>Total not profit for the year attributable to:</b>			
	Owners of the Parent		1.18	0.91
	Non Controlling Interest		-	0.21
			<b>1.18</b>	<b>1.12</b>
XIV.	<b>Total Comprehensive Income for the year attributable to:</b>			
	Owners of the Parent		184.42	(80.39)
	Non Controlling Interest		25.29	15.96
			<b>209.71</b>	<b>(64.43)</b>
XV.	<b>Earnings per equity share of nominal value Rs. 10 each :</b>			
(1)	Basic and diluted (not annualised)		<b>0.39</b>	<b>(0.13)</b>

Summary of Significant Accounting Policies 1-3  
The accompanying notes and other explanatory information are an integral part of the Consolidated Financial Statements.

As per our report of even date.

**For R P S V & Co.,**  
Chartered Accountants  
Firm Reg No. 0013151S

**For and on behalf of the Board of Directors**

Sd/-  
**D Purandhar**  
Partner  
Membership No. 221759

Place : Chennai  
Date : 29 May 2025

Sd/-  
**Prasad V. Potluri**  
Managing Director  
(DIN: 00179175)  
Hyderabad  
Date : 29 May 2025

Sd/-  
**A Praveen Kumar**  
Chief Financial Officer  
Chennai  
Date : 29 May 2025

Sd/-  
**Subramanian Parameswaran**  
Director  
(DIN: 09138856)  
Hyderabad  
Date : 29 May 2025

Sd/-  
**Rajesh Kumar Samal**  
Company Secretary  
ACS M. No: A62501  
Chennai  
Date : 29 May 2025

<b>PICTUREHOUSE MEDIA LIMITED, CHENNAI</b> <b>CONSOLIDATED STATEMENT OF CASH FLOWS FOR THE YEAR ENDED 31ST MARCH 2025</b>			(Rs. in Lakhs)
Particulars	Year ended 31 March, 2025	Year ended 31 March, 2024	
<b>A. CASH FLOW FROM OPERATING ACTIVITIES</b>			
Profit / (Loss) before Tax	<b>194.56</b>	<b>(65.55)</b>	
<b>Adjustments for:</b>			
Depreciation and Amortization	1.72	5.54	
Payable written up	(0.08)	-	
Gain on remeasurement of Loan	(1,966.69)	(711.71)	
Interest on Loan as per Ind AS 109	1,568.49	617.52	
Gain on termination of lease	(4.59)	-	
Assets written off	0.91	-	
Provision for Doubtful Advances and Debtors	-	16.89	
Provision for Employee Benefits	(1.21)	(1.30)	
Miscellaneous income	(5.03)	-	
Interest Expenses	-	7.47	
<b>Cash Generated Before Working Capital Changes</b>	<b>(211.91)</b>	<b>(131.14)</b>	
<b>Movement In Working Capital</b>			
Increase / (Decrease) in Trade Payables	(4.21)	21.59	
Increase / (Decrease) in Other Financial Liabilities	(329.70)	2,905.62	
Increase / (Decrease) in Other Liabilities	5,341.40	(40.97)	
(Increase) / Decrease in Trade Receivables	(1.21)	60.13	
(Increase) / Decrease in Loans	(13.22)	(0.85)	
(Increase) / Decrease in Inventories	-	(6.60)	
(Increase) / Decrease in Other Financial Assets	-	0.69	
(Increase) / Decrease in Other Assets	(13.48)	(3.92)	
Increase/(Decrease) in Short Term Provisions	(41.00)	(4.00)	
<b>Cash Generated From Operations</b>	<b>4,726.65</b>	<b>2,800.55</b>	
Direct taxes paid	(3.77)	(18.13)	
<b>Net Cash Flow From / (Used in) Operating Activities</b>	<b>(A) 4,722.88</b>	<b>2,782.41</b>	
<b>B. CASH FLOW FROM / (USED IN) INVESTING ACTIVITIES</b>			
Investment in companies	(0.00)	(3,247.44)	
Proceeds from Sale of PPE, Intangible Assets and Investment Property	-	33.99	
<b>Net Cash Flow From / (Used in) Investing Activities</b>	<b>(B) (0.00)</b>	<b>(3,213.45)</b>	
<b>C. CASH FLOW FROM / (USED IN) FINANCING ACTIVITIES</b>			
Proceeds from/(to) Short - Term Borrowings (Net)	-	6.64	
Inter Corporate Loans received	0.03	18.02	
Payment of lease liabilities (Including interest thereon)	-	(12.92)	
Proceeds /(Repayment) of Long Term Borrowings	(4,690.26)	444.48	
Receipt of Loan advanced	(32.61)	(23.86)	
Interest Paid	(0.00)	(0.01)	
<b>Net Cash Flow From / (Used in) Financing Activities</b>	<b>(C) (4,722.84)</b>	<b>432.35</b>	
<b>Net Increase / (Decrease) in Cash and Cash Equivalents</b>	<b>(A+B+C) 0.04</b>	<b>1.31</b>	
Cash and Cash Equivalents at the beginning of the year	6.90	5.59	
Cash and Cash Equivalents at the end of the year	<b>6.94</b>	<b>6.90</b>	
<b>Components of Cash and Cash Equivalents</b>			
Cash in Hand	0.00	0.00	
Balances with Banks			
-In Current Accounts	6.94	6.90	
<b>Cash and cash Equivalent</b>	<b>6.94</b>	<b>6.90</b>	
<p>The accompanying notes and other explanatory information are an integral part of the Consolidated Financial Statements. As per our report of even date.</p>			
<p><b>For R P S V &amp; Co.,</b> Chartered Accountants Firm Reg No. 0013151S</p>			
<p><b>For and on behalf of the Board of Directors</b></p>			
<p>Sd/- <b>D Purandhar</b> Partner Membership No. 221759  Place : Chennai Date : 29 May 2025</p>			
<p>Sd/- <b>Prasad V. Potluri</b> Managing Director (DIN: 00179175)  Hyderabad Date : 29 May 2025</p>			
<p>Sd/- <b>Subramanian Parameswaran</b> Director (DIN: 09138856) Hyderabad Date : 29 May 2025</p>			
<p>Sd/- <b>A Praveen Kumar</b> Chief Financial Officer  Hyderabad Date : 29 May 2025</p>			
<p>Sd/- <b>Rajesh Kumar Samal</b> Company Secretary ACS M. No: A62501  Chennai Date : 29 May 2025</p>			

**PICTUREHOUSE MEDIA LIMITED**  
**Consolidated Statement of Changes in Equity for the year ended 31st March 2025**

(Rs. in lakhs)

**A. Equity Share Capital**

**(1) Year ended 31st March 2025**

Balance at the beginning of 1st April 2024	Changes in Equity Share Capital due to prior period errors	Restated balance at the beginning of the current reporting period	Changes in equity share capital during the current year	Balance at the end of the 31st March 2025
5,225.00	-	-	-	5,225.00

**(2) Year ended 31st March 2024**

Balance at the beginning of 1st April 2023	Changes in Equity Share Capital due to prior period errors	Restated balance at the beginning of the previous reporting period	Changes in equity share capital during the previous year	Balance at the end of the 31st March 2024
5,225.00	-	-	-	5,225.00

**B. Other Equity**

**(1) Year ended 31st March 2025**

Particulars	Reserves & Surplus					Non-controlling interest	Total
	Capital Reserve	Security Premium Reserve	General Reserve	Statutory reserve	Retained Earnings Profit/(Loss) in the statement of Profit or Loss	Other Items of Other Comprehensive Income Remeasurements of net defined benefit Liability/Asset	
Balance at the beginning of 1st April 2024	22.88	182.50	0.86	511.23	(13,199.81)	-	(11,777.59)
Profit for the year, net of income tax	-	-	-	-	183.24	-	208.53
Other comprehensive income for the year	-	-	-	-	-	-	-
Acquisition of subsidiary with Non-controlling	-	-	-	-	1.18	-	1.18
Transfer to retained earnings	-	-	-	-	(1.18)	-	-
Balance at the end of the 31st March 2025	22.88	182.50	0.86	511.23	(13,015.39)	-	(11,567.88)

**(2) Year ended 31st March 2024**

Particulars	Reserves & Surplus					Non-controlling interest	Total
	Capital Reserve	Security Premium Reserve	General Reserve	Statutory reserve	Retained Earnings Profit/(Loss) in the statement of Profit or Loss	Other Items of Other Comprehensive Income Remeasurements of net defined benefit Liability/Asset	
Balance at the beginning of 1st April 2023	22.88	182.50	0.86	511.23	(13,118.50)	-	(12,355.71)
Total Comprehensive income for the current year	-	-	-	-	(81.30)	-	(85.55)
Profit for the year, net of income tax	-	-	-	-	-	-	1.12
Other comprehensive income for the year	-	-	-	-	-	-	642.55
Balance at the end of the 31st March 2024	22.88	182.50	0.86	511.23	(13,199.81)	-	(11,777.59)

**The description of the nature and purpose of each reserve within equity is as follows:**

**1. Security Premium :** This reserve represents the premium on issue of shares and can be utilised in accordance with the provisions of the Companies Act, 2013.

**2. Retained Earnings :** Retained Earnings represent accumulated losses of the company.

**3. General Reserve:** Under the erstwhile Companies Act, 1956, a general reserve was created through an annual transfer of net profit at a specified percentage in accordance with applicable regulations. Consequent to the introduction of the Companies Act, 2013 ("the Companies Act"), the requirement to mandatory transfer a specified percentage of net profit to general reserve has been withdrawn. The amount credited to the reserve can be utilised by the company in accordance with the provisions of the companies act, 2013.

**4. Capital Reserve :** Capital Reserve represents reserve recognised on amalgamations and arrangements.

**5. Statutory Reserve :** Statutory Reserve represents reserve created as per section 45-IC of the Reserve Bank of India Act, 1934.

**6. Exchange Fluctuation Reserve :** Exchange differences relating to the translation of the results and the net assets of the group's foreign operations from their functional currencies to the group's presentation currency (i.e currency units) are recognised directly in other comprehensive income and accumulated in the exchange fluctuation reserve. Exchange differences previously accumulated in the exchange fluctuation reserve will be reclassified to profit or loss on the disposal of foreign operations.

The accompanying notes and other explanatory information are an integral part of the Consolidated Financial Statements.

As per our report of even date.

**For R P S V & Co.**  
Chartered Accountants  
Firm Reg No. 0013151S

**For and on behalf of the Board of Directors**

Sd/-  
**D Purandhar**  
Partner  
Membership No. 221759  
Hyderabad  
Date : 29 May 2025

Sd/-  
**Subramanian Parameswaran**  
Director  
(DIN: 00552519)  
Chennai  
Date : 29 May 2025

Sd/-  
**A Praveen Kumar**  
Chief Financial Officer  
Hyderabad  
Date : 29 May 2025

Sd/-  
**Rajesh Kumar Samal**  
Company Secretary  
ACS Membership No  
Chennai  
Date : 29 May 2025

Picturehouse Media Limited, Chennai

Summary of significant accounting policies and other explanatory information to the  
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## 1. Corporate Information

Picturehouse Media Limited ("the Parent Company") is a Listed Company incorporated and domiciled in India and governed by the Companies Act, 2013 ("Act"). The Parent Company's registered office is situated at Door No:2, 9th Floor, KRM Centre, Harrington Road, Chetpet, Chennai, Tamilnadu – 600031. The Parent Company has three subsidiaries. The main activities of the Parent Company along with its Wholly Owned subsidiaries are of Movie Production and Movie Financing related activities. The Parent Company together with its subsidiaries is hereinafter referred to as the "Group".

The Consolidated Financial Statements of the Group for the year ended 31<sup>st</sup> March 2025 including comparatives are duly adopted by the Board of Directors in the meeting held on May 29, 2025 by video conferencing for consideration and approval by the shareholders.

## 2. Significant Accounting Policies

### Basis of Preparation of Financial Statements

These financial statements of the Group have been prepared to comply in all material respects with the Indian Accounting Standards (Ind AS) under the historical cost convention on the accrual basis except for certain financial instruments which are measured at fair values, the provisions of the Companies act, 2013, ('Act') (to the extent notified) and guidelines issued by the Securities and Exchange Board of India (SEBI). The Ind AS are prescribed under section 133 of the Act read with Rule 3 of the Companies (Indian Accounting Standards) Rules, 2015 and Companies (Indian Accounting Standards) Amendment Rules, 2016.

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 amounts disclosed in the financial statements and notes have been rounded off to nearest lakhs as per the requirement of schedule III, unless otherwise stated.

Disclosures under Ind AS are made only in respect of material items that will be useful to the users of Financial Statements in making economic decisions.

The financial statements are presented in Indian currency (INR), being the functional and presentation currency. Being the currency of the primary economic environment in which the Group operate.

All assets and liabilities have been classified as current or non-current in accordance with the operating cycle criteria set out in **Ind AS 1 Presentation of Financial Statements** and **Schedule III to the Companies Act, 2013**.

### Current/ Non-Current Classification

An asset is classified as current when

- 1) It is expected to be realized or consumed in the Group's normal operating cycle;
- 2) It is held primarily for the purpose of trading;
- 3) It is expected to be realized within twelve months after the reporting period; or
- 4) If it is cash or cash equivalent, unless it is restricted from being exchanged or used to settle a liability for at least twelve months after the reporting period

Picturehouse Media Limited, Chennai

Summary of significant accounting policies and other explanatory information to the  
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Any asset not confirming to the above is classified as non- current.

A liability is classified as current when

- 1) It is expected to be settled in the normal operating cycle of the Group;
- 2) It is held primarily for the purpose of trading;
- 3) It is expected to be settled within twelve months after the reporting period; or
- 4) The Group has no unconditional right to defer the settlement of the liability for at least twelve months after the reporting period.

Any liability not conforming to the above is classified as noncurrent.

**a) Basis of consolidation:**

- i) The consolidated financial statements of the Group incorporate the financial statements of the Parent Group and its subsidiaries. The Parent Group has control over the subsidiaries as it is exposed, or has rights, to variable returns from its involvement with the investee; and has the ability to affect its returns through its power over the subsidiaries.

When the Parent Group has less than a majority of the voting rights of an investee, it has power over the investee when the voting rights are sufficient to give it the practical ability to direct the relevant activities of the investee unilaterally. The Parent Group considers all relevant facts and circumstances in assessing whether or not the Parent Group's voting rights in an investee are sufficient to give it power, including rights arising from other contractual arrangements.

Consolidation of a subsidiary begins when the Parent Group obtains control over the subsidiary and ceases when the Parent Group loses control of the subsidiary. Specifically, income and expenses of a subsidiary acquired or disposed of during the year are included in the consolidated statement of profit or loss and other comprehensive income from the date the Parent Group gains control until the date when the Parent Group ceases to control the subsidiary.

Profit or loss and each component of other comprehensive income are attributed to the owners of the Parent Group and to the non-controlling interests. Total comprehensive income of subsidiaries is attributed to the owners of the Parent Group and to the non-controlling interests even if this results in the non-controlling interests having a deficit balance.

Adjustments are made to the financial statements of subsidiaries, as and when necessary, to bring their accounting policies into line with the Group's accounting policies.

All intragroup assets and liabilities, equity, income, expenses and cash flows relating to transactions between members of the Group are eliminated in full on consolidation.

In case of subsidiaries consolidated for the first-time consequent to adoption of IND AS, the deemed cost of goodwill as of the transition date has been computed to equal the difference between:

- the Group's interest in carrying amounts of assets and liabilities; and
- the cost, in the Parent Group's separate financial statements, of its investment in the subsidiary.

Changes in the Group's ownership interests in subsidiaries that do not result in the Group losing control over the subsidiaries are accounted for as equity transactions. The carrying amounts of the Group's interests and the non-controlling interests are adjusted to reflect the changes in their relative interests in the subsidiaries. Any difference between the amount by which the non-controlling interests are adjusted and the fair value of the consideration paid or received is recognised directly in equity and attributed to owners of the Parent Group.

Picturehouse Media Limited, Chennai

Summary of significant accounting policies and other explanatory information to the Consolidated Financial Statements for the year ended 31<sup>st</sup> March 2025

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- ii) Notes to the financial statements represent notes involving items which are considered material and are accordingly disclosed. Materiality for the purpose is assessed in relation to the information contained in the financial statements. Further, additional statutory information disclosed in separate financial statements of the subsidiary and/or a parent having no bearing on the true and fair view of the financial statements has not been disclosed in these financial statements.

- iii) List of Subsidiaries and proportion of voting power held:

Name of the Subsidiary	Country of incorporation/ Residence	Proportion of Ownership Interest/ Proportion of Voting power held
PVP Cinema Private Limited, Chennai (PCPL)	India	100% (Wholly Owned Subsidiary)
PVP Capital Limited, Chennai (PCL)	India	100% (Wholly Owned Subsidiary)
New Cyberabad City Projects Private Limited (NCCPPL)	India	81% (Subsidiary) (w.e.f. 1 <sup>st</sup> October, 2023)

**b) Property, Plant and Equipment:**

Property, Plant and Equipment (PPE) are stated at cost less accumulated depreciation and accumulated impairment losses, if any. Cost includes all direct costs relating to acquisition and installation of Property, Plant and Equipment and borrowing cost relating to qualifying assets. When significant parts of plant and equipment are required to be replaced at intervals, the Group depreciates them separately based on their specific useful lives.

Subsequent costs are included in the assets carrying amount or recognised as a separate asset, as appropriate, only when it is probable that future economic benefits associated with the item will flow to the Group and the cost can be measured reliably. All other repair and maintenance costs are recognised in the statement of profit or loss as incurred. The present value of the expected cost for the decommissioning of an asset after its use is included in the cost of the respective asset if the recognition criteria for a provision are met.

Depreciation is charged to the statement of profit or loss so as to write off the cost of assets less their residual values over their useful lives, using the straight-line method. The estimated useful lives, residual values and depreciation method are reviewed at the Balance Sheet date, with the effect of any changes in estimate accounted for on a prospective basis.

The estimated useful lives of the depreciable assets are as follows:

<u>Class of Assets</u>	<u>Estimated Useful Life</u>
Plant and Equipment	5 years
Furniture and Fixtures	10 years
Vehicles	8 years
Computers and related Assets	3 years
Office Equipment	3 years

An item of property, plant and equipment is derecognized upon disposal or when no future economic benefits are expected to arise from the continued use of the asset. Any gain or loss arising on the disposal or retirement of an item of property, plant and equipment is determined as the difference between the sales proceeds and the carrying amount of the asset and is recognized in the Statement of Profit and Loss.



Picturehouse Media Limited, Chennai

Summary of significant accounting policies and other explanatory information to the  
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**c) Impairment of Property, Plant & Equipment:**

Assets that have an indefinite useful life are not subject to amortisation and are tested annually for impairment. Assets that are subject to amortisation are reviewed for impairment whenever events or changes in circumstances indicate that the carrying amount may not be recoverable. An impairment loss is recognised for the amount by which the asset's carrying amount exceeds its recoverable amount.

Recoverable amount is the higher of fair value less costs of disposal and value in use. In assessing value in use, the estimated future cash flows are discounted to their present value using a pre-tax discount rate that reflects current market assessments of the time value of money and the risks specific to the asset for which the estimates of future cash flows have not been adjusted.

If the recoverable amount of an asset (or cash-generating unit) is estimated to be less than its carrying amount, the carrying amount of the asset (or cash-generating unit) is reduced to its recoverable amount. An impairment loss is recognized immediately in the Statement of Profit and Loss.

When an impairment loss subsequently reverses, the carrying amount of the asset (or a cash-generating unit) is increased to the revised estimate of its recoverable amount, but so that the increased carrying amount does not exceed the carrying amount that would have been determined had no impairment loss been recognized for the asset (or cash-generating unit) in prior years. A reversal of an impairment loss is recognized immediately in Statement of Profit and Loss.

**d) Inventory**

Inventory consists of investments in films and associated rights, including acquired rights and advances to talent associated with film production, are stated at lower of cost / unamortised cost or realisable value. Costs include production costs, overhead and capitalized interest costs net of any amounts received from third party investors.

A charge is made to write down the cost once the film is theatrically exhibited commercially. Charge is recognized in the income statement within cost of production.

**e) Foreign Currency Translation:**

**Initial Recognition**

On initial recognition, transactions in foreign currencies entered into by the group are recorded in the functional currency (i.e., India Rupees), by applying to the foreign currency amount, the spot exchange rate

between the functional currency and foreign currency at the date of the transaction. Exchange differences arising on foreign exchange transactions settled during the year are recognised in the statement of profit and loss.

**Measurement of foreign currency items on reporting date**

Foreign currency monetary items of the Group are translated at the closing exchange rates. Non-monetary items that are measured at historical cost in a foreign currency are translated using the exchange rate at the date of transaction. Non-monetary items that are measured at fair value in a foreign currency are translated using the exchange rates at the date when the fair value is measured.

Exchange differences arising out of these translations are recognised in the Statement of Profit and Loss. Effective 01<sup>st</sup> April 2018, the group has adopted Appendix B to Ind AS 21- Foreign Currency Transactions and Advance Consideration which clarifies the date of transaction for the purpose of determining the



Picturehouse Media Limited, Chennai

Summary of significant accounting policies and other explanatory information to the  
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exchange rate to use on initial recognition of the related asset, expense or income when an entity has received or paid advance consideration in a foreign currency. The effect on account of adoption of this amendment was insignificant.

**Group Companies**

For the purposes of the consolidated financial statements, items in the consolidated statements of profit or loss of those operations for which the Indian Rupees is not the functional currency are translated to Indian Rupees at the average rates of exchange during the year. The related consolidated balance sheet is translated into Indian rupees at the rates as at the reporting date. Exchange differences arising on translation are recognised in the other comprehensive income. On disposal of such entities the deferred cumulative exchange differences recognised in equity relating to that particular foreign operation are recognised in profit or loss.

**f) Leases**

**The Group as a Lessee**

The Group assesses whether a contract contains a lease, at the inception of a contract. A contract is, or contains, a lease if the contract conveys the right to control the use of an identified asset for a period of time in exchange for consideration. To assess whether a contract conveys the right to control the use of an identified asset, the Group assesses whether : (i) the contract involves the use of an identified asset (ii) the Group has substantially all of the economic benefits from use of the asset through the period of the lease and (iii) the Group has the right to direct the use of the asset.

At the date of commencement of the lease, the Group recognizes a right-of-use asset ("ROU") and a corresponding lease liability for all lease arrangements in which it is a lessee, except for leases with a term of twelve months or less (short-term leases) and low value leases. For these short-term and low value leases, the Group recognizes the lease payments as an operating expense on a straight-line basis over the term of the lease.

Certain lease arrangements include the options to extend or terminate the lease before the end of the lease term. ROU assets and lease liabilities includes these options when it is reasonably certain that they will be exercised.

The right-of-use assets are initially recognized at cost, which comprises the initial amount of the lease liability adjusted for any lease payments made at or prior to the commencement date of the lease plus any initial direct costs less any lease incentives. They are subsequently measured at cost less accumulated depreciation and impairment losses.

Right-of-use assets are depreciated from the commencement date on a straight-line basis over the shorter of the lease term and useful life of the underlying asset. Right of use assets are evaluated for recoverability whenever events or changes in circumstances indicate that their carrying amounts may not be recoverable. For the purpose of impairment testing, the recoverable amount (i.e., the higher of the fair value less cost to sell and the value-in-use) is determined on an individual asset basis unless the asset does not generate cashflows that are largely independent of those from other assets. In such cases, the recoverable amount is determined for the Cash Generating Unit (CGU) to which the asset belongs.

The lease liability is initially measured at amortized cost at the present value of the future lease payments. The lease payments are discounted using the interest rate implicit in the lease or, if not readily determinable, using the incremental borrowing rates in the country of domicile of these leases. Lease liabilities are remeasured with a corresponding adjustment to the related right of use asset if the Group changes its assessment if whether it will exercise an extension or a termination option. Lease liability and ROU asset

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Summary of significant accounting policies and other explanatory information to the  
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have been separately presented in the Balance Sheet and lease payments have been classified as financing cash flows.

**The Group as a Lessor**

Leases for which the Group is a lessor is classified as a finance or operating lease. Whenever the terms of the lease transfer substantially all the risks and rewards of ownership to the lessee, the contract is classified as a finance lease. All other leases are classified as operating leases. When the Group is an intermediate lessor, it accounts for its interests in the head lease and the sublease separately. The sublease is classified as a finance or operating lease by reference to the right-of-use asset arising from the head lease.

For operating leases, rental income is recognized on a straight-line basis over the term of the relevant lease

**Leasehold land:**

Leasehold land that normally has a finite economic life and title which is not expected to pass to the lessee by the end of the lease term is treated as an operating lease.

The payment made on entering into or acquiring a leasehold land is accounted for as leasehold land use rights (referred to as prepaid lease payments in Ind AS 116 "Leases") and is amortized over the lease term in accordance with the pattern of benefits provided.

**g) Financial Instruments**

**1) Initial Recognition**

The Group recognizes financial assets and financial liabilities when it becomes a party to the contractual provisions of the instrument. All financial assets and liabilities are recognized at fair value on initial recognition, except for trade receivables which are initially measured at transaction price. Transaction costs that are directly attributable to the acquisition or issue of financial assets and financial liabilities that are not at fair value through statement of profit or loss and other comprehensive income are added to the fair value on initial recognition.

**2) Subsequent Measurement**

**i) Financial assets carried at amortised cost**

A financial asset is subsequently measured at amortised cost if it is held within a business model whose objective is to hold the asset in order to collect contractual cash flows and the contractual terms of the financial asset give rise on specified dates to cash flows that are solely payments of principal and interest on the principal amount outstanding.

**ii) Financial assets at fair value through other comprehensive income**

A financial asset is subsequently measured at fair value through other comprehensive income if it is held within a business model whose objective is achieved by both collecting contractual cash flows and selling financial assets and the contractual terms of the financial asset give rise on specified dates to cash flows that are solely payments of principal and interest on the principal amount outstanding. Further, in cases where the Group has made an irrevocable election based on its business model, for its investments which are classified as equity instruments, the subsequent changes in fair value are recognized in other comprehensive income.

Picturehouse Media Limited, Chennai

Summary of significant accounting policies and other explanatory information to the  
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**iii) Financial Assets at fair value through profit or loss**

Financial assets are measured at fair value through profit or loss unless it is measured at amortised cost or at fair value through other comprehensive income on initial recognition. The transaction costs directly

attributable to the acquisition of financial assets and liabilities at fair value through profit or loss are immediately recognised in statement of profit or loss.

**iv) Financial Liability**

Financial liabilities are subsequently carried at amortized cost using the effective interest method, except for contingent consideration recognized in a business combination which is subsequently measured at fair value through profit and loss. For trade and other payables maturing within one year from the balance sheet date, the carrying amounts approximate fair value due to short maturity of these instruments.

**3) Derecognition of financial instruments**

The Group derecognizes a financial asset when the contractual rights to the cash flows from the financial asset expire or its transfers the financial asset and the transfer qualifies for derecognition under Ind AS 109. A financial liability (or a part of a financial liability) is derecognized from the Group's balance sheet when the obligation specified in the contract is discharged or cancelled or expires.

**4) Impairment of Assets**

**Financial Assets (other than at fair value):**

The Group assesses at each date of balance sheet whether a financial asset or a group of financial assets is impaired. Ind AS 109 requires expected credit losses to be measured through a loss allowance. The Group recognises lifetime expected losses for all contract assets and/or all trade receivables that do not constitute a financing transaction. For all other financial assets, expected credit losses are measured at an amount equal to the 12-month expected credit losses or at an amount equal to the lifetime expected credit losses if the credit risk on the financial asset has increased significantly since initial recognition.

**5) Fair value of Financial Instruments**

In determining the fair value of its financial instruments, the Group uses following hierarchy and assumptions that are based on market conditions and risks existing at each reporting date.

**Fair value hierarchy:**

All assets and liabilities for which fair value is measured or disclosed in the financial statements are categorised within the fair value hierarchy, described as follows, based on the lowest level input that is significant to the fair value measurement as a whole:

**Level 1:** Quoted (unadjusted) market prices in active markets for identical assets or liabilities.

**Level 2:** Valuation techniques for which the lowest level input that is significant to the fair value measurement is directly or indirectly observable.

**Level 3:** Valuation techniques for which the lowest level input that is significant to the fair value measurement is unobservable.

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For assets and liabilities that are recognised in the financial statements on a recurring basis, the Group determines whether transfers have occurred between levels in the hierarchy by re-assessing categorisation (based on the lowest level input that is significant to the fair value measurement as a whole) at the end of each reporting period.

**h) Provisions, Contingent Liabilities and Contingent Assets**

Provisions are recognized, when there is a present legal or constructive obligation as a result of a past event, it is probable that an outflow of resources will be required to settle the obligation, and when a reliable estimate of the amount of the obligation can be made. If the effect of the time value of money is material, the

provision is discounted using a pre-tax rate that reflects current market assessments of the time value of money and the risks specific to the obligation and the unwinding of the discount is recognised as interest expense.

Contingent liabilities are recognized only when there is a possible obligation arising from past events, due to occurrence or non-occurrence of one or more uncertain future events, not wholly within the control of the Group, or where any present obligation cannot be measured in terms of future outflow of resources, or where a reliable estimate of the obligation cannot be made. Obligations are assessed on an ongoing basis and only those having a largely probable outflow of resources are provided for. Contingent assets are not recognized in the financial statements.

**i) Revenue Recognition**

The Group has applied Ind AS 115, Revenue from Contracts with Customers, which establishes a comprehensive framework for determining whether, how much and when revenue is to be recognised. The Group has adopted Ind AS 115 using the cumulative effect method. The effect of initially applying this standard is recognised at the date of initial application (i.e 01<sup>st</sup> April, 2018). The impact of the adoption of the standard on the financial statements of the Group is insignificant.

- 1) Revenue is recognized, net of sales related taxes, when the agreement exists, the fees are fixed or determinable, the product is delivered, or services have been rendered and collectability is reasonably assured. The Group considers the terms of each arrangement to determine the appropriate accounting treatment.

The following additional criteria apply in respect of various revenue streams within filmed entertainment:

**Theatrical** — Contracted minimum guarantees are recognized on the theatrical release date. The Group's share of box office receipts in excess of the minimum guarantee is recognized at the point they are notified to the Group.

**Other rights** - other rights such as satellite rights, overseas rights, music rights, video rights, etc. is recognized on the date when the rights are made available to the assignee for exploitation.

- 2) Interest income is accrued on time basis, by reference to the principal outstanding and at the effective interest rate applicable.
- 3) Sale of Intangibles assets are recognised when asset is sold to customers which generally coincides with the delivery and acceptance. Income earned on licensing the copyrights is recognised on time proportion basis.

Picturehouse Media Limited, Chennai

Summary of significant accounting policies and other explanatory information to the  
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- 4) In respect of PVP Capital Limited, Interest income on loans is accrued over the maturity of the loan where the interest is serviced regularly as per the applicable prudential norms prescribed for NBFCs by RBI to the extent applicable to the Group. Interest on loans which are classified as Non-performing assets and are accounted for on realization basis.
- 5) Dividend from investments is accounted for as income when the right to receive dividend is established.

**j) Employee Benefits**

**Gratuity**

Gratuity, which is a defined benefit plan, is accrued based on an independent actuarial valuation, which is done based on projected unit credit method as at balance sheet date. The Group recognizes the net obligation of a

defined benefit plan in its balance sheet as an asset or liability. Gains and losses through re-measurements of the net defined benefit liability/(asset) are recognized in other comprehensive income. In accordance with Ind AS, re-measurement gains and losses on defined benefit plans recognised in other comprehensive income are not to be subsequently reclassified to profit or loss. As required by schedule III, to the Companies Act, 2013 the Group transfers it to retained earnings.

**Compensated Absences**

The Group has a policy on compensated absences which are both accumulating and non-accumulating in nature. The expected cost of accumulating absences is determined by actuarial valuation performed by an independent actuary at each balance sheet date using projected unit credit method on the additional amount expected to be paid/availed as a result of the unused entitlement that has accumulated at the balance sheet date. Expense on non-accumulating compensated absences is recognised in the period in which the absences occur.

**Other Benefit Plans**

Contributions paid/payable under defined contributions plans are recognised in the statement of Profit or Loss in each year. Contribution plans primarily consist of Provident Fund administered and managed by the Government of India. The Group makes monthly contributions and has no further obligations under the plan beyond its contributions.

**k) Taxes on Income**

Income tax expense comprises current tax expense and the net change in the deferred tax asset or liability during the year. Current and deferred tax are recognised in profit or loss, except when they relate to items that are recognised in other comprehensive income or directly in equity, in which case, the current and deferred tax are also recognised in other comprehensive income or directly in equity, respectively.

**i) Current Income Tax**

Current Income tax for the current and prior periods are measured at the amount expected to be paid to the taxation authorities based on the taxable income for that period. The tax rates and tax laws used to compute the amount are those that are enacted or substantively enacted by the balance sheet date.

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Summary of significant accounting policies and other explanatory information to the  
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**ii) Deferred Income Tax**

Deferred Income tax is recognised using balance sheet approach. Deferred tax is recognised on temporary differences at the balance sheet date between the tax bases of assets and liabilities and their carrying amounts for financial reporting purposes, except when the deferred income tax arises from the initial recognition of goodwill or an asset or liability in a transaction that is not a business combination and affects neither accounting nor taxable profit or loss at the time of the transaction.

Deferred Income tax assets are recognised for all deducted temporary differences, carry forward of unused tax credits and unused tax losses, to the extent that it is probable that taxable profit will be available against

which the deductible temporary differences, and the carry forward of unused tax credits and unused tax losses can be utilized.

The carrying amount of deferred tax assets is reviewed at each Balance Sheet date and reduced to the extent that it is no longer probable that sufficient taxable profits will be available to allow all or part of the deferred income tax asset to be utilised.

Deferred Income tax assets and liabilities are measured at the tax rates that are expected to apply in the period when the asset is realized or the liability is settled, based on tax rates (and tax laws) that have been enacted or substantively enacted at the balance sheet date.

**l) Borrowing Costs**

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

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

**m) Earnings per Share**

Basic earnings per share is computed by dividing the net profit attributable to the equity shareholders for the period by the weighted average number of equity shares outstanding during the period.

Diluted earnings per share is computed by dividing the net profit attributable to the equity shareholders for the period by the weighted average number of equity shares considered for deriving basic earnings per share and also the weighted average number of equity shares that could have been issued upon conversion of all dilutive potential equity shares. The dilutive potential equity shares are adjusted for the proceeds receivable had the equity shares been actually issued at fair value (i.e., the average market value of the outstanding equity shares). Dilutive potential equity shares are deemed converted as of the beginning of the period, unless issued at a later date. Dilutive potential equity shares are determined independently for each period presented.

The number of equity shares and potentially dilutive equity shares are adjusted retrospectively for all periods presented for any share splits and bonus shares issues including for changes effected prior to the approval of the financial statements by the Board of Directors.

Picturehouse Media Limited, Chennai

Summary of significant accounting policies and other explanatory information to the  
Consolidated Financial Statements for the year ended 31<sup>st</sup> March 2025

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**n) Cash Flow Statement:**

Cash flows are reported using the indirect method, whereby profit/ (loss) before tax is adjusted for the effects of transactions of no cash nature and any deferrals or accruals of past or future cash receipts or payments. Cash flow for the year are classified by operating, investing and financing activities.

**o) Exceptional Items**

When items of income and expenses within profit or loss from ordinary activities are of such size, nature or incidence that their disclosure is relevant to explain the performance of the enterprise for the period, the nature and amount of such material items are disclosed separately as exceptional items.

**p) Segment Reporting**

Operating segments are reported in a manner consistent with the internal reporting provided to the chief operating decision maker. The chief operating decision maker regularly monitors and reviews the operating result of the whole Group as one segment of "Movie Production and Movie Financing related activities". The Holding Group, Picturehouse Media Limited operates only in entertainment segment, whereas PVP Cinema Private Limited and New Cyberabad City Projects Private Limited did not have any commercial activity and PVP Capital Limited is in the media financing business. Thus, as defined in Ind AS 108 "Operating Segments", the Group's entire business falls under this one operational segment and hence the necessary information has disclosed in the notes to the consolidated financial statements.

**3. Critical accounting estimates and judgements**

The preparation of financial statements requires management to make judgements, estimates and assumptions that affect the application of accounting policies and the reported amounts of assets and liabilities, disclosures of contingent liabilities at the date of the financial statements and the reported amounts of revenue and expenses for the years presented. Actual results may differ from these estimates.

Estimates and underlying assumptions are continually evaluated. Revisions to accounting estimates are recognised in the period in which the estimates are revised and in any future periods affected.

In particular, information about significant areas of estimation, uncertainty and critical judgements in applying accounting policies that have the most significant effect on the amounts recognized in the financial statements pertain to:

- **Accounting for the film content:** Accounting for the film content requires management's judgment as it relates to total revenues to be received and costs to be incurred for each film. The Group is required to identify and assess and determine income generated from commercial exhibition of films. Judgment is also required in determining the charge to profit and loss account. As well as considering the recoverability or conversion of advances made in respect of securing film content or the services of talent associated with film production.
- **Income Taxes:** Deferred tax assets are recognized to the extent that it is regarded as probable that deductible temporary differences can be realized. The Group estimates deferred tax assets and liabilities based on current tax laws and rates and in certain cases, business plans, including management's expectations regarding the manner and timing of recovery of the related assets. Changes in these estimates may affect the amount of deferred tax liabilities or the valuation of deferred tax assets and their tax charge in the statement of profit or loss.

Picturehouse Media Limited, Chennai

Summary of significant accounting policies and other explanatory information to the  
Consolidated Financial Statements for the year ended 31<sup>st</sup> March 2025

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Provision for tax liabilities require judgements on the interpretation of tax legislation, developments in case law and the potential outcomes of tax audits and appeals which may be subject to significant uncertainty. Therefore, the actual results may vary from expectations resulting in adjustments to provisions, the valuation of deferred tax assets, cash tax settlements and therefore the tax charge in the statement of profit or loss.

- **Useful lives of property, plant and equipment and intangible assets:** The group has estimated useful life of each class of assets based on the nature of assets, the estimated usage of the asset, the operating condition of the asset, past history of replacement, anticipated technological changes, etc. The group reviews the carrying amount of property, plant and equipment at the Balance Sheet date. This reassessment may result in change in depreciation expense in future periods.
- **Impairment testing:** Property, plant and equipment are tested for impairment when events occur or changes in circumstances indicate that the recoverable amount of the cash generating unit is less than its carrying value. The recoverable amount of cash generating units is higher of value-in-use and fair value less cost to sell. The calculation involves use of significant estimates and assumptions which includes turnover and earnings multiples, growth rates and net margins used to calculate projected future cash flows, risk-adjusted discount rate, future economic and market conditions.
- **Defined benefit plans:** The cost of the defined benefit plans and the present value of the defined benefit obligation are based on actuarial valuation using the projected unit credit method. An actuarial valuation involves making various assumptions that may differ from actual developments in the future. These include the determination of the discount rate, future salary increases, etc. Due to the complexities involved in the valuation and its long-term nature, a defined benefit obligation is highly sensitive to changes in these assumptions. All assumptions are reviewed at each Balance Sheet date.



**PICTUREHOUSE MEDIA LIMITED**  
**Notes to Consolidated Financial Statements for the year ended 31st March 2025**

**Note No 4 : Property, Plant and Equipment**

Note No 4: Property, Plant and Equipment

(Rs in Lakhs)

Particulars	Land	Building	Plant and Machinery	Computers and Related Assets	Furniture and Fixtures	Vehicles	Office Equipments	Total
<b>Gross Block</b>								
Gross Carrying value as on 1st April, 2023	69.23	35.98	1.22	11.71	14.25	27.41	50.85	210.66
Acquisition of NCCPPL (w.e.f 1st October, 2023)	-	-	-	-	1.08	-	-	1.08
Additions	-	-	-	-	-	-	-	-
Deletions	-	35.98	-	-	-	-	-	35.98
Gross Carrying value as on 31st March, 2024	69.23	-	1.22	11.71	15.33	27.41	50.85	175.76
Additions	-	-	-	-	-	-	-	-
Deletions	-	-	-	3.28	-	13.27	2.29	18.84
Gross Carrying value as on 31st March, 2025	69.23	-	1.22	8.43	15.33	14.14	48.56	156.92
<b>Accumulated Depreciation</b>								
Accumulated Depreciation as on 1st April, 2023	-	1.99	1.14	10.31	13.30	19.89	47.25	93.89
Acquisition of NCCPPL (w.e.f 1st October, 2023)	-	-	-	-	0.81	-	-	0.81
Depreciation	-	0.29	-	0.14	0.10	1.41	-	1.93
Accumulated depreciation on deletions	-	2.28	-	-	-	0.02	-	2.30
Accumulated Depreciation as on 31st March, 2024	-	-	1.14	10.44	14.22	21.28	47.25	94.33
Depreciation	-	-	0.08	0.14	0.10	1.40	-	1.72
Accumulated depreciation on deletions	-	-	-	3.12	0.10	12.60	2.17	18.00
Accumulated Depreciation as on 31st March, 2025	-	-	1.22	7.46	14.22	10.08	45.08	78.07
<b>Net Block</b>								
Carrying Value as on 31st March, 2024	69.23	-	0.08	1.27	1.11	6.13	3.60	81.41
Carrying Value as on 31st March, 2025	69.23	-	(0.00)	0.97	1.11	4.06	3.49	78.85

During the current year as well as previous year, Property, plant & equipment has not been revalued.

**Note No 4b : Right of use assets**

(Rs. In Lakhs)		
Particulars	Right to Use Building	Total
<b>Gross Block</b>		
Gross Carrying value as on 1st April, 2023	85.49	85.49
Additions	-	-
Disposals	0.25	0.25
Gross Carrying value as on 31st March, 2024	85.24	85.24
Additions	-	-
Disposals	-	-
Gross Carrying value as on 31st March, 2025	85.24	85.24
<b>Accumulated Depreciation</b>		
Accumulated Depreciation as on 1st April, 2023	81.35	81.35
For the year		
Depreciation	3.89	3.89
Depreciation on disposals	-	-
Accumulated Depreciation as on 31st March, 2024	85.24	85.24
For the year		
Depreciation for the period	-	-
Depreciation on disposals	-	-
Accumulated Depreciation as on 31st March, 2025	85.24	85.24
<b>Net carrying amount</b>		
Carrying Value as on 31st March, 2024	-	-
Carrying Value as on 31st March, 2025	-	-

During the year, as well as in the preceeding financial year, Right-of-use asset(s) has not been revalued.

**PICTUREHOUSE MEDIA LIMITED**  
**Notes to Consolidated Financial Statements for the year ended 31st March 2025**

(Rs in Lakhs)

Note No	Particulars	As at 31st March 2025	As at 31st March 2024
<b>5</b>	<b>Other financial assets</b>		
	<b>Non Current</b>		
	Security Deposits - Considered Good	11.23	11.23
		<b>11.23</b>	<b>11.23</b>
<b>6</b>	<b>Other Assets</b>		
	<b>Non Current</b>		
	Tax Deducted at Source(TDS) Receivable	-	0.13
	Taxes Paid Under protest	87.49	87.49
		<b>87.49</b>	<b>87.62</b>
<b>7</b>	<b>Inventories</b>		
	Film Production Expenses (refer note no.45)	2,956.52	2,956.52
	Land	22,577.80	22,577.80
	(Valued at lower of cost or net realisable value - as certified by management)		
		<b>25,534.32</b>	<b>25,534.32</b>
<b>8</b>	<b>Trade Receivables</b>		
	<b>Current</b>		
	Unsecured - Considered Good	126.00	126.00
	Credit Impaired	565.30	565.30
	Less: Allowance for doubtful debts (Expected credit loss allowance)	(565.30)	(565.30)
		<b>126.00</b>	<b>126.00</b>
	<i>Refer Note 8A for Trade receivables ageing</i>		
<b>9</b>	<b>Cash and Cash Equivalents</b>		
	Balance with banks		
	In Current Accounts	6.94	6.90
	Cash on hand	0.00	0.00
		<b>6.94</b>	<b>6.90</b>
<b>10</b>	<b>Bank balance other than mentioned above</b>		
	Earmarked balances - other than bank balances mentioned above	-	-
		<b>-</b>	<b>-</b>
<b>11</b>	<b>Loans</b>		
	<b>Current</b>		
	<b>Secured - Considered Good</b>		
	Loans to related parties	6,482.02	6,380.82
	Less: Provision for doubtful advances	(3,316.62)	(3,316.62)
	<b>Secured - Considered Good</b>		
	Advances for Film Finance* (refer note no.48)	16,516.47	16,616.47
	Less: Impaired Loss Allowance	(16,515.80)	(16,515.80)
	<b>Unsecured - Considered Good</b>		
	Loan to related parties	-	6.64
	<b>Unsecured - Considered Good</b>		
	Advances for Staff	0.20	0.56
	<b>Unsecured - Considered Doubtful</b>		
	Advances for Others	161.39	243.59
	Less: Provision for doubtful advances	(152.09)	(152.09)
		<b>3,175.58</b>	<b>3,263.57</b>
<b>12</b>	<b>Other Financial Assets - Current</b>		
	Interest Accrued on Movie Finance	1,324.37	1,324.37
	Less: Allowance for interest accrued	(1,324.37)	(1,324.37)
		<b>-</b>	<b>-</b>
<b>13</b>	<b>Current Tax Asset</b>		
	Tax Deducted at Source Receivable (Net of tax provision)	31.55	31.55
		<b>31.55</b>	<b>31.55</b>
<b>14</b>	<b>Other Current Assets</b>		
	Goods and Service Tax (GST) Input tax Credit	31.26	17.64
	Prepaid Expenses	0.24	0.41
	Others	0.32	0.30
		<b>31.82</b>	<b>18.35</b>

**Note 8A - Trade receivables ageing :**

**Rs in lakhs**

**(a) Trade receivables ageing - As on 31st March 2025**

Particulars	Not due	Outstanding for following periods from the 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 Trade receivables – considered good	-	-	126.00	-	-	-	126.00
(ii) Undisputed Trade Receivables – which have significant increase in credit risk	-	-	-	-	-	-	-
(iii) Undisputed Trade Receivables – credit impaired	-	-	-	-	-	-	-
(iv) Disputed Trade Receivables – considered good	-	-	-	-	-	-	-
(v) Disputed Trade Receivables – which have significant increase in credit risk	-	-	-	-	-	-	-
(vi) Disputed Trade Receivables – credit impaired	-	-	-	-	-	-	-
<b>Total</b>	-	-	126.00	-	-	-	126.00

**(b) Trade receivables ageing - As on 31st March 2024**

Particulars	Not due	Outstanding for following periods from the 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 Trade receivables – considered good	-	126.00	-	-	-	-	126.00
(ii) Undisputed Trade Receivables – which have significant increase in credit risk	-	-	-	-	-	-	-
(iii) Undisputed Trade Receivables – credit impaired	-	-	-	-	-	-	-
(iv) Disputed Trade Receivables – considered good	-	-	-	-	-	-	-
(v) Disputed Trade Receivables – which have significant increase in credit risk	-	-	-	-	-	-	-
(vi) Disputed Trade Receivables – credit impaired	-	-	-	-	-	-	-
<b>Total</b>	-	126.00	-	-	-	-	126.00

**Note No.15: Equity Share Capital**

**(a) Authorised, Issued, Subscribed and Paid-up share capital and par value per share**

(Rs. in Lakhs)

Particulars	As at 31st March, 2025	As at 31st March, 2024
<b>Authorised Share Capital</b>		
8,00,00,000 Equity Shares of Rs. 10/- each	8,000.00	8,000.00
<b>Issued, Subscribed and Paid Up</b>		
5,22,50,000 equity shares of Rs. 10 each	5,225.00	5,225.00
	<b>5,225.00</b>	<b>5,225.00</b>

**(b) Shares held by Holding Company and its Subsidiaries**

PVP Ventures Limited along with its Subsidiaries holds 2,58,89,405 equity shares (as at 31st March 2024 - 2,58,89,405 equity shares) in the Company.

**(c) Equity Shares in the company held by each shareholder holding more than 5%:**

Name of shareholder	As at 31st March, 2025		As at 31st March 2024	
	No. of Shares	% held	No. of Shares	% held
PVP Ventures Limited *	23,53,114	4.50%	23,53,114	4.50%
Jhansi Sureddi	1,17,57,249	22.50%	1,17,57,249	22.50%
Rayudu Media Projects Private Limited	45,06,490	8.62%	45,06,490	8.62%
PVP Global Ventures Private Limited	1,12,36,641	21.51%	1,12,36,641	21.51%
PVP Media Ventures Private Limited	1,22,99,650	23.54%	1,22,99,650	23.54%

\* PVP Ventures Limited had pledged 10,00,000 nos. of equity shares of Rs. 10/- each with UCO Bank, Hyderabad to facilitate availing loan by one of its subsidiary companies. During the financial year 2018-19, the lender bank invoked 10,00,000 pledged shares and sold 9,234 nos. equity shares and in financial year 2019-20, it further sold 22,286 nos. equity shares. During the previous financial year viz. 2020-21, the subsidiary company repaid the loan amount under one time settlement scheme. The remaining shares (viz. 9,68,480 nos.) of the company held by PVP Ventures Limited is yet to be transferred, pending receipt of documents from the lender bank.

**(d) Reconciliation of number of equity shares outstanding at the beginning and at the end of the year:**

Particulars	As at 31st March, 2025		As at 31st March 2024	
	No. of Shares	Amount	No. of Shares	Amount
Number of equity shares outstanding at the beginning of the year	5,34,97,000	5,349.70	5,34,97,000	5,349.70
Add: Number of Shares allotted during the year	-	-	-	-
Less: Number of Shares bought back	-	-	-	-
<b>Number of equity shares outstanding at the end of the year</b>	<b>5,34,97,000</b>	<b>5,349.70</b>	<b>5,34,97,000</b>	<b>5,349.70</b>

**(e) Terms / Rights attached to Equity Shares (eg. Dividend rights, Voting Rights)**

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

**(f)** The company does not have any Bonus Shares Issued, Share issued for consideration other than Cash and Shares bought back during the period of five years immediately preceding the reporting date (31.03.2023).

**(g)** The Company does not issued any shares under options.

**(h) Shares held by promoters at the end of the year: 31st March 2025**

Promoter Name	No. of shares	Percentage of total shares	Percentage of change during the year
1.PVP Ventures Limited, Chennai	23,53,114	4.50%	-
2.Jhansi Sureddi, Hyderabad	1,17,57,249	22.50%	-
3.PVP Global Ventures Private Limited, Chennai	1,12,36,641	21.51%	-
4.PVP Media Ventures Private Limited, Chennai	1,22,99,650	23.54%	-

**(i) Shares held by promoters at the end of the year: 31st March 2024**

Promoter Name	No. of shares	Percentage of total shares	Percentage of change during the year
1.PVP Ventures Limited, Chennai	23,53,114	4.50%	-
2.Jhansi Sureddi, Hyderabad	1,17,57,249	22.50%	-
3.PVP Global Ventures Private Limited, Chennai	1,12,36,641	21.51%	-
4.PVP Media Ventures Private Limited, Chennai	1,22,99,650	23.54%	-

**PICTUREHOUSE MEDIA LIMITED**  
**Notes to Consolidated Financial Statements for the year ended 31st March 2025**

Note No	Particulars	Rs in lakhs	
		As at 31st March 2025	As at 31st March 2024
<b>16</b>	<b>Financial Liabilities</b>		
	<b>Borrowings</b>		
	<b>Non Current</b>		
	<b>UnSecured</b>		
	From Related parties (refer note no 56(c))	19,708.72	23,235.97
	Others	-	-
		<b>19,708.72</b>	<b>23,235.97</b>
<b>17</b>	<b>Lease liabilities - Non Current</b>		
	Lease Liability (refer note no.52)	-	-
		-	-
<b>18</b>	<b>Provisions</b>		
	<b>Non Current</b>		
	Provision For Employee Benefits - Gratuity	7.58	7.54
		<b>7.58</b>	<b>7.54</b>
<b>19</b>	<b>Other non current liabilities</b>		
	Deferred Gain on remeasurement of Loan	9,084.04	5,693.69
		<b>9,084.04</b>	<b>5,693.69</b>
<b>20</b>	<b>Financial Liabilities</b>		
	<b>Borrowings - Current</b>		
	<b>Secured</b>		
	From Bank	-	-
	From Others	1,807.00	1,807.00
	<b>Unsecured</b>		
	From Related parties	-	-
		<b>1,807.00</b>	<b>1,807.00</b>
<b>21</b>	<b>Lease liabilities - Current</b>		
	Lease Liability (refer note no.52)	-	4.59
		-	<b>4.59</b>
<b>22</b>	<b>Trade Payables</b>		
	<b>Current</b>		
	Sundry Creditors for services	43.77	50.31
		<b>43.77</b>	<b>50.31</b>
<b>23</b>	<b>Other Financial Liabilities</b>		
	<b>Current</b>		
	Interest Accrued and due on borrowings	-	-
	Other payables to related parties	2,800.00	2,880.00
	Employee related payables	0.70	0.99
		<b>2,800.70</b>	<b>2,880.99</b>
<b>24</b>	<b>Other Liabilities (Current)</b>		
	Statutory Dues Payable	840.69	840.42
	Penalty to stock exchange	7.60	7.60
		<b>848.29</b>	<b>848.01</b>
<b>25</b>	<b>Provisions (Current)</b>		
	Employee benefits - Gratuity	0.56	0.56
	Standard assets	61.38	61.38
	Income tax (net of Advance tax and Tax deducted at source)	1,065.87	1,124.73
		<b>1,127.80</b>	<b>1,186.67</b>



**PICTUREHOUSE MEDIA LIMITED, CHENNAI**

**Notes to Consolidated Financial Statements for the Year Ended 31st March 2025**

**Note 22A - Trade payables ageing :**

**Rs in lakhs**

**(a) Trade payables ageing - As on 31st March 2025**

Particulars	Not due	Outstanding for following periods from the due date of payment				Total
		Less than 1 year	1-2 years	2-3 years	More than 3 years	
i. MSME	-	1.14	-	-	-	1.14
ii. Others	-	39.60	1.30	-	1.74	42.64
iii. Disputed dues-MSME	-	-	-	-	-	-
iv. Disputed dues-Others	-	-	-	-	-	-
<b>Total</b>	-	<b>40.74</b>	<b>1.30</b>	-	<b>1.74</b>	<b>43.78</b>

**(b) Trade payables ageing - As on 31st March 2024**

Particulars	Not due	Outstanding for following periods from the due date of payment				Total
		Less than 1 year	1-2 years	2-3 years	More than 3 years	
i. MSME	-	2.00	-	-	-	2.00
ii. Others	-	46.57	-	0.08	1.66	48.31
iii. Disputed dues-MSME	-	-	-	-	-	-
iv. Disputed dues-Others	-	-	-	-	-	-
<b>Total</b>	-	<b>48.57</b>	-	<b>0.08</b>	<b>1.66</b>	<b>50.31</b>

**Picturehouse Media Limited**

**Notes to Consolidated Financial Statements for the year ended 31st March 2025**

**(Rs in lakhs)**

**22B Micro, Small and Medium Enterprises (MSME)**

Disclosure required under Section 22 of Micro, Small and Medium Enterprise Development ('MSMED') Act, 2006 (as per information availal

Particulars	As at 31 March 2025	As at 31 March 2024
(a) The principal amount and the interest due thereon remaining unpaid to any supplier at the end of each accounting year;	1.14	2.00
(b) The amount of interest paid by the buyer in terms of section 16 of the Micro, Small and Medium Enterprises Development Act, 2006, along with the amount of the payment made to the supplier beyond the appointed day during each accounting year;	Nil	Nil
(c) The amount of interest due and payable for the period of delay in making payment (which have been paid but beyond the appointed day during the year) but without adding the interest specified under Micro, Small and Medium Enterprise Development Act, 2006;	Nil	Nil
(d) The amount of interest accrued and remaining unpaid at the end of each accounting year and	Nil	Nil
(e) The amount of further interest remaining due and payable even in the succeeding years, until such date when the interest dues above are actually paid to the small enterprise, for the purpose of disallowance of a deductible expenditure under section 23 of the Micro, Small and Medium Enterprises Development Act, 2006.	Nil	Nil

Dues to Micro, Small and Medium Enterprises have been determined to the extent such parties have been identified on the basis of information collected by the Management and relied by the auditors.

**PICTUREHOUSE MEDIA LIMITED**

**Notes to Consolidated Financial Statements for the year ended 31st March 2025**

**Rs in lakhs**

<b>Note No</b>	<b>Particulars</b>	<b>For the year ended 31st March, 2025</b>	<b>For the year ended 31st March, 2024</b>
<b>26</b>	<b>Revenue from Operations</b>		
	Revenue from distribution and exhibition of film and other rights	3.49	49.40
	<b>Other Operating Income</b>		
	Income from Movie finance	-	-
		<b>3.49</b>	<b>49.40</b>
<b>27</b>	<b>Other Income</b>		
	Interest Income on Income Tax Refund	-	-
	Gain on remeasurement of Loan	1,966.69	711.71
	Profit on Sale of Asset	-	-
	Gain on termination of lease	4.59	-
	Excess provision written back	0.26	0.05
	Gain on sale of mutual funds	-	-
	Miscellaneous Income	5.03	-
		<b>1,976.57</b>	<b>713.76</b>
<b>28</b>	<b>Cost of Film Production Expenses</b>		
	Opening Film Production Expenses	2,956.52	2,949.92
	Less: Inventory Written off during the year	-	-
	<b>Sub-total</b>	<b>2,956.52</b>	<b>2,949.92</b>
	Add: Current year Film Production Expenses	-	6.60
	<b>Sub-total</b>	<b>2,956.52</b>	<b>2,956.52</b>
	Less: Closing balance	2,956.52	2,956.52
		-	-
<b>29</b>	<b>Employee Benefit Expenses</b>		
	Salaries and wages	64.70	60.52
	Gratuity (refer note no 18 and 24)	2.41	1.30
	Contribution to provident fund	-	-
	Staff welfare expenses	1.94	2.21
		<b>69.05</b>	<b>64.03</b>
<b>30</b>	<b>Finance Cost</b>		
	Interest on		
	- Borrowings	-	-
	- Lease liability	-	-
	- Loan as per Ind AS 109	1,568.49	617.52
	- Others	22.24	7.49
		<b>1,590.73</b>	<b>625.01</b>

**PICTUREHOUSE MEDIA LIMITED**  
**Notes to Consolidated Financial Statements for the year ended 31st March 2025** **Rs in lakhs**

<b>Note No</b>	<b>Particulars</b>	<b>For the year ended 31st March, 2025</b>	<b>For the year ended 31st March, 2024</b>
<b>31</b>	<b>Other Expenses</b>		
	Rent	32.12	31.42
	Insurance	0.57	0.50
	Power and Fuel	3.06	3.72
	Printing and Stationery	0.36	-
	Postage and courier expenses	0.01	-
	Communication Expenses	0.72	0.65
	Repairs and Maintenance		
	- Vehicles	-	-
	- Others	1.02	0.75
	Corporate Social Responsibility expenses	-	-
	Rates and taxes	6.82	6.32
	Payments to auditors		
	for statutory audit	10.28	11.73
	for reimbursement of expenditure	-	-
	for certification charges	-	-
	Directors Sitting Fees	3.48	6.43
	Legal, Professional and consultancy	34.81	36.24
	ROC Fees	0.30	0.11
	Membership Fee	0.04	0.43
	Office Maintenance	9.81	6.60
	Advertisement, publicity and sales promotion	3.56	3.61
	Bank Charges	0.02	0.16
	Investor related expenses including Listing Fees	5.70	5.71
	Travel Expenses including Conveyance	1.32	1.74
	Loss on Sale of Asset	-	-
	Provision for BSE - Penalty	7.58	0.00
	Miscellaneous expenses*	0.28	1.09
	Assets written off	0.91	-
		<b>123.99</b>	<b>134.12</b>



## **PICTUREHOUSE MEDIA LIMITED, CHENNAI**

### **Notes to Consolidated Financial Statements for the year ended 31st March 2025**

**32** No proceedings have been initiated or pending against The Group for holding Benami property under the Benami Transactions (Prohibition) Act, 1988 (45 of 1988) and the Rules made there under.

**33** The Group has not advanced or loaned or invested funds to any other person(s) or entity(ies), including foreign entities (Intermediaries) with the understanding that the Intermediary shall:

- (a) directly or indirectly lend or invest in other persons or entities identified in any manner whatsoever by or on behalf of the Group (ultimate beneficiaries) or
- (b) provide any guarantee, security or the like to or on behalf of the ultimate beneficiary

**34** The Group has not received any fund from any person(s) or entity(ies), including foreign entities (Funding Party) with the understanding (whether recorded in writing or otherwise) that The Group shall:

- (a) 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
- (b) provide any guarantee, security or the like on behalf of the Ultimate Beneficiaries

**35** The Group has not operated in any crypto currency or Virtual Currency transaction.

**36** There are no transactions with the Companies whose name are struck off under Section 248 of the Companies Act, 2013 or Section 560 of the Companies Act, 1956.

**37** During the year The Group has not disclosed or surrendered, any income other than the income recognised in the books of accounts in the tax assessments under Income Tax Act, 1961.

**38** The Group has complied with the number of layers prescribed under clause (87) of Section 2 of the Companies Act, 2013 read with Companies (Restriction on number of Layers) Rules, 2017.

**39** No scheme of arrangement has been approved by the competent authority in terms of Section 230 to 237 of the Companies Act, 2013.

**40** The Group has not availed loan from bank or financial institution on the basis of security of current assets.

**41** The Group has not been declared a wilful defaulter by any bank or financial institution or other lender.

**42** Charges or satisfaction yet to be registered with Registrar of Companies (ROC) beyond the statutory period – Nil.

**PICTUREHOUSE MEDIA LIMITED, CHENNAI**
**Notes to Consolidated Financial Statements for the year ended 31st March 2025**
**Note No 43: Ratios**

S.N.	Ratios	31-Mar-25	31-Mar-24
1	Current ratio (Current Assets/Current Liabilities) Variance	4.36 2%	4.28
2	Debt-equity ratio (Gross total borrowings/Equity share capital + Other equity) Variance	(3.39) -11%	(3.82)
3	Debt service coverage ratio (Profit before tax, exceptional items, Depreciation and Net Finance Charges/Net Finance charges + Long term borrowings scheduled principal repayments) Variance The Debt service coverage ratio has increased to 16.55 from (1.68) during the current financial year.	16.55 -1088%	(1.68)
4	Return on equity ratio (Net profit after tax/Average Shareholders equity) Variance Return on equity ratio is reduced from 1% to (1)%.	-1% 275%	1%
5	Inventory turnover ratio (Cost of goods sold/Average inventory) Variance	0.00 NA	0.00
6	Trade Receivables turnover ratio (Net sales/Average Trade receivables) Variance Trade Receivables turnover ratio has decreased due to the collections outstanding for the sales made in the current financial year.	0.03 -91%	0.30
7	Trade payables turnover ratio (Net purchases/Average Trade payables) Variance	-	-
8	Net capital turnover ratio (Net sales/Working capital) Variance The change in Net capital turnover ratio is due to decrease in sales.	0.02% -93%	0.22%
9	Net profit ratio (Net profit/Sales) Variance Net profit ratio has increased due to Ind AS adjustments.	5578% 4303%	-132.71%
10	Return on Capital employed (Profit before Interest and Tax/Capital employed) Variance The return on capital employed has decreased from (3%) to (8%).	-8% 218%	-3%

Picturehouse Media Limited, Chennai

Summary of significant accounting policies and other explanatory information to the  
Consolidated Financial Statements for the year ended 31<sup>st</sup> March 2025

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**Notes to Accounts**

44. Based on the management approach, as defined in Ind AS 108, Movie Production and Movie Financing is considered as a single operating segment by considering the performance as whole. Hence, segment reporting is not applicable.

45. Film production-in-progress amounting to Rs. 2,956.52 lakhs mainly comprise of advance to artistes and co-producers. The company is evaluating options for optimal utilization of these payments in production and release of films. Accordingly, the company is confident of realizing the entire value of 'expenditure on films under production'. The management does not foresee any erosion in carrying value.

46. PVP Capital Limited ('PVPCL')- (Wholly owned Subsidiary) has a negative net worth of Rs. 605.08 lakhs and has had its Certificate of Registration as a Non-Banking Financial Institution (NBFC) cancelled by the Reserve Bank of India (RBI), and the company has surrendered its registration as an NBFC accordingly.

Management asserts that no adjustment to the carrying value on investment of Rs. 2,521.74 lakhs is required as it is confident that, by considering the aspects like recovery from the borrowers and other resources to bring additional cash flows will meet its obligations.

47. During the Financial year 2023-24, PHML acquired 81% stake in New Cyberabad City Projects Private Limited (NCCPPL) for Rs 3,256.44 lakhs from PVP Ventures Limited. Accordingly, NCCPPL has become a subsidiary of the Company with effect from 1 October 2023.

48. PVP Capital Limited has a book debt of Rs. 14,263.03 lakhs given to various film producers. Due to a significant delay in completing the films, the Company's customers did not service the interest and loan repayment. Consequently, the company has made a cumulative provision of Rs. 14,262.35 lakhs for the expected credit loss. Management asserts that no adjustment to the carrying value is required as it is confident of recovery from the borrowers.

49. As on 31st March 2025 the Group has a negative net worth of Rs 6,342.88 Lakhs. Even though the Group is incurring continuous losses and negative net worth, the group has succeeded in better EBITA Margins. This is entirely aligned with the Group's long-range plan, which encompasses a continued development of the Group's revenue generating activities in order to absorb the losses carried forward and generate profit over a period of time. Further, the lenders have extended their confidence by advancing finance and extending the time period of repayment. There is no intention to liquidate, and the Company has got future projects to keep improving. The Group has paid advance amounts to the artistes and technicians for the future movies production which is shown under Inventory. The consolidated financial statements have been prepared on a going concern basis based on cumulative input of the available movie projects in pipeline and risk mitigating factors.

50. The group has accounted Rs. Nil as Finance cost (Previous year: Nil) and Rs. Nil (Previous year: 3.89 lakhs) as Depreciation as per the Ind AS 116, "Leases".

**51. Corporate Social Responsibility (CSR)**

Gross amount required to be spent during the year is Nil. (Last year Nil).

Average Net Profits of the Company for the last three financial years is negative. Hence the provisions of Section 135 of the Act are not applicable for the year ended 31<sup>st</sup> March 2025.

**52. Leases**

- a) Effective 01<sup>st</sup> April 2019, the group has adopted Ind AS 116 "Leases" and applied the standard to all lease contracts existing on 01<sup>st</sup> April 2019 using the modified retrospective approach.

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Summary of significant accounting policies and other explanatory information to the  
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b) Details of the Right-of-Use of Asset held by the company as follows:

Particulars	Building (Rs. in Lakhs)
<b>Balance as at 1<sup>st</sup> April, 2023</b>	<b>85.49</b>
Addition	-
Deletion	0.25
Depreciation	85.24
<b>Balance as at 31<sup>st</sup> March, 2024</b>	<b>-</b>
Addition	-
Deletion	-
Depreciation	-
<b>Balance as at 31<sup>st</sup> March, 2025</b>	<b>-</b>

c) Movement in Lease liability

Particulars	Building (Rs. in Lakhs)
<b>Balance as at 1<sup>st</sup> April, 2023</b>	<b>4.59</b>
Addition	-
Finance Cost Accrued	-
Payment of Lease Liability	-
<b>Balance as at 31<sup>st</sup> March, 2024</b>	<b>4.59</b>
Addition	-
Finance Cost Accrued	-
Payment of Lease Liability/(Others)	4.59
<b>Balance as at 31<sup>st</sup> March, 2025</b>	<b>-</b>

Particulars	As at 31-03-2025	As at 31-03-2024
Maturity analysis - contractual undiscounted cash flows		
Not later than one year	-	4.59
Later than one year and not more than five years	-	-
More than five years	-	-
<b>Total undiscounted liabilities</b>	<b>-</b>	<b>4.59</b>

d) Breakup of Current and Non-Current lease liabilities

Particulars	Building (Rs. in lakhs)
Non-Current Liability	-
Current Liability	-

e) Incremental borrowing rate applied to lease liabilities is 12% p.a.

f) The expenses relating to short term leases accounted and leases of low value assets during the year is **NIL**.

Picturehouse Media Limited, Chennai  
Summary of significant accounting policies and other explanatory information to the  
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g) Non cash financing and investing activities

(Rs. In lakhs)

Particulars	For the year ended 31-03-2025	For the year ended 31-03-2024
Non cash financing and investing activities - Acquisition of Right-of-Use Asset	-	-

53. **Micro, Small and Medium Enterprises (MSME):** The group has received intimation from suppliers, regarding their status, under Micro, Small and Medium Enterprises Development Act, 2006 and hence the required disclosures such as amounts unpaid as at the year-end together with interest paid/payable as required under the said Act have been furnished. As on 31 March 2025, the Company owes INR 1.14 lakhs to MSME vendors. No interest has been accrued for the same.

54. **Contingent Liabilities:**

(Rs. in lakhs)

Particulars	As at 31 <sup>st</sup> March, 2025	As at 31 <sup>st</sup> March, 2024
<b>Claims against the company not acknowledged as debts</b>		
- Service Tax	1,893.40	1,893.40
- Income Tax	135.98	135.98
<b>Total</b>	<b>2,029.38</b>	<b>2,029.38</b>

55. **Earnings per Share**

Particulars	Refer	For the year ended 31 <sup>st</sup> March, 2025	For the year ended 31 <sup>st</sup> March, 2024
Profit / (loss) after Tax (Rs. in Lakhs)	A	208.53	(65.55)
Number of Equity shares outstanding	B	5,22,50,000	5,22,50,000
Weighted average number of equity shares outstanding	C	5,22,50,000	5,22,50,000
Earnings per share – Basic & Diluted (in Rs.)	A/C	0.39	(0.13)

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Summary of significant accounting policies and other explanatory information to the  
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**56. Disclosure in Accordance with Ind AS -24 Related Party Transactions**

**a) List of Related parties where control exists:**

Name of the person/ company	Nature of Relationship
Mr. Prasad V. Potluri, Managing Director	Key Managerial Persons
Mr. N S Kumar, Independent Director (resigned w.e.f. May 31, 2023)	
Mr. Sohrab Chinoy Kersasp, Independent Director (resigned w.e.f. August 8, 2023)	
Mr. Gautam Shahi, Independent director (appointed w.e.f. August 16, 2023)	
Mr. Subramanian Parameswaran, Independent director (appointed w.e.f. August 2, 2023)	
Mrs. P J Bhavani, Non-Executive Woman Director	
Mr. Nandakumar Subburaman, Independent Director (resigned w.e.f. August 24, 2023)	
Mrs. Jhansi Sureddi	Relative of Key managerial person
PV Potluri Ventures Private Limited, Vijayawada	Enterprises where KMP exercise significant influence
BVR Malls Private Limited, Vijayawada	A Private Company in which a director's relative is a member or director
Dakshin Realities Private Limited, Hyderabad	A Private Company in which a director's relative is a member or director
PVP Global Ventures Private Limited, Chennai	Enterprises where KMP exercise significant influence
PVP Media Ventures Private Limited, Chennai	Enterprises where KMP exercise significant influence

**b) Summary of transactions with the related parties during the year ended 31<sup>st</sup> March 2025**

(Rs. in lakhs)

Particulars	For the year ended 31 <sup>st</sup> March, 2025	For the year ended 31 <sup>st</sup> March, 2024
<b>Sitting Fees paid to Directors</b>		
Mr. N S Kumar	-	0.59
Mrs. P J Bhavani	1.00	1.71
Mr. Sohrab K Chinoy	-	0.89
Mr. Nanda Kumar S	-	0.47
Mr. Gautam Shahi	1.24	1.24
Mr. Subramanian Parameswaran	1.24	1.53
<b>Loans and advances repaid/(received)</b>		
BVR Malls Private Limited, Hyderabad	(261.29)	(489.48)
Dakshin Realities Pvt Limited, Hyderabad	-	45.00

Picturehouse Media Limited, Chennai  
Summary of significant accounting policies and other explanatory information to the  
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c) Summary of Outstanding balances with the related parties as on 31<sup>st</sup> March, 2025

Particulars	For the year ended 31 <sup>st</sup> March, 2025	For the year ended 31 <sup>st</sup> March, 2024
<b>Loans and Advances payable to Others</b>		
BVR Malls Private Limited, Hyderabad	990.21	728.92
Dakshin Realities Pvt Limited, Hyderabad	6,451.44	6,451.44
PVP Ventures Limited, Chennai	2800.00	2880.00

d) List of Related Parties as per Companies Act, 2013

Name of the person/ company	Nature of Relationship
Mr. A Praveen Kumar, Chief Financial Officer	Key Managerial Persons
Ms. Derrin Ann George, Company Secretary (resigned w.e.f 12 <sup>th</sup> November, 2024)	
Mr. Rajesh Kumar Samal, Company Secretary (appointed w.e.f 12 <sup>th</sup> November, 2024)	
Mr. Vijayaram Suvvari	
Mr. Ajay Babu Chigurupati	

e) Remuneration paid to Key Management Personnel

Transaction	Rs in lakhs	
	Year Ending 31 <sup>st</sup> March 2025	Year Ending 31 <sup>st</sup> March 2024
Mr. A Praveen Kumar, Chief Financial Officer	26.16	24.00
Ms. Derrin Ann George, Company Secretary	4.07	6.00
Mr Rajesh , Company Secretary	4.98	-

57. Income tax expenses

Income tax expense in the statement of profit and loss comprises:

Particulars	(Rs. in Lakhs)	
	For the year ended 31 <sup>st</sup> March, 2025	For the year ended 31 <sup>st</sup> March, 2024
Current tax	-	-
Deferred tax	-	-
Income tax for earlier years	(13.97)	-
<b>Income tax expenses</b>	<b>(13.97)</b>	<b>-</b>



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(Rs. In lakhs)		
Particulars	For the year ended 31 <sup>st</sup> March, 2025	For the year ended 31 <sup>st</sup> March, 2024
Net Profit/(loss) from the operation before income tax expenditure	208.53	(65.55)
Applicable Income tax rate	25.00%	25.00%
Tax at statutory Income Tax Rate	52.13	(16.39)
Effect of expenses not allowed for tax purposes	-	4.22
Effect of unrecognised deferred tax asset/liabilities	(52.13)	12.17
Income tax related to earlier years	-	-
Income tax Expenses charged to statement of Profit or Loss	-	-

58. Employee Benefits

a) Defined Benefit Plan – Gratuity

(Rs. in Lakhs)		
Gratuity Plan:	For the year ended 31 <sup>st</sup> March 2025	For the year ended 31 <sup>st</sup> March 2024
Defined benefit obligation (DBO)	(7.97)	(7.92)
Fair value of plan assets (FVA)	-	-
<b>Net defined benefit asset/ (liability)</b>	<b>(7.97)</b>	<b>(7.92)</b>

The following table summarizes the components of net benefit expense recognised in the statement of profit or loss/Other Comprehensive Income and amounts recognised in the balance sheet for defined benefit plans/obligations:

Net employee benefit expense (recognized in Employee Cost) for the year ended 31st March 2025

Particulars	Financial Year 2024-25	Financial Year 2023-24
Current Service Cost	0.67	0.73
Net Interest Cost	0.56	0.57
<b>Total</b>	<b>1.23</b>	<b>1.30</b>

Amount recognized in Other Comprehensive Income for the year ended 31st March 2025

Particulars	Financial Year 2024-25	Financial Year 2023-24
Actuarial (gain)/ loss on obligations	(1.19)	(1.12)

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Summary of significant accounting policies and other explanatory information to the  
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Changes in the present value of the defined benefit obligation for the year ended 31<sup>st</sup> March 2025 are as follows:

Particulars	Financial Year 2024-25	Financial Year 2023-24
<b>Opening defined obligation</b>	<b>7.92</b>	<b>7.74</b>
Current service cost	0.67	0.73
Interest cost on the Defined Benefit Obligation	0.56	0.57
Actuarial (gain)/ loss – experience		
Actuarial (gain)/ loss - Financial assumptions	(1.18)	(1.12)
Actuarial (gain)/ loss - demographic assumptions	-	-
Benefits paid	-	-
Others	-	-
<b>Defined benefit obligation</b>	<b>7.97</b>	<b>7.92</b>

The principal assumptions used in determining gratuity obligation for the Company's plans are shown below:

Particulars	31 <sup>st</sup> March, 2025	31 <sup>st</sup> March, 2024
Discount rate (in %)	6.68%	7.10%
Salary Escalation (in %)	7.50%	7.50%

#### Sensitivity Analysis

Significant actuarial assumptions for the determination of the defined benefit obligation are discount rate, expected salary increase and mortality. The sensitivity analysis below have been determined based on reasonably possible changes of the assumptions occurring at the end of the reporting period, while holding all other assumptions constant. The result of sensitivity analysis is given below:

(Rs. in Lakhs)				
Particulars	31 <sup>st</sup> March, 2025		31 <sup>st</sup> March, 2024	
<b>Defined Benefit Obligation (Base)</b>	<b>7.92</b>		<b>7.74</b>	
<b>(% change compared to base due to sensitivity)</b>	<b>Decrease</b>	<b>Decrease</b>	<b>Increase</b>	<b>Increase</b>
Discount Rate (- / + 1%)	8.67	7.26	8.70	7.32
Salary Growth Rate (- / + 1%)	6.98	8.99	7.08	8.97
Attrition Rate (- / + 1%)	8.11	7.88	8.22	7.88
Mortality Rate (- / + 1%)	7.95	7.90	8.01	7.94

The following payments are expected contributions to the defined benefit plan in future years:

Particulars	31 <sup>st</sup> March 2025	31 <sup>st</sup> March 2024
Within the next 12 months (next annual reporting period)	-	-
More than 10 years	20.78	18.14

Picturehouse Media Limited, Chennai  
Summary of significant accounting policies and other explanatory information to the  
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#### Compensated Absences

The employees of the Company are entitled to compensate absence. The employees can carry forward a portion of the unutilized accrued compensated absence and utilize it in future periods or receive cash compensation at retirement or termination of employment for the unutilized accrued compensated absence. The company records an obligation for compensated absences in the period in which the employee renders the services that increase this entitlement. The Company measures the expected cost of compensated absence as the additional amount that the Company expects to pay as a result of the unused entitlement that has accumulated at the balance sheet date based on the Actuarial certificate.

#### b) Defined Contribution Plan

Eligible employees receive benefits under the provident fund which is a defined contribution plan. These contributions are made to the funds administered and managed by the Government of India. The company recognised Rs Nil (Previous Year Rs. Nil Lakhs) for provident fund contribution in the statement of profit or loss account.

#### 59. Financial Instruments

The significant accounting policies, including the criteria for recognition, the basis of measurement and the basis on which income and expenses are recognized, in respect of each class of financial asset and financial liability are disclosed in Notes to Accounts.

#### Financial Assets and Liabilities

The carrying value and fair value of financial instruments by categories as at 31<sup>st</sup> March 2024 were as follows:

(Rs. in lakhs)		
Particulars	Amount as on 31 <sup>st</sup> March, 2025	Amount as on 31 <sup>st</sup> March, 2024
<b>Financial assets:</b>		
<b>Fair through Profit or Loss</b>		
- Investments in Mutual Funds	-	-
<b>Amortised Cost</b>		
- Bank balances other than cash and cash equivalents	6.94	6.90
- Trade Receivables	126.00	126.00
- Loans	3,175.58	3,263.57
- Other Financial Assets	11.23	11.23
<b>Financial liabilities:</b>		
<b>Amortised Cost</b>		
- Borrowings	21,515.72	25,042.97
- Trade Payables	43.77	50.31
- Other Financial Liabilities	2,800.70	2,880.99
- Lease liabilities	-	4.59

Picturehouse Media Limited, Chennai

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The carrying value of the group's financial assets and liabilities is considered to be fair value at each reporting date.

**60. Financial risk management objectives and policies**

The Group's principal financial liabilities comprise loans and borrowings, trade and other payables. The main purpose of these financial liabilities is to finance and support the group's operations. The group's principal financial assets comprise investments, cash and bank balance, trade and other receivables. The group is exposed to various financial risks such as market risk, credit risk and liquidity risk. The Board of Directors reviews policies for managing each of these risks, which are summarised below.

**i) Market risk**

Market risk is the risk that the fair value of future cash flows of a financial instrument will fluctuate because of changes in market prices. Market risk comprises three types of risk: interest rate risk, currency risk and other price risk, such as equity price risk. The financial instruments affected by market risk includes investment, has been discussed below.

**a) Interest rate risk**

Interest rate risk is the risk that the fair value or future cash flows of a financial instrument will fluctuate because of changes in market interest rates. The group's exposure to the risk of changes in market interest rates relates primarily to the group's Long-Term borrowings of the company bearing floating interest rates. The Group constantly monitors the credit markets and rebalances its financing strategies to achieve an optimal maturity profile and financing cost. The group's exposure to interest rate risk relates primarily to interest bearing financial liabilities. Interest rate risk is managed by the company on an on-going basis with the primary objective of limiting the extent to which interest expense could be affected by an adverse movement in interest rates.

**Sensitivity Analysis**

An Increase / Decrease of 100 basis points in interest rate at the end of the reporting period of the variable financial instruments would (Decrease) / Increase profit after taxation for the year by the amounts shown below. This analysis assumes all other remain constant. There are no hedging instruments to mitigate this risk.

**b) Foreign currency risk**

Foreign currency risk is the risk that the fair value or future cash flows of an exposure will fluctuate because of changes in foreign exchange rates. The company's exposure to the risk of changes in foreign exchange rates relates primarily to the company's transactions denominated in foreign currency including loans to subsidiaries and trade payables is expected to be insignificant.

**ii) Credit risk**

Credit risk is the risk that counterparty will not meet its obligations under a financial instrument or customer contract, leading to a financial loss. The company is exposed to credit risk from its operating activities (primarily for trade receivables, loans and other financial assets).

Picturehouse Media Limited, Chennai

Summary of significant accounting policies and other explanatory information to the Consolidated Financial Statements for the year ended 31<sup>st</sup> March 2025

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**a. Credit risk related to financial services business:**

The following table sets out information about credit quality of loan assets measured at amortised cost based on the months past due information. The amount represents gross carrying amount.

Particulars	Financial Year 2024-25	Financial Year 2023-24
<b>Gross carrying value of loan assets</b>		
Neither past due nor impaired	-	-
Past due but not impaired	-	-
1- 3 months past due	-	-
More than 3 months past due	14,263.03	14,363.03
Impaired (more than 3 months)	(14,262.35)	(14,262.35)
<b>Total Gross carrying value as at reporting date</b>	<b>0.68</b>	<b>100.68</b>

**b. Credit risk related to Financial Loans:**

Financial services business has a comprehensive framework for monitoring credit quality of its film production based on the status of the film production. Repayment by film producers and portfolio is tracked regularly and required steps for recovery is taken through follow ups and legal recourse.

The Group applies the simplified approach for providing expected credit losses prescribed by Ind AS 109, which permits the use of lifetime expected loss provision for all loans and advances. The group has computed expected credit losses based on the current information of the borrowers and status of the film production.

The Group has adopted a policy of only dealing with creditworthy counter parties and obtaining sufficient collateral, where appropriate, as a means of mitigating the risk of financial loss from defaults. The exposure is continuously monitored.

The nature of collateral security is in the form of personal guarantee of the borrowers. Further this personal guarantee is backed up with the list of immovable properties held by the borrower with the original title deeds.

The maximum exposure to credit risk of loans and advances is their carrying amount. The maximum exposure is before considering the effect of mitigation through collateral security.

**c. Trade receivables:**

The company from time to time will have significant concentration of credit risk in relation to individual theatrical releases and digital rights. The risk is mitigated by contractual terms which seek to stagger receipts and/or the release or airing of content.

As on 31<sup>st</sup> March 2025, outstanding receivables amounting to Rs. 126 lakhs (previous year – Rs. 126 lakhs).

Credit risk on cash and cash equivalents is considered to be minimal as the counterparties are all substantial banks with high credit ratings.

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**iii) Liquidity risk**

Liquidity risk is the risk that the company may not be able to meet its present and future cash and collateral obligations without incurring unacceptable losses. The company's management is responsible for liquidity, funding as well as settlement management. The Company manages liquidity risk by maintaining adequate reserves, banking facilities and reserve borrowing facilities, by continuously monitoring forecast and actual cash flows, and by matching the maturity profiles of financial assets and liabilities.

The table below provides details regarding the contractual maturities of Financial Liabilities:

(Rs. In lakhs)

Particulars	On demand	< 1 year	1-5 years	More than 5 years	Total
<b>As at 31<sup>st</sup> March 2025</b>					
Borrowings	1,807.00	-	19,708.72	-	21,515.72
Trade payables	-	43.77	-	-	43.77
Interest accrued	-	-	-	-	-
Other Financial Liabilities	-	-	-	-	-
<b>Total</b>	<b>1,807.00</b>	<b>43.77</b>	<b>19,708.72</b>	<b>-</b>	<b>21,559.50</b>

Particulars	On demand	< 1 Year	1-5 years	More than 5 years	Total
<b>As at 31<sup>st</sup> March 2024</b>					
Borrowings	1,807.00	-	23,235.97	-	25,042.97
Trade payables	-	50.31	-	-	50.31
Interest accrued	-	-	-	-	-
Other Financial Liabilities	-	4.59	-	-	4.59
<b>Total</b>	<b>1,807.00</b>	<b>54.90</b>	<b>23,235.97</b>	<b>-</b>	<b>25,097.87</b>

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61. Disclosure as required by DOR (NBFC).CC.PD.No.109/22.10.106/2019-20

(Rs. in Lakhs)						
Asset Classification as per RBI Norms	Asset classification as per Ind AS 109	Gross Carrying Amount as per Ind AS	Loss Allowances (Provisions) as required under Ind AS 109	Net Carrying Amount	Provisions required as per IRACP norms	Difference between Ind AS 109 provisions and IRACP norms
(1)	(2)	(3)	(4)	(5) = (3)-(4)	(6)	(7) = (4) - (6)
<b>Performing Assets</b>						
Standard	Stage 1	-	-	-	-	-
	Stage 2	-	-	-	-	-
<b>Subtotal</b>		-	-	-	-	-
<b>Non-Performing Assets (NPA)</b>						
Substandard	Stage 3	-	-	-	-	-
Doubtful - up to 1 year	Stage 3	-	-	-	-	-
1 to 3 years	Stage 3	14,263.03	14,262.35	0.68	6,152.42	8,109.93
More than 3 years	Stage 3	-	-	-	-	-
Subtotal for doubtful		14,263.03	14,262.35	0.68	6,152.42	8,109.93
Loss	Stage 3	-	-	-	-	-
Subtotal for NPA		14,263.03	14,262.35	0.68	6,152.42	8,109.93
<b>Total</b>	<b>Stage 1</b>	-	-	-	-	-
	<b>Stage 2</b>	-	-	-	-	-
	<b>Stage 3</b>	14,263.03	14,262.35	0.68	6,152.42	8,109.93
	<b>Total</b>	<b>14,263.03</b>	<b>14,262.35</b>	<b>0.68</b>	<b>6,152.42</b>	<b>8,109.93</b>



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In terms of the above notification on Implementation of Indian Accounting Standards, Non-Banking Financial Companies (NBFCs) are required to create an impairment reserve for any shortfall in impairment allowances under Ind AS 109 and Income Recognition, Asset Classifications and Provisioning (IRACP) norms (including provision on standard assets). The impairment allowances under Ind AS 109 made by the company exceeds the total provision required under IRACP (including standard assets provisioning), as at 31<sup>st</sup> March, 2025 and accordingly, no amount is required to be transferred to impairment reserve.

## 62. Capital Management

For the purpose of the Group's capital management, capital includes issued equity capital and all other equity reserves attributable to the equity holders of the Group. The Group strives to safeguard its ability to continue as a going concern so that they can maximize returns for the shareholders and benefits for other stake holders. The aim is to maintain an optimal capital structure and minimize cost of capital.

The Group monitors capital using the debt-equity ratio, which is net debt divided by total equity. The Group includes within net debt, interest bearing loans and borrowings less cash and cash equivalents, Bank balance other than cash and cash equivalents.

Particulars	(Rs. in Lakhs)	
	As at 31 <sup>st</sup> March 2025	As at 31 <sup>st</sup> March 2024
Borrowings	21,515.72	25,042.97
Cash and Cash Equivalents	(6.94)	(6.90)
Bank Balances other than Cash and Cash Equivalents	-	-
<b>Net Debt</b>	<b>21,508.78</b>	<b>25,036.07</b>
Equity Share Capital	5,225.00	5,225.00
Other Equity	(11,567.88)	(11,777.59)
<b>Total Equity</b>	<b>(6,342.88)</b>	<b>(6,552.59)</b>
<b>Debt Equity Ratio</b>	<b>(3.39)</b>	<b>(3.82)</b>

No changes were made in the objectives, policies or processes for managing capital during the years ended 31<sup>st</sup> March 2025 and 31<sup>st</sup> March 2024.

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**63. Financial information pursuant to Schedule III of Companies Act, 2013:**

(Rs. In Lakhs)

Name of the Entity	Net Assets (Total assets less total liabilities)		Share in profit or loss		Share in other comprehensive income (OCI)		Share in total comprehensive income	
	As at 31 <sup>st</sup> March 2025		Year ended 31 <sup>st</sup> March 2025		Year ended 31 <sup>st</sup> March 2025		Year ended 31 <sup>st</sup> March 2025	
	As % of consolidated net assets	Amount	As % of consolidated loss	Amount	As % of consolidated OCI	Amount	As % of Consolidated TCI	Amount
<b>Holding Company</b>								
Picturehouse Media Limited	103%	(4,073.76)	38%	79.52	100%	1.18	38%	80.70
<b>Subsidiaries</b>								
PVP Capital	15%	(605.08)	(10)%	(21.60)	-	-	(10)%	(21.60)
PVP Cinema	0%	(0.30)	8%	17.52	-	-	8%	17.52
NCCPPL	(18)%	731.47	64%	133.09	-	-	64%	133.09
Less: Inter-company elimination	-	(2,373.02)	-	-	-	-	-	-
<b>Total</b>	<b>100%</b>	<b>(6,342.88)</b>	<b>100%</b>	<b>208.53</b>	<b>100%</b>	<b>1.18</b>	<b>100%</b>	<b>208.53</b>

**64.** The Group has not granted Loans or Advances in the nature of loan to any promoters, Directors, KMPs and the related parties (as per Companies Act, 2013) , which are repayable on demand or without specifying any terms or period of repayments .

**65.** Estimated amounts of contracts remaining to be executed on capital account and not provided for Nil. (Last year – Nil)

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**66. Disclosure on Accounting for revenue from customers in accordance with Ind AS 115**

**Disaggregated revenue information**

**A Type of goods and service**

Particulars	(Rs in lakhs)	
	For the year ended 31st March, 2025	For the year ended 31st March, 2024
(a) Revenue from distribution and exhibition of film and other rights	3.49	49.40
(b) Income from Movie finance	<b>3.49</b>	<b>49.40</b>
<b>Total Operating Revenue</b>	3.49	49.40
In India	-	-
Outside India	3.49	49.40

**B Timing of revenue recognition**

Particulars	(Rs in lakhs)			
	For the year ended 31st March, 2025		For the year ended 31st March, 2024	
	At a point of time	Over a period of time	At a point of time	Over a period of time
Sale of products and other operating income	3.49	Nil	49.40	Nil

**C Contract balances**

Particulars	(Rs in lakhs)	
	For the year ended 31st March, 2025	For the year ended 31st March, 2024
Contract assets	Nil	Nil
Contract liabilities	Nil	Nil

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**D Revenue recognised in relation to contract liabilities**

(Rs in lakhs)

Particulars	For the year ended 31st March, 2025	For the year ended 31st March, 2024
Revenue recognised in relation to contract liabilities	Nil	Nil

**E Reconciliation of revenue recognised in the statement of profit and loss with the contracted price**

(Rs in lakhs)

Particulars	For the year ended 31st March, 2025	For the year ended 31st March, 2024
Revenue at contracted prices	3.49	49.40
Revenue from contract with customers	3.49	49.40
Difference	Nil	Nil

**F Unsatisfied or partially satisfied performance obligation**

(Rs in lakhs)

Particulars	For the year ended 31st March, 2025	For the year ended 31st March, 2024
Unsatisfied or partially satisfied performance obligation	Nil	Nil

As per our report of even date.

**For R P S V & Co.,**  
Chartered Accountants  
Firm Reg. No. 0013151S

**For and on behalf of the Board of Directors**

Sd/-  
**D Purandhar**  
Partner  
Membership No. 221759

Place: Chennai  
Date: May 29, 2025

Sd/-  
**PRASAD V. POTLURI**  
Managing Director  
(DIN : 00179175)

Place: Hyderabad  
Date: May 29, 2025

Sd/-  
**Subramanian Parameswaran**  
Director  
(DIN: 09138856)

Place: Chennai  
Date: May 29, 2025

Sd/-  
**A Praveen Kumar**  
Chief Financial Officer

Place: Chennai  
Date: May 29, 2025

Sd/-  
**Rajesh Kumar Samal**  
Company Secretary  
ACS M. No: A62501

Place: Chennai  
Date: May 29, 2025