

January 24, 2017

BSE Limited  
Phiroze Jeejeebhoy Towers  
Dalal Street  
Mumbai 400 001

The Secretary  
The Calcutta Stock Exchange Ltd  
7, Lyons Range  
Kolkata 700 001

Dear Sir,

**Sub: Unaudited Financial Results for the quarter and nine months ended  
31<sup>st</sup> December, 2016**

We are enclosing the Unaudited Financial Results for the quarter and nine months ended 31<sup>st</sup> December, 2016, approved by the Board of Directors at the meeting held today together with Limited Review Report thereon from our Auditors M/s Singhi & Co., Chartered Accountants.

The Board meeting commenced at 10 a.m. and concluded at 10:15 a.m.

The above are being given to you in terms of the Listing Regulations.

Thanking you,

Yours faithfully,



Sangeeta Roy  
Company Secretary

# PRESSMAN

## Statement of Unaudited Financial Results for the quarter and nine months ended 31st December, 2016

(₹ in lacs)

Sl. No.	Particulars	Quarter Ended			Nine Months Ended		Year Ended
		31.12.2016	30.09.2016	31.12.2015	31.12.2016	31.12.2015	31.03.2016
		Unaudited			Unaudited		Audited
1	Income from operations	1700.88	1128.17	1168.44	4061.43	3765.37	4671.25
	<b>Total</b>	<b>1700.88</b>	<b>1128.17</b>	<b>1168.44</b>	<b>4061.43</b>	<b>3765.37</b>	<b>4671.25</b>
2	Expenditure						
	a. Cost of Services	1216.93	847.46	946.54	2958.90	2911.73	3676.17
	b. Employee benefit expenses	62.98	61.41	62.05	177.88	175.71	232.35
	c. Depreciation and amortisation	0.61	0.62	1.40	1.88	4.20	5.62
	d. Other expenditure	41.67	43.96	49.85	136.09	159.46	210.39
	<b>Total</b>	<b>1322.19</b>	<b>953.45</b>	<b>1059.84</b>	<b>3274.75</b>	<b>3251.10</b>	<b>4124.53</b>
3	Profit from operations before other income	378.69	174.72	108.60	786.68	514.27	546.72
4	Other income	120.32	9.11	11.35	140.61	40.11	61.60
5	<b>Profit Before tax</b>	<b>499.01</b>	<b>183.83</b>	<b>119.95</b>	<b>927.29</b>	<b>554.38</b>	<b>608.32</b>
6	Tax Expense						
	a) Current tax	144.00	61.00	40.00	285.00	183.00	200.00
	b) Deferred tax charge/(credit)	2.00	1.19	0.31	3.19	0.71	0.97
7	<b>Net Profit after tax</b>	<b>353.01</b>	<b>121.64</b>	<b>79.64</b>	<b>639.10</b>	<b>370.67</b>	<b>407.35</b>
8	Paid up equity share capital (Face Value of ₹ 2/-)	469.66	469.66	469.66	469.66	469.66	469.66
9	Reserves (excluding Revaluation Reserves)						1918.41
10	Earnings per share (₹ 2/-) (not annualised)						
	Basic and Diluted	1.50	0.52	0.34	2.72	1.58	1.73

### NOTES:

- The above financial results have been reviewed by the Audit Committee and approved and taken on record by the Board of Directors in their meetings held on 24th January, 2017. The Statutory Auditors have carried out a limited review of the financial results for the quarter/nine months ended December 31, 2016.
- The Company is solely engaged in advertising and public relations business. Accordingly there are no reportable business or geographic segments in terms of Accounting Standard 17- segment reporting prescribed by the Companies (Accounting Standard) Rules, 2006.
- The Company does not have finance costs, any exceptional items and extraordinary items to report for the above period.
- Figures for the previous periods have been regrouped/reclassified to conform to the classification of the current period, wherever necessary. Performance incentive being measurable is recognised on quarterly basis, based on achievement.

For SINGHI & CO.  
Chartered Accountants  
Firm Registration No. 302049E

*Sankar Bandyopadhyay*  
SANKAR BANDYOPADHYAY  
Partner  
Membership No. 008230

By order of the Board

*Dr Niren Suchanti*

Dr Niren Suchanti  
Chairman & Managing Director  
DIN:00909388

Place: Kolkata  
Date : 24th January, 2017



**Pressman Advertising Limited**

CIN: L74140WB1983PLC036495

Regd. Office: Pressman House, 10A Lee Road, Kolkata 700 020

Tel: 033 4031 0810/11, Fax: 033 4031 0813, Email: ir@pressmanindia.com, Website: www.pressmanadvertising.in



### INDEPENDENT AUDITOR'S REVIEW REPORT

To,  
The Board of Directors  
Pressman Advertising Ltd.  
Pressman House,  
10A, Lee Road,  
Kolkata-700 020.

We have reviewed the accompanying statement of Unaudited Financial Results of M/s. **PRESSMAN ADVERTISING LIMITED** ("the Company") for the quarter and nine months ended 31<sup>st</sup> December, 2016. This Financial statement is the responsibility of the Company's Management and has been approved by the Board of Directors. Our responsibility is to issue a report on these financial statements based on our review.

We conducted our review in accordance with the Standard on Review Engagements (SRE) 2410, "Review of Interim Financial Information Performed by the Independent Auditor of the Entity," issued by the Institute of Chartered Accountants of India. This standard requires that we plan and perform the review to obtain moderate assurance as to whether the financial statements are free of material misstatement. A review is limited primarily to inquiries of Company personnel and analytical procedures applied to financial data and thus provide less assurance than an audit. We have not performed an audit and accordingly, we do not express an audit opinion.

Based on our review conducted as stated above, nothing has come to our attention that causes us to believe that the accompanying statement of unaudited financial results prepared in accordance with applicable accounting standards and other recognized accounting practices and policies has not disclosed the information required to be disclosed in terms of Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 including the manner in which it is to be disclosed, or that it contains any material misstatement.

For Singhi & Co.  
Chartered Accountants  
Firm Registration No.302049E

  
(Sankar Bandyopadhyay)  
Partner  
Membership No.-8230



Place: Kolkata

Dated: the 24<sup>th</sup> day of January, 2017