B S R & Associates LLP

Chartered Accountants

Building No.10, 8th Floor, Tower-B DLF Cyber City, Phase - II Gurgaon - 122 002, India Telephone: + 91 124 2358 610 Fax: + 91 124 2358 613

INDEPENDENT AUDITOR'S REPORT

TO THE MEMBERS OF NDTV ETHNIC RETAIL LIMITED

Report on the Financial Statements

We have audited the accompanying financial statements of NDTV Ethnic Retail Limited ("the Company"), which comprise the Balance Sheet as at 31 March 2016, the Statement of Profit and Loss and the Cash Flow Statement for the year then ended, and a summary of the significant accounting policies and other explanatory information.

Management's Responsibility for the Financial Statements

The Company's Board of Directors is responsible for the matters stated in Section 134(5) of the Companies Act, 2013 ("the Act") with respect to the preparation of these financial statements that give a true and fair view of the financial position, financial performance and cash flows of the Company in accordance with the accounting principles generally accepted in India, including the Accounting Standards specified under Section 133 of the Act, read with Rule 7 of the Companies (Accounts) Rules, 2014. This responsibility also includes the maintenance of adequate accounting records in accordance with the provisions of the Act for safeguarding the assets of the Company and for preventing and detecting frauds and other irregularities; selection and application of appropriate accounting policies; making judgments and estimates that are reasonable and prudent; and design, implementation and maintenance of adequate internal financial controls, that were operating effectively for ensuring the accuracy and completeness of the accounting records, relevant to the preparation and presentation of the financial statements that give a true and fair view and are free from material misstatement, whether due to fraud or error.

Auditor's Responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We have taken into account the provisions of the Act, the accounting and auditing standards and matters which are required to be included in the audit report under the provisions of the Act and the Rules made thereunder.

We conducted our audit in accordance with the Standards on Auditing specified under Section 143(10) of the Act. Those Standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and the disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal financial control relevant to the Company's preparation of the financial statements that give a true and fair view in order to design audit procedures that are appropriate in the circumstances. An audit also includes evaluating



the appropriateness of the accounting policies used and the reasonableness of the accounting estimates made by the Company's Directors, as well as evaluating the overall presentation of the financial statements.

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

Opinion

In our opinion and to the best of our information and according to the explanations given to us, the aforesaid financial statements give the information required by the Act in the manner so required and give a true and fair view in conformity with the accounting principles generally accepted in India, of the state of affairs of the Company as at 31 March 2016, its loss and its cash flows for the year ended on that date.

Emphasis of matter

Without qualifying our opinion, we draw attention to Note 2.2 to the financial statements, which explains that the Company has incurred significant losses in the current year and in the previous years, as a result the net worth of the company is substantially eroded as on 31 March 2016. Based on current business plans and projections prepared by the management and approved by the Board of Directors, operational losses are expected in the subsequent year as well. In order to meet long term and short term capital requirements, the management is in discussion with new investors for fresh capital infusion. Further, NDTV Worldwide Limited (fellow subsidiary) has confirmed their intention to provide financial and operational support to the Company. These conditions as set forth in Note 2.2 indicate the existence of a material uncertainty that may cast significant doubt about the Company's ability to continue as a going concern.

Other matter

The financial statements of the Company for the year ended 31 March 2015 were audited by Price Waterhouse, Chartered Accountants who expressed an unmodified opinion on those statements on 2 May 2015.

Report on other legal and regulatory requirements

- 1. As required by the Companies (Auditor's report) Order, 2016 ("the order") issued by the Central Government of India in terms of sub-section (11) of Section 143 of the Act, we enclose in the Annexure A, statement on the matters specified in paragraph 3 of the order.
- 2. As required by section 143(3) of the Act, we report that:
 - (a) We have sought and obtained all the information and explanations which to the best of our knowledge and belief were necessary for the purposes of our audit;
 - (b) In our opinion, proper books of account as required by law have been kept by the Company so far as it appears from our examination of those books;
 - (c) The Balance Sheet, the Statement of Profit and Loss, and the Cash Flow Statement dealt with by this Report are in agreement with the books of account;



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(d) In our opinion, the aforesaid financial statements comply with the Accounting Standards specified under Section 133 of the Act, read with Rule 7 of the Companies (Accounts) Rules,

2014;

(e) The going concern matter described under the emphasis of matter 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 31 March 2016

taken on record by the Board of Directors, none of the directors is disqualified as on 31 March 2016 from being appointed as a director in terms of Section 164 (2) of the Act;

(g) With respect to the adequacy of the internal financial controls over financial reporting of

the Company and the operating effectiveness of such controls, refer to our separate Report in

"Annexure B"; and

(h) With respect to the other matters to be included in the Auditor's Report in accordance with

Rule 11 of the Companies (Audit and Auditors) Rules, 2014, in our opinion and to the best

of our information and according to the explanations given to us:

i. The Company does not have any pending litigations as at 31 March 2016;

ii. The Company does not have any long-term contracts or derivative contracts outstanding as

at 31 March 2016; and

iii. The Company does not have any dues on account of Investor Education and Protection

Fund.

For B S R & Associates LLP

Chartered Accountants

Firm registration number: 116231W/W-100024

Place: Gurgaon

Date: 5 May 2016

Rakesh Dewan

Partner

Membership number: 092212

Annexure A referred to in our Independent Auditor's Report of even date to the members of NDTV Ethnic Retail Limited on the financial statements for the year ended 31 March 2016.

- (i) (a) The Company has maintained proper records showing full particulars, including quantitative details and situation of fixed assets.
 - (b) The Company has a regular programme of physical verification of its fixed assets by which fixed assets are verified in a phased manner over a period of three years. In accordance with this programme, certain fixed assets were verified during the year. As informed to us, the discrepancies noticed on such verification were not material and have been properly dealt with in the books of accounts. In our opinion, this periodicity of physical verification is reasonable having regard to the size of the Company and the nature of its assets.
 - (c) According to the information and explanations given to us, the Company does not hold any immovable property in its name. Accordingly, para 3(i)(c) of the Order is not applicable to the Company.
- (ii) Inventories have been physically verified by the management during the year. According to the information and explanations given to us, the procedures for physical verification of inventories followed by the management during the year are reasonable and adequate in relation to the size of the Company and the nature of its business. As informed to us, the discrepancies noticed on verification between the physical stocks and the book records were not material and have been properly adjusted in the books of account.
- (iii) According to the information and explanations given to us, the Company has not granted any loans, secured or unsecured to companies, firms, limited liability partnerships or other parties covered in the register maintained under section 189 of the Companies Act, 2013. Accordingly, para 3 (iii) of the Order is not applicable to the Company.
- (iv) According to the information and explanations given to us, the Company has not entered into any transactions relating to loans, investments, guarantees and securities to which the provisions of section 185 and 186 of the Companies Act, 2013 are applicable. Accordingly, para 3(iv) of the Order is not applicable is not applicable to the Company.
- (v) As per the information and explanations given to us, the Company has not accepted any deposits as mentioned in the directives issued by the Reserve Bank of India and the provisions of section 73 to 76 or any other relevant provisions of the Companies Act, 2013 and the rules framed there under. Accordingly, para 3(v) of the Order is not applicable to the Company.
- (vi) According to the information and explanations given to us, the Central Government has not prescribed the maintenance of cost records under sub-section (1) of section 148 of the Companies Act, 2013, for any of the products sold and services rendered by the Company. Accordingly, para 3(vi) of the Order is not applicable to the Company.



(vii) (a) According to the information and explanations given to us and on the basis of our examination of the records of the Company, amounts deducted/ accrued in the books of account in respect of undisputed statutory dues including provident fund, income-tax, sales tax, service tax, value added tax, cess and other statutory dues have generally been regularly deposited by the Company with the appropriate authorities though there has been a slight delay in a few cases pertaining to service tax. As explained to us, the Company did not have any dues on account of duty of excise, employees' state insurance and duty of customs.

According to the information and explanations given to us, no undisputed amounts payable in respect of provident fund, income-tax, sales tax, service tax, value added tax, cess and other statutory dues were in arrears as at 31 March 2016, for a period of more than six months from the date they became payable.

- (b) According to the information and explanations given to us, there are no dues of income tax, sales tax, service tax, and value added tax which have not been deposited with the appropriate authorities on account of any dispute.
- (viii) According to the information and explanations given to us, the Company did not have any outstanding dues to any financial institutions, banks, government or debenture holders during the year. Accordingly, para 3 (viii) of the Order is not applicable to the Company
- (ix) According to the information and explanations given to us, the Company did not raise any money by way of initial public offer or further public offer (including debt instruments) and term loans during the year. Accordingly, para 3 (ix) of the Order is not applicable to the Company.
- (x) According to the information and explanations given to us, there has been no fraud by the Company and neither any fraud on the Company by its officers or employees has been noticed or reported during the year.
- (xi) According to information and explanations given to us and on the basis of our examination of the records of the Company, the managerial remuneration has been provided and paid by the Company in accordance with the provisions of section 197 read with Schedule V to the Companies Act, 2013.
- (xii) According to the information and explanations given to us, the Company is not a nidhi company. Accordingly, para 3(xii) of the Order is not applicable to the Company.
- (xiii) According to the information and explanations given to us and on the basis of our examination of the records of the Company, transactions with the related parties are in compliance with Section 177 and 188 of the Act where applicable and the details have been disclosed in the financial statements as required by the applicable accounting standards.
- (xiv) According to the information and explanation given to us and on the basis of our examination of the records of the Company, the Company has not made any preferential allotment or private placement of shares or fully or partly convertible debentures during the year. Accordingly, para 3(xiv) of the Order is not applicable to the Company.



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- (xv) According to the information and explanations given to us, the Company has not entered into any non-cash transactions with directors or person connected with him covered by Section 192 of the Act. Accordingly, para 3(xv) of the Order is not applicable to the Company.
- (xvi) According to the information and explanations given to us, the Company is not required to be registered under section 45-IA of the Reserve Bank of India Act, 1934.

For B S R & Associates LLP

Chartered Accountants

Firm registration number: 116231W/W-100024

Rakesh Dewan

Partner

Membership number: 092212

Place: Gurgaon Date: 5 May 2016 Annexure B to the Independent Auditor's Report of even date on the financial statements of NDTV Ethnic Retail Limited for the year ended 31 March 2016

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

We have audited the internal financial controls over financial reporting of NDTV Ethnic Retail Limited ("the Company") as of 31 March 2016 in conjunction with our audit of the financial statements of the Company for the year ended on that date.

Management's Responsibility for Internal Financial Controls

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

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 ICAI. Those Standards and the Guidance Note require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether adequate internal financial controls over financial reporting was established and maintained and if such controls operated effectively in all material respects.

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 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 unauthorized acquisition, use, or disposition of the Company's assets that could have a material effect on the financial statements.

Inherent Limitations of Internal Financial Controls Over Financial Reporting

Because of the inherent limitations of internal financial controls over financial reporting, including the possibility of collusion or improper management override of controls, material misstatements due to error or fraud may occur and not be detected. Also, projections of any evaluation of the internal financial controls over financial reporting to future 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.

Opinion

In our opinion, the Company has, in all material respects, an adequate internal financial controls system over financial reporting and such internal financial controls over financial reporting were operating effectively as at 31 March 2016, 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 ICAI.

For BSR & Associates LLP

Chartered Accountants

Firm registration number: 116231W/W-100024

Rakesh Dewan

Partner

Membership number: 092212

Place: Gurgaon Date: 5 May 2016

(Amount in Rupees million)

Balance sheet	Notes	As at	
Datance sneet	rotes	March 31, 2016	March 31, 2015
Equity and liabilities			
Shareholders' funds			
Share capital	3	1.42	1.34
Reserves and surplus	4	300.36	125.85
		301.78	127.19
Non-current liabilities			
Long-term provisions	5	0.73	0.53
		0.73	0.53
Current liabilities			
Trade payables	6		
- Total outstanding dues of micro enterprises and small enterprises;			
- Total outstanding dues of creditors other than micro enterprises and small			
enterprises		123.60	118.00
Other current liabilities	7	12.58	33,35
		136.18	151.35
TOTAL		438.69	279.07
Assets			
Non-current assets			
Fixed assets			
Tangible assets	8	21.57	16.31
Intangible assets	9	0.39	1.59
Non-current investments	10	0.10	0.10
Long-term loans and advances	12	9.21	145.49
Other non-current assets	15	0.24	0.21
		31.51	163.70
Current assets			
Inventories	13	1.86	4.34
Trade receivables	14	283.50	55.95
Cash and bank balances	16	6.91	17.71
Short-term loans and advances	12	114.88	36.52
Other current assets	15	0.03	0.85
		407.18	115.37
TOTAL		438.69	279.07
Significant accounting policies	2	3000	

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

As per our report of even date attached.

For BSR & Associates LLP

Chartered Accountants .

ICAI Firm Registration No. 116231W / W-100024

For and on behalf of Board of Directors of NDTV Ethnic Retail Limited

Sd/-Rakesh Dewan

Partner

Membership Number: 092212

Sd/-

Saurav Banerjee

Director, NDTV Ethnic Retail Limited Director, Finance and Group CFO Sd/-

Shyatto Raha Managing Director

Sd/-

Vikramaditya Chandra Group Chief Executive Officer

Place: New Delhi Date: May 4, 2016

Place : Gurgaon Date : May 5, 2016

		(Amount in Rupees million e	except per share data)
Statement of Profit and Loss	Notes	Year end	ed
Statement of Front and Loss	Hotes	March 31, 2016	March 31, 2015
Income			
Revenue from operations	17	209.68	192.24
Other income	18	1.99	6.20
Total (I)		211.67	198.44
Expenses			
Purchase of stock in trade	19	61.30	107.20
Changes in inventories of stock in trade	20	2.48	0.20
Employee benefits expense	21	35.06	31.30
Operations and administration expenses	22	135.47	119.18
Marketing, distribution and promotion expenses	23	109.78	89.90
Depreciation and amortisation expense	24	6.55	6.22
Finance costs	25	1.50	0.13
Total (II)		352.14	354.13
Loss before tax (I)-(II)		(140.47)	(155.69)
Loss per equity share [nominal value of share Rs 10 (Previous Year Rs 10)] Basic and diluted	26	(1,011.76)	(1,295,97)
Significant accounting policies	2		

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

As per our report of even date attached.

For BSR and Associates LLP

Chartered Accountants

Firm Registration No. 116231W / W-100024

For and on behalf of Board of Directors of NDTV Ethnic Retail Limited

Sd/-

Rakesh Dewan

Partner

Membership Number: 092212

Sd/-

Saurav Banerjee

Director, NDTV Ethnic Retail Limited Director, Finance and Group CFO Sd/-

Shyatto Raha Managing Director

Sd/-

Vikramaditya Chandra Group Chief Executive Officer

Place : New Delhi Date : May 4, 2016

Place : Gurgaon Date : May 5, 2016

(Amount in Rupees million) Year ended Cash flow statement Notes March 31, 2016 March 31, 2015 (140.47)(155.69)Loss before tax Adjustments for: Depreciation and amortisation 6.55 6.22 1.50 0.13 Finance costs (0.68)(4.54)Interest income (153.88)Operating loss before working capital changes (133.10)Movements in working capital: 5.60 11.00 Increase/ (decrease) in trade payables 0.20 0.23 Increase / (decrease) in long-term provisions (20.77)10.00 Increase/ (decrease) in other current liabilities (227.55)(54.19)Decrease / (increase) in trade receivables 2.48 0.21 Decrease / (increase) in inventories Decrease / (increase) in long-term loans and advances 137.91 (46.39)(78.78)29.80 Decrease / (increase) in short-term loans and advances (203.22) (314.01)Cash used in operations Direct taxes paid (1.23)(7.42)Net cash flow used in operating activities (A) (315.24)(210.64)Cash flows from investing activities (10.59)(0.92)Purchase of fixed assets Redemption/ maturity of bank deposits (having original maturity of more than three months) 132.50 150.00 (140.20)(115.00)Bank deposits made during the year (having original maturity of more than three months) Interest received 1.47 4.06 Net cash flow from investing activities (B) 8.38 12.94 Cash flows from financing activities Proceeds from issuance of equity share capital 315.06 163.62 300.00 Loan received (300.00)Loan repaid (0.13)Finance costs paid (1.50)Net cash flow from financing activities (C) 313.56 163.49 (34.21) 6.70 Net increase/(decrease) in cash and cash equivalents (A + B + C) Cash and cash equivalents at the beginning of the year 0.01 34.22 Cash and cash equivalents at the end of the year 6.71 0.01

16

As at

0.07

6.64

6.71

March 31, 2015

0.01

0.01

March 31, 2016



Components of cash and cash equivalents

Total cash and cash equivalents

Significant accounting policies

Cash in hand

With banks
- In current account

Notes:

- 1. The above cash flow statement has been prepared under the indirect method set out in Accounting Standard-3 "Cash Flow Statements" as specified under section 133 of the Companies Act, 2013, read with Rule 7 of the Companies (Accounts) Rule 2014.
- 2. Figures in brackets indicate cash outflow.
- 3. Previous year's figures have been reclassified wherever necessary to conform to current year's presentation.

As per our report of even date attached.

For BSR and Associates LLP

Chartered Accountants
Firm Registration No. 116231W / W-100024

NDTV Ethnic Retail Limited

Sd/-

Rakesh Dewan

Partner

Membership Number: 092212

, , , ,

Place : Gurgaon Date : May 5, 2016 Sd/-

Saurav Banerjee

Director, NDTV Ethnic Retail Limited Director, Finance and Group CFO

For and on behalf of Board of Directors of

Sd/-

Vikramaditya Chandra Group Chief Executive Officer

Place: New Delhi Date: May 4, 2016 Sd/-

Shyatto Raha Managing Director

NDTV Ethnic Retail Limited Notes to financial statements for the year ended March 31, 2016

1. Corporate information

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

2. Summary of significant accounting policies

2.1 Basis of preparation

These financial statements have been prepared and presented under the historical convention on a going concern basis, on the accrual basis of accounting and comply with the Accounting Standards specified under section 133 of the Companies Act 2013, read with Rule 7 of the Companies (Accounts) Rules, 2014, pronouncements of the Institute of Chartered Accountants of India and other accounting principles generally accepted in India, to the extent applicable. The financial statements are presented in Indian rupees rounded off to the nearest million.

All assets and liabilities have been classified as current or non-current in accordance with the Company's operating cycle and other relevant criteria. Based on the nature of the product or services and the time between the acquisition of assets for processing and their realisation in cash and cash equivalents, the Company has ascertained its operating cycle as 12 months for the purpose of current - non current classification of assets and liabilities.

2.2 Going Concern

The Company has incurred significant losses in the current year and in the previous years, as a result the net worth of the Company is substantially eroded as on March 31, 2016. Based on current business plans and projections prepared by the management and approved by the Board of Directors, operational losses are expected in the subsequent year as well. In order to meet long term and short term capital requirements, the Company is in discussion with the new investors for fresh capital infusion. Further, NDTV Worldwide Limited (fellow subsidiary) has confirmed its intention to provide financial and operational support to the Company. Accordingly, the use of going concern has been considered appropriate in the preparation of these financial statements and assets and liabilities have been recorded on the basis that the entity will be able to realise its assets and discharge its liabilities in the normal course of business.

2.3 Use of estimates

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

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

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



Notes to financial statements for the year ended March 31, 2016

2.4 Tangible assets

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

Subsequent expenditures related to an item of tangible fixed asset are added to its book value only if they increase the future benefits from the existing assets beyond its previously assessed standard of performance.

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

Asset head	Useful life (years)
Computers	5
Office equipment	3
Furniture and fixtures	8
Vehicles	5

The estimates of useful lives of the assets are based on the technical evaluation.

Individual assets costing less than Rs. 5,000 are depreciated at the rate of 100% in the year of aquisition.

The useful lives are reviewed by the management at each financial year-end and revised, if appropriate. In case of a revision, the unamortised depreciable amount is charged over the revised remaining useful life.

Loss arising from the retirement of and gains or losses arising from disposal of fixed assets which are carried at cost are recognised in the Statement of Profit and Loss.

2.5 Intangible assets

Intangible assets are recognised if they are separately identifiable and the Company controls the future economic benefits arising from them. All other expenses on intangible items are charged to the Statement of Profit and Loss. Intangible assets are stated at cost less accumulated amortisation and impairment.

Gains or losses arising from the retirement or disposal of an intangible asset are determined as the difference between the net disposal proceeds and the carrying amount of the asset and recognised as income or expense in the Statement of Profit and Loss.

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

Asset head	Useful life (years)
Computer software	6
Website	6

Amortisation method and useful lives are reviewed at each reporting date. If the useful life of an asset is estimated to be significantly different from previous estimates, the amortisation period is changed accordingly. If there has been a significant change in the expected pattern of economic benefits from the asset, the amortisation method is changed to reflect the changed pattern.

2.6 Leases

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

2.7 Impairment

The carrying values of assets are reviewed at each reporting date to determine if there is indication of any impairment, using external and internal sources. If any indication exists, the asset's recoverable amount is estimated. For assets that are not yet available for use, the recoverable amount is estimated at each reporting date. Impairment occurs where the carrying value of the asset or its cash generating unit exceeds the present value of future cash flows expected to arise from the continuing use of the asset or its cash generating unit and its eventual disposal. The impairment loss to be expensed is determined as the excess of the carrying amount over the higher of the asset's net sales price or present value of future cash flows from use of the assets as determined above. An impairment loss is reversed if there has been a change in the estimates used to determine the recoverable amount. Impairment loss is reversed only to the extent that the asset's carrying amount does not exceed the carrying amount that would have been determined net of depreciation or amortisation, if no impairment loss had been recognised.

Notes to financial statements for the year ended March 31, 2016

2.8 Revenue recognition

Revenue from online sale of good is recognised when the goods have been delivered to the buyer and all the risk and rewards of ownership has been transferred.

Revenue for services provided is recognized when persuasive evidence of an arrangement exists; the consideration is fixed or determinable; and it is reasonable to expect ultimate collection. Such revenues are recognised as the services are provided.

2.9 Investments

Investments that are readily realisable and intended to be held for not more than a year from the date of acquisition are classified as current investments. All other investments are classified as long-term investments. However, that part of long term investments which is expected to be realised within 12 months after the reporting date is also presented under 'current assets' as "current portion of long term investments".

Long-term investments (including current portion thereof) are carried at cost less any other-than-temporary diminution in value, determined separately for each individual

Current investments are carried at the lower of cost and fair value. The comparison of cost and fair value is done separately in respect of each category of investments.

Any reductions in the carrying amount and any reversals of such reductions are charged or credited to the Statement of Profit and Loss.

2.10 Foreign currency transaction

Transactions in foreign currency are recorded at the rates of exchange in force at the time the transactions are effected. All monetary assets and liabilities denominated in foreign currency are restated at the year-end exchange rate. All non-monetary assets and liabilities are stated at the rates prevailing on the dates of the transactions.

Gains / (losses) arising out of fluctuations in the exchange rates are recognised as income / expense in the period in which they arise.

2.11 Employee benefits

Short-term employee benefits

Short-term employee benefits are recognised as expenses at the undiscounted amounts in the Statement of Profit and Loss of the year in which the related service is rendered.

Defined contribution plans

The Company's provident fund scheme is a defined contribution plan. The Company's contibution paid/ payable under the scheme is recognised as an expense in the Statement of Profit and Loss during the year in which the employee renders the related service.

Defined benefit plans

The Company's gratituty benefit scheme is defined benefit plan. The Company's net obligation in respect of a defined benefit plan is calculated by estimating the amount of future benefit that employees have earned in return for their service in current and prior periods; the benefit is discounted to determine its present value. Any unrecognised past service costs and the fair value of any plan assets are deducted. The calculation of the Company's obligation under the plan is performed usually by a qualified actuary using the projected unit credit method.

The Company recognises all acturial gains and losses arising from defined benefit plans immediately in the Statement of Profit and Loss. All expenses related to defined benefit plans are recognised in the employee benefits expense in the Statement of Profit and Loss. When benefits of a plan are imporoved, the portion of the increased benefit related to past service by employees is recognised in Statement of Profit and Loss on a straight-line basis over the average period until the benefits become vested. The Company recognises gains and losses on the curtailment or settlement of a defined benefit plan when the curtailment or settlement occurs.

2.12 Inventories

Stock in trade

Inventories related to stock in trade are stated at the lower of cost and net realisable value. The value of stock has been specific to the order placed by the customer. The stock in trade comprises apparels, dresses and fashion accessories. Net realisable value is estimated selling price in the ordinary course of business less the estimated cost to sell.



Notes to financial statements for the year ended March 31, 2016

2.13 Earning per share (EPS)

Basic EPS

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

Diluted EPS

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

2.14 Taxes on income

Income-tax expense comprises current tax (i.e. amount of tax for the period determined in accordance with the income-tax law) and deferred tax charge or credit (reflecting the tax effects of timing differences between accounting income and taxable income for the period). Income-tax expense is recognised in profit or loss except that tax expense related to items recognised directly in reserves is also recognised in those reserves.

Current tax is measured at the amount expected to be paid to (recovered from) the taxation authorities, using the applicable tax rates and tax laws. Deferred tax is recognised in respect of timing differences between taxable income and accounting income i.e. differences that originate in one period and are capable of reversal in one or more subsequent periods. The deferred tax charge or credit and the corresponding deferred tax liabilities or assets are recognised using the tax rates and tax laws that have been enacted or substantively enacted by the balance sheet date. Deferred tax assets are recognised only to the extent there is reasonable certainty that the assets can be realised in future; however, where there is unabsorbed depreciation or carried forward loss under taxation laws, deferred tax assets are recognised only if there is a virtual certainty supported by convincing evidence that sufficient future taxable income will be available against which such deferred tax assets can be realised. Deferred tax assets are reviewed as at each balance sheet date and written down or written-up to reflect the amount that is reasonably/virtually certain (as the case may be) to be realised.

2.15 Cash and cash equivalents

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



Notes to financial statements for the year ended March 31, 2016

3. Share capital	(Amou	int in Rupees million)
Calaboration and the Control of the	As at	
	March 31, 2016	March 31, 2015
Authorised shares		
3,300,000 Equity shares (Previous year 3,300,000 Equity shares) of Rs.10 each	33.00	33.00
Issued, subscribed and fully paid-up		
141,862 Equity shares (Previous year 133,517 Equity shares) of Rs.10 each	1.42	1.34
Total issued, subscribed and fully paid-up share capital	1.42	1.34

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

(Amount	113	Runees	million	excent	numbe	r of shares

Fit \$1	As at	As at March 31, 2016		March 31, 2015
Equity Shares	Numbers	Rs in millions	Numbers	Rs in millions
Opening balance	133,517	1.34	84,910	0.85
Issued during the year	8,345	0.08	48,607	0.49
Outstanding at the end of the year	141,862	1.42	133,517	1.34

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

		(Amount in r	cupces mimon except	number of shares)
	As at 1	As at March 31, 2016		March 31, 2015
	Numbers	Rs in millions	Numbers	Rs in millions
Equity shares of Rs. 10 each fully paid held by:				
NDTV Worldwide Limited, fellow subsidiary	20,000	0.20	20,000	0.20
NDTV Convergence Limited, fellow subsidiary	32,314	0.32	32,314	0.32
NDTV Lifestyle Holdings Limited, fellow subsidiary	61,123	0.61	61,123	0.61

(Amount in Rupees million except number of shares				
As at M	As at March 31, 2016		arch 31, 2015	
Numbers	% holding	Numbers	% holding	
20,000	14.10%	20,000	14.98%	
32,314	22.78%	32,314	24.20%	
61,123	43.09%	61,123	45.78%	
9,000	6.34%	9,000	6.74%	
8,345	5.88%	-	8	
	20,000 32,314 61,123 9,000	As at March 31, 2016 Numbers % holding 20,000 14.10% 32,314 22.78% 61,123 43.09% 9,000 6.34%	As at March 31, 2016 As at M Numbers % holding Numbers 20,000 14.10% 20,000 32,314 22.78% 32,314 61,123 43.09% 61,123 9,000 6.34% 9,000	

(d) Rights, preferences and restriction attached to equity shares

The Company has a single class of equity shares. Accordingly, all equity shares rank equally with regard to dividends and share in the Company's residual assets. The equity shares are entitled to receive dividend as declared from time to time. The voting rights of an equity shareholder on a poll (not on show of hands) are in proportion to its share of the paid-up equity capital of the Company. Voting rights cannot be exercised in respect of shares on which any call or other sums presently payable have not been paid. Failure to pay any amount called up on shares may lead to forfeiture of the shares. On winding up of the Company, the holders of equity shares will be entitled to receive the residual assets of the Company in proportion to the number of equity shares held.

4. Reserves and surplus		(Amou	nt in Rupees million)
	7.1.5(1.2.8)	As at	
		March 31, 2016	March 31, 2015
Securities premium account		7.3 (1.04) (1.04)	
Balance as at the beginning of the year		530.38	179.75
Addition during the year		314.98	350.63
Closing balance		845.36	530.38
Deficit in the Statement of Profit and Loss			
Balance as at the beginning of the year		(404.53)	(248.84)
Loss for the year		(140.47)	(155.69)
		(545.00)	(404.53)
Total Reserves and surplus		300.36	125.85



Net block As at March 31, 2015 As at March 31, 2014

Notes to financial statements for the year ended March 31, 2016

	t in Rupees million)					Long term provisions
		As at				
	March 31, 2015	March 31, 2016				ovision for employee benefits
	0.53	0.73				ovision for gratuity (refer note 27)
	0.53	0.73				armon ter grammy (tere more 21)
	t in Rupees million)	(Amount				Trade payables
	March 31, 2015	March 31, 2016				
	_	_			s and small enterprises: (refer note 32)	rade payables -total outstanding dues of micro enterpri
	118.00	123.60		es .		-total outstanding dues of creditors other
	118.00	123.60				
	t in Rupees million)					Other current liabilities
	March 31, 2015	As at March 31, 2016				
	March 51, 2015	March 51, 2010				
	12.10	2.50				ook overdraft
	0.76 18.56	0.59 10.07				nployee benefit payable dvances from customers
	1.93	1.92				atutory dues payable
	33.35	12.58				
Supees millio	(Amount in Ru Vehicles	Furniture and fixtures	Office equipments	Computers	Plant and	Tangible assets
		Furniture and fixtures	Office equipments	Computers	Plant and machinery	Tangible assets
To:	Vehicles -	4.65	3.51	6.55	machinery 7.85	ross block s at April 1, 2015
22.5 10.5	Vehicles - 9.11	4.65	3.51 0.22	6.55 1.26	7.85	ross block s at April 1, 2015 Iditions
To:	Vehicles -	4.65	3.51	6.55	machinery 7.85	ross block s at April 1, 2015
22.5 10.5	Vehicles - 9.11	4.65	3.51 0.22	6.55 1.26	7.85	ross block s at April 1, 2015 Iditions
22.5 10.5 33.1	Vehicles - 9.11 9.11	4.65 - 4.65	3.51 0.22 3.73	6.55 1.26 7.81	7.85 - 7.85	ross block s at April 1, 2015 Iditions s at March 31, 2016 epreciation s at April 1, 2015
22.5 10.5 33.1	Vehicles 9.11 9.11	4.65 - 4.65	3.51 0.22 3.73	6.55 1.26 7.81	7.85 - 7.85	ross block s at April 1, 2015 dditions s at March 31, 2016 epreciation
22.5 10.5 33.1 6.2 5.3	Vehicles - 9.11 9.11 - 1.16	4.65 - 4.65 1.54 0.90	3.51 0.22 3.73	6.55 1.26 7.81	7.85 7.85 1.84	ross block s at April 1, 2015 dditions s at March 31, 2016 epreciation s at April 1, 2015 large for the year s at March 31, 2016
22.5 10.5 33.1 6.2 5.3	Vehicles - 9.11 9.11 - 1.16	4.65 - 4.65 1.54 0.90	3.51 0.22 3.73	6.55 1.26 7.81	7.85 7.85 1.84	ross block s at April 1, 2015 iditions s at March 31, 2016 epreciation s at April 1, 2015 harge for the year
22.5 10.5 33.1 6.2 5.3 11.5	Vehicles - 9.11 9.11 - 1.16 1.16	4.65 - 4.65 1.54 0.90 2.44	3.51 0.22 3.73 1.30 0.82 2.12	1.57 1.34 2.91	7.85 7.85 1.84 1.11 2.95	ross block s at April 1, 2015 Iditions s at March 31, 2016 epreciation s at April 1, 2015 harge for the year s at March 31, 2016
22.5 10.5 33.1 6.2 5.3 11.5	Vehicles - 9.11 9.11 - 1.16 1.16	4.65 4.65 1.54 0.90 2.44 2.21 3.11	3.51 0.22 3.73 1.30 0.82 2.12	1.57 1.34 2.91 4.90	7.85 7.85 7.85 4.90 6.01	ross block s at April 1, 2015 dditions s at March 31, 2016 epreciation s at April 1, 2015 harge for the year s at March 31, 2016 et block s at March 31, 2016
22.5 10.5 33.1 6.2 5.3 11.5	Vehicles - 9.11 9.11 - 1.16 1.16 7.95	4.65 	3.51 0.22 3.73 1.30 0.82 2.12	6.55 1.26 7.81 1.57 1.34 2.91	7.85 7.85 7.85 1.84 1.11 2.95	ross block s at April 1, 2015 dditions s at March 31, 2016 epreciation s at April 1, 2015 harge for the year s at March 31, 2016 et block s at March 31, 2016 s at March 31, 2016 s at March 31, 2016
22.5 10.5 33.1 6.2 5.3 11.5	Vehicles - 9.11 9.11 - 1.16 1.16 7.95 - Total	4.65	3.51 0.22 3.73 1.30 0.82 2.12	6.55 1.26 7.81 1.57 1.34 2.91 4.90 4.98	7.85 7.85 7.85 1.84 1.11 2.95 4.90 6.01 Plant and machinery	ross block s at April 1, 2015 diditions s at March 31, 2016 epreciation s at April 1, 2015 large for the year s at March 31, 2016 et block s at March 31, 2016 s at March 31, 2015 ross block
22.5 10.5 33.1 6.2 5.3 11.5	Vehicles - 9.11 9.11 - 1.16 1.16 7.95 - Total	4.65 4.65 1.54 0.90 2.44 2.21 3.11 Furniture and fixtures	3.51 0.22 3.73 1.30 0.82 2.12	6.55 1.26 7.81 1.57 1.34 2.91 4.90 4.98 Computers	7.85 7.85 7.85 1.84 1.11 2.95 4.90 6.01 Plant and machinery 7.71	ross block s at April 1, 2015 dditions s at March 31, 2016 epreciation s at April 1, 2015 large for the year s at March 31, 2016 et block s at March 31, 2016 s at March 31, 2015 ross block s at April 1, 2015
22.5 10.5 33.1 6.2 5.3 11.5	Vehicles - 9.11 9.11 - 1.16 1.16 7.95 - Total	4.65	3.51 0.22 3.73 1.30 0.82 2.12 1.61 2.21 Office equipments	6.55 1.26 7.81 1.57 1.34 2.91 4.90 4.98	7.85 7.85 7.85 1.84 1.11 2.95 4.90 6.01 Plant and machinery	ross block s at April 1, 2015 diditions s at March 31, 2016 epreciation s at April 1, 2015 large for the year s at March 31, 2016 et block s at March 31, 2016 s at March 31, 2015 ross block
22.5 10.5 33.1 6.2 5.3 11.5	Vehicles	4.65 4.65 1.54 0.90 2.44 2.21 3.11 Furniture and fixtures	3.51 0.22 3.73 1.30 0.82 2.12 0ffice equipments	6.55 1.26 7.81 1.57 1.34 2.91 4.90 4.98 Computers	7.85 7.85 7.85 1.84 1.11 2.95 4.90 6.01 Plant and machinery 7.71 0.14	ross block s at April 1, 2015 Iditions s at March 31, 2016 spreciation s at April 1, 2015 parge for the year s at March 31, 2016 set block s at March 31, 2016 s at March 31, 2016 s at March 31, 2016 s at March 31, 2015
22.5 10.5 33.1 6.2 5.3 11.5	Vehicles	4.65 4.65 1.54 0.90 2.44 2.21 3.11 Furniture and fixtures 4.62 0.03 4.65	3.51 0.22 3.73 1.30 0.82 2.12 1.61 2.21 Office equipments 3.51 - 3.51	6.55 1.26 7.81 1.57 1.34 2.91 4.90 4.98 Computers 5.80 0.75 6.55	7.85 7.85 7.85 7.85 1.84 1.11 2.95 4.90 6.01 Plant and machinery 7.71 0.14 7.85	ross block s at April 1, 2015 Iditions s at March 31, 2016 spreciation s at April 1, 2015 large for the year s at March 31, 2016 set block s at March 31, 2016 s at March 31, 2015 ross block s at April 1, 2015 s at March 31, 2015 ross block s at April 1, 2014 ditions s at March 31, 2015 spreciation s at April 1, 2014
22.5 10.5 33.1 6.2 5.3 11.5	Vehicles	4.65 4.65 1.54 0.90 2.44 2.21 3.11 Furniture and fixtures 4.62 0.03 4.65	3.51 0.22 3.73 1.30 0.82 2.12 1.61 2.21 Office equipments 3.51 - 3.51	6.55 1.26 7.81 1.57 1.34 2.91 4.90 4.98 Computers 5.80 0.75 6.55	7.85 7.85 7.85 7.85 1.84 1.11 2.95 4.90 6.01 Plant and machinery 7.71 0.14 7.85	ross block s at April 1, 2015 dditions s at March 31, 2016 epreciation s at April 1, 2015 large for the year s at March 31, 2016 et block s at March 31, 2016 s at March 31, 2015 ross block s at April 1, 2015 ross block s at April 1, 2014 dditions s at March 31, 2015 epreciation



4.98 5.22

6.01 6.95 2.21

3.11 3.98

16.31 19.12

Notes to financial statements for the year ended March 31, 2016

9. Intangible assets			Rupees million)
	Website	Computer	Total
	The same of the sa	software	
Gross block	2.00		
As at April 1, 2015	* 3.00	2.44	5.44
Additions			
As at March 31, 2016	3.00	2.44	5.44
Amortisation			
As at April 1, 2015	1.59	2.26	3.85
Charge for the year	1.02	0.18	1.20
As at March 31, 2016	2.61	2.44	5.05
Net block			
As at March 31, 2016	0,39	0.00	0.39
As at March 31, 2015	1.41	0.18	1.59
	Website	Computer	Total
		software	
Gross block		software	
Gross block As at April 1, 2014	3,00	software 2.44	5.44
	3.00		5.44
As at April 1, 2014	3.00 - 3.00		
As at April 1, 2014 Addition	-	2.44	
As at April 1, 2014 Addition As at March 31, 2015	-	2.44	5.44
As at April 1, 2014 Addition As at March 31, 2015 Amortisation	3.00	2.44	5.44
As at April 1, 2014 Addition As at March 31, 2015 Amortisation As at April 1, 2014	3.00	2.44 - 2.44 0.78	5.44 1.36 2.49
As at April 1, 2014 Addition As at March 31, 2015 Amortisation As at April 1, 2014 Charge for the year	3.00 0.58 1.01 1.59	2.44 - 2.44 0.78 1.48 2.26	5.44 - 5.44 1.36 2.49 3.85
As at April 1, 2014 Addition As at March 31, 2015 Amortisation As at April 1, 2014 Charge for the year As at March 31, 2015	3,00 0.58 1.01	2.44 - 2.44 0.78 1.48	5.44 1.36 2.49

10.	Non-current investments	(Amou	int in Rupees million)	
		As at		
		March 31, 2016	March 31, 2015	
Trade	Investments (valued at cost unless stated otherwise)			
Unquot	ed			
Investn	nent in subsidiaries			
Indianro	oots Retail Private Limited (Formerly JA Ethnic Retail Private Limited)	0.10	0.10	
-10,0	00 (Previous Year 10,000) Equity Shares of Rs.10 each fully paid up			
		0.10	0.10	
Aggrega	ate amount of unquoted investments	0.10	0.10	
11.	Deferred tax asset	(Amount in Rupees millio		
		March 31, 2016	March 31, 2015	
Deferm	ed tax liability	Water 31, 2010	Water 31, 2013	
Fixed as	see tax maining ssets: Impact of difference between tax depreciation and depreciation/ amortisation charged for the I reporting	(0.50)	(0.34)	
	ed tax liability (A)	(0.50)	(0.34)	
Deferr	ed tax asset			
	orward losses and unabsorbed depreciation	0.50	0.34	
	ed tax asset (B)	0,50	0.34	
Net def	erred tax asset (A+B)*		-	

^{*} In view of carry forward tax loss / unabsorbed depreciation and absence of virtual certainty supported by convincing evidence that sufficient future taxable income will be available against which deferred tax assets can be realised, the Company has recognised deferred tax asset only to the extent of the deferred tax liability.



Notes to financial statements for the year ended March 31, 2016

12.	Loans and advances		

	As at		As at	
	March 31, 2016	March 31, 2015	March 31, 2016	March 31, 2015
	Long-term		Short-term	
Unsecured and considered good, unless otherwise stated				
Security deposit	0.15	8.31	4.82	
Advances recoverable in cash or kind *	-	129.77	97.87	3.60
Advance income-tax and tax deducted at source	9.06	7.41	-	0.42
Prepaid expense	-	-	0.99	0.59
Advances and imprest to employees			0.27	0.09
Payment gateway receivables			0.79	25.92
Due from government authorities			10.14	5.90
	9.21	145.49	114.88	36.52

^{*} Includes advance of Rs. 89.48 million (previous year Rs. 130.95) given to NDTV Convergence Limited, related party.

13.	Inventories (lower of cost and net realisable value)	(Amou	nt in Rupees million)
		As at	
		March 31, 2016	March 31, 2015
Stock-in	-trade (includes stock in transit Rs. 0.05 million (Previous year Rs. 1.10 million)*		
Apparels	3	1.41	3.28
Others		0.45	1.06
		1.86	4.34

* Net off provision for inventory of Rs. 2.67 million (Previous year Rs. Nil)

14. Trade receivables	(Amou	int in Rupees million)
	As at	
	March 31, 2016	March 31, 2015
Unsecured and considered good, unless otherwise stated	e	
Outstanding for a period exceeding six months from the date they are due for payment	218,96	23.25
Other receivables	64.54	32.70
	283,50	55,95

15. Other assets			(Amoun	t in Rupees million)	
	As at	As at		As at	
	March 31, 2016	March 31, 2015	March 31, 2016	March 31, 2015	
	Non-current		Current		
Unsecured, considered good unless stated otherwise					
Bank deposit due to mature after 12 months of reporting date	0.20	0.20			
Non-current bank balances (refer note 16)	0.20	0.20			
Others					
Interest accrued on fixed deposits	0.04	0.01	0.03	0.85	
	0.24	0.21	0.03	0.85	

16. Cash and bank balances	7		(Amoun	it in Rupees million)
	As at		As at	
	March 31, 2016	March 31, 2015	March 31, 2016	March 31, 2015
	Non-curi	rent	Curren	t
Cash and cash equivalents				
Cash in hand	E . €		0.07	0.01
Balances with banks:				
- On current accounts			6.64	-
	•		6.71	0.01
Other bank balances				
- Deposits due to mature within 12 months of reporting date			0.20	17.70
Amount disclosed under non-current assets (refer note 15)	0.20	0.20	38	********
- Deposits due to mature after 12 months of reporting date	(0.20)	(0.20)		-
	(#)		6.91	17.71

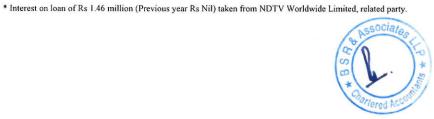


Notes to financial statements for the year ended March 31, 2016

	(Amount in Rupees mil		
	Year end		
Revenue from operations	March 31, 2016	March 31, 201	
Sale of goods*	73.81	122.6	
Sale of services	0.08	1.2	
Other operating revenue			
Shared service income	135.79	68.3	
	209.68	192.2	
* Includes prior period expense of Rs. 1.94 million (Previous year Rs. Nil)			
18. Other income	(Amor	unt in Rupees million	
one income	Year end		
	March 31, 2016	March 31, 2015	
Interest income on	Water 31, 2010	Water 51, 2015	
- Bank deposits	0.65	4.54	
- Others	0.03		
Foreign exchange fluctuation (net)	0.60		
Rental income	0.45	1.23	
Miscellaneous income	0.26	0.43	
	1.99	6.20	
9. Purchases of stock in trade			
7. Furchases of stock in trade	Year end	led	
	March 31, 2016	March 31, 2015	
Stock in trade Apparels	44.75	70.26	
Others	44.75	78.26	
ouers .	16.55 61.30	28.95 107.20	
	01,50	107.20	
0. Changes in inventory of stock in trade	(Amou	unt in Rupees million	
	Year end		
	March 31, 2016	March 31, 2015	
Stock at the beginning of the year	4.34	4.54	
Less: stock at the end of the year	1.86	4.34	
sess, stock at the end of the year	2.40	0.20	
cess, stock at the end of the year	2.48		
less. Stock at the end of the year	2.48		
		ınt in Rupees million)	
	(Amou	led	
Employee benefits expense Salaries, wages and other benefits	(Amou Year end	led March 31, 2015	
Employee benefits expense alaries, wages and other benefits Contribution to provident fund	(Amou Year end March 31, 2016	March 31, 2015	
	(Amot Year end March 31, 2016 31.67 1.77 1.62	March 31, 2015 28.30 1.71 1.29	
Employee benefits expense Salaries, wages and other benefits Contribution to provident fund	(Amou Year end March 31, 2016 31.67 1.77	March 31, 2015 28,30 1.71	



	Year end	ed
	March 31, 2016	March 31, 201
Rent	9.32	9.
Rates and taxes	1.84	1.
Electricity and water	1.89	1.
Printing and stationery	0.22	0.
Postage and courier	0.23	0.
Books, periodicals and news papers	0.16	0.
Local conveyance, travelling and taxi hire	6.91	11.:
Business promotion	0.23	0.3
	0.23	0.3
Repair and maintenance	0.75	0.4
Plant and machinery	0.75	0.0
Office maintenance	6.46	5.8
Auditor's remuneration*	0.70	0.0
nsurance	1.41	0.4
Website hosting and streaming	16.92	10.9
Communication	2.81	2.0
Vehicle maintenance	0.68	0.8
Software expense	2.42	2.3
Generator hire and running	0.34	0.3
Personnel security	1.19	1.1
Staff training	0.07	0.0
Legal, professional and consultancy	33.62	27.2
Manpower hire charges	32.21	24.9
Foreign exchange loss		2.0
Brokerage and commission		0.1
Bank charges	2.72	0.6
Payment gateway charges	5.09	7.5
Trade mark/Licence fee	0.46	0.9
Website maintenance charges	5.19	3.7
Miscellaneous	1.63	0.8
	135.47	119.1
* Auditor's remuneration	(Amou Year end	nt in Rupees million
	March 31, 2015	March 31, 2015
As auditors:		
Audit fee	0.65	0.5
Reimbursement of expenses:		
Out of pocket expenses	0.05	0.1
	0.70	0.6
23. Marketing, distribution and promotion expense	(Amou	nt in Rupees million
y	Year end	
	March 31, 2016	March 31, 201
Advertisement expense	43.01	26.28
Marketing expense		
Shipping expense	43.92	38.6
Shipping expense	22.85	24.9
	109.78	89,90
	109.78	
	109.78 (Amou	nt in Rupees million
	109.78	nt in Rupees million
24. Depreciation and amortisation expense	(Amount Year endomarch 31, 2016	nt in Rupees million ed March 31, 201
Depreciation and amortisation expense Depreciation of tangible assets	(Amoun Year end March 31, 2016	nt in Rupees million ed March 31, 201:
24. Depreciation and amortisation expense Depreciation of tangible assets	(Amour Year end- March 31, 2016 5.33 1.20	nt in Rupees million ed March 31, 2013 3.73 2.49
24. Depreciation and amortisation expense Depreciation of tangible assets	(Amoun Year end March 31, 2016	nt in Rupees million ed March 31, 2013 3.73 2.49
Depreciation and amortisation expense Depreciation of tangible assets Amortisation of intangible assets	(Amour Year end March 31, 2016 5.33 1.20 6.53	nt in Rupees million ed March 31, 2015 3.72 2.44 6.22
Depreciation and amortisation expense Depreciation of tangible assets Amortisation of intangible assets	(Amour Year end March 31, 2016 5.33 1.20 6.53	March 31, 2015 3.73 2.45 6.22 at in Rupees million
24. Depreciation and amortisation expense Depreciation of tangible assets Amortisation of intangible assets Finance costs	(Amount Year end March 31, 2016 5.33 1.20 6.53 (Amount March 31, 2016)	nt in Rupees million ed March 31, 2015 3.73 2.45 6.22 nt in Rupees million
Depreciation and amortisation expense Depreciation of tangible assets Amortisation of intangible assets Finance costs Interest on:	(Amour Year end: March 31, 2016 5.33 1.20 6.53 (Amour Year end: March 31, 2016	mt in Rupees million ed March 31, 2015 3.73 2.49 6.22 nt in Rupees million
Depreciation and amortisation expense Depreciation of tangible assets Amortisation of intangible assets Finance costs Interest on: -Intercompany loans*	(Amoun Year end- March 31, 2016 5.33 1.20 6.53 (Amoun Year end- March 31, 2016	March 31, 201: 3.7: 2.4: 6.2: at in Rupees millioned March 31, 201:
Depreciation and amortisation expense Depreciation of tangible assets Amortisation of intangible assets Finance costs Interest on:	(Amour Year end: March 31, 2016 5.33 1.20 6.53 (Amour Year end: March 31, 2016	mt in Rupees million ed March 31, 201 3.7 2.4 6.2 nt in Rupees millioned



Notes to financial statements for the year ended March 31, 2016

26. Loss per equity share (LPS)

(Amount in Rupees million except per share data)

	Year ended	
	March 31, 2016	March 31, 2015
Loss attributable to equity shareholders	(140.47)	(155.69)
Number of equity shares outstanding as at the beginning of the year (Nos)	133,517	84,910
Add: Equity shares issued during the year (Nos)	8,345	48,607
Number of equity shares outstanding at year end (Nos)	141,862	133,517
Weighted average number of equity shares outstanding during the year for basic loss per share (Nos.)	138,834	120,130
Weighted average number of equity shares outstanding during the year for diluted loss per share (Nos.)	138,834	120,130
Basic and diluted loss per equity share (Rs.)	(1,011.76)	(1,295.97)
Nominal value per share (Rs.)	10	10

27. Post-employment benefit plan (Gratuity)

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

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

	(Am	ount in Rupees million)
Particulars	As	at
	March 31, 2016	March 31, 2015
Changes in the present value of the obligation:		
Obligations at the beginning of the year	0.53	0.30
Service cost – Current	0.27	0.27
Interest cost	0.04	0.03
Actuarial (gain) / loss	(0.11)	(0.07)
Benefit paid	-	
Obligations at end of the year	0.73	0.53
	Year	ended
	March 31, 2016	March 31, 2015
Expenses recognised in the Statement of Profit and Loss		
Service cost - Current	0.27	0.27
Interest cost	0.04	0.03
Actuarial (gain) / loss	(0.11)	(0.07)
Net defined benefit obligations cost	0.20	0.23
	As	at
	March 31, 2016	March 31, 2015
The principal assumptions used in determining post-employment benefit obligations are shown		-
below:		
Discount rate	7.70%	7.90%
Future salary increases	5%	5%

Experience adjustment: (Amount in Rupe		ount in Rupees million)	
Particulars	March 31,		
	2016	2015	
(Gain) / Loss on plan liabilities	(0.13)	(0.13)	

The estimates of future salary increases, considered in the actuarial valuation, take account of inflation, seniority, promotion and other relevant factors such as supply and demand factors in the employment market. The demographic assumptions were as per the published rates of "Life Insurance Corporation of India (2006-08) Mortality Table (ultimate), which is considered a standard table.

Expected contribution to gratuity fund for next financial year is Rs.0.26 million (previous year Rs.0.39 million)

28. Operating lease

The Company has taken various commercial premises under non-cancellable operating leases. The rental expense for the current year, in respect of operating leases was Rs. 9.32 million (Previous year Rs. 9.36 million). The future minimum lease payments in respect of such leases are as follows:

	(Amou	(Amount in Rupees million)		
	As at	As at		
	March 31, 2016	March 31, 2015		
Within one year	2.73	8.92		
After one year and not more than five years	₩	2.73		
Total minimum lease payments	2.73	11,65		

Notes to financial statements for the year ended March 31, 2016

29. Related Party Transactions

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

I. Names of the related parties and nature of relationship

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

Key management personnel and their relatives

Saurav Banerjee Vikramaditya Chandra Shyatto Raha Director, Finance and Group CFO Director and Group Chief Executive Officer Managing Director

Disclosure of related party transactions

The following table provides the total amount of transactions that have been entered into with related parties, in the ordinary course of business for the year ended March 31, 2016.

			,							n Rupees million)
Nature of relationship / transaction	Ultimate hold			bsidiaries		sidiary		ment personnel		otal
	Year			ended		r ended		r ended		r ended
	March 31, 2016	March 31, 2015	March 31, 2016	March 31, 2015	March 31, 2016	March 31, 2015	March 31, 2016	March 31, 2015	March 31, 2016	March 31, 201
Reimbursement of expenses										
NDTV Convergence Limited			0.41	2.14					0.41	2.14
New Delhi Television Limited	0.17	0,06		-			-		0.17	0.06
Services availed of										
NDTV Convergence Limited			58.76	13.81					58.76	13.81
New Delhi Television Limited	0.61	8.01						140	0.61	8.01
NDTV Lifestyle Limited		-	0.45	-	-	-			0.45	
Shared service income										-
New Delhi Television Limited	1.67	1.15			-	*			1,67	1.15
Indianroots Retail Private Limited		-		-	134.12	67.25	-		134.12	67.25
Shared service cost										
New Delhi Television Limited	4.21	2.60					-		4.21	2.60
NDTV Worldwide Limited			3.41	3.14	-				3.41	3.14
Rental Income										
New Delhi Television Limited	0.45	1.23	-	-					0.45	1.23
Trade Mark / Royalty Fees										
New Delhi Television Limited	0.44	0.90	-	-					0.44	0.90
Collection received on behalf of others										
Indianroots Retail Private Limited					48.19	73.06		-	48.19	73.06
Payment against collection received on behalf of others										
Indianroots Retail Private Limited				-	120.02	64,50	-		120.02	64.50
Assignment of security deposit										1
Indianroots Retail Private Limited			-			0.58			-	0.58
Loan received				50000						
NDTV Worldwide Limited			30.00	-	-		-	-	30,00	-
Loan paid						,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,				
NDTV Worldwide Limited			30,00						30,00	
Interest paid										
NDTV Worldwide Limited	-		1.46	-	-	-	-	-	1.46	
Paid on behalf of others				1						
Indianroots Retail Private Limited		-	(**)	-		0.09			-	0.09
Equity share capital issued										
NDTV Lifestyle Holding Limited			-	0.08			-			0.08
Security premium										
NDTV Lifestyle Holding Limited		-		350.63				-		350.63
Balance at the year end	As		As			s at		s at	A	s at
	March 31, 2016	March 31, 2015	March 31, 2016	March 31, 2015	March 31, 2016	March 31, 2015	March 31, 2016	March 31, 2015	March 31, 2016	March 31, 2015
Trade payables	41.71	31.42	34,47	29.12				-	76.18	60.54
Trade receivables				•	283.39	59.56			283.39	59.56
Other receivables/Loans and advances	-	-	89.48	130.95	*				89.48	130.95
Other payables						4				
Particulars	Year e		Year			ended		ended	Year	ended
	March 31, 2016	March 31, 2015	March 31, 2016	March 31, 2015	March 31, 2016	March 31, 2015	March 31, 2016	March 31, 2015	March 31, 2016	March 31, 2015
Remuneration to key managerial personnel										
Shyatto Raha				i i			0.04		0.04	-



Notes to financial statements for the year ended March 31, 2016

30.	Expenditure in foreign currency	(Amount in Rupees million)			
		Year end	led		
		March 31, 2016	March 31, 2015		
Websit	ite hosting and streaming charges	11.61	8.78		
Other e	expenses	2.45	3.30		
		14.06	12.08		

31. Earnings in foreign currency	(Amount in Rupees million			
	Year end	ed		
	March 31, 2016	March 31, 2015		
Sale of goods	73.81	122,63		
Sale of services	<u> </u>	1.24		
Total	73.81	123.87		

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

(Amount in Runees million)

		nount in Rupees mino
Particulars	Particulars As:	at
Tarnemary	March 31, 2016	March 31, 2015
(a) The amounts remaining unpaid to micro, small and medium enterprises as at the end of the year		
- Principal	Nil	Nil
- Interest	Nil	Nil
(b) The amount of interest paid by the buyer as per the Micro Small and Medium Enterprises Development Act, 2006.	Nil	Nil
(c) The amounts of the payments made to micro and small suppliers beyond the appointed day during each accounting year.	Nil	Nil
(d) 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 Enterprises Development Act, 2006.	Nil	Nil
(e) The amount of interest accrued and remaining unpaid at the end of each accounting year.	Nil	Nil
(f) The amount of further interest remaining due and payable even in the succeeding years, until such date when the interest dues as above are actually paid to the small enterprise for the purpose of disallowance as a deductible expenditure under the Micro Small and Medium Enterprises Development Act, 2006.	Nil	Nil

33. Unhedged foreign currency exposure

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

	As at Ma	rch 31, 2016	As at March 31, 2015		
Particulars	Amount in Foreign Currency (in million)	Amount in Rupees million	Amount in Foreign Currency (in million)	Amount in Rupees million	
Receivables					
USD	0.10	6.40	0.10	6.13	
Payables				75.15	
USD	0.37	24.71	0.06	3,62	
Loans and advances - Security deposit					
USD	_	_	0.05	3,38	

34. Segment Information

The Company operates in a single primary segment of e-commerce selling outside India. Accordingly, there is no separate reportable segment.



Notes to financial statements for the year ended March 31, 2016

35. Previous year figures

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

As per our report of even date attached.

For BSR & Associates LLP

Chartered Accountants

Firm Registration No. 116231W / W-100024

Sd/-

Rakesh Dewan

Partner

Membership Number: 092212

Place : Gurgaon Date : May 5, 2016 For and on behalf of Board of Directors of NDTV Ethnic Retail Limited

Sd/-

Saurav Banerjee

Director, NDTV Ethnic Retail Limited Director, Finance and Group CFO Sd/-

Shyatto Raha Managing Director

Vikramaditya Chandra Group Chief Executive Officer

Place : New Delhi Date : May 4, 2016