



# Aditya Consumer Marketing Limited

CIN : L52190BR2002PLC009872  
An ISO 9001:2015 Certified Company  
a BSE Listed Company

## Go SUPER MARKET

### Patna

- Bandar Bagicha
  - S K Puri
  - Kankar Bagh
  - Ashiana Nagar
  - Patna City
  - Anisabad
- ### Gaya
- Gaya College Road

## Go Salon

### For Ladies

### Patna

- Bandar Bagicha
  - S K Puri
  - Kankar Bagh
  - Ashiana Nagar
  - Patna City
  - Rajendra Nagar
  - Anisabad
- ### Gaya
- Gaya College Road

### For Gents

### Patna

- Bandar Bagicha
- S K Puri
- Ashiana Nagar
- Patna City
- Rajendra Nagar



## Banquet & Conference Hall

### Patna

- Bandar Bagicha
  - Kankar Bagh
- ### Gaya
- Gaya College Road

## Yo!China

### Patna

- Bandar Bagicha
  - Ashiana Nagar
  - Patna City
- ### Gaya
- Gaya College Road



- S K Puri
- Kadam Kuan
- Mumbai

Date: 06<sup>th</sup> November, 2020

### BSE Limited

Phiroze Jeejeebhoy Towers  
Dalal Streets  
Mumbai-400001  
Scrip Code: 540146

### Sub:- Outcome Of Board Meeting and Submission of Unaudited Financial Results for the Half Year Ended September 30, 2020

Dear Sir(s),

In Compliance of Regulation 30 and 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 we wish to inform you that the Board of Directors of the Company in its meeting held on 06<sup>th</sup> November, 2020 has considered and approved the Unaudited Financial Results for the half year ended 30<sup>th</sup> September, 2020.

A copy of the Unaudited Financial Results along with Limited Review Report is annexed for your reference.

The meeting of the Board of Directors commenced at 04:00 PM and Concluded at 07:00 PM.

This is for your information and record.

Thanking you,

For Aditya Consumer Marketing Limited

For Aditya Consumer Marketing Limited

*Hridaya Narayan Tiwari*

Company Secretary

Hridaya Narayan Tiwari  
Company Secretary

Encl: as above



Registered Office : Lower Ground & Ground Floor, Aditya House, M-20, Road No. 26, S.K. Nagar, Patna - 800 001 INDIA

T : +91 612 25206 74/854, E : anil.cfo@aditya-patna.com

website : www.adityaconsumer.com

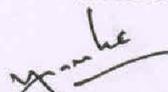
GSTIN : 10AAECA2473N1ZT

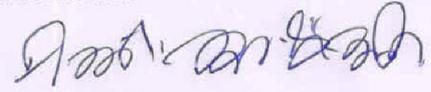
**ADITYA CONSUMER MARKETING LIMITED**  
**CIN - L52190BR2002PLC009872**  
**FINANCIAL RESULTS FOR THE YEAR ENDED**

(Amount in Rs.)

Standalone Statement of Assets and Liabilities	As on	
	30.09.2020	31.03.2020
<b>I EQUITY AND LIABILITIES</b>		
<b>1 Shareholders' funds</b>		
(a) Share capital	14,63,38,870.00	14,63,38,870.00
(b) Reserves and surplus	9,17,07,830.32	11,55,63,647.32
(c) Money received against share warrants		
<b>2 Share application money pending allotment</b>		
<b>3 Non-current liabilities</b>		
(a) Long-term Borrowings	4,88,47,229.66	4,39,89,583.15
(b) Deferred tax liabilities (net)	71,77,712.00	70,85,362.00
(c) Other long-term liabilities	6,00,000.00	6,00,000.00
(d) Long-term provisions		
<b>4 Current liabilities</b>		
(a) Short-term borrowings	5,98,59,123.46	4,26,71,244.93
(b) Trade payables		
(i) total outstanding dues of micro enterprises and small enterprises: and		
(ii) total outstanding dues of creditors other than micro enterprises and small enterprises	2,74,26,878.00	2,05,47,710.63
(c) Other current liabilities		
(d) Short-term provisions		13,33,689.00
<b>TOTAL</b>	38,19,57,643.44	37,81,30,107.03
<b>II ASSETS</b>		
<b>1 Non-current assets</b>		
(a) Property, Plant & Equipments		
(i) Tangible assets	18,45,74,256.25	19,22,44,149.49
(ii) Intangible assets		
(iii) Capital work-in-progress		
(iv) Intangible assets under development		
(v) Fixed assets held for Sale		
(b) Non-current investments		
(c) Deferred tax assets (net)		
(d) Long-term loans and advances		
(e) Other non-current assets	10,50,000.00	14,00,000.00
<b>2 Current assets</b>		
(a) Current investments		
(b) Inventories	10,01,58,899.00	10,74,15,727.87
(c) Trade receivables	42,38,805.19	46,39,035.14
(d) Cash and cash equivalents	7,03,37,125.20	3,07,28,955.30
(e) Short-term loans and advances	2,15,98,557.80	4,17,02,239.23
(f) Other current assets		
<b>TOTAL</b>	38,19,57,643.44	37,81,30,107.03

For Aditya Consumer Marketing Limited  
CIN-L52190BR2002PLC009872

  
Ashokardhan Sinha  
(Managing Director)

  
Anil Kumar Singh  
(Chief Financial Officer)

Place : Patna  
Date : 06th November, 2020

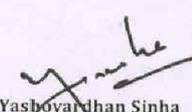
DIN - 01636599

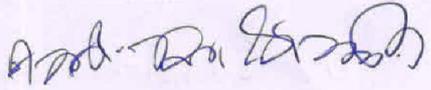
**ADITYA CONSUMER MARKETING LIMITED**  
CIN - L52190BR2002PLC009872  
**FINANCIAL RESULTS FOR THE YEAR ENDED**

(Amount in Rs.)

Particulars	Half Year Ended Results on		Year Ended Results	
	30.09.2020	30.09.2019	31.03.2020	31.03.2019
I Revenue from operations (Gross)	49,40,28,304.16	44,46,99,020.36	93,12,25,191.47	84,17,82,292.45
Less: Taxes	-5,05,87,699.66	-4,74,35,553.21	-9,79,57,635.50	-7,28,32,036.48
Revenue from operations (Net)	<b>44,34,40,604.50</b>	<b>39,72,63,467.15</b>	<b>83,32,67,555.97</b>	<b>76,89,50,255.97</b>
II Other income	7,85,998.00	7,39,656.00	13,71,855.00	10,36,936.00
III Total revenue (I+II)	<b>44,42,26,602.50</b>	<b>39,80,03,123.15</b>	<b>83,46,39,410.97</b>	<b>76,99,87,191.97</b>
IV Expenses				
(a) Cost of materials consumed				
(b) Purchases of stock-in-trade	35,04,60,946.63	29,41,40,504.61	56,70,91,971.96	56,77,26,582.00
(c) Changes in inventories of finished goods, work-in-progress and stock-in-trade	72,56,828.87	-61,15,376.54	-15,47,364.59	-1,23,17,030.28
(d) Employee benefits expense	4,73,15,885.00	4,41,48,220.00	14,52,55,404.00	8,74,40,847.43
(e) Finance costs	40,48,467.00	35,44,281.61	71,59,448.61	75,68,182.64
(f) Depreciation and amortisation expense	94,00,826.00	74,60,616.00	1,86,37,214.00	1,43,62,214.00
(g) Operating & Other expenses	4,96,89,897.00	2,85,42,274.50	7,37,74,781.18	5,43,99,571.00
Total expenses	<b>46,81,72,850.50</b>	<b>37,17,20,520.18</b>	<b>81,03,71,455.16</b>	<b>71,91,80,366.79</b>
V Profit / (Loss) before exceptional and extraordinary items and tax (III - IV)	-2,39,46,248.00	2,62,82,602.97	2,42,67,955.81	5,08,06,825.18
VI Exceptional Items	-	-	-1,90,80,170.00	-
VII Profit / (Loss) before extraordinary items and tax (V ± VI)	-2,39,46,248.00	2,62,82,602.97	51,87,785.81	5,08,06,825.18
VIII Extraordinary items	-	-	-	-
IX Profit / (Loss) before tax (VII ± VIII)	-2,39,46,248.00	2,62,82,602.97	51,87,785.81	5,08,06,825.18
X Tax expense:				
(a) Current Tax	-	63,08,443.00	13,33,689.00	1,29,55,822.00
(b) Deferred tax	92,350.00	1,33,770.00	1,02,387.00	11,01,529.00
	<b>92,350.00</b>	<b>64,42,213.00</b>	<b>14,36,076.00</b>	<b>1,40,57,351.00</b>
XI Profit/(Loss) from continuing operations (IX ± X)	-2,40,38,598.00	1,98,40,389.97	37,51,709.81	3,67,49,474.18
XII Profit / (Loss) from discontinuing operations	-	-	-	-
XIII Tax expense of discontinuing operations	-	-	-	-
XIV Profit / (Loss) from discontinuing operations (after tax) (XII-XIII)	-	-	-	-
XV Profit / (Loss) for the Period (XI ± XIV)	-2,40,38,598.00	1,98,40,389.97	37,51,709.81	3,67,49,474.18
XVI i. Earnings per share (before extraordinary items)				
(a) Basic	-1.64	1.36	0.26	2.04
(b) Diluted	-1.64	1.36	0.26	2.04
ii. Earnings per share (after extraordinary items)				
(a) Basic	-1.64	1.36	0.26	2.04
(b) Diluted	-1.64	1.36	0.26	2.04

For ADITYA CONSUMER MARKETING LIMITED  
CIN - L52190BR2002PLC009872

  
Yashvardhan Sinha  
(Managing Director)  
DIN - 01636599

  
Anil Kumar Singh  
(Chief Financial Officer)

Place : Patna  
Date: 06th November, 2020

**Aditya Consumer Marketing Limited**  
Cash Flow Statement for the period ending

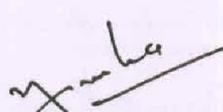
	<b>30.09.2020</b>	<b>31.03.2020</b>
<b>Cash flows from operating activities</b>		
Profit before taxation	-2,39,46,248.00	51,87,785.81
<b>Adjustments for:</b>		
Depreciation	94,00,826.00	1,86,37,214.00
Investment income	-7,85,998.00	-13,71,855.00
Interest expense	40,48,467.00	71,59,448.61
IPO Issue Expenses W/off	3,50,000.00	7,00,000.00
Profit / (Loss) on the sale of property, plant & equipment		-
<b>Working capital changes:</b>		
(Increase) / Decrease in trade and other receivables	2,05,03,911.38	1,03,78,119.35
(Increase) / Decrease in inventories	72,56,828.87	-15,47,364.59
Increase / (Decrease) in trade payables	2,40,67,045.90	12,88,335.66
Cash generated from operations	4,08,94,833.15	4,04,31,683.84
Interest paid	-40,48,467.00	-71,59,448.61
Income taxes paid	-11,50,908.00	-1,29,55,830.00
Dividends paid		
<b>Net cash from operating activities</b>	<b>3,56,95,458.15</b>	<b>2,03,16,405.23</b>
<b>Cash flows from investing activities</b>		
Business acquisitions, net of cash acquired		-
Purchase of property, plant and equipment	-17,30,932.76	-4,50,00,000.00
Proceeds from sale of equipment		-
Long Term Investment		-
Investment income	7,85,998.00	13,71,855.00
<b>Net cash used in investing activities</b>	<b>-9,44,934.76</b>	<b>-4,36,28,145.00</b>
<b>Cash flows from financing activities</b>		
Proceeds from issue of share capital including Premium		-
Proceeds from long-term borrowings	48,57,646.51	1,86,35,563.71
Payment of long-term borrowings		-
<b>Net cash used in financing activities</b>	<b>48,57,646.51</b>	<b>1,86,35,563.71</b>
<b>Net increase in cash and cash equivalents</b>	<b>3,96,08,169.90</b>	<b>-46,76,176.06</b>
<b>Cash and cash equivalents at beginning of period</b>	<b>3,07,28,955.30</b>	<b>3,54,05,131.36</b>
<b>Cash and cash equivalents at end of period</b>	<b>7,03,37,125.20</b>	<b>3,07,28,955.30</b>

Place-Patna

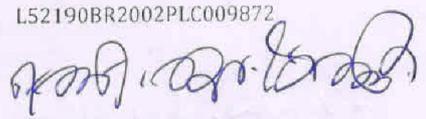
Date- 06th November, 2020

For Aditya Consumer Marketing Limited

L52190BR2002PLC009872

  
Yashovardhan Sinha  
(Managing Director)

01636599

  
Anil Kumar Singh  
(Chief Financial Officer)

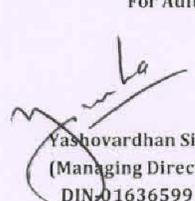
ADITYA CONSUMER MARKETING LIMITED  
CIN-L52190BR2002PLC009872  
SEGMENTAL RESULTS FOR THE YEAR ENDED

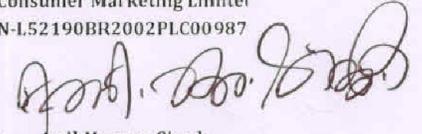
(Rs. In lakhs)

Particulars	Half-Year Ended Results on		Year Ended results	
	30.09.2020	30.09.2019	31.03.2020	31.03.2019
<b>1 Segment Revenue</b> (net sale/income from each segment should be disclosed)				
1 SALON	63.64	294.79	617.50	662.55
2 FOOD & BEVERAGES	290.44	762.66	1,508.22	1,434.72
3 RETAIL STORE	4,080.33	2,915.18	6,206.96	5,592.23
<b>Total segment revenue</b>	<b>4,434.41</b>	<b>3,972.63</b>	<b>8,332.68</b>	<b>7,689.50</b>
<b>Less: Inter segment revenue</b>				
<b>Revenue from operations</b>	<b>4,434.41</b>	<b>3,972.63</b>	<b>8,332.68</b>	<b>7,689.50</b>
<b>2 Segment Result</b> Profit (+) / Loss (-) before tax and interest from each segment				
1 SALON	(4.03)	22.16	27.08	41.04
2 FOOD & BEVERAGES	(18.34)	35.37	40.57	65.52
3 RETAIL STORE	(257.57)	240.73	55.82	477.19
<b>Total Profit before tax</b>	<b>(279.94)</b>	<b>298.26</b>	<b>123.47</b>	<b>583.75</b>
i. Finance cost	40.48	35.44	71.59	75.68
ii. Other unallocable expenditure net off unallocable income				
<b>Profit before tax</b>	<b>(239.46)</b>	<b>262.82</b>	<b>51.88</b>	<b>508.07</b>
<b>3 (Segment Asset - Segment Liabilities)</b> <b>Segment Asset</b>				
1 SALON	466.05	414.87	485.41	579.40
2 FOOD & BEVERAGES	560.18	498.66	583.46	696.42
3 RETAIL STORE	819.51	729.51	853.56	1,018.83
<b>Total Segment Assets</b>	<b>1,845.74</b>	<b>1,643.04</b>	<b>1,922.43</b>	<b>2,294.65</b>
<b>Un-allocable Assets</b>				
<b>Net Segment Assets</b>	<b>1,845.74</b>	<b>1,643.04</b>	<b>1,922.43</b>	<b>2,294.65</b>
<b>4 Segment Liabilities</b> <b>Segment Liabilities</b>				
1 SALON	725.72	719.63	233.03	25.70
2 FOOD & BEVERAGES	878.50	871.13	286.23	59.95
3 RETAIL STORE	2,215.35	2,196.77	1,339.59	981.39
<b>Total Segment Liabilities</b>	<b>3,819.57</b>	<b>3,787.53</b>	<b>1,858.85</b>	<b>1,067.04</b>
<b>Un-allocable Liabilities</b>				
<b>Net Segment Liabilities</b>	<b>3,819.57</b>	<b>3,787.53</b>	<b>1,858.85</b>	<b>1,067.04</b>

For Aditya Consumer Marketing Limited  
CIN-L52190BR2002PLC00987

Place-Patna  
Date- 06.11.2020

  
Yashovardhan Sinha  
(Managing Director)  
DIN-01636599

  
Anil Kumar Singh  
(Chief Financial Officer)



**O. P. TULSYAN & CO**

**Chartered Accountants**

201-A, 2<sup>nd</sup> Floor, Prince Complex,

Hazratganj, Lucknow - 226 001

Mobile No. 9919551107

E-Mail : [opt1970@gmail.com](mailto:opt1970@gmail.com)

LIMITED REVIEW REPORT

Review Report to  
Board of Directors  
Aditya Consumer Marketing Limited

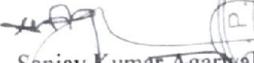
We have reviewed the accompanying statement of unaudited financial results of **M/s Aditya Consumer Marketing Limited** for the period ended September 30, 2020. This statement is the responsibility of the Company's Management and has been approved by the Board of Directors/ Committee of the Board of the Company. 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 Engagement (SRE) 2400, Engagements to Review Financial Statements 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 provides 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 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.

Yours Faithfully

For O.P.Tulsyan & Co.  
Chartered Accountants

  
Sanjay Kumar Agarwal  
Partner

Firm's registration No. 500028N  
Membership No. 044173 of 1990  
UDIN:- 20044173AAAA BK 1113



Date-06<sup>th</sup> November, 2020