

November 10, 2018

BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai 400 001

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

National Stock Exchange of India Limited
Exchange Plaza, 5th Floor,
Plot No C/1, 'G' Block,
Bandra – Kurla Complex,
Bandra (E)
Mumbai 400 051

Dear Sir,

Sub: Unaudited Financial Results for the quarter and half year ended 30th September, 2018

We are enclosing the Unaudited Financial Results for the quarter and half year ended 30th September, 2018, together with Limited Review Report thereon from our Auditors M/s Mookherjee Biswas & Pathak, Chartered Accountants approved by the Board of Directors at the meeting held today.

The Board meeting commenced at 9:30 a.m. and concluded at 11:15 a.m.

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

Thanking you,

Yours faithfully,



Punam Singh
Company Secretary

Mookherjee Biswas & Pathak

Chartered Accountants

INDEPENDENT AUDITOR'S REVIEW REPORT ON UNAUDITED FINANCIAL RESULTS

To
The Board of Directors,
Pressman Advertising Limited,
Pressman House,
10A Lee Road,
Kolkata-700020

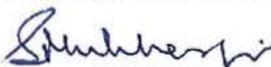
We have reviewed the accompanying statement of unaudited financial results of **Pressman Advertising Limited** (the 'Company') for the quarter and half year ended September 30 2018 (the 'Statement') being submitted by the Company pursuant to the requirement of regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with SEBI Circular No.CIR/CFD/FAC/62/2016 dated July 5, 2016.

The preparation of this statement in accordance with the recognition and measurement principles as laid down in Indian Accounting Standard (Ind AS) 34, "Interim Financial Reporting" prescribed under section 133 of the Companies Act, 2013 read together with relevant rules and other accounting principles generally accepted in India, read together with above referred SEBI circular is the responsibility of the Company's management and has been approved by the Board of Directors of the Company on 10th November, 2018. Our responsibility is to issue a report on the Statement based on our review.

We conducted our review of the Statement 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 Statement is 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, prepared in accordance with the applicable accounting standards i.e. Ind AS as prescribed under section 133 of the Companies Act, 2013 and other recognised accounting practices and policies generally accepted in India has not disclosed the information required to be disclosed in terms of regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 and SEBI circular no. CIR/CFD/FAC/62/2016 dated 5 July 2016 including the manner in which it is to be disclosed, or that it contains any material misstatement.

For Mookherjee Biswas & Pathak
Chartered Accountants
Firm's Registration Number 301138E


(Sudersan Mukherjee)
Partner
Membership No. 059159
Place: Kolkata
Date: November 10, 2018



PRESSMAN

STATEMENT OF UNAUDITED FINANCIAL RESULTS FOR THE QUARTER AND HALF YEAR ENDED 30TH SEPTEMBER, 2018

(₹ In lakh)

Sl. No.	Particulars	Quarter Ended			Half Year Ended		Year Ended
		30.09.2018	30.06.2018	30.09.2017	30.09.2018	30.09.2017	31.03.2018
		(Unaudited)	(Unaudited)	(Unaudited)	(Unaudited)	(Unaudited)	(Audited)
1	a) Income from Operations	983.68	1464.59	1207.48	2448.28	2235.00	4809.83
	b) Other Income	30.34	35.60	34.49	65.94	158.91	328.77
	Total Income	1014.03	1500.19	1241.97	2514.22	2391.91	4938.60
2	Total Expenditure:						
	a) Cost of Services	692.43	1077.72	873.94	1770.15	1607.57	3381.23
	b) Employee benefit expenses	64.56	81.83	68.39	128.39	128.11	280.68
	c) Depreciation and amortisation	0.34	0.34	0.48	0.68	0.77	1.99
	d) Other expenditure	44.35	48.05	42.70	82.40	90.77	189.03
	Total Expenses	801.68	1167.94	985.51	1981.62	1827.22	3832.91
3	Profit before tax	212.35	312.25	258.46	524.60	564.69	1106.69
4	Tax Expense						
	a) Current Tax	54.50	86.50	69.00	140.00	162.00	270.00
	b) Deferred tax charge/(credit)	1.00	1.50	1.48	2.50	3.48	3.66
5	Profit after tax	156.85	225.25	187.98	382.10	409.21	832.03
6	Other comprehensive income not to be reclassified to Profit & Loss in subsequent periods (net of tax)	(0.11)	(0.24)	(0.16)	(0.35)	(0.32)	(8.83)
7	Total comprehensive income	156.74	225.01	187.82	381.75	408.89	825.10
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)						3082.89
10	Earning Per Share(₹ 2) (not annualised)						
	- Basic & Diluted ₹	0.67	0.96	0.80	1.63	1.74	3.54

STATEMENT OF ASSETS AND LIABILITIES

(₹ in lakh)

	As at 30.09.2018 Unaudited	As at 31.03.2018 Audited
A ASSETS		
1 Non-current assets		
a) Property, Plant and Equipment	14.76	15.44
b) Financial Assets		
i) Investments	1296.51	1375.10
ii) Other	101.12	81.72
c) Deferred Tax Asset (net)	7.77	7.77
d) Other Non Current Assets	-	1.66
Sub Total Non Current Assets	1300.16	1461.66
2 Current assets		
a) Financial assets		
i) Investments	1405.40	1347.32
ii) Trade Receivables	1024.12	1021.84
iii) Cash and cash equivalent	18.79	59.31
iv) Bank balances other than cash and cash equivalents	136.12	128.67
v) Current Tax Assets(net)	89.53	80.07
b) Other Current Assets	1.81	2.64
Sub Total Current Assets	2875.87	2639.85
TOTAL	4036.03	4101.53
B. EQUITY AND LIABILITIES		
1 Equity		
a) Share capital	469.66	469.66
b) Other equity	3066.32	3082.89
Sub Total Equity	3537.98	3552.55
2 Non-current liabilities		
a) Financial Liabilities		
i) Other Financial Liabilities	3.47	-
Sub Non Current Liabilities	3.47	-
3 Current liabilities		
a) Financial Liabilities		
i) Trade Payables		
Total outstanding dues of micro enterprises and small enterprises	-	-
Total outstanding dues of creditors other than micro enterprises and small enterprises	331.83	421.94
ii) Others	147.91	110.15
b) Other Current Liabilities	8.10	10.15
c) Provisions	6.74	6.74
Sub Current Liabilities	494.58	548.98
TOTAL	4036.03	4101.53

Notes :

- The above financial results have been reviewed by the Audit Committee and approved by the Board of Directors in their meeting held on November 10, 2018. The Statutory Auditors have carried out a limited review of the financial results for the quarter and half year ended September 30, 2018.
- These financial results have been prepared in accordance with the recognition and measurement principles laid down in Ind AS 34 "Interim Financial Reporting" prescribed under section 133 of the Companies Act, 2013 read with the relevant rules issued thereunder and other accounting principles generally accepted in India.
- The Company is solely engaged in advertising and public relations business in India. Accordingly there are no reportable business or geographic segments.
- The Company does not have any exceptional items to report for the above periods.
- Figures for the previous period have been regrouped/reclassified wherever necessary to conform to the classification of the current period.



By order of the Board

Niren Suchant

Dr Niren Suchant
Chairman & Managing Director
DIN:00609388

Kolkata
10th November, 2018

Pressman Advertising Limited

CIN: L74140WB1983PLC036495

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Website: www.pressmanadvertising.in