

ASHOKA MARKETING LIMITED

REGD.OFFICE: 3rd FLOOR, 9-10, EXPRESS BUILDING, BAHADUR SHAH ZAFAR MARG, NEW DELHI - 110 002.

CIN : L74899DL1948PLC005771, Email ID : ashokamarketing1@gmail.com, Ph. No. : 011- 43562981

PART I. STATEMENT OF STANDALONE/ CONSOLIDATED AUDITED FINANCIAL RESULTS FOR THE QUARTER AND YEAR ENDED 31ST MARCH, 2014

(₹ in Lakhs)

Sr. No.	Particulars	Stand-alone			Stand-alone		Consolidated	
		Quarter Ended			Year ended		Year ended	
		31.03.2014	31.12.2013	31.03.2013	31.03.2014	31.03.2013	31.03.2014	31.03.2013
	Audited (Refer Note 4)	Unaudited	Audited (Refer Note 4)	Audited	Audited	Audited	Audited	
1	Income from operations	-	-	-	-	-	-	
	Total income from operations (net)	-	-	-	-	-	-	
2	Expenses							
	(a) Employees Benefit Expenses	-	-	-	-	7.60	6.42	
	(b) Auditors' Remuneration	0.59	0.04	0.55	0.67	0.61	0.85	
	(c) Advertisement Expenses	0.08	0.10	-	0.37	0.38	0.37	
	(d) Directors' Sitting Fees	-	0.01	0.18	0.15	0.48	0.34	
	(e) Legal & Professional Charges	0.62	0.05	0.88	0.69	0.93	1.05	
	(f) Conveyance Expenses	-	0.03	0.15	0.15	0.37	1.71	
	(g) Rates & Taxes	0.01	-	0.14	0.06	0.14	0.15	
	(h) Rent	0.12	0.12	0.12	0.49	0.49	0.49	
	(i) Festival Expenses	-	0.11	-	0.11	0.06	0.11	
	(j) Listing Fees	-	-	-	0.06	0.06	0.06	
	(k) Miscellaneous Expenses	0.07	0.05	0.69	0.20	0.84	0.35	
	Total Expenses [2(a) to 2(k)]	1.49	0.51	2.71	2.95	4.36	13.08	
3	Profit/(Loss) from Operations before Other Income, Finance Costs and Exceptional Items (1-2)	(1.49)	(0.51)	(2.71)	(2.95)	(4.36)	(13.08)	
4	Other Income	12.04	4.81	14.37	60.10	58.70	341.42	
5	Profit from ordinary activities but before Finance Costs and Exceptional Items (3+4)	10.55	4.30	11.66	57.15	54.34	328.34	
6	Finance costs (Interest on income tax)	0.13	-	-	0.13	-	0.25	
7	Profit from ordinary activities after finance costs but before exceptional Items (5-6)	10.42	4.30	11.66	57.02	54.34	328.08	
8	Exceptional Items	-	-	-	-	-	-	
9	Profit from ordinary activities before tax (7+8)	10.42	4.30	11.66	57.02	54.34	328.08	
10	Tax Expense							
	(a) Current Tax	1.25	0.06	1.46	7.51	6.97	23.10	
	(b) Deferred Tax Charge (Credit)	(8.45)	-	-	(8.45)	-	(20.27)	
	(c) Income Tax for earlier Years	-	-	(0.05)	-	(0.05)	-	
	Total Tax Expense [10(a) to 10(c)]	(7.20)	0.06	1.41	(0.94)	6.92	2.83	
11	Net Profit from ordinary activities after tax (9-10)	17.62	4.24	10.25	57.96	47.42	325.25	
12	Extraordinary items (Net of tax expense)	-	-	-	-	-	-	
13	Net Profit for the period (11-12)	17.62	4.24	10.25	57.96	47.42	325.25	
14	Minority Interest	NA	NA	NA	NA	NA	Nil	
15	Net Profit after taxes and minority interest (13-14)	17.62	4.24	10.25	57.96	47.42	325.25	
16	Paid up Equity Share Capital (Face Value ₹ 100 per share)	15.00	15.00	15.00	15.00	15.00	15.00	
17	Reserves (excluding Revaluation Reserves)	NA	NA	NA	1,485.14	1,427.18	3,321.61	
18	Earnings per share(of ₹ 100 each) (in ₹) (Before & after Extraordinary items)							
	(a) Basic	117.43	28.27	68.33	386.36	316.17	2,168.32	
	(b) Diluted	117.43	28.27	68.33	386.36	316.17	2,168.32	
		(Not Annualised)	(Not Annualised)	(Not Annualised)				



STANDALONE / CONSOLIDATED STATEMENT OF ASSETS & LIABILITIES

(₹ In Lakhs)

Particulars	Stand-alone		Consolidated	
	As at		As at	
	31.03.2014	31.03.2013	31.03.2014	31.03.2013
	Audited	Audited	Audited	Audited
EQUITY AND LIABILITIES				
Shareholders' Funds				
Share Capital	15.00	15.00	15.00	15.00
Reserves and Surplus (Refer Note 3)	1,485.14	1,427.18	3,321.61	2,996.36
Sub total - Shareholders' funds	1,500.14	1,442.18	3,336.61	3,011.36
Minority Interest	-	-	-	-
Non Current Liabilities				
Long Term Provisions	-	6.71	2.72	13.25
Sub total - Non current liabilities	-	6.71	2.72	13.25
Current Liabilities				
Other Current Liabilities	14.28	13.37	14.60	13.56
Short Term Provisions	1.26	-	1.92	-
Sub total - Current liabilities	15.54	13.37	16.52	13.56
TOTAL - EQUITY AND LIABILITIES	1,515.68	1,462.26	3,355.85	3,038.17
ASSETS				
Non Current Assets				
Fixed Assets	1.14	1.14	1.14	1.14
Non Current Investments	1,362.83	1,418.64	2,817.89	2,985.98
Deferred Tax Assets	8.45	-	20.27	-
Other non-current assets	1.54	1.54	1.54	1.54
Sub total - Non current assets	1,373.96	1,421.32	2,840.84	2,988.66
Current Assets				
Current Investments	100.00	-	423.00	-
Cash and Cash Equivalents	1.64	0.89	1.99	1.48
Short Term Loans and Advances	32.47	32.33	67.81	32.71
Other Current Assets	7.61	7.72	22.21	15.32
Sub total - Current assets	141.72	40.94	515.01	49.51
TOTAL - ASSETS	1,515.68	1,462.26	3,355.85	3,038.17

Notes :

- The above Financial Results have been approved by the Board of Directors at its Meeting held on May 26, 2014.
- Other Income comprises mainly Income in the nature of Dividend, Interest, Gain on Redemption of Investments generated from Investment/deployment of funds from time to time and write back of provision for diminution in value of investments. Income from Dividend is accounted for only when the right to receive is established.
- The Reserves include balance in Special Reserve u/s 45-IC of the Reserve Bank of India Act, 1934.
- The figures for the quarters ended March 31, 2014 and March 31, 2013 are the balancing figures between audited figures for the full financial year ended March 31, 2014 and March 31, 2013 and the published year to date figures upto the third quarter of the respective financial years.
- There are no separate reportable segments as per Accounting Standard on "Segment Reporting" (AS-17), notified by the Companies (Accounting Standards) Rules 2006.
- Previous Period / Year figures have been regrouped and / or rearranged, wherever necessary to make them comparable.
- Based upon the principal of virtual certainty, Deferred Tax amount of ₹ 8.45 lakhs for standalone and ₹ 20.27 lakhs for Consolidated has been created in respect of carried forward Long Term Capital Losses as available to the Company to be set off against future Long Term Capital Gains.
- Consolidated Results have been prepared on the basis of Accounting Standard - 21, notified by the Companies (Accounting Standards) Rules 2006.

By Order of the Board of Directors
For Ashoka Marketing Limited



Ashok Talwar
Director
DIN - 00004059



Place: New Delhi
Date: May 26, 2014