

SUPERNOVA ADVERTISING LIMITED

ANNUAL REPORT 2013-14

COMPANY INFORMATION

BOARD OF DIRECTORS

Mr. Bhanu Kumar Arvind Goyal
Mr. Sameer Patel Yeshwant
Ms. Sunita Kamlesh Patel
Mr. Vijay Kumar Saini

COMPANY SECRETARY

Ms. Sapna

AUDITORS

M/s. ACC & Associates
Chartered Accountants
109 Sai Conark Complex, Near Datta Mandir
Virar Road, Nallasopara (East), Thane 401209
Maharashtra.

BANKERS

Axis Bank

REGISTERED OFFICE

Shop No G/28 Ground Floor, Om Heera Panna
Permisses CHS, Opp. City International School,
Andheri West, Mumbai – 400053, Maharashtra.

Website: www.supernovaads.com

Email: - info@supernovaads.com

REGISTRAR & SHARE TRANSFER AGENTS

M/s. Sharepro Services (India) Pvt. Ltd.
13AB Samhita Warehousing Complex,
2nd Floor, Sakinaka Telephone Exchange
Lane Andheri Kurla Road, Mumbai- 400072.
Maharashtra.

Tel: 022-67720300, 67720400, 28511872

Fax: 022-28591568

Email: sharepro@shareproservices.com

Website: www.shareproservices.com

6TH ANNUAL GENERAL MEETING

DATE & TIME

Wednesday, 24th September 2014, at
11:00 A.M.

VENUE

P.D's Supreme Hospitality Pvt. Ltd.,
Evershine Club, Evershine, Millennium
Paradise, Thakur Village, Kandivali (E),
Mumbai – 400101, Maharashtra.

BOOK CLOSURE

19th September, 2014 to 24th September,
2014
(Both days inclusive)

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DIRECTORS' REPORT

To

The Members of Supernova Advertising Limited

Your Directors have pleasure in presenting the Sixth Annual Report together with the Audited Accounts of the Company for the year ended 31st March, 2014. The financial Results of the Company are summarized below:

FINANCIAL RESULTS:

PARTICULARS	(Rs in Lakhs)	
	Year ended 2013-2014	Year ended 2012-2013
Total Income	519.60	361.55
Total Expenditure	493.68	360.33
Profit before Taxation	25.92	1.22
Tax Expense	5.76	0.38
Profit for the Period	20.16	0.84

REVIEW OF OPERATIONS

During the year, the India Economy remained disturbed due to global distress and continuous domestic disturbance. The major obstacles were inflation, high fiscal deficit, lack of liquidity, policy uncertainty and currency volatility.

The Company will continue to be responsive to changes in market dynamics and consumer behavior and other key factors influencing the business, and will formulate its strategies accordingly.

CONVERSION

The Company was converted from Private Limited to Limited w.e.f. 13th December, 2013. A fresh certificate of incorporation dated 13th December, 2013 was issued by registrar of Companies, Mumbai, Maharashtra.

DIVIDEND

With a view to conserve resources for future needs and strengthening the financial position of the company, the Directors regret their inability to propose any dividend for the year under review.

DIRECTORS

In accordance with the provisions of the Companies Act, 2013 and as per the Articles of Association of the Company Mr. Bhanu Kumar Arvind Goyal (DIN: 06669447), Whole Time Director, will retire by rotation at the ensuing Annual General Meeting and being eligible, offers himself for reappointment.

As per provisions of Sections 149, 152 and any other applicable provisions, if any, of the Companies Act, 2013 and the rules made there under read with Schedule IV of the Companies Act, 2013, Mr. Sameer Patel Yeshwant (DIN: 02230352), Ms. Sunita Kamlesh Patel (DIN: 06690165) and Mr. Vijay Kumar Saini (DIN: 06782120), all existing Independent directors of the Company, have been appointed as Independent Directors of the Company and shall hold office from the date of this Annual General Meeting till 31st March, 2019. They shall not, henceforth, be liable to determination by retirement of directors by rotation.

Based on the confirmations received, none of the Directors of the Company are disqualified for appointment under Section 274(1)(g) of the Companies Act, 1956.

DIRECTORS' RESPONSIBILITY STATEMENT

Pursuant to the requirements under Section 217 (2AA) of the Companies Act, 1956, with respect to the Directors' Responsibility Statement, it is hereby confirmed:

- (i) That in the preparation of the annual accounts for the financial year ended 31st March, 2014, the applicable accounting standards had been followed and no material departures have been made from the same;
- (ii) That the Directors had selected such accounting policies and applied them consistently and made judgments and estimates that are reasonable and prudent so as to give a true and fair view of the state of affairs of the Company at the end of the financial year and of the profit of the Company for the year under review;
- (iii) That Directors had taken proper and sufficient care for the maintenance of adequate accounting records in accordance with the provisions of the Companies Act, 1956, for safeguarding the assets of the Company and for preventing and detecting fraud and other irregularities;
- (iv) That Directors had prepared the annual accounts for the financial year ended 31st March, 2014, on a 'going concern' basis.

AUDITORS

The Statutory Auditors of the Company, M/s. ACG & Associates, Chartered Accountants will retire at the ensuing AGM. As recommended by the Audit Committee, the Board has proposed the re-appointment of M/s. ACG & Associates, Chartered Accountants as statutory auditors for financial year 2014-15 on such remuneration as decided by the Board of Directors.

The Company has received a certificate from the proposed Auditors to the effect that their appointment, if made, would be in accordance with all the conditions prescribed under the Companies Act, 2013 and the Companies (Audit and Auditors) Rules, 2014. In respect of observations made by the Auditors in their Report, your Directors wish to state that the respective notes to the accounts are self-explanatory and do not call for any further comments.

PUBLIC DEPOSIT

The Company has not accepted any deposits from the public during the year pursuant to the provisions of Section 58A of the Companies Act, 1956.

STOCK EXCHANGE

The Company has made an application for listing on Institution Trading Platform (ITP) of BSE SME.

CONSERVATION OF ENERGY, TECHNOLOGY ABSORPTION AND FOREIGN EXCHANGE EARNINGS & OUTGO

The particulars relating to conservation of energy and technology absorption are not applicable to the Company. However, efforts are being made to conserve and optimize the use of energy, wherever possible.

During the year under review, your Company has neither earned nor spent any foreign exchange.

PARTICULARS OF EMPLOYEES

There was no employee in respect of whom information is required to be given pursuant to the Section 217(2A) of the Companies Act, 1956, read with the Companies (Particulars of Employees) Rules, 1975 as amended up-to-date.

HUMAN RESOURCES MANAGEMENT

The Company continues to lay emphasis on people, its most valuable resource. In an increasingly competitive market for human resources, it seriously focuses on attracting and retaining the right talent. It provides equal opportunity to employees to deliver results.

APPRECIATION

Your Directors place on record their deep appreciation for the continued, support and co - operation extended to the Company by the Banks, Government departments and other agencies.

Your Directors thanks our esteemed shareholders for your continued support.

Your Directors place on record their appreciation of the dedication and commitment of your Company's employees and look forward to their support in the future as well.

Place: Mumbai
Date: 10 July, 2014

For and on behalf of the Board
Supernova Advertising Limited

Bhanu Goyal
(Bhanu Kumar Arvind Goyal)
Director





ACG & ASSOCIATES

Office : 109, Sai Conark Complex, Near Datta Mandir, Virar Road, Nallasopara (East), Thane - 401 209.
Email : caantugupta@gmail.com

INDEPENDENT AUDITOR'S REPORT

To,

The Members of **SUPERNOVA ADVERTISING LIMITED**

REPORT ON THE FINANCIAL STATEMENTS

We have audited the accompanying financial statements of '**SUPERNOVA ADVERTISING LIMITED**' ("the Company"), which comprise the Balance Sheet as at 31st March, 2014, and the statement of Profit & Loss Account & Cash flow Statement for the year ended, and a summary of significant accounting policies and other explanatory information.

MANAGEMENT'S RESPONSIBILITY FOR THE FINANCIAL STATEMENTS

Management is responsible for 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 notified under the Companies Act, 1956 read with the General Circular 08/2014 dated 04th April 2014, issued by the Ministry of Corporate Affairs. This responsibility includes the design, implementation and maintenance of internal control 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 conducted our audit in accordance with the standards on Auditing issued by the Institute of Chartered Accountants of India. 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 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 control relevant to the company's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of Company's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of the accounting estimates made by management, 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.

OPINION

In our opinion and to the best of our information and according to the explanations given to us, the financial statements give the information required by the Companies Act, 1956 ("the Act") in the manner so required and give a true and fair view in conformity with the accounting principles generally accepted in India:

- a) In the case of the Balance Sheet, of the state of affairs of the Company as at March 31, 2014;
- b) In the case of the Profit and Loss, of the profit of the Company for the year ended on the date; and
- c) In the case of the Cash Flow statement, of the cash flow for the year ended on that date.

REPORT ON OTHER LEGAL AND REGULATORY REQUIREMENTS

1. As required by the Companies (Auditor's Report) Order, 2003 ("the Order") issued by the Central Government of India in terms of Section 227(4A) of the Act, we give in the Annexure a statement on the matters specified in paragraphs 4 and 5 of the Order.
2. As required by section 227(3) of the Act, we report that:
 - a) We have obtained all the information and explanations which to the best of our knowledge and belief were necessary for the purpose of our audit;
 - b) In our opinion, proper books of account as required by law have been kept by the Company so far as appears from our examination of those books.
 - c) That Balance Sheet, Statement of Profit and Loss, and Cash Flow Statement dealt with by this Report are in agreement with the books of account.
 - d) In our opinion, the Balance Sheet, Statement of Profit and Loss, and Cash Flow Statement comply with the Accounting Standards notified under the Companies, Act

