

**SOCIALLY APP  
PRIVATE LIMITED**

**CIN: U72200GJ2020PTC114805**

**FOURTH ANNUAL REPORT**

**FY 2023-24**

**REG. OFC. - Radhe-Krishna Appartment,  
4th Floor Nr. Amarnath Mandir, Jagnath Plot  
Rajkot -360005**



# GADARA & ASSOCIATES

Chartered Accountants

105 & 106, Nakshtra-II, Opp. K.K.V. Hall, 150feet Ring Road, Rajkot -360005  
Mobile: 9099498386 E-mail: gadarahirenm@gmail.com

## INDEPENDENT AUDITORS' REPORT

TO THE MEMBERS OF  
SOCIALLY APP PRIVATE LIMITED

### REPORT ON THE AUDIT OF THE FINANCIAL STATEMENTS

We have audited the accompanying financial statements of SOCIALLY APP PRIVATE LIMITED comprising of the Balance Sheet as at 31st March, 2024, the Statement of Profit and Loss and a summary of the significant accounting policies and other explanatory information (hereinafter referred to as "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:

- a) in the case of the Balance Sheet, of the state of affairs of the Company as at March 31, 2024; and
- b) in the case of the Profit and Loss Account, of the loss for the year ended on that date

### Basis for Opinion

We conducted our audit in accordance with the Standards on Auditing (SAs) specified under section 143(10) of the Companies Act, 2013. Our responsibilities under those Standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report. We are independent of the Company in accordance with the Code of Ethics issued by the Institute of Chartered Accountants of India together with the ethical requirements that are relevant to our audit of the financial statements under the provisions of the Companies Act, 2013 and the Rules thereunder, and we have fulfilled our other ethical responsibilities in accordance with these requirements and the Code of Ethics. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

### Information Other than the Financial Statements and Auditor's Report Thereon

The Company's Board of Directors is responsible for the other information. The other information comprises the information included in the Annual report but does not include the financial statements and our auditor's report thereon.

Our opinion on the financial statements does not cover the other information and we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements our responsibility is to read the other information and in doing so consider whether such other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated.





If, based on the work we have performed we conclude that there is a material misstatement of this other information we are required to report that fact. We have nothing to report in this regard.

#### **MANAGEMENT'S RESPONSINILITY FOR THE FINANCIAL STATEMENTS**

The Company's Board of Directors is responsible for the preparation and presentation of the financial statements in terms of the requirements of the Companies Act, 2013 (hereinafter referred to as "the Act") that give a true and fair view of the financial position and financial performance 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. The Board of Directors of the Company are responsible for 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; the selection and application of appropriate accounting policies; making judgments and estimates that are reasonable and prudent; and the 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, which have been used for the purpose of preparation of the financial statements by the Directors of the Company, as aforesaid.

#### **AUDITOR'S RESPONSIBILITY FOR THE AUDIT OF THE FINANCIAL STATEMENTS**

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with SAs will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with SAs, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances. Under section 143(3)(i) of the Companies Act, 2013, we are also responsible for expressing our opinion on whether the company has adequate internal financial controls system in place and the operating effectiveness of such controls.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.





- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the ability of the Company as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Company to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.
- Obtain sufficient appropriate audit evidence regarding the financial information of the entities or business activities within the entity to express an opinion on the financial statements. We are responsible for the direction, supervision and performance of the audit of the financial statements of such entities included in the financial statements of which we are the independent auditors. For the other entities included in the financial statements, which have been audited by other auditors, such other auditors remain responsible for the direction, supervision and performance of the audits carried out by them. We remain solely responsible for our audit opinion.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

We also provide those charged with governance with a statement that we have complied with relevant ethical requirements regarding independence, and to communicate with them all relationships and other matters that may reasonably be thought to bear on our independence, and where applicable, related safeguards.

From the matters communicated with those charged with governance, we determine those matters that were of most significance in the audit of the financial statements of the current period and are therefore the key audit matters. We describe these matters in our auditor's report unless law or regulation precludes public disclosure about the matter or when, in extremely rare circumstances, we determine that a matter should not be communicated in our report because the adverse consequences of doing so would reasonably be expected to outweigh the public interest benefits of such communication.

#### **REPORT ON OTHER LEGAL AND REGULATORY REQUIREMENTS**

The Companies (Auditor's Report) Order, 2020 ('the Order') issued by the Central Government in terms of sub-section (11) of section 143 of the Act is not applicable.

As required by Section 143(3) of the Act, we report, to the extent applicable, 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 of the aforesaid financial statements.





- b. In our opinion, proper books of account as required by law relating to preparation of the aforesaid financial statements have been kept so far as it appears from our examination of those books.
- c. The Balance Sheet and the Statement of Profit and Loss dealt with by this Report are in agreement with the relevant books of account maintained for the purpose of preparation of the financial statements.
- 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. On the basis of the written representations received from the directors as on 31st March, 2023 taken on record by the Board of Directors, none of the directors is disqualified as on 31st March, 2023 from being appointed as a director in terms of Section 164(2) of the Act.
- f. With respect to the adequacy of the internal financial controls over financial reporting of the Company and the operating effectiveness of such controls, we state that Vide notification G.S.R. 583 (E) dated 13th June 2017 amending the principal notification of the Government of India, Ministry of Corporate Affairs, vide number G.S.R. 464 (E) dated 5th June 2015 (Principal Notification) by which the turnover of the company is less than 50 Crore as per latest audited financial statements also the aggregate borrowings from banks or financial institutions or any body corporate at any point of time during the financial year has remained less than rupees 25 Crore therefore no reporting is required to be made on the Internal Financial Controls under section 143(3)(i).
- g. 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:
- 1) There were no pending litigations which would impact the financial position of the Company.
  - 2) The Company did not have any material foreseeable losses on long-term contracts including derivative contracts.
  - 3) There were no amounts which were required to be transferred to the Investor Education and Protection Fund by the Company during the year.
  - 4) (a) The management has represented that, to the best of its knowledge and belief, as disclosed in the notes to the accounts, no funds have been advanced or loaned or invested (either from borrowed funds or share premium or any other sources or kind of funds) by the Company to or in any other person or entity, including foreign entities ("Intermediaries"), with the understanding, whether recorded in writing or otherwise, that the Intermediary shall, whether, directly or indirectly, lend or invest in other persons or entities identified in any manner whatsoever by or on behalf of the Company ("Ultimate Beneficiaries") or provide any guarantee, security or the like on behalf of the Ultimate Beneficiaries (Refer Note 32(19) to the Standalone financial statements);  
  
(b) The management has represented that, to the best of its knowledge and belief, as disclosed in the notes to the accounts, no funds have been received by the Company from any person or entity, including foreign entities ("Funding Parties"), with the understanding, whether recorded in writing or otherwise, that the



Company shall, whether, directly or indirectly, lend or invest in other persons or entities identified in any manner whatsoever by or on behalf of the Funding Party ("Ultimate Beneficiaries") or provide any guarantee, security or the like on behalf of the Ultimate Beneficiaries (Refer Note 32(19) to the Standalone financial statements); and

(c) Based on such audit procedures that we considered reasonable and appropriate in the circumstances, nothing has come to our notice that has caused us to believe that the representations under sub-clause (a) and (b) contain any material misstatement.

For GADARA & ASSOCIATES  
CHARTERED ACCOUNTANTS  
FIRM REG. NO.0146726W



HIRENKUMAR MULJIBHAI GADARA  
PROPRIETOR  
M.No.182680  
UDIN : 24182680BKCXZE3984

Place : Rajkot  
Dated : 03/09/2024



# SOCIALLY APP PRIVATE LIMITED

Radhe-Krishna Appartment, 4th Floor Nr. Amarnath Mandir, Jagnath Plot, Rajkot, Rajkot, Gujarat, India,

360005

CIN : U72200GJ2020PTC114805

BALANCE SHEET AS ON 31.03.2024

	PARTICULARS	Note No.	As on 31.03.2024		As on 31.03.2023	
			Rs.	Rs.	Rs.	Rs.
I.	<b>EQUITY AND LIABILITIES</b>					
	Shareholders' Funds					
	(a) Share Capital	1	10,000		10,000	
	(b) Reserves and Surplus	2	(3,10,849)		(2,53,778)	
	(c) Money received against share warrants		-		-	
				(3,00,849)		(2,43,778)
2.	Share Application Money Pending Allotment					
3	<b>Non- Current Liabilities</b>					
	(a) Long-Term Borrowings	3	1,57,856		1,57,875	
	(b) Deferred Tax Liabilities (Net)		-		2,138	
	(c) Other Long Term Liabilities		-	1,57,856	-	1,60,013
	(d) Long-Term Provisions		-		-	
4	<b>Current Liabilities</b>					
	(a) Short Term Borrowings		-		-	
	(b) Trade Payables	4	1,66,241		1,99,062	
	(c) Other Current Liabilities	5	41,233		81,736	
	(d) Short Term Provisions	6	-	2,07,474	400	2,81,198
	<b>TOTAL</b>			<b>64,402</b>		<b>1,97,434</b>
II	<b>ASSETS</b>					
1.	<b>Non-Current Assets</b>					
	(a) Property, Plant and Equipment and Intangible Assets					
	(i) Property, Plant and Equipment	7	4,227		9,248	
	(ii) Intangible Assets	7	29,785		51,485	
	(iii) Capital Work-in-Progress		-		-	
	(iv) Intangible Assets Under Development		-		-	
	(b) Non-Current Investments		-		-	
	(c) Deferred Tax Assets (net)		-		-	
	(d) Long-Term Loans and Advances		-		-	
	(e) Other Non-Current Assets	8	429	34,441	429	61,163
2.	<b>Current assets</b>					
	(a) Current Investments		-		-	
	(b) Inventories		-		-	
	(c) Trade Receivables	9	17,096		75,331	
	(d) Cash and Bank Balances	10	5,598		22,223	
	(e) Short-Term Loans and Advances		-		-	
	(f) Other Current Assets	11	7,347	30,040	38,718	1,36,272
	<b>TOTAL</b>			<b>64,482</b>		<b>1,97,434</b>
	Significant accounting policies and notes to accounts	17				

As per our report of even date

For ..

Chartered Accountants

Firm Regn No. 146726W

Hiren

M. No.

182680

RAJKOT

M. No. 182680

Place : Rajkot

Date : 3rd September, 2024

UDIN : 24182680BKCXZ3984

For & on Behalf of the Board of Directors,

Ketan R. Barasara

Director

DIN-09449825

Place : Rajkot

Date : 3rd September, 2024

Maulik R. Kamdar

Director

DIN-08714031

# SOCIALLY APP PRIVATE LIMITED

Radhe-Krishna Apartment, 4th Floor Nr. Amarnath Mandir, Jagnath Plot, Rajkot, Rajkot, Gujarat, India,  
360005

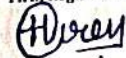
CIN : U72200GJ2020PTC114805

PROFIT AND LOSS STATEMENT FOR THE PERIOD ENDED 31.03.2024

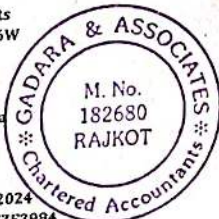
	PARTICULARS	Note No.	Period Ended on 31.03.2024		Period Ended on 31.03.2023	
			Rs.	Rs.	Rs.	Rs.
I	Revenue from operations:					
	Sale of Services	12	45,176		2,79,039	
	Sale of Product		-		-	
	Other Operating Revenues		-		-	2,79,039
	Less: Goods & Service Tax		-	45,176	-	4,321
II	Other Income	13		45,632		2,83,360
III	Total Income (I + II)					
IV	Expenses					
	Cost of Materials Consumed	-	-		-	
	Purchases of Stock in Trade	-	-		-	
	Changes in inventories of finished goods, work in progress and Stock-in-trade	-	-		-	
	Employee Benefits Expense	14	67		86,160	
	Finance Costs	15	1,536		216	
	Depreciation and Amortization Expense	7	26,721		28,524	
	Other Expense	16	76,517		2,02,594	
	Total Expense			1,04,841		3,17,494
V	Profit before exceptional and extraordinary items and tax (III-IV)			(59,209)		(34,134)
VI	Exceptional Items					
VII	Profit before extraordinary items and tax (V-VI)			(59,209)		(34,134)
VIII	Extraordinary items					
IX	Profit before tax (VII-VIII)			(59,209)		(34,134)
X	Tax expense:					
	(1) Current Tax		-		-	
	(2) Mat Credit		-		-	
	(2) Short/(Excess) Provision of Income Tax		(2,138)	(2,138)	(2,248)	(2,248)
	(3) Deferred Tax					
XI	Profit/(Loss) for the period from continuing operations (IX - X)			(57,071)		(31,886)
XII	Profit/(Loss) for the period 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)			(57,071)		(31,886)
XVI	Earnings per equity share: (In Rs.)			(0.57)		(0.32)
	(1) Basic					
	(2) Diluted					
	See accompanying notes to the financial statements	17				
	As per our report of even date					


For & on Behalf of the Board of Directors,

For,  
Chartered Accountants  
Firm Regn No. 146726W

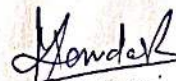


Hirenkumar M. Gadara  
(Proprietor)  
M. No. 182680  
Place : Rajkot  
Date : 3rd September, 2024  
UDIN : 24182680BKCXZ3984



  
Ketan R. Barasara  
Director

DIN-09449825  
Place : Rajkot  
Date : 3rd September, 2024



Maulik R. Kamdar  
Director  
DIN-08714031



**SOCIALLY APP PRIVATE LIMITED  
RAJKOT**

**NOTES FORMING PART OF ACCOUNTS**

Particulars	On 31.03.2024		On 31.03.2023	
	Rs.	Rs.	Rs.	Rs.
<b>NOTE '1'</b>				
<b>SHARE CAPITAL</b>				
<b>-Authorised</b>				
50,000 Equity Shares of Rs. 10/- each		50,000		50,000
[Previous Year : 50,000 Equity Shares of Rs.10/- each fully paid-up.]				
<b>-Issued, Subscribed and Paid up</b>				
10,000 Equity Shares of Rs.10/- each fully paid-up.		10,000		10,000
[Previous Year : 10,000 Equity Shares of Rs.10/- each fully paid-up.]				
* [No Equity Shares were allotted (preceeding 5 years) as fully paid up Bonus Shares by way capitalisation of Security Premium Account]				
<b>TOTAL</b>		<b>10,000</b>		<b>10,000</b>
<b>- Reconciliation of Shares:</b>				
	Nos	Rs.	Nos	Rs.
Opening Share Capital	1,000	10,000	1,000	10,000
Add: Shares issued During the year	-	-	-	-
Add: Rights/Bonus Shares Issued	-	-	-	-
Total	1,000	10,000	1,000	10,000
Less: Buy back of Shares	-	-	-	-
Less Reduction in Capital	-	-	-	-
Closing Share Capital	<b>1,000</b>	<b>10,000</b>	<b>1,000</b>	<b>10,000</b>
<b>-List of Share holders having 5% or more Shares (In Nos)</b>				
Name Of Shareholders	In Nos	In %	In Nos	In %
Maulikbhai Rajeshbhai Kamdar	375	37.50%	375	37.50%
Mehul Laxmanbhai Koringa	150	15.00%	150	15.00%
Saurabh Joshi	100	10.00%	100	10.00%
Vinit Dharamshibhai Bediya	375	37.50%	375	37.50%

Particulars	On 31.03.2024		On 31.03.2023	
	Rs.	Rs.	Rs.	Rs.
<b>NOTE '2'</b>				
<b>RESERVES AND SHARE CAPITAL</b>				
<b>Profit and Loss Account</b>				
Opening Balance	(2,53,778)		(2,21,892)	
Add: Profit During The Year	(57,071)		(31,886)	
Closing Balance		(3,10,849)		(2,53,778)
<b>TOTAL</b>		<b>(3,10,849)</b>		<b>(2,53,778)</b>

Particulars	On 31.03.2024		On 31.03.2023	
	Rs.	Rs.	Rs.	Rs.
<b>NOTE '3'</b>				
<b>LONG TERM BORROWINGS</b>				
<b>-Secured</b>				
<b>Term Loans</b>				
<b>-From Bank</b>				
From Directors & His Relative				
Maulik Rajeshbhai Kamdar	11,606		11,625	
Vinit Dharamshibhai Bediya	1,46,250		1,46,250	
		1,57,856		1,57,875
<b>TOTAL</b>		<b>1,57,856</b>		<b>1,57,875</b>





**SOCIALLY APP PRIVATE LIMITED  
RAJKOT**

Particulars	On 31.03.2024		On 31.03.2023	
	Rs.	Rs.	Rs.	Rs.
<b>NOTE '4'</b>				
<b>TRADE PAYABLES</b>				
<b>UNDISPUTED DUES</b>				
<b>MSME and OTHERS</b>				
Less Than 1 Year			89,010	
1-2 Years	9,200		1,08,730	
2-3 Years	47,029		1,322	
More Than 3 Years	1,08,690			1,99,062
	1,322	1,66,241		
<b>DISPUTED DUES</b>				
<b>MSME and OTHERS</b>				
Less Than 1 Year	-		-	
1-2 Years	-		-	
2-3 Years	-		-	
More Than 3 Years	-		-	
<b>TOTAL</b>		<u>1,66,241</u>		<u>1,99,062</u>

Particulars	On 31.03.2024		On 31.03.2023	
	Rs.	Rs.	Rs.	Rs.
<b>NOTE '5'</b>				
<b>OTHER CURRENT LIABILITIES</b>				
Income received in advance		-		28,860
Salary and wages payable		5,320		5,320
Professional tax payable				40
ESIC payable				44
Provident fund payable				53
TDS Payable		2,815		5,902
GST payable				8,970
Advance from customers		33,098		32,548
		-		
		-		
<b>TOTAL</b>		<u>41,233</u>		<u>81,736</u>

Particulars	On 31.03.2024		On 31.03.2023	
	Rs.	Rs.	Rs.	Rs.
<b>NOTE '6'</b>				
<b>SHORT TERM PROVISIONS</b>				
Income Tax Provision		-		400
Audit Fees Payable		-		400
<b>TOTAL</b>		<u>-</u>		<u>400</u>

Particulars	On 31.03.2024		On 31.03.2023	
	Rs.	Rs.	Rs.	Rs.
<b>NOTE '8'</b>				
<b>OTHER NONCURRENT ASSET</b>				
PGCVL Deposit		429		429
<b>TOTAL</b>		<u>429</u>		<u>429</u>





**SOCIALLY APP PRIVATE LIMITED  
RAJKOT**

Particulars	On 31.03.2024		On 31.03.2023	
	Rs.	Rs.	Rs.	Rs.
<b>NOTE '9'</b>				
<b>TRADE RECEIVABLES</b>				
<b>UNDISPUTED DUES</b>				
<b>CONSIDERED GOOD</b>				
Less Than 6 Months	-	-	63,998	-
6 Months to 1 Year	6,195	-	10,973	-
1-2 Years	701	-	360	-
2-3 Years	10,200	-	-	75,331
More Than 3 Years	-	17,096	-	-
<b>CONSIDERED DOUBTFUL</b>				
Less Than 6 Months	-	-	-	-
6 Months to 1 Year	-	-	-	-
1-2 Years	-	-	-	-
2-3 Years	-	-	-	-
More Than 3 Years	-	-	-	-
<b>DISPUTED DUES</b>				
<b>CONSIDERED GOOD</b>				
Less Than 6 Months	-	-	-	-
6 Months to 1 Year	-	-	-	-
1-2 Years	-	-	-	-
2-3 Years	-	-	-	-
More Than 3 Years	-	-	-	-
<b>CONSIDERED DOUBTFUL</b>				
Less Than 6 Months	-	-	-	-
6 Months to 1 Year	-	-	-	-
1-2 Years	-	-	-	-
2-3 Years	-	-	-	-
More Than 3 Years	-	-	-	-
<b>TOTAL</b>		<b>17,096</b>		<b>75,331</b>

Particulars	On 31.03.2024		On 31.03.2023	
	Rs.	Rs.	Rs.	Rs.
<b>NOTE '10'</b>				
<b>CASH AND BANK BALANCES</b>				
-Cash and Cash Equivalents	-	5,301	-	5,159
Cash on Hand	-	-	-	16,763
Balance with Banks	-	297	-	300
-In ICICI Bank -0845	-	-	-	22,223
-In Rasorpay	-	-	-	-
<b>TOTAL</b>		<b>5,598</b>		<b>22,223</b>

Particulars	On 31.03.2024		On 31.03.2023	
	Rs.	Rs.	Rs.	Rs.
<b>NOTE '11'</b>				
<b>OTHER CURRENT ASSETS</b>				
-Securities Deposits	560	-	560	-
Bhagwandas Girdharlal Parwani (HUF)	240	-	240	-
Jay Ranjitskumar Nathwani	314	-	314	-
Mumbai Techno Park Deposit	-	-	-	-





**SOCIALLY APP PRIVATE LIMITED  
RAJKOT**

**Other Assets**

Suspense			238
TDS Receivable	70		11,830
TDS Receivable AY 2021-22	66		1,716
Deffered advertisement and branding expense			10,000
Advance to suppliers			13,821
Kinju Makwana	4,219		
Krishna Pankharia	694		
GST receivable	418		
	765		
		7,347	38,718
<b>TOTAL</b>		<b>7,347</b>	<b>38,718</b>

Particulars	Period ended on 31.03.2024		Period Ended on 31.03.2023	
	Rs.	Rs.	Rs.	Rs.
<b>NOTE '12'</b>				
<b>REVENUE FROM OPERATION</b>				
Sale of Subscription		45,176		2,39,613
Sales - Prepaid Income		-		39,427
Less: Sales Return		-		
<b>TOTAL</b>		<b>45,176</b>		<b>2,79,039</b>

Particulars	Period ended on 31.03.2024		Period Ended on 31.03.2023	
	Rs.	Rs.	Rs.	Rs.
<b>NOTE '13'</b>				
<b>OTHER INCOME</b>				
G pay cashback		-		0
Interest income on Income tax refund		456		318
Cessation Of Liability		-		3,024
Kasar Income		-		978
<b>TOTAL</b>		<b>456</b>		<b>4,321</b>

Particulars	Period ended on 31.03.2024		Period Ended on 31.03.2023	
	Rs.	Rs.	Rs.	Rs.
<b>NOTE '14'</b>				
<b>EMPLOYEE BENEFITS EXPENSES</b>				
Salaries, Wages, Bonus, PF etc.			84,068	
Provident Fund expense	67	67	677	
Staff Welfare expense			737	
ESIC expense			520	
Incentive expense			50	
Staff recruitment expense			108	86,160
<b>TOTAL</b>		<b>67</b>		<b>86,160</b>

Particulars	Period ended on 31.03.2024		Period Ended on 31.03.2023	
	Rs.	Rs.	Rs.	Rs.
<b>NOTE '15'</b>				
<b>FINANCE COSTS</b>				
Interest Expense				
Interest on late payment of GST	684			
Interest on TDS	738	1,422		
<b>Other Interest Costs and bank charges</b>				
Bank Charges	3		15	
Finance charges - Rasorpay	106	114	186	
Finance charges - Stripe	5		14	216
<b>TOTAL</b>		<b>1,536</b>		<b>216</b>





**SOCIALLY APP PRIVATE LIMITED  
RAJKOT**

Particulars	Period ended on 31.03.2024		Period Ended on 31.03.2023	
	Rs.	Rs.	Rs.	Rs.
<b>NOTE '16'</b>				
<b>OTHER EXPENSES</b>				
Auditors' Remuneration :				
Statutory Audit Fees	-	-	400	-
Company Law Matter	-	-	-	-
Income Tax Matter	-	-	-	400
3D Effect Charges for Blender	-	-	-	24,543
ADS shoot of udaipur	11,293	-	-	2,550
AD Service charges	-	-	-	-
Advertisement & branding expense	101	-	-	29,840
Advertisement & branding expense - non gst	10,810	-	-	103
Advertisement service - non gst	17	-	-	245
Application development charges	-	-	-	1,550
Application development charges - non gst	1,400	-	-	8,071
Branding Designing	-	-	-	17,000
Bulk email service	-	-	-	116
Campaigns - Advertisement service	767	-	-	29,586
Casting Charges	-	-	-	250
Catalogue	-	-	-	1,889
Cloud server expense	-	-	-	1,354
Cloud services for app expense	1,680	-	-	13,060
Cloud services for app expense - non gst	3,984	-	-	1,040
Computer Repairing & Related expense	-	-	-	-
Content writer freelancer charges	100	-	-	181
Design work	-	-	-	5,692
Digital Ad	-	-	-	500
Digital Marketing	-	-	-	69
Digital studio charges for socially app	-	-	-	4,685
Domain charges	24	-	-	1,601
Editing of vedio	325	-	-	338
Electricity expense	5,170	-	-	5,153
Equipment Rent for Shooting	313	-	-	1,880
Food expense Director	-	-	-	17
Growth App charges	-	-	-	852
Image downloader expense	853	-	-	1,408
Influncer - Advertisement Service	-	-	-	1,168
Interest on late payment of gst payment	-	-	-	544
Interest on late payment of professional tax	-	-	-	2
Interest on TDS	-	-	-	17
Internet expense	16	-	-	212
IT Related expense	-	-	-	1,369
Location charges for ads shoot	-	-	-	563
Lodging & Boarding charges - non gst	-	-	-	672
Messaging Services	160	-	-	3,875
Misc Expense	200	-	-	-
Municipal tax	2,000	-	-	2,650
Office misc expense	93	-	-	341
Office rent expense	16,350	-	-	13,350
Petrol Diesel Fuel expense	35	-	-	187
Photograph gst expense	-	-	-	540
Photography	-	-	-	150
Photoroom studio photo editor subscription	1,053	-	-	3,544
Printing and stationery expense	-	-	-	1,695
Production services	-	-	-	252
Professional fees & charges	140	-	-	790
Professional fees & charges - non gst	8,529	-	-	6,212
Professional tax Ec expense	-	-	-	51
Repairs And Maintenance Expense	-	-	-	248
Rounding off	-	-	-	0
Sales Commission expense	8,451	-	-	6,883
Security charges	-	-	-	101
SEO charges	180	-	-	240





**SOCIALLY APP PRIVATE LIMITED  
RAJKOT**

Staff Recruitment / Consultancy Charges - Non GST	60	59
Studio shoot	-	120
Tea & Coffee Expense	-	234
Telephone expense	87	330
Travelling expense director	-	703
Travelling expense employee	-	545
Travelling expense employee non gst	-	262
Upwork Services	-	90
Vedio charges	-	-
Vatav/Kasar	2,266	625
Voice over/Translation fees	60	
	<u>76,517</u>	<u>2,02,594</u>





**NOTE '7' PROPERTY, PLANT AND EQUIPMENT AND INTANGIBLE ASSETS**

SR. NO.	DESCRIPTION OF ASSETS	GROSS BLOCK			DEPRECIATION			NET BLOCK			
		COST AS ON 01.04.2023	ADDITION DURING THE YEAR	ADJ. DURING THE YEAR	TOTAL COST AS ON 31.03.2024	DEPRECIATION AS ON 01.04.2023	ADDITION DURING THE YEAR	DEP ADJ.	TOTAL DEPRE. ON AT 31.3.2024	AS AT 31.03.2024	AS AT 31.03.2023
	Equipments										
1	Office Equipments	12,963	-	-	12,963	7,301	3,386	-	10,687	2,275	5,662
2	Computer Equipments	8,574	-	-	8,574	6,506	1,242	-	7,748	826	2,068
3	Other Equipments	1,091	-	-	1,091	578	133	-	710	380	513
4	Furniture And Fixtures	1,962	-	-	1,962	956	260	-	1,216	745	1,006
	TOTAL (A)	24,589	-	-	24,589	15,341	5,021	-	20,362	4,227	9,248
	Intangible Assets										
5	Other	1,08,500	-	-	1,08,500	57,015	21,700	-	78,715	29,785	51,485
	TOTAL (B)	1,08,500	-	-	1,08,500	57,015	21,700	-	78,715	29,785	51,485
	TOTAL (C)	-	-	-	-	-	-	-	-	-	-
	Intangible Assets Under Development										
		-	-	-	-	-	-	-	-	-	-
		1,33,089	-	-	1,33,089	72,356	26,721	-	99,077	34,012	60,733
	Previous F.Y. 2022-23	1,25,597	7,492	-	1,33,089	43,833	28,522	-	72,356	-	60,733





**SOCIALLY APP PRIVATE LIMITED**  
**NOTES FORMAING PART OF FINANCIAL STATEMENT**

**SIGNIFICANT ACCOUNTING POLICIES AND NOTES TO ACCOUNTS**

**1. SIGNIFICANT ACCOUNTING POLICIES**

**1.1. DISCLOSURE ON ACCOUNTING POLICIES**

- These financial statements have been prepared to comply with the Generally Accepted Accounting Principles in India (Indian GAAP).
- The financial statements are prepared under the historical cost convention.
- The firm follows the mercantile system of account and recognizes income & expenditure on accrual basis except electricity expenses.

**1.2. REVENUE RECOGNISATION**

- Revenue comprises the invoiced value of goods and services supplied by the Company, net of Goods and Service Tax and trade discounts. Revenue is measured at the fair value of the consideration received or receivable, and represents amounts receivable for goods and services supplied, stated net of discounts, returns and Goods and service Tax. Revenue is recognised to the extent it is probable that economic benefits will flow to the Company and the revenue can be reliably measured. All revenues are accounted on accrual basis except to the extent stated otherwise. Subscription based Services are sold to users, revenue is recognised on a receipt basis.

**1.3. PROPERTY, PLANT AND EQUIPMENT:**

- The entity used cost model for determining the gross carrying amount of property, plant and equipment.
- Entity follows Diminishing Balance Method for the purpose of calculation of depreciation and Streight line Method for the purpose of calculation of amortization intangible assets.
- The rate of depreciation is taken as per the rate mentioned in the Companies Act,2013.

**1.4. ACCOUNTING FOR EFFECTS IN FOREIGN EXCHANGE RATES**

- Transactions in foreign currency are recorded on initial recognition at the exchange rate prevailing at the time of transaction.
- Monetary items (i.e., receivables, payables, loans etc.) denominated in foreign currency are reported using the closing exchange rate on each Balance Sheet date.
- The exchange differences arising on the settlement of monetary items or on reporting these items at rates different from rates at which these were initially recorded/reported in previous financial statements are recognized as income/expense in the period in which they arise except where the foreign currency liabilities have been incurred in connection with fixed assets acquired from a country outside India, where the exchange differences are adjusted in the carrying amount of concerned fixed assets.

**1.5. RELATED PARTY DISCLOSURE**

- Disclosures of transactions with the related parties as defined in the Accounting Standard are given in point no. (2.4) Of the notes to accounts.

**1.6. EARNINGS PER SHARE:**

- Basic earnings per share are disclosed in the Profit and loss Account. Basic earnings per shares is computed and disclosed using the weighted average number of common shares outstanding during the year. Diluted earnings per share is computed and disclosed using the weighted average number of common and dilutive common equivalent shares outstanding during the year, except when the results would be anti-dilutive.





**SOCIALLY APP PRIVATE LIMITED**  
**NOTES FORMAING PART OF FINANCIAL STATEMENT**

**1.7. ACCOUNTING FOR TAXES ON INCOME**

- Tax expense comprises of current tax and deferred tax.
- Current tax is measured at the amount expected to be paid to the tax authorities, using the applicable tax rates.
- Deferred income tax reflect the current period timing differences between taxable income and accounting income for the period and reversal of timing differences of earlier years/period. Deferred tax assets are recognised only to the extent that there is a reasonable certainty that sufficient future income will be available except that deferred tax assets, in case there are unabsorbed depreciation or losses, are recognised if there is virtual certainty that sufficient future taxable income will be available to realize the same.
- Deferred tax assets and liabilities are measured using the tax rates and tax law that have been enacted or substantively enacted by the Balance Sheet date.

**1.8. INTANGIBLE ASSETS**

- Intangible assets acquired separately are measured on initial recognition at cost. Following initial recognition, intangible assets are carried at cost less any accumulated amortisation and accumulated impairment losses (if any). Development costs that are directly attributable to the design and testing of identifiable and unique software products controlled by the group are recognised as intangible assets.

Intangibles being Software acquired by the Company are amortised on a straight-line method basis at 20% annually. Advances paid towards the acquisition of intangible assets outstanding at each balance sheet date are classified as capital advances and cost of assets not ready for use at the balance sheet date, are disclosed under capital work- in-progress.

**1.9. PROVISIONS, CONTINGENT LIABILITIES AND CONTINGENT ASSETS**

- Provisions involving substantial degree of estimation in measurement are recognized when there is a present obligation as a result of past events and it is probable that there will be an outflow of resources. Contingent Liabilities are not recognized but are disclosed in the notes. Contingent assets are neither recognized nor disclosed in the financial statements.





**SOCIALLY APP PRIVATE LIMITED**  
**NOTES FORMAING PART OF FINANCIAL STATEMENT**

**2.1 Earnings per equity share**

Particulars	For the Year Ended 31/03/2024	For the Year Ended 31/03/2023
<b>Earnings Per Equity Share</b>		
Basic	(57.07)	(31.88)
Diluted	(57.07)	(31.88)
<b>Number of Shares used in computing EPS</b>		
Basic	100000	100000
Diluted	100000	100000

**2.2 Other Disclosures**

- i. The company does not have any immovable properties whose title deeds are not in the name of the company. Also, No immovable properties are held by the company in joint ownership with others.
- ii. The company has not revalued any of its Property, Plant and Equipment during the year.
- iii. There were no Loans or Advances in the nature of loans granted by the Company to Promoters, Directors, Key Managerial Personnel or other related parties, repayable on demand or without specifying any terms or period of repayment.
- iv. There are no proceedings initiated or are pending against the Company for holding any Benami property under the Prohibition of Benami Property Transactions Act, 1988 (as amended from time to time) and the rules made thereunder
- v. The company has no borrowings from banks or financial institutions on basis of security of current assets.
- vi. The company is not a wilful defaulter as declared by any bank or financial institution or other lender in accordance with the guidelines on wilful defaulters issued by the Reserve Bank of India.
- vii. As assessed by the Company, the Company had no transactions with any companies struck off under Section 248 of the Companies Act, 2013 during the year ended 31st March, 2023.
- viii. There are no charges or satisfaction pending to be registered with the Registrar of Companies beyond the statutory period.
- ix. The company does not have any downstream company.
- x. There are no Schemes or Arrangement approved which are to be complied by the company.
- xi. The Company has not advanced or loaned or invested funds to any other person(s) or entity(is), including foreign entities (Intermediaries) with the understanding that the Intermediary shall:
  - (a) directly or indirectly lending or investing in other persons or entities identified in any manner whatsoever by or on behalf of the Company (Ultimate Beneficiaries), or
  - (b) providing of any guarantee, security or the like to or on behalf of the Ultimate Beneficiaries.
- xii. The Company has not received any fund from any person(s) or entity(is), including foreign entities (Funding Party) with the understanding (whether recorded in writing or otherwise) that the Company shall:
  - (a) directly or indirectly lend or invest in other persons or entities identified in any manner





**SOCIALLY APP PRIVATE LIMITED**

**NOTES FORMAINING PART OF FINANCIAL STATEMENT**

whatsoever by or on behalf of the Funding Party (Ultimate Beneficiaries) or (b) provide any guarantee, security or the like on behalf of the Ultimate Beneficiaries.

**xiv. Computation of Deferred Tax Assets and Liabilities is as under:**

Particulars	2023-24	2022-23
(A) Op. bal. of Deferred Liabilities:	213790	4,38,590
Deferred Tax Liabilities:		
Difference between book and Income tax Net Block For Current Year	(213790)	-
Adjustment of Brought Forward Loss	-	-
<b>(a)</b>	<b>-</b>	<b>4,38,590</b>
Deferred Tax Assets:		
Difference between book and Income Tax Fixed Asset Block.	-	-
Difference between book and Income tax Depreciation	-	2,24,800
Difference between Preliminary Expenditure	-	-
<b>(b)</b>	<b>-</b>	<b>-</b>
<b>(B) Closing Balance of Deferred Liabilities: [ (a) - (b) ]</b>	<b>-</b>	<b>2,13,790</b>

xiii. There were no discontinuing operations requiring separate disclosure in Profit & Loss Account for the year under review.

**2.3 Related Party Disclosures**

**i. Key Managerial Person & Person Having Significant Influence**

Vinit Dharamshibhai Bediya
Maulik Rajeshbhai Kamdar
Mehul Laxmanbhai Koringa
Saurabh Vinodbhai Joshi

**ii. Transaction with Related Parties:**

No.	Name of Director/ Related Party	Transactions With Related Party						Closing bal. of Unsecured Loan
		Remuneration/ Salary	Rent Paid	Reimbursement of Exp.	Interest on unsecured loan	Unsecured Loans Accepted during the year	Unsecured Loan Repaid during the year	
1	Maulik Rajeshbhai Kamdar	0	0	0	0	0	1960	1160586
	<b>Total</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1960</b>	<b>1160586</b>

In ` Thousands  
2023-24      2022-23

**2.4 Value of import on CIF basis**  
(i) Raw Materials  
(ii) Capital Goods

Nil      Nil  
Nil      Nil





**SOCIALLY APP PRIVATE LIMITED**

**NOTES FORMAING PART OF FINANCIAL STATEMENT**

2.5	Earning & Expenditure in foreign exchange	Nil	Nil
2.6	Estimated amount of Contracts remaining to be executed on Capital Account	Nil	Nil
2.7	Contingent Liabilities not provided for	Nil	Nil
2.8	Auditors' Remuneration Statutory Audit	00.00	40.00

**2.9 Financial Ratios**

SR No.	Name Of Ratio	Numerator	Denominator	2023-24	% Change from previous year	2022-23
1.	Current Ratio (Please Refer Note-1)	Current Asset	Current Liabilities	0.15	-70.12	0.48
2.	Debt Equity ratio	Total Debt	Total Equity	-0.52	-18.98	-0.65
3.	Debt Service Coverage Ratio	Earnings available for debt service	interest and lease payments + principal repayments	NA	NA	NA
4.	Return on Equity Ratio (Please Refer Note-2)	Net profit after taxes	Average Shareholder's Equity	-20.96	-89.52	-200.00
5.	Inventory Turnover Ratio	Sales	Average Inventory	NA	NA	NA
6.	Trade Receivables Turnover Ratio (Please Refer Note-3)	Revenue from operations	Average Trade Receivables	0.98	-79.45	4.76
7.	Trade payables turnover ratio	Purchases	Average Trade Payables	NA	NA	NA
8.	Net capital Turnover Ratio(Please Refer Note-4)	Revenue from operations	Working Capital	-0.25	-86.77	-1.93
9.	Net profit ratio (Please Refer Note-5)	Net profit after taxes	Revenue from operations	-126.33	1005.60	-11.43
10.	Return on Capital employed	Earnings before Interest & Tax	Total Equity + Debt	41.41	4.21	39.73
11.	Return on Investment Ratio(Please Refer Note-6)	Net profit after taxes	Average Shareholder's Equity	-20.96	-89.52	-200.00





**SOCIALLY APP PRIVATE LIMITED**  
**NOTES FORMAING PART OF FINANCIAL STATEMENT**

**Explanation for Changed Ratio More than 25%**

1. Change in current ratio is -70.12% is as a result of decrease in trade receivable and other current asset compare to previous year. Decrease in Current assets is higher than decrease in Current liabilities due to reduction in debtor's collection cycle.
2. Change in Return on Equity Ratio is -89.52% is on account of increase in loss of the year under consideration and decrease
3. Change in Trade Receivable turnover ratio is -79.45% as a Result of increase in loss and decrease in credit sales as compare to previous year.
4. Change in Net Capital Turnover ratio was -86.77% is on account of increment in working capital requirement as compare to increment in sales. Revenue from operation has also been decreased in comparison to previous year.
5. Change in Net Profit Ratio of +1005.60% is on account of increase in Loss compare to previous year and decrease in Revenue from operation compare to previous year.
6. Change in Return on Investment Ratio of -89.52% is on account of increase in loss of the year under consideration.

The company has requested the suppliers to give information of about their status as Micro, Small and Medium Enterprises as defined under the MSMED Act, 2006. In the absence of this information, the company is unable to provide the details regarding the over dues to such enterprises.

- 1) We have carried out vouching and verification on test check basis.
- 2) Balance of Cash on hand is taken as certified by management.

3.1 The outstanding balances as at 31.03.2024 in respect of Trade Receivables, Trade Payables, Current and Non-current Liabilities, Loans and Advances and Other Non-current and Current Assets are subjected to confirmation from respective parties and consequential reconciliation and or adjustments arising there from, if any. The Management, however, does not expect any material variation.





**SOCIALLY APP PRIVATE LIMITED**

**NOTES FORMAING PART OF FINANCIAL STATEMENT**

- 3.2 According to the opinion of the management of the Company the value of realization of Current Liabilities, Current Assets and Loans and Advances in the ordinary course of business would not be less than the amount at which they are stated in the Balance sheet. Balances of assets and liabilities are subject to confirmation.

**For GADARA & ASSOCIATES**  
**Chartered Accountants**

*Hirey*



**HIRENKUMAR MULJIBHAI GADARA**  
**Proprietor**  
**M. No. : 182680**  
**FRN : 0146726W**  
**UDIN : 24182680BKCXZE3984**

**Place - Rajkot**  
**Dated - 03/09/2024**

**For & on behalf of the Board of Director,**

*KP*

**KETAN R. BARASARA**  
**Director**  
**DIN:09449825**

*Maulik*

**MAULIK R. KAMDAR**  
**Director**  
**DIN: 08714031**