

Date: 08.12.2020

Place: Hyderabad

To

The Manger – Listing Department
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/Madam,

Sub: Submission of Annual Report for the Financial Year 2019-20

Ref: Silly Monks Entertainment Limited (SYMBOL: SILLYMONKS)

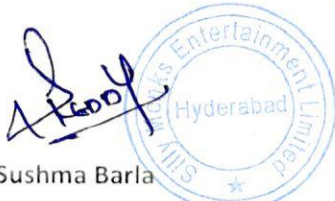
With reference to the above cited subject, please find the enclosed **07th Annual Report** of Silly Monks Entertainment Limited for the financial year **2019-20** as required under **Regulation 34** of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

The said annual report has also been uploaded on website of the Company.

This is for your information and necessary records.

Yours truly,

For Silly Monks Entertainment Limited



Mrs. Sushma Barla
Company Secretary & Compliance Officer

Encl. as above



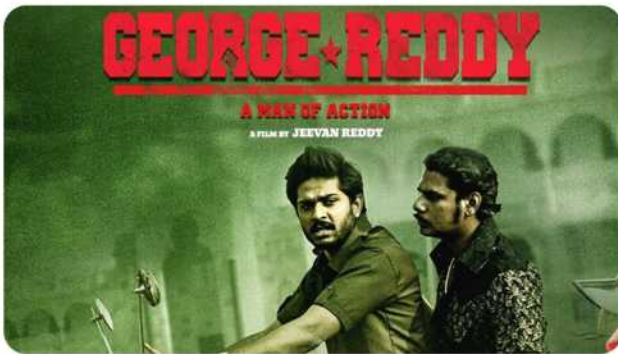


7th ANNUAL REPORT

2019-2020

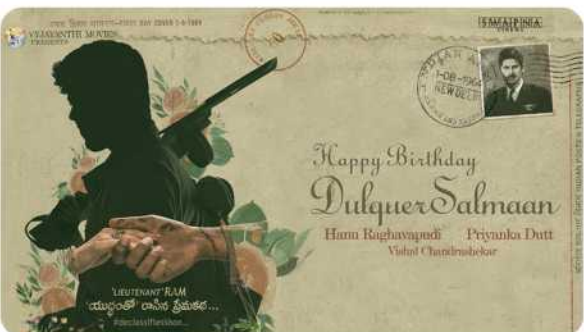
PROJECTS

(2019-2020)



UPCOMING PROJECTS

(2020-2021)





Chepur Ratnakar Rao

Chairman,
Silly Monks Entertainment Limited

Dear Valuable Shareholders,

I sincerely trust you and your families have been keeping safe and healthy during all these months of anxiety in the year 2020. On behalf of Silly Monks, I wish you a happy and worry-free new year ahead. Thankfully, medical science is coming to our rescue with various offerings of the vaccine that will hopefully relegate the dangerous pandemic to history.

As in every aspect of life, Covid-19 has played its devastating hand on the media & entertainment business as well. Lockdowns and confinement to homes demanded that people and families were kept engaged and humoured. Silly Monks, as like most others in our area of business stepped up efforts to find creative routes in meeting the entertainment needs of the media-hungry population.

Crises are the true test of anyone's grit and the entire organization rose to the occasion in full measure with programming content produced under challenging circumstances. A word of appreciation to the team for their valiant efforts in helping retain the prime position of Silly Monks with their lightening response to content creation.

The media & entertainment sector is perhaps among the most dynamic categories that enforce compelling needs on companies to evolve in quick, real-time due to demographic changes and viewer preferences. Silly Monks has managed to stay ahead of the curve through innovative offerings and engaging programming across various channels. The emergence of OTT as a predominant platform in entertainment has opened new avenues of growth and creative expression. I'm very hopeful that with the infusion of further substantial resources we will continue to maintain our leadership position in South India and a dominant place in the expanding footprint areas.

Our sights are set to emerge as a trendsetting media brand across India by asserting for ourselves a pre-eminent position in creative capabilities.

Talent is our biggest and most differentiating asset. Our focus is on amassing promising young talent that will be nurtured in the most fertile environment. Our core product is our ideas and our ability to capture people's imagination creatively and compellingly.

I'm confident that we have the most exacting recipe for success and we will lead the business of entertainment starting with a renewed positive environment during 2021.

I take this opportunity to thank you for being a significant part of Silly Monks and look forward to your continued support as we reach higher goals.

Thank you!

Chepur Ratnakar Rao

Chairman
Silly Monks Entertainment Limited

Sanjay Reddy
Managing Director
Silly Monks Entertainment Limited



My dear shareholder family,

Thank you for being with us in thick and thin. FY 2019-20 was an amazing year but for the power breaks which got applied in March last week. It was a shocker to all of us and we did not know what to expect further.

We were all worried for ourselves, family, and friends with regards to this dreaded disease and started taking utmost precaution. Fortunately in our entire known circle all are safe and healthy and I am hoping the same with all of you too.

As they say, for every action there is an equal reaction, it was pretty much the same for us but in a positive way. As COVID 19 was playing havoc and forced people to stay indoors, it directly impacted the media consumption barometer. While there was a huge dip in advertising spends, we saw a phenomenal increase in viewership. It was a good problem to have as it helped increase our viewer/subscriber base which in turn was a very big positive for the future as and when the advertising starts to increase to pre Covid levels and beyond. We can now see the benefits of the same; we are steadily seeing an increase in our advertising revenue since Oct 2020. Content production is back with a bang etc. etc..

The lock down period gave us an opportunity to re-think, reflect, relearn based on the past and work on course corrections which we are doing as I write this. These changes will have a very positive long term impact on our company.

I am delighted to say the Media & Entertainment Industry in our country is at a stage where the IT sector was two decades ago. And among the M & E, digital is the cherry on the icing which will be lapped up first. It's on a threshold of explosive growth.

So please fasten your belts, have faith and enjoy the ride. I strongly believe 2020 will be treated as a year of reset in order to take higher and longer jumps in times to come.

Thanking you all!

Yours Sincerely,

Sanjay Reddy
Managing Director
Silly Monks Entertainment Limited

Anil Pallala

Co-Founder | Executive Director
Silly Monks Entertainment Limited



Dear Shareholders,

Season greeting from the team SillyMonks. Thank you so much for being part of our roller coaster journey.

2020 hit the whole industry across the world, and many businesses were shut and people have lost their jobs. Even under these critical situations, we have proved that a company like SillyMonks can survive.

Our video viewership on YouTube has jumped nearly 18% on YouTube. There was a drop in the advertising revenue because the YouTube platform's primary revenue stream is Advertisements, and in the pandemic, many businesses have stopped advertising. But, this period has helped us explore multiple ways of monetization opportunities and made us resilient.

OTT viewership has grown by 70% and the revenue has grown by 45% during the lockdown period.

However, the Pandemic period has allowed us to course-correct our approach towards the business and enabled us to unfold multiple ways of driving towards automation.

Silly Monks is the wisest choice for all those investors who have consciously embraced us.

We are making our core businesses discover new opportunities and continually keeping ourselves updated with the media trends.

2021 has many big announcements, and we promise that we have embraced the 2020 downfall as an opportunity and we come with a jet speed towards 2021.

Silly Monks is the 1st Entertainment Company in south India covering all four states and has a strong footprint in food community, wellness community, movie production, short films, and more. Our domain experts of each vertical powerup with the content and our brand team, marketing team and the content distribution team powerup the business.

The digital medium has given a new definition for content production, and the opportunities are unlimited to dive deep.

There is no doubt that digital entertainment will catch on, and it is the future of entertainment. We, Silly Monks, are at the right track to rise to the next level.

Our industry is evolving radically, and with us in the driving seat and the resources of an intense media group, we are making fair use of these in our efforts to become South India's No.1 entertainment leader.
Stay Safe.

Thanking you all!

Yours sincerely,

Anil Pallala

Co-Founder | Executive Director
Silly Monks Entertainment Limited

07TH Annual General MeetingWednesday, 30th December, 2020

at 03.00 P.M.

at the registered office at 4th floor, Ektha Towers, Plot No.
2&3, Whitefields, Kondapur, Hyderabad, Telangana -
500084, India

COMPANY INFORMATION**Board of Directors**

Mr. Ratnakar Rao Chepur
Mr. Tekulapalli Sanjay Reddy
Mr. Anil Kumar Pallala
Mrs. Swathi Reddy
Dr. Rama Koti Reddy Kondamadugula
Mr. Prasada Rao Kalluri

Chairman & Additional Director (Independent)
Managing Director
Whole Time Director
Non- Executive Non - Independent Director
Independent Director
Independent Director

Chief Financial Officer

Mr. Venkata Naga Sathya Aditya Grandhi

Company Secretary & Compliance Officer

Mrs. Sushma Barla

Registered Office:**Silly Monks Entertainment Limited****CIN: L92120TG2013PLC090132**4th floor, Ektha Towers, Plot No. 2&3, Whitefields,
Kondapur, Hyderabad – 500084, Telangana, India.**Tele No.:** 040 - 2300 4518**Email:** investor@sillymonks.com**Website:** www.sillymonks.com**Branch Offices:****Chennai:**No: 10/1, VOC, 2nd Main road, Vadapalani, Chennai-
600026. (Landmark Behind Ram theater)**Kochi:**Door no 2, second floor, Salih Arcade, Covent road,
kochi, 682035**Bangalore:**3rd floor, Puuttanna kanagal, floor #15, Madhu arts
studio, chikkalasandra Bangalore-560061.
(Land mark: Near Abbhay Naidu studio)**Registrar and Share Transfer Agents****M/s. Bigshare Services Pvt. Ltd,**

306, Right Wing, Amrutha Ville, Opp. Yasodha

Hospital, Somajiguda, Raj Bhavan Road, Hyderabad -
500 082, Telangana, India.**Email:** bsshyd@bigshareonline.com**Website:** www.bigshareonline.com**Statutory Auditors**

M/s. Ramasamy Koteswara Rao and Co LLP

Chartered Accountants

Firm Regn. No. 010396S/S200084

Bankers

ICICI Bank Ltd

Internal Auditors

Murali and Sumeet

Chartered Accountants

Firm Regn. No. 010590S

**Name of the Stock Exchange (Where the Company's
Equity Shares are Listed)**

National Stock Exchange of India Limited

NSE Symbol: SILLYMONKS**Secretarial Auditors**

M/s. P. S. Rao & Associates

Company Secretaries

BOARD COMMITTEES

Audit Committee:	
Dr. Rama Koti Reddy Kondamadugula	Chairman
Mr. Prasada Rao Kalluri	Member
Mr. Tekulapalli Sanjay Reddy	Member
Mr. Ratnakar Rao Chepur	Member
Nomination and Remuneration Committee:	
Dr. Rama Koti Reddy Kondamadugula	Chairman
Mr. Prasada Rao Kalluri	Member
Mrs. Swathi Reddy	Member
Mr. Ratnakar Rao Chepur	Member
Stakeholders Relationship Committee:	
Dr. Rama Koti Reddy Kondamadugula	Chairman
Mr. Prasada Rao Kalluri	Member
Mr. Tekulapalli Sanjay Reddy	Member
Mr. Ratnakar Rao Chepur	Member

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NOTICE

Notice is hereby given that the **07th Annual General Meeting** of the Members of **Silly Monks Entertainment Limited** will be held on Wednesday, the 30th December 2020 at 03:00 P.M. at the registered office of the Company situated at 4th floor, Ektha Towers, Plot No. 2&3, Whitefields, Kondapur, Hyderabad – 500084, Telangana, India to transact the following business:

A. ORDINARY BUSINESS:

1. Adoption of Financial Statements & Reports

To consider and adopt (a) the audited financial statements of the Company for the financial year ended 31st March, 2020 and the reports of the Auditors and Board of Directors thereon; and (b) the audited consolidated financial statements of the Company for the financial year ended 31st March, 2020 and the report of Auditors thereon and in this regard, pass the following resolutions, with or without modification(s), as **Ordinary Resolutions**:

- a) **“RESOLVED THAT** the audited financial statements of the Company for the financial year ended 31st March, 2020 and the reports of the Auditors and Board of Directors thereon laid before this meeting, be and are hereby considered and adopted.”
- b) **“RESOLVED THAT** the audited consolidated financial statements of the Company for the financial year ended 31st March, 2020 and the report of Auditors thereon laid before this meeting, be and are hereby considered and adopted.”
2. **To confirm the interim dividend of Rs.1/- per equity share of Rs.10/- each of the Company and consider the same as final dividend for the financial year ended on March 31, 2020.**
3. **To Appoint a director in place of Mrs. Swathi Reddy (DIN: 00297360), who retires by rotation and being eligible, offers herself for re-appointment.**

SPECIAL BUSINESS:

4. **Appointment of Mr. Chepur Ratnakar Rao (DIN: 08744674) as an Independent Director of the Company.**
To consider and, if thought fit, to pass with or without modification(s), the following resolution as a **Special Resolution**:

“RESOLVED THAT pursuant to the provisions of Section 149, 150, 152 read with Schedule IV and other applicable provisions of the Companies Act, 2013 (the Act) and the Companies (Appointment and Qualifications of Directors) Rules, 2014, (including any statutory modification(s) or re-enactment(s) thereof for the time being in force) and Regulation 16(1)(b) of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 ('Listing Regulations'), on the recommendation of the Nomination & Remuneration Committee and approval of the Board of Directors for appointment of **Mr. Chepur Ratnakar Rao (DIN: 08744674)**, who was appointed as an Additional Director (Independent) of the Company by the Board of Directors pursuant to Section 161(1) of the Act, at their meeting held on 22nd day of May, 2020 and who holds office only up to the date of the ensuing Annual General Meeting, who has submitted a declaration that he meets the criteria of independence as provided in section 149(6) of the Act and Regulation 16(1) (b) of the Listing Regulations and the Company hereby approves the appointment of Mr. Chepur Ratnakar Rao, as Non-Executive Independent Director for a term of 5 (Five) consecutive years with effect from 30th December, 2020, whose office shall not be liable to retire by rotation.”

5. To consider the re-appointment of Mr. Tekulapalli Sanjay Reddy (DIN: 00297272) as the Managing Director of the Company and if thought fit, pass the following resolution as a Special Resolution, with or without modification(s):

“RESOLVED THAT pursuant to the provisions of SEBI (Listing Obligations & Disclosure Requirements) Regulations, 2015 and section 117, 196, 197 & 203, read with Schedule V and other applicable provisions, of the Companies Act, 2013 (**“The Act”**) along with the Companies (Appointment and Remuneration of Managerial Personnel) Rules, 2014 including any statutory modifications or re-enactments thereof, approval of the members of the Company, be and is hereby accorded, to re-appoint **Mr. Tekulapalli Sanjay Reddy (DIN: 00297272)** as Managing Director of the Company, for a period of 3 (Three) years with effect from April 01, 2020 to March 31, 2023, on such terms and conditions including remuneration as recommended and approved by the Nomination & Remuneration Committee and Board of directors in their respective meetings held on March 23, 2020, and as set out in the explanatory statement (annexed to this notice) notwithstanding that the remuneration may exceed the limits as prescribed in the provisions of Section 197, 198 and within the limits prescribed under Schedule V to the Companies Act, 2013 in case of no profits/inadequate profits, with authority to the Board of Directors/Nomination & Remuneration Committee to alter and vary the terms and conditions of the said appointment in such a manner as may be agreed to between the Directors and Mr. Tekulapalli Sanjay Reddy.”

“RESOLVED FURTHER THAT even in the absence of or inadequacy of profits in any Financial Year, subject to overall ceiling specified in the Explanatory Statement and subject to the provisions of Schedule V of the Act, Mr. Tekulapalli Sanjay Reddy, be paid the same remuneration (as mentioned in the explanatory statement) as the minimum remuneration for the entire tenure of his appointment.”

6. To consider the re-appointment of Mr. Anil Kumar Pallala (DIN: 02416775) as the Whole Time Director of the Company and if thought fit, pass the following resolution as a Special Resolution, with or without modification(s):

“RESOLVED THAT pursuant to the provisions of SEBI (Listing Obligations & Disclosure Requirements) Regulations, 2015 and section 196, 197 & 203, read with Schedule V and other applicable provisions, of the Companies Act, 2013 (**“The Act”**) along with the Companies (Appointment and Remuneration of Managerial Personnel) Rules, 2014 including any statutory modifications or re-enactments thereof, approval of the members of the Company, be and is hereby accorded, to re-appoint **Anil Kumar Pallala (DIN: 02416775)** as the Whole Time Director of the Company, for a period of 3 (Three) years with effect from April 01, 2020 to March 31, 2023, on such terms and conditions including remuneration as recommended and approved by the Nomination & Remuneration Committee and Board of directors in their respective meetings held on March 23, 2020, and as set out in the explanatory statement (annexed to this notice) notwithstanding that the remuneration may exceed the limits as prescribed in the provisions of Section 197, 198 and within the limits prescribed under Schedule V to the Companies Act, 2013 in case of no profits/inadequate profits, with authority to the Board of Directors/Nomination & Remuneration Committee to alter and vary the terms and conditions of the said appointment in such a manner as may be agreed to between the Directors and **Mr. Anil Kumar Pallala.**”

“RESOLVED FURTHER THAT even in the absence of or inadequacy of profits in any Financial Year, subject to overall ceiling specified in the Explanatory Statement and subject to the provisions of Schedule V of the Act, Mr. Anil Kumar Pallala, be paid the same remuneration (as mentioned in the explanatory statement) as the minimum remuneration for the entire tenure of his appointment.”

Registered Office:

CIN: L92120TG2013PLC090132

4th Floor, Ektha Towers, Plot No. 2&3, Whitefields,
Kondapur, Hyderabad – 500084, Telangana, India.

By order of the Board of Directors
For Silly Monks Entertainment Limited

Sd/-

Mrs. Sushma Barla

Company Secretary & Compliance Officer
Membership No. A51275

Place: Hyderabad

Date: 27.11.2020

NOTES FOR MEMBERS:

1. Proxy/Authorized Representative:

- i) A MEMBER ENTITLED TO ATTEND AND VOTE IS ENTITLED TO APPOINT A PROXY, TO ATTEND AND ON A POLL TO VOTE INSTEAD OF HIMSELF/HERSELF AND SUCH PROXY NEED NOT BE A MEMBER OF THE COMPANY.

The instrument appointing proxy (Proxy Form), in order to be effective must be deposited at the registered office of the Company, not less than 48 (Forty-Eight) hours before the commencement of the AGM. Proxy Form is enclosed with the Notice.

Members are requested to note that a person can act as proxy on behalf of the Members not exceeding 50 (fifty) and holding in aggregate not more than ten percent of the total share capital of the Company carrying voting rights. However, a member holding more than ten percent, of the total share capital of the Company carrying voting rights may appoint a single person as proxy and such person shall not act as proxy for any other person or member.

A member would be entitled to inspect the proxies lodged at any time during the business hours of the Company, during the period beginning 24 (Twenty Four) hours before the time fixed for the commencement of the AGM and ending with the conclusion of the AGM, provided that not less than 3 (three) days of notice in writing is to be given to the Company.

2. Members / proxies / authorized representatives are requested to bring duly filled admission / attendance slips and Annual Reports. Members are requested to come to the venue of the meeting well in advance for registration. No registration will be entertained after fifteen minutes from the scheduled time of the commencement of the meeting. The Proxy Form and the Attendance slip are enclosed with this notice.
- i) Corporate Members intending to send their authorized representatives to attend the AGM are requested to send a certified copy of the Board Resolution/Power of Attorney authorizing their representative to attend and vote in their behalf at the Meeting.

- ii) In case of joint holders attending the AGM, only such joint holders who is higher in the order of names will be entitled to vote.
- iii) Members holding shares in the same name under different Ledger Folios are requested to apply for consolidation of such Folios and send the relevant share certificates to the Share Transfer Agent/Company.

3. Cut Off Date:

- i) This Notice is being sent to all the Members whose names appears as on Friday, November 27th 2020, in the Register of Members/in the Register of beneficial owners as received from **M/s. Bigshare Services Private Limited**, the Registrar and Transfer Agent (“RTA”) of the Company.
- ii) A person whose name is recorded in the Register of Members/in the Register of beneficial owners maintained by the depositories as on Wednesday, **23rd December, 2020**, (the “**Cut Off Date**”) only shall be entitled to avail the facility of remote e-voting as well as voting at the AGM through ballot paper. The voting rights of Members shall be in proportion to their share of the paid-up equity share capital of the Company as on the Cut-off Date.

4. Treatment of Unclaimed Dividend & Shares:

Members are requested to note that dividends not encashed or remaining unclaimed for a period of 7 (seven) years from the date of transfer to the Company’s Unpaid Dividend Account, shall be transferred to the Investor Education and Protection Fund (“IEPF”) established by the Central Government. Further, pursuant to the provisions of Section 124 of the Act read with the Investor Education and Protection Fund Authority (Accounting, Audit, Transfer and Refund) Rules, 2016 (‘IEPF Rules’) as amended from time to time, all shares on which dividend has not been paid or claimed for seven consecutive years or more shall be transferred to IEPF Authority as notified by the Ministry of Corporate Affairs.

The provisions with regard to transfer of dividend and shares to IEPF is not applicable to the Company as, 7 (Seven) years has not been completed since the first declaration of dividend by the Company.

It may be noted that once the unclaimed dividend is transferred to IEPF as above, no claim shall rest with the Company in respect of such amount.

Members may address all the correspondences relating to dividend, unclaimed shares, change of address, share transfer, transmission, nomination etc. to the Company/ RTA at the below mentioned addresses:

- a) **Registered office of the Company: M/s. Silly Monks Entertainment Limited**, 4th Floor, Ektha Towers, Plot No. 2&3, Whitefields, Kondapur, Hyderabad – 500084, Telangana, India, Ph.: +91 80081 21236, Email: investor@sillymonks.com.
- b) **Registrar & Transfer Agents: M/s. Bigshare Services Pvt. Ltd.**, 306, Right Wing, Amrutha Ville, Opp. Yasodha Hospital, Somajiguda, Raj Bhavan Road, Hyderabad - 500082, Tel.: 040 4014 4967, Email Id.: bsshyd@bigshareonline.com

5. Disclosures with respect to demat suspense account/ unclaimed suspense account:

Since no shares of the Company have been transferred to Demat Suspense Account/ Unclaimed suspense Account in accordance with Regulation 39 of the SEBI (LODR) Regulations, 2015 read with Schedule VI thereto, disclosures w.r.t. the same are not applicable to the Company.

6. Communication to Members:

- (i) The Notice of the AGM along with the Attendance Slip and Proxy Form, and a copy of Annual Report is being sent by electronic mode to all Members whose email addresses are registered with the Company / Depository Participant(s) and also to the Auditors and Directors of the Company. For the Members who have not registered their email addresses, physical copies of the annual report along with the aforesaid documents are

being sent by the permitted mode.

- (ii) The annual report and notice of AGM will also be available on the website of the Company at 'www.sillymonks.com' under the Investor Relations section and at the website of CDSL at 'www.cdslindia.com'. Hard copies of the full annual reports will be sent to those shareholders who will request the same.
- (iii) All the documents referred to in the accompanying notice, explanatory statement and Register of Directors and Key Managerial Personnel and their shareholding, Register of Contracts or Arrangements in which Directors are interested are open for inspection at the registered office of the Company on all working days except Saturdays and Sunday, between 11.00 AM to 1.00 PM up to the date of AGM and also at the venue of the AGM.
- (iv) In case you have any query related to the enclosed annual accounts you are requested to send the same to the Company Secretary at the Registered office of the Company or on email investor@sillymonks.com, at least 10 (ten) days before the date of AGM so as to enable the management to collect the relevant information and redress the queries.
- (v) In order to implement the Green Initiatives of the Government, whereby Companies have now been allowed to send/ serve notice(s) / document(s) / Annual Report(s) etc. to their Members through electronic mode, your Company hereby requests all its Members to register their email ID with the RTA (in case of Physical holding) and with the Depository Participant (in case of Dematerialized holding), if not yet provided, to promote Green Initiative.

7. Voting by Members:

The voting for the agenda items as mentioned in the Notice shall be done in the following manner:

- (i) Members may cast their votes through electronic means by using an electronic voting system from a place other than the venue of AGM ("Remote E-voting") in the manner provided below during the e-voting period as mentioned below in Para 7.1.
- (ii) At the venue of AGM, voting shall be done through ballot papers ("Ballot Paper") and the Members attending AGM who have not casted their vote by Remote E-voting shall be entitled to cast their vote through Ballot Paper. Ballot Papers will be made available at the venue of the AGM.
- (iii) A Member may participate in the AGM even after exercising his right to vote through Remote E-voting but shall not be allowed to vote again at the venue of the AGM. If a Member casts vote through Remote E-voting and also at the AGM, then voting done through Remote E-voting shall prevail and voting done at the AGM shall be treated as invalid.

7.1 Voting Through Electronic Means

Details of E-Voting:

The business as set out in the Notice may be transacted through electronic voting system and the Company is providing facility for voting by electronic means. Pursuant to the provisions of Section 108 of the Companies Act, 2013, read with the Companies (Management and Administration) Rules, 2014, the Company is pleased to offer e-voting facility as an alternate to its members to cast their votes electronically on all resolutions set forth in the Notice convening the 07th Annual General Meeting.

The Company has engaged the services of Central Depository Services India Limited (CDSL) to provide the E-voting facility.

The e-voting period will commence on Sunday, 27th December 2020 (09:00 a.m.) and will end on Tuesday, 29th December 2020 (05:00 p.m.). During this period, members of the company, holding shares either in Physical form or in Dematerialized form, as on **Cut-Off Date** i.e. **23rd December 2020**, may cast their vote electronically. The Remote E-Voting shall not be allowed beyond 5:00 PM. on 29th December 2020 and the e-voting module shall be disabled by CDSL for voting thereafter.

The Company has appointed Mr. Jineshwar Kumar Sankhala, Practicing Company Secretary to act as Scrutinizer to conduct and scrutinize the electronic voting process and poll at the Annual General Meeting in a fair and transparent manner. The members desiring to vote through electronic mode may refer to the detailed procedure on e-voting given hereunder.

A. The instructions for shareholders voting electronically are as under:

- (i) The shareholders should log on to the e-voting website www.evotingindia.com.
- (ii) Click on Shareholders.
- (iii) Now Enter your User ID
 - a. For CDSL: 16 digits beneficiary ID,
 - b. For NSDL: 8 Character DP ID followed by 8 Digits Client ID,
 - c. Members holding shares in Physical Form should enter Folio Number registered with the Company.
- (iv) Next enter the Image Verification as displayed and Click on Login.
- (v) If you are holding shares in demat form and had logged on to www.evotingindia.com and voted on an earlier voting of any company, then your existing password is to be used.
- (vi) If you are a first-time user follow the steps given below:

	For Members holding shares in Demat Form and Physical Form
PAN	Enter your 10-digit alpha-numeric PAN issued by Income Tax Department (Applicable for both demat shareholders as well as physical shareholders) Members who have not updated their PAN with the Company/Depository Participant are requested to use the first two letters of their name and the 8 digits of the sequence number in the PAN field. In case the sequence number is less than 8 digits enter the applicable number of 0's before the number after the first two characters of the name in CAPITAL letters. Eg. If your name is Ramesh Kumar with sequence number 1 then enter RA00000001 in the PAN field.
Dividend Bank Details Or Date of Birth (DOB)	Enter the Dividend Bank Details or Date of Birth (in dd/mm/yyyy format) as recorded in your demat account or in the company records in order to login. If both the details are not recorded with the depository or company please enter the member id / folio number in the Dividend Bank details field as mentioned in instruction (iv).

- (vii) After entering these details appropriately, click on "SUBMIT" tab.
- (viii) Members holding shares in physical form will then directly reach the Company selection screen. However, members holding shares in demat form will now reach 'Password Creation' menu wherein they are required to mandatorily enter their login password in the new password field. Kindly note that this password is to be also used by the demat holders for voting for resolutions of any other company on which they are eligible to vote, provided that company opts for e-voting through CDSL platform. It is strongly recommended not to share your password with any other person and take utmost care to keep your password confidential.
- (ix) For Members holding shares in physical form, the details can be used only for e-voting on the resolutions contained in this Notice.
- (x) Click on the EVSN for the relevant Company i.e., Silly Monks Entertainment Limited on which you choose to vote.

- (xi) On the voting page, you will see “RESOLUTION DESCRIPTION” and against the same the option “YES/NO” for voting. Select the option YES or NO as desired. The option YES implies that you assent to the Resolution and option NO implies that you dissent to the Resolution.
- (xii) Click on the “RESOLUTIONS FILE LINK” if you wish to view the entire Resolution details.
- (xiii) After selecting the resolution you have decided to vote on, click on “SUBMIT”. A confirmation box will be displayed. If you wish to confirm your vote, click on “OK”, else to change your vote, click on “CANCEL” and accordingly modify your vote.
- (xiv) Once you “CONFIRM” your vote on the resolution, you will not be allowed to modify your vote.
- (xv) You can also take a print of the votes cast by clicking on “Click here to print” option on the Voting page.
- (xvi) If a demat account holder has forgotten the login password, then Enter the User ID and the image verification code and click on Forgot Password & entering the details as prompted by the system.
- (xvii) Shareholders can also cast their vote using CDSL’s mobile app m-Voting available for android based mobiles. The m-Voting app can be downloaded from Google Play Store. Please follow the instructions as prompted by the mobile app while voting on your mobile.

(xviii) **Note for Non – Individual Shareholders and Custodians**

- Non-Individual shareholders (i.e. other than Individuals, HUF, NRI etc.) and Custodian are required to log on to www.evotingindia.com and register themselves as Corporates.
 - A scanned copy of the Registration Form bearing the stamp and sign of the entity should be emailed to helpdesk.evoting@cdslindia.com.
 - After receiving the login details a Compliance User should be created using the admin login and password. The Compliance User would be able to link the account(s) for which they wish to vote on.
 - The list of accounts linked in the login should be mailed to helpdesk.evoting@cdslindia.com and on approval of the accounts they would be able to cast their vote.
 - A scanned copy of the Board Resolution and Power of Attorney (POA) which they have issued in favour of the Custodian, if any, should be uploaded in PDF format in the system for the scrutinizer to verify the same.
- (xix) In case you have any queries or issues regarding e-voting, you may refer the Frequently Asked Questions (“FAQs”) and e-voting manual available at www.evotingindia.com, under help section or write an email to helpdesk.evoting@cdslindia.com.

B. In case of members receiving the physical copy of notice of 07th Annual General Meeting by courier (for members whose e-mail ids are not registered with the Company/Depositories):

Please follow all the steps from S.No. (i) to S.No. (xvii) to cast vote.

C. General Instructions:

- (i) The voting rights of Members shall be in proportion to the shares held by them in the paid-up equity share capital of the Company as on, **23rd December 2020**.
- (ii) Members can opt for only one mode of voting, i.e., either by venue voting or e-voting. In case Members cast their votes through both the modes, voting done by e-voting shall prevail and votes cast through venue voting will be treated as invalid.

7.2 Voting Through Ballot Paper:

Members who have not exercised the option of Remote E-voting shall be entitled to participate and vote at the venue of the AGM on the date of the AGM. Voting at the venue of AGM shall be done through Ballot Papers and Members attending the AGM shall be able to exercise their voting rights at the meeting through Ballot Papers. After the agenda item has been discussed, the Chairman will instruct the Scrutinizer to initiate the process of voting on all the resolutions through Ballot Papers. The Ballot Paper/s will be issued to the

Shareholders / Proxy holders/ Authorized Representatives present at the AGM. The Shareholders may exercise their right of vote by tick marking as (v) against **“FOR”** or **“AGAINST”** as his/her choice may be, on the agenda item in the Ballot Paper and drop the same in the Ballot Box(es) kept at the meeting hall for this purpose.

Please note that the Members who have cast their vote by Remote E-voting prior to the AGM may also attend the AGM but shall not be entitled to cast their vote again.

- (iii) The Scrutinizer, after scrutinising the votes cast at the meeting through poll and through remote e-voting will, not later than three days of conclusion of the Meeting, make a consolidated scrutinizer's report and submit the same to the Chairman. The results declared along with the consolidated scrutinizer's report shall be placed on the website of the Company www.sillymonks.com and on the website of www.cdslindia.com. The results shall simultaneously be communicated to the Stock Exchanges.
- (iv) The result of the voting on the Resolutions at the Meeting will be announced by the Chairman or any other person authorized by him within two days of the AGM.

8. Scrutinizer:

- (i) Mr. Jineshwar Kumar Sankhala, Company Secretary in Practice (COP No. **18365**) having consented to act as a scrutinizer has been appointed as “Scrutinizer” for scrutinizing the voting process (Ballot Paper as well as Remote E-voting) in a fair and transparent manner.
- (ii) The Chairman shall, at the AGM, at the end of discussion on the resolutions on which voting is to be held, allow voting with the assistance of scrutinizer, by use of **“Ballot Paper”** for all those Members who are present at the AGM but have not cast their votes by availing the Remote E-voting facility.
- (iii) The Scrutinizer shall, immediately after the conclusion of voting at the AGM, first count the votes cast at the AGM by Ballot Papers and thereafter unblock the votes casted through e-voting in the presence of at least two witnesses not in the employment of the Company. The Scrutinizer shall, within a period not later than **2 (Two) days** from the conclusion of the AGM, prepare and present a consolidated report of the total votes cast in favour or against, if any, to the Chairman of the Company or a person authorised by him in writing who shall countersign the same.

9. Declaration of Results:

The Result of voting (Remote E-voting and the voting at the AGM) on the resolutions shall be declared not later than **2 (Two) days** from the date of AGM by the Chairman or any person authorized by him for this purpose. The results declared along with the consolidated scrutinizer's report shall be placed on the website of the Company www.sillymonks.com and on the website of www.cdslindia.com. The results shall simultaneously be communicated to the Stock Exchanges.

10. Nomination:

Members holding shares in the physical form and desirous of making a nomination in respect of their shareholding in the Company, as permitted under Section 72 of the Companies Act, 2013 or any statutory re-enactment thereof, are requested to submit the request in prescribed Form SH-13 to the RTA. Members holding shares in dematerialized form may contact their respective depository participant(s) for recording nomination in respect of their shares.

11. Dematerialization:

Pursuant to SEBI (LODR) (Fourth Amendment) Regulations, 2018 issued on June 8, 2018 and effective from December 05, 2018, SEBI has mandated that transfer of securities in a listed company will be processed only

if the securities are held in dematerialized form. It is hereby confirmed that, total paid up equity shares of the Company are in de-materialized form.

12. Explanatory Statement and Additional Information:

- (i) The statement pursuant to Section 102(1) of the Companies Act, 2013 with respect to the Special Business set out in the Notice is annexed.
- (ii) Additional information pursuant to Regulation 36(3) of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 and Secretarial Standard 2 issued by the Institute of Company Secretaries of India ("ICSI") pertaining to the Directors proposed to be appointed/re-appointed as mentioned in the Notice is provided in "**Annexure A**" to this Notice. Director(s) have furnished the requisite consents/ declarations for their appointment / re-appointment.
- (iii) The SEBI has mandated the submission of Permanent Account Number (PAN) by every participant in securities market. Members holding shares in electronic form are, therefore, requested to submit the PAN to the depository participants with whom they are maintaining their demat accounts.
- (iv) To prevent fraudulent transactions, members are advised to exercise due diligence and notify the Company of any change in address or staying abroad or demise of any members as soon as possible. Members are also advised not to leave their demat account(s) dormant for long. Periodic statement of holdings should be obtained from the concerned Depository Participants and holdings should be verified

13. Other Information:

- (i) Route Map for the AGM is also enclosed with the Notice for easy location of the Venue, Copy of the AGM Notice along with the route map will also be available on the website of the Company at **www.sillymonks.com** in the Investor Relations section.
- (ii) As per Section 118(1) of the Companies Act, 2013 read with the Secretarial Standard 2 on General Meetings issued by the Institute of Company Secretaries of India, "No gifts, gift coupons or cash in lieu of gifts shall be distributed to members at or in connection with the meeting".
- (iii) Shareholders are requested to immediately notify any change in their address and also intimate their active E-Mail ID to their respective Depository Participants (DPs) and to the Registrar and Share Transfer Agent of the Company viz. **Bigshare Services Pvt. Ltd.**, 306, Right Wing, Amrutha Ville, Opp. Yasodha Hospital, Somajiguda, Raj Bhavan Road, Hyderabad - 500082, having email Id **bsshyd@bigshareonline.com** to receive the soft copy of the annual report and all other communication and notice of the meetings etc., of the Company.
- (iv) The annual report for the financial year 2019-20 is being sent through email to those members who have opted to receive electronic communication or who have registered their email addresses with the Company/depository participants. The members will be entitled to physical copy of the annual report for the financial year 2019-20, free of cost, upon sending a request to the Company Secretary at the registered office of the Company situated at 4th Floor, Ektha Towers, Plot No. 2&3, Whitefields, Kondapur, Hyderabad – 500084, Telangana, India. For any Communication, the shareholders may also send request to the Company's E-Mail Id: **investor@sillymonks.com**.
- (v) Pursuant to the requirement of SEBI (Listing Obligations and Disclosures Requirement) Regulation, 2015 the Company declares that, the equity shares of the Company are listed on the National Stock Exchange of India Limited (NSE – Main Board).

By order of the Board of Directors
For Silly Monks Entertainment Limited

Place: Hyderabad
Date: 27.11.2020

SD/-
Mrs. Sushma Barla
Company Secretary & Compliance Officer

Annexure to the Notice

Additional Information

Brief profile of the directors seeking appointment/re-appointment/change in the remuneration at the ensuing Annual General Meeting pursuant to Regulation 36 (3) of SEBI (LODR) Regulations, 2015

Name of the Director	Swathi Reddy
DIN	00297360
Date of Birth	09.02.1971 (49 Years)
Date of first appointment on the Board	20 th day of September, 2013
Qualification, Experience & Expertise	Mrs. Swathi Reddy holds a degree in Bachelor of Commerce and Master of Business Administration (MBA) from the Osmania University of Hyderabad, Telangana. She has more than two decades of work experience in the marketing sector. Currently, she is working with power generation industry as Vice President – Corporate Communication.
Directorships in other Companies	M/s. Dream Boat Entertainment Pte Limited - Wholly Owned Subsidiary of the Company incorporated outside India
No. & % of Shares held in the Company	245960 equity shares i.e., 2.41%
Memberships/ Chairmanships of committees of other Public Companies (includes only Audit Committee and Stakeholders Relationship Committee)	-
Relation between Directors inter-se	Wife of Mr. T Sanjay Reddy - Managing Director.

Name of the Director	Tekulapalli Sanjay Reddy
DIN	00297272
Date of first appointment on the Board	20 th day of September, 2013
Date of Birth	29.06.1968 (52 Years)
Qualification, Experience & Expertise	Mr. Tekulapalli Sanjay Reddy is a Commerce graduate with a management degree in Marketing and Finance from Pune University. 30 years of rich experience in sales, distribution, programming and general management in Media, Internet and Entertainment industries. He is the founder and promoter of the Company.
Directorships in other Companies	M/s. Dream Boat Entertainment Pte Limited – Wholly Owned Subsidiary of the Company incorporated outside India
No. & % of Shares held in the Company	3255120 equity shares i.e., 31.88%
Relation between Directors inter-se	Husband of Smt. Swathi Reddy, Non-Executive Director.

Name of the Director	Chepur Ratnakar Rao
DIN	08744674
Date of first appointment on the Board	He was appointed as an Additional Director by the Board of Directors of the Company at their Meeting held on 27 th May 2020.
Date of Birth	28.06.1952 (68 Years)
Qualification, Experience & Expertise	Mr. Chepur Ratnakar Rao has done his Post Graduation in Management Education Program from IIM Ahmedabad and Graduation in Bachelor of Arts from Osmania University. Over 25 years he was with leading Indian and International Advertising Agency Networks (RK Swamy/BBDO and DDB Worldwide) – India, Middle East, North Africa, and European markets. He has 5 years of retail marketing management experience with leading retail chains in the Middle East, UAE (Landmark Retail Group) and Kuwait (Alghanim Group).
Directorships in other Companies	-
No. & % of Shares held in the Company	-
Relation between Directors inter-se	-

Name of the Director	Anil Kumar Pallala
DIN	02416775
Date of Birth	18.01.1982 (38 Years)
Date of first appointment on the Board	01 st day of September 2014
Qualification, Experience & Expertise	Mr. Anil Kumar Pallala is an Audio Engineer. He was the Founder, Ex-Director of Whacked Out Media Private Limited. He was part of 92.7 Big FM launch as a promo/music producer in the year 2006. He has 17 years of experience in the Entertainment industry out of which he is in the new media business for the last 10 years.
Directorships in other Companies	Inani Media Private Limited
No. & % of Shares held in the Company	660000 equity shares i.e., 6.46%
Relation between Directors inter-se	NA

**Explanatory Statement in respect of the Special Business pursuant to
Section 102 of the Companies Act, 2013 & Regulation 36 of SEBI (LODR) Regulations, 2015**

Item No. 3: Appointment of Mr. Chepur Ratnakar Rao (DIN: 08744674) as an Independent Director

In accordance with the provisions of Section 149 read with Schedule IV to the Companies Act, 2013, appointment of an Independent Director requires approval of members. Based on the recommendation of the Nomination and Remuneration Committee, the Board of Directors have proposed that Mr. Chepur Ratnakar Rao be appointed as an Independent Director of the Company.

The appointment of Mr. Chepur Ratnakar Rao shall be effective upon approval by the members in the Meeting.

Mr. Chepur Ratnakar Rao is not disqualified from being appointed as a Director in terms of Section 164 of the Act and has given his consent to act as a Director. The Company has received a declaration from Mr. Chepur Ratnakar Rao that he meets the criteria of independence as prescribed under sub-section (6) of Section 149 of the Act and Regulation 16(1) (b) of the Listing Regulations.

In the opinion of the Board, Mr. Chepur Ratnakar Rao fulfills the conditions for his appointment as an Independent Director as specified in the Act. Mr. Chepur Ratnakar Rao is independent of the management and possesses appropriate skills, experience and knowledge.

Brief resume of Mr. Chepur Ratnakar Rao (Mr. Rao):

Mr. Rao has done his Post Graduation in Management Education Program from IIM Ahmedabad and Graduation in Bachelor of Arts from Osmania University. Over 25 years he was with leading Indian and International Advertising Agency Networks (RK Swamy/BBDO and DDB Worldwide) – India, Middle East, North Africa and European markets. He has 5 years retail marketing management experience with leading retail chains in the Middle East, UAE (Landmark Retail Group) and Kuwait (Alghanim Group).

He has been associated with marketing communication activities of major international brands including Sony, Almarai Dairy, Clorox Corporation, Henkel Germany, General Motors Corporation and Landmark Retail Group. He was associated with the advertising of many leading Indian corporations including Hyderabad Allwyn (watches & furniture), ECIL (ECTv etc), BHEL, AP Dairy (Vijaya brand), Hyderabad Industries, Coromandel Fertilisers, Vizag Steel, Margadarsi Group etc. Continental Coffee, Furniture World Group, Birla Shakti Cement, Apollo Hospitals, Care Hospitals, Ratnadeep Retail etc. are the recent associations.

He was a practitioner faculty at Institute of Management Technology (Ghaziabad's Hyderabad campus) and Served as a **Member of The Academic Council, Osmania University (Department of Communication and Journalism)** and as the **President of The Advertising Club Hyderabad** for 4 terms at different stages.

Keeping in view his vast expertise and knowledge, it will be in the interest of the Company that Mr. Chepur Ratnakar Rao is appointed as an Independent Director of the Company.

Mr. Chepur Ratnakar Rao was appointed as the Chairman & Additional Director (Independent) by the Board in their meeting held on 27th May 2020. Mr. Chepur Ratnakar Rao is a member of the Audit Committee, Nomination and Remuneration Committee and Stakeholders Relationship Committee of the Board of Directors of the Company.

Mr. Rao doesn't hold any shares in the Company. The Board consider that his continued association would be of immense benefit to the Company and it is desirable to continue to avail services of Mr. Chepur Ratnakar Rao as an Independent Director.

Accordingly, the Board recommends the resolution in relation to appointment of Dr. Rama Koti Reddy Kondamadugula as an Independent Director, for the approval by the shareholders of the Company by passing special resolution.

Copy of draft letter of appointment of Mr. Chepur Ratnakar Rao (DIN 08744674) setting out the terms and conditions of appointment is available for inspection by the members at the corporate office of the Company.

Except Mr. Chepur Ratnakar Rao, being an appointee, none of the Directors and Key Managerial Personnel of the Company and their relatives is concerned or interested, financial or otherwise, in the resolution set out at Item No. 3. This Explanatory Statement may also be regarded as a disclosure under Regulations of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

Your Directors recommend the Special Resolution for your approval.

Item 4 & 5: To Consider and approve the re-appointment of Mr. Tekulapalli Sanjay Reddy, Managing Director and Mr. Anil Kumar Pallala as Whole Time Director of the Company.

The members of the Company had appointed Mr. Tekulapalli Sanjay Reddy as Chairman & Managing Director and Mr. Anil Kumar Pallala as whole Time Director of the Company by means of passing a special resolution at their Extraordinary Meeting of the Company held on 15th May 2017 for a period of three years from with effect from 01st April 2017, in accordance with the provisions of Sections 196, 197, 203 read with Schedule V and other applicable provisions, if any, of the Companies Act, 2013. Subsequently, approval of the members was also sought by way of special resolutions passed at the 05th Annual General Meeting held on 29th September, 2018 to increase in the remuneration to Mr. Tekulapalli Sanjay Reddy and Mr. Anil Kumar Pallala.

The present tenure of Mr. Tekulapalli Sanjay Reddy and Mr. Anil Kumar Pallala have got expired on 31st March, 2020. Keeping in view their vast experience, roles and responsibilities, leadership capabilities, entrepreneurship skills, and their contribution in the performance of the Company, the Board of Directors of the Company at their meeting held on 23rd March, 2020 have, on the recommendation of the Nomination and Remuneration Committee, and subject to the approval of the shareholders by way of a special resolution re-appointed Mr. Tekulapalli Sanjay Reddy as Managing Director and Mr. Anil Kumar Pallala, as Whole Time Director for a further period of 3 (Three) years with effect from 1st April, 2020 on the remuneration and terms and conditions set out below:-

i) Mr. Tekulapalli Sanjay Reddy – Managing Director:

Mr. Tekulapalli Sanjay Reddy is a Commerce graduate with a management degree in Marketing and Finance from Pune University. He is one of the Founding Promoter of our Company and has 30 years of rich experience in sales, distribution, programming and general management in Media, Internet and Entertainment industries. In over two decades of career, has been associated with some of the largest media firms in India; including Zee Network (South), SUN TV Network, Walt Disney, Sony Entertainment, ESPN-STAR Sports, CNBC, Times of India etc. Last assignment was with Zee Entertainment Enterprise Ltd as Business Head – South (Zee Telugu, Zee Kannada & Zee Tamil). During the tenure with Zee Network has the credit of achieving the fastest break even in the history of Indian Media in the capacity of Business head Zee Telugu. As the MD of SillyMonks Entertainment Ltd he is into TV/Film Prod, Digital content creation, Distribution & Management, Social Media, Lifestyle Products, Merchandise & Music.

Remuneration:

At Present, the remuneration payable to the Managing Director for the aforesaid years, falls under the purview of Section II of Part II of Schedule V of the Companies Act, 2013 (i.e., Remuneration payable by companies having no profit or inadequate profit).

The Nomination and Remuneration Committee recommended that as per Schedule V of the Companies Act, 2013, the effective paid up capital of the Company falls under the limits between 5 crores and above but less than 100 crores and as per limits specified in Schedule V, the Company can pay maximum of Rs. 84,00,000/- (Rupees Eighty Four Lakhs only) per annum as remuneration to Mr. Tekulapalli Sanjay Reddy, as Managing Director of the Company. The remuneration can be paid in excess of the above limits if the shareholders passes special resolution.

Details of remuneration payable to the Managing Director are given below:

i) Basic Salary and Allowances:

Basic Salary: Rs. 6,50,000/- per month up to a maximum of Rs. 8,65,150/- per month. The annual increments which will be effective 1st April each year, will be decided by the Board in-consultation with the Nomination and Remuneration Committee and will be merit-based and take into account the Company's performance as well.

Basic salary and allowances shall be paid on monthly basis as follows:

Particulars	Amount (Rs.)*	Amount (Rs.) - Max Limit
Basic Salary	3,25,000	4,32,575
HRA	1,30,000	1,73,030
Other Allowances & Reimbursements	1,95,000	2,59,545
Total	6,50,000	8,65,150

*Salary structure given is as on Monthly basis.

ii) Other Benefits - Expenses for travelling, boarding, lodging during business trips shall be reimbursed at actual cost and not considered as perquisites.
ii) Mr. Anil Kumar Pallala – Whole Time Director:

Mr. Anil Kumar Pallala, is an Audio Engineer, he has 17 years of experience in the Entertainment industry out of which he is in the new media business for the last 10 years.

He started his career as an audio engineer worked with various movies & indie musicians. In 2006 been part of 92.7 Big FM launch as a promo/music producer and Founded a new media company called Whacked Out Media Pvt Ltd (Mango) in 2009 and he was a promoter till 2013.

Remuneration:

At Present, the remuneration payable to the Whole Time Director for the aforesaid years, falls under the purview of Section II of Part II of Schedule V of the Companies Act, 2013 (i.e., Remuneration payable by companies having no profit or inadequate profit).

The Nomination and Remuneration Committee recommended that as per Schedule V of the Companies Act, 2013, the effective paid up capital of the Company falls under the limits between 5 crores and above but less than 100 crores and as per limits specified in Schedule V, the Company can pay maximum of Rs. 84,00,000/- (Rupees Eighty Four Lakhs only) per annum as remuneration to Mr. Anil Kumar Pallala, as Whole Time Director

of the Company. The remuneration can be paid in excess of the above limits if the shareholders pass special resolution.

Details of remuneration payable to the Whole Time Director are given below:

i) Basic Salary and Allowances:

Basic Salary: Rs. 3,25,000/- per month up to a maximum of Rs. 4,32,575/- per month. The annual increments which will be effective 1st April each year, will be decided by the Board in-consultation with the Nomination and Remuneration Committee and will be merit-based and take into account the Company's performance as well.

Basic salary and allowances shall be paid on monthly basis as follows:

Particulars	Amount (Rs.)*	Amount (Rs.) - Max Limit
Basic Salary	1,62,500	2,16,288
HRA	65,000	86,515
Other Allowances & Reimbursements	97,500	1,29,773
Total	3,25,000	4,32,575

*Salary structure given is as on Monthly basis.

ii) Other Benefits - Expenses for travelling, boarding, lodging during business trips shall be reimbursed at actual cost and not considered as perquisites.

The approval of the shareholders is sought by way of a special resolution to the re-appointment and payment of remuneration to Mr. Tekulapalli Sanjay Reddy as Managing Director and Mr. Anil Kumar Pallala as Whole Time Director, in accordance with the relevant provisions of the Act read with Schedule V thereto.

The Board commends the passing of Special Resolution at Item No.4 & 5 of the Notice.

None of the Directors or Key Managerial Personnel of the Company or their relatives, except Mr. Tekulapalli Sanjay Reddy, Managing Director, Mr. Anil Kumar Pallala, Whole Time Director and Mrs. Swathi Reddy (Wife of Mr. T Sanjay Reddy) are concerned or interested, financially or otherwise, in this Special Resolution except to the extent of their shareholding interest, if any, in the Company.

Statement as required under Section II, Part II of the Schedule V to the Companies Act, 2013 with reference to the Special Resolution at Item No.4 & 5 of the Notice:

I. General Information:				
Nature of industry	Media and Entertainment (Service Sector)			
Date or expected date of commencement of commercial production.	Business commenced in the year 2013, since the Company is into service sector, hence there is no date of commercial production			
In case of new companies, expected date of commencement of activities as per project approved by financial institutions appearing in the prospectus.	Not Applicable			
Financial performance based on given indicators.				
	Particulars	2019-20	2018-19	2017-18

	Revenue	22,21,62,956	11,03,62,039	8,40,07,972
	Profit before Tax	1,87,02,667	95,62,520	1,17,74,817
	Provision for Taxation	57,81,602	21,07,792	22,43,691
	Profit/(Loss) after tax	1,17,52,372	74,62,412	94,06,499
Foreign investments or collaborators, if any	“Dream Boat Entertainment PTE Limited” is a Wholly Owned Subsidiary of Silly Monks situated in Hong Kong.			
II. Information about the appointees:				
Background details	Mr. T. Sanjay Reddy, aged about 52 years, He is the founder and promoter of the Company is a Media Professional, Producer, Actor and known for leading some of the top TV Channels of India in the regional space. He possesses Post Graduation Degree in Business Administration with double specialization in Marketing as well as Finance from University of Pune.		Mr. Anil Kumar Pallala, aged about 38 years, is an Audio Engineer, he has 17 years of experience in the Entertainment industry out of which he is in the new media business for the last 10 years. He started his career as an audio engineer worked with various movies & indie musicians. In 2006 been part of 92.7 Big FM launch as a promo/music producer and Founded a new media company called Whacked Out Media Pvt Ltd (Mango) in 2009 and he was a promoter till 2013.	
Past remuneration	The remuneration drawn by Mr. T. Sanjay Reddy during past Two Years is as follows:		The remuneration drawn by Mr. Anil Kumar Pallala during the past Two Years is as follows:	
	Financial Year	Amount (Rs.)	Financial Year	Amount (Rs.)
	2019-20	78,00,000	2019-20	37,80,000
	2018-19	64,60,000	2018-19	31,70,000
Recognition or awards	The Company has received various awards and recognition during his tenure as a Senior Executive of the Company. Company was the Winner of the Start-Up of the Year 2014 award by Silicon India & Best Start-Up Business Excellence Award 2017.		The Company has received various awards and recognition during his tenure as a Director of the Company. Company was the Winner of the Start-Up of the Year 2014 award by Silicon India & Best Start-Up Business Excellence Award 2017.	
Job profile and his suitability	Mr. T. Sanjay Reddy has been serving the Company since inception in the capacity of a Director. Later, he was appointed as the Chairman & Managing Director		Mr. Anil Kumar Pallala has been serving the Company over a long period of time. The director has contributed a lot for the continuous growth of	

	of the Company from 01 st April 2017 to 31 st March 2020. The present tenure of Mr. Tekulapalli Sanjay Reddy has got expired on 31 st March, 2020. Keeping in view of his vast experience, roles and responsibilities, leadership, capabilities, entrepreneurship skills, and their contribution in the performance of the Company, the board has considered to re-appoint him as the Managing Director.	the Company. He was appointed as the Whole Time Director of the Company from 01 st April 2017 to 31 st March 2020. In view of their Vital position, the board proposes to re-appoint him as the Whole Time Director of the Company.
Remuneration proposed	As mentioned in the item No.4 & 5 of the Notice.	As mentioned in the item No.4 & 5 of the Notice.
Comparative remuneration profile with respect to industry, size of the Company, profile of the position and person	In the present challenging business environment, the duties and responsibilities of Mr. Sanjay Reddy Tekulapalli, as Managing Director and Mr. Anil Kumar Pallala have grown manifold. There is a continuous need for formulation of competitive strategies and periodical review thereof for successful implementation and sustained overall development of the Company, which has necessitated their increased focus and higher involvement in Company's matters. In these tough times, it is imperative that the Company's growth strategy continues under the continued guidance and leadership of Mr. Sanjay Reddy Tekulapalli and Mr. Anil Kumar Pallala, whose rich experiential background, the Company remains reinforced to strive through the challenging times and bounce back on the growth chart. In view of the above, the proposed remuneration package is commensurate to prevailing levels in the industry and thereby is fit and justified for payment.	
Pecuniary relationship directly or indirectly with the Company, or relationship with the managerial personnel, if any	Mr. T Sanjay Reddy has no pecuniary relationship directly or indirectly with the Company or its managerial personnel other than his remuneration in the capacity of a Managing Director. He holds 32,55,120 equity shares i.e., 31.88% of the Company. Mrs. Swathi Reddy, Director of the company is the wife of Mr. Sanjay Reddy	Mr. Anil Kumar Pallala has no pecuniary relationship directly or indirectly with the Company or its managerial personnel other than his remuneration in the capacity of a Whole Time Director. He holds 6,60,000 equity shares i.e., 6.46% of the Company.
III. Other information:		
Reasons of loss or inadequate profits	Since the Company has started its operations during the year 2013, Company has completed 7 years of its operations; the profits of the Company are increasing gradually. The profits of the Company are inadequate, though the profits have increased from the previous financial year.	

Steps taken or proposed to be taken for improvement	The Company has initiated certain steps to improve the margins of the Company by expanding its operations broadly in Digital platform, Movie, web series & Short film productions, content aggregation and customization and deployment of content in audio and video formats for mobile carriers, devices and music stores in Indian and global markets.
Expected increase in productivity and profits in measurable terms	The Company has taken numerous initiatives to improve its financial position, and will continue endeavour in this regard. The Company hopes to increase the revenue and profits by improving margins in coming years
IV. Disclosures:	
The remuneration package of the managerial persons are given in the item No.4 & 5 of the Notice.	

INFORMATION PURSUANT TO 1.2.5 OF THE SECRETARIAL STANDARD ON GENERAL MEETINGS (SS- 2) REGARDING DIRECTOR SEEKING APPOINTMENT:

Name of the Director	Tekulapalli Sanjay Reddy	Anil Kumar Pallala
Age	52 years	38 years
Qualifications	Commerce graduate with a management degree in Marketing and Finance from Pune University.	Audio Engineer
Experience	He has 30 years of rich experience in sales, distribution, programming and general management in Media, Internet and Entertainment industries.	He has 17 years of experience in the Entertainment industry out of which he is in the new media business for the last 10 years. He was part of 92.7 Big FM launch as a promo/music producer in the year 2006.
Terms and conditions of appointment or reappointment	<p>Tenure of his appointment shall be three years with effect from 01stApril, 2020.</p> <p>The Managing Director shall be entitled to such other privileges, allowance, facilities and amenities in accordance with rules and regulations as may be applicable to other employees of the Company and as may be decided by the Board, within the overall limits prescribed under the Act.</p> <p>The appointment shall be governed by Section 196, 197, 203 read with Schedule V of the Companies Act, 2013 and rules made there under.</p>	<p>Tenure of his appointment shall be three years with effect from 01stApril, 2020.</p> <p>The Whole Time Director shall be entitled to such other privileges, allowance, facilities and amenities in accordance with rules and regulations as may be applicable to other employees of the Company and as may be decided by the Board, within the overall limits prescribed under the Act.</p> <p>The appointment shall be governed by Section 196, 197, 203 read with Schedule V of the Companies Act, 2013 and rules made there under.</p>

	The separation from this engagement could be effected by either side giving three months' notice	The separation from this engagement could be effected by either side giving three months' notice
Last drawn remuneration	Rs.78,00,000/- p.a.	Rs.37,80,000/- p.a.
Date of first appointment on the Board	20 th day of September, 2013	01 st day of September, 2014
No. of share held	32,55,120 Equity Shares	6,60,000 Equity Shares
Relationship with Directors, Managers & KMP	Husband of Smt. Swathi Reddy, Non-Executive Director. Save and Except the aforesaid. Mr. T. Sanjay Reddy is not related to any of the directors of the Company.	Mr. Anil Kumar Pallala is Not related to any of the directors of the Company.
Number of Board Meeting attended during FY	7	6
Other Directorship	Dream Boat Entertainment Pte Limited	Inani Media Private Limited
Chairman/ Member of the Committees of Boards of other companies	N.A.	N.A.

By order of the Board of Directors
For Silly Monks Entertainment Limited

Place: Hyderabad
Date: 27.11.2020

Sd/-
Mrs. Sushma Barla
Company Secretary & Compliance Officer

DIRECTORS' REPORT

To
The Members,
M/s. Silly Monks Entertainment Limited.

Your directors have pleasure in presenting their **Seventh (07th) Annual Report** on the business and operations of the company together with the audited financial statements along with the report of the Auditors for the financial year ended 31st March, 2020.

- FINANCIAL RESULTS:** The performance of Silly Monks on consolidated and standalone basis for the current year in comparison to the previous year are as under:

CONSOLIDATED PERFORMANCE OF SILLY MONKS:

(Amount in Rs.)

Particulars	2019-20	2018-19
Revenue from Operations	32,38,87,756	20,91,96,881
Add: Other Income	17,79,137	29,57,539
Total Revenue	32,56,66,893	21,21,54,420
Expenses		
Employee Benefit Expenses	3,75,26,826	4,18,66,865
Depreciation	80,92,710	70,54,061
Finance Charges	-	-
Other Expenses	26,15,31,196	15,42,98,508
Total Expenses	30,71,50,733	20,32,19,434
Net Profit / Loss Before Tax (PBT)	1,85,16,160	89,34,985
Current Tax	57,81,602	21,07,792
Previous Year Income Tax Short Provision	-	15,40,311
Deferred Tax	11,97,401	-16,88,054
MAT Credit Entitlement	-	2,67,963
Net Profit (PAT)	1,15,37,158	67,06,973
Earnings Per Share	1.13	0.69

Your Company, along with its 100% Foreign Subsidiary & one Indian Subsidiary Company, posted good financial results during the year under review. Consolidated Turnover is Rs.3238.87 Lakhs and the net profit of the Company is Rs.115.3716 Lakhs.

It is to be noted that, your Company has disinvested 32% of its stake in INANI Media Private Limited (INANI Media) on 29th October, 2019, upon such disinvestment, INANI Media ceased to be a Subsidiary Company to our Company. So, accordingly the financial figures for Consolidation have been considered till the date of disinvestment.

STANDALONE PERFORMANCE OF THE COMPANY:
(Amount in Rs.)

Particulars	2019-20	2018-19
Revenue from Operations	22,21,62,956	11,03,62,038
Add: Other Income	8,69,180	19,55,173
Total Revenue	22,30,32,136	11,23,17,211
Expenses		
Employee Benefit Expenses	3,75,26,826	3,24,74,843
Depreciation	77,00,455	60,30,603
Finance Charges	-	-
Other Expenses	15,91,02,188	6,42,49,246
Total Expenses	20,43,29,469	10,27,54,692
Net Profit / Loss Before Tax (PBT)	1,87,02,667	95,62,519
Current Tax	57,81,601	19,77,792
Previous Year Income Tax Short Provision	-	15,40,311
Deferred Tax	11,68,694	-16,52,158
MAT Credit Entitlement	-	2,34,163
Net Profit (PAT)	1,17,52,372	74,62,411
Earnings Per Share	1.15	0.73

2. COMPANY PERFORMANCE

During the FY 2019-20, the total income was Rs.2230.32 lakhs as compared to Rs. 1123.17 lakhs in the previous FY 2018-19, registering an increase of 98.57%.

During the FY 2019-20, the revenue from operations was Rs. 2221.62 lakhs as compared to Rs. 1103.62 lakhs in the previous FY 2018-19, registering an increase of 101.303%.

Profit before tax (PBT) during the FY 2019-20 was Rs.187.02 lakhs as compared to Rs. 95.62 lakhs in the previous FY 2018-19 registering an increase of 95.58%.

Profit After tax (PAT) during the FY 2019-20 was Rs.117.52 lakhs as compared to Rs. 74.62 lakhs in the previous FY 2018-19 registering an increase of 57.49%.

The Company is looking forward to increasing its profits in the coming financial years with the support of all the stakeholders of the Company.

3. DIVIDEND

The Company, based on the Board's recommendation, paid an interim dividend of Rs.1/- per share (i.e. 10% of the face value) for the Financial Year (FY) 2019-20.

The Board does not recommend any final dividend, and therefore the 10% interim dividend paid is to be considered as the dividend for the FY 2019-20.

4. TRANSFER OF UNCLAIMED DIVIDEND TO INVESTOR EDUCATION AND PROTECTION FUND (IEPF)

Your Company did not have any funds lying unpaid or unclaimed which were required to be transferred to Investor Education and Protection Fund (IEPF) under section 125 of Companies Act, 2013.

5. TRANSFER TO RESERVES

During the FY 2019-20, the Company has not transferred any amount to Reserves and the profit for the year has been retained in the profit and loss account.

6. SUBSIDIARIES

Dream Boat Entertainment Pte Limited (Hong Kong)

Dream Boat Entertainment Limited is a wholly Owned Subsidiary of the Company incorporated in Hong Kong, involved in the business similar to that of the Company.

INANI Media Private Limited* (CIN: U74900TG2016PTC103046), is a Private limited Company incorporated on 03rd February, 2016, under the provisions of the Companies Act, 2013, and the Company is a **creative animation and visual story telling studio** engaged in the business of Promotion, development and production of cartoons, characters, caricature, images, illustrations, audio clips, video clips, Cartoon publications, comics, cartoon strips animation etc.,

* During the financial year 2019-20, your Company has disinvested 32% of its stake in **INANI Media Private Limited** (INANI Media) on 29th October, 2019, upon such disinvestment, INANI Media ceased to be a Subsidiary Company to our Company.

The statement containing the salient features of the financial statements of Subsidiary, Pursuant to Sub-Section 3 of Section 129 of the Companies Act, 2013, in **Form AOC-1** is herewith annexed to this report and marked as **Annexure - I**. The statement also provides the details of performance, financial position of the subsidiary.

Your Company does not have any Associate Companies or Joint Ventures.

7. CORPORATE SOCIAL RESPONSIBILITY (CSR)

The Company does not have any CSR policy and Company did not form any CSR Committee, as the provisions of section 135 of the Companies Act, 2013, pertaining to Corporate Social Responsibility are not applicable to the Company, as the company does not fall under the criteria specified under Section 135 of the Act and the rules made there under.

8. DIRECTORS & KEY MANAGERIAL PERSONAL

8.1 Director Retiring by Rotation

In accordance with the provisions of Section 152 of the Companies Act, 2013, **Mrs. Swathi Reddy**, on-Executive Director of the Company, being longest in the office amongst the Directors liable to retire by rotation and is proposed to retire at the ensuing Annual General Meeting and being eligible has offered herself for re-appointment at the said Meeting of the Company.

8.2 Changes in the Board of Directors of the Company.

The Board of Directors have appointed **Mr. Chepur Ratnakar Rao** as an Additional Director of the Company at their board meeting held on 27th day of May 2020, who holds office till the ensuing

Annual General Meeting. The Board based on the recommendation of Nomination and Remuneration Committee considered the appointment of **Mr. Chepur Ratnakar Rao** as an Independent Director subject to the approval of shareholders.

Accordingly, a resolution seeking approval of Shareholders for his appointment as an Independent Director for a period of five years is included at Item No.3 of the Notice appointment convening the Annual General Meeting.

8.3 Changes in Key Managerial Personnel

- During the year under review **Mr. Guna Venkat Rama Naidu** has resigned as the **Chief Financial Officer (CFO)** of the Company, with effect from 30th November, 2019.
- The Board of Director of the Company on the recommendations of Nomination and remuneration Committee at its board meeting held on 23rd March, 2020, have appointed **Mr. Grandhi V N Sathya Aditya**, as Chief Financial Officer of the Company with effect from 23rd March, 2020.

8.4 Declaration by Independent Directors

The Company has received requisite declaration from all the Independent Directors of the Company, stating that they meet the criteria of independence prescribed under section 149(6) of the Companies Act, 2013 and Regulation 25 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

8.5 Separate Meeting of Independent Directors

In accordance with the provisions of Schedule IV to the Act and Regulation 25(3) of the SEBI (LODR), 2015, separate meetings of the Independent Directors of the Company were held on March 23, 2020 to discuss relevant items including the agenda items as prescribed under the applicable laws. The meetings were attended by all the Independent Directors of the Company.

8.6 Annual Performance Evaluation

Pursuant to the provisions of the Companies Act, 2013 and SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, the Board has carried out the annual performance evaluation of its own Performance, the Directors individually as well as the evaluation of the working of its Audit and other Committees.

A structured questionnaire was prepared after taking into consideration inputs received from the Directors, covering various aspects of the Board's functioning such as adequacy of the composition of the Board and its Committees, Board culture, execution and performance of specific duties, obligations and governance.

A separate exercise was carried out to evaluate the performance of individual Directors including the Chairman of the Board, who were evaluated on parameters such as level of engagement and contribution, independence of judgement, safeguarding the interest of the Company and its minority shareholders etc. The performance evaluation of the Independent Directors was carried out by the entire Board. The performance evaluation of the Chairman and the Non-Independent Directors was carried out by the Independent Directors who also reviewed the performance of the Secretarial Department. The Directors expressed their satisfaction with the evaluation process.

9. AUDITORS

9.1 Statutory Auditors:

M/s. Ramasamy Koteswara Rao and Co LLP (Formerly Known as **M/s. Ramasamy koteswara Rao & Co.**) (Registration No. 010396S/S200084), were appointed at the 06th Annual General Meeting as the Statutory Auditors of the Company for a term of five years to hold office till the conclusion of the 11th Annual General Meeting of the Company. They have confirmed their eligibility for the F.Y. 2020-21 under Section 141 of the Companies Act, 2013 and the Rules framed thereunder.

9.2 Internal auditors:

M/s. Murali and Sumeet, Chartered Accountants (Firm Registration No. 010590S), were appointed in the Board meeting held on 22nd July, 2020, as recommended by the Audit Committee, to conduct the Internal Audit of the Company for the financial year 2020-21 as required under section 138 of the Companies Act, 2013 and rules made thereunder.

9.3 Secretarial Auditors:

M/s. P.S. Rao & Associates, Practicing Company Secretaries were appointed to conduct the Secretarial Audit of the Company for the financial year 2019-20, as required under Section 204 of the Companies Act, 2013 and Rule 9 framed thereunder. The Secretarial Audit Report, in form MR-3, for the financial year 2019-20 forms part of this Report as **“Annexure – III”**.

The Board has appointed M/s P.S. Rao & Associates, Practicing Company Secretaries, as Secretarial Auditors of the Company for the financial year 2020-21.

9.4 Cost Audit

The provisions of Section 148 of the Companies Act 2013 read with the Companies (Cost and Audit) Rules, 2014 and Rule 14 of the Companies (Audit and Auditor) Rules, 2014 are not applicable to the Company.

10. COMMENTS BY THE BOARD ON EVERY QUALIFICATION, RESERVATION OR ADVERSE REMARK OR DISCLAIMERS:

Statutory Auditors:

As there is no qualification, reservation or adverse remark in the reports given by the Statutory Auditors, your directors need not provide any clarification on the same.

Secretarial Auditors:

As there is no qualification, reservation or adverse remark in the reports given by the Secretarial Auditors, your directors need not provide any clarification on the same.

11. REPORTING OF FRAUDS

During the year under review, there was no instance of fraud review, which required the Statutory Auditors to report to the Audit Committee and /or Board under Section 143(12) of the Companies Act, 2013 and the rules made thereunder.

12. BOARD MEETINGS

During the FY 2019-20, 7(Seven) Board Meetings were held in compliance with the provisions of the Companies Act, 2013, SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 and Secretarial Standards on Board Meeting. The details are as follows:

Sl. No.	Name of the Director	Date of Board Meeting						
		30.04.2019	30.05.2019	23.08.2019	29.10.2019	31.12.2019	13.02.2020	23.03.2020
1	Tekulapalli Sanjay Reddy	✓	✓	✓	✓	✓	✓	✓
2	Anil Kumar Pallala	✓	✓	✓	✓	✓	✗	✓
3	Swathi Reddy	✓	✓	✓	✓	✓	✓	✓
4	Rama Koti Reddy Kondamadugula	✓	✓	✗	✓	✓	✗	✓
5	Prasada Rao Kalluri	✓	✓	✓	✓	✓	✓	✓
6	Chepur Ratnakar Rao	NA	NA	NA	NA	NA	NA	NA

13. COMMITTEES

The Company as on date of the report has the following Committees:

1. Audit Committee;
2. Nomination and Remuneration Committee; and
3. Stakeholder Relationship Committee.

Upon appointment of Mr. Ratnakar Rao Chepur, as an Additional Director (Independent) the board at their meeting held on 27th May 2020 has reconstituted the Committees.

The Composition of the Committees as on the date of the report are as follows:

a) Audit committee

Sl. No.	Name of the Director	Position in the Committee
1.	Dr. Rama Koti Reddy Kondamadugula	Chairman
2.	Mr. Prasada Rao Kalluri	Member
3.	Mr. Tekulapalli Sanjay Reddy	Member
4.	Mr. Ratnakar Rao Chepur	Member

All the recommendations made by the Audit Committee of the Company have been considered and accepted by the Board of Directors of the Company.

b) Nomination and Remuneration Committee

Sl. No.	Name of the Director	Position in the Committee
1.	Dr. Rama Koti Reddy Kondamadugula	Chairman
2.	Mr. Prasada Rao Kalluri	Member
3.	Mrs. Swathi Reddy	Member
4.	Mr. Ratnakar Rao Chepur	Member

c) STAKEHOLDER'S RELATIONSHIP COMMITTEE

Sl. No.	Name of the Director	Position in the Committee
1.	Dr. Rama Koti Reddy Kondamadugula	Chairman
2.	Mr. Prasada Rao Kalluri	Member
3.	Mr. Tekulapalli Sanjay Reddy	Member
4.	Mr. Ratnakar Rao Chepur	Member

14. NOMINATION AND REMUNERATION POLICY

A committee of the Board named as “Nomination and Remuneration Committee” has been constituted to comply with the provisions of section 178 of Companies Act, 2013 and to recommend a policy of the Company on directors' appointment and remuneration, including criteria for determining qualifications, positive attributes, independence of a director and other matters and to frame proper systems for identification, appointment of Directors & KMPs, Payment of Remuneration to them and Evaluation of their performance and to recommend the same to the Board from time to time. The policy is also posted in the investors section of the company's website.

15. PARTICULARS OF LOANS, GUARANTEES AND INVESTMENTS MADE BY THE COMPANY UNDER THE PROVISIONS OF SECTION 186 OF THE COMPANIES ACT, 2013

Details of Loans, Guarantees and Investments covered under the provisions of Section 186 of the Companies Act, 2013 are given in the notes to the Financial Statements.

16. DEPOSITS

During the year under review, Your Company has not accepted any deposits within the meaning of Section 73 of the Companies Act, 2013 read with the Companies (Acceptance of Deposits) Rules, 2014.

17. DIRECTORS RESPONSIBILITY STATEMENT

Pursuant to Section 134 (5) of the Companies Act, 2013 Your Directors' confirm that:

- i) In preparation of annual accounts for the financial year ended 31st March, 2020, the applicable Accounting Standards have been followed along with proper explanation relating to material departures;
- ii) The Directors have selected such accounting policies and applied them consistently and made judgments and estimates that are reasonable and prudent so as to give true and fair view of the state of affairs of the Company at the end of the financial year ended 31st March, 2020 and of the profit and loss of the Company for the year
- iii) The Directors have taken proper and sufficient care for their maintenance of adequate accounting records in accordance with the provisions of the Companies Act, 2013 for safeguarding the assets of the Company and for preventing and detecting fraud and other irregularities.
- iv) The Directors had prepared the annual accounts for the F Y 2019-20 on a 'going concern' basis;
- v) The directors had laid down internal financial controls to be followed by the company and that such internal financial controls are adequate and were operating effectively; and
- vi) The directors had devised proper systems to ensure compliance with the provisions of all applicable laws and that such systems were adequate and operating effectively.

18. PARTICULARS OF CONTRACTS OR ARRANGEMENTS WITH RELATED PARTIES

Related Party Transactions entered into during the financial year under review are disclosed in Notes forming part of standalone financials under the head **Related Party Disclosures (AS – 18)**. These transactions were at an arm's length basis and in the ordinary course of business.

During the FY under review, transactions were conducted by the Company pursuant to the Agreements entered into with its Related Parties during previous years; the same were on an arm's length basis and in the ordinary course of business. There were no materially significant Related Party Transactions with the Company's promoters, directors, management or their relatives which could have had a potential conflict with

the interests of the Company. Form AOC-2, containing a note on the aforesaid Related Party Transactions is enclosed herewith as Annexure – II to this report.

The policy on Related Party Transactions, as approved by the Board may be accessed on the Company's website in the investors section.

19. SHARE CAPITAL

The Authorised Share Capital of the Company as on date of Balance Sheet is Rs. 11,00,00,000/- divided into 1,10,00,000 equity shares of Rs.10/- each.

During the year under review, pursuant to the resolution passed by the shareholders of the company through the postal ballot dated 31st January 2020, has increased the **Authorized Share Capital** of the company, from Rs. 5,00,00,000/- to Rs. 11,00,00,000/-.

The paid-up share capital of the company as on date of balance sheet is Rs. 10,21,13,000/- divided into 10211300 equity shares of Rs. 10/- each.

During the year under review, pursuant to the resolution passed by the shareholders of the company through the postal ballot dated 31st January 2020, your Company has issued 5569800 **Bonus Shares** in the ratio of 6:5 i.e. 6 (Six) equity share for every 5 (Five) shares held to the existing shareholders by way of capitalization of Securities Premium Account and the same has allotted on 13th February, 2020.

During the year under review, the Company has not issued shares with differential voting rights, sweat equity shares or Employee Stock Options.

20. EXTRACT OF ANNUAL RETURN

An Extract of Annual return prepared in accordance with the provisions of the section 92 (3) of the Companies Act, 2013 in the form MGT-9 is Annexed as **Annexure – IV** to this report.

The extract of the Annual Return of the company is also hosted on the company's website at <https://sillymonks.com/annual-report/>.

21. MANAGEMENT DISCUSSION AND ANALYSIS

Pursuant to Regulation 34 (2) (e) of SEBI (LODR) Regulations, 2015, a report on Management Discussion & Analysis is herewith annexed as **Annexure-V**.

22. RISK MANAGEMENT POLICY

Risk management is the process of identification, assessment and prioritization of risks followed by coordinated efforts to minimize, monitor and mitigate/control the probability and/or impact of unfortunate events. The Company has initiated a process of preparing a comprehensive risk assessment and minimization procedures. The major risks are being identified by the Company in areas of operations, financial processes, human resources and statutory compliances.

The Company has developed and implementing a risk management policy which includes the identification therein of elements of risk, which in the opinion of the board may threaten the existence of the Company.

23. CONSERVATION OF ENERGY, TECHNOLOGY ABSORPTION, FOREIGN EXCHANGE EARNINGS AND OUTGO:

a) Conservation of Energy, Technology Absorption:

The particulars prescribed by section 134(3)(m) the Companies Act, 2013, pertaining to disclosure measures taken in relation to conservation of energy and technology absorption are not applicable.

b) Foreign Exchange earnings and Outgo:

Foreign Exchange Earnings: Rs. 3,96,05,217/-

Foreign Exchange Outgoings: Rs.19,32,518/-

24. HUMAN RESOURCES:

Your Company considers its Human Resources as the key to achieve its objectives. Keeping this in view, your Company takes utmost care to attract and retain quality employees. The employees are sufficiently empowered and such work environment propels them to achieve higher levels of performance. The unflinching commitment of the employees is the driving force behind the Company's vision. Your Company appreciates the spirit of its dedicated employees.

Particulars of Employees (Section 197 of the Companies Act, 2013 read with the Companies (Appointment and Remuneration of Managerial Personnel) Rules, 2014) Information in accordance with the provisions of Section 197 of the Act read with the Companies (Appointment and Remuneration of Managerial Personnel) Rules, 2014 regarding remuneration and other details is annexed as '**Annexure VI**' to this Report.

25. CORPORATE GOVERNANCE REPORT:

The Company has migrated its shares from NSE - Emerge platform to main board of NSE with effect from 08th July, 2020. During the financial year under review (i.e. 2019-20) the securities of the Company were listed on National Stock Exchange of India Limited - SME platform Emerge, by virtue of Regulation 15 of securities and Exchange Board of India (Listing Obligations and Disclosure) Regulation, 2015 (**The Regulations**), the compliance with the corporate Governance provisions as specified in regulation 17 to 27 and Clause (b) to (i) of sub-regulation 2 of Regulation 46 and para C, D & E of Schedule V of the regulations, were not applicable to the Company as on 31st March 2020. Hence the Corporate Governance does not form part of this Board's report.

26. INTERNAL CONTROL SYSTEMS AND THEIR ADEQUACY:

Your Company has an adequate system of internal financial controls with reference to financial statements, including but not limited to safeguard and protection of assets from loss, their unauthorized use or disposition. All the transactions were properly authorized, recorded and reported to the Management. The Company is following all the applicable Accounting Standards for properly maintaining the books of accounts and reporting in the financial statements. Your Company continues to ensure proper and adequate systems and procedures commensurate with its size and nature of its business.

27. LISTING AND DEPOSITORY FEE

Your Company has paid Annual Listing Fee for the financial year 2020-21 to National Stock Exchange of India Ltd according to the prescribed norms & regulations. Company has also paid Annual Custody Fee to National Securities Depository Limited and Issuer Fee to Central Depository Services (India) Limited for the financial year 2020-21.

28. ESTABLISHMENT OF VIGIL MECHANISM / WHISTLE BLOWER POLICY FOR DIRECTORS AND EMPLOYEES :

Your Company promotes ethical behaviour in all its business activities and has put in place a mechanism wherein the employees are free to report illegal or unethical behaviour, actual or suspected fraud or violation of the Company's Codes of Conduct or Corporate Governance Policies or any improper activity to the Chairman of the Audit Committee of the Company or Chairman of the Board.

The Whistle Blower Policy has been duly communicated within your Company. Under the Whistle Blower Policy, the confidentiality of those reporting violation(s) is protected, and they are not subject to any discriminatory practices. No personnel have been denied access to the Audit Committee in this regard. The Vigil Mechanism and Whistle Blower Policy may be accessed on the Company's website www.sillymonks.com.

29. POLICY ON SEXUAL HARASSMENT:

Your Company has always provided a safe and harassment free workplace to every individual working in its premises through various policies and practices. Your Company always endeavors to create an environment that is free from discrimination and harassment, including sexual harassment. Your Company has been actively involved in ensuring that the clients and all the employees are aware of the provisions of the POSH Act, 2013 and the rights available to them there under.

Your Company has adopted policy on prevention of sexual harassment of women at workplace in accordance with The Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013. As per the said Policy, an Internal Complaint Committee (ICC) has duly constituted by the Company.

During the financial year ended March 31, 2020, the company has not received any complaints pertaining to sexual harassment. The policy adopted by the Company for Prevention of Sexual Harassment is available on its website at www.sillymonks.com.

30. PARTICULARS OF EMPLOYEES

The information required pursuant to Section 197 (12) read with Rule 5 (1) of the Companies (Appointment and Remuneration of Managerial Personnel) Rules, 2014, in respect of employees of the Company is herewith annexed as **Annexure- VI**.

In terms of Rule 5(2) of the Companies (Appointment and Remuneration of Managerial Personnel) Rules, 2014, the Company does not have any employee who is employed throughout the financial year and in receipt of remuneration of Rs. 120 Lakhs or more, or employees who are employed for part of the year and in receipt of Rs. 8.50 Lakhs or more per month.

The Company does not have any employee who is employed throughout financial year or part thereof, who was in receipt of remuneration in financial year under review which in aggregate, or as the case may be, at a rate which in the aggregate is in excess of that drawn by the Managing Director or Whole time director and holds by himself/herself or along with his/her spouse and dependent children not less than 2% of the equity shares of the Company.

31. CEO AND CFO CERTIFICATION

The Compliance with CEO and CFO Certification as provided under Sub-regulation 8 of Regulation 17 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, is not applicable to your Company as your Company's securities are listed on Emerge platform of NSE. Hence, the same does not form part of this report.

32. OTHER INFORMATION
(i) Migration to the main board of National Stock Exchange of India Limited:

During the year under review, the Shareholders through a resolution passed by postal ballot dated January 31, 2020 have approved migration of Company's equity shares from SME Platform of National Stock Exchange of India Limited i.e., NSE Emerge to Main Board of National Stock Exchange of India Limited. Accordingly, the Company has made an application to Stock Exchange and the same was approved by the Stock Exchange (NSE) vide its letter dated July 06, 2020 with effect from July 08, 2020.

The Company has got listed its shares on the Main Board of "National Stock Exchange of India Limited" with effect from July 08, 2020.

(ii) Shifting of registered office of the Company within the local limits of the City:

The board of directors of the company at their board meeting held on July 22, 2020 approved the shifting of registered office of the company within the local limits of the city, from 301, Ektha Pearl, 2-17-89, B P Raju Marg, Kothaguda, Hyderabad – 500084, Telangana to **"4th Floor, Ektha Towers, plot No. 2&3, Whitefields, Kondapur, Hyderabad – 500084, Telangana"** with effect from August 01, 2020.

(iii) Significant and material orders passed by the regulators

No significant and material orders have been passed during the year under review by the regulators or courts or tribunals affecting the going concern status and Company's operations in the future.

(iv) Material Changes & Commitments

Due to the Global Coronavirus (COVID-19) pandemic, your Company is forced to temporarily reduce the remuneration paid to employees, Senior Management and Executive Directors till the time as the management deems fit, for ensuring financial health of the Company.

(v) Change in Nature of business, if any

There is no change in the nature of business of the Company during the year under review.

(vi) Compliance with Secretarial Standards

Your Company has complied with the secretarial standards i.e. SS-1, and SS-2 relating to Meetings of the Board of Directors and General Meetings respectively, issued by the Institute of Company Secretaries of India and notified by the Ministry of Corporate Affairs.

33. ACKNOWLEDGMENT AND APPRECIATION:

Your Directors expresses their sincere appreciation to all the stakeholders of the Company for the trust, confidence and support bestowed on the Company. The Board of Directors is also grateful to the fellow subsidiary companies for their contribution towards the growth and success of the Company.

The Board of Directors assures to uphold the Company's commitment towards acting with honesty, integrity and respect and to be responsible and accountable to all the stakeholders of the Company.

Further your directors conveys their appreciation for the whole hearted and committed efforts by all its employees.

Annual Report 2019-20

Your Directors gratefully acknowledge the ongoing co-operation and support provided by the Central and State Governments, Stock Exchanges, RBI and other Regulatory Bodies.

**By Order of The Board of Directors
For Silly Monks Entertainment Limited**

**Place: Hyderabad
Date: 27.11.2020**

**Sd/-
Ratnakar Rao Chepur
Chairman
DIN: 08744674**

ANNEXURES TO DIRECTORS' REPORT

ANNEXURE - I

Form AOC-1

(Pursuant to first proviso to sub-section (3) of section 129 read with rule 5 of Companies (Accounts) Rules, 2014)

Statement containing salient features of the financial statement of subsidiaries/associate companies /joint ventures

Part "A": Subsidiaries

Subsidiaries Financial Highlights		(Amount In Rs.)	
Sl. No.	Particulars	Dream Boat Entertainment Pte. Ltd	INANI Media Pvt Ltd*
1.	Reporting period for the subsidiary concerned, if different from the holding company's reporting period	Not Applicable	Not Applicable
2.	Reporting currency and Exchange rate as on the last date of the relevant Financial year in the case of foreign subsidiaries	1 USD = 75.3677	Not Applicable
3.	Share capital	80,000	1,00,000
4.	Reserves & surplus	2,40,95,717	(5,63,115)
5.	Total assets	4,35,57,456	47,676,247
6.	Total Liabilities	4,35,57,456	47,676,247
7.	Investments	-	-
8.	Turnover	13,92,82,613	3,826,699
9.	Profit/Loss before taxation	(7,06,505)	38,880
10.	Provision for taxation (Includes DTL/ DTA)	-	(21,940)
11.	Profit after taxation	(7,06,505)	60,820
12.	Proposed Dividend	-	-
13.	% of shareholding	100%	19%

*During the financial year 2019-20, your Company has disinvested 32% its stake in **INANI Media Private Limited** (INANI Media) on 29th October, 2019, upon such disinvestment, INANI Media ceased to be a Subsidiary Company to our Company.

Part "B": Associates and Joint Ventures – Not Applicable

As per my report of even date.

For Ramasamy Koteswara Rao and Co LLP

Chartered Accountants

Firm Regn No. 010396S/S200084

Sd/-

(CV Koteswara Rao)

Partner

Membership No-028353

By the order of the Board of Directors

Sd/-

Tekulapalli Sanjay Reddy

Managing Director

Place: Hyderabad

Date: 22.07.2020

UDIN: 20028353AAAAKS2242

Sd/-

Anil Kumar Pallala

Whole Time Director

Sd/-

G V N S Aditya

Chief Financial Officer

Sd/-

Sushma Barla

Company Secretary

Annexure - II

Form No. AOC-2

DETAILS OF RELATED PARTY TRANSACTIONS

(Pursuant to clause (h) of sub-section (3) of section 134 of the Act and Rule 8(2) of the Companies (Accounts) Rules, 2014)

This form is pertaining to disclosure of particulars of contracts/arrangements entered into by the company with related parties referred to in subsection (1) of section 188 of the Companies Act, 2013 including certain arms' length transactions under third proviso thereto

1. Details of contracts or arrangements or transactions not at arm's length basis: NIL

The company has not entered into any contract or arrangement or transaction which is not at arm's length basis during the year under review.

2. Details of material contracts or arrangement or transactions at arm's length basis:

Name(s) of the Related Party	Nature of Relationship	Nature of contracts/ arrangements/ transactions	Duration of the contracts / arrangement / transactions	Salient terms of the contracts or arrangements or transactions including the value, if any	Date(s) of approval by the Board, if any	Amount In Rs.
Dream Boat Entertainment Pte Ltd	Wholly Owned Subsidiary	Service Income	01.04.2015 - On going	Not applicable	Not applicable	3,75,57,813
INANI Media Pvt Ltd (IMPL) *	Subsidiary	Availing of services from IMPL	19.07.2018 – 30.04.2020	IMPL shall provide Logo Animation & Animation Videos to be utilised in the business of the Company.	19.07.2018	2,02,00,000

* During the financial year 2019-20, your Company has disinvested its 32% stake in INANI Media Private Limited on 29th October, 2019, upon such disinvestment, INANI Media Private Limited will no longer be a Subsidiary Company to your Company.

By Order of The Board of Directors
For Silly Monks Entertainment Limited

Place: Hyderabad
Date: 27.11.2020

Sd/-
Ratnakar Rao Chepur
Chairman
DIN: 08744674

ANNEXURE - III

SECRETARIAL AUDIT REPORT
For the Financial Year ended on 31st March 2020
[Pursuant to Section 204(1) of the Companies Act, 2013 and rule No.9 of the Companies
(Appointment and Remuneration Personnel) Rules, 2014]

To,
The Members,
M/s. Silly Monks Entertainment Limited
Hyderabad-500084

We have conducted the secretarial audit of the compliance of applicable statutory provisions and the adherence to good corporate practices by **M/s. Silly Monks Entertainment Limited** (Hereinafter referred to as the Company) having its registered office at 4th Floor, Ektha Towers, Plot No. 2&3, Whitefields, Kondapur, Hyderabad – 500084. Secretarial Audit was conducted in a manner that provided us a reasonable basis for evaluating the corporate conducts/statutory compliances and expressing our opinion thereon.

Based on our verification of the Company books, papers, minute books, forms and returns filed and other records maintained by the company and also the information provided by the Company, its officers, agents and authorized representatives during the conduct of secretarial audit, we hereby report that in our opinion, the company has, during the audit period covering the financial year 2019-2020 complied with the statutory provisions listed here under and also that the Company has proper Board-processes and compliance-mechanism in place to the extent, in the manner and subject to the reporting made hereinafter:

We have examined the books, papers, minute books, forms and returns filed and other records maintained by the Company for the financial year ended on 31st March, 2020 according to the provisions of:

- (i) The Companies Act, 2013 (the Act) and the rules made there under, as applicable
- (ii) The Securities Contracts (Regulation) Act, 1956 ('SCRA') and the rules made thereunder
- (iii) The Depositories Act, 1996 and the Regulations and Bye-laws framed thereunder;
- (iv) Foreign Exchange Management Act, 1999 and the rules and regulations made thereunder to the extent of Foreign Direct Investment and Overseas Direct Investment (to the extent applicable);
- (v) The following Regulations and Guidelines prescribed under the Securities and Exchange Board of India Act, 1992 ('SEBI Act'):-**
 - a) The Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011;
 - b) The Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 2015;
 - c) The SEBI (Listing Obligations & Disclosure Requirements) 2015, entered into by the Company with Stock Exchange; as Applicable.
 - d) The Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2018;
 - e) The Securities and Exchange Board of India (Depositories and Participants) Regulations, 2018;

- f) The Securities and Exchange Board of India (Share Based Employee Benefits) Regulations, 2014; (not applicable to the Company during the financial year under review);
- g) The Securities and Exchange Board of India (Issue and Listing of Debt Securities) Regulations, 2008; (not applicable to the Company during the financial year under review);
- h) The Securities and Exchange Board of India (Registrars to an Issue and Share Transfer Agents) Regulations, 1993 regarding the Companies Act and dealing with client;
- i) The Securities and Exchange Board of India (Delisting of Equity Shares) Regulations, 2009; (not applicable to the Company during the financial year under review); and
- j) The Securities and Exchange Board of India (Buyback of Securities) Regulations, 1998; (not applicable to the Company during the financial year under review).

(vi) **The industry specific laws that are applicable to the Company are as follows**

- a) Cinematograph Act, 1952, and
- b) Copyright Act, 1957 and the rules made thereunder, being laws that are specifically applicable to the Company based on their sector/industry.

We have also examined compliance with the applicable clauses of the Secretarial Standards issued by the Institute of Company Secretaries of India.

During the period under review the Company has complied with the provisions of the Act, Rules, Regulations, Guidelines, Standards, etc. mentioned above:

We further report that:

- The Board of Directors of the Company is duly constituted with proper balance of Executive Directors, Non-Executive Directors and Independent Directors. The changes in the composition of the Board of Directors that took place during the period under review were carried out in compliance with the provisions of the Act and the rules made thereunder.
- Adequate notice has been given to all Directors to schedule the Board Meetings, agenda and detailed notes on agenda were sent at least seven days in advance and few board meetings were at a shorter notice (in compliance with the applicable provisions of the Act), and a system exists for seeking and obtaining further information and clarifications on the agenda items before the meeting and for meaningful participation at the meeting.
- All decisions at Board Meetings and Committee Meetings are carried out unanimously as recorded in the minutes of the meetings of the Board of Directors or Committee of the Board, as the case may be.
- There are adequate systems and processes in the company commensurate with the size and operations of the company to monitor and ensure compliance with applicable laws, rules, regulations and guidelines.
- There were no such specific events/actions in pursuance of the above referred laws, rules, regulations, etc., having a major bearing on the Company's affairs.
- During the period under review the Company has complied with the provisions of the Act, Rules, Regulations, Guidelines, Standards, etc. mentioned above.

We further report that, during the period under review, pursuant to the Ordinary Resolution passed by the shareholders of the Company through postal ballot on January 31, 2020, the Company issued 55,69,800 bonus shares of Rs.10/- each to its existing shareholders as on the record date, being 12.02.2020, in the ratio of 6 (Six) new fully paid up equity shares of Rs.10/- (Rupees Ten only) each for every 5 (Five) existing fully paid-up equity shares of Rs.10/- (Rupees Ten only) and the same were allotted on February 13, 2020.

We further report that, pursuant to shareholders' approval vide Special Resolution through postal ballot dated January 31, 2020 and the approval of the National Stock Exchange of India Limited (NSE) vide its letter dated July 06, 2020, the Company has migrated to the Main Board of National Stock Exchange of India Limited from the SME Platform of NSE (NSE-Emerge) w.e.f. July 08, 2020.

We further report that no prosecutions were initiated and no fines or penalties were imposed for the year, under the Companies Act, the SEBI Act, the SCRA or other SEBI Regulations, on the Company or its directors and officers except the fine of Rs.2000/- levied by National Stock Exchange of India Limited towards Non-Compliance of Regulation 13(3) of SEBI (Listing Obligations & Disclosure Requirements) Regulations, 2015 (**SEBI (LODR) Regulations, 2015**). Wherein, the Company inadvertently delayed in filing of report under regulation 13(3) of SEBI (LODR) Regulations, 2015 by 2 (Two) days.

We further report that:

There are adequate systems and processes in the company commensurate with the size and operations of the company to monitor and ensure compliance with applicable laws, rules, regulations and guidelines.

**For P S Rao & Associates
Company Secretaries**

Sd/-
Jineshwar Kumar Sankhala
Company Secretary

Date: 27.11.2020
Place: Hyderabad

M. No: 21697
C P No: 18365
UDIN: A021697B001334791

ANNEXURE-IV

FORM NO. MGT 9

EXTRACT OF ANNUAL RETURN

As on financial year ended on 31.03.2020

Pursuant to Section 92 (3) of the Companies Act, 2013 and rule 12(1) of the Companies (Management & Administration) Rules, 2014.

I. REGISTRATION & OTHER DETAILS:

CIN	L92120TG2013PLC090132
Registration Date	20/09/2013
Name of the Company	Silly Monks Entertainment Limited
Category/Sub-category of the Company	Public Company/ Limited by Shares
Address of the Registered office & contact details	4 th Floor, Ektha Towers, Plot no. 2&3, Whitefields, Kondapur Hyderabad - Telangana 500084, India. Email: info@sillymonks.com
Whether listed company	Yes
Name, Address & contact details of the Registrar & Transfer Agent, if any.	Bigshare Services Private Limited 306, Right Wing, Amrutha Ville, Opp. Yasodha Hospital, Somajiguda, Raj Bhavan Road, Hyderabad - 500 082. Email Id bsshyd@bigshareonline.com

II. PRINCIPAL BUSINESS ACTIVITIES OF THE COMPANY (All the business activities contributing 10 % or more of the total turnover of the company shall be stated):

S. No.	Name and Description of main products / services	NIC Code of the Product/service	% to total turnover of the
1.	Motion picture, video and television programme production, sound recording and music publishing activities (Publishing, Digital & Social Media)	59	100.00%

III. PARTICULARS OF HOLDING, SUBSIDIARY AND ASSOCIATE COMPANIES:

Sl. No.	Name and Address of the Company	CIN/GLN	Holding/ Subsidiary / Associate	% of shares held	Applicable Section
	Dream Boat Entertainment Pte Ltd.	NA	Subsidiary	100%	2(87)

IV. SHARE HOLDING PATTERN (Equity Share Capital Breakup as percentage of Total Equity)

a) Category-wise Share Holding:

Category of Shareholders	No. of Shares held at the beginning of the year [As on 31-March-2019]				No. of Shares held at the end of the year [As on 31-March-2020]				% Change during the year
	Demat	Physical	Total	% of Total Shares	Demat	Physical	Total	% of Total Shares	
A. Promoters									
(1) Indian									
a) Individual/ HUF	1973200	0	1973200	42.51	4422880	0	4422880	43.31	0.05
b) Central Govt.	0	0	0	0	0	0	0	0	0
c) State Govt.(s)	0	0	0	0	0	0	0	0	0
d) Bodies Corp.	0	0	0	0	0	0	0	0	0
e) Banks / FI	0	0	0	0	0	0	0	0	0
f) Any other	0	0	0	0	0	0	0	0	0
Sub-total (A)(1)	1973200	0	1973200	42.51	4422880	0	4422880	43.31	0.05
(2) Foreign									
a) NRI Individuals	0	0	0	0	0	0	0	0	0
b) Other Individuals	0	0	0	0	0	0	0	0	0
c) Bodies Corp.	0	0	0	0	0	0	0	0	0
d) Banks / FI	0	0	0	0	0	0	0	0	0
e) Any other	0	0	0	0	0	0	0	0	0
Sub-total (A)(2)	0	0	0	0	0	0	0	0	0
Total Shareholding of Promoter (A)= (A)(1)+(A)(2)	1973200	0	1973200	42.51	4422880	0	4422880	43.31	0.80
B. Public Shareholding									
1. Institutions									
a) Mutual Funds	0	0	0	0	0	0	0	0	0
b) Banks / FI	0	0	0	0	0	0	0	0	0
c) Central Govt.	0	0	0	0	0	0	0	0	0
d) State Govt.(s)	0	0	0	0	0	0	0	0	0
e) Venture Capital Funds	0	0	0	0	0	0	0	0	0
f) Insurance Companies	0	0	0	0	0	0	0	0	0
g) FIIs	0	0	0	0	0	0	0	0	0
h) Foreign Venture Capital Funds	0	0	0	0	0	0	0	0	0
i) Others (specify)	0	0	0	0	0	0	0	0	0
Sub-total (B)(1):-	0	0	0	0	0	0	0	0	0
2. Non-Institutions									
a) Bodies Corp.									
i) Indian	921019	0	921019	0.1984	2224420	0	2224420	21.78	1.94
ii) Overseas	0	0	0	0	0	0	0	0	0

b) Individuals									
i) Individual shareholders holding nominal share capital up to Rs. 1 lakh	453205	0	453205	9.76	623040	0	623040	6.10	(3.66)
ii) Individual shareholders holding nominal share capital in excess of Rs 1 lakh	905190	0	905190	19.50	2798400	0	2798400	27.40	7.90
c) Others (specify)									
Clearing Member	30086	0	30086	0.65	73920	0	73920	0.72	0.08
Hindu Undivided Family	33600	0	33600	0.72	60720	0	60720	0.59	(0.13)
Market Maker	78000	0	78000	1.68	0	0	0	0	(1.68)
Trust	0	0	0	0	0	0	0	0	0
Non-Resident Individuals	247200	0	247200	5.33	7920	0	7920	0.08	(5.25)
Foreign Portfolio Investors – Corporate (FPI)	0	0	0	0	0	0	0	0	0
Sub-total (B)(2):-	2668300	0	2668300	57.49	5788420	0	5788420	56.69	0.88
Total Public Shareholding (B)=(B)(1)+ (B)(2)	2668300	0	2668300	57.49	5788420	0	5788420	56.69	0.88
C. Shares held by Custodian for GDRs & ADRs	0	0	0	0	0	0	0	0	0
Grand Total (A+B+C)	4641500	0	4641500	100.00	10211300	0	10211300	100.00	1.68

b) Shareholding of Promoters/ Promoters Group:-

S. No.	Shareholder's Name	Shareholding at the beginning of the year			Shareholding at the end of the year			% change in shareholding during the year
		No. of Shares	% of total Shares of the company	%of Shares Pledged / encumbered to total shares	No. of Shares	% of total Shares of the company	% of Shares Pledged / encumbered to total shares	
Promoters								
1	Tekulapalli Sanjay Reddy	1477200	31.83%	0	3255120	31.88	0	0.05%
2	Anil Kumar Pallala	300000	6.46%	0	660000	6.46	0	0.00%
Total		1740000	1777200	38.29%	0	3915120	38.34	0.05%
Promoter's Group								
3	Swathi Reddy	77000	1.66%	0	245960	2.41%	0	0.75%
4	Gaurika Reddy	45500	0.98%	0	100100	0.98%	0	0.00%
5	Karyampudi Koti Sridevi	28000	0.60%	0	61600	0.60%	0	0.00%

6	Tekulapalli Mahikaansh Reddy	45500	0.98%	0	100100	0.98%	0	0.00%
Total		196000	4.22%	0	507760	4.97%	0	0.75%
Total of Promoters and Promoter's Group		1973200	42.51%	0	4422880	43.31%	0	0.80%

c) Change in Promoters' Shareholding (please specify, if there is no change):-

Particulars	Date	Reason	Shareholding at the beginning of the year		Cumulative shareholding during the year	
			No. of shares	% of total shares of the company	No. of shares	% of total shares of the company
Promoters						
Tekulapalli Sanjay Reddy						
At the beginning of the year	01.04.2019		1477200	31.83%	-	-
Changes during the year	05.07.2019	Purchase	2400	0.05%	1479600	31.87%
	13.02.2019	Bonus	1775520	17.39%	3255120	31.87%
At the end of the year	31.03.2020		-	-	3255120	31.87%
Anil Kumar Pallala						
At the beginning of the year	01.04.2019		300000	6.46%	-	-
Changes during the year	13.02.2019	Bonus	360000	3.53%	660000	6.46%
At the end of the year	31.03.2020		-	-	660000	6.46%
Promoter's Group						
Swathi Reddy						
At the beginning of the year	01.04.2019	-	77000	1.65%	-	-
Changes during the year	02.08.2019	Purchase	34800	0.75%	111800	2.40%
	13.02.2019	Bonus	134160	2.89%	245960	2.409
At the end of the year	31.03.2020		-	-	245960	2.409
Gaurika Reddy						
At the beginning of the year	01.04.2019	-	45500	0.98%	-	-
Changes during the year	13.02.2019	Bonus	54600	0.53%	100100	0.98%
At the end of the year	31.03.2020	-	-	-	100100	0.98%
Tekulapalli Mahikaansh Reddy						
At the beginning of the year	01.04.2019	-	45500	0.98%	-	-
Changes during the year	13.02.2019	Bonus	54600	0.53%	100100	0.98%
At the end of the year	31.03.2020	-	-	-	100100	0.98%
Karyampudi Koti Sridevi						
At the beginning of the year	01.04.2019	-	28000	0.60%	-	-
Changes during the year	13.02.2019	Bonus	33600	0.33	61600	0.60%
At the end of the year	31.03.2020	-	-	-	61600	0.60%

d) Shareholding Pattern of top ten Shareholders (Other than Directors, Promoters and Holders of GDRs and ADRs):

Particulars	Date	Reason	Shareholding at the beginning of the year		Cumulative shareholding during the year	
			No. of shares	% of total shares of the company	No. of shares	% of total shares of the company
1. Ektha.Com Private Limited						
At the beginning of the year	01.04.2019		822300	17.72		
Changes during the year	26.04.2019	Purchase	150000	3.23	972300	20.95
	26.07.2019	Sale	-50000	-1.08	922300	19.87
	13.02.2019	Bonus	1106760	10.84	2029060	19.87
At the end of the year	31.03.2020				2029060	19.87
2. Korrapati Ranganathasai						
At the beginning of the year	01.04.2019		551200	11.88		
Changes during the year	26.04.2019	Sale	-150000	-3.23	401200	8.64
	13.02.2019	Bonus	481440	4.71	882640	8.64
At the end of the year	31.03.2020				882640	8.64
3. Divi Satya Sayee Babu						
At the beginning of the year	01.04.2019		2,42,400	5.22		
Changes during the year	05.07.2019	Purchase	6000	0.13	2,48,400	5.35
	12.07.2019	Purchase	4800	0.10	2,53,200	5.46
	19.07.2019	Purchase	3600	0.08	2,56,800	5.53
	26.07.2019	Purchase	2400	0.05	2,59,200	5.58
	23.08.2019	Purchase	2400	0.05	2,61,600	5.64
	31.12.2019	Purchase	1200	0.03	2,62,800	5.66
	03.01.2020	Purchase	1200	0.03	2,64,000	5.69
	10.01.2020	Purchase	1200	0.03	2,65,200	5.71
	13.02.2020	Bonus	318240	3.12	5,83,440	5.71
	20.03.2020	Purchase	23760	0.23	6,07,200	5.95
	27.03.2020	Purchase	5280	0.05	6,12,480	6.00
At the end of the year	31.03.2020				6,12,480	6.00
4. Aryaman Capital Markets Limited						
At the beginning of the year	01.04.2019		78000	1.68		
Changes during the year	05.04.2019	Purchase	1200	0.03	79200	1.71
	26.04.2019	Purchase	1200	0.03	80400	1.73
	10.05.2019	Purchase	1200	0.03	81600	1.76
	17.05.2019	Purchase	1200	0.03	82800	1.78
	24.05.2019	Sale	-1200	-0.03	81600	1.76
	07.06.2019	Sale	-2400	-0.05	79200	1.71
	14.06.2019	Purchase	1200	0.03	80400	1.73
	21.06.2019	Purchase	1200	0.03	81600	1.76

	26.07.2019	Purchase	1200	0.03	82800	1.78
	02.08.2019	Sale	-32400	-0.70	50400	1.09
	09.08.2019	Purchase	4800	0.10	55200	1.19
	30.08.2019	Purchase	4800	0.10	60000	1.29
	06.09.2019	Purchase	2400	0.05	62400	1.34
	13.09.2019	Purchase	1200	0.03	63600	1.37
	20.09.2019	Purchase	2400	0.05	66000	1.42
	27.09.2019	Purchase	2400	0.05	68400	1.47
	11.10.2019	Purchase	1200	0.03	69600	1.50
	18.10.2019	Purchase	1200	0.03	70800	1.53
	25.10.2019	Sale	-1200	-0.03	69600	1.50
	01.11.2019	Sale	-1200	-0.03	68400	1.47
	08.11.2019	Sale	-3600	-0.08	64800	1.40
	15.11.2019	Purchase	1200	0.03	66000	1.42
	22.11.2019	Purchase	1200	0.03	67200	1.45
	29.11.2019	Purchase	2400	0.05	69600	1.50
	13.12.2019	Purchase	1200	0.03	70800	1.53
	20.12.2019	Sale	-2400	-0.05	68400	1.47
	27.12.2019	Sale	-30000	-0.65	38400	0.83
	31.12.2019	Sale	-38400	-0.83	0	0.00
At the end of the year	31.03.2020				0	0.00
5. Balmuri Prasad Rao						
At the beginning of the year	01.04.2019		51600	1.11		
Changes during the year	19.07.2019	Purchase	1200	0.03	52800	1.14
	26.07.2019	Purchase	50000	1.08	102800	2.21
	10.01.2020	Sale	-2400	-0.05	100400	2.16
	13.02.2020	Bonus	120480	1.18	220880	2.16
	13.03.2020	Purchase	2640	0.03	223520	2.19
	27.03.2020	Purchase	5280	0.05	228800	2.24
At the end of the year	31.03.2020					
6. Haryana Refractories Private Limited						
At the beginning of the year	01.04.2019		44400	0.96		
Changes during the year	08.11.2019	Purchase	1200	0.03	45600	0.98
	15.11.2019	Purchase	3600	0.08	49200	1.06
	06.12.2019	Purchase	6000	0.13	55200	1.19
	13.02.2020	Bonus	66240	0.65	121440	1.19
At the end of the year	31.03.2020				121440	1.19
7. Manoj Agarwal						
At the beginning of the year	01.04.2019		34800	0.75		
Changes during the year	28.06.2019	Purchase	2400	0.05	37200	0.80
	29.06.2019	Purchase	1200	0.03	38400	0.83
	05.07.2019	Purchase	2400	0.05	40800	0.88
	26.07.2019	Purchase	6000	0.13	46800	1.01
	01.11.2019	Purchase	1200	0.03	48000	1.03
	20.12.2019	Sale	-2400	-0.05	45600	0.98
	13.02.2020	Bonus	54720	0.54	100320	0.98

	28.02.2020	Sale	-5280	-0.05	95040	0.93
	13.03.2020	Sale	-2640	-0.03	92400	0.90
	27.03.2020	Sale	-5280	-0.05	87120	0.85
At the end of the year	31.03.2020				87120	0.85
8. Satyanarayana N						
At the beginning of the year	01.04.2019		0	0	0	0.67
Changes during the year	20.12.2019	Purchase	4800	0.10	4800	0.10
	31.12.2019	Purchase	31200	0.67	36000	0.78
	13.02.2019	Bonus	43200	0.42	79200	0.78
At the end of the year	31.03.2020				79200	0.78
9. Ravishankar Gogineni						
At the beginning of the year	01.04.2019					
Changes during the year	27.12.2019	Purchase	30000	0.65	30000	0.65
	13.02.2020	Bonus	36000	0.35	66000	0.65
At the end of the year	31.03.2020				66000	0.65
10. Ravinder Rao Polsani						
At the beginning of the year	01.04.2019		0	0		
Changes during the year	30.09.2019	Purchase	30000	0.65	30000	0.65
	13.02.2020	Bonus	36000	0.35	66000	0.65
At the end of the year	31.03.2020				666000	0.65

e) Shareholding of Directors and Key Managerial Personnel:

Particulars	Date	Reason	Shareholding at the beginning of the year		Cumulative shareholding during the year	
			No. of shares	% of total shares of the company	No. of shares	% of total shares of the company
Tekulapalli Sanjay Reddy						
At the beginning of the year	01.04.2019		1477200	31.83%	-	-
Changes during the year	05.07.2019	Purchase	2400	0.05%	1479600	31.87%
	13.02.2019	Bonus	1775520	17.39%	3255120	31.87%
At the end of the year	31.03.2020		-	-	3255120	31.87%
Anil Kumar Pallala						
At the beginning of the year	01.04.2019		300000	6.46%	-	-
Changes during the year	13.02.2019	Bonus	360000	3.53%	660000	6.46%
At the end of the year	31.03.2020		-	-	660000	6.46%
Promoter's Group						
Swathi Reddy						
At the beginning of the year	01.04.2019	-	77000	1.65%	-	-
Changes during the year	02.08.2019	Purchase	34800	0.75%	111800	2.40%
	13.02.2019	Bonus	134160	2.89%	245960	2.40%

At the end of the year	31.03.2020		-	-	245960	2.40%
Rama Koti Reddy Kondamadugula - Independent Director						
At the beginning of the year	01.04.2019		10800	0.23%		
Changes during the year	13.02.2019	Bonus	12960	0.12%	23760	0.23%
At the end of the year	31.03.2020	-			23760	0.23%
Prasada Rao Kalluri - Independent Director						
At the beginning of the year	01.04.2019	-	-	-	-	-
Changes during the year	-	-	-	-	-	-
At the end of the year	31.03.2020	-	-	-	-	-
G V N S Aditya - CFO						
At the beginning of the year	01.04.2019	-	-	-	-	-
Changes during the year	-	-	-	-	-	-
At the end of the year	31.03.2020	-	-	-	-	-
Sushma Barla – CS & Compliance Officer						
At the beginning of the year	01.04.2019	-	-	-	-	-
Changes during the year	-	-	-	-	-	-
At the end of the year	31.03.2020	-	-	-	-	-

V. INDEBTEDNESS - Indebtedness of the Company including interest outstanding/accrued but not due for payment.

(Amount in Rs.)

	Secured Loans Excluding Deposits	Unsecured Loans	Deposits	Total Indebtedness
Indebtedness at the beginning of the financial year				
i) Principal Amount	0	5,06,539	0	5,06,539
ii) Interest due but not paid	0	0	0	0
iii) Interest accrued but not due	0	0	0	0
Total (i+ii+iii)	0	5,06,539	0	5,06,539
Change in Indebtedness during the financial year				
* Addition	0	2,59,99,753	0	2,59,99,753
* Reduction	0	(2,65,06,292)	0	(2,65,06,292)
Net Change	0	(5,50,539)	0	(5,50,539)
Indebtedness at the end of the financial year				
i) Principal Amount	0	0	0	0
ii) Interest due but not paid	0	0	0	0
iii) Interest accrued but not due	0	0	0	0
Total (i+ii+iii)	0	0	0	0

VI. REMUNERATION OF DIRECTORS AND KEY MANAGERIAL PERSONNEL

A. Remuneration to Managing Director, Whole-time Directors and/or Manager:

(Amount in Rs.)

Sl. No.	Particulars of Remuneration	Name of MD/WTD/ Manager		Total Amount
		CMD	WTD	
1	Gross salary	Tekulapalli Sanjay Reddy	Anil Kumar Pallala	
	(a) Salary as per provisions contained in section 17(1) of the Income-tax Act, 1961	78,00,000	37,80,000	1,15,80,000
	(b) Value of perquisites u/s 17(2) Income-tax Act, 1961	-	-	-
	(c) Profits in lieu of salary under section 17(3) Income- tax Act, 1961	-	-	-
2	Stock Option	-	-	-
3	Sweat Equity	-	-	-
4	Commission	-	-	-
	- as % of profit - others specify			
5	Others, please specify	-	-	-
	Total (A)	78,00,000	37,80,000	1,15,80,000
	Ceiling as per the Act	*		

* Remuneration payable to Managerial Personnel exceeds the limits specified under Section 197 of the Companies Act, 2013.

Approval of the members of the Company has obtained, by passing a **Special Resolution** at the 05th Annual General Meeting of the members of the Company held on 29th September 2018, to pay the remuneration to the Managerial Personnel as per the provisions of Section II of Part II of Schedule V of the Companies Act, 2013.

B. Remuneration to other Directors:

(Amount in Rs.)

Sl. No.	Particulars of Remuneration	Name of Directors		Total Amount
		Rama Koti Reddy Kondamadugula	Prasada Rao Kalluri	
1.	Independent Directors			
	Fee (Sitting Fee) for attending board committee meetings	80,000	1,00,000	1,80,000
	Commission	-	-	-
	Others, please specify	-	-	-
	Total (1)	80,000	1,00,000	1,80,000
2.	Other Non-Executive Directors	Swathi Reddy		Total
	Fee (Sitting Fee) for attending board committee meetings	80,000		80,000
	Commission	-		-

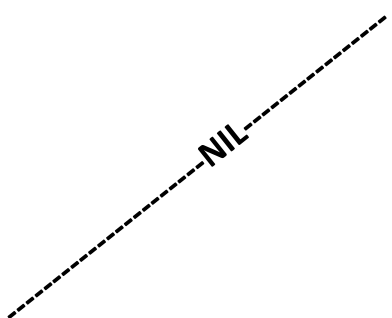
	Others, please specify	-	-
	Total (2)	80,000	80,000
	Total (B)=(1+2)	2,60,000	2,60,000
	Total Managerial Remuneration		
	Overall Ceiling as per the Act		

C. Remuneration to Key Managerial Personnel other than MD/Manager/WTD – Not Applicable
(Amount in Rs.)

Sl. No.	Particulars of Remuneration	Name of Key Managerial Personnel			Total Amount
		CFO		CS & CO	
1.	Designation	Guna Venkat Rama Naidu		G V N S Aditya	Sushma Barla
	Gross salary	5,00,000	50,000*	7,20,000	12,70,000
	(a) Salary as per provisions contained in section 17(1) of the Income-tax Act, 1961	-	-	-	-
	(b) Value of perquisites u/s 17(2) Income-tax Act, 1961	-	-	-	-
	(c) Profits in lieu of salary under section 17(3) Income- tax Act, 1961	-	-	-	-
2	Stock Option	-	-	-	-
3	Sweat Equity	-	-	-	-
4	Commission	-	-	-	-
	- as % of profit				
	- others, specify				
5	Others, please specify	-	-	-	-
Total (A)		5,00,000	50,000	7,20,000	12,70,000

* **Mr. Grandhi V N Sathya Aditya**, has been appointed as Chief Financial Officer of the Company with effect from 23rd March, 2020 by the board of directors of the Company at their board meeting held on 23rd March, 2020.

VII. PENALTIES / PUNISHMENT/ COMPOUNDING OF OFFENCES

	Type	Section of the Companies Act	Brief Description	Details of Penalty / Punishment/ Compounding fees imposed	Authority [RD / NCLT/ COURT]	Appeal made, if any (give Details)
A.	COMPANY					
	Penalty					
	Punishment					
	Compounding					
B.	DIRECTORS					
	Penalty					
	Punishment					
	Compounding					
C.	OTHER OFFICERS IN DEFAULT					
	Penalty					
	Punishment					
	Compounding					

By Order of The Board of Directors
For Silly Monks Entertainment Limited

Place: Hyderabad
Date: 27.11.2020

Sd/-
Ratnakar Rao Chepur
Chairman
DIN: 08744674

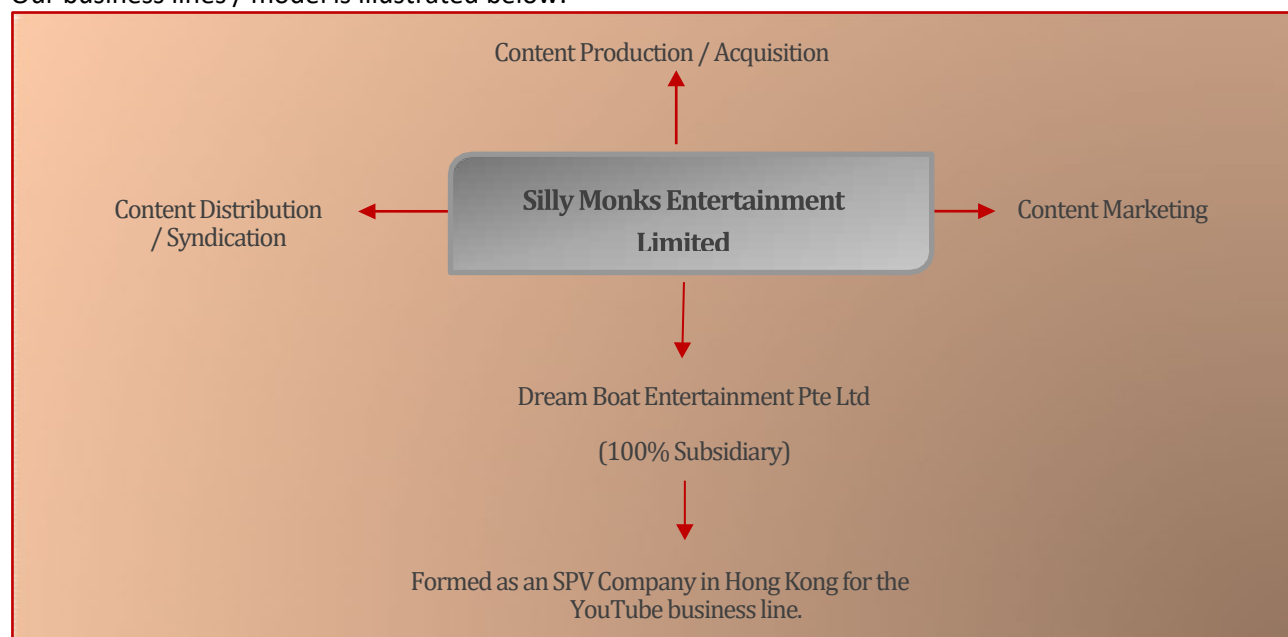
ANNEXURE-V

MANAGEMENT DISCUSSION ANALYSIS

a) COMPANY OVERVIEW

We are a 'South India' based entertainment & media with a focus of being a recognized & fast-growing player in areas such as movie/series/music/other creator content production, content distribution, content marketing on digital and traditional mediums.

Our business lines / model is illustrated below:



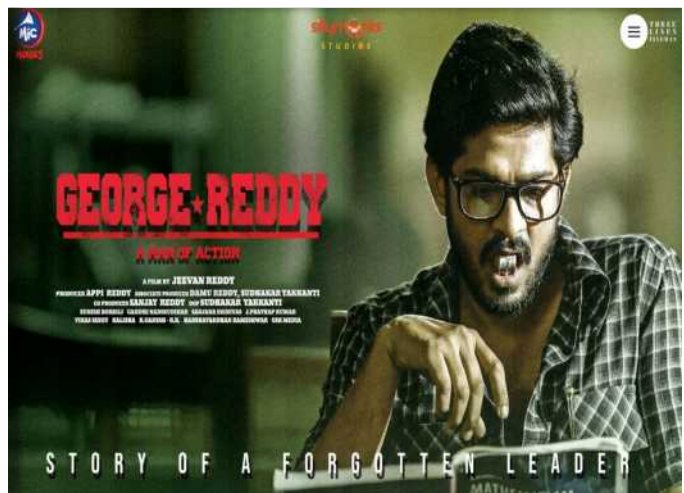
Our primary focus currently is Content production, distribution and marketing on Digital media and traditional mediums. We publish our content on various digital platforms such as YouTube, Facebook, Amazon, Netflix etc. We also distribute or syndicate the content on satellite channels, cinema theatres, airborne and many more offline platforms.

All the said content is either created by us, i.e. by our in-house production or acquired through outright purchase or aggregated on a revenue share method. Produced or acquired Content 100% rights, all revenues generated from such content is fully accrued to us.

When we aggregate content from third parties content partners for distribution, we share the revenue with the content partner.

We are also building online digital content brands/creators like Sumakka, Kiraak Hyderabadiz, Street Byte, Circus Gun, Thalayangam and many more. We distribute all the creator content produced under these brands across the content publishing platforms. Parallel each brand is gaining a huge fan base which is an asset for the brand. The more the fan base, the more branded content revenue opportunity will unlock.

Movie Production: We have co-produced Telugu Movies like Maa Vintha Gadhaa Vinuma, George Reddy, 24 Kisses, and few movies co-produced with Vaaraahi Chalana Chitram like Oohalu Gusagusalade' 'Dikkulu Choodaku Ramayya', & Tungabhadra. We bring content production and distribution expertise. We are currently developing many movie concepts in south India along with potential film directors and setting up the complete project end-to-end. We will be collaborating with potential project investors to execute the plans and maximize the film business.



Web Series Production: We have produced a Telugu series titled **Gangstars** for Amazon Prime Video before. We are currently producing another series for Amazon Prime Video. Our content team is developing many more series concepts for many OTT platforms. For every developed idea that gets approved and produced by the OTT platforms, we accrue a profit margin on each project.

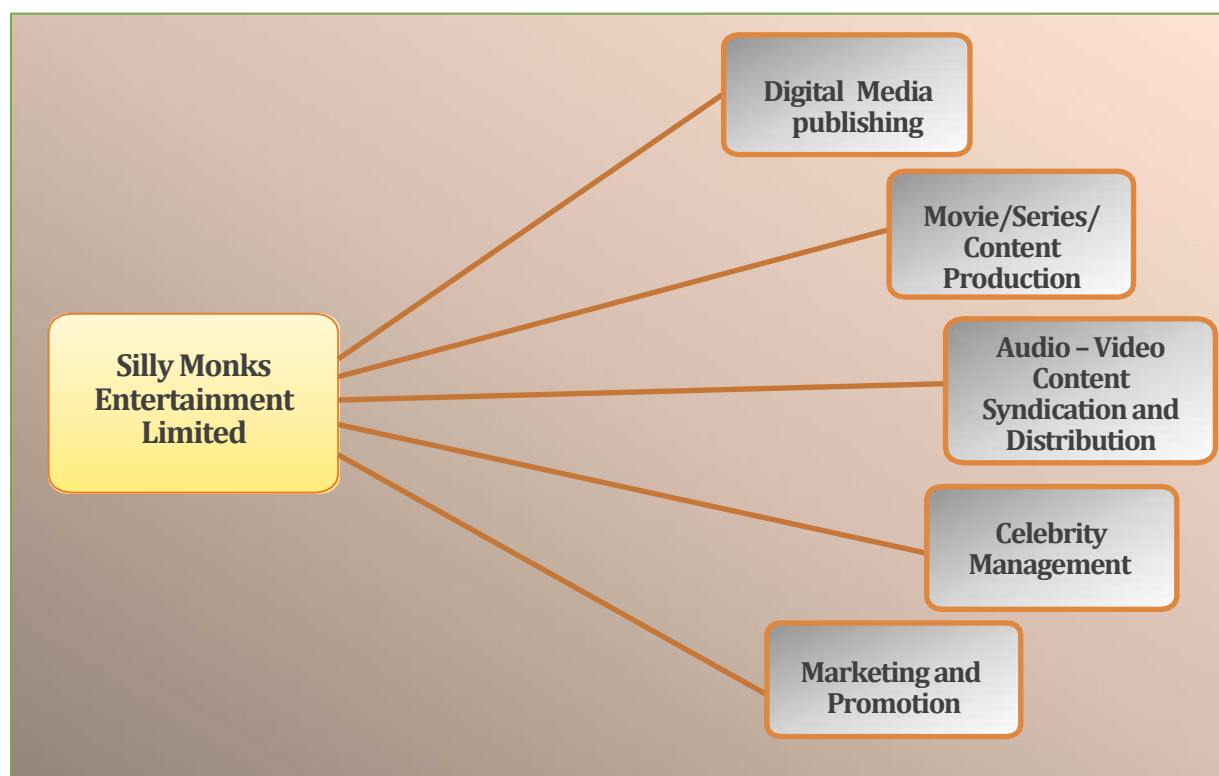


Apart from our promoters Mr. Tekulapalli Sanjay Reddy & Mr. Anil Kumar Pallala, our Cohas got angel investment from well-renowned personalities such as;

- 1) Mr. Ranganathasai Korrapati, who is a Telugu film Producer and distributor known for his works predominantly in Telugu cinema.
- 2) Mr. Sreenivasa Reddy Musani who is chairman and MD of Hyderabad-based Ektha Group which operates in Information Technology, Engineering, Business Process, Data Processing, Multimedia & Real Estate.

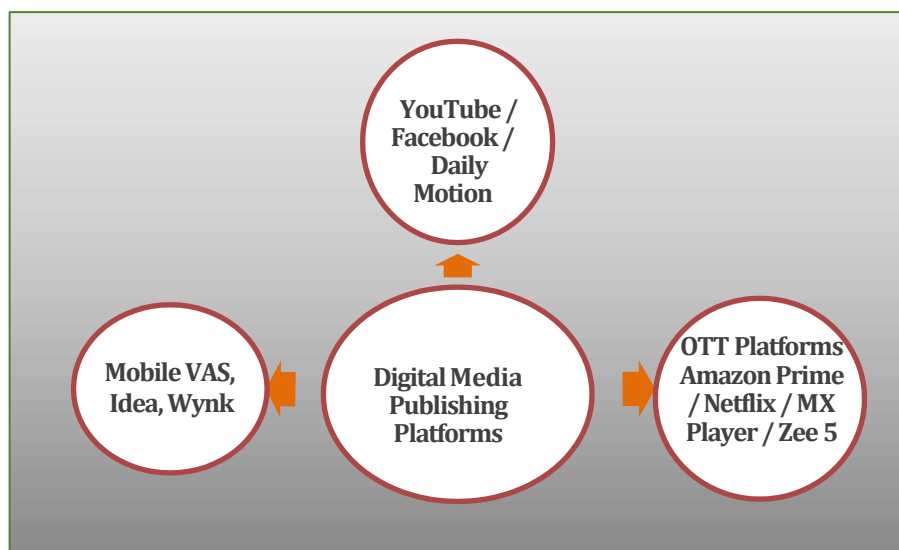
Range of our Products & Services

Our products and services can be summarized as illustrated below:



Content Publishing

Our primary focus is on Digital Media Publishing. Content which we publish over various platforms is Movies, music, short films, short videos, web Series and a creator video. Income from content publishing on YouTube constitute a significant portion of Digital Media Publishing.



YouTube

Silly Monks is one of the top enterprise partners (MCN - Multi-Channel Network) with YouTube in India. On YouTube, Income generates through monetization of content. Monetization of content means, enabling YouTube to place an advertisement and generate revenue.

YouTube enables every content creator to publish his/her content to monetize. We own few channels and we also aggregate 3rd party channels into our network (MCN).

When a 3rd party YouTube channel connects his/her channel to Silly Monks MCN network, we bring together the advantages of professional tools like copyright management, collaborations, brand associations, cross-promotions for better monetization. A state of the art 'Audio/video studio' to help indigenous, but popular, YouTubers.

Silly Monks shares an agreed revenue share generated by the creator's content. This amount varies contractually.

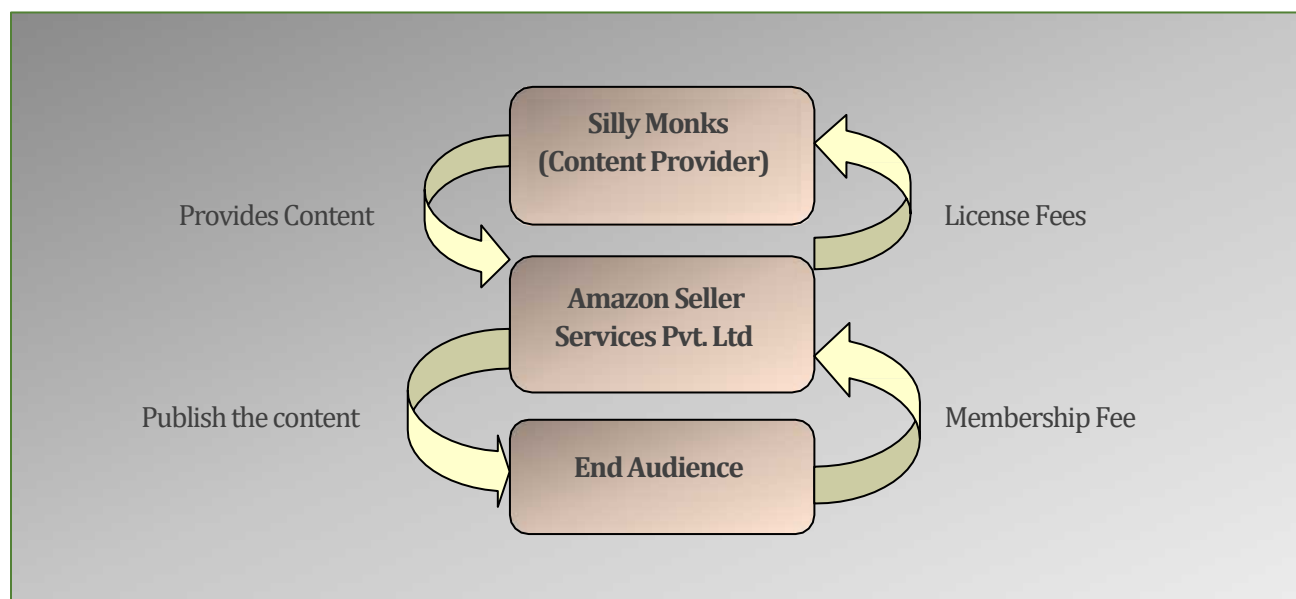
Since Dream Boat Entertainment Pte Ltd our wholly own subsidiary has entered into a Multi-channel network agreement with YouTube, revenue generated through monetization is being shared to Dream boat by YouTube. The same revenue is then shared by dream boat to Silly monks. In other words, Dream Boat acts as a Special Purpose Entity for silly monks with regards to YouTube income.

Branded content is another stream of revenue that we generate when we collaborate with brands to promote their products.



OTT Platforms:

We produce content, acquire content and aggregate content (Movies, Series, shortfalls, etc.,) to distribute on a revenue share or a fixed license fee. We also distribute the content produced for YouTube on OTT platforms.



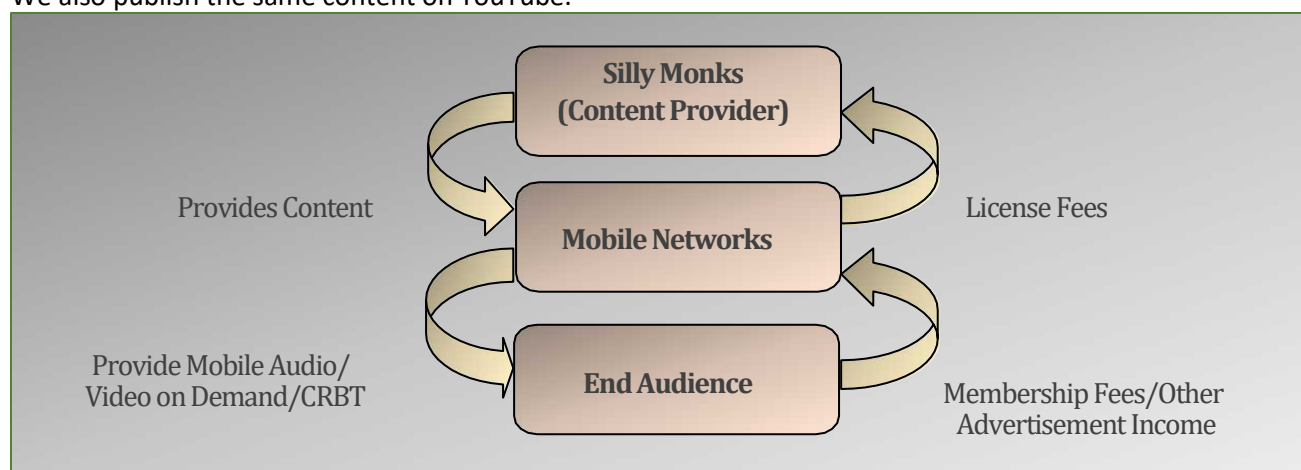
Mobile VAS & Audio content distribution:

Mobile VAS (Value added services) is another medium for our digital content publishing. With the increase in number of smart phone users in India, this is one of the rapidly growing platform for Digital Media Publishing. We have entered into an alliance with Idea cellular, PDL for Content License & Distribution.

Silly Monks earns the revenue in the form of License Fees from mobile networks which was agreed in the agreement between two & when content is being published by Mobile VAS, the end user subscribes for the service by paying subscription fees. This is the revenue source to Mobile networks.

Silly Monks has an alliances with music apps such as 'Saavn' / Gaana / PDL and various mobile networks to publish songs and CRBT's (Caller ring back tones), wherein we provide the audio content to Saavn, which is then published through Saavn. We have started acquiring film music and independent music aggressively in South India.

We also publish the same content on YouTube.



Our Client Base

Logically speaking, our clients are viewers of our multichannel network & our other content publishing platforms or movies. However, we reach to our end viewers through platform providers such as YouTube, Facebook, Instagram, twitter, Amazon Prime and many more. We believe that our current capabilities and plans for the future ensure that we are well positioned to attract and develop new platform provider's relationships.

COVID-19 Lockdown period there is significant growth in our viewership. Entertainment keeps everyone engaged and occupied and we believe that we are in the right business which is futuristic. Our YouTube average monthly viewership is 600 million views and on Amazon prime our content average watch time per month is 20 million minutes.



Celebrity Digital Management:

Social Media / YouTube:

We have on boarded few celebrities and building them as a brand on digital platforms. We make strategies to create content for social media and YouTube to engage the followers and subscribers of the celebrity. We generate revenue from monetizing the content on the said platforms and also collaborate with various brands for brand endorsements and generate revenue.

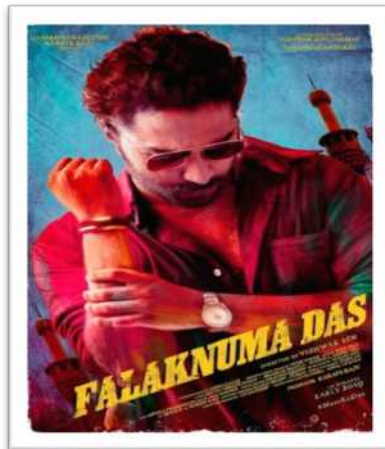
Facebook, Instagram, Twitter, YouTube are the top platforms for celebrities, quickly gaining importance in terms of total users and traffic. These platforms present a unique marketing opportunity for businesses through the creation of verified accounts for celebrities. As more people explore social media, social networking sites have become some of the critical online sources they use to learn more about products, organizations, artists and world events. We manage celebrities over social media platforms. Income will generate through these platforms by monetizing the content and brand associations. No. of followers and subscribers with good engagement on the platforms decides the revenues.

Production House Management and film Content Digital marketing and Advertising:

We manage majority of the movie production house in South India. Our role is to manage the brand of the production house on digital platforms, market their films, monetise the content produced by the production house on digital platforms like OTT platforms (Amazon Prime), YouTube branded channel

We also do online advertising for films with Google AdWords. Google AdWords is one of the most effective ways to reach new customers and grow your business. Google AdWords is the online advertising platform owned and operated by Google. AdWords is also the largest and most widely used online advertising network in the world, and millions of businesses advertise online using AdWords to reach new customers and grow their business. Advertisers who choose to use Google AdWords can target users across two main networks – the search network, and the Display network.

Films marketed by SillyMonks



b) INDIAN SERVICE SECTOR INDUSTRY
Introduction

The services sector is not only the dominant sector in India's GDP, but has also attracted significant foreign investment flows, contributed significantly to exports as well as provided large-scale employment. India's services sector covers a wide variety of activities such as trade, hotel and restaurants, transport, storage and communication, financing, insurance, real estate, business services, community, social and personal services, and services associated with construction.

Market Size

The services sector is a key driver of India's economic growth. The sector contributed 55.39% to India's Gross Value Added at current price in FY20*. Services sector's GVA grew at a CAGR of 1.45% to US\$ 1,064.8 billion in FY20 from US\$ 1,005 billion in FY16. According to RBI data, in April 2020, service exports stood at Rs 1,254.09 billion (US\$ 17.06 billion) while imports stood at Rs 709.07 billion (US\$ 9.65 billion).

Nikkei India Services Purchasing Managers' Index (PMI) stood at 41.8 in August 2020, reflecting the highest reading since March 2020 before the coronavirus pandemic accelerated; however, it is still below the neutral mark, indicating a fifth consecutive decline in business activity in the private sector.

Investments

Some of the developments and major investments by companies in the services sector in the recent past are as follows:

- The Indian healthcare industry is expected to shift digitally enabled remote consultations via teleconsultation. The telemedicine market in India is expected to increase at a CAGR of 31% from 2020 to 2025.
- In August 2020, Japan committed ~Rs 35 billion (US\$ 476.11 million) under the Official Development Assistance for the health sector to fight the COVID-19 crisis in India and improve resilience of India's health systems against infectious diseases.
- In September 2020, LinkedIn and NSDC collaborated to accelerate digital skills training for the Indian youth.
- In September 2020, NASSCOM FutureSkills and Microsoft collaborated to launch a nationwide AI skilling initiative to train 1 million students in AI by 2021.
- In September 2020, Byju's acquires 3D virtual lab start-up LabInApp to strengthen its edtech presence.
- Services sector is the largest recipient of FDI in India with inflow of US\$ 82 billion between April 2000 and March 2020.
- In June 2020, Jio Platforms Ltd. sold 22.38% stake worth Rs 1.04 trillion (US\$ 14.75 billion) to ten global investors in a span of eight weeks under separate deals, involving Facebook, Silver Lake, Vista, General Atlantic, Mubadala, Abu Dhabi Investment Authority (ADIA), TPG Capital and L. Catterton. This is the largest continuous fundraise by any company in the world.

Government Initiatives

The Government of India recognizes the importance of promoting growth in services sectors and provides several incentives in wide variety of sectors such as health care, tourism, education, engineering, communications, transportation, information technology, banking, finance, management, among others.

The Government of India has adopted a few initiatives in the recent past. Some of these are as follows:

- In September 2020, the government announced that it may infuse Rs 200 billion (US\$ 2.72 billion) in public sector banks through recapitalisation of bonds
- In the next five years, the Ministry of Electronics and Information Technology is working to increase the contribution of the digital economy to 20% of GDP. The government is working to build cloud-based infrastructure for collaborative networks that can be used for the creation of innovative solutions by AI entrepreneurs and startups.
- On Independence Day 2020, Prime Minister Mr Narendra Modi announced the National Digital Health Mission (NDHM) to provide a unique health ID to every Indian and revolutionise the healthcare industry by making it easily accessible to everyone in the country. The policy draft is under 'public consultation' until September 21, 2020.
- In September 2020, the Government of Tamil Nadu announced a new electronics & hardware manufacturing policy aligned with the old policy to increase the state's electronics output to US\$ 100 billion by 2025. Under the policy, it aims to meet the requirement for incremental human resource by upskilling and training >100,000 people by 2024.
- The Cabinet Committee on Economic Affairs has given its approval for continuation of the process of recapitalization of Regional Rural Banks (RRBs) by providing minimum regulatory capital to RRBs for another year beyond 2019–20.
- Government of India has launched the National Broadband Mission with an aim to provide Broadband access to all villages by 2022.
- Under the Mid-Term Review of Foreign Trade Policy (2015–20), the Central Government increased incentives provided under Services Exports from India Scheme (SEIS) by 2%.

Road Ahead

Services sector growth is governed by both domestic and global factors. The Indian facilities management market is expected to grow at 17 per cent CAGR between 2015 and 2020 and surpass the US\$19 billion mark supported by booming real estate, retail, and hospitality sectors.

By 2023, healthcare industry is expected to reach US\$ 132 billion. India's digital economy is estimated to reach US\$ 1 trillion by 2025. By end of 2023, India's IT and business services sector is expected to reach US\$ 14.3 billion with 8 per cent growth.

The implementation of the Goods and Services Tax (GST) has created a common national market and reduced the overall tax burden on goods. It is expected to reduce costs in the long run on account of availability of GST input credit, which will result in the reduction in prices of services.

Exchange Rate Used: Conversion rate used for September 2020 is Rs 1 = US\$ 0.01370

Note: P - Provisional, * as per second advance estimates

Source: <https://www.ibef.org/industry/services.aspx>

INDIAN MEDIA AND ENTERTAINMENT INDUSTRY

Introduction

The Indian Media and Entertainment (M&E) industry is a sunrise sector for the economy and is making significant strides. Proving its resilience to the world, Indian M&E industry is on the cusp of a strong phase of growth, backed by rising consumer demand and improving advertising revenue. The industry has largely been driven by increasing digitisation and higher internet usage over the last decade. Internet has almost become a mainstream media for entertainment for most of the people.

Media is consumed by audience across demographics and various avenues such as television, films, out-of-home (OOH), radio, animation, and visual effect (VFX), music, gaming, digital advertising, and print.

The Indian advertising industry is projected to be the second fastest growing advertising market in Asia after China. At present, advertising revenue accounts for around 0.38% of India's gross domestic product. By 2021, Indian media and entertainment industry will reach Rs 2.35 trillion.

India ranks 15 in the world in the music industry and is expected to enter the top 10 music markets by 2022.

Market Dynamics

The M&E industry will grow at a CAGR of 13.5% during FY19–FY24. It is expected to reach around Rs 3.1 lakh crore (US\$ 43.93 million) by 2024.

India's advertisement market is projected to grow 10.62% y-o-y to Rs 85,250 crore (US\$ 12.06 billion) till 2021. In 2020, India's advertisement spending is estimated to increase by 2.3% (YoY basis). Digital advertising has emerged as the third largest advertising medium in India. It generated revenue worth Rs 15,467 crore (US\$ 2.21 billion) in 2019. Digital will contribute 29% of the ad market size by 2021.

The online video market in India is estimated to reach US\$ 4 billion by 2025, with subscription services contributing more than US\$ 1.5 billion and advertising adding US\$ 2.5 billion.

The Indian film industry reached Rs 100 billion (US\$ 1.43 billion) in 2019. Increasing share of Hollywood content in Indian box office and 3D cinema is driving the growth of digital screens in the country. India's video streaming industry is expected to grow at a CAGR of 21.82% by 2023.

Recent development/Investments

Foreign Direct Investment (FDI) inflow in the Information and Broadcasting (I&B) sector (including Print Media) for the period April 2000 – March 2020 stood at US\$ 9.20 billion as per the data released by Department for Promotion of Industry and Internal Trade (DPIIT).

In September 2020, Dream11's (Indian fantasy sports app) parent firm, Dream Sport, raised US\$ 225 million, increasing its valuation to ~US\$ 2.5 billion. Tiger Global Management, TPG Tech Adjacencies (TTAD), ChrysCapital and Footpath Ventures led the financing round.

In September 2020, Zee Entertainment Enterprises Ltd., launched pay-per-view movie service, Zee Plex, a new film distribution service, to display new films on DTH and OTT platforms. This move aims at meeting the growing demand for watching movies among consumers amid coronavirus pandemic.

In September 2020, BenQ (display technology devices manufacturer) launched a new Home Entertainment Projector TH585 to meet the growing demand of content-viewing experience at home and enhance the OTT market in India

In September 2020, ALTBalaji partnered with Chingari (a short-video app) to increase its reach in the 'Hindi Speaking Market' (HSM) and strengthen its market presence in India.

In September 2020, Nickelodeon India partnered with Nickelodeon International to co-produce a new series. This collaboration aims at fusion elements of western and eastern storytelling elements.

Shipment of TVs in India increased 15% annually to reach the highest-ever level of 15 million units in 2019. In April 2020, Hotstar, owned by the Star network, was rebranded as Disney+Hotstar. It plans to localise Disney+ movies and shows by dubbing or adding subtitles in Indian languages, including Hindi, Tamil and Telugu.

As stated in Union Budget 2019–20, Government was to launch a dedicated channel for start-ups. Spotify will launch lite version for low-end Android phones in India.

Government Initiatives

The Telecom Regulatory Authority of India (TRAI) is set to approach the Ministry of Information and Broadcasting, Government of India, with a request to Fastrack the recommendations on broadcasting, in an attempt to boost reforms in the broadcasting sector. The Government of India has agreed to set up National Centre of Excellence for Animation, Gaming, Visual Effects and Comics industry in Mumbai. The Indian and Canadian Government have signed an audio-visual co-production deal to enable producers from both the countries exchange and explore their culture and creativity, respectively.

On September 2, 2020, Government of India announced its plans to develop an Animation, Visual Effects, Gaming and Comic (AVGC) Centre for Excellence in collaboration with IIT Bombay. The centre is expected to launch in the next 1–2 years (2021–2022). The AVGC sector is the fastest growing sector, rising at a rate of ~29% between 2019 and 2024, while the audiovisual and services sector is expanding at a rate of ~25%.

The Government of India has supported M&E industry's growth by taking various initiatives such as digitising the cable distribution sector to attract greater institutional funding, increasing FDI limit from 74% to 100% in cable and DTH satellite platforms, and granting industry status to the film industry for easy access to institutional finance.

Road Ahead

Indian M&E industry is on an impressive growth path. The industry is expected to grow at a much faster rate than the global average rate.

Growth is expected in retail advertisement on the back of several players entering the food and beverages segment, E-commerce gaining more popularity in the country, and domestic companies testing out the waters. Rural region is also a potentially profitable target.

Note: Conversion rate used for September 2020 is Rs 1 = US\$ 0.01370

Reports:

Indian media industry has tremendous scope for growth in all the segments due to rising income and evolving lifestyle. Media is consumed by audience across demographics and various avenues such as television, films, out-of-home (OOH), radio, animation, and visual effect (VFX), music, gaming, digital advertising, and print. The Indian media and entertainment industry is projected to increase at a CAGR of 13.5% from 2019 to 2024 and estimated to reach US\$ 43.93 billion by 2024.

Within the M&E sector, Animation, Visual Effects, Gaming and Comic (AVGC) sector is growing at a rate of ~29%, while the audio-visual sector and services is rising at the rate ~25%; is recognised as one of the champion sectors by the Government of India.

India's advertisement market is projected to grow 10.62% y-o-y to Rs 85,250 crore (US\$ 12.06 billion) till 2021. In 2020, India's advertisement spending is estimated to increase by 2.3% (YoY basis). Digital advertising has emerged as the third largest advertising medium in India. It generated revenue worth Rs 15,467 crore (US\$ 2.21 billion) in 2019. Digital will contribute 29% of the ad market size by 2021.

The online video market in India is estimated to reach US\$ 4 billion by 2025, with subscription services contributing more than US\$ 1.5 billion and advertising adding US\$ 2.5 billion.

The Indian film industry reached Rs 100 billion (US\$ 1.43 billion) in 2019. Increasing share of Hollywood content in Indian box office and 3D cinema is driving the growth of digital screens in the country. India's video streaming industry is expected to grow at a CAGR of 21.82% by 2023.

Gross revenue of online fantasy sports operators increased three-fold to Rs 2,470 crore (US\$ 350.40 million) in FY20 compared to Rs 920 crore (US\$ 130.51 million) in the previous fiscal as per the joint report released by Federation of Indian Fantasy Sports (FIFS) and KPMG.

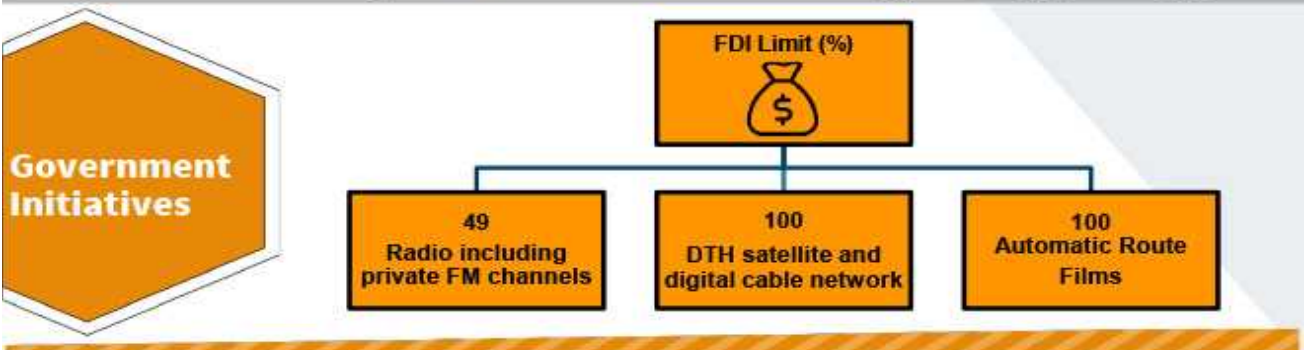
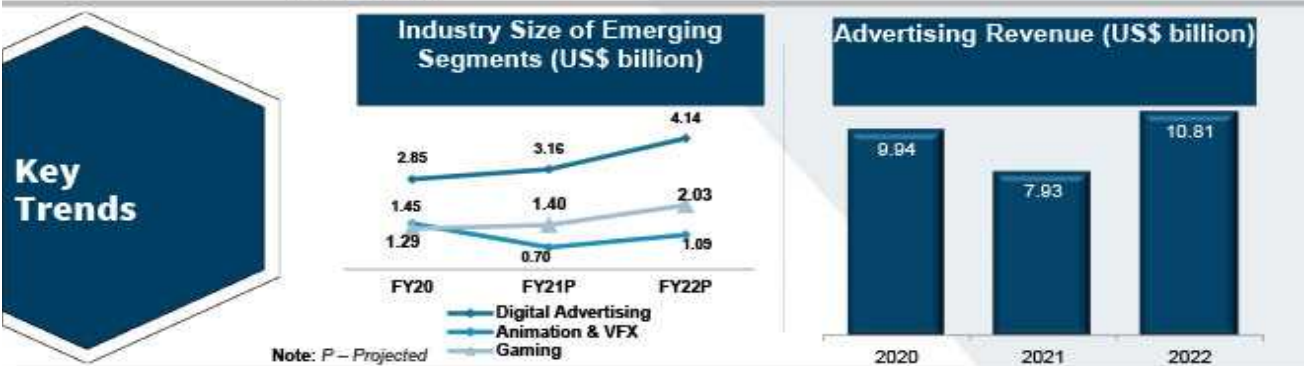
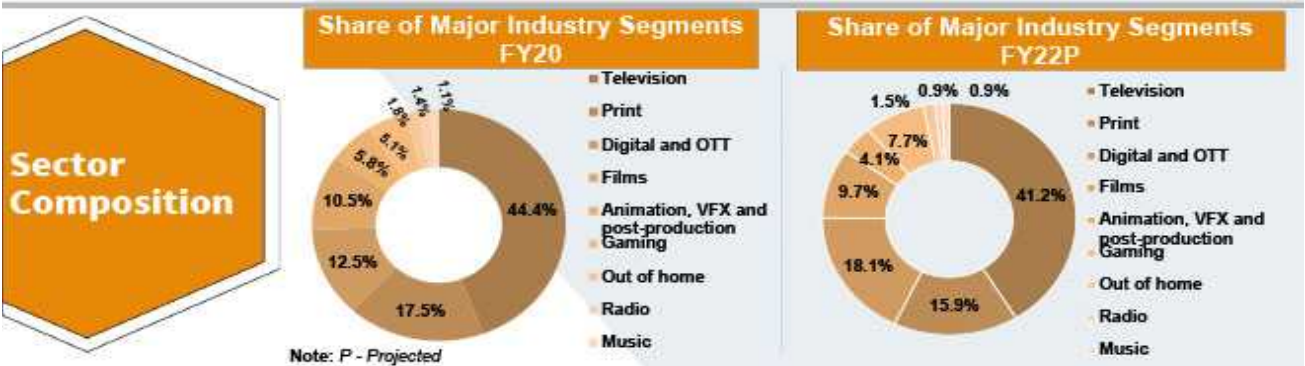
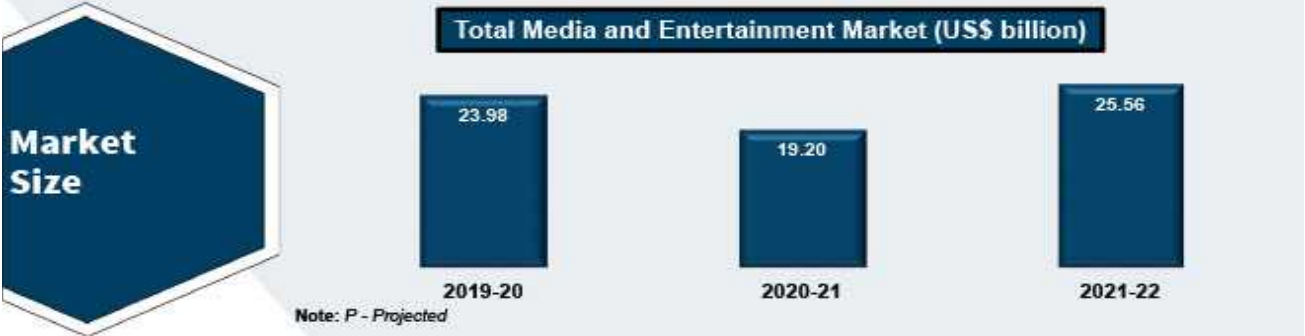
Direct-to-home (DTH) broadcasting accounts for 37% of the total television subscribers in India and is estimated at ~Rs 220 billion (US\$ 3 billion) in FY21. In FY20, TV penetration in India stood at 69% driven by DTH market. In FY20, DTH registered a market share of 37% to the total TV market against 34% in FY19.

The Government of India has supported this sector's growth by taking various initiatives such as digitizing the cable distribution sector to attract greater institutional funding, increasing Foreign Direct Investment (FDI) limit from 74% to 100% in cable and direct-to-home (DTH) satellite platforms and granting industry status to the film industry for easy access to institutional finance. FDI inflow in the information and broadcasting sector stood at US\$ 9.20 billion during April 2000 to March 2020.

On September 2, 2020, Government of India announced its plans to develop an Animation, Visual Effects, Gaming and Comic (AVGC) Centre for Excellence in collaboration with IIT Bombay. The centre is expected to launch in the next 1–2 years (2021–2022). The AVGC sector is the fastest growing sector, rising at a rate of ~29% between 2019 and 2024, while the audio-visual and services sector is expanding at a rate of ~25%.

(<https://www.ibef.org/industry/media-entertainment-india.aspx>)

Media and Entertainment



The digital media entertainment sector is a niche space that is growing and will set the standards of things to come in the near future, globally. With media consumption across the globe increasingly happening in digital formats, marketers are shifting their advertising spends towards digital media. There is a marked shift in consumer preferences towards digital media consumption as compared to traditional forms of media which include TV, print press, and radio.

Silly Monks Entertainment is one of the leading Digital Entertainment Companies in India operating successfully since 2013, headquartered in Hyderabad. SMEL is associated with some of the biggest names in digital property management, OTT platforms, social media, movies, music ... and the list goes on – Facebook, YouTube, Google, Yahoo, Netflix, Amazon, Yupp TV, Hungama, Disney + Hotstar, and Aha among them. Along with all else, the team has worked with producers of some of the biggest blockbusters out of the Southern movie industry in recent times – viz. #Baahubali, #Rudramadevi, Shankar's #I, #Aagadu, #Peruchazhi, #Kali, #Magalirmattum, #Garudavega, #GautamiputraSatakarni, #Mahanati; as well as produced the first ever Telugu web series for Amazon Prime, #Gangstars. Upping the ante, Silly Monks has consolidated a virtual monopoly in the Deccani movie world too.

Keeping in trend with the industry space it occupies, SMEL has a strong presence in the Indie music and event space too. Operating in a fast evolving and competitive industry has its perks since the players define their own niches as they grow.

c) SEGMENT-WISE OR PRODUCT WISE PERFORMANCE

The segment wise performance of the company can be analyzed on the basis of the Audited Financial Statements for the financial year 2019-20 annexed with this report.

d) OPPORTUNITIES AND THREATS:

In line with global trends, the Indian consumer is increasingly consuming the content on digital platforms. This trend is observed for all type of content including news (text), music (audio), or video. Increasing internet penetration and mobile device proliferation and convenience of consuming the content anytime, anywhere are the key drivers for this trend.

Growth opportunities/ parameters for SMEL are based on the following:

- Rapidly increasing number of internet users
- Higher spend on entertainment services by youth
- Rising data consumption with smartphone penetration
- Ever growing need for unique content for various segments
- Increasing pan-India presence to garner more visibility and which helps in acquisition of quality content

Only threats beyond our control could stop the juggernaut from its path. That is what we like to believe as we continue to grow.

e) OUTLOOK

The team continues to rely on the core strengths of experience and a strategically qualified team of professionals, but more so with a strong focus on quality content we believe that we have become a well-known brand name in the business of Digital Media Marketing. The growing market in that space gives us a larger playing field.

The digital media entertainment space is as yet a niche space and yet with the foreseen growth, it can only get more interesting in the days ahead. Our main strategy is to continually build on the diverse content library and strong fiscal planning and growth projections.

f) RISKS AND CONCERNS

Risks are a part of every growing entity and especially when it concerns businesses that are in a sunrise industry as ours. There are always risks and concerns and the only way to deal with them are to plan strategically. To be aware always of every risk potential is the only thumb rule we follow.

However, the main risks that would be incomparable in terms of our growth would probably be:

- Force Majeure – superior or overpowering force beyond control of mankind
- Collapse of the Internet/ shutting down of Google / Facebook servers
- Facebook monetising content that may reduce YouTube viewership

g) INTERNAL CONTROL SYSTEMS AND THEIR ADEQUACY

The Company has adequate and efficient internal control systems that provide protection of all the assets against losses from unauthorized use and for appropriate reporting of transactions. The Company has implemented proper controls which are reviewed at regular intervals to ensure that the authenticity of the transactions.

h) DISCUSSION ON FINANCIAL PERFORMANCE WITH RESPECT TO OPERATIONAL PERFORMANCE

STANDALONE FINANCIAL CONDITION:

Capital Structure: The Paid-up Share Capital of the Company as on 31st March 2020 is Rs.10,21,13,000/- divided into 1,02,11,300 Equity Shares of Rs.10/- each fully paid up.

Reserves and Surplus: The Reserves and Surplus of the company as on 31st March 2020 stand at Rs. 6,81,99,054 /- as compared to Rs. 11,77,39,056/- in the previous year. The Decrease of Reserves is due to Issue of Bonus Shares for the FY 2019-20.

Property, Plant and Equipment: The Company invested on Property, Plant and Equipment Rs.1,16,59,387/- in the financial year 2019-20.

Sundry Debtors: Sundry debtors increased to Rs.2,58,10,153/- as on 31st March 2020 as compare with previous year Rs.1,98,31,196. These debtors are considered good and realizable.

Cash and Bank Balances: Cash and Bank balances with Scheduled Banks stood to Rs.1,21,98,357/- as against Rs. 24,17,367 in the previous years.

Loans and Advances: Long Term Loans and Advances is Rs.6,21,41,763/- as against Rs. 4,78,04,959 in the previous year. Short Term Loans and Advances is Rs.2,09,438/- as against Rs. 2,09,438/- in the previous year.

Current Liabilities: Current Liabilities as on 31st March 2020 is Rs. 2,54,03,981/- as against Rs. 18,203,466 in the previous Year.

CONSOLIDATED FINANCIAL CONDITION:**Reserves and Surplus**

The Reserves and Surplus of the company as on 31st March 2020 stand at Rs.9,61,39,546/- as compared to Rs. 14,24,14,323/- in the previous year.

Property, Plant and Equipment

The Company invested on Property, Plant and Equipment Rs. .1,16,59,387/- in the financial year 2019-20.

Sundry Debtors:

Sundry debtors increased to Rs.5,21,66,684/- as on 31st March 2020 as compare with previous year Rs.4,46,19,758. These debtors are considered good and realizable.

Cash and Bank Balances:

Cash and Bank balances with Scheduled Banks stood to Rs.2,39,71,754/- as against Rs. 1,47,62,676/- in the previous years. Annual Report 2019-20

Loans and Advances:

Long Term Loans and Advances is Rs.6,21,41,763/- as against Rs. 3,48,63,141 in the previous year. Short Term Loans and Advances is Rs.2,09,438/- as against Rs. 1,82,750/- in the previous year.

Current Liabilities: Current Liabilities as on 31st March 2020 is Rs.3,81,38,976/- as against Rs. 3,50,09,563/- in the previous Year.

STANDALONE OPERATIONAL RESULTS:**Turnover:**

During the financial year 2019-20 the turnover of the Company was Rs.22,21,62,956/- as against Rs. 11,03,62,039/- in the previous year and income from other sources as on 31st March 2020 was Rs.8,69,180/- as against Rs. 19,55,173/- in the previous year.

Depreciation:

The Company has provided Rs.77,00,455/- for depreciation during the financial year 2019-20 as against Rs. .60,30,603/- in the previous years.

Provision for Tax:

The Company has provided for tax 57,81,602/- in the financial year 2019-20 as against Rs. 21,07,792/- in the previous financial year.

Net Profit:

The Net Profit of the Company after tax is Rs.1,17,52,372/- for the financial year 2019-20 as against Rs. 74,62,411/- in the previous year.

Earnings per Share:

The Earnings per Share of the Company as on 31st March, 2020 is Rs.1.15/- per share for Face Value of Rs.10/- as against Rs.0.73/- per share for Face Value of Rs.10 in the previous year.

CONSOLIDATED OPERATIONAL RESULTS:**Turnover**

During the financial year 2019-20 the turnover of the Company was Rs.32,38,87,756/- as against Rs. 20,91,96,881/- in the previous year and income from other sources as on 31st March 2020 was Rs. 17,79,137 as against Rs. 29,57,539/- in the previous year.

Depreciation

The Company has provided Rs.80,92,710/- for depreciation during the financial year 2019-20 as against Rs. 70,54,061/- in the previous years.

Provision for Tax: The Company has provided for tax Rs.57,81,602/- in the financial year 2019-20 as against Rs. 21,07,792/- in the previous financial year. Annual Report 2019-20.

Net Profit:

The Net Profit of the Company after tax is Rs.1,15,37,158/- for the financial year 2019-20 as against Rs. 67,06,974/- in the previous year.

Earnings per Share:

The Earnings per Share of the Company as on 31st March, 2020 is Rs.1.13/- per share for Face Value of Rs.10/- as against Rs.0.69/- per share for Face Value of Rs.10/- in the previous year.

i) Material developments in Human Resources/Industrial Relations front including number of people employed

HUMAN CAPITAL

Our employees are our most important assets. We believe that the quality and level of service that our professionals deliver are among the highest in the Digital Media services. We are committed to remaining among the industry's leading employers.

The Company has a mix of both experienced with 20 plus years in the industry as well as others with 10 plus and some with 2 to 3 plus years' experience which gives us fresh lease and extra edge to the competitors. As on 31st March 2020, we have 79 employees in total (62 Whole-Time Employees, 17 - Contract employees). We have hired approximately 22 employees between March 2019 and April 2020 (includes attrition).

The key aspects of our HR practice include:

- Recruitment
- Training and development
- Compensation.

HUMAN CAPITAL VALUE CHAIN – WORKING ETHICALLY AND UPHOLDING HUMAN RIGHTS:

Our human capital interventions are dynamic driven having different groups working here like:

- Social media marketing
- Digital Marketing/Promotions
- YouTube creators
- Company Secretary & Legal
- Content Department
- Mobile & OTT platform

- Film Productions
- Networking
- Financial Department
- Human Resources
- Graphic Designer

RECRUITMENT

Attracting and recruiting the best-in-class talent, while ensuring long term people sustainability is a key business objective. We are an equal opportunity employer and focus on meritocracy and innovate creative at all stages of the hiring and which required credible manpower in YouTube Creators, Social Media, App development, Mobile & OTT platforms, Brand Management, Film Productions, Digital promotions for films.

In FY 2020, we moved towards digitalizing and exploring new talents to get the best out for the hiring process to our organisation. We have hired efficient and experienced manpower from recruiters and employee referrals. We rely on a rigorous selection process involving technical interviews with senior management and HR interviews to identify the best applicants. This selection process is continually assessed and refined based on the performance tracking of past recruits.

COMPENSATION/REMUNERATION:

Our technology professionals receive competitive salaries and benefits. Overall compensation at the Company as compared to competitors is highly competitive. We believe to have best of talents in the organization as we deal with reputed projects.

HUMAN RIGHTS & VALUES AT SM:

SM is committed to protecting and respecting Human Rights and remedying rights violations in case they are identified. Providing equal employment opportunity, ensuring distributive, procedural and interactional fairness, creating a harassment-free, safe environment and respecting fundamental rights are some of the ways in which we do so.

CAUTIONARY STATEMENT:

Statements in this management discussion analysis describing the Company's objectives, projections, estimates, expectations may be forward looking within the meaning of applicable securities-laws and regulations. Actual results may differ materially from those expressed in the statement. Important factors that could make difference to Company's operations include economic conditions affecting the domestic market and the overseas markets in which the Company operates, changes in the Government regulations, tax laws and other statutes and other incidental factors.

**By Order of The Board of Directors
For Silly Monks Entertainment Limited**

**Place: Hyderabad
Date: 27.11.2020**

**Sd/-
Ratnakar Rao Chepur
Chairman
DIN: 08744674**

Annexure – VI

Details pertaining to Employees as required under Section 197(12) of the Companies Act, 2013

Statement of Particulars of Employees Pursuant to Provisions of Section 197(12) of the Companies Act 2013 read with Rule 5 of the Companies (Appointment and Remuneration of Managerial Personnel) Rules, 2014

- i) In the financial year, there was increase in the remuneration of Managing Director and Whole-Time Director.
- ii) In the financial year, there was no increase in remuneration of each Director other than Managing Director and Whole-Time Director, Chief Financial Officer and Company Secretary.
- iii) The median remuneration of employees of the Company during the financial year was Rs.31,835/- Per Month. (Rs. 3,82,020/- p.a.)
- iv) In the financial under review, there was a decrease of 19% in the median remuneration of employees.
- v) There were 62 full time employees on the rolls of Company as on 31st March, 2020.
- vi) We herewith affirm that remuneration to the Directors and Key Managerial Personnel is as per the remuneration policy of the Company.
- vii) **The percentage increase in remuneration of each Director, Chief Financial Officer and Company Secretary during the financial year 2019-20, ratio of the remuneration of each Director to the median remuneration of the employees of the Company for the financial year 2019-20:**

Sl. No.	Name of Director/ KMP and Designation	Remuneration of Director /KMP for the financials Year 2019-20 (In Rs.)	% increase in Remuneration in the Financial Year 2019-20	Ratio of remuneration of each Director/to median remuneration of employees
1	Tekulapalli Sanjay Reddy, Managing Director	78,00,000	20.74%	245.01
2	Anil Kumar Pallala, Whole Time Director	37,80,000	19.24%	118.74
3	Sushma Barla CS & Compliance Officer	7,20,000	20%	22.62
4	Guna Venkat Rama Naidu, CFO	413,710	0%	13.00
5	GVNS Aditya, CFO	50,000	0%	0

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Top 10 Employees in Terms of Remuneration

S. No	Name of the Employee	Date of Joining (dd-mm-yyyy)	Designation	Gross Remuneration (In Rs)	% of Increase	Educational Qualification	Age	Experience (Yrs)	Last Employment	Relations with Management
1	Tekulapalli Sanjay Reddy	20.09.2013	Chairman & Managing Director	7,800,000	20.74%	MBA	52	29	Zee Entertainment	Husband of Mrs. Swathi Reddy, Non-Executive Director
2	Anil Kumar Pallala	01.10.2013	Whole Time Director	3,780,000	19.24%	DIPLOMA	38	18	Whacked Out Media Pvt Ltd	—
3	Srikanth V	31.08.2017	Mobile Vas Manager	480,000	33.33%	MBA - Marketing	38	11	Voice Services	—
4	DVNSV Prasad Rao Bhimanadham	18.11.2013	Social Media Manager	600,000	25%	B-TECH	28	7	—	—
5	Sushma Barla	17.04.2017	CS & Compliance Officer	720,000	20%	CS	26	3	—	—
6	Naveen Reddy Chintala	02.07.2016	Content Head	1,320,000	10.00%	B.COM	33	11	IQLIK	—
7	Vijay Vishwanath	15.02.2018	Head-News media	1,320,000	10%	B.COM	49	11	UTV Entertainment	—
8	Kishore Raju	19.04.1982	Mobile Vas Head	553,548	0%		38		—	—
9	Pournami	16.05.2017	Branch Manager	549,032	14%	Master of Fine Arts	32	11	Big Synergy Media Ltd	—
10	Anil Kumar Putta	12.11.2018	YouTube Manager	494,445	3.01%	B-TECH	30	8	idream Media	—

**By Order of The Board of Directors
For Silly Monks Entertainment Limited**

**Sd/-
Ratnakar Rao Chepur
Chairman
DIN: 08744674**

**Place: Hyderabad
Date: 27.11.2020**

INDEPENDENT AUDITORS' REPORT

**To the Members of
Silly Monks Entertainment Limited**

Report on the Audit of the Standalone financial statements

Opinion

We have audited the Standalone financial statements of **Silly Monks Entertainment Limited** ("the Company"), which comprise the balance sheet as at 31st March 2020, statement of profit and loss and statement of cash flows for the year ended, and notes to the Standalone financial statements, including a summary of significant accounting policies and other explanatory information.

In our opinion and to the best of our information and according to the explanations given to us, the aforesaid Standalone financial statements give the information required by the Companies Act, 2013 ("the Act") in the manner so required and give a true and fair view in conformity with the accounting principles generally accepted in India, of the state of affairs of the Company as at 31st March 2020, its profit and cash flows 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 Act. Our responsibilities under those SAs are further described in the Auditor's Responsibilities for the Audit of the Standalone 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 Standalone 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.

Other Information

The Company's Board of Directors is responsible for the other information. The other information comprises the information included in the Company's Annual Report, but does not include the Standalone financial statements and our auditor's report thereon. The Annual report is expected to be made available to us after the date of this auditor's report.

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

In connection with our audit of the Standalone financial statements, our responsibility is to read the other information identified above when it becomes available and, in doing so, consider whether the other information is materially inconsistent with the Standalone financial statements or our knowledge obtained in the audit, or otherwise appears to be materially misstated.

Management's Responsibility for the Standalone financial statements

The Company's Board of Directors is responsible for the matters stated in section 134(5) of the Act with respect to the preparation of these Standalone financial statements that give a true and fair view of the state of affairs, and cash flows of the Company in accordance with the accounting principles generally accepted in India, including the accounting Standards specified under section 133 of the Act.

This responsibility also includes maintenance of adequate accounting records in accordance with the provisions of the Act for safeguarding of the assets of the Company and for preventing and detecting frauds and other irregularities; selection and application of appropriate accounting policies; making judgments and estimates that are reasonable and prudent; and 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 Standalone financial statements that give a true and fair view and are free from material misstatement, whether due to fraud or error.

In preparing the Standalone financial statements, management is responsible for assessing the Company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the Company or to cease operations, or has no realistic alternative but to do so.

Board of Directors is also responsible for overseeing the Company's financial reporting process.

Auditor's Responsibilities for the Audit of the Standalone financial statements

Our objectives are to obtain reasonable assurance about whether the Standalone 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 Standalone 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 Standalone 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 Act, we are also responsible for expressing our opinion on whether the company has adequate internal financial controls with reference to Standalone financial statements 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 Company's ability to continue 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 Standalone 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 auditors' 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 Standalone financial statements, including the disclosures, and whether the Standalone financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

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 Standalone 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

- (A) As required by Section 143(3) of the Act, we report 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.
 - (b) In our opinion, proper books of account as required by law have been kept by the Company so far as it appears from our examination of those books.
 - (c) The Balance Sheet, Statement of profit and loss account and the Statement of Cash Flows dealt with by this Report are in agreement with the books of account.
 - (d) In our opinion, the aforesaid Standalone 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 2020 taken on record by the Board of Directors, none of the directors is disqualified as on 31st March 2020 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 with reference to Standalone financial statements of the Company and the operating effectiveness of such controls, refer to our separate Report in “Annexure B”.

(g) With respect to the other matters to be included in the Auditor’s Report in accordance with the requirements of Section 197(16) of the Act, as amended:

In our opinion and to the best of our information and according to the explanations given to us, the remuneration paid/provided by the Company to its directors during the year is in accordance with the provisions of section 197 of the Act.

(h) 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:

i. The Company does not have any pending litigations to which would have an impact on its financial position.

ii. The Company did not have any long-term contracts including derivative contracts for which there were any material foreseeable losses.

iii. There were no amounts which were required to be transferred to the Investor Education and Protection Fund by the Company.

Report on Other Legal and Regulatory Requirements (continued)

(B) As required by the Companies (Auditor’s Report) Order, 2016 (“the Order”), issued by the Central Government of India in terms of sub-section (11) of section 143 of the Companies Act, 2013, we give in “Annexure A” a statement on the matters specified in paragraphs 3 and 4 of the Order, to the extent applicable.

For Ramasamy Koteswara Rao and Co LLP
Chartered Accountants
Firm Registration No: 010396S/S200084

Place: Hyderabad
Date: 22-07-2020

Sd/-
C V Koteswara Rao
Partner
Membership No.028353
UDIN: 20028353AAAADH6923

Annexure A to the Auditors' Report (referred to in paragraph 1 of our Report of even date to the Members of "Silly Monks Entertainment Limited" for the year ended (31st March, 2020)

On the basis of such checks as we considered appropriate and according to the information and explanation given to us during the course of our audit, we report that;

- i. (a) The Company has maintained proper records showing full particulars, including quantitative details and situation of fixed assets;
 (b) The Fixed Assets have been physically verified by the management in a phased manner, designed to cover all the items over a period of three years, which in our opinion, is reasonable having regard to the size of the company and nature of its business. Pursuant to the program, a portion of the fixed asset has been physically verified by the management during the year and no material discrepancies between the book's records and the physical fixed assets have been noticed.
 (c) According to the information and explanations given to us and on the basis of our examination of the records of the Company, the company does not have any immovable properties so reporting under this clause is not applicable to the Company.
- i. The Company is a service company, primarily rendering digital marketing services. Accordingly, it does not hold any physical inventories. Thus, paragraph 3(ii) of the Order is not applicable to the Company.
- ii. The Company has granted loans to parties covered in the register maintained under section 189 of the Companies Act, 2013 ('the Act').
 - a. In our opinion, the rate of interest and other terms and conditions on which the loans had been granted to the parties listed in the register maintained under Section 189 of the Act were not, prima facie, prejudicial to the interest of the Company.
 - b. In the case of the loans granted to the parties listed in the register maintained under section 189 of the Act, the borrowers have been regular in the payment of the principal and interest as stipulated.
 - c. There are no overdue amounts in respect of the loan granted to parties listed in the register maintained under section 189 of the Act.
- iii. In our opinion and according to the information and explanations given to us, the company has complied with the provisions of section 185 and 186 of the Companies Act, 2013 in respect of loans, investments, guarantees, and security.
- iv. The Company has not accepted any deposits within the meaning of Sections 73 to 76 of the Act and the Companies (Acceptance of Deposits) Rules, 2014 (as amended). Accordingly, the provisions of clause 3(v) of the Order are not applicable.
- v. The Central Government has not prescribed the maintenance of cost records under section 148(1) of the Act, for any of the services rendered by the Company.
- vi. (a) According to information and explanations given to us and on the basis of our examination of the books of account, and records, the Company is regular in depositing undisputed statutory dues including Income Tax, Goods and Services Tax, Cess and any other statutory dues with the appropriate authorities. According to the information and explanations given to us, no undisputed amounts payable in respect of the above were in arrears as at 31st March, 2020 for a period of more than six months from the date on when they become payable.
 (b) According to the information and explanation given to us, there are no dues of income tax, Sales tax, Service tax, duty of customs, duty of excise, Value Added Tax and any other laws outstanding on account of disputes.
- vii. The Company has not availed loans or borrowings from any financial institution, banks, government or debenture holders during the year. Accordingly, paragraph 3(viii) of the Order is not applicable.
- viii. The Company has not raised moneys by way of initial public offer or further public offer (including debt

instruments) or term loans and hence reporting paragraph 3(ix) of the Order is not applicable to the Company.

- ix. Based upon the audit procedures performed for the purpose of reporting the true and fair view of the Standalone financial statements and according to the information and explanations given by the management, we report that no fraud by the company or on the company by the officers and employees of the Company has been noticed or reported during the year.
- x. In our opinion and according to the information and explanations given to us, the Company has paid/provided managerial remuneration in accordance with the requisite approvals mandated by the provisions of section 197 read with Schedule V to the Act.
- xi. In our opinion, the Company is not a Nidhi company. Therefore, the provisions of clause 3(xii) of the order are not applicable to the Company and hence not commented upon.
- xii. According to the information and explanations given by the management, transactions with the related parties are in compliance with section 177 and 188 of Companies Act, 2013 where applicable and the details have been disclosed in the notes to the Standalone financial statements, as required by the applicable accounting standards.
- xiii. According to the information and explanation given to us and based on our examination of the records of the company, the company has not made any preferential allotment or private placement of shares during the year under review and complied with applicable provisions of the companies Act, 2013.
- xiv. According to the information and explanations given by the management, the Company has not entered into any non-cash transactions with directors or persons connected with him as referred to in section 192 of Companies Act, 2013. Accordingly, the provision of clause 3 (xv) of the Order is not applicable to the Company and hence not commented upon.
- xv. According to the information and explanations given to us, the provisions of section 45-IA of the Reserve Bank of India Act, 1934 are not applicable to the Company and hence not commented upon.

For Ramasamy Koteswara Rao and Co LLP
Chartered Accountants
Firm Registration No: 010396S/S200084

Place: Hyderabad
Date: 22-07-2020

Sd/-
C V Koteswara Rao
Partner
Membership No.028353
UDIN: 20028353AAAADH6923

ANNEXURE B TO THE INDEPENDENT AUDITOR'S REPORT OF EVEN DATE ON THE STANDALONE FINANCIAL STATEMENTS OF SILLY MONKS ENTERTAINMENT LIMITED**Report on the Internal Financial Controls under Clause (i) of Sub-section 3 of Section 143 of the Companies Act, 2013 ("the Act")**

To the Members of **Silly Monks Entertainment Limited**

We have audited the internal financial controls over financial reporting of **Silly Monks Entertainment Limited** ("the Company") as of 31st March, 2020 in conjunction with our audit of the Standalone financial statements of the Company for the year ended on that date.

Management's Responsibility for Internal Financial Controls

The Company's Management is responsible for establishing and maintaining internal financial controls based on the internal control over financial reporting criteria established by the Company considering the essential components of internal control stated in the Guidance Note on Audit of Internal Financial Controls over Financial Reporting issued by the Institute of Chartered Accountants of India. These responsibilities include the design, implementation and maintenance of adequate internal financial controls that were operating effectively for ensuring the orderly and efficient conduct of its business, including adherence to the Company's policies, the safeguarding of its assets, the prevention and detection of frauds and errors, the accuracy and completeness of the accounting records, and the timely preparation of reliable financial information, as required under the Companies Act, 2013.

Auditor's Responsibility

Our responsibility is to express an opinion on the Company's internal financial controls over financial reporting based on our audit. We conducted our audit in accordance with the Guidance Note on Audit of Internal Financial Controls Over Financial Reporting (the "Guidance Note") and the Standards on Auditing as specified under section 143(10) of the Companies Act, 2013, to the extent applicable to an audit of internal financial controls and, both issued by the Institute of Chartered Accountants of India.

Those Standards and the Guidance Note require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether adequate internal financial controls over financial reporting was established and maintained and if such controls operated effectively in all material respects.

Our audit involves performing procedures to obtain audit evidence about the adequacy of the internal financial controls system over financial reporting and their operating effectiveness. Our audit of internal financial controls over financial reporting included obtaining an understanding of internal financial controls over financial reporting, assessing the risk that a material weakness exists, and testing and evaluating the design and operating effectiveness of internal control based on the assessed risk. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the Standalone financial statements, whether due to fraud or error. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion on the internal financial controls system over financial reporting.

Meaning of Internal Financial Controls over Financial Reporting

A company's internal financial control over financial reporting is a process designed to provide reasonable assurance regarding the reliability of financial reporting and the preparation of Standalone financial statements for external purposes in accordance with generally accepted accounting principles. A company's internal financial control over financial reporting includes those policies and procedures that

- (1) Pertain to the maintenance of records that, in reasonable detail, accurately and fairly reflect the transactions and dispositions of the assets of the company;
- (2) Provide reasonable assurance that transactions are recorded as necessary to permit preparation of Standalone financial statements in accordance with generally accepted accounting principles, and that receipts and expenditures of the company are being made only in accordance with authorizations of management and directors of the company; and
- (3) Provide reasonable assurance regarding prevention or timely detection of unauthorized acquisition, use, or disposition of the company's assets that could have a material effect on the Standalone financial statements.

Inherent Limitations of Internal Financial Controls over Financial Reporting

Because of the inherent limitations of internal financial controls over financial reporting, including the possibility of collusion or improper management override of controls, material misstatements due to error or fraud may occur and not be detected. Also, projections of any evaluation of the internal financial controls over financial reporting to future periods are subject to the risk that the internal financial control over financial reporting may become inadequate because of changes in conditions, or that the degree of compliance with the policies or procedures may deteriorate.

Opinion

In our opinion, the Company has, in all material respects, an adequate internal financial controls system over financial reporting and such internal financial controls over financial reporting were operating effectively as at 31st March, 2020, based on the internal control over financial reporting criteria established by the Company considering the essential components of internal control stated in the Guidance Note on Audit of Internal Financial Controls Over Financial Reporting issued by the Institute of Chartered Accountants of India.

For Ramasamy Koteswara Rao and Co LLP
Chartered Accountants
Firm Registration No: 010396S/S200084

Place: Hyderabad
Date: 22-07-2020

Sd/-
C V Koteswara Rao
Partner
Membership No.028353
UDIN: 20028353AAAADH6923

BALANCE SHEET

SILLY MONKS ENTERTAINMENT LIMITED				
Regd. Address: Flat No. 4 th Floor, Ektha Towers, Plot No. 2&3, Whitefields, Kondapur – 500084, TG, IN				
Standalone Balance Sheet for the Year Ended 31 st March 2020				
(All amounts in Rupees except as otherwise stated)				
Particulars	Note No.	2019-20	2018-19	
I. EQUITY AND LIABILITIES				
1 Shareholders' funds				
(a) Share capital	1	10,21,13,000	4,64,15,000	
(b) Reserves and surplus	2	6,81,99,054	11,77,39,056	
2 Non-current liabilities				
(a) Long-term borrowings	3	-	5,06,539	
(b) Deferred Tax Liability		8,68,377	-	
3 Current liabilities				
(a) Short Term Borrowings	4	-	-	
(b) Trade payables	5	24,00,760	62,35,388	
(c) Short Term Provisions	6	22,29,814	21,07,792	
(d) Other current liabilities	7	2,07,73,407	98,60,286	
TOTAL		19,65,84,412	18,28,64,061	
II. ASSETS				
1 Non-current assets				
Property, Plant and Equipment	8			
Tangible assets		80,55,787	1,34,23,341	
Intangible Assets		2,25,81,643	1,81,59,322	
Capital Work in Progress		75,29,243	75,29,243	
Non-Current Investments	9	9,29,300	9,61,300	
Long Term Loans & Advances	10	6,21,41,763	4,78,04,959	
Deferred Tax Asset		-	3,00,317	
2 Current assets				
Inventory	11	4,78,38,730	4,18,10,663	
Trade receivables	12	2,58,10,153	1,98,31,196	
Cash and cash equivalents	13	1,21,98,357	24,17,367	
Current Investments	14	2,24,291	2,33,55,199	
Short-term loans and advances	15	2,09,438	2,09,438	
Other Current assets	16	90,65,707	70,61,717	
TOTAL		19,65,84,412	18,28,64,061	
Significant Accounting Policies				
A				
As per our report of even date attached				
For Ramasamy Koteswara Rao and Co LLP		By order of the Board		
Chartered Accountants		Sd/-		
Firm Regn No. 010396S/S200084		Tekulapalli Sanjay Reddy		
Sd/-		Managing Director		
(CV Koteswara Rao)				
Partner				
Membership No-028353		Sd/-	Sd/-	Sd/-
Place: Hyderabad		G V N S Aditya	Sushma Barla	Anil Kumar Pallala
Date: 22.07.2020		Chief Financial Officer	Company Secretary	Whole Time Director

STATEMENT OF PROFIT & LOSS ACCOUNT

SILLY MONKS ENTERTAINMENT LIMITED				
Regd. Address: Flat No. 4 th Floor, Ektha Towers, Plot No. 2&3, Whitefields, Kondapur – 500084, TG, IN				
Standalone Statement of Profit and Loss Account for the Year Ended 31 st March, 2020				
(All amounts in Rupees except as otherwise stated)				
Particulars		Note	2019-20	2018-19
I.	Revenue from operations	17	22,21,62,956	11,03,62,039
II.	Other income	18	8,69,180	19,55,173
III.	Total Revenue (I + II)		22,30,32,136	11,23,17,211
IV.	Expenses:			
	Changes in Inventories	19	(60,28,067)	(4,18,10,663)
	Direct Cost	20	15,00,59,021	9,63,84,671
	Employee benefits expense	21	3,75,26,826	3,24,74,843
	Finance Cost	22	-	-
	Depreciation and amortization expense	8	77,00,455	60,30,603
	Other expenses	23	1,50,71,235	96,75,237
	Total expenses		20,43,29,469	10,27,54,692
V.	Profit before tax (III-IV)		1,87,02,667	95,62,520
VI.	Tax expense:			
	(a) Previous Year Income tax Short Provision		-	15,40,311
	(b) Current tax		57,81,601	19,77,792
	(c) Deferred tax		11,68,694	16,52,158
	(d) MAT Credit Entitlement		-	2,34,163
VII.	Profit (Loss) for the period (V-VI)		1,17,52,372	74,62,412
VIII.	Earnings per equity share:			
	1) Basic		1.15	0.73
	2) Diluted		1.15	0.73
Significant Accounting Policies		A		
As per our report of even date attached				
For Ramasamy Koteswara Rao and Co LLP Chartered Accountants Firm Regn No. 010396S/S200084			By order of the Board	
Sd/- (CV Koteswara Rao) Partner Membership No-028353			Sd/- Tekulapalli Sanjay Reddy Managing Director	
Sd/- G V N S Aditya Chief Financial Officer			Sd/- Sushma Barla Company Secretary	
Sd/- Anil Kumar Pallala Whole Time Director				
Place: Hyderabad Date: 22.07.2020				

CASH FLOW STATEMENT

SILLY MONKS ENTERTAINMENT LIMITED Regd. Address: Flat No. 4th Floor, Ektha Towers, Plot No. 2&3, Whitefields, Kondapur – 500084, TG, IN Standalone Cash Flow Statement for the Year Ended 31st March, 2020 (All amounts in Rupees except as otherwise stated)		
Particulars	2019-20	2018-19
A. CASH FLOW FROM OPERATING ACTIVITIES:		
Net Profit before Tax	1,87,02,667	95,62,519
Adjustments for:		
Dividend received	(3,40,670)	
Depreciation	77,00,455	60,30,603
IPO Expenditure Written Off	-	-
Finance Cost	5,00,000	-
Profit / (Loss) on Sale of Property, Plant and Equipment	13,84,690	-
Operating Profit Before Working Capital Changes	2,79,47,142	1,55,93,123
Adjustments for Changes in Current and Non-Current Liabilities and Assets		
Increase/(Decrease) in Trade Payables	(38,34,628)	42,05,496
Increase/(Decrease) in Other Current Liabilities	1,62,21,905	23,29,083
Increase/(Decrease) in Short Term Provisions	22,29,814	-
(Increase)/Decrease in Inventories	(60,28,067)	(4,18,10,663)
(Increase)/Decrease in Trade Receivables	(59,78,957)	61,93,247
(Increase)/Decrease in Short Term Loans & Advances	-	18,93,102
(Increase)/Decrease in Other Current Assets	(20,03,990)	(14,21,742)
(Increase)/Decrease in Long Term Loans & Advances	(1,43,36,804)	(3,22,14,366)
Cash Generated from Operating Activities	1,42,16,415	(4,52,32,720)
Taxes paid	(78,89,393)	(37,84,002)
Net Cash from Operating Activities (A)	63,27,022	(4,90,16,722)
B. CASH FLOW FROM INVESTING ACTIVITIES:		
Purchase of Property, Plant and Equipment (Net)	(1,16,59,387)	(76,69,664)
Sale of Property, Plant and Equipment	35,19,474	1,28,60,752
Dividend received from Mutual funds	3,40,670	
Purchase or Sale of Investment	2,31,62,908	(1,09,91,546)
Net Cash from Investing Activities (B)	1,53,63,665	(58,00,458)
C. CASH FLOW FROM FINANCING ACTIVITIES:		
Proceeds from Long Term Borrowings	(5,06,539)	(35,29,462)
Interest paid	(5,00,000)	-
Proceeds from issue of shares	-	-
Dividend	(1,09,03,158)	
Net Cash from Financing Activities (C)	(1,19,09,697)	(35,29,462)
Net Increase/(Decrease) in Cash and Cash Equivalents (A+B+C)	97,80,990	(5,83,46,641)

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Cash & Cash Equivalents at Beginning of Period	24,17,367	6,07,64,008
Cash & Cash Equivalents at End of Period	1,21,98,357	24,17,367
Cash & Cash Equivalents comprise:		
Cash in Hand	45,231	23,376
Balance with Banks in Current A/c	5,38,660	23,93,991
Balance with Banks in Deposit A/c	1,16,14,467	-

As per our report of even date

For Ramasamy Koteswara Rao and Co LLP

Chartered Accountants

Firm Regn No. 010396S/S200084

Sd/-

(CV Koteswara Rao)

Partner

Membership No-028353

Place: Hyderabad

Date: 22.07.2020

Sd/-

G V N S Aditya

Chief Financial Officer

Sd/-

Sushma Barla

Company Secretary

Sd/-

Anil Kumar Pallala

Whole Time Director

By order of the Board

Sd/-

Tekulapalli Sanjay Reddy

Managing Director

NOTES FORMING PART OF FINANCIAL STATEMENTS

Note 1				
Share capital				
Share Capital	2019-20		2018-19	
	Number	Amount	Number	Amount
Authorised				
Equity Shares of Rs.10/-each	1,10,00,000	11,00,00,000	50,00,000	5,00,00,000
Issued, Subscribed & Paid up				
Equity Shares of Rs.10/- paid up each	1,02,11,300	10,21,13,000	46,41,500	4,64,15,000
Total	1,02,11,300	10,21,13,000	46,41,500	4,64,15,000

Reconciliation of the number of shares outstanding at the beginning and at the end of the reporting period

Particulars	2019-20		2018-19	
	Number	Amount	Number	Amount
Shares outstanding at the beginning of the year	46,41,500	4,64,15,000	5,24,500	52,45,000
Shares Issued during the year	-	-	9,70,000	97,00,000
Bonus Shares Issued during the year	55,69,800	5,56,98,000	31,47,000	3,14,70,000
Shares bought back during the year				-
Shares outstanding at the end of the year	1,02,11,300	10,21,13,000	46,41,500	4,64,15,000

Name of Shareholder	2019-20		2018-19	
	No. of Shares held	% of Holding	No. of Shares held	% of Holding
T. Sanjay Reddy	32,55,120	31.88%	14,77,200	31.83%
Ektha.com Pvt Ltd	20,29,060	19.87%	8,22,300	17.72%
Korrapati Ranganathasai	8,82,640	8.64%	5,51,200	11.88%
Anil Kumar Pallala	6,60,000	6.46%	3,00,000	6.46%
Divi Satya Sai Babu	6,12,480	6.00%	-	0.00%

Note 2		
Reserves and surplus		
Particulars	2019-20	2018-19
A. Securities Premium Account		
Opening Balance	10,32,77,613	10,32,77,613
(+) Addition During the Year	-	-
(-) Bonus During the Year	(5,56,98,000)	-
(-) IPO Expenditure Written-off	-	-
Closing Balance	4,75,79,613	10,32,77,613
B. Surplus		
Opening Balance	1,44,61,443	1,27,58,624
(+) Current Year Transfer	1,17,52,372	72,98,611
(-) Proposed Dividend	46,41,500	-

(-) Dividend Distribution Tax	9,52,874	55,95,792
Closing Balance	2,06,19,441	1,44,61,443
Total	6,81,99,054	11,77,39,056

Note 3
Long Term Borrowings

Particulars	2019-20	2018-19
(a) Secured loans		
(i) From Banks		
Less: Current Maturities of Long-Term Borrowings	-	-
	-	-
(b) Unsecure loans		
(i) From Related Parties		
Loan from Director	-	5,06,539
Total	-	5,06,539

Note 4
Short Term Borrowings

Particulars	2019-20	2018-19
(a) Secured loans		
(i) From Banks	-	-
Total	-	-

Note 5
Trade payables

Particulars	2019-20	2018-19
Sundry Creditors	24,00,760	62,35,388
Total	24,00,760	62,35,388

Note 6
Short Term Provisions

Particulars	2019-20	2018-19
Provision for Current Tax	-	21,07,792
Total	-	21,07,792

Note 7
Other Current Liabilities

Particulars	2019-20	2018-19
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Statutory Liabilities	32,80,884	9,60,631
Audit fee Payable	6,50,000	3,00,000
Salary Payable	26,28,233	26,74,836
Professional Fee payable	40,000	40,000
Others Payables	1,38,87,283	2,89,026
Dividend Payable	2,87,008	55,95,792
Total	2,07,73,407	98,60,286

Note 9
Non-Current Investment

Particulars	2019-20	2018-19
Investment in Unquoted Shares		
Long Term Investment in Subsidiaries and Other Entities	80,000	9,61,300
Investments in Partnership Firms		
Long Term Investment in LLPs	8,49,300	-
Total	9,29,300	9,61,300

Note 10
Long Term Loans & Advances

Particulars	2019-20	2018-19
Deposits		
Rental Deposit	15,78,800	25,10,000
Inter Corporate Deposits	2,04,09,970	2,20,00,000
Other Deposit	26,018	26,018
Deposits with Stock Exchange Authorities	-	-
Sub Total	2,20,14,788	2,45,36,018
Other Advances	4,01,26,975	2,32,68,941
Total	6,21,41,763	4,78,04,959

Note 11
Inventories

Particulars	2019-20	2018-19
(a) Closing Inventory	4,78,38,730	4,18,10,663
Total	4,78,38,730	4,18,10,663

Note 12
Trade Receivables

Particulars	2019-20	2018-19
Trade receivables outstanding for a period less than 6 months	2,58,10,151	1,98,31,196
Total	2,58,10,151	1,98,31,196

Note 13
Cash and cash equivalents

Particulars	2019-20	2018-19
(a) Balances with banks		
-Current Account	5,38,660	23,93,991
-In Fixed Deposits	1,16,14,467	-
(b) Cash in hand	45,231	23,376
Total	1,21,98,357	24,17,367

Note 14
Current Investments

Particulars	2019-20	2018-19
(i) Investments in Mutual Funds	2,24,291	2,33,55,199
Total	2,24,291	2,33,55,199

Note 15
Short-term loans and advances

Particulars	2019-20	2018-19
(i) Advance to Employees	-	-
(ii) Advance to Vendors	-	-
(iii) Other Loans & Advances	2,09,438	2,09,438
Total	2,09,438	2,09,438

Note 16
Other Current Assets

Particulars	2019-20	2018-19
(i) Balances with revenue authorities	89,85,522	54,19,583
(ii) GST (Net off)	-	15,23,260
(iii) Mat Credit Entitlement	-	83,684
(iv) Prepaid Expenditure	80,185	35,191
Total	90,65,707	70,61,717

Note 17
Revenue from operations

Particulars	2019-20	2018-19
Revenue from Sale of Services		
From Domestic	18,25,57,739	7,24,82,340
From Export	3,96,05,217	3,78,79,699
Total	22,21,62,956	11,03,62,039

Note 18
Other Income

Particulars	2019-20	2018-19
-------------	---------	---------

Interest Income on Fixed Deposit	1,69,275	4,22,213
Other Interest	-	5,06,234
Dividend Income	3,40,670	10,26,280
Discount Received	11,032	445
Profit on Sale of MF	1,61,803	
Other Income	1,86,400	
Total	8,69,180	19,55,173

Note 19
Changes In Inventories

Particulars	2019-20	2018-19
Opening Stock	4,18,10,663	-
Closing Stock	4,78,38,730	4,18,10,663
Total	(60,28,067)	(4,18,10,663)

Note 20 Direct Cost

Particulars	2019-20	2018-19
Content Expenses	15,00,59,021	9,63,84,671
Total	15,00,59,021	9,63,84,671

Note 21
Employee Benefits Expense

Particulars	2019-20	2018-19
Salaries and incentives	3,46,01,828	3,18,37,437
EPFO Charges	41,840	43,585
Gratuity	22,29,814	-
Staff welfare expenses	6,53,344	5,93,821
Total	3,75,26,826	3,24,74,843

Note 22
Finance Cost

Particulars	2019-20	2018-19
Interest Paid on Loans	-	-
Total	-	-

Note 23		
Other expenses		
Particulars	2019-20	2018-19
Electricity Charges	11,49,735	8,71,512
Administration Expenses	1,56,784	4,61,149
Office Expenses	15,62,494	6,28,159
Tours, Travelling and Conveyance Expenses	3,17,689	5,76,260
Registration and Filing Fees	36,550	11,847
Printing & Stationery	1,37,928	1,53,568
Rent	63,65,424	38,90,000
Bad Debts	2,13,712	-
Foreign Exchange Loss	2,34,162	3,46,111
Professional Charges		
-Sitting Fee to Directors	2,10,000	2,20,000
-Others	2,64,146	2,55,000
- MCA fee (Increase in Authorised Cap)	5,40,000	-
Bank Charges	23,526	23,441
Franking Charges	41,170	19,555
Courier Charges	46,182	45,754
Business Promotion	7,80,930	10,01,345
Registers and Transfers Exp	1,12,078	50,880
Repairs & Maintenance	52,294	4,05,807
Loss on Sale of Property, Plant and Equipment	13,84,690	-
Audit fee	4,77,500	3,00,000
Other Misc Expenses	4,31,043	95,850
Membership Fees	-	-
Other fee & Charges	33,199	1,24,246
Interest on late payment of taxes	5,00,000	-
Vehicle Maintenance	-	1,94,753
Total	1,50,71,235	96,75,237

Note 8

Sl. No	Property, Plant and Equipment	Gross Block				Accumulated Depreciation				Net Block	
		Balance as at 1st April 2019	Additions	Disposals	Balance as at 31st March 2020	Balance as at 1st April 2019	Depreciation charge for the year	On disposals	Balance as at 31st March 2020	Balance as at 31st March 2020	Balance as at 31st March 2019
	Tangible Assets										
1	Computer	77,39,350	14,60,366	-	91,99,716	38,79,523	24,40,973		63,20,496	28,79,220	38,59,826
2	Furnitures & Fixtures	21,10,513	7,07,147	19,474	27,98,186	5,00,496	2,51,556		7,52,052	20,46,134	16,10,017
3	Office Equipment's	9,01,111	4,71,290		13,72,401	5,14,439	1,75,530		6,89,969	6,82,432	3,86,672
4	Recording Equipment	1,65,975	7,650		1,73,625	37,185	13,308		50,494	1,23,131	1,28,790
5	Vehicles	62,27,015	-	62,27,015	-	13,42,325	-	13,42,325	-	-	48,84,690
6	Studio	28,83,596	-		28,83,596	3,30,250	2,28,476		5,58,726	23,24,870	25,53,346
	Total	2,00,27,559	26,46,453	62,46,489	1,64,27,523	66,04,219	31,09,842	13,42,325	83,71,737	80,55,787	1,34,23,341
	Intangible Assets										
1	Software's	36,27,376	26,272		36,53,648	15,47,776	10,83,287	-	26,31,062	10,22,586	20,79,600
2	Trademark	62,500	21,000		83,500	33,073	7,599	-	40,672	42,828	29,427
3	Copyrights	1,50,47,516	89,65,662		2,40,13,178	21,63,166	28,86,111	-	50,49,278	1,89,63,900	1,28,84,350
4	Content Development	61,36,156	-		61,36,156	29,78,678	6,13,616	-	35,92,294	25,43,862	31,57,478
5	Goodwill	8,467	-		8,467	-	-	-	-	8,467	8,467
	Total	2,48,82,015	90,12,934	-	3,38,94,949	67,22,694	45,90,613	-	1,13,13,306	2,25,81,643	1,81,59,322
	Capital Work-in-Progress	75,29,243	-	-	75,29,243	-	-	-	-	75,29,243	75,29,243

NOTES FORMING PART OF THE STANDALONE FINANCIAL STATEMENTS**Notes to the standalone financial statements for the year ended 31st March 2020****Note: A****1. General Information:**

M/s. Silly Monks Entertainment Limited ("the Company") (CIN: L92120TG2013PLC090132) is engaged in areas such as movie/series/music/other creator content production, content distribution, content marketing on digital and traditional mediums. We publish our content on various digital platforms such as YouTube, Facebook, Amazon, Netflix etc. We also distribute or syndicate the content on satellite channels, cinema theatres, airborne and many more offline platforms. The Company was incorporated on 20th September, 2013 in Hyderabad and listed on NSE (SME Segment) dated 18th January, 2018.

2. Summary of Significant Accounting Policies:**Basis of Accounting;**

The accompanying financial statements are prepared and presented in accordance with Indian Generally Accepted Accounting Principles (GAAP) under historical cost convention on the accrual basis. GAAP comprises mandatory Accounting Standards issued by the Institute of Chartered Accountants of India, the provisions under section 133 of the Companies Act, 2013. Accounting policies have been consistently applied except where a newly issued accounting standard is initially adopted or a revision to existing accounting standard requires, the change in the accounting policy hitherto in use. Management evaluates all relevant issues or revised accounting standards on an ongoing basis.

Accounting Policies not specifically referred to otherwise are consistent and in consonance with the Generally Accepted Accounting Principles that are followed by the company.

Use of Estimates;

The preparation of financial statements in conformity with generally accepted accounting principles requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent liabilities at the date of the financial statements and the result of operations during the reporting period. Although these estimates are based up on management's best knowledge of current events and actions, actual results could differ from these estimates.

Contingencies and events occurring after the balance sheet date (AS4);

All contingencies and events occurring after the balance sheet date which have a material effect on the financial position of the company are considered for preparing the financial statements.

Property, Plant and Equipment, Depreciation and Intangible Assets (Revised -AS 10, & AS-26)

Property, Plant and Equipment are stated at cost, less accumulated depreciation. Cost comprises the purchase price and any attributable cost of bringing the asset to its working condition for its intended use. Financing costs relating to acquisition of Property, Plant and Equipment are also included to the extent they related to the period till such assets are ready to be use.

Depreciation on Property, Plant and Equipment is being provided on straight line method at the rates in the manner specified in Schedule II of the companies Act, 2013. Depreciation on assets sold during the year is being provided at their respective rates up to the date on which such assets are sold.

Amortization of Intangibles is in compliance with AS 26 to the extent applicable.

Borrowing Cost (AS16);

Borrowing costs that are directly attributable to the acquisition, construction or production of a qualifying assets are capitalized as part of the cost of such asset till such time as the asset is ready for its intended use. All other borrowing costs are recognized as an expense in the period in which they are incurred. The same is in compliance with AS-16 to the extent applicable.

Investments (AS13);

1. Investments are capitalized at actual cost including costs incidental to acquisition.
2. Investments are classified as long-term or current at the time of making such investments.
3. Long-term investments are individually valued at cost, less provision for diminution that is other than temporary. Investments held in Subsidiary Companies are stated at cost.
4. Current investments are valued at the lower of cost and market value.

Inventories and Work in progress (AS 2);

Cost of Video Content such as Movie Production or Web Series which are in progress/completed/pending telecast as on date of Balance Sheet has been considered as work-in-progress and valued at cost. The borrowing costs directly attributable to Video Content is capitalized as part of the cost.

Revenue Recognition (AS9);

1. The Contracts between the Company and its Customers are either time or material contracts or fixed price contracts.
2. Revenue from fixed price contracts is recognized according to the milestones achieved as specified in the contracts on the proportionate-completion method based on the work completed. Any anticipated losses expected upon the contract completion are recognized immediately. Changes in job performance, condition and estimates profitability may result in revisions and corresponding revenues and cost are recognized in the period in which such changes are identified.
3. In respect of time and material contract, revenue is recognized in the period in which the services are provided.
4. Revenue is recognized to the extent that it is probable that the economic benefits will flow to the company and revenue can be reliably measured.
5. Interest income is recognized on a time proportion basis taking into account the amount outstanding and the applicable rates.

Retirement and other employee benefits (AS15);

Defined Contribution Plan: The Company makes defined contribution to Provident Fund, which are recognized in the Profit and Loss Account on accrual basis.

Provision for Current tax, and Deferred tax (AS22);

Provision for current tax is made based on estimated taxable income for the current accounting period in accordance with the provisions of Income Tax Act, 1961. Deferred tax resulting from "timing differences" between taxable and accounting income is accounted using the tax rates and laws that are enacted or substantively enacted as on the balance sheet date. The deferred tax asset is recognized and carried forward only to the extent that there is a virtual certainty that the asset will be realized in future.

Cash Flow Statement (AS3);

The Cash Flow Statement is prepared by indirect method set in Accounting Standard 3 on cash flow statement and presents the cash flows by Operating, Investing and Finance activities of the company. Cash and cash equivalents presented in cash flow consists of cash in hand, cheques in hand, bank balances.

Provisions, Contingent Liabilities and Contingent Assets (AS29);

Provisions involving substantial degree of estimation in measurement are recognized when there is present obligation because 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.

Impairment of Assets (AS28);

An asset is treated as impaired when the carrying cost of the asset exceeds its recoverable value. An impairment loss is charged to Profit & Loss Account in the year in which the asset is impaired and the impairment loss recognized in prior accounting periods is reversed if there has been a change in the estimate of recoverable amount.

Extra-ordinary and Exceptional items & Changes in Policies (AS5);

All the extra ordinary and prior period items of Income and expenses are separately disclosed in the statement of Profit and Loss account in the manner such that its impact on the current profit or loss can be perceived. If there has been any change in the Company's accounting policies or accounting estimate to have material impact on the current year profit/loss or that of later periods the same would be disclosed as part of notes to accounts. All the items of Income and Expenses from ordinary activities with such size and nature such that they become relevant to explain the performance of the company have been disclosed separately.

Earnings Per Share (AS20);

The Basic earnings per share is calculated considering the weighted average number of equity shares outstanding during the year.

The Diluted earnings per share is calculated considering the effects of potential equity shares on net profits after tax for the year and weighted average number of equity shares outstanding during the year.

Particulars	2019-20	2018-19
Net Profit/(Loss) attributable to Equity Share Holders	1,17,52,371.72	74,62,411
Opening No of shares	46,41,500	46,41,500
Bonus Shares issued during the year	55,69,800	Nil
Shares issued during the year	Nil	Nil
Total no of Equity shares	1,02,11,300	46,41,500
Weighted Average Number of Equity Shares	1,02,11,300	1,02,11,300*
Basic and Diluted Earnings per Share	1.15	0.73

*As the company issued Bonus shared during the FY 2019-20, Earnings per Share (EPS) and Diluted EPD for the YF 2018-19 has been Re-Stated as per AS-20 Earnings Per Share

Related Party Disclosures (AS – 18):

Related parties where control exists or where significant influence exists and with whom transactions have taken place during the current and previous years.

Name of the Related Parties and Nature of Relationship

NAME OF THE REALTED PARTY	RELATIONSHIP
Tekulapalli Sanjay Reddy	Managing Director
Anil Kumar Pallala	Whole Time Director
C Ratnakar Rao	Chairman & Additional Director (Independent)
G V N S Adithya	CFO
Sushma Barla	Company Secretary & Compliance Officer
Swathi Reddy	Independent Director
Prasad Rao Kalluri	Independent Director
Kondamadugula Ramakoti Reddy	Independent Director
Dream Boat Entertainment Pte Ltd	Wholly Owned Subsidiary
Inani Media Private Limited *	Subsidiary

Enterprises where principal shareholders/ directors have control or significant influence (“Significant interest entities”)

* Inani Media Private Limited (disinvested on 29.10.2019, from 51% shareholding to 19% shareholding)

Particulars of Transactions with related parties:

Sl. No.	Name of the Company/ Party	Relation with the Party	Nature of Transaction	Amount at the year ended 2019-20 (In Rs.)	Amount at the year ended 2018-19 (In Rs.)
1	Dream Boat Entertainment Pte Ltd	Investment Held in Foreign Entity	Service Income	3,75,57,813	3,43,29,269
2	Dream Boat Entertainment Pte Ltd	Investment Held in Foreign Entity	Capital investment	80,000	80,000
3	Tekulapalli Sanjay Reddy	Managing Director	Unsecured loan taken by SMEL (Outstanding)	11,000	5,18,324
4	Tekulapalli Sanjay Reddy	Managing Director	Salary	78,00,100	64,60,000
5	Anil Kumar Pallala	Whole Time Director	Salary	37,80,000	31,70,000
6	Inani Media Private Limited*	Formal Subsidiary	Security Deposit	2,02,00,000	1,20,00,000

For Ramasamy Koteswara Rao and Co LLP

Chartered Accountants

Firm Regn No. 010396S/S200084

Sd/-

(CV Koteswara Rao)

Partner

Membership No-028353

Place: Hyderabad

Date: 22.07.2020

Sd/-

G V N S Aditya
Chief Financial Officer

Sd/-

Sushma Barla
Company Secretary

Sd/-

Anil Kumar Pallala
Whole Time Director

By order of the Board

Sd/-

Tekulapalli Sanjay Reddy
Managing Director

AUDITOR'S REPORT ON CONSOLIDATED FINANCIAL STATEMENTS

**To the Members of
Silly Monks Entertainment Limited**

Report on the Audit of the Consolidated Financial Statements

Opinion

We have audited the accompanying Consolidated financial statements of Silly Monks Entertainment Limited ("the Holding Company"), its subsidiaries ("the Holding Company and its Subsidiaries together referred to as the group"), which comprise the consolidated Balance Sheet as at March 31, 2020, the Statement of consolidated Profit and Loss, including the and consolidated Cash Flow Statement for the year then ended, and a summary of significant accounting policies and other explanatory information (together hereinafter referred to as "Consolidated financial statements").

In our opinion and to the best of our information and according to the explanations given to us, the aforesaid Consolidated financial statements give the information required by the Companies Act, 2013 ("the Act") in the manner so required and give a true and fair view in conformity with the accounting principles generally accepted in India, of the state of affairs of the Company as at 31st March 2020, its profit and cash flows 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 Act. Our responsibilities under those SAs are further described in the Auditor's Responsibilities for the Audit of the Consolidated 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 Consolidated 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.

Other Information

The Company's Board of Directors is responsible for the other information. The other information comprises the information included in the Company's Annual Report, but does not include the Consolidated financial statements and our auditor's report thereon. The Annual report is expected to be made available to us after the date of this auditor's report.

Our opinion on the Consolidated Financial Statements does not cover the other information and we will not express any form of assurance conclusion thereon.

In connection with our audit of the Consolidated Financial Statements, our responsibility is to read the other information identified above when it becomes available and, in doing so, consider whether the other information is materially inconsistent with the Consolidated financial statements or our knowledge obtained in the audit, or otherwise appears to be materially misstated.

Management's Responsibility for the Consolidated Financial Statements

The Company's Board of Directors is responsible for the matters stated in section 134(5) of the Act with respect to the preparation of these Consolidated financial statements that give a true and fair view of the state of affairs, and cash flows of the Company in accordance with the accounting principles generally accepted in India, including the accounting Standards specified under section 133 of the Act.

This responsibility also includes maintenance of adequate accounting records in accordance with the provisions of the Act for safeguarding of the assets of the Company and for preventing and detecting frauds and other irregularities; selection and application of appropriate accounting policies; making judgments and estimates that are reasonable and prudent; and 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 Consolidated financial statements that give a true and fair view and are free from material misstatement, whether due to fraud or error.

In preparing the Consolidated financial statements, management is responsible for assessing the Company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the Company or to cease operations, or has no realistic alternative but to do so.

Board of Directors is also responsible for overseeing the Company's financial reporting process.

Auditor's Responsibilities for the Audit of the Consolidated Financial Statements

Our objectives are to obtain reasonable assurance about whether the Consolidated 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 Consolidated 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 Consolidated 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 Act, we are also responsible for expressing our opinion on whether the company has adequate internal financial controls with reference to Consolidated financial statements 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 Company's ability to continue 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 Consolidated 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 auditors' 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 Consolidated Financial Statements, including the disclosures, and whether the Consolidated financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

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 Consolidated 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.

Other Matters

We have reviewed the Financial statements of the Dream Boat Entertainment Pte Limited included in the Consolidated financial statements, whose financial statements/financial information reflects total assets of Rs.435.57 Lakhs as at 31st March 2020 total revenues of Rs 1396.72 Lakhs and total net loss of Rs 7.06 Lakhs for the year ended on that date, as considered in the Consolidated financial statements.

Report on Other Legal and Regulatory Requirements

- (A) As required by Section 143(3) of the Act, we report 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.
 - (b) In our opinion, proper books of account as required by law have been kept by the Company so far as it appears from our examination of those books.
 - (c) The Balance Sheet, Statement of profit and loss account and the Statement of Cash Flows dealt with by this Report are in agreement with the books of account.
 - (d) In our opinion, the aforesaid Consolidated 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 2020 taken on record by the Board of Directors, none of the directors is disqualified as on 31st March 2020 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 with reference to Consolidated financial statements of the Company and the operating effectiveness of such controls, refer to our separate Report in “Annexure A”.
- (g) With respect to the other matters to be included in the Auditor’s Report in accordance with the requirements of Section 197(16) of the Act, as amended:

In our opinion and to the best of our information and according to the explanations given to us, the remuneration paid/provided by the Company to its directors during the year is in accordance with the provisions of section 197 of the act.

- (h) 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:
- i. The Company does not have any pending litigations to which would have an impact on its financial position.
 - ii. The Company did not have any long-term contracts including derivative contracts for which there were any material foreseeable losses.
 - iii. There were no amounts which were required to be transferred to the Investor Education and Protection Fund by the Company.

Report on Other Legal and Regulatory Requirements (continued)

- (B) The Companies (Auditor’s report) Order, 2016 (“the Order”), issued by the Central Government of India in terms of sub-section (11) of section 143 of the Act is not applicable to the Consolidated Financial Statements.

For Ramasamy Koteswara Rao and Co LLP
Chartered Accountants
Firm Registration No: 010396S/S200084

Place: Hyderabad
Date: 22-07-2020

Sd/-
C V Koteswara Rao
Partner
Membership No.028353
UDIN: 20028353AAAADI6502

ANNEXURE A TO THE INDEPENDENT AUDITOR'S REPORT OF EVEN DATE ON THE CONSOLIDATED FINANCIAL STATEMENTS OF SILLY MONKS ENTERTAINMENT LIMITED**Report on the Internal Financial Controls under Clause (i) of Sub-section 3 of Section 143 of the Companies Act, 2013 ("the Act")**

To the Members of **Silly Monks Entertainment Limited**

We have audited the internal financial controls over financial reporting of **Silly Monks Entertainment Limited** ("the Company") as of 31st March, 2020 in conjunction with our audit of the consolidated Financial Statements of the Company for the year ended on that date.

Management's Responsibility for Internal Financial Controls

The Company's Management is responsible for establishing and maintaining internal financial controls based on the internal control over financial reporting criteria established by the Company considering the essential components of internal control stated in the Guidance Note on Audit of Internal Financial Controls over Financial Reporting issued by the Institute of Chartered Accountants of India. These responsibilities include the design, implementation and maintenance of adequate internal financial controls that were operating effectively for ensuring the orderly and efficient conduct of its business, including adherence to the Company's policies, the safeguarding of its assets, the prevention and detection of frauds and errors, the accuracy and completeness of the accounting records, and the timely preparation of reliable financial information, as required under the Companies Act, 2013.

Auditor's Responsibility

Our responsibility is to express an opinion on the Company's internal financial controls over financial reporting based on our audit. We conducted our audit in accordance with the Guidance Note on Audit of Internal Financial Controls Over Financial Reporting (the "Guidance Note") and the Standards on Auditing as specified under section 143(10) of the Companies Act, 2013, to the extent applicable to an audit of internal financial controls and, both issued by the Institute of Chartered Accountants of India.

Those Standards and the Guidance Note require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether adequate internal financial controls over financial reporting was established and maintained and if such controls operated effectively in all material respects.

Our audit involves performing procedures to obtain audit evidence about the adequacy of the internal financial controls system over financial reporting and their operating effectiveness. Our audit of internal financial controls over financial reporting included obtaining an understanding of internal financial controls over financial reporting, assessing the risk that a material weakness exists, and testing and evaluating the design and operating effectiveness of internal control based on the assessed risk. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the consolidated financial statements, whether due to fraud or error. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion on the internal financial controls system over financial reporting.

Meaning of Internal Financial Controls over Financial Reporting

A company's internal financial control over financial reporting is a process designed to provide reasonable assurance regarding the reliability of financial reporting and the preparation of consolidated financial statements for external purposes in accordance with generally accepted accounting principles. A company's internal financial control over financial reporting includes those policies and procedures that

- (1) Pertain to the maintenance of records that, in reasonable detail, accurately and fairly reflect the transactions and dispositions of the assets of the company;
- (2) provide reasonable assurance that transactions are recorded as necessary to permit preparation of Consolidated financial statements in accordance with generally accepted accounting principles, and that receipts and expenditures of the company are being made only in accordance with authorizations of management and directors of the company; and
- (3) Provide reasonable assurance regarding prevention or timely detection of unauthorized acquisition, use, or disposition of the company's assets that could have a material effect on the consolidated financial statements.

Inherent Limitations of Internal Financial Controls over Financial Reporting

Because of the inherent limitations of internal financial controls over financial reporting, including the possibility of collusion or improper management override of controls, material misstatements due to error or fraud may occur and not be detected. Also, projections of any evaluation of the internal financial controls over financial reporting to future periods are subject to the risk that the internal financial control over financial reporting may become inadequate because of changes in conditions, or that the degree of compliance with the policies or procedures may deteriorate.

Opinion

In our opinion, the Company has, in all material respects, an adequate internal financial controls system over financial reporting and such internal financial controls over financial reporting were operating effectively as at 31st March, 2020, based on the internal control over financial reporting criteria established by the Company considering the essential components of internal control stated in the Guidance Note on Audit of Internal Financial Controls Over Financial Reporting issued by the Institute of Chartered Accountants of India.

For Ramasamy Koteswara Rao and Co LLP
Chartered Accountants
Firm Registration No: 010396S/S200084

Place: Hyderabad
Date: 22-07-2020

Sd/-
C V Koteswara Rao
Partner
Membership No.028353
UDIN: 20028353AAAADI6502

CONSOLIDATED BALANCE SHEET

SILLY MONKS ENTERTAINMENT LIMITED				
Regd. Address: 4 th Floor, Ektha Towers, Plot No. 2&3, Whitefields, Kondapur – 500084, TG, IN				
Consolidated Balance Sheet for the Year Ended 31st March 2020				
(All amounts in Rupees except as otherwise stated)				
	PARTICULARS	Note No.	2019-20	2018-19
I. <u>EQUITY AND LIABILITIES</u>				
1. Shareholders' funds				
(a) Share Capital		1	10,21,13,000	4,64,15,000
(b) Reserves and Surplus		2	9,61,39,546	14,24,14,323
2. Minority Interest			-	(1,17,739)
3. Non-current liabilities				
(a) Long-term borrowings		3	10,636	2,31,54,123
(b) Deferred Tax liabilities (Net)			8,97,084	-
4. Current Liabilities				
(a) Short term borrowings		4	-	-
(b) Trade payables		5	1,50,24,363	1,14,64,963
(c) Short term provisions		6	23,41,206	1,08,71,385
(d) Other current liabilities		7	2,07,73,407	1,26,73,215
TOTAL			23,72,99,242	24,68,75,270
II. <u>ASSETS</u>				
1. Non-current assets				
Property, Plant and Equipment				
(i) Plant and Equipment		8	1,04,35,000	1,51,09,975
(ii) Intangible assets			2,25,81,643	2,21,62,925
(iii) Capital work-in-progress			75,29,243	2,89,13,486
Non-current investments			8,49,300	8,30,300
Long-term loans and advances		9	6,21,41,763	3,48,63,141
Deferred Tax Asset			-	2,06,712
2. Current assets				
Current Investments			2,24,291	2,33,55,199
Inventory			4,78,38,730	5,40,81,063
Trade receivables		10	5,21,66,684	4,46,19,758
Cash and Bank Balances		11	2,39,71,754	1,47,62,676
Short-term loans and advances		12	2,09,438	1,82,750
Other current assets		13	93,51,396	77,87,284
TOTAL			23,72,99,242	24,68,75,270
Significant Accounting Policies		A		
As per our report of even date attached				
For Ramasamy Koteswara Rao and Co LLP			By order of the Board	
Chartered Accountants			Sd/-	
Firm Regn No. 010396S/S200084			Tekulapalli Sanjay Reddy	
Sd/-			Managing Director	
(CV Koteswara Rao)				
Partner				
Membership No-028353			Sd/-	Sd/-
Place: Hyderabad			G V N S Aditya	Anil Kumar Pallala
Date: 22.07.2020			Chief Financial Officer	Company Secretary
			Sd/-	Whole Time Director

CONSOLIDATED STATEMENT OF PROFIT & LOSS ACCOUNT

SILLY MONKS ENTERTAINMENT LIMITED Regd. Address: 4th Floor, Ektha Towers, Plot No. 2&3, Whitefields, Kondapur – 500084, TG, IN Consolidated Statement of Profit and Loss Account for the Year Ended 31st March, 2020 (All amounts in Rupees except as otherwise stated)				
	Particulars	Note No.	2019-20	2018-19
I	Revenue from operations	14	32,38,87,756	20,91,96,881
II	Other Income	15	17,79,137	29,57,539
III	Total Revenue (I + II)		32,56,66,893	21,21,54,420
IV	Expenses			
	Direct Cost	16	25,22,19,102	19,22,65,202
	Changes in inventory		(60,28,067)	(5,03,83,134)
	Employee benefits expense Finance	17	3,75,26,826	4,18,66,865
	Costs	18	-	-
	Depreciation and amortization expense	8	80,92,710	70,54,061
	Other expenses	19	1,53,40,162	1,24,16,441
	Total Expense		30,71,50,733	20,32,19,435
V	Profit before tax (III-IV)		1,85,16,160	89,34,985
VI	Tax expense:			
	Current tax		57,81,602	21,07,792
	Previous Year Income Tax Short Provision		-	15,40,311
	Deferred tax		11,97,401	16,88,054
	MAT Credit Entitlement		-	2,67,963
VII	Profit/(Loss) for the period (XI + XIV)		1,15,37,158	67,06,974
	Profit attributable to Minority		-	(3,39,754)
	Profit attributable to Owners		1,15,37,158	70,46,728
VIII	Earnings per equity share:			
	Basic		1.13	0.69
	Diluted		1.13	0.69
	Significant Accounting policies and Notes to Accounts	A		

As per our report of even date attached

For Ramasamy Koteswara Rao and Co LLP
Chartered Accountants
Firm Regn No. 010396S/S200084

By order of the Board

Sd/-
(CV Koteswara Rao)
Partner

Sd/-
Tekulapalli Sanjay Reddy
Managing Director

Membership No-028353
Place: Hyderabad
Date: 22.07.2020

Sd/-
G V N S Aditya
Chief Financial Officer

Sd/-
Sushma Barla
Company Secretary

Sd/-
Anil Kumar Pallala
Whole Time Director

CONSOLIDATED CASH FLOW STATEMENT

SILLY MONKS ENTERTAINMENT LIMITED Regd. Address: 4th Floor, Ektha Towers, Plot No. 2&3, Whitefields, Kondapur – 500084, TG, IN Consolidated Cash Flow Statement for the Year Ended 31st March, 2020 (All amounts in Rupees except as otherwise stated)		
Particulars	2019-20	2018-19
CASH FLOW FROM OPERATING ACTIVITIES:		
Net Profit Before Tax	1,79,96,162	89,34,985
Adjustments for:		
Depreciation/Amortisation	80,92,710	70,54,061
Dividend received	(3,40,670)	3,46,111
Foreign Exchange reserves	25,43,261	-
IPO Expenditure Written Off	-	-
Finance Cost	5,00,000	-
Loss on sale of Property, Plant and Equipment	13,84,690	-
Interest Paid	-	-
Operating Profit Before Working Capital Changes	3,01,76,154	1,63,35,157
Adjustments for Changes in Working Capital:		
Increase/(Decrease) in Trade payables	40,29,017	82,32,080
Increase/(Decrease) in Other Current Liabilities	75,51,971	61,98,536
Increase/(Decrease) in Short Term Provisions	22,29,814	-
(Increase)/Decrease in Inventories	(60,28,067)	(5,40,81,063)
(Increase)/Decrease in Trade Receivables	(85,86,684)	(30,39,026)
(Increase)/Decrease in Short Term Loans & Advances		5,07,57,548
(Increase)/Decrease in Other Current Assets	(20,33,590)	(10,35,634)
(Increase)/Decrease in Long Term Loans & Advances	(1,43,36,804)	
Cash Generated from Operating Activities	1,30,01,810	2,33,67,599
Taxes paid	(81,21,569)	(37,84,002)
Net Cash from Operating Activities (A)	48,80,241	1,95,83,597
B. CASH FLOW FROM INVESTING ACTIVITIES:		
Purchase of Property, Plant and Equipment	(1,16,39,913)	(1,70,77,965)
Sale of Property, Plant and Equipment	43,74,010	-
(Purchase)/ Sale of Investments	2,31,62,908	(2,41,85,499)
Dividend received from mutual funds	3,40,670	
Net Cash from Investing Activities (B)	1,62,37,675	(4,12,63,464)
CASH FLOW FROM FINANCING ACTIVITIES:		
Proceeds from Long Term Borrowings	(5,06,539)	1,91,08,947
Proceeds from Short Term Borrowings	859	-

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Interest paid	(5,00,000)	-
Dividend	(1,09,03,158)	
Addition/(withdrawal) of Capital by Minority	-	(3,32,564)
Net Cash from Financing Activities (C)	(1,19,08,838)	1,87,76,383
Net Increase/(Decrease) in Cash and Cash Equivalents (A+B+C)	92,09,078	(29,03,484)
Cash & Cash Equivalents at beginning of period	1,47,62,677	1,76,66,161
Cash & Cash Equivalents at End of Period	2,39,71,755	1,47,62,677
Cash & Cash Equivalents comprise:		
Cash in Hand	47,866	35,578
Balance with Banks in Current A/c	1,23,09,422	1,47,27,098
Balance with Banks in Deposit A/c	1,16,14,467	-

For Ramasamy Koteswara Rao and Co LLP
Chartered Accountants
Firm Regn No. 010396S/S200084

By order of the Board

Sd/-
(CV Koteswara Rao)
Partner
Membership No-028353
Place: Hyderabad
Date: 22.07.2020

Sd/-
Tekulapalli Sanjay Reddy
Managing Director

Sd/-
G V N S Aditya
Chief Financial Officer

Sd/-
Sushma Barla
Company Secretary

Sd/-
Anil Kumar Pallala
Whole Time Director

NOTES FORMING PART OF FINANCIAL STATEMENTS

Note 1				
Share capital				
Share Capital	2019-20		2018-19	
	Number	Amount	Number	Amount
Authorised				
Equity Shares of Rs.10/-each	1,10,00,000	11,00,00,000	50,00,000	5,00,00,000
Issued, Subscribed & Paid up				
Equity Shares of Rs. 10/- paid up each	1,02,11,300	10,21,13,000	46,41,500	4,64,15,000
Total	1,02,11,300	10,21,13,000	46,41,500	4,64,15,000
Reconciliation of the number of shares outstanding at the beginning and at the end of the reporting period				
Particulars	2019-20		2018-19	
	Number	Amount	Number	Amount
Shares outstanding at the beginning of the year	46,41,500	4,64,15,000	46,41,500	4,64,15,000
Shares Issued during the year	-	-	-	-
Bonus Shares Issued during the year	55,69,800	5,56,98,000	-	-
Shares bought back during the year	-	-	-	-
Shares outstanding at the end of the year	1,02,11,300	10,21,13,000	46,41,500	4,64,15,000

Shares in the company held by shareholder more than 5%

Name of Shareholder	2019-20		2018-19	
	No. of Shares held	% of Holding	No. of Shares held	% of Holding
T. Sanjay Reddy	32,55,120	31.88%	14,77,200	31.83%
Korrapati Ranganathasai	8,82,640	8.64%	5,51,200	11.88%
Ektha.com Pvt Ltd	20,29,060	19.87%	8,22,300	17.72%
Anil Kumar Pallala	6,60,000	6.46%	3,00,000	6.46%
Divi Satya Sai Babu	6,12,480	6.00%	-	0.00%

Note 2		
Reserves and surplus		
Particulars	2019-20	2018-19
A. Securities Premium Account		
Opening Balance	10,32,77,613	10,32,77,613
Add: Securities Premium During the Year	-	-
(-) Bonus During the Year	(5,56,98,000)	-
(-) IPO Expenditure Written off	-	-
Net Profit/(Loss) for the period	-	-
Closing Balance	4,75,79,613	10,32,77,613
B. Surplus		
Opening balance	3,77,15,305	3,62,64,369
(+) Net Profit/ (Net Loss) For the current year	1,15,37,158	70,46,728

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Net profit/loss upto 29-10-2019	10,28,359	
Proposed Dividend	55,94,374	55,95,792
Closing Balance	4,46,86,448	3,77,15,305
Foreign Currency Translation Reserve	38,73,485	13,30,225
Loss on dispose of Investments		
Capital Reserve	-	91,180
TOTAL	9,61,39,546	14,24,14,323

Note 3

Long Term Borrowings

Particulars	2019-20	2018-19
- Secured Loans		
Loan from Bank	-	-
	-	-
- Un Secured Loans		
From Related Parties	10,636	5,16,315
From Others	-	2,26,37,807
TOTAL	10,636	2,31,54,123

NOTE 4

Short Term Borrowings

Particulars	2019-20	2018-19
(a) Secured loans		
(i) From Banks	-	-
	-	-

NOTE 5

Trade payables

Particulars	2019-20	2018-19
Sundry Creditors Others	1,50,24,363	1,14,64,963
TOTAL	1,50,24,363	1,14,64,963

NOTE 6

Short Term Provisions

Particulars	2019-20	2018-19
Provision for Current Tax	-	21,07,792
Others	23,41,206	87,63,593
TOTAL	23,41,206	1,08,71,385

NOTE 7

Other Current Liabilities

Particulars	2019-20	2018-19
Audit fee Payable	6,50,000	3,00,000
Current Maturities of Long-Term Borrowings	-	-
Statutory Liabilities	19,39,531	12,60,020
Other Payables	1,38,87,283	3,39,026
(v) Advances from Customers		
(vi) Professional Fee payable	40,000	
(vii) Salary payable	26,28,233	51,78,377
(viii) Dividend Payable	2,87,008	55,95,792
(ix) TDS payable	13,41,352	
TOTAL	1,26,73,215	1,26,73,215

Note 9
Long Term Loans & Advances

Particulars	2019-20	2018-19
Deposits		
Inter Corporate Deposits	-	1,00,00,000
Rental Deposit	15,78,800	25,10,000
Other Deposit	26,018	26,018
Deposits with inani	2,04,09,970	-
Other Advances	4,01,26,975	2,23,27,123
TOTAL	6,21,41,763	3,48,63,141

Note 10
Trade Receivables

Particulars	2019-20	2018-19
(a) Trade receivables outstanding for a period less than 6 months	5,21,66,684	4,46,19,758
TOTAL	5,21,66,684	4,46,19,758

Note 11
Cash and cash equivalents

Particulars	2019-20	2018-19
Balances with banks		
-In Current Accounts	1,23,09,422	1,47,27,098
-In Fixed Deposit Accounts	1,16,14,467	
Cash in hand	47,866	35,578
TOTAL	2,39,71,754	1,47,62,676

Note 12
Short-term loans and advances

Particulars	2019-20	2018-19
Advance to Employees	-	-
Advance to Vendors	-	-
Deposits	-	57,750
Other Loans & Advances	2,09,438	1,82,750
TOTAL	2,09,438	1,82,750

Note 13
Other Current Assets

Particulars	2019-20	2018-19
(i) TDS receivables	92,71,211	58,23,910
(ii) Service Tax Input	-	-
(iii) Mat Credit Entitlement	-	83,684
(iv) GST (Net off)	-	15,81,750
(v) Other Advances & Receivables	-	2,97,940
(vi) Prepaid Expenditure	80,185	
Total	93,51,396	77,87,284

Note 14
Revenue from Operations

Particulars	2019-20	2018-19
Revenue from Sale of Services		
From Domestic	32,18,40,352	7,08,31,478
From Export	20,47,404	13,83,65,403
TOTAL	32,38,87,756	20,91,96,881

Note 15 Other Income

Particulars	2019-20	2018-19
Interest on Fixed Deposit	1,69,275	29,57,539
Dividend Income	3,40,670	
Discount Received	11,032	
Profit on Sale of MF	1,61,803	
Other Income	5,76,357	
Profit on Sale of Inani	5,20,000	
TOTAL	17,79,137	29,57,539

NOTE 16
Direct Cost

Particulars	2019-20	2018-19
Event Management Expenses	-	92,56,412
Digital Marketing & Content Expenses	-	1,74,10,952
Professional Charges	-	1,43,645
Yup TV Expenses	3,528	-
Voice Chat Expenses	-	-
Content Expenses	15,07,94,410	4,30,39,912
You Tube Expenses	10,14,20,205	9,51,55,398
Project Expenses	-	9,12,007
Tournament Expenses		2,63,46,876
Service charges	1,229	
TOTAL	25,22,19,102	19,22,65,202

Note 17		
Employee Benefits Expense		
Particulars	2019-20	2018-19
Salaries and incentives	2,31,17,828	4,12,29,130
Directors Remuneration	1,14,84,000	6,37,735
Gratuity	22,29,814	
EPO charges	41,840	
Staff welfare expenses	6,53,344	
TOTAL	3,75,26,826	4,18,66,865
NOTE 18		
Finance Cost		
Particulars	2019-20	2018-19
Interest Paid on Loans	-	-
TOTAL	-	-
NOTE 19		
Other expenses		
Particulars	2019-20	2018-19
Audit Fee	4,77,500	3,21,800
Electricity Charges	11,49,735	8,71,512
Administration Expenses	1,56,784	18,69,562
Office Expenses	15,62,494	6,28,159
Tours, Travelling and Conveyance Expenses	3,17,689	6,12,980
Statutory Expenses	-	58,970
Registration Filing Fees	36,550	-
Printing & Stationery	1,37,928	1,68,023
Franking Expenses	41,170	24,655
Rent	63,65,424	39,20,000
Postage, Telephone and Internet	-	1,86,139
Foreign Exchange Loss	2,34,162	3,46,111
Professional Fees	10,14,146	4,89,800
Processing Charges	-	-
Bank Charges	2,44,966	3,45,859
Business Promotion	7,80,930	10,28,445
Rates and Taxes	1,12,078	50,880
Commission Charges	-	-
Repairs & Maintenance	52,294	6,04,060
Membership Fees	-	-
Other Expenses	4,23,418	7,66,485
Contract Charges	-	1,23,000
Late Fee	-	-
Loss on Sale of Vehicles	13,84,690	-
Stamp Duty	650	-

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Commission	46,043	
Telephone Charges	8,417	
Other Fee and Charges	33,199	
Interest	5,00,000	
Courier Charges	46,182	
Bad Debts	2,13,712	
TOTAL	1,53,40,162	1,24,16,441

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Note 8: Property, Plant and Equipment

Sl. No	Property, Plant and Equipment	Gross Block				Accumulated Depreciation				Net Block	
		Balance as at 1st April 2019	Additions	Disposals	Balance as at 31st March 2020	Balance as at 1st April 2019	Depreciation charge for the year	On disposals	Balance as at 31st March 2020	Balance as at 31st March 2020	Balance as at 31st March 2019
	Tangible Assets										
1	Computer	77,39,350	14,60,366		91,99,716	38,79,523	24,40,973		63,20,496	28,79,220	38,59,826
2	Furnitures and Fixtures	21,10,513	7,07,147	19,474	27,98,186	5,00,496	2,51,556		7,52,052	20,46,134	16,10,017
3	Office Equipment's	9,01,111	4,71,290		13,72,401	5,14,439	1,75,530		6,89,969	6,82,432	3,86,672
4	Recording Equipment	1,65,975	7,650		1,73,625	37,185	13,308		50,494	1,23,131	1,28,790
5	Vehicles	62,27,015	-	62,27,015	-	13,42,325	-	13,42,325	-	-	48,84,690
6	Studio	28,83,596	-		28,83,596	3,30,250	2,28,476		5,58,726	23,24,870	25,53,346
	Total (A)	2,00,27,559	26,46,453	62,46,489	1,64,27,523	66,04,219	31,09,842	13,42,325	83,71,737	80,55,787	1,34,23,241
	Intangible Assets										
1	Software's	36,27,376	26,272		36,53,648	15,47,776	10,83,287	-	26,31,062	10,22,586	20,79,600
2	Trademark	62,500	21,000		83,500	33,073	7,599	-	40,672	42,828	29,427
3	Copyrights	2,09,18,924	89,65,662		2,98,84,586	40,30,970	32,78,366	-	73,09,336	2,13,43,114	1,68,87,954
4	Content Development	61,36,156	-		61,36,156	29,78,678	6,13,616	-	35,92,294	25,43,862	31,57,478
5	Goodwill	8,467	-		8,467	-	-	-	-	8,467	8,467
6	Movie Rights	-	-		-	-	-	-	-	-	-
	Total (B)	3,07,53,423	90,12,934	-	3,97,66,357	85,90,497	49,82,868	-	1,35,73,364	2,49,60,857	2,21,62,925
	Grand Total(A+B)	5,07,80,982	1,16,59,387	62,46,489	5,61,93,880	86,02,809	80,92,710	13,42,325	2,19,45,101	3,30,16,644	3,55,86,166

NOTES FORMING PART OF THE CONSOLIDATED FINANCIAL STATEMENTS

A. Significant Accounting Policies– (AS-1):

1. Corporate Information:

M/s. Silly Monks Entertainment Limited ("the Company") (CIN: L92120TG2013PLC090132) is engaged in areas such as movie/series/music/other creator content production, content distribution, content marketing on digital and traditional mediums. We publish our content on various digital platforms such as YouTube, Facebook, Amazon, Netflix etc. We also distribute or syndicate the content on satellite channels, cinema theatres, airborne and many more offline platforms. The Company was incorporated on 20th September, 2013 in Hyderabad and listed on NSE (SME Segment) dated 18th January, 2018.

2. Summary of Significant Accounting policies:

a) Basis of Accounting and preparation of Consolidated financial statements:

The consolidated financial statement of the Company and its subsidiaries (together the Group) have been prepared in accordance with the Generally Accepted Accounting Principles in India (IndiaGAAP) to Section 133 of Companies Act, 2013 read with Rule 7 of the Companies (Accounts) Rules, 2014 and the relevant provisions of the Companies Act, 2013 ("the 2013 Act") as Applicable. The consolidated financial statement has been prepared on accrual basis under the historical cost convention.

b) Principles of Consolidation:

The consolidated financial statements have been prepared on the following basis:

- a) The financial statements of the Company and its subsidiary companies have been consolidated on a line-by-line basis by adding together the book values of like items of assets, liabilities, income and expenses, after fully eliminating intra-group balances, intra-group transactions and resulting unrealized profits or losses on intra-group transactions as per Accounting Standard (AS) 21 - "Consolidated Financial statements" specified under Section 133 of Companies Act, 2013.
- b) In case of associates where the Company directly or indirectly through its subsidiaries holds 20% or more of equity, Investments in associates are accounted under the equity method as per Accounting Standard (AS) 23 - Accounting for Investments in Associates in Consolidated Financial Statements" specified under Section 133 of Companies Act, 2013.
- c) The financial statements of the subsidiaries, and the associates used in the consolidation are drawn up to the same reporting dates that of the Company, i.e. March 31st, 2020.
- d) The excess of cost to the Group, of its investment in the subsidiaries over the Group's share of equity is recognized in the consolidated financial statements as Goodwill and tested for impairment annually. The excess of the Group's share of equity of the subsidiaries on the acquisition date, over its cost of investment is treated as Capital Reserve. The Goodwill / Capital reserve is determined separately for each subsidiary company and such amounts are not setoff between different entities.
- e) Minority interest in the net assets of the consolidated subsidiaries is identified and presented in consolidated balance sheet separately from current liabilities and equity of the company.
- f) Minority Interest in the net assets of consolidated subsidiaries consists of:
 - i) The amount of equity attributable to minorities at the date on which investment in a subsidiary is made; and
 - ii) The minorities' share of movements in the equity since the date the parent subsidiary relationship came into existence.
- g) Minority interest in the net profit and loss for the year of consolidated subsidiaries is identified and adjusted

against the profit after tax of the group. Intra-group balances and intra-group transactions and resulting unrealized profits / loss has been eliminated.

- h) The consolidated financial statements are prepared to the extent possible using uniform accounting policies for like transactions and other events in similar circumstances and are presented to extent possible, in the same manner as the Company's separate financial statements.

- c) **The following subsidiary companies are consolidated in the consolidated financial statements.**

1. Foreign Subsidiary:

Name of Subsidiary	Country of Incorporation/ Residence	Reholding as on	Proportion of Ownership Interest/ Proportion of Voting Power Held
Dream Boat Entertainment Pte Ltd	China	31.03.2020	100%

Transactions in foreign currencies are translated to the respective reporting currencies of entities within the Company at exchange rates at the dates of the transactions. Monetary assets and liabilities denominated in foreign currencies at the reporting date are translated into the functional currency at the exchange rate at that date (closing rate). Exchange differences arising on the settlement of monetary items or on translating monetary items at rates different from those at which they were translated on initial recognition during the period or in previous financial statements are recognized in the statement of profit and loss in the period in which they arise.

The results and financial position of the foreign subsidiary are translated as follows:

- Assets & Liabilities at each balance sheet date presented are translated at the closing rate (1 USD = Rs.75.37) at the date of balance sheet.
- Each item of Statement of Profit or loss i.e., income and expenses are translated at average rate (1 USD = Rs.72.28)

d) Use of Estimates

The preparation of the consolidated financial statements in conformity with Indian GAAP requires the Management to make estimates and assumptions that affect the reported amounts of assets and liabilities (including contingent liabilities) and the reported income and expenses during the year. The Management believes that the estimates used in preparation of the consolidated financial statements are prudent and reasonable. Future results could differ due to these estimates and the differences between the actual results and the estimates are recognized in the periods in which the results are known / materialize.

e) Property, Plant and Equipment (Revised – AS 10);

Property, Plant and Equipment are stated at cost of acquisition or construction less accumulated depreciation. Cost includes all incidental expenses related to acquisition and installation, other pre- operation expenses and interest in case of construction. Carrying amount of cash generating units / assets are reviewed at balance sheet date to determine whether there is any indication of impairment. If such indication exists, the recoverable amount is estimated as the net selling price or value in use, whichever is higher. Impairment loss, if any, is recognized whenever carrying amount exceeds the recoverable amount.

f) Depreciation / Amortization:

Depreciation has been provided on Straight line basis at the rate determined with reference to the useful lives specified in Schedule II of the Companies Act, 2013. The impact of the change in useful life of Property, Plant

and Equipment has been considered in accordance with the provision of Schedule II.

Assets acquired on lease are depreciated over the period of the lease. Leasehold improvements are amortized over the period of lease.

Assets costing less than Rs. 5,000/- are depreciated at 100% in the year of acquisition

Depreciation has been provided on straight line basis, at the Life's specified in Schedule II of the Companies Act, 2013.

g) Investments (AS 13):

Investments are valued at cost. Provision for diminution, if any, in the value of each investments in Subsidiary companies are valued as per accounting standard-21 accounting for Investments in subsidiaries in Consolidated Financial Statements i.e., Investment recorded at cost identifying good will arising at Value of investment over the face value of the investment.

h) Recognition: (AS 9) Digital Marketing Services:

- (i) The Contracts between the Company and its Customers are either time or material contracts or fixed price contracts.
- (ii) Revenue from fixed price contracts is recognized according to the milestones achieved as specified in the contracts on the proportionate-completion method based on the work completed. Any anticipated losses expected upon the contract based on the work completed. Any anticipated losses expected upon the contract completion are recognized immediately. Changes in job performance, condition and estimates profitability may result in revisions and corresponding revenues and cost are recognized in the period in which such changes are identified.
- (iii) In respect of time and material contract, revenue is recognized in the period in which the services are provided.
- (iv) Revenue is recognized to the extent that it is probable that the economic benefits will flow to the company and revenue can be reliably measured.
- (v) Interest income is recognized on a time proportion basis taking into account the amount outstanding and the applicable rates.

i) Taxes on Income:

Tax expenses for the year comprises of current tax and deferred tax.

Current tax

The current change for income tax is calculated in accordance with the relevant tax regulations applicable to the company.

Deferred tax

Deferred tax charge or credit reflects the tax effects of timing differences between accounting income and taxable income for the year. The deferred tax charge or credit and the corresponding deferred tax liabilities or assets are recognized using the tax rates that have enacted or substantially enacted by the balance sheet date. Deferred tax asset is recognized only to the extent there is reasonable certainty that the assets can be realized in future.

Minimum Alternative Tax (MAT) credit

Minimum Alternate Tax (MAT) paid in accordance with the tax laws, which gives rise to future economic benefits in the form of adjustments of future income tax liability, is considered as an asset if there is convincing evidence that the company will pay normal tax after the tax holiday period. Accordingly, it is recognized as an asset in the balance sheet when it is probable that the future economic benefit associated with it will flow to the company and asset can be measured reliably.

j) Earnings per Share (AS 20);

The earnings considered in ascertaining the companies earning per share comprise net profit after tax and includes the post-tax effect of any extra-ordinary/exceptional item is considered. The number of shares used in computing basic earnings per share is the weighted average number of shares outstanding during the year. Bonus shares issued during the year will be treated as Outstanding for the whole year. Comparative EPS will be restated in case of Bonus shares, considering the Bonus issue has been made in that period itself.

The no. of shares used in computing diluted earnings per share comprises the weighted average no. of shares considered for deriving basic earnings per share and also the weighted average no. of equity shares that could have been issued on the conversion of all dilutive potential equity shares.

Particulars	2019-20	2018-19
Net Profit/(Loss) attributable to Equity Share Holders	1,15,37,158	70,46,728
Opening No of shares	46,41,500	46,41,500
Shares issued during the year	Nil	Nil
Bonus Shares Issued during the year	55,69,800	Nil
Total no of Equity shares	1,02,11,300	46,41,500
Weighted Average Number of Equity Shares	1,02,11,300	1,02,11,300*
Basic and Diluted Earnings per Share	1.13	0.69

*Bonus issue made in FY 2019-20; hence these bonus shares are considered as Outstanding from FY 2018-19 as per AS-20, Earnings per Share

k) Provisions & Contingent Liability (AS 29);

The Company recognizes a provision when there is a present obligation as a result of a past obligating event that probably requires an outflow of resources and a reliable estimate can be made of the amount of the obligation. A disclosure for a contingent liability is made when there is a possible obligation or a present obligation that may, but probably will not, require an outflow of resources. Where there is a possible obligation or a present obligation that the likelihood of outflow of resources is remote, no provision or disclosure is made.

l) Related Party Disclosures (AS – 18):

Related parties where control exists or where significant influence exists and with whom transactions have taken place during the current and previous years.

Name of the Related Parties and Nature of Relationship

NAME OF THE REALTED PARTY	RELATIONSHIP
Tekulapalli Sanjay Reddy	Managing Director
Anil Kumar Pallala	Whole Time Director
C Ratnakar Rao	Chairman
G V N S Adithya	CFO

Sushma Barla	Company Secretary & Compliance Officer
Swathi Reddy	Independent Director
Prasad Rao Kalluri	Independent Director
Kondamadugula Ramakoti Reddy	Independent Director
Dream Boat Entertainment Pte Ltd	Wholly Owned Subsidiary
Inani Media Private Limited *	Subsidiary

Enterprises where principal shareholders/ directors have control or significant influence (“Significant interest entities”)

- * Inani Media Private Limited (disinvested on 29.10.2019, from 51% shareholding to 19% shareholding)

The flowing transactions were carried out with the related parties in the ordinary course of business during the year.

(Rs. In Lakhs)

Sl. No	Nature of Transactions	2019-20	2018-19
1	Loan Taken	0.11	5.16
2	Loan Given	-	97.72
3	Security Deposit	202.00	120.00
4	Director Remuneration	115.80	96.30

m) OTHER NOTES TO THE ACCOUNTS

- Minority Interest Identified by considering Share of reserves (net of losses) relating to current year has been transferred.
- The figures for the previous year have been regrouped wherever necessary to conform to current year’s classification, Subsidiary company financials. All the amounts presented in financial statements are in rupees except basic and diluted EPS & unless specified.

For Ramasamy Koteswara Rao and Co LLP
Chartered Accountants
Firm Regn No. 010396S/S200084

Sd/-
(CV Koteswara Rao)
Partner

Membership No-028353
Place: Hyderabad
Date: 22.07.2020

Sd/-
G V N S Aditya
Chief Financial Officer

By order of the Board

Sd/-
Tekulapalli Sanjay Reddy
Managing Director

Sd/-
Sushma Barla
Company Secretary

Sd/-
Anil Kumar Pallala
Whole Time Director



SILLY MONKS ENTERTAINMENT LIMITED

CIN: L92120TG2013PLC090132

Registered Office: 4th Floor, Ektha Towers, Plot No. 2&3, Whitefields, Kondapur

Hyderabad – 500084, Telangana, India

Website – www.sillymonks.com Email – investor@sillymonks.com**ATTENDANCE SLIP****FOR 07th ANNUAL GENERAL MEETING**

(To be surrendered at the venue of the meeting)

I, certify that I, am a registered shareholder/proxy/representative for the registered shareholder(s) of Silly Monks Entertainment Limited.

I, hereby record my presence at the 07th Annual General Meeting of the shareholders of Silly Monks Entertainment Limited held on Wednesday, 30th day of December, 2020 at 03.00 P.M. at the registered office of the Company situated at **4th Floor, Ektha Towers, Plot No. 2&3, Whitefields, Kondapur**, Hyderabad – 500084, Telangana, India.

Reg. Folio No.	DP ID*
No. of Shares	Client ID*

*Applicable if the shares held in electronic form

Name & Address of Member

--

Signature of Shareholder/Proxy/Representative
(Please Specify)


SILLY MONKS ENTERTAINMENT LIMITED
CIN: L92120TG2013PLC090132
**Registered Office: 4th Floor, Ektha Towers, Plot No. 2&3, Whitefields, Kondapur,
Hyderabad – 500084, Telangana, India**
Website – www.sillymonks.com Email – investor@sillymonks.com
**Form No. MGT-11
PROXY FORM**

[Pursuant to section 105(6) of the Companies Act, 2013 and rule 19(3) of the Companies (Management and Administration) Rules, 2014]

CIN	L92120TG2013PLC090132	
Name of the company	SILLY MONKS ENTERTAINMENT LIMITED	
Registered office	4th Floor, Ektha Towers, Plot No. 2&3, Whitefields, Kondapur, Hyderabad – 500084, Telangana, India.	
Name of the member(s)		
Registered Address		
Email Id		
Folio No / Client ID		DP ID :

I /We, being the member(s) of _____ shares of the above-named company, hereby appoint

1.	Name		
	Address		Signature
	E-mail Id		
	or failing him		
2.	Name		
	Address		Signature
	E-mail Id		
	or failing him		

as my / our proxy to attend and vote (on a poll) for me / us and on my / our behalf at the Annual General Meeting of the Company to be held on Wednesday, 30th day of December, 2020 at 03.00 P.M. at 4th Floor, Ektha Towers, Plot No. 2&3, Whitefields, Kondapur, Hyderabad – 500084, Telangana, India and at any adjournment thereof in respect of such resolutions as are indicated below:

Sl. No.	Resolutions	For	Against
1.	To consider and adopt: the audited financial statements of the Company for the financial year ended 31 st March, 2020 and the reports of the Auditors and Board of Directors thereon; and the audited consolidated financial statements of the Company for the financial year ended 31 st March, 2020 and the report of Auditors thereon		
2.	To confirm the interim dividend of Rs.1/- per equity share of Rs.10/- each of the Company and consider the same as final dividend for the financial year ended on March 31, 2020.		
	To appoint a Director in place of Mrs. Swathi Reddy (DIN: 00297360), who retires by rotation and being eligible, offers himself for re-appointment.		
	Appointment of Mr. Chepur Ratnakar Rao (DIN: 08744674) as Independent Director		
	To consider the re-appointment of Mr. Tekulapalli Sanjay Reddy (DIN: 00297272) as the Managing Director of the Company		
	To consider the re-appointment of Mr. Anil Kumar Pallala (DIN: 02416775) as the Whole Time Director of the Company		

Signed this day of 2020.

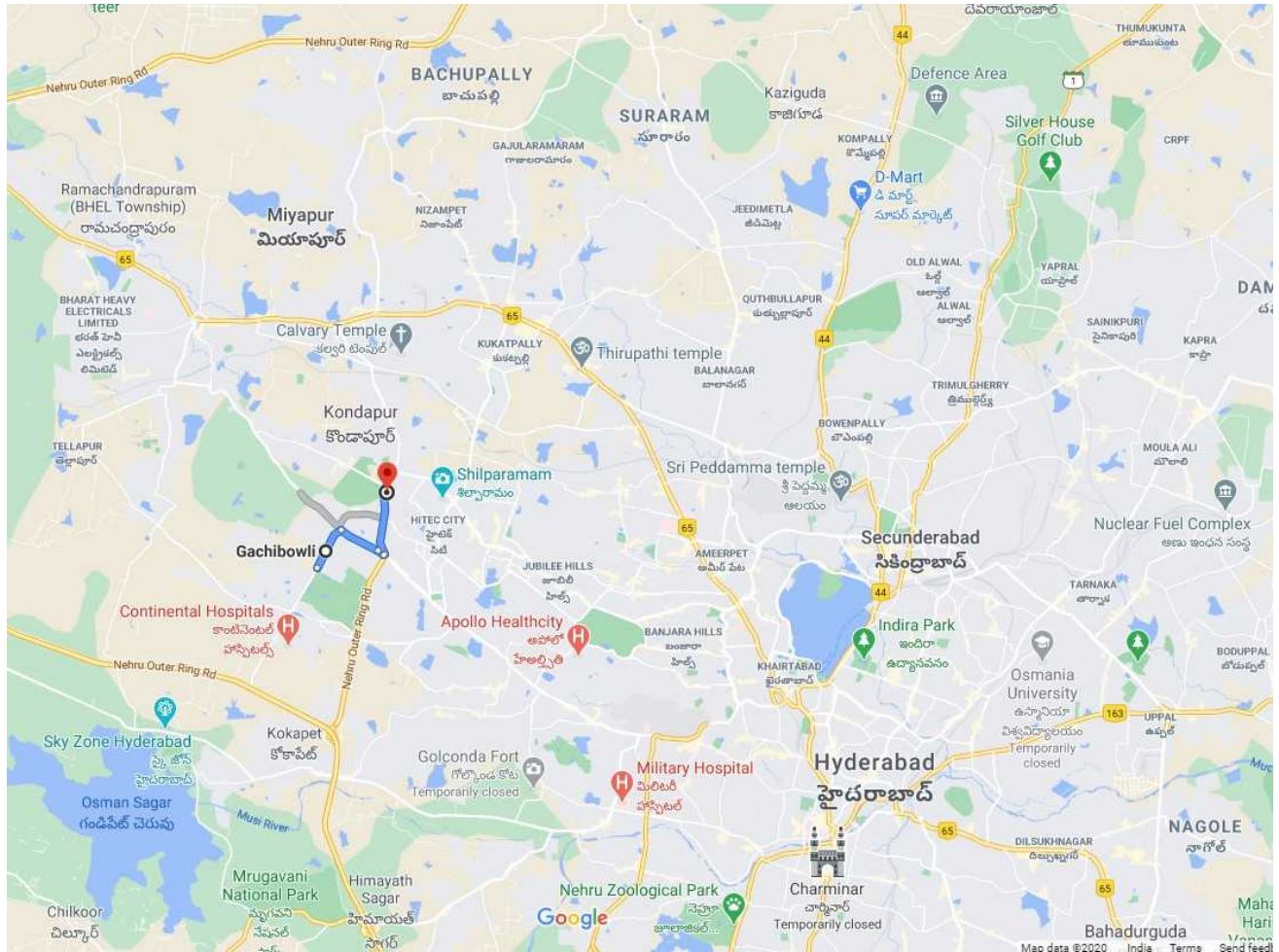
Signature of shareholder: _____ Signature of Proxy holder(s): _____

Affix
Revenue
Stamp

Note: This form of proxy in order to be effective should be duly completed and deposited at the Registered Office of the Company, not less than 48 hours before the commencement of the Meeting.

**ROUTE MAP OF THE VENUE OF 07TH ANNUAL GENERAL MEETING
FROM GACHIBOWLI CIRCLE, HYDERABAD**

**Address: 4th Floor, Ektha Towers, Plot No. 2&3, Whitefields, Kondapur,
Hyderabad – 500084, Telangana, India**





4th Floor, Ektha Towers, Plot No. 2&3,
Whitefields, Kondapur, Hyderabad - 500084,
Telangana, India.

