THE crayons NETWORK

Crayons Advertising Limited
Formerly known as Crayons Advertising Pvt. Ltd.
Regd. & Corporate Office:
NSIC Complex, Maa Anandmayee Marg,
Okhla Ind. Estate-III, New Delhi-110 020
Tel: +91 11 4163 0000
E-mail: del@crayonad.com
www.thecrayonsnetwork.com
CIN: U52109DL1986PLC024711

Date: 05.09.2023

M/s National Stock Exchange of India Ltd.
Exchange Plaza
Plot No. C/1, G Block
Bandra Kurla Complex
Bandra (E), Mumbai-400051
Ph.: 022-26598100-8114

Scrip Code: CRAYONS

Sub: Submission of Annual Report pursuant to Regulation 34(1) of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

Dear Sir/Ma'am,

This is to inform you that the 37th Annual General Meeting (AGM) of the Company will be held at 12:30 P.M. (IST) on Thursday, the 28th September, 2023, through Video Conferencing (VC) / Other Audio Visual Means (OAVM).

In Pursuance of Regulation 34(1) of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, we hereby enclose Annual Report for the Financial Year 2022-23.

Further the annual report is also available on the website of the Company.

You are requested to please take the same in your record.

Thanking you,
Yours Sincerely,
For Crayons Advertising Limited

For CRAYONS ADVERTISING LIMITED

COMPANY SECRETARY

Gagan Mahajan
Compliance Officer

crayons ADVERTISING

ANNUAL REPORT 2022-23

STRATEGY CREATIVE DIGITAL MEDIA EVENT OOH

Managing Director & Chairman

Mr. Kunal Lalani

Non-Executive Directors

Mrs. Vimi Lalani, Mr. Hulas Mal Lalani & Mr. Atul Jeevandhar kumar Hegde

Non-Executive Independent Directors

Mr. Vinod Zutshi & Mr. Surendra Kumar Pagaria

Chief Financial Officer

Mr. Rajat Singhal

Company Secretary and Compliance Officer

Mr. Gagan Mahajan

Statutory Auditors

S.S. Kothari Mehta & Company, Chartered Accountants

Secretarial Auditor

M/s Vasisht & Associates, Company Secretaries

Registrar and Transfer Agent

Skyline Financial Services Private Limited

Registered Office

NSIC Complex, Maa Anandmayee Marg,
Okhla Phase-III, New Delhi-110020
Ph: +011-41630000
www.thecrayonsnetwork.com
Email: cs@thecrayonsnetwork.com
CIN: L52109DL1986PLC024711

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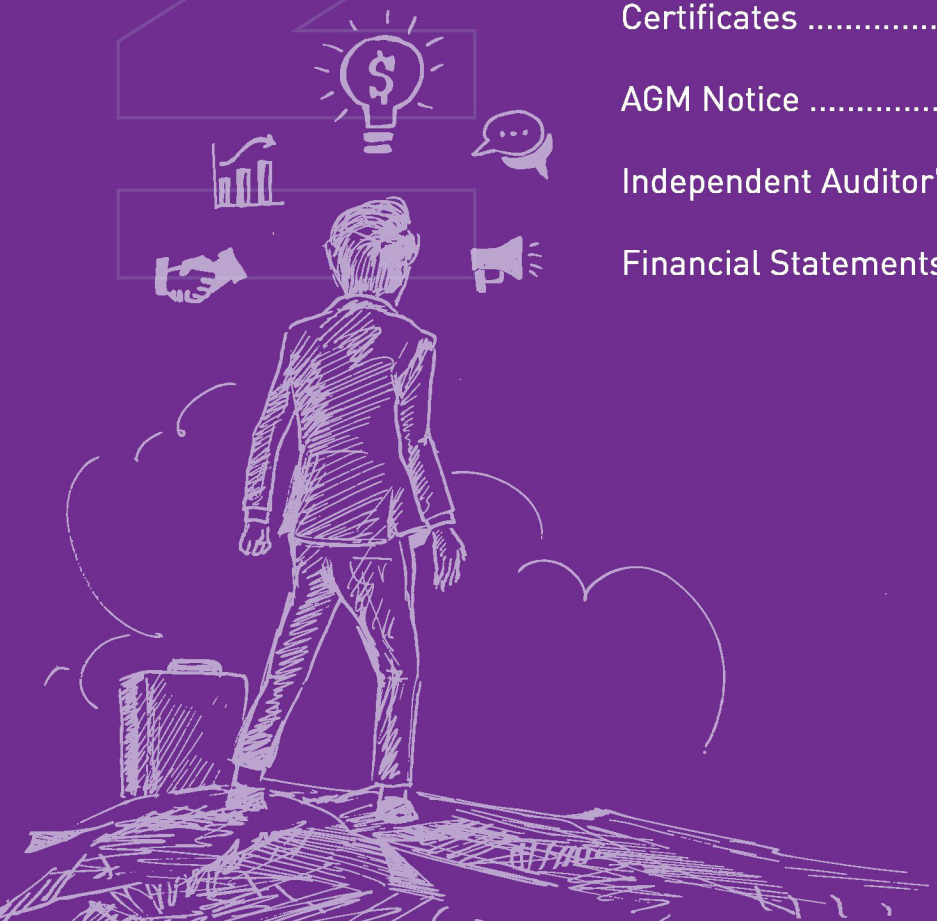


FORWARD-LOOKING STATEMENT

In this annual report we are presenting some forward-looking information to enable investors to comprehend our prospects and take informed investment decisions. This report and other statements - written and oral - that we periodically make contain forward-looking statements that set out anticipated results based on the management's plans and assumptions. Wherever possible, we have tried to identify such statements by using words such as 'anticipates', 'estimates', 'expects', 'projects', 'intends', 'plans', 'believes', and words of similar substance in connection with any discussion of future performance. We cannot guarantee that these forward-looking statements will be realised, although we believe we have been prudent in our assumptions. The achievement of results is subject to risks, uncertainties and even inaccurate assumptions. Should known or unknown risks or uncertainties materialise, or should underlying assumptions prove inaccurate, actual results could vary materially from those anticipated, estimated or projected. We undertake no obligation to publicly update any forward-looking statements, whether as a result of new information, future events or otherwise.

MANAGING DIRECTOR'S OVERVIEW

We welcome all shareholders to Crayons Advertising Limited's Integrated Annual Report for FY 2022-23. We are a value-driven organization and through this report, we endeavour to provide the readers an accurate and detailed assessment of our ability to create long term sustainable value for our stakeholders, I am glad to inform you that FY 2022-23 proved to be another eventful year in the growth story of **CRAYONS.**

REPORTING PRINCIPLES AND FRAMEWORK

The information presented in this report is in line with the requirements and guidelines of:

- The Companies Act, 2013 (including the rules made thereunder)
- The Indian Accounting Standards
- The Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015
- The Securities and Exchange Board of India, Circular on Business Responsibility and Sustainability Report (BRSR)
- National Guidelines on Responsible Business Conduct (NGRBC)
- Secretarial Standards issued by the Institute of Company Secretaries of India

REPORTING PERIOD

This report covers standalone financial information of the Company for the period April 1, 2022 to March 31, 2023. It also covers Key Performance Indicators which are also as of March 31, 2023.

SCOPE AND BOUNDARY

The report extends beyond financial and statutory reporting and includes non-financial performance including operating metrics, strategy, risks, materiality and sustainability disclosures. The report showcases our purpose, mission and strategic focus leading to value creation for all our stakeholders.

SUMMARY OF OUR INDUSTRY -

Global Advertising Industry

The global advertising market reached a value of US$ 590.3 Billion in 2021. Looking forward, IMARC Group expects the market to reach US$ 792.7 Billion by 2027, exhibiting a CAGR of 5.2% during 2022- 2027. Keeping in mind the uncertainties of COVID-19, we are continuously tracking and evaluating the direct as well as the indirect influence of the pandemic on different end use industries. These insights are included in the report as a major market contributor.

INDIAN ADVERTISING INDUSTRY

The Indian advertising market was valued at nearly INR 670 billion in 2020. The market is further expected to grow at a CAGR of 11% during the forecast period of 2022-2027 to reach INR 1253.2 billion by 2026. The Indian advertising market will remain the fastest-growing in the world over the next two years, a new report by Dentsu International, said. With a growth rate of 16 per cent in 2022 and ad spending that will increase by 15.2 per cent in 2023 and 15.7 per cent in 2024.

OUTLOOK

I believe the future of technology is opportunity rich and I remain more optimistic than ever. Large enterprises and governments across geographies continue to adopt digital and radically transform, to make themselves deeply connected with the consumers and other value chain partners. We will continue to leverage the new market dynamics and unlock greater growth opportunity that lies in reimagined and redesigned future
experiences driven by the mobile-first priorities powering the connected ecosystem. With this, I conclude by extending my sincere thanks to all the Afflers, our customers, partners, investors and other stakeholders whose continuous support help us Think Big – For a Bold Tomorrow.

Kunal Lalani
Managing Director and Chairman

CORPORATE SNAPSHOT

Established in 1986, Crayons is one of the few agencies that can truly claim to be a fully integrated, fully independent, and a through and through Indian agency.

Being integrated means, we offer world class creative solutions that solve our clients' business problems.

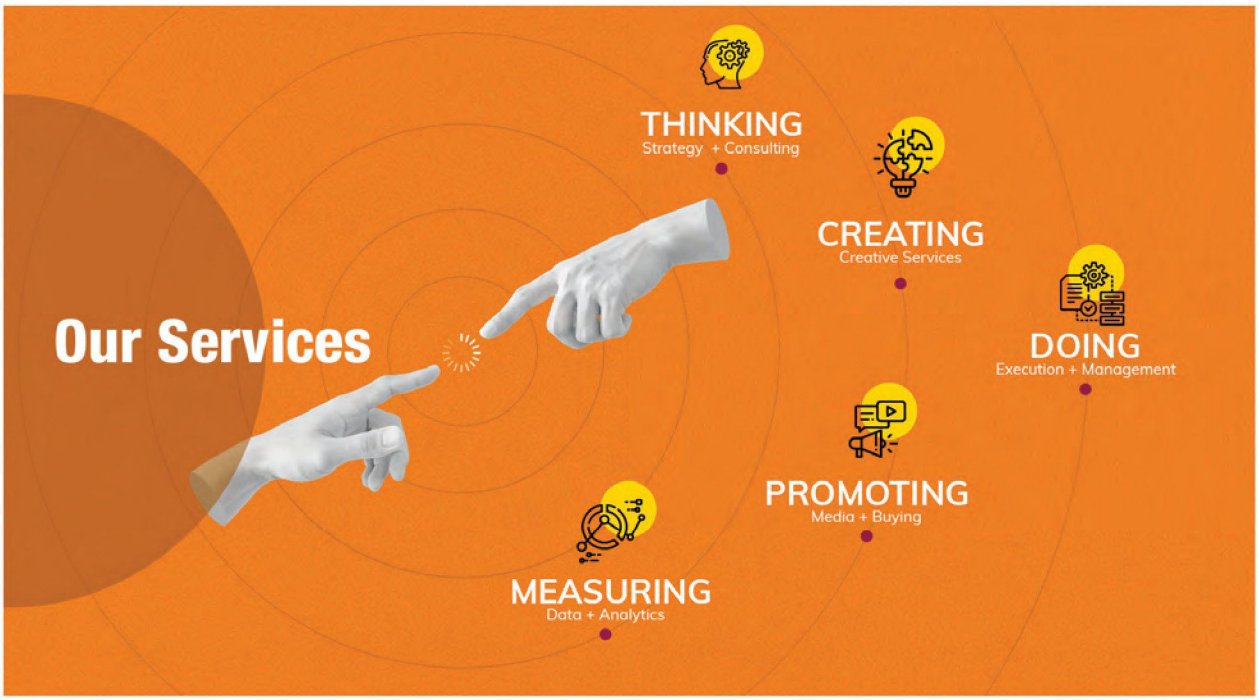
And being Indian means, we understand local trends far better than any agency headquartered in Madison Avenue.

What's more, the fact that we have 9 offices across various regions, means we are well-versed in regional nuances. And speak to people in the language that they think in.

Talented and driven professionals, in terms of knowledge, skill and experience, form the core workforce of Crayons. The deep understanding of different businesses and their insights help us ensure that fitting and competent communication is conveyed and the desired results are achieved.

An absolute hands on person, Kunal Lalani set up Crayons single-handedly. His Understanding of the intricacies of Indian businesses provides strategic direction and business solutions to all verticals.

49%
of our revenues are via media planning & buying services
HELLO
A FULL SERVICE
DIGITAL AGENCY
51%
of our revenues are via creative & technology services


Our Services
THINKING
Strategy + Consulting
CREATING
Creative Services
DOING
Execution + Management
PROMOTING
Media + Buying
MEASURING
Data + Analytics

Our Services
THINKING
Strategy + Consulting
Digital Brand Building & Communication Strategy
Social Media Strategy
Content and Engagement Strategy
DOING
Execution + Management
Social Platform Management
Website Development & Management
Prototyping
Film & Photo Studio
Influencer Outreach
Mobile Application Development
SEO
MEASURING
Data + Analytics
Social Listening
Website Analytics
Social Analytics
Online Reputation Management
CREATING
Creative Services
Campaign Conceptualization & Design
Digital Content (Static, Audio, Dynamic, Video)
Integrated Campaigns
Experience Design
UI/ UX Design
PROMOTING
Media + Buying
Media Planning & Buying
Mobile Marketing
Search Engine Marketing
Display, Video, Social and Native
Marketing
Email Marketing
Native Content Alliances

CERTIFICATIONS
amazon spn
Partner & Expert
Google Partners
Specialist
PREMIER
Google Partner
Specialized in:
Search ads
Mobile ads
Display ads
Shopping ads
facebook blueprint
CERTIFICATION
CERTIFIED
MARKETING PARTNER
STUDIO CERTIFIED
MARKETING PLATFORM PARTNER
ADS API

TOOLS WE USE

Marin SOFTWARE
adparlor
DoubleClick by Google
AdEspresso by Hootsuite
CRITEO
Adobe Marketing Cloud
AppNexus A Xandr Company
ReTargeter
Nielsen
MOAT Acquired by: ORACLE

CREATIVE

Strategy
Market & Consumer Insights
Identity & Design
Creative Content Creation

Activations & Campaigns
Influencer Management
Platform Management
Creative E- Commerce

CRM

ORM
Campaign Management
Social Listening

Online Commerce
Integrated Commerce
Ecommerce ORM & SEO
Captive Brands

WE HAVE OVER 36 YEARS OF DEEP EXPERTISE IN ADVERTISING

USER EXPERIENCE

Website Development
Application Development
Games
Content Management Platforms

Dashboarding
Maintenance Services

MEDIA

Planning
SEM
Programmatic
Display

Hyperlocal
Amazon Market Services
SEO
Reporting & Analytics

WHAT WE DO?

SOME OF OUR ESTEEMED CLIENTS

IndianOil · TATA · Air India – A STAR ALLIANCE MEMBER · Kajaria · LIC – भारतीय जीवन बीमा निगम, LIFE INSURANCE CORPORATION OF INDIA

SBI · croma – in-store | online | mobile · Kerovit By Kajaria · APL Apollo STEEL PIPES · fitbit

N·S·D·C National Skill Development Corporation · बैंक ऑफ़ बड़ौदा Bank of Baroda · FORTUNE – Member ITC's hotel group · WelcomHeritage – Palaces • Forts • Havelis • Resorts · PUNJAB GRILL

THE LEELA PALACES HOTELS RESORTS · SOHO · O3+™ · BANG & OLUFSEN B&O · STAR ALLIANCE™

MANAGEMENT TEAM

KUNAL LALANI
Founder and Chairman

Kunal set up Crayons single-handedly and with limited resources, in 1986. An absolute hands on person, he provides strategic direction and controls the agency's management across India. His strength lies in understanding the intricacies of Indian business and providing communication as well as business solutions. An enterprising person, he has business interests in banking, hospitality, transport and aviation, besides advertising. He is the President of Delhi Ad club and is also a member of the Executive Committee of AAAI (Advertising Agencies Association of India)

ASHRAYE LALANI
Director, Growth & Technology

Ashraye graduated with honours from City University of London with a Bachelor of Science in Economics with Accounting. After this, he also acquired a Bachelor of Science degree in strategic management from the London School of Economics. Ashraye brings a global perspective and an understanding of international standards of consumerism, which forges a key pillar in Crayons' efforts to provide cutting-edge digital offerings and plays poetically into the agency's ambition to pursue its global expansion. At Crayons, Ashraye has played a crucial role in driving major new business and has been a key part in securing the majority of vital clients heralded in Crayons' portfolio today.

SAMIR DATAR
Chief Strategy Officer

Samir has 30 years of experience, working across agencies like JWT, Cheil, Grey, and Hakuhodo. He was responsible for the resurgence of Maggi Noodles in 1999, led the team that launched Nature Fresh, and for the launch and success of Samsung Mobile Phones in India.

At Crayons, as CSO, Samir has won Air India and Croma in large multi-agency pitches. He has also been part of Swach Bharat initiatives with the government, and led the teams that created campaigns for Indian Army, Indian Air Force, and the Indian Navy.

RAJAT SINGHAL
Chief Financial Officer

Rajat Singhal is an ICAI and ICSI-certified chartered accountant and company secretary. He has illustrious experience managing and handling the financial portfolios of the biggest corporations in the country.

He has spent more than 15 years tracking, mapping, and implementing financial strategies in media, IT, financial houses, and the textile industry. Rajat has been with Crayons Network for over four years and has played a pivotal role in the growth and success of our company.

MANOJ JACOB
Executive Creative Director

Manoj has over 20 years of experience working across agencies like Ogilvy, DDB Mudra, Havas, BBDO, and Contract Advertising. He has helped build several brands such as Peter England, IBM, Lenovo, Himalaya Wellness, Louis Phillipe, Diageo, Exxon Mobil, GE, UNICEF, Fosters, Reckitt, etc. Manoj's work has won him two Cannes Lions. Other commendable accolades won by him include an Adfest Lotus, One Show Merit, Media Spikes, and a Clio for 'Best Writing in Print'. Manoj believes that you are only as good as your last idea.

AJITH KUMAR
National Media Head

With 22 years of experience in media buying and planning, Ajith has contributed to the success of brand campaigns for leading clients like Reckitt Benckiser, Goodyear, Hyundai, Voltas, LG, MPTB, APL Apollo, and Kajaria. He has also been a part of the strategy teams for some remarkable campaigns for Govt. departments and political parties. While leading the Media team at Crayons, right from planning to launch, he has managed to deliver results beyond client expectations while using the right mix of traditional and new media technologies.

RANJAN SAXENA
Vice President - Digital

Ranjan Saksena is a digital strategy professional with 14 years of varied experience in integrated marketing communications, spanning across digital marketing and planning. He has worked on brands like Maruti Suzuki India Ltd., which included Ms Corporate, Ms Arena, Ms CIAZ, Samsung CE, Jet Airways, Magic Moments, Manforce Condoms, JCB Polaris, and Indian motorcycles. He has also spearheaded the overall digital strategy and planning & product launches such as NEXA Music (2 nd season), NEXA Lounge, NEXA

SERVICES

PRINT MEDIA

Kohinoor
FOODS LIMITED
From the snow-fed valleys of the Himalayas, comes the true Basmati, Kohinoor. But before it reaches your plate, the rice is carefully selected and methodically aged for 1-2 years in a very special way, which gives it a sweet, nut-like flavour and heavenly aroma.
THE TASTE OF AUTHENTICITY
Kohinoor
BASMATI RICE

HOW A CAR BECOMES A SUPER CAR
IndianOil
XP100
100 octane premium petrol

NOT
EVERY CAR
IS BORN
A SUPERCAR.
BUT
EVERY CAR
CAN NOW
BECOME ONE.
INDIA'S ONLY
IndianOil
XP100
100 octane premium petrol
Superior antiknock properties | Improves engine power with faster acceleration | Low Benzene and Aromatic Content | Reduced carcinogenic carbon emissions
CLUB 100

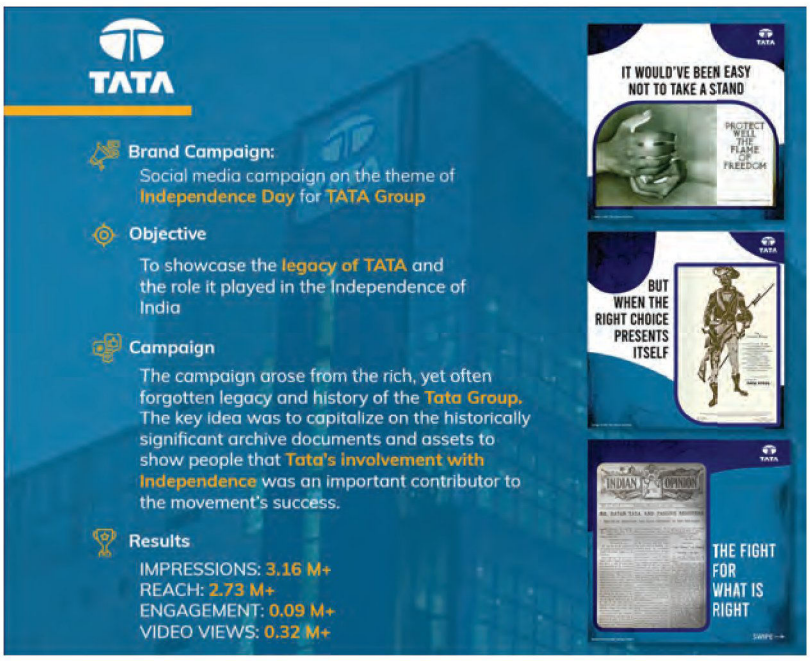
THE LEELA
KEMPINSKI GURGAON
DELHI N.C.R.
HOTEL & RESIDENCES
At one restaurant, supper is theatre.
Dining out always has its place in life. Now, every exemplary thing that you have long associated with this wonderful human delight, finds its rightful place at Spectra. Starting from the spectacular design to its live theatre kitchens, plethora of cuisines and artistry of its splendid chefs, you know you are about to embark on a never before culinary adventure. So, where are you dining tonight?
SPECTRA
The Leela Kempinski Gurgaon, Ambience Island, National Highway-8, Gurgaon 122002, India.
Call: 91-124-477 1234, 477 1260. Fax: +91-124-477 1235. www.theleela.com

WORK FROM HERE
See #WorkFromHome in a new light
WH
WelcomHeritage

GRILLING OVER GUNJING!
PUNJAB GRILL
NOW IN LUCKNOW

TRANSFORM with O3+
COMPLETE
SKIN CARE
SOLUTIONS
O3+
COMPLETE
SKIN CARE
SOLUTIONS
TRANSFORM with O3+
TRANSFORM with O3+

croma
MIGHT of LIGHT
SLIM & LIGHT LAPTOPS
UP TO 50% OFF
THIN CAN BE
POWERFUL
#ThinkThin
croma
MIGHT of LIGHT
SLIM & LIGHT LAPTOPS
UP TO 50% OFF
THIN CAN BE
FAST
#ThinkThin


TATA
Brand Campaign:
Social media campaign on the theme of Independence Day for TATA Group
Objective
To showcase the legacy of TATA and the role it played in the Independence of India
Campaign
The campaign arose from the rich, yet often forgotten legacy and history of the Tata Group. The key idea was to capitalize on the historically significant archive documents and assets to show people that Tata's involvement with Independence was an important contributor to the movement's success.
Results
IMPRESSIONS: 3.16 M+
REACH: 2.73 M+
ENGAGEMENT: 0.09 M+
VIDEO VIEWS: 0.32 M+
IT WOULD'VE BEEN EASY NOT TO TAKE A STAND
PROTECT WELL THE FLAME OF FREEDOM
BUT WHEN THE RIGHT CHOICE PRESENTS ITSELF
INDIAN OPINION
THE FIGHT FOR WHAT IS RIGHT

DIGITAL

DIGITAL

The world of advertising is fast changing. Traditional advertising is giving way to a more precision based approach - Digital Advertising which is youth oriented and creates engaging and interactive communication. Although a young entrant in the digital space, Crayons Digital has made a mark with its outstanding campaigns of national and global stature. In a very short period it has handled high volume online business for diverse clients with some highly path breaking work.

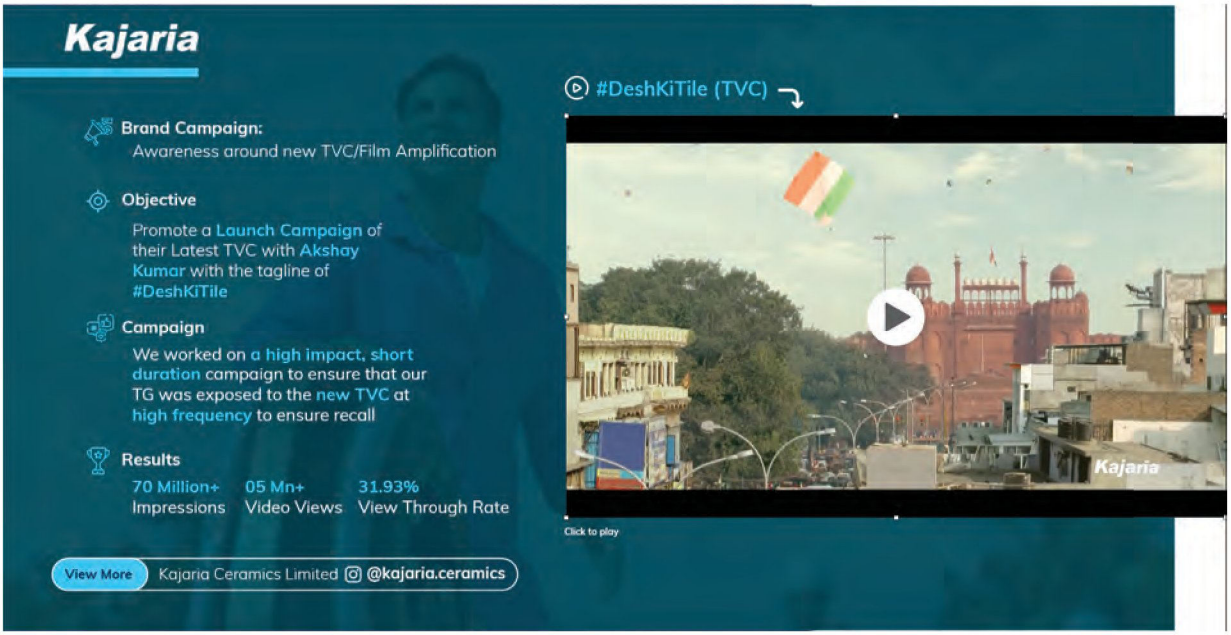
Crayons was the agency behind the first global digital campaign for Incredible India. The digital team is led by Ranjan Saksena: a digital strategist with 14+ years of experience in integrated marketing communications, and digital strategy and planning. He has worked with diverse brands such as Maruti Suzuki, Samsung CE, Jet Airways, Magic Moments, Manforce condoms and many more.

Crayons boasts a team of savvy strategists, consultants, creatives, and developers that work together to deliver quantifiable results. We believe that digital is the next big thing and we don't look at conventional advertising practices and campaign formats, preferring to create something **INNOVATIVE AND GROUND-BREAKING.**

To create the most effective communication, our agency offers the following:

Web Design & Development, Search Engine Optimization, Social Media Strategy & Management, Digital Strategy & Planning, Influencer Marketing, App-based Marketing, Digital Media Planning & Buying and Web UI & UX Audit & Strategy.

Kerovit
By Kajaria
Brand Campaign:
Awareness around new TVC/Film Amplification
Objective
Launching Anushka Sharma new TVC for Kerovit – Bathroom Surprise- Making an impact through Digital Media
Campaign
We worked on a high impact, short duration campaign to ensure that our TG was exposed to the new TVC at high frequency to ensure recall.
Results
30.70% View Through Rate
100Mn Impressions
10.6 Mn+ Video Views
View More
Kerovit by Kajaria @kerovit
Awareness around (TVC)
Kerovit
Click to play


Kajaria
Brand Campaign:
Awareness around new TVC/Film Amplification
Objective
Promote a Launch Campaign of their Latest TVC with Akshay Kumar with the tagline of #DeshKiTile
Campaign
We worked on a high impact, short duration campaign to ensure that our TG was exposed to the new TVC at high frequency to ensure recall
Results
70 Million+ Impressions
05 Mn+ Video Views
31.93% View Through Rate
View More
Kajaria Ceramics Limited @kajaria.ceramics
#DeshKiTile (TVC)
Kajaria
Click to play

ADAAB!
PUNJAB GRILL
NOW IN LUCKNOW
FOR RESERVATIONS, CALL US @ 8130404503

fitbit

Social Campaign:
Awareness on Attributes

Objective

To spread awareness around end user benefits of FitBit products.

Campaign

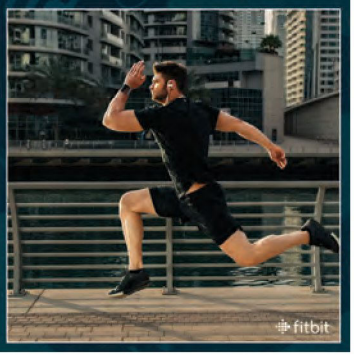
A tactical campaign was designed with the help of various engaging social media posts, highlighting the scale of solutions that Fit Bit as a brand and its product line can offer to its consumer.

View More | Fitbit India @fitbitin

Fitbit Pay Click to play

Click to play

Fitbit Health Tracker Click to play



SBI

Brand Campaign:
SBI Rewards

Objective

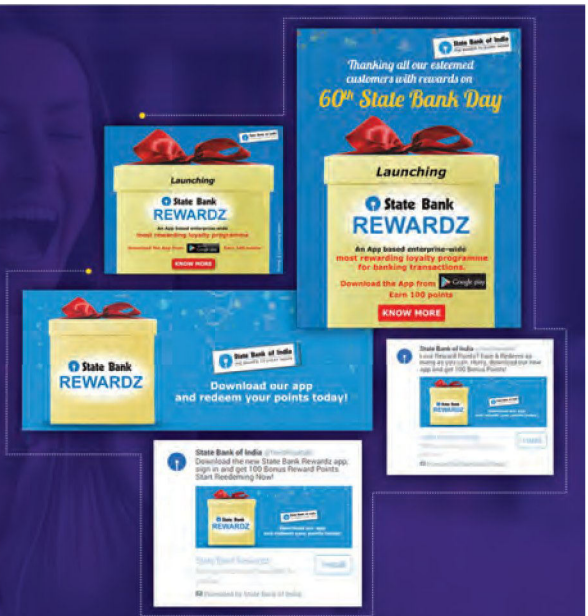
Creation and execution of detailed digital media strategy. Design and strategic placement of banner creatives. Sponsored social media promotions.

Campaign

Increase awareness about State Bank Rewards promotions and mobile application. Get people to install the app.

Results

APP INSTALLS TARGET 100K
APP INSTALLS ACHIEVED 140K



bob World | बैंक ऑफ़ बड़ौदा Bank of Baroda

Brand Campaign:
#bobworld Mobile App Promotion

Objective

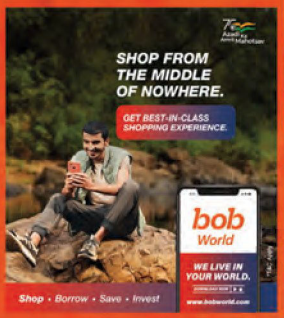
To reach maximum relevant users across social media platforms like Facebook, Instagram & YouTube to inform users about the products.

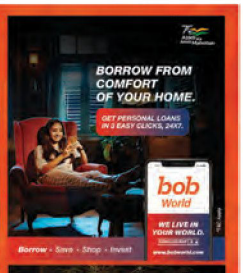
Campaign

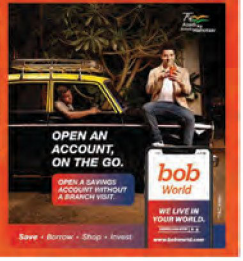
We targeted user across India with the age group of 23-45 interested in shopping, saving, borrow and other banking activities & those users who visited to their website.

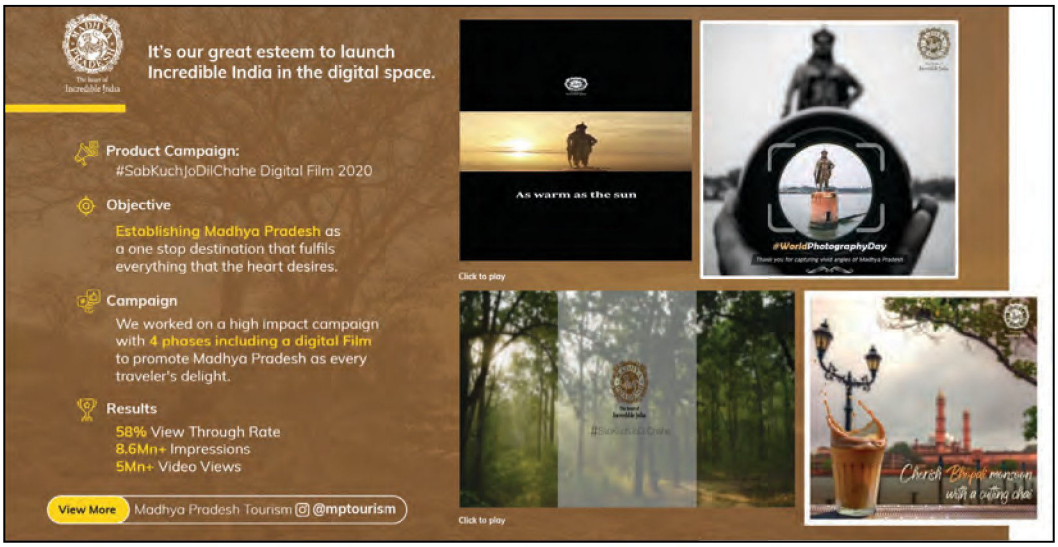
Results

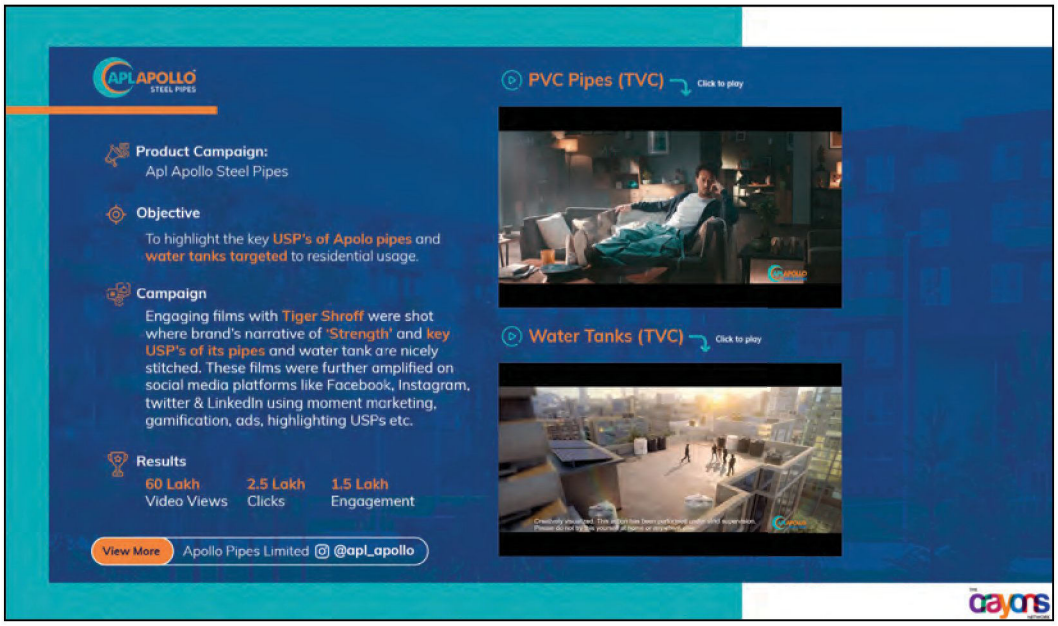
54 Mn+ Video Views
273% Delivery
80% VTR

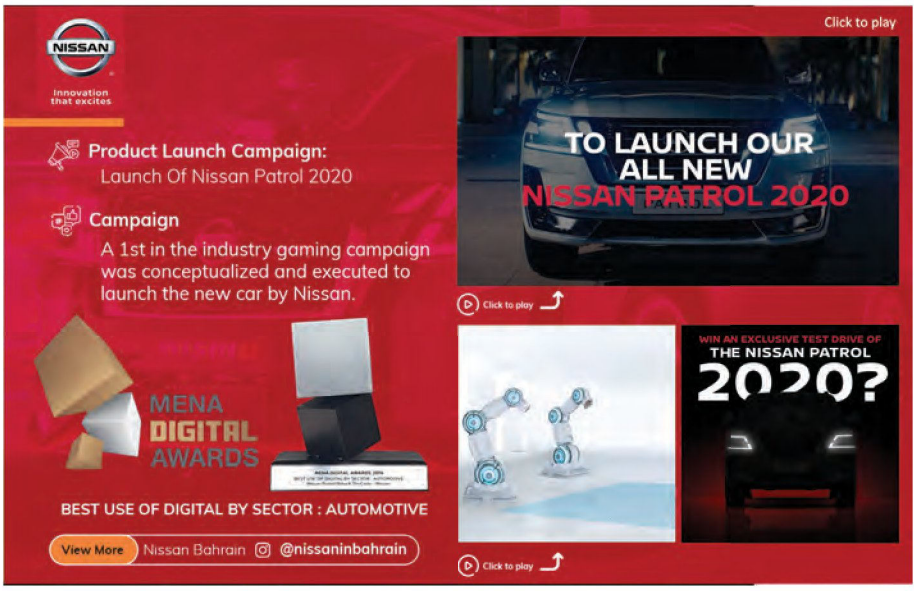







It's our great esteem to launch Incredible India in the digital space.
Product Campaign:
#SabKuchJoDilChahe Digital Film 2020
Objective
Establishing Madhya Pradesh as a one stop destination that fulfils everything that the heart desires.
Campaign
We worked on a high impact campaign with 4 phases including a digital Film to promote Madhya Pradesh as every traveler's delight.
Results
58% View Through Rate
8.6Mn+ Impressions
5Mn+ Video Views
View More
Madhya Pradesh Tourism @mptourism
As warm as the sun
Click to play
#WorldPhotographyDay
Click to play
Cherish Bhopal mornings with a oating chai


APL APOLLO STEEL PIPES
Product Campaign:
Apl Apollo Steel Pipes
Objective
To highlight the key USP's of Apolo pipes and water tanks targeted to residential usage.
Campaign
Engaging films with Tiger Shroff were shot where brand's narrative of 'Strength' and key USP's of its pipes and water tank are nicely stitched. These films were further amplified on social media platforms like Facebook, Instagram, twitter & LinkedIn using moment marketing, gamification, ads, highlighting USPs etc.
Results
60 Lakh Video Views
2.5 Lakh Clicks
1.5 Lakh Engagement
View More
Apollo Pipes Limited @apl_apollo
PVC Pipes (TVC)
Click to play
Water Tanks (TVC)
Click to play


NISSAN
Innovation that excites
Product Launch Campaign:
Launch Of Nissan Patrol 2020
Campaign
A 1st in the industry gaming campaign was conceptualized and executed to launch the new car by Nissan.
MENA DIGITAL AWARDS
BEST USE OF DIGITAL BY SECTOR : AUTOMOTIVE
View More
Nissan Bahrain @nissaninbahrain
Click to play
TO LAUNCH OUR ALL NEW NISSAN PATROL 2020
Click to play
WIN AN EXCLUSIVE TEST DRIVE OF THE NISSAN PATROL 2020?
Click to play

Kajaria
CONGRATULATIONS
TO TEAM INDIA ON WINNING
Kajaria Cup
Kajaria
Kajaria Cup
India Tour Of Zimbabwe
ODI SERIES 2022
Kajaria
CHAMPIONS
of
Kajaria Cup
INDIA TOUR
ZIMBABWE
ODI SERIES 2022