

Company Information

Company Name	HANSA MARKETING SERVICES LLC
License No	1080248 dated 27/07/2022, expiring on 26/07/2024
Address	Office 2701-12, Plot No 68, The Prime Tower Business Bay, Dubai, UAE
Shareholders Name	HANSA CUSTOMER EQUITY PRIVATE LIMITED Nationality - India - 100% Shareholder
Manager	Mr. Praveen Omprakash Nijhara (Nationality - India) Mr. Piyali Chaterjee (Nationality - India)
Auditors	YBH Accounting & Auditing Services, Office No 0211A, 2nd Floor, Ibn Batuta Gate, Jebel Ali, P.O. Box No. 127856, Dubai - UAE.
Bank	Bank of Baroda
TRN	Unregistered
Activity	Marketing Services Via Social Media, Marketing Research & Consultancies

HANSA MARKETING SERVICES LLC
Dubai - UAE

Financial Statements and Auditor's Report
For the year ended 31st March 2024

HANSA MARKETING SERVICES LLC
Dubai - UAE

Financial Statements and Auditor's Report
For the year ended 31st March 2024

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Management Report, Discussion and Analysis

We have pleasure in presenting the report and audited Financial Statements for the period ended 31st March 2024.

Business Activities:

The company is engaged in the activities of Marketing Services Via Social Media and Marketing Research & Consultancies.

Business Operations Review:

The company was set up on 27th July 2022. It commenced commercial operations in FY 2023-2024.

Highlights of Hansa Marketing Services LLC performance in 2023 - 2024:

The Management is pleased to present herewith the report of the company for the year ended 31st March 2024.

Financial Results:

- The company achieved a Turnover of AED 104,090/- from Operations and AED 109,130/- from other income for the year ended 31st March 2024.
- The company posted a Net Loss of AED 368,545/- for the year ended 31st March 2024.
- The company experienced moderate cash flow throughout the financial year and concluded with the liquidity in Cash and Cash Equivalent worth AED 175,469/-

The Management is of the opinion that the future cash inflows will be sufficient for the company to continue as a going concern and have assured to inject cash into the company, as and when required, to realize its assets and liabilities and commitments in the normal course of business and at the amounts stated in the financial statements.

Auditors:

The Auditors, M/s YBH Accounting & Auditing Services, Dubai, UAE are eligible for re-appointment and have expressed their willingness to continue as Auditors for the following year.

Management's Responsibilities:

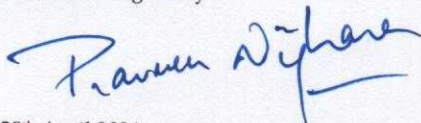
The UAE Commercial Company law requires the Management to prepare the Financial Statements for each financial year that gives a true and fair view of the state of the affairs of the company and the Net Loss for the year. The Management is responsible for keeping proper books of accounts and accounting records that disclose with reasonable accuracy at any time, the financial position of the company and to enable them to ensure that the Financial Statements comply with Commercial Companies Law of 2021.

Acknowledgements:

The Management takes this opportunity to convey their deep sense of gratitude for valuable assistance and co-operation extended to the company by all valued customers, bankers and various departments of government and local authorities. The Management also wishes to place on record their sincere appreciation for the valued contribution, unstinted efforts and spirit of dedication shown by the company employees, officers and the executives at all levels which contributed, in no small measure, to the success of the company during the year under review.

For Hansa Marketing Services LLC

Authorised Signatory



29th April 2024

HANSA MARKETING SERVICES L.L.C (License No. 1080248)

A Limited Liability Company duly licensed by Dubai Economy and Tourism with a Share Capital of AED 1,00,000/-

Registered Office: 2701-12 The Prime Tower, Business Bay Dubai- UAE.

India Office: Sahney Business Centre, "A" First Floor, 27 Kirol Road, Vidya Vihar (W), Mumbai, 400086

Tel: +91 22 6179 8600

Independent Auditor's Report

To,

The Shareholders,
M/s Hansa Marketing Services LLC
Dubai, UAE.

Report on Financial Statements

We have audited the accompanying financial statements of **M/s. Hansa Marketing Services LLC -Dubai, UAE** as at 31st March 2024, which comprise the statement of financial position, the related statements of comprehensive income, changes in equity and cash flows for the period ended, and a summary of significant accounting policies and other explanatory information.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and the fair presentation of these financial statements in accordance with International Financial Reporting Standards and for such internal control as management determines is necessary to enable the presentation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditor's Responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with the International Standards on Auditing. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of risk of the material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of the accounting policies used and the reasonableness of accounting estimates made by the management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.



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مكتب رقم 10211، الطابق الثاني، بوابة ابن بطوطة، جبل علي، ص.ب. صندوق رقم 127856، دبي، الإمارات العربية المتحدة

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Opinion

In our opinion, the financial statements present fairly in all material respects, the financial position of M/s. Hansa Marketing Services LLC -Dubai, U.A.E. as at 31st March 2024 and its financial performance and its cash flow for the period ended in accordance with the International Financial Reporting Standards.

Report on Other Regulatory Matters

We also confirm that in our opinion proper books of accounts have been kept by the company, and that these financial statements are in agreement with the books of account. We have obtained all the information and explanations we required for the purpose of our audit, and to the best of our knowledge and beliefs no breach of the Applicable Regulations & laws has occurred during the period which would have had a material effect on the company's business or financial position.



For YBH Accounting & Auditing Services

Yousef Mohamed Ali Binhajar Alshehhi

Membership No: 694

30th April 2024

Hansa Marketing Services LLC
Dubai, UAE

STATEMENT OF FINANCIAL POSITION

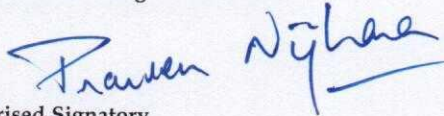
As at 31st March 2024

<u>Assets</u>	Note	Mar-24 AED	Mar-23 AED
Current Assets			
Cash & Bank Balances	6	175,469	11,000
Prepaid Assets	7	15,797	14,759
Accounts Receivables	8	27,930	-
		<u>219,197</u>	<u>25,759</u>
TOTAL		<u>219,197</u>	<u>25,759</u>
Equity and Liabilities			
Equity			
Share Capital	4	700,000	100,000
Shareholder's Current Account	9	-	(100,000)
Retained Earnings	10	(553,582)	(185,037)
		<u>146,418</u>	<u>(185,037)</u>
Non- Current Liabilities			
Provision for End of Service Benefits	11	13,973	3,093
Current Liabilities			
Trade Payables	12	50,956	200,702
Other Current Liabilities	13	7,850	7,000
		<u>58,806</u>	<u>207,702</u>
TOTAL		<u>219,197</u>	<u>25,759</u>

The notes on pages 9 to 20 form an integral part of these financial statements

These financial statements were approved on 29th April 2024

For Hansa Marketing Services LLC



Authorised Signatory

The report of the auditors is set on pages 3 and 4

Hansa Marketing Services LLC
Dubai, UAE

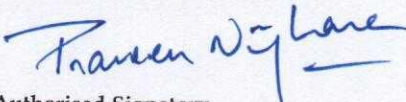
STATEMENT OF COMPREHENSIVE INCOME
For the year ended 31st March 2024

Continuing Operations	Note	Mar-24 AED	Mar-23 AED
Revenue from Operations	14	104,090	-
Less: Cost of Operations	15	51,924	-
Gross Profit		52,166	-
Other Income	16	109,130	-
Operating Expenses			
Employee Benefit Expenses	17	387,435	131,761
General & Administration Expenses	18	141,755	53,275
Finance Charges	19	650	-
Total Operating Expenses		529,841	185,037
(Loss) for the year/ period		(368,545)	(185,037)
Total Comprehensive (Loss) for the year/ period		(368,545)	(185,037)
(Loss) for the year/ period Attributable to the Shareholder		(368,545)	(185,037)

The notes on pages 9 to 20 form an integral part of these financial statements

These financial statements were approved on 29th April 2024

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Dubai, UAE

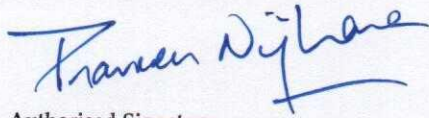
STATEMENT OF CASH FLOW
For the year ended 31st March 2024

	Mar-24	Mar-23
	AED	AED
Cash Flow from Operating Activities		
Net (Loss) as per Statement of Comprehensive Income	(368,545)	(185,037)
Add - Depreciation	-	-
Operating Cash Flow before changes in Net Operating Assets	(368,545)	(185,037)
Changes in Net Operating Activities		
(Increase) in Prepaid Assets	(1,039)	(14,759)
(Increase) in Receivables	(27,930)	-
Increase in Non Current Liabilities	10,880	3,093
Increase in Payables	(149,746)	200,702
Increase in Accruals & Provisions	850	7,000
Net Cash Flow from Operating Activities	(166,985)	196,037
Cash flow from Financing Activities		
Net Changes in Share Capital	600,000	100,000
Net Changes in Shareholder Current Account	100,000	(100,000)
Net Cash Flow from Financing Activities	700,000	-
Net increase / (decrease) in cash & cash equivalents	164,469	11,000
Cash & Cash equivalents in the beginning of the year/ period	11,000	-
Cash & Cash equivalents at the end of the year/ period	175,469	11,000

The notes on pages 9 to 20 form an integral part of these financial statements

These financial statements were approved on 29th April 2024

For Hansa Marketing Services LLC



Authorised Signatory

The report of the auditors is set on pages 3 and 4

Hansa Marketing Services LLC
Dubai, UAE

STATEMENT OF CHANGES IN EQUITY
For the year ended 31st March 2024

Mar-23
AED

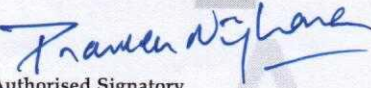
Particulars	Share Capital Account	Shareholder Current Account	Retained Earnings	Total
Balance as on 27th July 2022	-	-	-	-
Net Movements for the period	100,000	(100,000)	-	-
Loss for the period	-	-	(185,037)	(185,037)
Balance as on 31st March 2023	100,000	(100,000)	(185,037)	(185,037)

				Mar-24 AED
Balance as on 1st April 2024	100,000	(100,000)	(185,037)	(185,037)
Net Movements for the year	600,000	100,000	-	-
Loss for the year	-	-	(368,545)	(368,545)
Balance as on 31st March 2024	700,000	-	(553,582)	146,418

The notes on pages 9 to 20 form an integral part of these financial statements

These financial statements were approved on 29th April 2024

For Hansa Marketing Services LLC


Authorised Signatory

The report of the auditors is set on pages 3 and 4

HANSA MARKETING SERVICES LLC

Dubai, UAE.

Notes to the Financial Statements as at 31st March 2024

1. Legal Status and Activities

M/s Hansa Marketing Services LLC is registered with the Department of Economic Development, Government of Dubai, UAE vide Commercial License number 1080248. The original license was issued on 27th July 2022.

1.1. The registered address of the company is Office No 2701-12, Plot No 68, The Prime Tower, Business Bay, Dubai, UAE.

1.2. The Shareholder of the company is:

HANSA CUSTOMER EQUITY PRIVATE LIMITED	Nationality - India	100% Shareholder
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1.3. The company is engaged in the activities Marketing Services Via Social Media and Marketing Research & Consultancies

1.4. The Managers, as per the license, are Mr. Praveen Omprakash Nijhara (Nationality - India) and Ms. Piyali Chatterjee (Nationality - India).

2. Application of new and revised International Financial Reporting Standards (IFRS)

2.1. New and Revised IFRSs applied with no material effect on the financial statements

The following new and revised IFRSs which became effective for the annual period beginning on or after 01st April 2023 have been adopted in these financial statements.

New and revised IFRSs	Summary of requirements
<p>IFRS 17 - Insurance Contracts</p> <p>Amendments to IAS 1(Presentation of Financial Statements and IFRS Practice Statement 2(Making Materiality Judgments) 'Disclosure of Accounting Policies'</p> <p>Amendments to IAS 8(Accounting Policies, Changes in Accounting Estimates and Errors) 'Definition of Accounting Estimates'</p>	<p>IFRS 17 provides the first comprehensive guidance on accounting for insurance contracts under IFRS Accounting Standards. It aims to increase transparency and reduce diversity in the accounting for insurance contracts.</p> <p>Certain insurers also benefited from a temporary exemption from IFRS 9 Financial Instruments until IFRS 17 was effective.</p> <p>Amendments to IAS 1 help entities provide useful accounting policy disclosures by:</p> <p>Requiring entities to disclose their material accounting policies instead of their significant accounting policies;</p> <p>Clarifying that accounting policies related to immaterial transactions, other events or conditions are themselves immaterial and do not need to be disclosed; and</p> <p>Clarifying that not all accounting policies relating to material transactions, other events or conditions are themselves material.</p> <p>Amendments to IAS 8 clarifies how entities distinguish changes in accounting policies from changes in accounting estimates, with a primary focus on the definition and guidance on accounting estimates. The distinction between the two is important because changes in accounting policies are applied retrospectively, whereas changes in accounting estimates are applied prospectively.</p> <p>The amendments clarify that accounting estimates are monetary amounts in the financial statements subject to measurement uncertainty. The amendments also clarify the relationship between accounting policies and accounting estimates by specifying that an entity develops an accounting estimate to achieve the objective set out by an accounting policy.</p>

New and revised IFRSs	Summary of requirements
Amendments to IAS 12 (Income Taxes) <i>'Deferred Tax related to Assets and Liabilities arising from a Single Transaction'</i>	Amendments to IAS 12 clarifies how entities account for deferred taxes on certain transactions, such as leases and decommissioning obligations, with a focus on reducing diversity in practice. The amendments narrow the scope of the initial recognition exemption so entities will need to recognize a deferred tax asset and a deferred tax liability arising from transactions that give rise to equal and offsetting temporary differences.
Amendments to IAS 12(Income Taxes) <i>'International Tax Reform – Pillar Two Model Rules' - Effective Date: 23 May 2023</i>	Amendments to IAS 12 introduces an immediate temporary mandatory exception from accounting for deferred tax related to Globe top-up tax. However, entities will be required to provide new disclosures about their potential exposure to the top-up tax at the reporting date in periods in which a tax law is enacted but the top-up tax does not yet apply. The disclosure requirements apply from December 31, 2023. No disclosures are required in interim periods ending on or before December 31, 2023.

2.2. New and revised IFRSs in issue but not effective:

The company has not yet applied the following new and Revised IFRS that have been issued but are not yet effective:

New and Revised IFRSs	Effective for annual periods beginning on or after
Amendments to IAS 7 & IFRS 7: Supplier Finance Arrangements	1 Jan 2024
Amendments to IFRS 16 - Leases: Amendments to Sale and Leaseback Transactions	1 Jan 2024
Amendments to IAS 1 Presentation of Financial Statements: Non-Current Liabilities with Covenants	1 Jan 2024
Amendments to IAS 21: Lack of Exchangeability	1 Jan 2025
Sale or Contribution of Assets between an Investor and its Associate or Joint Venture - Amendments to IFRS 10 and IAS 28	Available for optional adoption/effective date deferred indefinitely**

** The effective date for these amendments was deferred indefinitely. Early adoption continues to be permitted.

The company has not yet applied the following new IFRS Sustainability Disclosure Standards that have been issued but are not yet effective:

New IFRS - S1 & S2 ***	Effective for annual periods beginning on or after
IFRS S1 - General Requirements for Disclosure of Sustainability - related Financial Information	1 Jan 2024
IFRS S1 - Climate-Related Disclosures	1 Jan 2024

***The implementation and the effective dates of IFRS Sustainability Disclosure Standards are subject to local regulation.

Management anticipates that these new standards, interpretations and amendments will be adopted in the company's financial statements as and when they are applicable and the adoption of these new standards, interpretations and amendments may have no material impact on the financial statements of the Company in the year of initial application.

3. Significant Accounting Policies

Basis of Preparation

These financial statements have been prepared in accordance with the International Financial Reporting Standards (IFRS) issued by the International Accounting Standards Board (IASB), Interpretations issued by the International Financial Reporting Interpretations Committee (IFRIC) for Small and Medium sized entities and applicable rules and regulation of the UAE Law. The significant accounting policies, which have been applied, are set out below.

3.1. Going concern basis of accounting

The financial statements have been prepared on a going concern basis, which assumes that the company will be able to meet the mandatory repayment terms.

3.2. Application of IFRS 9 Financial Instruments

The company has adopted IFRS 9 effective from 1st January 2018. IFRS 9 replaces IAS 39 and addresses the accounting for financial instruments including hedge accounting. IFRS 9 contains three principal classification categories for financial assets: measured at amortized cost, FVTOCI and FVTPL. IFRS 9 classification is generally based on the business model in which a financial asset is managed and its contractual cash flows. The business model assessment was completed based on the facts and circumstances which existed at the initial date of application. IFRS 9 eliminates the existing IAS 39 categories of held-to-maturity, loans and receivables and available-for-sale. Under IFRS 9, derivative embedded contracts where the host is a financial asset in the scope of IFRS 9 are never bifurcated. Instead, the whole hybrid instrument is assessed for classification. The requirements for classification and measurement of financial liabilities under IFRS 9 are largely as existing under IAS 39.

IFRS 9 replaces the "incurred loss" model under IAS 39 with "expected credit loss" model as it relates to the impairment of financial assets. The new impairment model does not apply to equity investments. IFRS 9 amends the requirements for hedge effectiveness and consequently the application of hedge accounting. The IAS 39 effectiveness test is replaced with a requirement for an economic relationship between the hedged item and the hedging instrument, and for the "hedged ratio" to be the same as that used by the Company for risk management purposes.

The new standard requires alignment between the risk management objective of an individual hedging relationship and the risk management strategy of the Company. When assessing hedge effectiveness under IFRS 9, the Company is required to ensure credit risk due to counterparty or own creditworthiness does not dominate the change in fair value of either the hedged item or the hedging instrument. Generally, the mechanics of hedge accounting remain unchanged.

Impairment of financial assets

The Company has financial assets that are subject to the expected credit loss model under IFRS 9. The Company has applied the simplified approach to measuring the expected credit losses which uses lifetime expected loss allowance for all receivables. To measure the expected credit losses, receivables have been grouped based on similar credit risk characteristics and days past due. The revised impairment methodology has not resulted in additional credit loss in receivables.

3.3. Accounting Convention

These financial statements have been prepared under the Historical Cost Convention. The company has consistently applied the accounting policies.

3.4. Revenue Recognition

Income is recognized when it is earned, not necessarily when received. i.e., it has been recognized when invoices are raised and acknowledged by the customer. Revenue represents the amount invoiced, net of discounts and return for goods delivered and services rendered. Expenses and charges have been recognized when it was incurred, not necessarily when paid for the year under audit.

Revenue from contracts with customers

IFRS 15 Revenue from Contracts with Customers outlines a single comprehensive model of accounting for revenue arising from contracts with customers and supersedes current revenue recognition guidance found across several Standards and Interpretations within IFRSs. It establishes a new five-step model that will apply to revenue arising from contracts with customers.

Step 1: Identify the contract with a customer.

Step 2: Identify the performance obligations in the contract.

Step 3: Determine the transaction price.

Step 4: Allocate the transaction price to the obligations in the contract.

Step 5: Recognize revenue as and when the Group satisfies a performance obligation.

3.5. Leases

IFRS 16 supersedes IAS 17 Leases, IFRIC 4 Determining whether and Arrangement contains a Lease, SIC - 15 Operating Leases - Incentives and SIC - 27 Evaluating the Substance of Transactions Involving the Legal Form of a Lease. The standard sets out the principles for the recognition, measurement, presentation and disclosure of leases and requires lessees to account for all leases under a single on-balance sheet model.

The Company also elected to use the recognition exemptions for lease contracts that, at the commencement date, have a lease term of 12 months or less and do not contain a purchase option and lease contracts for which the underlying asset is of low value.

3.6. Other Income

Other Income is recognized on an accrual basis or when the company's right to receive payment is established.

3.7. Property, Plant & Equipment

Property, Plant & Equipment is stated at historical cost less accumulated depreciation and identified impairment loss, if any. The cost comprises of purchase price, levies, duties and any directly attributable costs of bringing the asset to its working condition. The cost of Property, Plant and Equipment are depreciated using the Straight Line Method.

The Carrying value of Property, Plant & Equipment is viewed for impairment when events or changes in circumstances indicate the carrying value may not be recoverable. If any such indication exists and where the carrying value exceed the estimated recoverable amount, the assets are written down to their recoverable amount, being the higher of their fair value less costs to sell and their value in use.

Gains and losses on disposal of property, plant and equipment are determined by reference to their carrying amount and are taken into account in determining net profit.

Repairs and renewals are charged to the consolidated statement of profit or loss and other comprehensive income when the expenditure is incurred.

The carrying amount of the property, plant and equipment are reviewed quarterly for impairment when events or changes in circumstances indicate that carrying amount may not be recoverable. If any such indication exists, and where the carrying values exceed the estimated recoverable amount, the carrying values are written-down immediately to their recoverable amount.

3.8. Related Party Transactions

The company, in its normal course of business, enters in to transactions with the companies that fall under the definition of "Related Party" of International Accounting Standard 24. Related parties comprise companies and entities under the common ownership and/or common management and in which control and management vested with the shareholders or the key managerial personnel.

<i>Entities Owned and Controlled by the Major Shareholder</i>	<i>Due to 31st March 2024</i>	<i>Due to 31st March 2023</i>
M/s. Hansa Customer Equity Pvt Ltd - India	AED 31,883	AED 200,702

Outstanding Balances at the year-end arise in the normal course of business. For the year ended 31st March 2024, the company has not recorded any impairment of amounts owed by related parties.

3.9. Foreign Currency Transactions

Foreign currency transactions are recorded in UAE Dirhams at the rate of exchange ruling at the time of the transaction. Assets and liabilities expressed in foreign currencies at the 'Statement of Financial Position' date are converted into UAE Dirhams at the period-end rate of exchange. All foreign currency gains and losses are booked in the Statement of Comprehensive Income as they arise.

3.10. Revenue

Income represents the invoiced value of goods sold/services rendered during the year, net of discounts and returns.

3.11. Inventories

Inventory is stated at cost or net realizable value, whichever is lower. The cost of closing inventory is determined on the basis of Weighted Average method. Net Realizable Value represents the estimated selling price less all estimated cost of completion and cost of disposal. A general provision for slow moving items has been made and adjusted with the value of the closing stock. These provisions valuated and determined by the management. As per the nature of the business, there are no inventories.

3.12. Accounts Receivables

The schedule of trade debtors represents amounts falling due as on the date of Statement of Financial Position. Accounts receivables are normally received within 0-120 days of the date of invoice. Bad debts are written off as and when they arise. Accounts receivables are stated net of provision for doubtful debts and discounts. Provision for doubtful debts is based on management assessment of customer outstanding and creditworthiness.

3.13. Employees' Terminal benefits

Provision is made in accounts for end of service benefits due to employees in accordance with UAE federal labour Laws No 32 (Year 2021) on the regulations of labour relations. Provision is made for amounts payable under the UAE Labour Law and Rules and Regulations applicable to employees Accumulated period of service at the statement of financial position date.

3.14. Rounding off

The figures stated in the attached financial statements are rounded off to the nearest UAE Dirhams.

3.15. Fair Value of Financial Instruments

The value of all classes of financial assets and financial liabilities, as recorded in the Statement of Financial Position, approximate the fair value of these assets and liabilities.

3.16. General

In the opinion of the management, all the assets as shown in the financial statements are existing and realizable at the amount shown and there are no liabilities against the company that are not included in the above financial statements.

3.17. Statement of Comprehensive Income

The company's loss is arrived at after charging all expenses incurred in day-to-day operations of the business.

The Management is of the opinion that the future cash inflows will be sufficient for the company to continue as a going concern and have assured to inject cash into the company, as and when required, to realize its assets and liabilities and commitments in the normal course of business and at the amounts stated in the financial statements.

3.18. Accounts Payables

The schedule of trade creditors represents amounts falling due as on the date of Statement of Financial Position. Accounts payables are normally settled within 0-90 days of the date of invoice. Liabilities are recognized for amounts to be paid in the future for goods or services whether or not billed to the company.

3.19. Inflationary Factor

No adjustments have been made in these financial statements to identify the inflationary factor.

3.20. Key Sources of Estimation Uncertainty

The entity management set out the entity's overall business strategies and its risk management policy. The Entity's overall financial risk management program seeks to minimize potential adverse effects on the financial performance of the entity. The entity policies include financial risk management policies covering specific areas, such as market risk (including foreign exchange risk, interest risk, liquidity risk and credit risk). Periodic reviews are undertaken to ensure that the entity's policy guidelines are complied with.

There has been no change to the entity's exposure to the financial risks or the manner in which it manages and measures the risk.

The entity is exposed to the following risks related to financial instruments. The entity has not framed formal risk management policies; however, the risks are monitored by management on a continuous basis. The entity does not enter into or trade in financial instruments, investment in securities, including derivative financial instruments, for speculative or risk management purposes.

a. Foreign Currency Risk Management

The entity undertakes certain transactions denominated in foreign currencies. Hence, exposures to exchange rate fluctuations arise.

b. Liquidity Risk Management

Ultimate responsibility for liquidity risk management rest with the management which has built an appropriate liquidity risk management framework for the management of the entity's short, medium and long term funding and liquidity management requirements. The entity manages liquidity risk by maintaining adequate reserves, continuously monitoring forecast and actual cash flows and matching the maturity profiles of financial assets and liabilities.

The table below summarizes the maturity profile of the entity's financial assets and financial liabilities. The contractual maturities of the financial assets and financial liabilities have been determined on the basis of the remaining period at the financial position date based on contractual repayment agreements were as follows:

Particulars	Interest Bearing			Non-Interest Bearing			Total
	On Demand or Less than 3 months	Within 1 Year	More than 1 year	On Demand or Less than 3 months	Within 1 Year	More than 1 year	
As at 31st March 2024							
Financial Assets							
Cash and Bank Balances	-	-	-	175,469	-	-	175,469
Total	-	-	-	175,469	-	-	175,469

c. Credit Risk Management

Credit risk refers to the risk that the counterparty will default on its contractual obligations resulting in financial loss to the entity. The entity has adopted a policy of only dealing with the credit worthy counterparties. The Entity's exposure are continuously monitored and their credit exposure is reviewed by the management regularly and the entity maintains allowances for doubtful debts based on expected collectability of all Accounts receivables.

The Company is exposed to credit risk on its bank balances and accounts receivables, are as follows:

Particulars	31 st March 2024 AED	31 st March 2023 AED
Cash at Bank	175,469	11,000
TOTAL	175,469	11,000

With respect to credit risk arising from the other financial assets of the Company, including cash and cash equivalents, the Company's exposure to credit risk arises from default of the counterparty, with a maximum exposure equal to the carrying amount of these instruments.

Accounts receivables consist of a number of customers. Ongoing credit evaluation is performed on the financial condition of accounts receivables. Further details of credit risk on accounts and other receivable are disclosed in the notes to financial statements. The credit risk on liquid funds is limited because the counterparties are banks with high credit- ratings assigned by international credit-ratings agencies.

d. Capital Risk Management

The company's objectives when managing capital to safeguard the company's ability to continue as a going concern in order to provide returns for shareholders and benefits for other stakeholders and to maintain an optimal capital structure to reduce the cost of capital. The Management policy is to maintain a strong capital base so as to maintain investor, creditor and market confidence and to sustain future development of the business.

Consistent with others in the industry, the company monitors capital on the basis of the gearing ratio. This ratio is calculated as net debt divided by total capital. Net debt is calculated as total liabilities less Cash at Bank including Margin & Fixed Deposits.

The company manages its capital structure and makes adjustments to it, in light of changed in economic conditions. No changes were made in the objectives, policies or processes during the year ended 31st March 2024. Equity consists of share capital, shareholder's current account and retained earnings measured at AED 146,418/- (2023: 185,037)/- as at 31st March 2024.

e. Impairment of Accounts Receivables

An estimate of the collectible amount of Accounts receivables is made when collection of the full amount is no longer probable. For individually significant amounts, this estimation is performed on an individual basis. Amounts which are not individually significant, but which are past due, are assessed collectively and a provision applied according to the length of time past due, based on historical recovery rates.

At the reporting date, gross accounts receivable was AED NIL/- with provision for doubtful debts NIL/- Any difference between the amounts collected in future periods and the amounts expected will be recognized in the statement of comprehensive income.

f. Useful Lives of Property and Equipment

The Company's management determines the estimated useful lives of its property and equipment for calculating depreciation. This Estimate is determined after considering the expected usage of the asset or physical wear and tear. Management reviews the residual value and useful lives annually and future depreciation charge would be adjusted where the management believes the useful lives differ from previous estimates.

3.21. Contingencies and commitments

Except the ongoing business commitments in the normal course of the business, there have been no other known contingent liabilities or capital commitments on the company as at the date of Statement of Financial Position.

3.22. Exchange Rate Risk

Since the main currencies of the financial instruments, other assets, liabilities and trading transactions including expenses and sales are in UAE Dirhams, the company is not materially exposed to exchange rate risk.

3.23. Financial Charges

The Financial Charges include finance cost charges, interest on loans, other charges related to finance and bank charges.

3.24. Corresponding Figures

The corresponding figures of the previous year are comparable, as these comprise the financial position and operating results for the period ended 31st March 2023, while the current figures comprise the financial position and operating results for the year ended on 31st March 2024. Reclassification of corresponding figures of the previous year has been made, wherever necessary, for better presentation of financial information.

3.25. Subsequent Events:

There were no significant events subsequent to the year ended 31st March 2024 and occurring before the date of signing of the financial statements that would have a significant impact on these financial statements.

4. Share Capital

Authorized, Subscribed & Issued Capital **AED 700,000**

Shareholder and their holdings:

HANSA CUSTOMER EQUITY PRIVATE LIMITED	100% Shareholder	AED 700,000
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As per restated memorandum of association dated 11th January 2024, the share capital of AED 100,000 (100 Shares of AED 1,000 each) was increased to AED 700,000/- (700 Shares of AED 1,000 each).

5. Property, Plant & Equipment

There is no Property, Plant & Equipment maintained by the company at the date of statement of Financial Position.

Hansa Marketing Services LLC
Dubai, UAE

Notes to Accounts	Mar-24 AED	Mar-23 AED
6 Cash & Bank Balances		
Current Balances with bank	175,469	11,000
	<u>175,469</u>	<u>11,000</u>
<i>Cash and Cash Equivalents are items, which are readily convertible to known amounts of Cash and which are subject to insignificant risk of change in value.</i>		
7 Prepaid Assets		
Prepaid Insurance	2,045	1,865
Prepaid Rent	7,942	8,592
Prepaid Trade License	5,077	4,302
Prepaid Other	734	-
<i>(Prepayments are paid in advance but not due)</i>		
	<u>15,797</u>	<u>14,759</u>
8 Accounts Receivables		
Accounts Receivables	27,930	-
<i>(Accruals are due, but not paid)</i>		
	<u>27,930</u>	<u>-</u>
0-30 days	27,930	-
9 Shareholder's Current Account		
Opening Balance	(100,000)	-
Adjustment for the year/ period	100,000	(100,000)
Balance as on 31st March	<u>-</u>	<u>(100,000)</u>
10 Retained Earnings		
Opening Balance	(185,037)	-
Loss for the year/ period	(368,545)	(185,037)
Balance as on 31st March	<u>(553,582)</u>	<u>(185,037)</u>
11 Non- Current Liabilities		
Provision for Gratuity	13,973	3,093
<i>(Accruals are due, but not paid)</i>		
	<u>13,973</u>	<u>3,093</u>
12 Trade Payables		
Trade Payables	46,854	200,702
Other Payable	4,102	-
<i>(As certified by the management)</i>		
	<u>50,956</u>	<u>200,702</u>
Related Party : Hansa Customer Equity Private Ltd	31,883	200,702

Hansa Marketing Services LLC
Dubai, UAE

Notes to Accounts

	Mar-24 AED	Mar-23 AED
13 Other Current Liabilities		
Provision for Audit Fees	7,350	7,000
Provision for Expenses	500	-
<i>(Accruals are due, but not paid)</i>	<u>7,850</u>	<u>7,000</u>
14 Revenue from Operations		
Sales from Operations	104,090	-
<i>(As certified by the management)</i>	<u>104,090</u>	<u>-</u>
<i>(The revenue is below the VAT threshold and hence the company is not registered for VAT)</i>		
15 Cost of Operations		
Data Collection services	50,229	-
Ancillary expenses	1,696	-
<i>(As certified by the management)</i>	<u>51,924</u>	<u>-</u>
16 Other Income		
Income from Support services	109,130	-
<i>(As certified by the management)</i>	<u>109,130</u>	<u>-</u>
17 Employee Benefits Expense		
Management remuneration	120,000	40,000
Salaries and wages	252,000	67,200
Contribution to provident and other funds	10,880	3,093
Staff Welfare Expenses	4,556	21,468
<i>(As certified by the management)</i>	<u>387,435</u>	<u>131,761</u>
18 General & Administration Expenses		
Audit Fees	7,000	7,000
Business Support costs	44,171	-
Legal & Professional fees	11,565	10,610
Rates and taxes	13,668	1,400
Insurance	11,177	5,135
Rent	26,603	19,408
Communication expenses	3,306	604
Trade License	15,107	9,118
Travelling and Conveyance	5,341	-
Other expenses	3,817	-
	<u>141,755</u>	<u>53,275</u>
19 Finance Charges		
Bank Charges	650	-
	<u>650</u>	<u>-</u>