

General information about company		
Scrip code*	544435	
NSE Symbol*	NOTLISTED	
MSEI Symbol*	NOTLISTED	
ISIN*	INE0W1601012	
Name of company	Adcounty Media India Ltd	
Type of company	SME	
Class of security	Equity	
Date of start of financial year	01-04-2025	
Date of end of financial year	31-03-2026	
Date of board meeting when results were approved	12-11-2025	
Date on which prior intimation of the meeting for considering financial results was informed to the exchange	07-11-2025	
Description of presentation currency	INR	
Level of rounding	Lakhs	
Reporting Type	Half Yearly	
Reporting Quarter	Half yearly	
Nature of report standalone or consolidated	Standalone	
Whether results are audited or unaudited for the quarter ended	Unaudited	
Whether results are audited or unaudited for the Year to date for current period ended/year ended		
Segment Reporting	Single segment	
Description of single segment	Digital Advertising Services	
Start date and time of board meeting	12-11-2025 16:00	
End date and time of board meeting	12-11-2025 18:30	
Whether cash flow statement is applicable on company	Yes	
Type of cash flow statement	Cash Flow Indirect	
Declaration of unmodified opinion or statement on impact of audit qualification	Not applicable	
Whether the company has any related party?	Yes	
Whether the company has entered into any Related Party transaction during the selected half year for which it wants to submit disclosure?	Yes	
(I) We declare that the acceptance of fixed deposits by the bans/Non-Banking Finance Company are at the terms uniformly applicable/offered to all shareholders/public	NA	
(II) We declare that the scheduled commercial bank, as per RBI circular RBI/DBR/2015-16/19 dated March 03, 2016, has allowed additional interest of one per cent per annum, over and above the rate of interest mentioned in the schedule of interest rates on savings or a term deposits of bank's staff and their exclusive associations as well as on deposits of Chairman, Chairman & Managing Director, Executive Director or such other Executives appointed for a fixed tenure.	NA	
(III) Whether the company is a 'high value debt listed entity' according to regulation 15 (1A)?	No	
(a) If answer to above question is Yes, whether complying with proviso to regulation 23 (9), i.e., submitting RPT disclosures on the day of results publication?		
(b) If answer to above question is No, please explain the reason for not complying.		
Whether the updated Related Party Transactions (RPT) Policy (in compliance with Reg. 23 of SEBI LODR) has been uploaded on the website of the Company?	Yes	
Latest Date on which RPT policy is updated	04-07-2025	
Indicate Company website link for updated RPT policy of the Company	https://www.adcountymedia.com/investors#policies	
Whether statement on deviation or variation for proceeds of public issue, rights issue, preferential issue, qualified institutions placement etc. is applicable to the company for the current quarter?	Yes	
No. of times funds raised during the quarter	1	
Whether the disclosure for the Default on Loans and Debt Securities is applicable to the entity?	No	Not applicable

Financial Results – Ind-AS			
Particulars	3 months/ 6 months ended (dd-mm-yyyy)	Year to date figures for current period ended (dd-mm-yyyy)	
Date of start of reporting period	01-04-2025	01-04-2025	
Date of end of reporting period	30-09-2025	30-09-2025	
Whether results are audited or unaudited	Unaudited	Unaudited	
Nature of report standalone or consolidated	Standalone	Standalone	
Part I	Blue color marked fields are non-mandatory. For Consolidated Results, if the company has no figures for 3 months / 6 months ended, in such case zero shall be inserted in the said column.		
1	Income		
	Revenue from operations	3374.73	3374.73
	Other income	174.24	174.24
	Total income	3548.97	3548.97
2	Expenses		
(a)	Cost of materials consumed	1880.58	1880.58
(b)	Purchases of stock-in-trade	0	0
(c)	Changes in inventories of finished goods, work-in-progress and stock-in-trade	0	0
(d)	Employee benefit expense	133.59	133.59
(e)	Finance costs	23.68	23.68
(f)	Depreciation, depletion and amortisation expense	15.58	15.58
(g)	Other Expenses		
1	Other Expenses	353.26	353.26
	Total other expenses	353.26	353.26
	Total expenses	2406.69	2406.69
3	Total profit before exceptional items and tax	1142.28	1142.28
4	Exceptional items	0	0
5	Total profit before tax	1142.28	1142.28
6	Tax expense		
7	Current tax	294.49	294.49
8	Deferred tax	2.69	2.69
9	Total tax expenses	297.18	297.18
10	Net movement in regulatory deferral account balances related to profit or loss and the related deferred tax movement	0	0
11	Net Profit Loss for the period from continuing operations	845.1	845.1
12	Profit (loss) from discontinued operations before tax	0	0
13	Tax expense of discontinued operations	0	0
14	Net profit (loss) from discontinued operation after tax	0	0
15	Share of profit (loss) of associates and joint ventures accounted for using equity method	0	0
16	Total profit (loss) for period	845.1	845.1
17	Other comprehensive income net of taxes	19.29	19.29
18	Total Comprehensive Income for the period	864.39	864.39
19	Total profit or loss, attributable to		
	Profit or loss, attributable to owners of parent		
	Total profit or loss, attributable to non-controlling interests		
20	Total Comprehensive income for the period attributable to		
	Comprehensive income for the period attributable to owners of parent		
	Total comprehensive income for the period attributable to owners of parent non-controlling interests		
21	Details of equity share capital		
	Paid-up equity share capital	2250.12	2250.12
	Face value of equity share capital	10	10
22	Reserves excluding revaluation reserve		
23	Earnings per share		
i	Earnings per equity share for continuing operations		
	Basic earnings (loss) per share from continuing operations	4.34	4.34
	Diluted earnings (loss) per share from continuing operations	4.34	4.34
ii	Earnings per equity share for discontinued operations		
	Basic earnings (loss) per share from discontinued operations	0	0
	Diluted earnings (loss) per share from discontinued operations	0	0
iii	Earnings per equity share (for continuing and discontinued operations)		
	Basic earnings (loss) per share from continuing and discontinued operations	4.34	4.34
	Diluted earnings (loss) per share from continuing and discontinued operations	4.34	4.34
24	Debt equity ratio		Textual Information(1)
25	Debt service coverage ratio		Textual Information(2)
26	Interest service coverage ratio		Textual Information(3)
27	Disclosure of notes on financial results	Textual Information(4)	

Text Block	
Textual Information(4)	<p>1. The above financial results have been reviewed and recommended by the Audit Committee and approved by the Board of Directors at their respective meeting held on 12 November 2025. The Statutory auditor of the Company have carried out a limited review of the above financial results for the quarter and half year ended 30 September 2025 and have issued an unmodified Limited Review Report.</p> <p>2. The Statement has been prepared in accordance with the Indian Accounting Standards (Ind AS) prescribed under Section 133 of the Companies Act, 2013 and read with the relevant rules issued there under and other recognized accounting practices and policies to the extent applicable.</p> <p>3. The figures for the half year ended March 31, 2025 are the balancing figures between the audited figures for the full financial year and the unaudited figures for the half year ended September 30, 2024, which were not audited or reviewed by the statutory auditor. However, the management has exercised necessary due diligence to ensure that the financial result for the period provide a true and fair view of the Company's affairs.</p> <p>4. Earnings per share for the quarter ended 30 September 2025, 30 June 2025 and 30 September 2024 and half year ended 30 September 2025, 31 March 2025 and 30 September 2024 have been calculated for three months and six months respectively and not annualized.</p> <p>5. No investor complaints were pending as on 30 September 2025.</p> <p>6. Figures relating to the previous periods have been regrouped wherever necessary to conform to the figures of the current period.</p> <p>7. The above Financial Results are also available on our website www.adcountymedia.com & stock exchange website www.bseindia.com.</p> <p>8. The company is listed on the SME Platform of the Bombay Stock Exchange of India Ltd (BSE SME). The disclosures as applicable, have been furnished.</p> <p>9. The Company operates in single Reportable Segment 'Digital Advertising Services' in terms of Ind-AS 108, 'Operating Segment'.</p> <p>10. During the quarter, the Company has incorporated a wholly owned subsidiary, "Adcounty Global Media LLC", in Dubai. The Company is in the process of infusing capital into the said subsidiary. Since the standalone and consolidated financial results for the quarter are identical, separate consolidated financial results have not been presented.</p>

Statement of Asset and Liabilities		
Particulars	Half Year ended (dd-mm-yyyy)	
	Date of start of reporting period	01-04-2025
	Date of end of reporting period	30-09-2025
	Whether results are audited or unaudited	Unaudited
	Nature of report standalone or consolidated	Standalone
Assets		
1 Non-current assets		
Property, plant and equipment		98.16
Capital work-in-progress		
Investment property		
Goodwill		0
Other intangible assets		0
Intangible assets under development		161.09
Biological assets other than bearer plants		
Investments accounted for using equity method		
Non-current financial assets		
Non-current investments		121.97
Trade receivables, non-current		
Loans, non-current		0
Other non-current financial assets		1634.04
	Total non-current financial assets	1756.01
Deferred tax assets (net)		16.88
Other non-current assets		
	Total non-current assets	2032.14
2 Current assets		
Inventories		0
Current financial asset		
Current investments		0
Trade receivables, current		4468.23
Cash and cash equivalents		882.56
Bank balance other than cash and cash equivalents		2778.71
Loans, current		0
Other current financial assets		
	Total current financial assets	8129.5
Current tax assets (net)		
Other current assets		426.2
Total current assets		8555.7
3 Non-current assets classified as held for sale		
4 Regulatory deferral account debit balances and related deferred tax Assets		
Total assets		10587.84
	Total current assets	8555.7
3 Non-current assets classified as held for sale		
4 Regulatory deferral account debit balances and related deferred tax Assets		
	Total assets	10587.84
Equity and liabilities		
1 Equity		
Equity attributable to owners of parent		
Equity share capital		2250.12
Other equity		7257.79
	Total equity attributable to owners of parent	9507.91
Non controlling interest		
	Total equity	9507.91
2 Liabilities		
Non-current liabilities		
Non-current financial liabilities		
Borrowings, non-current		0
Trade Payables, non-current		
(A) Total outstanding dues of micro enterprises and small enterprises		
(B) Total outstanding dues of creditors other than micro enterprises and small enterprises		
	Total Trade payable	
Other non-current financial liabilities		62.72
	Total non-current financial liabilities	62.72
Provisions, non-current		0
Deferred tax liabilities (net)		
Deferred government grants, Non-current		
Other non-current liabilities		51.63
	Total non-current liabilities	114.35
Current liabilities		
Current financial liabilities		
Borrowings, current		0
Trade Payables, current		
(A) Total outstanding dues of micro enterprises and small enterprises		10.72
(B) Total outstanding dues of creditors other than micro enterprises and small enterprises		726.62
	Total Trade payable	737.34
Other current financial liabilities		60.73
	Total current financial liabilities	798.07
Other current liabilities		71.88

	Provisions, current	0
	Current tax liabilities (Net)	95.63
	Deferred government grants, Current	
	Total current liabilities	965.58
3	Liabilities directly associated with assets in disposal group classified as held for sale	
4	Regulatory deferral account credit balances and related deferred tax liability	
	Total liabilities	1079.93
	Total equity and liabilities	10587.84
	Disclosure of notes on assets and liabilities	Textual Information(1)

Other Comprehensive Income			
	Date of start of reporting period	01-04-2025	01-04-2025
	Date of end of reporting period	30-09-2025	30-09-2025
	Whether results are audited or unaudited	Unaudited	Unaudited
	Nature of report standalone or consolidated	Standalone	Standalone
	Other comprehensive income [Abstract]		
1	Amount of items that will not be reclassified to profit and loss		
1	Remeasurement of Post Employment benefit and Obligation(net of tax)	19.29	19.29
	Total Amount of items that will not be reclassified to profit and loss	19.29	19.29
2	Income tax relating to items that will not be reclassified to profit or loss	0.00	0.00
3	Amount of items that will be reclassified to profit and loss		
	Total Amount of items that will be reclassified to profit and loss		
4	Income tax relating to items that will be reclassified to profit or loss		
5	Total Other comprehensive income	19.29	19.29

Cash flow statement, indirect		
Particulars		Half Year ended (dd-mm-yyyy)
Date of start of reporting period		01-04-2025
Date of end of reporting period		30-09-2025
Whether results are audited or unaudited		Unaudited
Nature of report standalone or consolidated		Standalone
Part I	Blue color marked fields are non-mandatory.	
1	Statement of cash flows	
	Cash flows from used in operating activities	
	Profit before tax	1142.28
2	Adjustments for reconcile profit (loss)	
	Adjustments for finance costs	23.68
	Adjustments for decrease (increase) in inventories	0
	Adjustments for decrease (increase) in trade receivables, current	-1364.48
	Adjustments for decrease (increase) in trade receivables, non-current	0
	Adjustments for decrease (increase) in other current assets	-113.91
	Adjustments for decrease (increase) in other non-current assets	0
	Adjustments for other financial assets, non-current	-313.19
	Adjustments for other financial assets, current	0
	Adjustments for other bank balances	0
	Adjustments for increase (decrease) in trade payables, current	-45.32
	Adjustments for increase (decrease) in trade payables, non-current	0
	Adjustments for increase (decrease) in other current liabilities	0
	Adjustments for increase (decrease) in other non-current liabilities	0
	Adjustments for depreciation and amortisation expense	15.58
	Adjustments for impairment loss reversal of impairment loss recognised in profit or loss	0
	Adjustments for provisions, current	0
	Adjustments for provisions, non-current	7.26
	Adjustments for other financial liabilities, current	0
	Adjustments for other financial liabilities, non-current	0
	Adjustments for unrealised foreign exchange losses gains	-60.61
	Adjustments for dividend income	0
	Adjustments for interest income	75.86
	Adjustments for share-based payments	0
	Adjustments for fair value losses (gains)	-1.39
	Adjustments for undistributed profits of associates	0
	Other adjustments for which cash effects are investing or financing cash flow	0
	Other adjustments to reconcile profit (loss)	0
	Other adjustments for non-cash items	0
	Share of profit and loss from partnership firm or association of persons or limited liability partnerships	0
	Total adjustments for reconcile profit (loss)	-1928.24
	Net cash flows from (used in) operations	-785.96
	Dividends received	0
	Interest paid	150
	Interest received	0
	Income taxes paid (refund)	0
	Other inflows (outflows) of cash	0
	Net cash flows from (used in) operating activities	-935.96
3	Cash flows from used in investing activities	
	Cash flows from losing control of subsidiaries or other businesses	0
	Cash flows used in obtaining control of subsidiaries or other businesses	0
	Other cash receipts from sales of equity or debt instruments of other entities	0
	Other cash payments to acquire equity or debt instruments of other entities	0
	Other cash receipts from sales of interests in joint ventures	0
	Other cash payments to acquire interests in joint ventures	0
	Cash receipts from share of profits of partnership firm or association of persons or limited liability partnerships	0
	Cash payment for investment in partnership firm or association of persons or limited liability partnerships	0
	Proceeds from sales of property, plant and equipment	0.09
	Purchase of property, plant and equipment	2.73
	Proceeds from sales of investment property	0
	Purchase of investment property	0
	Proceeds from sales of intangible assets	0
	Purchase of intangible assets	0
	Proceeds from sales of intangible assets under development	0
	Purchase of intangible assets under development	161.09
	Proceeds from sales of goodwill	0
	Purchase of goodwill	0
	Proceeds from biological assets other than bearer plants	0
	Purchase of biological assets other than bearer plants	0
	Proceeds from government grants	0
	Proceeds from sales of other long-term assets	0
	Purchase of other long-term assets	3286.22
	Cash advances and loans made to other parties	0
	Cash receipts from repayment of advances and loans made to other parties	0
	Cash payments for future contracts, forward contracts, option contracts and swap contracts	0
	Cash receipts from future contracts, forward contracts, option contracts and swap contracts	0
	Dividends received	0
	Interest received	75.86

	Income taxes paid (refund)	0
	Other inflows (outflows) of cash	0
	Net cash flows from (used in) investing activities	-3374.09
4	Cash flows from used in financing activities	
	Proceeds from changes in ownership interests in subsidiaries	0
	Payments from changes in ownership interests in subsidiaries	0
	Proceeds from issuing shares	4854.12
	Proceeds from issuing other equity instruments	0
	Payments to acquire or redeem entity's shares	0
	Payments of other equity instruments	0
	Proceeds from exercise of stock options	0
	Proceeds from issuing debentures notes bonds etc	0
	Proceeds from borrowings	0
	Repayments of borrowings	13.47
	Payments of lease liabilities	0
	Dividends paid	0
	Interest paid	19.76
	Income taxes paid (refund)	0
	Other inflows (outflows) of cash	0
	Net cash flows from (used in) financing activities	4820.89
	Net increase (decrease) in cash and cash equivalents before effect of exchange rate changes	510.84
5	Effect of exchange rate changes on cash and cash equivalents	
	Effect of exchange rate changes on cash and cash equivalents	0
	Net increase (decrease) in cash and cash equivalents	510.84
	Cash and cash equivalents cash flow statement at beginning of period	371.72
	Cash and cash equivalents cash flow statement at end of period	882.56

Statement on Deviation or Variation for proceeds of Public Issue, Rights Issue, Preferential Issue, Qualified Institutions Placement Etc. (1)	
Mode of Fund Raising	Public Issues
Description of mode of fund raising (Applicable in case of others is selected)	
Date of Raising Funds	02-07-2025
Amount Raised	5068.72
Report filed for Quarter ended	30-09-2025
Monitoring Agency	Applicable
Monitoring Agency Name, if applicable	Acuté Ratings & Research
Is there a Deviation / Variation in use of funds raised	No
If yes, whether the same is pursuant to change in terms of a contract or objects, which was approved by the shareholders	
If Yes, Date of shareholder Approval	
Explanation for the Deviation / Variation	NA
Comments of the Audit Committee after review	The Audit Committee has reviewed the Monitoring Agency Report for the quarter ended September 30,2025 and noted that the proceeds of the public issue have been utilized for the objects stated in the offer document. The Committee observed that there are no deviations or variations in the utilization of issue proceeds from the stated objects.
Comments of the auditors, if any	

Sl.	Original Object	Modified Object, if any	Original Allocation	Modified allocation, if any	Funds Utilised	Amount of Deviation/Variation for the quarter according to applicable object	Remarks if any
1	Capital Expenditure	NA	1400	0	0	0	
2	Working Capital Requirement	NA	2500	0	705	0	
3	Unidentified Acquisition and General Corporate Purposes	NA	915.34	0	0	0	Rs. 253.38 Lakh is related to issue expenses and the total net issue proceeds amounts to Rs. 4,815.34

Signatory Details

Name of signatory	Aditya Jangid
Designation of person	Managing Director
Place	Jaipur
Date	12-11-2025