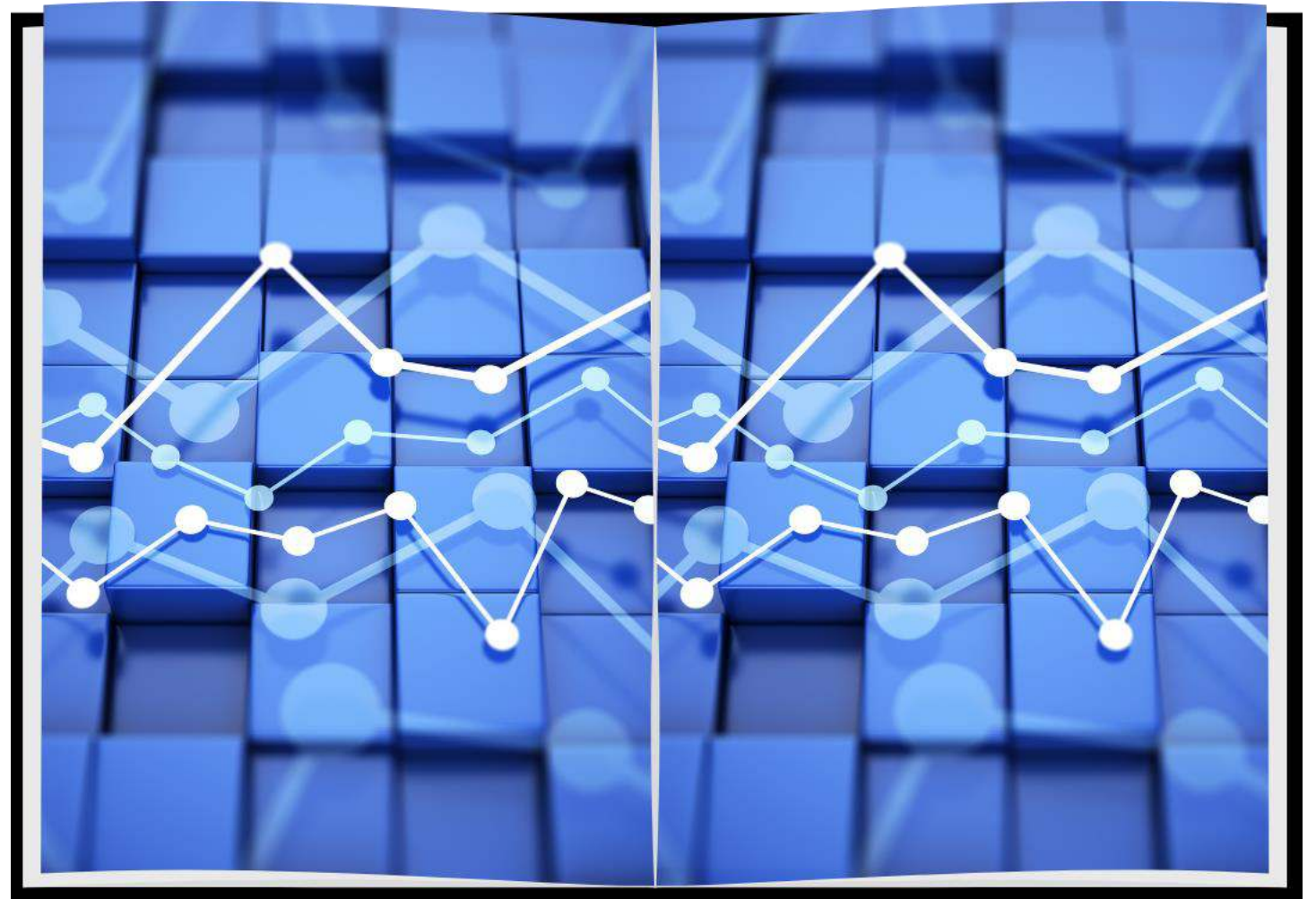


CMRSL

**CYBER MEDIA RESEARCH &
SERVICES LIMITED**

**A DIGITAL MARKETING
TECHNOLOGY COMPANY**

**CONSOLIDATED
FINANCIALS:
Q4 FY2024-25**

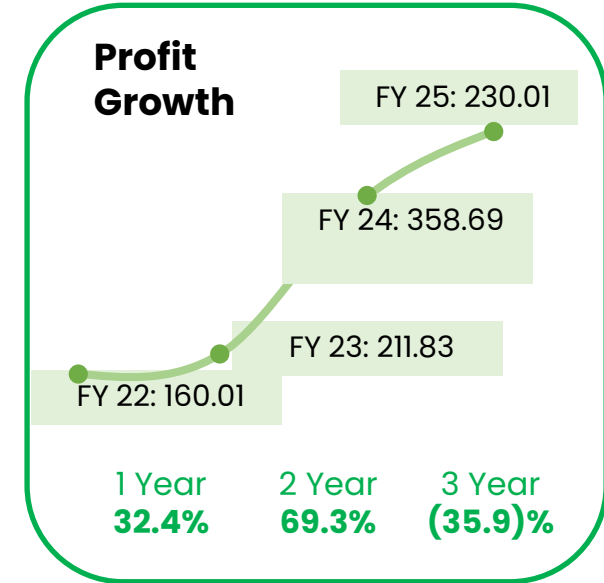
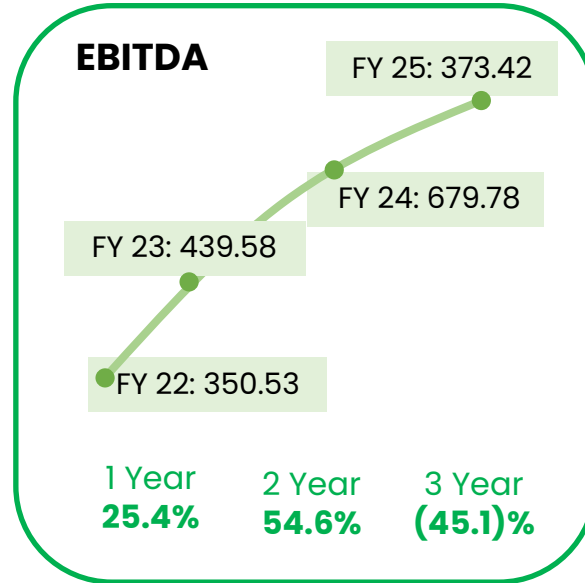
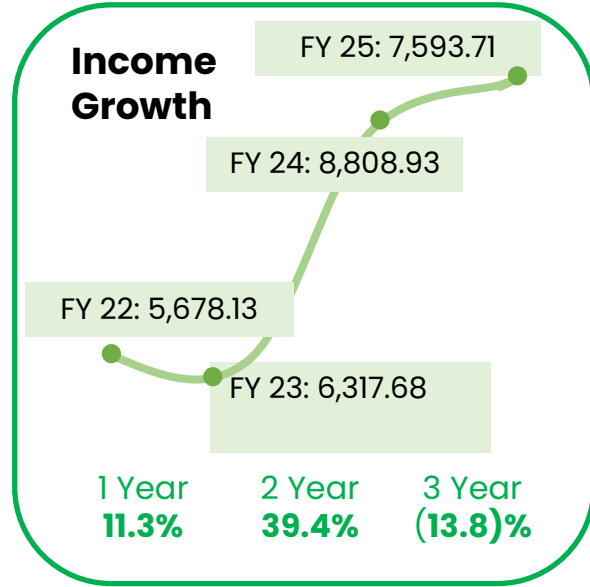


Financials: Q4 FY2024-25 (Consolidated in INR Lakhs)

	Q4 FY2024-25	Q3 FY2024-25	FY2024-25	Q4 FY2023-24
Income	1,859.47	2,118.51	7,593.71	2,269.01
Expenses	1,778.18	2,010.28	7,220.29	1,973.91
EBITDA	81.29	108.23	373.42	295.10
Finance Costs	16.22	19.73	71.51	17.40
Depreciation	2.94	2.80	8.69	7.06
PBT	62.13	85.70	293.22	270.64
Exceptional Items	-	-	-	77.70
Tax Expenses	21.59	14.19	63.21	61.12
PAT	40.54	71.51	230.01	131.82

Financials: Annual FY Performance

(Consolidated in INR Lakhs)



Financial Ratios as on 31 March, 2025

Debt/Equity

0.35

Current Ratio

1.60

Debtors Turnover

124 days

Team Size

85

Financials: CMRSL P&L (Consolidated in INR Lakhs)

	FY Ended 31 March 2025	FY Ended 31 March 2024	FY Ended 31 March 2023	FY Ended 31 March 2022
Income	7,593.71	8,808.93	6,317.68	5,678.13
Expenses	7,220.29	8,129.15	5,878.10	5,327.60
EBITDA	373.42	679.78	439.58	350.53
Finance Costs	71.51	80.81	82.47	92.62
Depreciation	8.69	27.95	27.31	26.56
PBT	293.22	571.02	329.80	231.35
Exceptional Items	-	77.70	-	-
Tax Expenses	63.21	134.63	117.97	71.34
PAT	230.01	358.69	211.83	160.01
EPS	7.86	12.25	7.79	6.35
Weighted No. of Shares	29,28,000	29,28,000	27,20,088	25,20,000

BUSINESS OVERVIEW



Q4 FY2024-25 Business Updates

- In Q4 2024-25, CMRSL registered INR 18.59 Crore, a decline of 18% YoY. Q4 remained a slow quarter for the Company.
- H2 Earnings growth was 10% above first 6 months, i.e. H1 FY 2024-25.
- The EBIDTA for the year was INR 3.37 Crore, while PAT was INR 2.30 Crore.
- Despite earnings drop the Company was able to reduce its costs to maintain profitability. Furthermore, the Company maintained good governance to manage cashflows effectively.



Investor Notes

- The Management accepts that FY24-25 has not been good as it should be in terms of Turnover and profitability.
- CMRSL's Board at its meeting held on May 27, 2025 has **recommended a Dividend of Rs. 2 per share (i.e. 20% of face value)**, subject to approval of shareholders at the ensuing AGM.
- Mr. Arun Seth has stepped down as Independent Director w.e.f. April 11, 2025.
- Mr. Rajesh Kumar has joined the Board as Independent Director w.e.f. May 27, 2025.
- During FY24-25, the Company had received a **demand order of Rs. 8.09 crore from GST Department. We have successfully contested** the matter, and consequently the order has been disposed off.
- The Company has not received any other material show cause notice/demand order (except the aforesaid) from any statutory/regulatory authority.
- There is no litigation having material amount by or against the Company.



Good Governance Notes

- During FY24-25, the Company has further enhanced its **in-house MIS 'Arya'**. This continues to bring in operational efficiency and seamless coordination. The company is also leveraging AI to improve productivity across all business functions.
- In FY2024-25, the company has significantly improved its technology capability. This reflects in better client retention, and a wider suit of offerings for our customers.
- During FY24-25, the Company has adopted following new policies:
 - **Vendor Policy**
 - **Debtors' Escalation Policy**
 - **Digital Assets Policy**

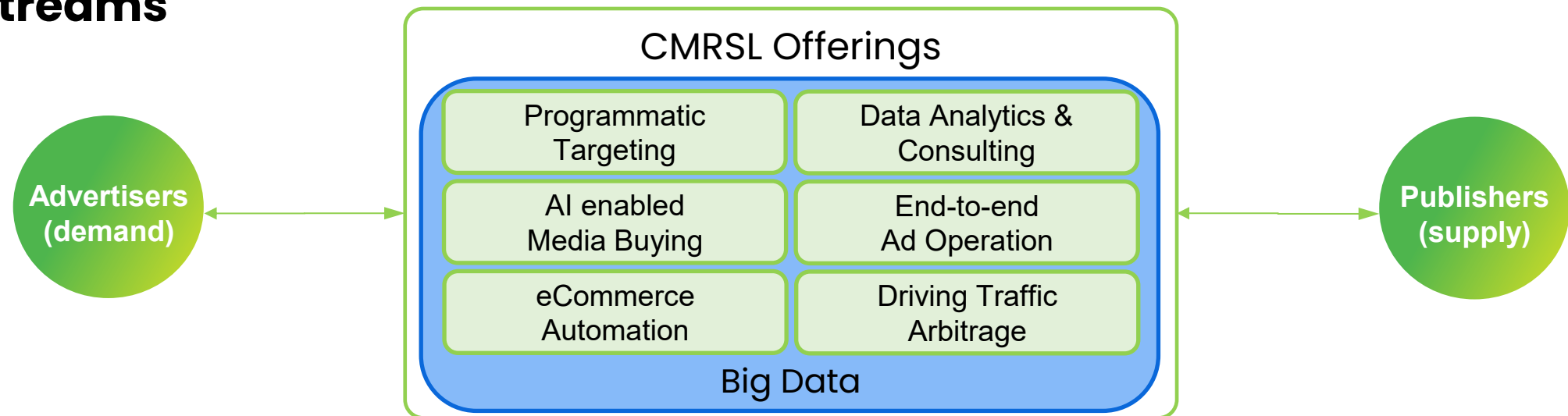


CMRSL VISION 2028



Vision 2028

- Establish among the **largest digital marketing agencies** in India
- Build a **moat by becoming a centralized data, products and service** provider for stakeholders across the ecosystem
- Enhance value creation between advertisers & publishers. **Be a technology enabler (focus on AI enablement) with multiple revenue streams**



Our Technology Philosophy

- Meaningful Marketing
- Accurate Marketing
- Automated Marketing

CMRSL products **simplifies marketing** for brands & publishers

Our **modern, scalable marketing solutions** are aligned directly with **customer success**



Our Key Strengths – An Ecosystem Play



CyberMedia is a Recognized Brand

CyberMedia known across the advertising community



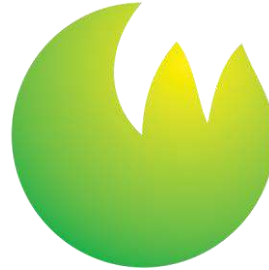
Programmatic Sweet-spot

Our presence with advertisers and publishers offers multiple opportunity in Programmatic. CMRSL tech to drive this growth



Data Fueled Growth

Strong Track Record and Expertise in Data Analytics and Market Insights & Research



CMRSL



International Focus

Presence across International Markets out of Singapore



Machine Learning + AI

Technology Driven marketing decisions. Managing data across 250 mn+ users across many industries



CMGalaxy SaaS

SaaS offerings to Brands gaining strong interest



THANK YOU.

CONTACTS

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✉ enquiry@cmrsl.net