

MEDIA INFO SYSTEMS (PRIVATE) LIMITED
STATEMENT OF FINANCIAL POSITION
AS AT 31 DECEMBER 2023

EQUITY AND LIABILITIES	NOTE	2023 Rupees	2023 Rupees	PROPERTY AND ASSETS	NOTE	2023 Rupees	2023 Rupees
SHARE CAPITAL AND RESERVES							
Share capital	4	44,275,000	44,275,000	Property and equipment	11	15,655,786	15,397,219
Revenue reserve		7,232,382	1,297,154	Intangible assets	12	79,100	118,651
Unappropriated profit		51,507,382	45,572,154	Security deposits	13	1,024,000	1,024,000
				Investment in subsidiaries	14	1,398,000	1,398,000
				Subordinated loan to subsidiary	15	10,800,000	10,800,000
						28,956,886	28,737,870
NON CURRENT LIABILITIES							
Lease liability	5	83,597	577,048				
Deferred taxation	6	-	-				
CURRENT LIABILITIES							
Creditors, accrued and other liabilities	7	19,003,565	14,869,868	Trade debts	16	10,967,064	10,923,504
Unearned revenue		-	1,922,300	Receivable from subsidiary	17	10,728,130	7,490,331
Short term advances	8	-	2,000,000	Advances, prepayments and other receivables	18	3,704,607	2,955,059
Accrued markup		33,279	34,425	Taxes adjustable		21,750,254	20,583,115
Current portion of lease liability	5	1,223,872	1,537,526	Cash and bank balances	19	98,494	477,182
Running finance facility	9	4,353,740	4,653,740			47,248,549	42,429,191
		24,614,456	25,017,859				
CONTINGENCIES AND COMMITMENTS							
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		76,205,435	71,167,061			76,205,435	71,167,061

The annexed notes 1 to 31 form an integral part of these accounts.

DIRECTOR



CHIEF EXECUTIVE

MEDIA INFO SYSTEMS (PRIVATE) LIMITED
STATEMENT OF PROFIT OR LOSS
FOR THE SIX MONTHS ENDED 31 DECEMBER 2023

	NOTE	2023 Rupees	2023 Rupees
REVENUE			
Revenue from monitoring data	20	61,443,436	101,265,551
EXPENSES			
Staff salaries	21	33,665,956	57,556,303
Electricity expenses		3,626,708	7,176,449
Internet charges		1,719,116	2,957,501
Reporting contents purchase		1,358,959	2,153,477
Generator fuel and maintenance		250,148	493,271
Rent, rates and taxes		1,618,255	3,159,199
Cable TV charges		885,650	1,207,385
Corporate SMS charges		-	114,201
Staff tea and iftar		1,059,956	1,459,296
Security expenses		287,085	1,069,735
Utilities		237,806	482,944
Maintenance		758,286	1,902,690
Miscellaneous expenses		161,840	388,021
Printing and stationary		341,749	426,963
Legal and professional charges		-	650,000
Fees and subscription		67,885	89,350
Software license fees		1,211,313	940,562
Travelling and conveyance		2,621,767	2,947,439
Communication and postage		183,101	466,781
Office supplies		252,949	464,579
Insurance expenses		207,633	934,736
Staff training		52,000	871,326
Auditors' remuneration	22	250,000	443,500
Ijara rentals		821,224	1,815,247
Depreciation charge		2,132,062	3,989,524
Provision for Bad Debts		-	1,622,056
Software amortization		39,551	39,551
		(53,810,999)	(95,822,086)
OPERATING PROFIT		7,632,437	5,443,465
OTHER INCOME	23	556,693	379,022
FINANCE COST	24	(438,044)	(999,796)
PROFIT BEFORE TAX		7,751,086	4,822,691
TAXATION	25	(1,815,858)	(6,906,084)
(LOSS)/ PROFIT AFTER TAX		5,935,228	(2,083,393)

The annexed notes 1 to 31 form an integral part of these accounts.

DIRECTOR



CHIEF EXECUTIVE

MEDIA INFO SYSTEMS (PRIVATE) LIMITED
STATEMENT OF CASH FLOWS
FOR THE SIX MONTHS ENDED 31 DECEMBER 2023

	2023 RUPEES	2023 RUPEES
CASH FLOW FROM OPERATING ACITIVITIES		
Profit before taxation	7,751,086	4,822,691
Depreciation	2,132,062	3,989,524
Amortization	39,551	39,551
Finance cost	438,044	999,796
Gain on disposal of fixed assets	(555,500)	(162,979)
	2,054,157	4,865,892
	9,805,243	9,688,583
CHANGES IN WORKING CAPITAL		
(Increase)/ decrease in current assets:		
Trade debts	(43,560)	1,051,038
Taxes adjustable	(1,167,139)	2,001,447
Recievable from subsidiary	(3,237,799)	(6,488,691)
Advances, deposits, prepayments and other receivables	(749,548)	(613,290)
	(5,198,046)	(4,049,496)
Increase/ (decrease) in current liabilities:		
Creditors, accrued and other liabilities	4,133,697	3,239,992
Unearned revenue	(1,922,302)	1,467,726
	2,211,395	4,707,718
Finance charges paid	(439,190)	(967,176)
Income tax paid	(1,815,858)	(6,906,084)
Net cash generated from operations	4,563,544	2,473,545
CASH FLOWS FROM INVESTING ACTIVITIES		
Fixed capital expenditure	(2,390,629)	(4,999,075)
Proceeds from sale of assets	555,500	1,025,700
Security deposit	-	-
Long term investment	-	(199,000)
Subordinated loan to subsidiary	-	-
	(1,835,129)	(4,172,375)
Net cash used in investing activities	(1,835,129)	(4,172,375)
CASH FLOWS FROM FINANCING ACTIVITIES		
Loan (repaid)/ obtained	(2,000,000)	1,282,252
Long term borrowing repaid	-	-
Lease obtained/(repaid)	(807,105)	(1,525,595)
Running finance facility availed	(300,000)	1,851,621
Net cash generated from financing activities	(3,107,105)	1,608,278
NET INCREASE IN CASH AND CASH EQUIVALENTS	(378,690)	(90,552)
Cash and cash equivalent at the beginning of the year	477,182	567,733
Cash and cash equivalent at the end of the year	98,492	477,181

The annexed notes 1 to 31 form an integral part of these accounts.

DIRECTOR



CHIEF EXECUTIVE

MEDIA INFO SYSTEMS (PRIVATE) LIMITED
STATEMENT OF CHANGES IN EQUITY
FOR THE PERIOD ENDED 31 DECEMBER 2023

Particulars	Share capital	Revenue reserves	
		Unappropriated profit/ (loss)	Total equity
	Rupees	Rupees	Rupees
Balance as on 01 July 2022	44,275,000	3,380,547	47,655,547
Total comprehensive income for the year	-	(2,083,393)	(2,083,393)
Balance as on 30 June 2023	44,275,000	1,297,154	45,572,154
Total comprehensive Profit for the half year	-	5,935,228	5,935,228
Balance as on 31 December 2023	44,275,000	7,232,382	51,507,382

The annexed notes 1 to 31 form an integral part of these accounts.


DIRECTOR




CHIEF EXECUTIVE

MEDIA INFO SYSTEMS (PRIVATE) LIMITED
STATEMENT OF OTHER COMPREHENSIVE INCOME
FOR THE PERIOD ENDED 31 DECEMBER 2023

	2023 Rupees	2023 Rupees
(Loss)/ Profit for the year	5,935,228	(2,083,393)
Other comprehensive income:		
Items that will be subsequently reclassified in the statement of profit or loss	<div><div></div><div>-</div></div>	<div><div></div><div>-</div></div>
Items that will not be subsequently reclassified in the statement of profit or loss	<div><div></div><div>-</div></div>	<div><div></div><div>-</div></div>
	-	-
Total comprehensive (loss)/ income for the year	<div><div>5,935,228</div></div>	<div><div>(2,083,393)</div></div>

The annexed notes 1 to 31 form an integral part of these accounts.


DIRECTOR




CHIEF EXECUTIVE

11. PROPERTY AND EQUIPMENT

Particulars	Furniture and fixtures	Office equipments	Electrical fittings and equipments*	Computers and equipment	Vehicles**	Total
Cost						
Balance as at 30 June 2022	2,098,747	1,588,414	6,536,136	24,314,809	4,285,667	38,823,773
Additions during the year	783,679	-	-	3,986,784	228,612	4,999,075
Disposals during the year	-	(23,000)	(329,800)	(8,161,400)	(75,111)	(8,589,311)
Balance as at 30 June 2023	2,882,426	1,565,414	6,206,336	20,140,193	4,439,168	35,233,537
Additions during the half year	142,900		24,700	2,223,029		2,390,629
Disposals during the half year						-
Balance as at 31 December 2023	3,025,326	1,565,414	6,231,036	22,363,222	4,439,168	37,624,166
Depreciation						
Balance as at 30 June 2022	1,215,962	1,137,030	2,848,813	17,721,857	649,721	23,573,383
Charge for the year	183,330	67,611	552,214	2,436,472	749,897	3,989,524
On disposals	-	(19,632)	(268,789)	(7,413,282)	(24,887)	(7,726,590)
Balance as at 30 June 2023	1,399,292	1,185,009	3,132,238	12,745,047	1,374,731	19,836,317
Charge for the half year	121,953	28,530	232,410	1,442,726	306,444	2,132,062
On disposals	-	-	-	-	-	-
Balance as at 31 December 2023	1,521,245	1,213,539	3,364,648	14,187,773	1,681,175	21,968,380
Carrying amounts-2023	1,504,081	351,875	2,866,388	8,175,449	2,757,993	15,655,786
Carrying amounts-2023	1,483,134	380,405	3,074,098	7,395,146	3,064,437	15,397,220

Rates of depreciation

15%

15%

15%

30%

20%

* This includes a generator costing Rs. 2,177,778/- obtained under a lease agreement from M/S ORIX Leasing Pakistan Limited. (refer note 5.1).

** This includes a motor vehicle costing Rs 4,154,000/- obtained under a Musharaka agreement from First Pak Modaraba (refer note 5.2).

*** The details of operating fixed assets disposed off during the year have not been provided because aggregate book value of these assets do not exceed Rs. 5,000,000/-.

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