

NOTES TO FINANCIAL STATEMENTS FOR THE YEAR ENDED 31st MARCH,2013 (CONTD.)

35 Segment reporting for the year ended 31st March, 2013

(I) Information about Primary Geographical Segments

	Trade promotion Activities in India	Trade promotion Activities Abroad	Unallocated	Total
<b>Revenue</b>				
External	2,12,56,11,444	22,81,87,481	-	2,35,37,98,925
	-2,71,01,59,115	-21,54,52,940	-	-2,92,56,12,055
Inter-segment	-	-	-	-
Total revenue	2,12,56,11,444	22,81,87,481		2,35,37,98,925
	-2,71,01,59,115	-21,54,52,940		-2,92,56,12,055
<b>Result</b>				
Segment result	75,01,99,330	-4,60,96,901	-	70,41,02,429
	-1,31,63,01,763	(-138,910,130)	-	-1,17,73,91,633
Unallocated expenditure net of unallocated income	-	-	-12,38,20,465	-12,38,20,465
	-	-	(-87,756,541)	(-87,756,541)
Interest/Dividend income	-	-	94,16,16,514	94,16,16,514
	-	-	-74,36,05,513	-74,36,05,513
Surplus before taxation and exceptional items	-	-	-	1,52,18,98,478
	-	-	-	-1,83,32,40,605
Prior Period Adjustment(Net)	-	-	-	10,40,573
	-	-	-	(-2,929,819)
Excess of income over expenditure	-	-	-	1,52,29,39,051
	-	-	-	-1,83,03,10,786
<b>Other information</b>				
Segment assets	91,94,98,313	10,06,79,236	11,77,66,10,570	12,79,67,88,119
	-93,17,46,346	-18,11,81,507	-10,03,67,25,430	-11,14,96,53,283
Segment liabilities	70,13,95,572	6,34,30,488	90,28,11,707	1,66,76,37,767
	-61,92,18,528	-7,69,40,291	-84,72,83,163	-1,54,34,41,982
Capital expenditure	7,27,74,248	-	-	7,27,74,248
	-4,52,18,803	-	-	-4,52,18,803
Depreciation & Amortisation	4,71,94,129	-	-	4,71,94,129
	-4,38,00,668	-	-	-4,38,00,668
Non-cash expenses other than depreciation	-	-	-	-

(II) The company does not have any Secondary Segment.

**NOTE:** (a) Unallocated expenditure includes 10% of establishment and office expenses. The balance is apportioned among the segments on the basis of their respective revenues.

(b) Unallocated assets and liabilities include those which are not possible to be appropriately identified to a specific segment.

(c) Figures in brackets in the Segment Report relate to previous year.

36 PREVIOUS YEAR FIGURES

The Previous year's figures have been regrouped / reclassified / recast, wherever considered necessary.

sd/- <b>(P.C.Sharma)</b> Senior General Manager & Company Secretary	sd/- <b>(B.L.Meena)</b> Officer on Special Duty & Financial Advisor	sd/- <b>(Malay Shrivastava)</b> Executive Director	sd/- <b>(Rita Menon)</b> Chairperson & Managing Director
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Place: New Delhi  
Dated:23/08/2013