

33. Segment reporting for the year ended 31st March, 2012

(I) Information about Primary Geographical Segments

(All amounts in Rs.)

	Trade promotion Activities in India	Trade promotion Activities Abroad	Unallocated	Total
Revenue .				
External	2,710,159,115 (1,851,910,361)	215,452,940 (646,637,775)	- -	2,925,612,055 (2,498,548,136)
Inter-segment	-	-	-	-
Total revenue	2,710,159,115 (1,851,910,361)	215,452,940 (646,637,775)		2,925,612,055 (2,498,548,136)
Result				
Segment result	1,316,301,763 (538,759,851)	-138,910,130 (-224,310,787)	-	1,177,391,633 (314,449,064)
Unallocated expenditure net of unallocated income	-	-	-87,756,541 (-81778067)	-87,756,541 (-81778067)
Interest/Dividend income	-	-	743,605,513 (483,813,930)	743,605,513 (483,813,930)
Surplus before taxation and exceptional items	-	-	-	1,833,240,605 (716,484,927)
Prior Period Adjustment(Net)	-	-	-	2,929,819 (7,738,619)
Excess of income over expenditure	-	-	-	1,830,310,786 (708,746,308)
Other information				
Segment assets	931,746,346 (1,207,688,037)	181,181,507 (232,487,258)	10,036,725,430 (8,114,637,500)	11,149,653,283 (9,554,812,795)
Segment liabilities	619,218,528 (983,740,656)	76,940,291 (67,339,620)	847,283,163 (727,832,004)	1,543,441,982 (1,778,912,280)
Capital expenditure	45,218,803 (873,824,035)	-	-	45,218,803 (873,824,035)
Depreciation & Amortisation	43,800,668 (34,841,119)	-	-	43,800,668 (34,841,119)
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

