

PRESS RELEASE**Pressman Advertising's Q2 PAT Up 36%**

Kolkata, 17 October 2017: For the quarter ended 30th September, 2017, Pressman Advertising's Income from Operations stood at Rs.1241.97 lacs (Rs.1161.74 lacs) while Profit Before Tax increased to Rs.258.46 lacs (Rs.208.57 lacs).

The Company's Profit AfterTax for the quarter increased by 36% to Rs.187.98 lacs (Rs.138.31 lacs).

For the half year ended 30th September, 2017, the Total Income of the Company stood at Rs.2391.91 lacs (Rs.2438.83 lacs) while Profit After Tax stood at Rs.409.21 lacs (Rs.325.50 lacs).

The Company's focus on the digital and consulting businesses has resulted in a healthy increase in net margins for the half year ended 30th September, 2017 to 18.31% (13.78%).

Pressman Advertising has strong fundamentals with Reserves and Surplus at Rs.2760.87 lacs on an Equity Share Capital of Rs.469.66 lacs. The Company is debt free.

The Company is engaged in the business of traditional & digital advertising and public relations, and is a Google partner. Pressman is the only advertising agency listed on NSE and BSE.

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