



Vertoz Advertising Limited
(Formerly Known as Vertoz Media Pvt. Ltd.
& Vertoz Media Ltd.)

CIN: L74120MH2012PLC226823

Regd. Office.: 602 Avior Nirmal Galaxy

LBS Marg Mulund West Mumbai 400080 India

t: +91 22 6142 6030

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e: corp@vertoz.com

w: www.vertoz.com

9th July 2020

The Manager – Listing Department,
National Stock Exchange of India Limited,
“Exchange Plaza”, 5th Floor,
Plot No. C/1, G Block,
Bandra-Kurla Complex,
Bandra (East), Mumbai – 400 051.

Symbol: VERTOZ

Series: EQ

Subject: Disclosure of material impact of COVID-19 pandemic on the Company under SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

Dear Sir/Madam,

Pursuant to the provisions of Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, read with SEBI Circular No. SEBI/HO/CFD/CMD1/CIR/P/2020/84 dated May 20, 2020, please find the enclosed herewith the disclosure of material Impact of COVID-19 pandemic on the operations and performance of the Company.

This is for your information and records.

Yours Faithfully,

For Vertoz Advertising Limited

Zill Shah

Zill Shah

Company Secretary & Compliance Officer



Encl: A/a



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MATERIAL IMPACT OF COVID-19 PANDEMIC ON OPERATIONS AND PERFORMANCE OF THE COMPANY:

A] Impact of COVID-19 on business:

The outbreak of Coronavirus (COVID-19) pandemic globally is causing a slowdown in economic activity. In many countries, businesses are being forced to cease or limit their operations for long or indefinite periods. Measures taken to contain the spread of the virus, including travel bans, quarantines, social distancing, and closures of non-essential services have triggered disruptions to businesses worldwide, resulting in an economic slowdown and uncertainties pertaining to future operations.

As a precautionary measure over COVID – 19, the Company had provided work from home facility to all its employees from 17th March, 2020 and intimation for the same was given to the Stock Exchange vide its letter dated 16th March, 2020.

During this challenging time, the Company's focus is on supporting customers, employees and the local communities in which we operate along with safeguarding the interest of all the Stakeholders.

The Company is remotely operational and has instructed its staff to Work from Home, the Company has made all the necessary arrangements to ensure the staff is able to deliver on projects for the Company's clients.

B] Ability to maintain operations including office spaces functioning and closed down:

The Company is complying with all the conditions imposed by the Government of India / State Government / Local authorities and undertaking the necessary measures for safeguarding health and safety to the workplace. The Company will continue its efforts towards achieving normalized level of operations, depending upon prevailing situation and the Government directives.

C] Schedule, if any, for restarting the operations (or) Estimation of the future impact of COVID-19 on its operations :

The Company is currently assessing the situation as per the guidelines issued by the Ministry of Home Affairs (MHA) and the Local State Authorities. The Company with a view of ensuring safety has extended Work from Home for all employees until further updates from the Company on the same.

D] Details of impact of COVID-19 on Listed Entity's:

a. Capital and Financial Resources:

The impact of COVID 19 may differ from that estimated as at the date of approval of the financial results for the financial year ended 31st March 2020. The Company will continue to monitor any material changes to the operations based on future economic conditions.





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The Company is monitoring all financial resources available to mitigate any risks due to COVID-19. However, the Company is witnessing delay in receivable collection from clients as their business is impacted by Covid-19.

b. Profitability:

Due to sudden outbreak of Covid-19 in 4th Quarter of FY 2019-20 there is a slight impact on topline and effectively on bottom line too. In view of continuation in lock down across the globe at various level, the profitability during 1st quarter and 2nd quarter of Financial Year 2020-2021 is likely to be slightly impacted. As the business situation is very dynamic, the company is closely monitoring it. Though we do hope the business situation should normalize soon.

c. Liquidity Position:

As explained above, the Company is monitoring the position in a dynamic basis to mitigate any risks due to Covid-19. The Company does hope cash position to be normal soon.

d. Ability to service debt and other financing arrangements:

In this tough time also, the Company has much ability to service its debt and other financial arrangement from its internal cash accruals. Though the cash position is challenging, with tight control over expenditure, the Company is trying its best to serve its debt and other financing arrangement.

e. Assets:

The Company has considered the possible effects that may result from COVID-19 on the carrying amounts of its assets. In developing the assumptions relating to the possible future uncertainties in the global conditions because of the pandemic, the Company, as on date on approval of the financial results for the Financial Year ended 31st March, 2020, have used variable information as available. The Company has performed sensitivity analysis on the assumptions used and based on current estimates expects the carrying amount of these assets will be recovered.

f. Internal Financial Reporting and Control:

The Company has strong internal systems in place. Even during the lockdown with staffs working from home, all reporting systems worked without any disruption.

g. Supply Chain:

There has been no impact.

h. Demand for its products/ services:

As there is slow down in economy overall there is slight decrease in the demand from open market but as and when the situation gets in control over COVID - 19 and industry opens, there will be surely good opportunity for us being Digital Online Advertising Service Company and it will help us to grow and acquire good market share from the Industry.





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E] Other relevant material updates about the listed entity's business:

There is no other relevant update about the business of the Company. However, the Company is monitoring the situation and will further update on the matter as and when required.

The Company shall keep all its Stakeholders informed as and when any material development takes place which may have a significant impact on the Company.

Note: Certain statements in this document may be forward-looking statements. Such forward-looking statements are subject to certain risks and uncertainties like regulatory changes, local political or economic developments, and many other factors that, could cause our actual results to differ materially from those contemplated by the relevant forward-looking statements. Further, past performance is not necessarily indicative of future results. Given these risks, uncertainties and other risk factors, viewers are cautioned not to place undue reliance on these forward-looking statements. The Company will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.

