

INTERNSHIP REPORT ON
“ADSYNDICATE SERVICES PVT LTD”

Submitted by
AKSHAYA
USN: 4AL21BA004

Submitted To



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

In partial fulfilment of the requirements for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION

Under the guidance of
INTERNAL GUIDE

Mr. Johnson Fernandes

Assistant Professor

PG Department of Business Administration

AIET, Mijar



P G DEPARTMENT OF BUSINESS ADMINISTRATION
ALVAS INSTITUTE OF ENGINEERING AND TECHNOLOGY

2022-23

DATE: 30/01/2023

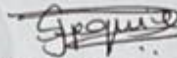
CERTIFICATE

This is to certify that **AKSHAYA** bearing USN **4AL21BA004**, is a bonafide student of Master of Business Administration program of the Institute (2021-23) affiliated to Visvesvaraya Technological University, Belagavi.

The Internship report on "**ADSYNDICATE SERVICES PRIVATE LIMITED., MANIPAL**" is prepared by her under the guidance of **Mr. Johnson Fernandes**, Assistant Professor, PG Department of Business Administration in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belagavi, Karnataka.



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03/01/2023

To Whomsoever It May Concern

This is to certify that Ms. Akshaya (USN:4AL21BA004) student of Alva's Institute of Engineering & Technology, Moodbidristudying MBA has completed her internship program at Adsyndicate Services Private Limited, 3rd Floor, Sairam Central Mall, Manipal-576104 from 20thOctober 2022 to 20th November 2022.

She has completed her internship program with us and we wish her success in her future endeavors.

For Adsyndicate Services Pvt Ltd



Ms. Glasmine
VP-HR

Adsyndicate Services Pvt Ltd

Registered Office: 3rd Floor, Sairam Central Mall, Syndicate Circle, Manipal - 576 104. Ph: 0820 2714400
CIN: U79300KA1997PTC021633 website: www.adsyndicate.in email: info@adsyndicate.in

DECLARATION

I Akshaya bearing USN 4AL21BA004 hereby declare that the Internship Report on “Adsyndicate Services Pvt Ltd” has been prepared by me under the guidance of Mr. Johnson Fernandes, Assistant Professor, Department of MBA, Alva’s Institute of Engineering and Technology and External assistant by Mrs. Glasmine, HR Manager, Adsyndicate Services Pvt Ltd.

I also declare that this Internship work is towards the partial fulfilment of the university regulation for the award of degree of Master of Business Administration by VTU Belgaum, Karnataka.

I further declare that this report is based on the original study undertaken by me and has not been submitted for the award of any degree from any other University/Institution.

Place: Mijar

Date:

Signature of the student
(AKSHAYA)

ACKNOWLEDGEMENT

I would like to take this opportunity to express my sincere gratitude to all those who have helped me throughout this Internship. It gives me immense pleasure to acknowledge all those who have encouraged and supported in the successful completion of this work.

I would like to express my sincere thanks to Principal Dr. Peter Fernandes, AIET, Mijar. I express my deep sense of gratitude to my internal guide Mr. Johnson Fernandes, Assistant Professor, Dept. of MBA, for his constant support and encouragement to carry out my internship successfully without much difficulty.

I extend my sincere thanks to my external guide Mrs. Glasmine for her guidance. Finally, I express my sincere thanks to my parents, family, friends, and all the staff of the MBA department, whose support and encouragement kept me going in times of need.

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EXECUTIVE SUMMARY:

In India, Adsyndicate is a top independent 360-degree communication agency with locations in 12 cities, more than 25 years of experience, and a reputation for excellence. Adsyndicate Services Private Limited was founded on January 13th, 1997. It is a full-service digital agency that provides unique and creative solutions.

An organisation that provides services related to creating, organising, and managing advertising campaigns is known as an advertising agency, also referred to as a creative agency. It might also oversee additional client marketing and promotion strategies. Advertising agencies are frequently external, independent businesses that work for their customers, who may be other businesses, non-profit organisations, multinational corporations, or other agencies. Brands have traditionally employed advertising agencies to produce television commercials and run print campaigns in magazines, newspapers, and on billboards.

In the first chapter, we can see the more detailed information about the industry profile and introduction to the company. The second chapter describes each and every aspect related to company that is background of company, nature of business, vision, mission, quality policy, workflow model, services offered and so on. The third chapter is about Mckensy's 7s framework. The fourth chapter is all about the SWOT analysis where we are going to see what are the strength, weakness, opportunities and threats the company is having. The firm can utilise its resources and man power only when it will understand the strength and weakness of it. The fifth chapter is about the analysis of the financial statement of Adsyndicate. Learning experience is quoted in the Chapter 6.

CHAPTER-1
INTRODUCTION ABOUT ORGANIZATION AND INDUSTRY

INTRODUCTION ABOUT ORGANIZATION AND INDUSTRY

Industry Profile:

The advertising industry is made up of businesses that advertise, agencies that produce the ads, media that runs the ads, and a large number of individuals who take the ads all the way to the consumer or clients, including visualizers, copy editors, researchers, brand managers, designers and creative minds. A company employs an advertising firm to market itself and/or its products. The business provides the agency with a briefing on the brand, its visuals, the principles and values that underpin it, the target markets, etc. To interact with users, the agencies transform concepts and ideas into graphics, text, layouts, and themes. Following client approval, the advertisements air in accordance with the bookings made by the agency's media buying team.

Due to the transition from traditional print to the Internet, which has brought forth new technology to more effectively and precisely deliver adverts to clients, advertising has changed significantly during the past two decades.

An advertising agency, often known as a creative agency, is a business that offers services related to developing, organizing, and managing advertising campaigns. It may also manage other types of client promotion and marketing. Advertising agencies are often external, independent firms that operate for their clients, which can be other agencies, enterprises, multinational corporations, or non-profits. To create television ads and run print campaigns in magazines, newspapers, and on billboards, brands historically hired advertising agencies. Today, a wide range of advertising and marketing technologies are used by numerous agencies to design, implement, and manage online campaigns. These organizations also go by the names interactive, media, or digital agencies.

Industry Structure:

Advertising companies consistently seem to discover new ways to adapt to market demands. The basic organizational structure of these firms hasn't altered all that much despite managing numerous marketing, promotion, and even advertising components. Regardless of size, all advertising businesses typically consist of three main departments or parts: account services, creative Teams, and media professionals. Even though they may go by different names in different

organizations, these items typically have the same functions.

Competitive Landscape:

There are many small and large firms in the extremely fragmented Indian advertising market.

Growth Opportunities:

In 2021, the Indian advertising market had a value of INR 667 billion. Looking ahead, IMARC Group projects that the market would grow at a compound annual growth rate (CAGR) of 11.3% from 2022 to 2027, reaching INR 1,272 billion.

Indian Advertising Market Trends:

Businesses are investing more in aggressive marketing tactics, promotional activities, creative packaging, and celebrity endorsements as a result of India's rapid urbanization and economic expansion. Additionally, one of the major reasons favourably affecting the industry is the increased emphasis that businesses are placing on increasing client retention and luring new customers. In addition, a positive market outlook is being produced by the increased usage of digital advertising solutions as a result of India's rising high-speed internet access penetration. This makes it easier to deploy digital advertising, as does the ubiquitous usage of cell phones, laptops, and tablets. People's growing reliance on social media platforms is giving businesses a tonne of chances to advertise their goods and services. Leading firms in the advertising market are seeing significant development prospects as consumer preferences toward online buying shift and e-commerce infrastructure continues to improve. Additionally, the rise of media and entertainment channels as well as the introduction of subscription-based channel models are contributing to this. Additionally, a positive market view is being provided by the new trend of advertising through important athletic events, such as the Indian Premier League and sports expo in India. Additionally, industry expansion is being fuelled by the Government of India's (GoI) increasing expenditures on political advertising.

Employment Opportunities:

There are tremendous opportunities in Indian Advertising industries in the country and abroad. The opportunities include that of account planner, executive, copywriter, visualizer, creative art director, animator, multimedia expert, photographer, printer, TV producer, media planner, web developer jobs, web planner and marketing professional. Candidates qualified in Commercial Art have great opportunities. MBA can also play a significant role in client servicing. However, individual's creativity and ability for innovation are more important than academic degrees. The advertising industry always has a perennial demand of talent.

Latest Development:

- The global Advertising Industry as far as scale of operations and scope is concerned the turnover is close to USD 450 billion annually. Indian Advertising Industry contributes less than 1.5% which is next to China and Russia. The global ad industry is expected to reach growth rate of 2% in 2010 which is better than 2009 while Indian ad industry is contrast estimates to reach growth rate of 10% figuring about rupees 23700 crores. The reasons are because of IPL, Football World Cup, Commonwealth Games.
- India contributes to 17% of the world population but is only 0.7% of the world advertising market so it has huge potential to grow in future.
- Experts reveal that the total advertisement spending by the political party would be around Rs. 800 crores. The Congress and the BJP alone could spend over Rs. 400 crores on ads on television, radio and newspapers. Most of the ads appear on going to general entertainment and regional TV channels and hardly a small proportion in news channels.
- Worldwide Partne rinc are the nineth largest global network of more than 90 marketing and communication agencies in about 50 countries which has recently tied up with Indian Pressman Advertising and Marketing Ltd following repeated enquiries about India.
- Indian Advertising spends as percentage of GDP at 0.34% which is comparatively low, as opposed to other developed and developing countries, where the average is around 0.98%, which requires a lot space for development and enhancements in the Indian Advertising Industry.

Introduction to the company:

Adsyndicate is a leading independent 360-degree communication agency in India with more than 25 years of expertise and locations across 12 cities. On January 13, 1997, Adsyndicate Services Private Limited was established. The organization is a full-service digital agency that offers original and artistic solutions. Digital marketing, movies, events, BTL, print, and design services are among the things they offer. Bangalore, Chennai, Coimbatore, Mangalore, New Delhi, Kolkata, Mumbai, Pune, and other cities are home to its branches.



CHAPTER-2

ORGANIZATION PROFILE

Organization Profile

1. Background:

Ad-syndicate Services Private Limited is a non-governmental organization that was founded on January 13th, 1997. It is a privately held, unlisted company and is categorized as a "company limited by shares." The company's paid-up capital, which is Rs 5.0 lakhs, is 50.0% of its authorized capital, which is Rs 10.0 lakhs. The most recent annual general meeting of Ad-syndicate Services Private Limited took place on September 28, 2017. (AGM). The company's most recent financial information update, according to the Ministry of Corporate Affairs, was made on March 31, 2017 (MCA). Since it began operating commercially 25 years ago, Ad-syndicate Services Private Limited has focused mostly on the Community, Personal, and Social Services sector. Currently serving are PRABHAKAR SASTANA PAI and UDUPI BADA KILLAYA RAO KRISHNARAJ.

2. Nature of the Business:

Adsyndicate is a company that focuses solely on providing services. It includes integrated advertising solutions and 360-degree marketing and branding coverage. Delivering distinctive, cutting-edge digital experiences that enrich the essence of brands has been set as the key goal. Media planning, digital marketing, events, brand management, advertising, and audio visuals are their areas of passion. They collaborate with clients in a variety of sectors, including banking, consumer electronics, education, fashion, FMCG, healthcare, information technology, real estate, tourism, and others.

3. Vision, Mission and Quality policy:

Vision

Be the most preferred and the leading communication solutions partner.

Mission

Be the change agent in a highly challenging world of advertising.

Be the partner for new and forward-thinking communication deliverables. Be the popular and employee friendly place for intellectual thinking and operations. Be the most preferred institution to work and individually.

Deliver strong financial and operational performance.

Quality Policy

The Quality Policy is focused on the client. It is their aim and duty to understand the client's requirements, develop optimal solutions, ensure quality at every step and achieve the commitments to delivery and services, before and after any sale. The quality policy is underlined by:

- The establishment of a user-friendly quality assurance system that is available to and used by all project stakeholders.
- Creation of a smoother more efficient product development process (i.e., Creation of Advertisement solutions) to ensure timely delivery of services at the expected quality.
- Dedication to upholding all standards set by the business and relevant client needs.
- Achieving the highest level of internal and external communication to improve customer satisfaction.
- Compilation of documentation for all projects.
- Measurement of productivity on a regular basis to enhance their skills and capabilities and maximize the human resource potential.
- Upkeep of a productive workplace through infrastructure and equipment that are adequate.
- Utilization of self-analytical procedures to ensure continual improvement in service delivery.
- Regular market analysis for the purpose of identifying creative opportunities in relation to the firm and its strategic direction.
- Establishing channels of communication with customers before, during, and after a sale in order to get feedback and provide support.

4.Workflow Model:

- Briefing Stage: Work Performed At this Stage- Briefing from the Client-Accounts

Manager/Client Servicing Manager is responsible for taking briefing from the client & interpretation to various specialist departments for approval & quality production. Internal briefing for the media and creative, including any necessary research briefing.

- Creation Stage: Ad Campaign and Media plan development-Internal Review and Finalization-Presentation to client and approvals-Final Approval from Client.
- Production Stage: Budget and estimate approvals-Production of Ads (Print, tv, radio, digital, events),-Media scheduling and media booking-All release approvals for creative and media -Work Performed At this Stage.
- Post Production Stage: Work Performed At this Stage -Material dispatch to media-Release in Media -Monitor Results -Any Post testing if required-Billing and collection.

Workflow model of Adsyndicate is shown below:



5. Service Profile:

- Advertising - Campaign Strategy, Broadcast and Video, OOH

Advertising campaigns are a set of linked ads that focus on conveying a single brand message. Creative directors and their creative teams of art directors and copywriters produce campaigns to meet specific client business or awareness goals,

often generating sales leads and conversions. To create the campaign, an agency works on a specific strategy that is often a product of client input, market research and creative brainstorming. Running a large campaign across many advertising media platforms is common.

Broadcast and Video – The role of broadcast advertising is to persuade consumers about the benefits of the product. Here the concept or thought is created as per the client's requirement and then they come up with the idea or the script of the video or broadcast.

OOH stands for Out-of-home advertising. It includes billboards, walls, canopies and posters.

- **Digital** - Digital Marketing, Social Media Marketing, SEO, UI/UX

Adsyndicate is established to help businesses rapidly grow their online presence and stay one step ahead of their competitors. They have an ongoing goal of maintaining global standards and providing the best quality Digital & Branding Services to their clients.

With social media platforms, Adsyndicate helps their clients connect with audience to promote their brand, improve sales, and drive website traffic. Adsyndicate develops Search Engine Optimization strategies to make the customer's business visible in Google's local search results.

- **Design** - Creative Strategy, Brand identity, UX design, App design

Adsyndicate offers best app development services with customized development and creative design strategies. They develop the appropriate app for clients by recognizing their business demands.

UX design means various programming, coding done to come up with a proper design or layout.

- **Experiential** - Meta events, activations, live events

The execution of campaigns, events and experiences that generate awareness of client's brand.

Adsyndicate helps their clients in organizing live events.

Adsyndicate is also a part of Meta events.

- **Content** - Video production, Photography, Copywriting, Multimedia Scripts

Adsyndicate develops video marketing strategy based on client's vision. They create digital videos of all types and formats from animated explainers.

Adsyndicate provide the highest quality content writing and copywriting services. They create SEO-friendly articles, product descriptions, blogs, social media posts, websites and more.

- Health Care - Brand Promotion, Digital Corporate and Patient communication.

6. Ownership Pattern:

Name	Designation
Gautham Pai	Chairman
U Dwijendra Acharya	CEO
Sandesh Shenoy	Chief Operating Officer
Prabhakar Sastana Pai	Director
Udupi Badakillaya Rao Krishnaraj	Director

7. Achievements/Awards if any:

Excellence in Advertising Awards 2014

Excellence in Advertising awards 2015

Customer Loyalty Awards

Recognized as ‘‘Top 30 digital marketing agencies in India 2022’’

8. Future Growth and Prospects:

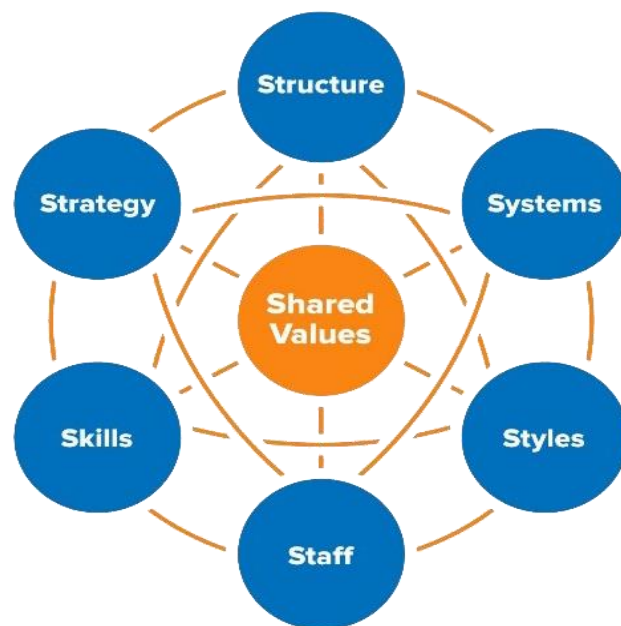
They are working on a project that is they are trying to come up with a Chalo India Website which is basically a website having information about all the tourism places in India. This is one of their short-term goals as of now.

CHAPTER-3
MCKENSY'S 7'S FRAMEWORK AND PORTER'S FIVE FORCE
MODEL

Mckensy's 7S Framework and Porter's Five Force Model

Mckensy's 7S Framework:

The Mckensy's 7S model is a valuable resource and framework for evaluating the success of managers and businesses. The Mckensy's 7S model offers seven important factors for a corporation that must be addressed and coordinated for successful change management processes as well as regular performance enhancements.



The 3 Hard Elements:

The Mckensy's 7S model's hard elements are Strategy, Structure and Systems. The hard parts of the model are simpler to spot, have a more concrete form, and are directly controlled and influenced by the organization's management and leadership.

1.Strategy

There are many distinct definitions of strategy. The technique a business takes to

acquire a competitive advantage and accomplish its long-term objectives is referred to as strategy in the Mckensy's 7S model, though. A great strategy is supported by a distinct vision and mission, as well as by unwavering principles.

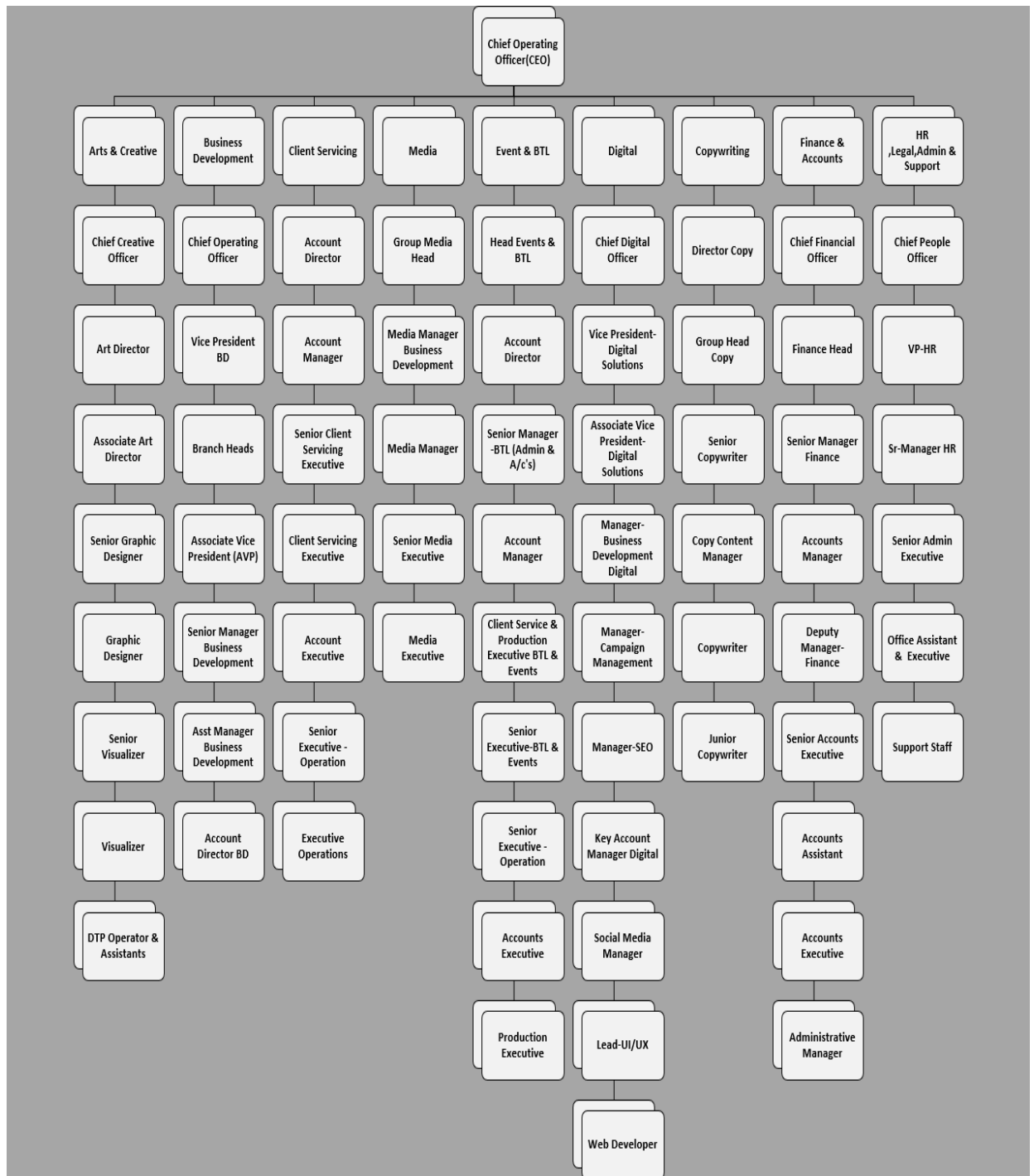
Adsyndicate mainly focuses on providing best services to its clients in order to retain them for a long period of time. They specialize in a type of client (such as a specific industry) and core service offerings. By doing so they are trying to position themselves as an expert and to stand out from the competition.

Adsyndicate has come up with a coffee table book which is a publicity strategy they have adopted to create awareness about their organization.

2.Structure

The entire branch is run under the guidance of the Chief Operating Officer (CEO). Mainly there are nine departments that are Arts and Creative, Business Development, Client Servicing, Media, Event and BTL, Digital, Copywriting, Finance and Accounts, HR-Legal-Administration-Support.

Adsyndicate has a horizontal management Structure. A structure of the organization is a hierarchical concept of subordinate that involves organizations cooperating and contributing to achieve a common goal. Departmental interaction is excellent at Adsyndicate. Inter-departmental teams are regularly formed by the company's departments for projects and tasks that require multiple skills.



3.Systems

Adsyndicate has put in place well-defined systems to ensure that the business operations run smoothly and that conflicts and disputes are avoided. Human Resource Management, Finance, Marketing, Operations etc. are among the systems used by Adsyndicate. Each department has its own control for member performance evaluation as well as inter-departmental tasks and responsibilities. Adsyndicate its

systems on a regular basis, utilizing the controls it has put in place. As needed, employees and department managers receive informal feedback on a regular basis. Adsyndicate has also put in place specific processes and strategies to guarantee that all of the company's departments and systems are aligned and working together to meet its overall goals and objectives.

Adsyndicate uses various systems such as CorelDRAW, Adobe InDesign, Screenshot Tool, ERP and so on. CorelDRAW is a vector graphics editor developed and marketed by Corel Corporation. CorelDRAW enables to create professional designs with vector illustration, layout, photo editing, typography, template tools and more. Adobe InDesign is a desktop publishing and layout application for creating books, magazines and brochures as well as print and digital publications. Screenshot Tool is a feature-rich screenshot program for Linux based operating systems. ERP is used to manage day to day business activities such as accounting, procurement, project management etc.

The 4 Soft Elements:

The soft parts of the Mckensy's 7S model include Shared values, Skills, Style and Staff. These elements are less visible and are more influenced by organizational culture. As a result, management has no direct impact or control over them. These characteristics are harder to identify, yet they are just as important for a company's success and improved performance.

1.Shared Values

Fundamental values are produced and shared at Adsyndicate in order to foster a creative and supportive organizational structure that helps individuals to perform at their best while also enhancing their motivation and loyalty to the firm. Creativity, Honesty, Transparency, Accountability, Trust, Quality and Heritage are just a few of Adsyndicate's core principles. They are fortunate to have a proud legacy built on the strong values of integrity and respect for others.

- To be the one of the most trusted and innovative Organization.
- To foster an inspiring place to work.
- During pandemic situation though the prices of the inputs increased, Adsyndicate did not raise the prices of their products and services.

2.Style

Adsyndicate is led by a participative style of management. Using a participative leadership style Adsyndicate is motivated to partake and include its employees in decision making processes and managerial decisions.

Ad syndicates' friendly and supportive organizational culture encourages internal communication and cooperation among individuals, systems, teams and departments.

3.Staff

Adsyndicate has a family-like environment where employees feel a strong sense of togetherness. Supervisors are supportive and their work environment is very conducive.

- ▢ Work from home andFlexible hours.

- ▢ Uncapped sick leave.

- ▢ Health and Wellness facilities.

Adsyndicate employs a sufficient number of employees. All the employees undergo on-the-jobtraining to familiarize themselves with the organization and its goals. There are 30 employees in the organization excluding CEO.

4.Skills

Adsyndicate supports the development of its employees'competencies and skills. It regularly organizes training and workshops for its employees, both internally and outside managed, in order to provide opportunities for growth and development.

The focus of these programmes is to improve the earning potential of their graduates, through skill building and empowerment.

- Outstanding sales and negotiating skills.
- Excellent interpersonal and communication skills.
- Self- assurance, determination and motivation.
- The capacity to operate independently and as part of a team.
- Excellent time management and organization skills.

Adsyndicate has a great staff with a diverse set of skills and competencies. All employees are hired on the basis of their abilities and merit. Adsyndicate takes pride in hiring and grooming the best employees to help them reach their full potentials.

PORTER'S FIVE FORCE MODEL OF ADSYNDICATE

Introduction of Porter's Five Force Model

Adsyndicate is a service-oriented company. The Porter Five Forces model represents an industry's competitive environment. It is a strategic instrument that is used to avoid or limit the danger of losing the organization's competitive advantage, as well as to assure the long-term profitability of the services. Since it enables them to concentrate their creativity in terms of investment and strategy decisions, the business sticks to its purpose. The following factors have an impact on how profitable industry businesses are:

A Competitive Rivalry:

The level of competition among competitors is now strong, making it difficult for Adsyndicate to meet its market growth targets. Service differentiation is limited, and determining the foundation for differentiation has grown increasingly difficult. Due to less service differentiation, advertisement cost is more to perceive customer attention.

Threat of New Entrance:

Adsyndicate faces a moderate danger from new entrants, which means that new entrants have little impact on Adsyndicate. To break into the sector, you'll need a lot of marketing know-how and a lot of money to spend on marketing.

For the following reasons, Adsyndicate faces a moderate threat of new entrants:

The danger is weakened by the high expense of brand development.

The threat is exacerbated by low switching costs.

The large capital expense reduces the threat.

Adsyndicate is facing the threat of alternatives as a result of technological improvement.

Bargaining Power of Supplier:

Suppliers have less bargaining power; it is a less essential strategic concern for Adsyndicate because they cannot suggest prices and must accept Adsyndicate's terms and conditions. There are three reasons why supplier power is moderate to poor:

There are numerous suppliers.

Overall supply is more.

The lack of authority suppliers has over their supply chains.

Bargaining Power of Customers:

Buyers have strong bargaining power and put downward pressure on pricing, causing Adsyndicate to provide high-quality services at a discount. Customers of Adsyndicate can move to other options more easily due to their strong negotiating power.

There are three main reasons why buyers have great bargaining power:

Substitutes are more.

There are a number of alternatives.

Switching costs are low both financially and psychologically.

Threat of Substitute:

Adsyndicate is also facing the impact of availability of substitutes. Overall, the threat of substitute is strong for the following;

Substitute items are readily available.

Switching costs are low.

Email marketing campaigns, Social Promotions (we often see businesses run social media contests and giveaways), Guest Blog Posts, Online Forums and Communities, influencer marketing, Exhibitions are considered to be the substitutes for Adsyndicate.

CHAPTER-4

SWOT ANALYSIS

SWOT Analysis

Strengths:

- Expertise and experience in the advertising industry.
- High quality service.
- Strong management.
- Good relationship with customers.
- Possession of an especially talented creative team. A creative team producing quality content and efficient marketing.
- Good reputation among local community.
- Greater knowledge of the digital space (they have hired an additional digital specialist to handle their interactive campaigns.)

Weaknesses:

- Falling behind in Research and Development.
- Unable to finance needed changes in strategy.
- Poor track record in implementing strategy.
- Possession of clients who consists mainly businesses with low quality products and services or products that are difficult to differentiate from others in the market.

Opportunities:

- The capacity to expand into new markets or market sectors or serve extra consumer groups.
- Emerging new technology.
- Brand building practice increasing.
- Competition increases the higher spending on media.

Threat:

- Changing prices by competitors can be challenging to a business.
- Growing bargaining power of customer and supplier.
- New entrants (development of new websites).
- Software piracy (Software piracy is the act of stealing software that is legally protected. This stealing includes copying, distributing, modifying or selling the software.)

CHAPTER-5

FINANCIAL ANALYSIS

Analysis of financial statements

5. Financial Analysis:

5.1 Income Statement of Adsyndicate:

Profit & Loss Account for the period ending 31/03/2020, 31/03/2021 & 31/03/2022							
Rs.in lakhs							
Particulars	Sch.No.	2019-2020		2020-2021		2021-2022	
		Rs.		Rs.		Rs.	
A. INCOME							
Revenue From Operation							
Gross Revenue from Operation		8,500.00		10,000.00		12,500.00	
Less: Service Tax and VAT		245.00		315.00		412.00	
Net Revenue from Operation	18		8,255.00		9,685.00		12,088.00
Other Income	19		140.00		170.00		170.00
Total Income			8,395.00		9,855.00		12,258.00
B. EXPENDITURE							
Purchases of stock in trade	20		290.00		395.00		420.00
Changes in Inventory of Stock in Trade	21		2.00		-2.00		-1.00
Employee Benefit Expenses	22		620.00		685.00		804.00
Finance Costs	23		135.00		155.00		175.00
Depreciation and Amortization	24		25.00		25.00		55.00
Other Expenses:	25						
a) Publication/Media Expenses		6,503.00		7,462.00		9,339.00	
b) Other		470.00	6973.00	585.00	8047.00	616.00	9955.00

Total Expenses			8,045.00		9,305.00		11,408.00
Profit Before Exceptional Items and Tax			350.00		550.00		850.00
Exceptional Items	26		0.00		0.00		0.00
Profit Before Tax			350.00		550.00		850.00
Tax Expense							
a) Current Income Tax		113.00		178.00		276.00	
b) Income Tax (Excess)/Short Provision for Earlier Years		0.00		0		0	
c) Deferred Tax Adjustments		0.00	113.00	0.00	178.00	0.00	276.00
Profit After Tax for the Year			237.00		372.00		574.00
Earning Per Equity Share (Equity share of ` 10/- each)	27		474.00		744.00		1,148.00
Basic / Diluted Earnings per Share in `							

5.2 Balance Sheet of Adsyndicate:

Balance Sheet as on 31/03/2020, 31/03/2021 & 31/03/2022							
Rs.in lakhs							
Particulars	Sch.No.	31.03.2020		31.03.2021		31.03.2022	
		Rs.	Rs.	Rs.	Rs.	Rs.	Rs.
A. EQUITY AND LIABILITIES:							
1. Share Holders' Funds							
A) Share Capital	1	5.00		5.00		5.00	
B) Reserves & Surplus	2	1,082.00	1,087.00	1,430.00	1,435.00	1,974.00	1,979.00
2. Noncurrent Liabilities							
A) Long Term Provisions	3	-	-	-	-	10.00	10.00
3.Current Liabilities							
A) Short term Borrowings	4	2,500.00		2,500.00		3,000.00	
B) Trade Payables	5	1,050.00		1,369.00		1,820.00	
C) Other Current Liabilities	6	85.00		95.00		130.00	
D) Short Term Provisions	7	-	3,635.00	-	3,964.00	-	4,950.00
TOTAL			4,722.00		5,399.00		6,939.00
B. ASSETS:							
1. Non-Current Assets							
a) Fixed Assets:							
i) Tangible Assets	8	76.00		89.00		124.00	
b) Non-Current Investments	9	6.00		6.00		6.00	
c) Deferred Tax Assets (Net)	10	-		-		-	
d) Long-Term Loans and Advances	11	20.00		22.00		25.00	
e) Other Non-Current Assets	12	-	102.00	-	117.00	1.00	156.00
2. Current Assets							
a) Inventories	13	4.00		6.00		7.00	
b) Trade Receivables	14	2,685.00		3,020.00		3,557.00	

c) Cash and Cash Equivalents	15	1,906.00		2,227.00		3,118.00	
d) Short Term Loans and Advances	16	21.00		25.00		88.00	
e) Other Current Assets	17	4.00	4,620.00	4.00	5,282.00	13.00	6,783.00
TOTAL			4,722.00		5,399.00		6,939.00
Other Disclosures to Accounts	28						

5.3 RATIO ANALYSIS:

5.3.1. SHORT TERM SOLVENCY RATIO:

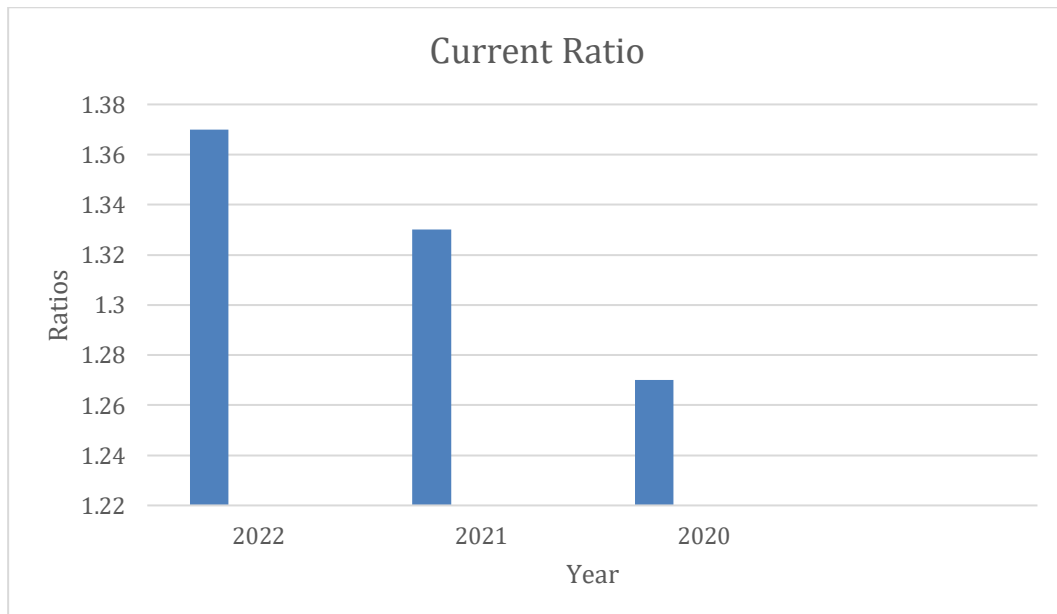
5.3.1.1 Current Ratio:

$$\text{Current Ratio} = \text{Current Assets} / \text{Current Liabilities}$$

Table:1

Year	2022	2021	2020
Current Assets	6783	5282	4620
Current Liabilities	4950	3964	3635
Ratio	1.37	1.33	1.27

Chart No.1



Interpretation:

The current ratio has slightly increased year by year which indicates the firm's short-term liquidity has been increased. Adsyndicate is better in managing their funds efficiently.

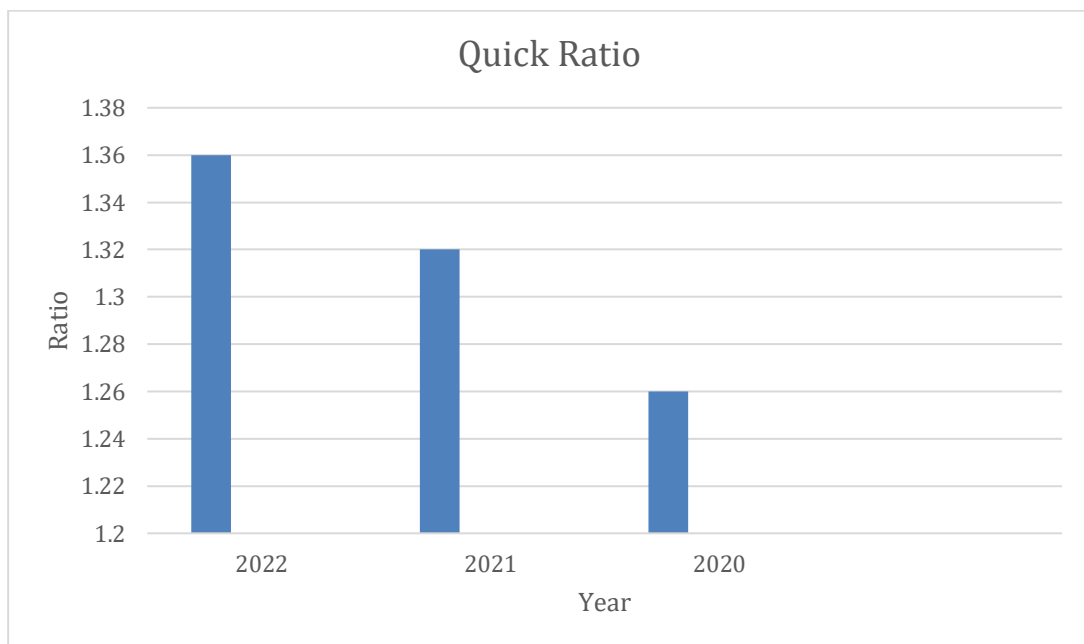
5.3.1.2. Quick Ratio:

$$\text{Quick Ratio} = \text{Quick Assets} / \text{Quick Liabilities}$$

Table:2

Year	2022	2021	2020
Quick Assets	6763	5272	4612
Quick Liabilities	4950	3964	3635
Ratio	1.36	1.32	1.26

Chart No.2



Interpretation:

The quick ratio has increased when it is compared to the previous year. As the quick ratio increases it indicates that the assets can be easily converted into cash. Quick ratio is more than 1 in all the year which shows sound financial position of the company.

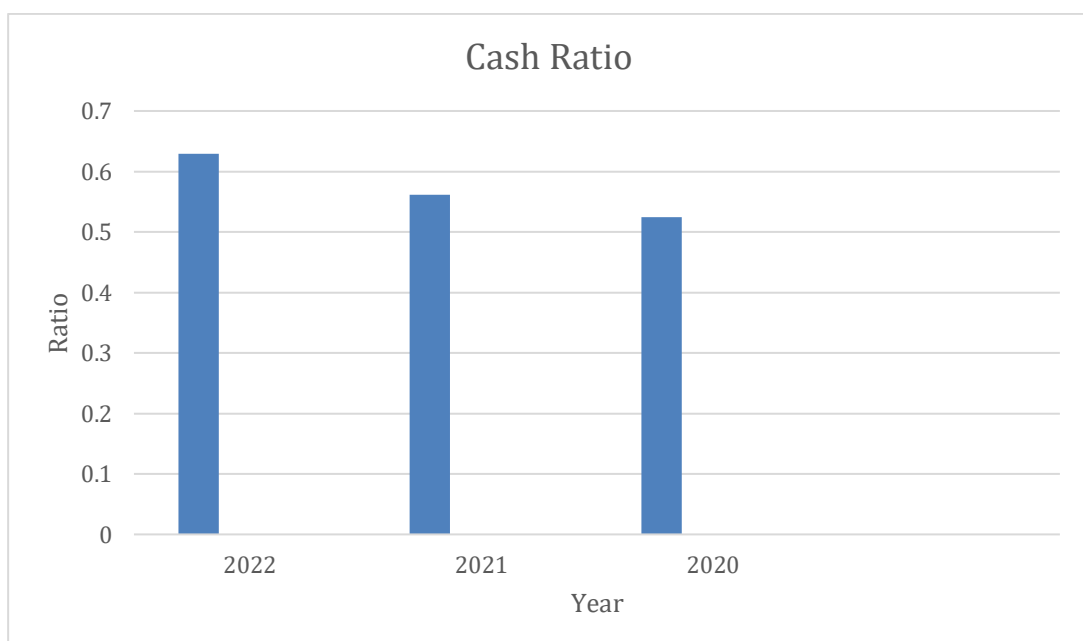
5.3.1.3. Cash Ratio:

Cash Ratio = Cash and Cash equivalent / Current Liabilities

Table:3

Year	2022	2021	2020
Cash and cash equivalent	3118	2227	1906
Current liabilities	4950	3964	3635
Ratio	0.629	0.561	0.524

Chart No.3



Interpretation:

Year by Year the Cash Ratio is increasing. Cash ratio indicates the company's ability to repay its short-term debt with cash or near cash resources. Adsyndicate is moving towards a better position year by year to pay off more of its current liabilities.

5.3.2.LONG TERM SOLVENCY RATIO:

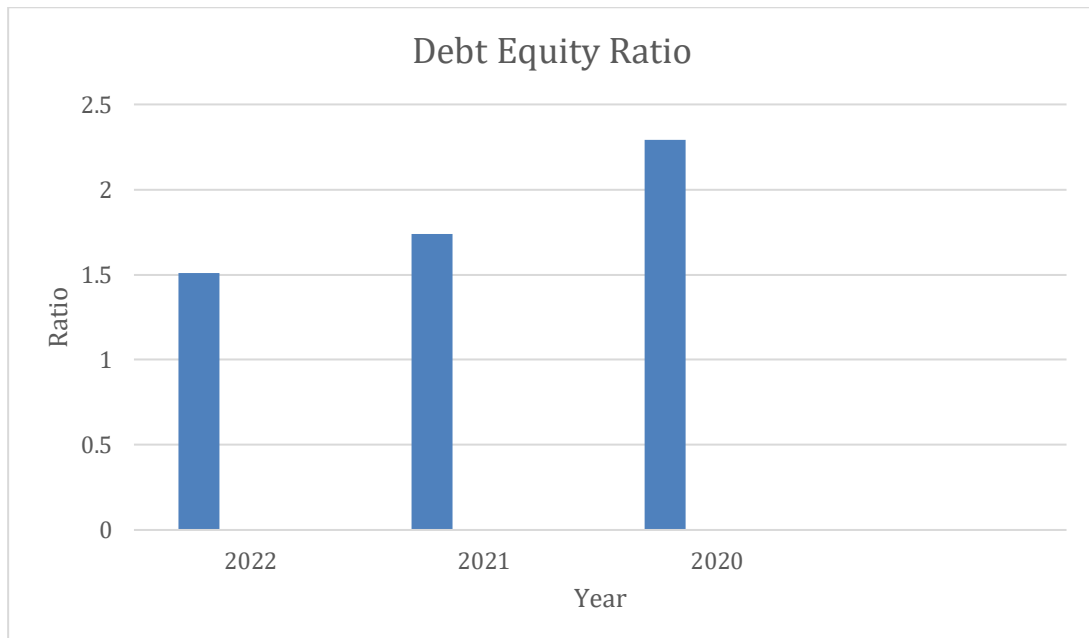
5.3.2.1. Debt Equity Ratio:

$$\text{Debt Equity Ratio} = \text{Debt} / \text{Equity}$$

Table:4

Year	2022	2021	2020
Total Debt	3000	2500	2500
Shareholders' Equity	1979	1435	1087
Ratio	1.51	1.74	2.29

Chart No.4



Interpretation:

In all the three years the debt equity ratio is greater than 1 which indicates higher debt funding and also highly levered company.

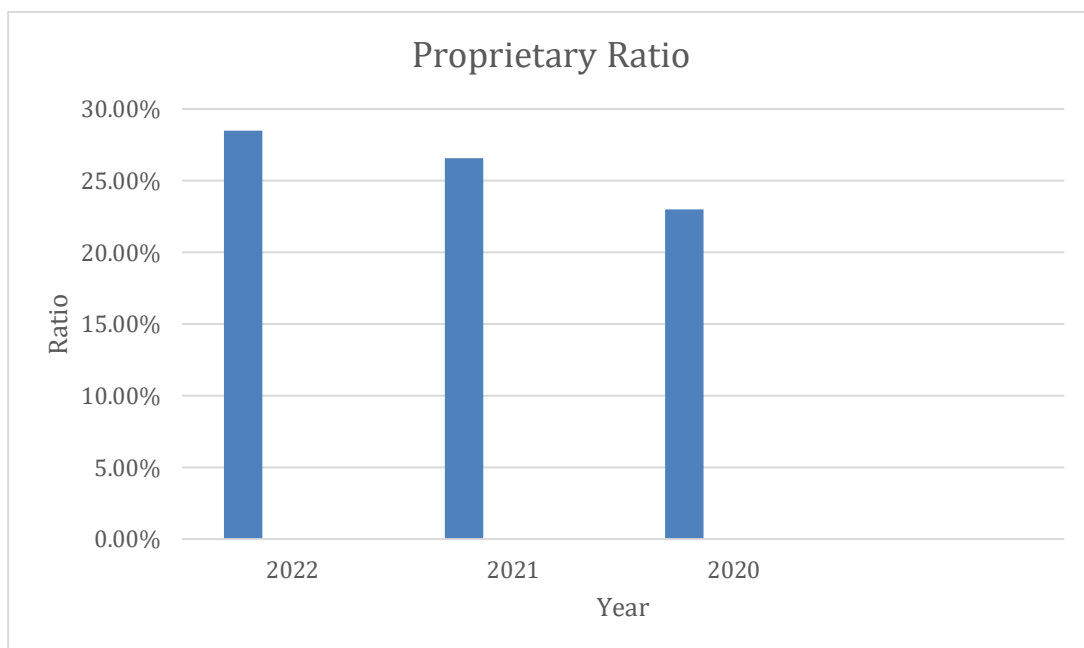
5.3.2.2. Proprietary Ratio:

Proprietary Ratio = Shareholder's Fund / Total Asset

Table:5

Year	2022	2021	2020
Shareholder's Fund	1979	1435	1087
Total Asset	6939	5399	4722
Ratio	28.51%	26.57%	23.01%

Chart No.5



Interpretation:

The proprietary ratio has been increased in 2022 compared to 2021 and 2020. Which enables firm a better business position and relief to the creditors.

5.3.3. PROFITABILITY RATIO:

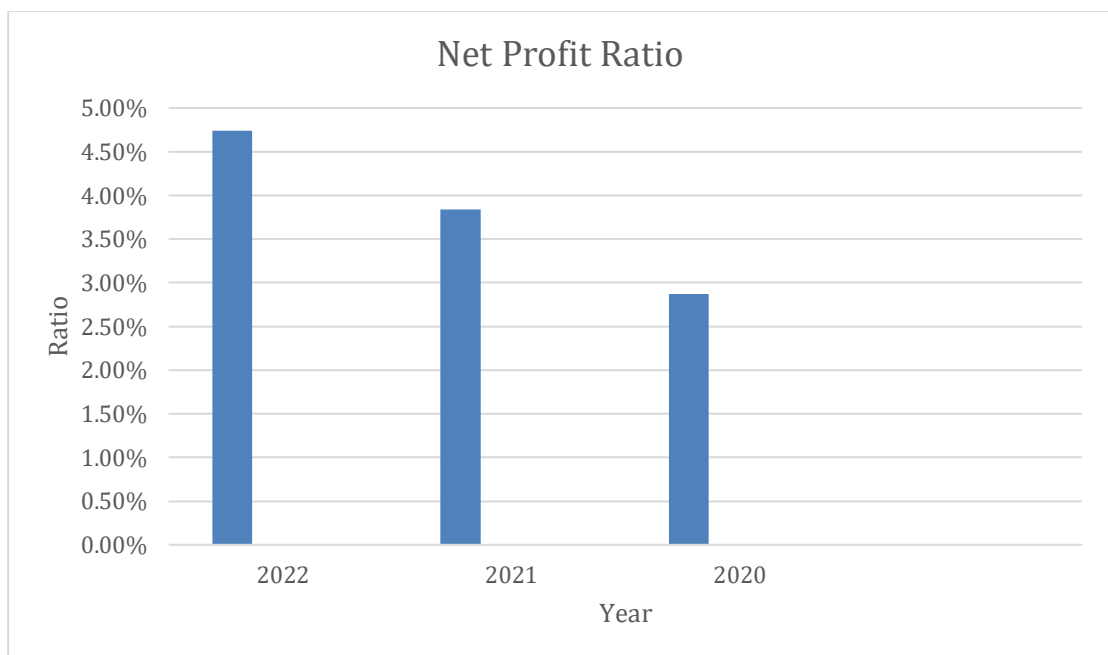
5.3.3.1 Net Profit Ratio:

$$\text{Net Profit Ratio} = \text{Net Profit} / \text{Net sales} * 100$$

Table:6

Year	2022	2021	2020
Net Profit	574	372	237
Net Sales	12088	9685	8255
Ratio	4.74%	3.84%	2.87

Chart No.6



Interpretation:

The Net Profit Ratio is increasing over the last 3 years. It indicates efficient management, effective cost control and ensure positive return for business.

5.3.3.2 Return on Asset:

$\text{Return on Asset} = \text{Net Income} / \text{Total Asset} * 100$

Table:7

Year	2022	2021	2020
Net Income	574	372	237
Total Asset	6939	5399	4722
Ratio	8.27%	6.89%	5.01%

Chart No.7



Interpretation:

Return on Asset Ratio shows how effective the company is in utilising its resources.

The above graph represents that the productivity of the company is improving.

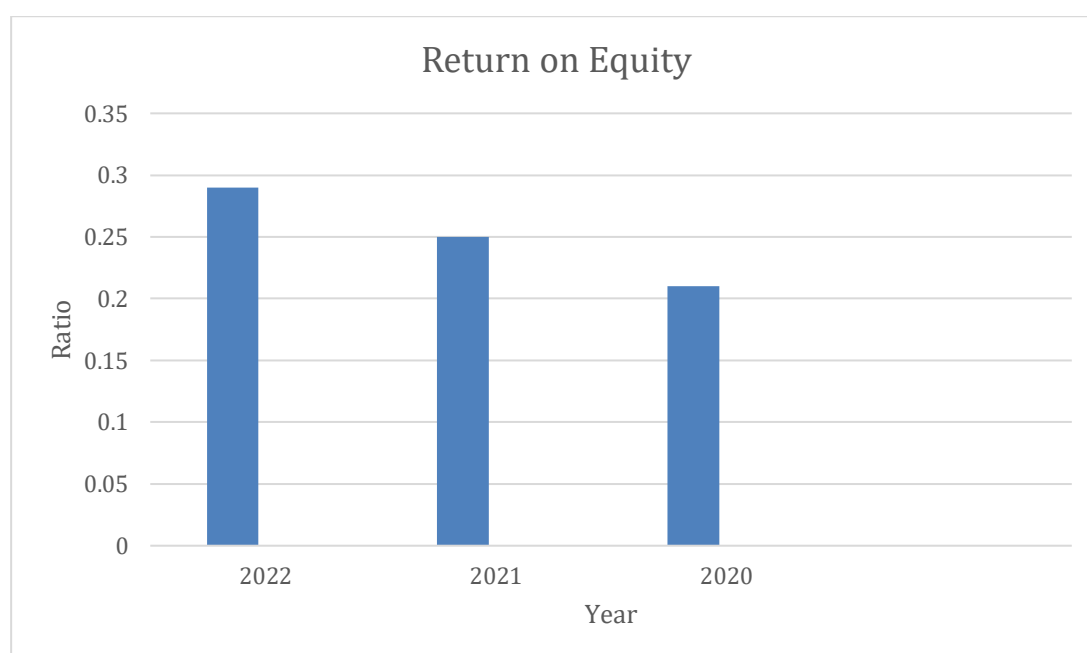
5.3.3.3. Return on Equity:

$\text{Return on Equity} = \text{Net Income} / \text{Shareholder's Equity}$

Table:8

Year	2022	2021	2020
Net Income	574	372	237
Shareholder's Equity	1979	1435	1087
Ratio	0.29	0.25	0.21

Chart No.8



Interpretation:

Return on Equity indicates how much the company is generating in terms of netprofit on its total equity. The above graph represents improvement in return on equity over the past 3 years.

CHAPTER-6

LEARNING EXPERIENCE

This Internship has allowed me to enlarge my knowledge and given me a platform to understand about the realistic advertising industries situations. The internship had a purpose of gaining experience in the realistic world, to get organization's detailed knowledge on the job responsibilities, to compare the real scenario with the lessons learnt in college, to fulfil the requirements of the MBA program.

Through Internship, I got to experience a lot of new things as in how an organization function. I also learnt about the working conditions, different problems that occur and also how they tackle all problems.

❖ Studying about the Adsyndicate was a new experience as I came to know that Adsyndicate has a very wide range of services to offer to its customers.

❖ It was good to know that Adsyndicate focuses on maximizing the profits and try to retain the customers for long by fulfilling the needs and wants of customers.

CHAPTER-7

BIBLIOGRAPHY

ONLINE SITE:

- <https://www.crunchbase.com/organization/adsyndicate-services-private-limited>
- <https://adsyndicate.in/>
- <https://www.tofer.in/adsyndicate-services-private-limited/company/U79300KA1997PTC021633>
- <https://economictimes.indiatimes.com/company/ad-syndicate-services-private-limited/U79300KA1997PTC021633>

Schedules Forming Part of Balance Sheet as on 31/03/2020, 31/03/2021 & 31/03/2022							
		Rs.in lakhs		Rs.in lakhs		Rs.in lakhs	
		31.03.2020		31.03.2021		31.03.2022	
SCHEDULE 1:							
SHARE CAPITAL							
Authorised Capital:							
1,00,000 Equity Shares of Rs.10/- each		10.00		10.00		10.00	
Issued, Subscribed & Paid - up:							
50,000 Equity Shares of Rs. 10/- each		5.00		5.00		5.00	
(P.Y. 50,000 Equity Shares of Rs. 10/-each)							
		5.00		5.00		5.00	
SCHEDULE 2:							
RESERVES & SURPLUS							
General Reserve		87.00		87.00		87.00	
Surplus in Statement of Profit & Loss							
Balance as at the beginning of the year		780.00		995.00		1,343.00	
Profit for the Year		237.00		372.00		574.00	
		1,017.00		1,367.00		1,917.00	
Less: <u>Appropriations</u>							
Depreciation on transition to Schedule II of the companies Act, 2013 on tangible fixed assets with Nil useful life (Net of Deferred Tax). Also refer note 8.02.		-		-		-	
Transfer to General Reserve		10.00		12.00		-	
Proposed Equity Dividend		10.00		10.00		25.00	
Tax on		2.00		2.00		5.00	

Proposed Equity Dividend			995.00		1,343.00		1,887.00
			1,082.00		1,430.00		1,974.00
SCHEDULE 3:							
<u>LONG TERM PROVISIONS</u>							
Provision for Employee Benefits							
Net Liability in Gratuity Fund Trust		-		-		-	
Provision for Leave Salary		-	-	-	-	10.00	10.00
			-		-		10.00
SCHEDULE 4:							
<u>SHORT TERM BORROWINGS</u>							
Bank Borrowings- From Bank			2,500.00		2,500.00		3,000.00
Bank Borrowings-OD on Deposits			-		-		-
			2,500.00		2,500.00		3,000.00
SCHEDULE 5:							
A. Trade Payables:							
Trade Payables/Sundry Creditors			1,050.00		1,369.00		1,820.00
			-		-		-
			1,050.00		1,369.00		1,820.00
SCHEDULE 6:							
B. Current Liabilities & Provisions:							
Other Provisions			85.00		95.00		130.00
			85.00		95.00		130.00
SCHEDULE 7:							
<u>SHORT TERM PROVISIONS</u>							
Provision for Proposed Dividend			-		-		-
Provision for tax on Proposed Dividend			-		-		-

			-		-		-
SCHEDULE 9:							
<u>NON-CURRENT INVESTMENTS</u>							
Quoted (Valued at cost)							
In Equity Shares							
300 (PY 200) Shares of ` 2/- each		2.60		2.60		2.60	
500 (PY 500) Shares of ` 10/- each		1.70		1.70		1.70	
200 (PY 200) Shares of ` 10/- each		1.70		1.70		1.70	
		6.00		6.00		6.00	
SCHEDULE 10:							
<u>DEFERRED TAX ASSETS (NET)</u>							
<u>Deferred Tax Asset</u>							
On account of employee related cost		-		-		-	
On account of allowance on fixed assets		-		-		-	
		-		-		-	
<u>Deferred Tax Liability</u>							
On account of Depreciation		-		-		-	
Deferred Tax Asset (Net of Liability)		-		-		-	
SCHEDULE 11:							
<u>LONG TERM LOANS AND ADVANCES</u>							
Security Deposits		20.00		22.00		25.00	
Advance Income Tax and Tax Deducted at source Source (Net of Provisions)		-				-	

Short Term Loan & Advances						-
Long Term Loans & advances						-
		20.00		22.00		25.00
SCHEDULE 12:						
<u>OTHER NON-CURRENT ASSETS</u>						
Net Asset in Gratuity Fund Trust		-		-		1.00
		-		-		1.00
SCHEDULE 13:						
<u>INVENTORIES</u>						
Stock of Printed Materials		4.00		6.00		7.00
		4.00		6.00		7.00
SCHEDULE 14:						
<u>TRADE RECEIVABLE</u>						
Unsecured (Considered good)						
i) Outstanding for a period exceeding 6 months		14.00		20.00		80.00
ii) Other Debts		2,671.00		3,000.00		3,477.00
		2,685.00		3,020.00		3,557.00
SCHEDULE 15:						
<u>CASH & CASH EQUIVALENTS:</u>						
a) Cash & Cash equivalents (As per AS-3 Cash Flow Statement)						
i. Cash in Hand	6.00		9.00		3.00	
ii. Balance with Banks in current account	30.00		33.00		115.00	
Total Cash and cash equivalents-(A)		36.00		42.00		118.00

b) Other Bank Balances							
	Fixed deposits with bank		1,870.00		2,185.00		3,000.00
Total other Bank Balances- (B)			1,870.00		2,185.00		3,000.00
	TOTAL (A+B)		1,906.00		2,227.00		3,118.00
SCHEDULE 16:							
<u>SHORT TERM LOANS AND ADVANCES</u>							
Unsecured (considered good)							
Trade Deposit			-		-		25.00
Security Deposits			21.00		25.00		15.00
Trade Advances			-		-		30.00
Staff Advances			-		-		13.00
Cenvat Credit			-		-		5.00
			21.00		25.00		88.00
SCHEDULE 17:							
<u>OTHER CURRENT ASSETS</u>							
Prepaid Expenses			4.00		4.00		13.00
			4.00		4.00		13.00
Schedules Forming Part of Projected Profit & Loss A/c for the year ending 31/03/2020, 31/03/2021 & 31/03/2022							
			2019-2020		2020-2021		2021-2022
			(Rs in lakhs)		(Rs in lakhs)		(Rs in lakhs)

SCHEDULE 18:						
REVENUE FROM OPERATION						
Advertisement/Media		8,000.00		9,400.00		11,800.00
Sale of Printed Materials		500.00		600.00		700.00
GROSS REVENUE FROM OPERATIONS		8,500.00		10,000.00		12,500.00
Less: GST		245.00		315.00		412.00
NET REVENUE FROM OPERATIONS		8,255.00		9,685.00		12,088.00
SCHEDULE 19:						
<u>OTHER INCOME</u>						
Interest on Fixed Deposit in Bank		140.00		170.00		170.00
Dividend on Non-Current (Nontrade) Investments		-		-		-
Income in respect of Gratuity fund trust/ Reversal of Gratuity Provision		-		-		-
Interest on IT Refund		-		-		-
		140.00		170.00		170.00
SCHEDULE 20:						
<u>PURCHASES</u>						
Purchase of Printed Materials		290.00		395.00		420.00
		290.00		395.00		420.00
SCHEDULE 21:						
<u>CHANGES IN INVENTORY OF STOCK IN TRADE</u>						
Printed Material Opening Stock		6.00		4.00		6.00
Less: Closing Stock				6.00		

		4.00				7.00
		2.00		(2.00)		(1.00)
SCHEDULE 22:						
<u>EMPLOYEE BENEFIT EXPENSES</u>						
Salary & Allowances		567.00		624.00		700.00
Staff Welfare Expenses		23.00		26.00		15.00
Bonus & Incentives		22.00		25.00		44.00
Contribution to Provident and other Funds		8.00		10.00		33.00
Leave Salary		-		-		2.00
Gratuity Premium		-		-		10.00
Gratuity Fund Liability Provision		-		-		
		620.00		685.00		804.00
SCHEDULE 23:						
<u>FINANCE COSTS</u>						
Bank Charges		-		-		-
Bank Interest on Working Capital & Bank Charges		135.00		155.00		175.00
Other Interest		-		-		-
		135.00		155.00		175.00
SCHEDULE 24:						
<u>DEPRECIATION AND AMORTIZATION</u>						
Depreciation a/c		25.00		25.00		55.00
		25.00		25.00		55.00
SCHEDULE 25:						
<u>OTHER EXPENSES</u>						
<u>a) PUBLICATION/MEDIA</u>						

<u>EXPENSES</u>							
i) Advertising/Media Business			6,143.00		7,092.00		8,859.00
ii) Others			360.00		370.00		480.00
			6,503.00		7,462.00		9,339.00
Schedules Forming Part of Projected Profit & Loss A/c for the year ending 31/03/2020, 31/03/2021 & 31/03/2022							
			2019-2020		2020-2021		2021-2022
			(Rs in lakhs)		(Rs in lakhs)		(Rs in lakhs)
			Rs.		Rs.		Rs.
b) OTHER EXPENDITURE							
Consultancy and Professional Charges			120.00		140.00		170.00
Travelling and Conveyance Expenses			68.00		74.00		80.00
Security Service Charges			4.00		5.00		5.00
Rent			85.00		116.00		125.00
Electricity Charges			17.00		20.00		18.00
Sales Promotion Expenses			30.00		35.00		15.00
<u>Repairs & Maintenance</u>							
-Computers		9.00		12.00		11.00	
-Building		8.00		10.00		5.00	
-Others		9.00	26.00	12.00	34.00	17.00	33.00
Computer software License fees			-		-		8.00
Newspapers, Magazines and Periodicals			2.00		2.00		1.00

Printing & Stationery		17.00		19.00		12.00
Postage & Telephone		25.00		28.00		20.00
Auditors Remuneration:						
- Statutory Audit	4.00		4.00		5.00	
- Tax Audit & Certification Charges	-		0.60		0.60	
- Service Tax	-	4.00	0.40	5.00	0.40	6.00
Registration & Filing fees		7.00		9.00		4.00
Photography, Modelling Charges		30.00		54.00		64.00
Membership & Subscription		5.00		7.00		13.00
Vehicle Maintenance		7.00		9.00		8.00
Packing & forwarding		5.00		5.00		5.00
Web Maintenance Charges		4.00		6.00		2.00
Donation		3.00		4.00		7.00
Image purchase & Translation		4.00		5.00		11.00
Miscellaneous Expenses		7.00		8.00		9.00
		470.00		585.00		616.00
SCHEDULE 26:						
<u>EXCEPTIONAL ITEMS</u>						
Loss on sale of fixed assets						
Fixed Assets written off		0.00		0.00		0.00
Profit on sale of fixed asset		0.00		0.00		0.00
		0.00		0.00		0.00
SCHEDULE 27:						

<u>EARNING PER SHARE</u>							
a)Net profit available for equity shareholders			237		372		574
b) Weighted average number of equity shares used as denominator			50000		50000		50000
c)Basic & Diluted earnings per equity share of ` 10 each fully paid			474		744		1148