



Aditya Consumer Marketing Limited

CIN : L52190BR2002PLC009872
An ISO 9001:2015 Certified Company
a BSE Listed Company

Go SUPER MARKET

Patna

- Bandar Bagicha
- S K Puri
- Kankar Bagh
- Ashiana Nagar
- Patna City
- Anisabad

Gaya

- Gaya College Road

Go Salon

For Ladies

Patna

- Bandar Bagicha
- S K Puri
- Kankar Bagh
- Ashiana Nagar
- Patna City
- Rajendra Nagar
- Anisabad

Gaya

- Gaya College Road

For Gents

Patna

- Bandar Bagicha
- S K Puri
- Ashiana Nagar
- Patna City
- Rajendra Nagar



Banquet & Conference Hall

Patna

- Bandar Bagicha
- Kankar Bagh

Gaya

- Gaya College Road

Yo!China

Patna

- Bandar Bagicha
- Ashiana Nagar
- Patna City

Gaya

- Gaya College Road



- S K Puri
- Kadam Kuan
- Mumbai

August 21, 2020

BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai-400 001

SCRIP Code: 540146

Sub: Disclosure in term of Regulation 30 of the SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015- Material Impact of COVID-19 pandemic on operation of the Company.

Dear Sir

Pursuant to Regulation 30 of the SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015 read with SEBI circular No. SEBI/HO/CFD/CMD1/CIR/P/2020/84 dated May 20, 2020, please find enclosed herewith the Disclosure regarding material impact of COVID-19 pandemic on our Company.

We request you to kindly take the same on record.

Thanking you

Yours faithfully

For Aditya Consumer Marketing Limited
for Aditya Consumer Marketing Limited


Managing Director

Yashovardhan Sinha
Managing Director
DIN-01636599

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GSTIN : 10AAECA2473N1ZT

DISCLOSURE OF MATERIAL IMPACT OF COVID-19 PANDEMIC

S.No.	Particulars	Disclosures
1.	Impact of COVID-19 pandemic on business.	<p>The Company is having chain of supermarkets, salon & spa services, fine dining restaurants providing multi-cuisine foods and beverages, Take-away-express services, Banquet and Conference halls for corporate events and private parties.</p> <p>The outbreak of COVID -19 pandemic and the consequent announcement of series of lockdowns and other restrictions by the government have adversely affected the business and operations of the Company. As Salon, restaurant, Banquet and conference halls were shut off, the revenues of the Company has been badly affected. only 9 to 9 super market, grocery/fmkg/Toiletries section was operative.</p>
2.	Ability to maintain operations Including factories/units/office spaces functioning and closed down	<p>The offices of the Company have been partially resumed from 2nd week of May, 2020 till Mid July, 2020 in truncated manner and several restrictions and again it was completely closed till 31st July, 2020 due to Complete lockdown announced by the State government.</p> <p>Company has also implemented "Work from Home" Policy for its employees. Further, the company is strictly complying with the Standard Operating Procedures /guidelines/instructions issued by Central/state Governments all over India to prevent spread of COVID-19, and in order to ensure the safety and well-being of employees the Company.</p>
3.	Schedule, if any, for restarting the operations	<p>The operations of the Company have been partially resumed with permitted employee strength and truncated operating time.</p>
4.	Steps taken to ensure smooth functioning of operations	<p>The Company has put in place strict monitoring process for Covid-19 precautions ensuring the following:</p> <ul style="list-style-type: none"> ➤ Sanitizing the premises on regular basis. ➤ Maintenance of social distancing at all work places. ➤ Mandatory use of face mask, gloves, cleaning of hands, thermal screening of all the employees, workers and customers. ➤ Mandatory use of Aarogya Setu App for all employees. ➤ Company has placed placards/signages at various prominent places for covid related precautions to be taken. ➤ Installed clear acrylic sheets on billing counters to ensure hygiene between customers and billing executives. ➤ Use of face shields where ever close contact is possible in addition to mask
5.	Estimation of the future impact of COVID-19 on its operations	<p>The Company is closely monitoring the emerging situation arising out of COVID-19 and the disruption is unforeseen and beyond the control of the company & resultant restrictions imposed by the regulatory authorities. It is neither possible to foresee the duration for which this pandemic will last, nor predict its future course. Nevertheless, the Company is making every effort to ensure that this crisis can be dealt with. Lot depends on uncertain period of this pandemic. In view of the prevailing uncertainty, no precise estimation can be made about overall impact of this pandemic save and except that revenues are being severely affected and profitable</p>

		business such as dine-in food business, banqueting and Beauty/wellness are totally shut off or there is no footfall.
6.	Details of impact of COVID-19 on listed entity's-	
	a. Capital and financial Resources	Company has enough capital and financial resources to meet all requirement of working capital so far. Longer period of continued lockdowns can be of concern for which we cannot comment as of now.
	b. Profitability	It is not yet possible to ascertain the actual impact on profitability, but the revenues of the Company is adversely impacted due to the lockdown. In absence of profitable sales but at the same time need to meet fixed expenses will impact the profitability of the Company very significantly depending on period of closure of business operations of the Company and restoration of confidence among customers in availing food and wellness services of the Company.
	c. Liquidity	The Company has taken steps to ensure that it has adequate liquidity to meet its financial and other commitments and has availed Covid advance (WCTL) stimulus offered by the Govt. through bank to tide over any immediate liquidity threat.
	d. Ability to service debt and other financing arrangements	We have been timely paying our statutory dues and are able to service debts on time and there is no default in installment of term loan or interest commitments as we have not obtained moratorium on repayments of loans.
	e. Assets	All fixed asset as well as inventories of company are up to date and in working conditions, there has been no impact of lockdown on any of the assets of the company.
	f. Internal financial reporting and control	There is no impact on the internal financial controls.
	g. Supply Chain	Due to lockdown extended to entire country and also restrictions imposed, supply chain has been severely affected.
	h. Demand for its products & Services	There has been a very significant negative impact on salon and restaurant/banquet/food delivery business in post 1 st unlockdown and is continuing till date.
7.	Existing contracts/agreements where non-fulfillment of the obligations by any party will have significant impact on the listed entity's business;	We have no such contracts/agreements where non-fulfillment of the obligations by any party will have significant impact on the listed entity's business.
8.	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 has been regularly updating the Stock Exchange on the material updates.

For Aditya Consumer Marketing Limited
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Yashovardhan Sinha
Managing Director
DIN-01636599