

# Balaji Telefilms Ltd.

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Website : [www.balajitelefilms.com](http://www.balajitelefilms.com)  
CIN No. : L99999MH1994PLC082802



August 10, 2016

**Bombay Stock Exchange Ltd.**

Phiroze Jeejeebhoy Towers,  
Dalal Street,  
Mumbai- 400 001.

**National Stock Exchange of India Ltd.**

“Exchange Plaza”,  
Bandra-Kurla Complex, Bandra (East)  
Mumbai- 400 051.

**Script code/ Symbol- 532382/BALAJITELE**

Dear Sir/Madam,

**Sub: Outcome of Board Meeting- Pursuant to Regulation 30 and 33 of the SEBI (Listing Obligations and Disclosures Requirements) Regulations, 2015**

Please be informed that Board of Directors in its Meeting held today i.e. August 10, 2016 considered and approved the Unaudited Standalone & Consolidated Financial Results of the Company for the quarter ended June 30, 2016 and Limited Review Report by the Statutory Auditors. These were also duly reviewed by the Audit Committee of the Company. A copy of the said Results, Limited Review Report of the Statutory Auditors and the Management Discussion and Analysis thereon is enclosed for your perusal. The same is also available on the Company's website [www.balajitelefilms.com](http://www.balajitelefilms.com)

Kindly take the same on record.

Yours truly,

**For Balaji Telefilms Limited**

A handwritten signature in blue ink that reads "Simmi Singh Bisht". The signature is stylized and written in a cursive script.

**Simmi Singh Bisht**  
**Group Head- Secretarial**

Encl: a/a





# Balaji Telefilms Limited

## PART I:

### STATEMENT OF CONSOLIDATED UN-AUDITED FINANCIAL RESULTS FOR THE QUARTER ENDED 30 JUNE, 2016

		₹ in Lacs	
Sr. No.	Particulars	3 months ended	Corresponding 3 months ended
		30-6-2016	30-6-2015
		(Un-audited)	(Un-audited)
1	a) Net Sales / Income from Operations	11,645.08	7,463.88
	b) Other Operating Income	93.33	116.16
	<b>Total Income from operations</b>	<b>11,738.41</b>	<b>7,580.04</b>
2	Expenditure		
	a) Cost of Production / Acquisition and Telecast Fees	8,391.83	8,899.92
	b) Decrease / (Increase) in stock in trade	622.77	(2,911.93)
	c) Marketing and Distribution expense	1,325.90	30.22
	d) Employee Benefits Expense	645.80	419.00
	e) Depreciation	266.77	211.60
	f) Other Expenditure (Refer Note 2)	782.26	666.90
	<b>Total Expenses</b>	<b>12,035.33</b>	<b>7,315.71</b>
3	<b>(Loss) / Profit from Operations Before Other Income and Finance Costs (1-2)</b>	<b>(296.92)</b>	<b>264.33</b>
4	Other Income	643.70	490.84
5	<b>Profit before Finance Costs (3+4)</b>	<b>346.78</b>	<b>755.17</b>
6	Finance Costs	1.38	0.49
7	<b>Profit from Ordinary Activities Before Tax (5-6)</b>	<b>345.40</b>	<b>754.68</b>
8	Tax Expenses (Refer Note 3)	365.22	292.38
9	Short Provision for Tax in respect of earlier years	-	27.00
10	<b>Net (Loss) / Profit from ordinary activities after tax (7-8-9)</b>	<b>(19.82)</b>	<b>435.30</b>
11	Share of (loss) of associates	(0.11)	(0.70)
12	<b>(Loss)/Profit before minority interest (10-11)</b>	<b>(19.93)</b>	<b>434.60</b>
13	Minority interest	85.59	8.36
14	<b>Net Profit after tax, share of profit of associates and minority interest (12+13)</b>	<b>65.66</b>	<b>426.24</b>
15	Other comprehensive income (OCI) (Net of tax)	(0.39)	2.01
16	<b>Total comprehensive income(14+15)</b>	<b>65.27</b>	<b>428.25</b>
17	Paid-up Equity Share Capital (Face Value ₹ 2/- each)	1,518.61	1,304.21
18	Earnings Per Share (EPS) Basic and Diluted	0.09	0.65

## SEGMENT WISE REVENUE, RESULTS AND CAPITAL EMPLOYED

		₹ in Lacs	
Sr. No.	Particulars	3 months ended	Corresponding 3 months ended
		30-6-2016	30-6-2015
		(Un-Audited)	(Un-Audited)
1	Segment Revenue		
	a) Commissioned Programs	6,301.05	7,359.52
	b) Films	5,344.03	104.36
	Total	11,645.08	7,463.88
	Less: Inter Segment Revenue		
	<b>Total Net Sales / Income from Operations</b>	<b>11,645.08</b>	<b>7,463.88</b>
2	Segment Results		
	Profit Before Tax and Interest from each Segment		
	a) Commissioned Programs	394.55	1,168.64
	b) Films	253.22	(45.24)
	<b>Total</b>	<b>647.77</b>	<b>1,123.40</b>
	Less: (i) Finance Costs	1.38	0.48
	(ii) Other Unallocable Expenditure (Refer Note 2)	1,038.01	975.23
	(iii) Unallocable Income	(737.02)	(606.99)
	<b>Profit before tax</b>	<b>345.40</b>	<b>754.68</b>
3	Segment Assets		
	a) Commissioned Programs	13,512.14	14,283.48
	b) Films	19,691.10	11,406.80
	<b>Total Segment Assets</b>	<b>33,203.24</b>	<b>25,690.28</b>
	c) Unallocable Assets	28,235.16	19,557.11
	<b>Total</b>	<b>61,438.40</b>	<b>45,247.39</b>
4	Segment Liabilities		
	a) Commissioned Programs	4,939.12	3,951.05
	b) Films	3,168.21	755.02
	<b>Total Segment Liabilities</b>	<b>8,107.33</b>	<b>4,706.07</b>
	c) Unallocable Liabilities	895.22	1,939.00
	<b>Total</b>	<b>9,002.55</b>	<b>6,645.07</b>
5	Capital employed		
	a) Commissioned Programs	8,573.02	10,332.43
	b) Films	16,522.89	10,651.78
	c) Unallocable Assets less Liabilities	27,339.94	17,618.11
	<b>Total</b>	<b>52,435.85</b>	<b>38,602.32</b>

*Handwritten signature/initials*

Notes:

1. Financial results of the subsidiary companies, Balaji Motion Pictures Limited (BMPL), BOLT Media Limited (BML), Chhayabani Balaji Entertainment Private Limited (CBEPL), Event Media LLP (EMLLP), Marinating Films Private Limited (MFPL), ALT Digital Media Entertainment Limited (ALT) (together referred as 'the Group') and share of associate entity, IPB Capital Advisors LLP (IPB) have been consolidated with those of Balaji Telefilms Limited (the Company).
2. The un-audited consolidated financial results (results) for the quarter ended 30 June, 2016 are in compliance with the Indian Accounting Standards (Ind AS) notified by the Ministry of Corporate Affairs. Consequently, the results for the quarter ended 30 June, 2015 have been restated to comply with the Ind AS to make them comparable.
3. Reconciliation between the results as reported under previous Generally Accepted Accounting Principles (IGAAP) and Ind AS are summarized below:

(₹ in Lacs)

Sr.	Particulars	Notes	3 months ended 30-6-2015
	<b>Consolidated Net Profit as per IGAAP</b>		<b>208.84</b>
1	Impact of fair valuation of investments in mutual funds through Statement of Profit and Loss	(a)	347.47
2	Impact of reclassification of actuarial loss on employee benefits to Other Comprehensive Income (OCI)	(b)	(1.85)
3	Impact of fair valuation of other financial assets	(c)	0.56
4	Impact of Deferred tax	(d)	(120.42)
5	Adjustment for non-controlling (minority) interest	(e)	(8.36)
	<b>Total</b>		<b>217.40</b>
	<b>Consolidated Net Profit as per Ind AS</b>		<b>426.24</b>

Notes:

- (a) Fair valuation of investments in mutual funds: Under the Ind AS, the Investments in mutual funds have been accounted at the fair value through Statement of Profit and Loss instead of accounting at lower of cost and fair value under IGAAP.
- (b) Actuarial loss on employee benefits: Under Ind AS, actuarial loss on employee benefits have been accounted through OCI instead of accounting through Statement of Profit and Loss under IGAAP.



- (c) Fair valuation of other financial assets: Under Ind AS, other financial assets viz., security deposits given for rented premises, have been accounted at fair value. The difference between the fair value and carrying value is treated as notional rent.
- (d) Deferred taxes: Under Ind AS, deferred tax is computed as per Balance Sheet approach instead of the Profit and Loss approach under IGAAP.
- (e) Adjustment of non-controlling (minority) interest: Under Ind AS, total comprehensive income of the subsidiaries has been attributed to the owners of the parent and to the non-controlling (minority) interests, prospectively, even though this results in the non-controlling interests having a deficit balance. Under IGAAP, Profit/loss of subsidiaries is not attributable to minority, if the minority interest has a deficit balance.
4. On 30 April, 2013, the Income-tax Department visited the premises of the Company and BMPL and initiated proceedings under Section 132 of the Income-tax Act, 1961. Pursuant to the notices under Section 153A of Income-tax Act, 1961 the assessments for all the relevant assessment years were completed by the Department during the quarter ended 30 June, 2015. Consequently, the Company has computed the differential tax liability aggregating to ₹ 27 Lacs for these years and accounted for the same in the quarter ended 30 June, 2015. Further, the Company and BMPL, have filed applications for rectification of four Assessment Orders which had discrepancies, which is pending with the Department.
5. Corresponding figures of the previous period have been regrouped/ restated, where necessary.
6. The above results have been reviewed by the Audit Committee and thereafter by the Board of Directors at their meeting held on 10 August, 2016. The statutory auditors of the Company have carried out a limited review of the results for the current quarter. The results for the previous period have not been subjected to limited review. However, the management has exercised necessary due diligence to ensure that the financial results provide a true and fair view of its affairs.

**By Order of the Board  
For Balaji Telefilms Limited**

  
Jeetendra Kapoor  
Chairman

Place: Mumbai  
Date: 10th August, 2016



# Balaji Telefilms Limited

PART I:

STATEMENT OF STANDALONE UN-AUDITED FINANCIAL RESULTS FOR QUARTER ENDED 30 JUNE, 2016

₹ in Lacs

Sr. No.	Particulars	3 months	Corresponding
		ended	3 months ended
		30-6-2016	30-6-2015
		(Un-audited)	(Un-audited)
1	a) Net Sales / Income from Operations	5,265.75	6,845.60
	b) Other Operating Income	93.33	92.20
	<b>Total Income from operations</b>	<b>5,359.08</b>	<b>6,937.80</b>
2	Expenditure		
	a) Cost of Production / Acquisition and Telecast Fees	4,293.69	5,862.67
	b) (Increase) / in stock-in-trade	(101.88)	(341.88)
	c) Employee Benefits Expense	328.81	268.31
	d) Depreciation	250.66	192.55
	e) Other Expenditure	407.46	448.84
	<b>Total Expenses</b>	<b>5,178.74</b>	<b>6,430.49</b>
3	<b>Profit from Operations Before Other Income (1-2)</b>	<b>180.34</b>	<b>507.31</b>
4	Other Income	669.95	484.85
5	<b>Profit from Ordinary Activities Before Tax (3+4)</b>	<b>850.29</b>	<b>992.16</b>
6	Tax Expenses	272.33	285.88
7	Short Provision for Tax in respect of earlier years (Refer Note 3)	-	27.00
8	<b>Net Profit from Ordinary Activities After Tax (5-6-7)</b>	<b>577.96</b>	<b>679.28</b>
9	Other Comprehensive Income (OCI) Net of tax	(0.97)	(0.31)
10	<b>Total Comprehensive Income (8+9)</b>	<b>576.99</b>	<b>678.97</b>
11	Paid-up Equity Share Capital (Face Value ₹ 2/- each)	1,518.61	1,304.21
12	Earnings Per Share (EPS) Basic and Diluted (of ₹ 2/- each)	0.76	1.04

Notes:

1. The un-audited standalone financial results (results) for the quarter ended 30 June, 2016 are in compliance with the Indian Accounting Standards (Ind AS) notified by the Ministry of Corporate Affairs. Consequently, the results for the quarter ended 30 June, 2015 have been restated to comply with the Ind AS to make them comparable.
2. Reconciliation between the results as reported under previous Generally Accepted Accounting Principles (IGAAP) and Ind AS are summarized below:

(₹ in Lacs)

Sr.	Particulars	Notes	3 months ended 30-6-2015
	<b>Net Profit as per IGAAP</b>		<b>451.47</b>
1	Impact of fair valuation of investments in mutual funds through Statement of Profit and Loss	(a)	347.49
2	Impact of reclassification of actuarial loss on employee benefits to Other Comprehensive Income (OCI)	(b)	0.47
3	Impact of fair valuation of other financial assets	(c)	0.27
4	Impact of Deferred tax	(d)	(120.42)
	<b>Total</b>		<b>227.81</b>
	<b>Net Profit as per Ind AS</b>		<b>679.28</b>

Notes:

- (a) Fair valuation of investments in mutual funds: Under the Ind AS, the Investments in mutual funds have been accounted at the fair value through Statement of Profit and Loss instead of accounting at lower of cost and fair value under IGAAP.
- (b) Actuarial loss on employee benefits: Under Ind AS, actuarial loss on employee benefits have been accounted through OCI instead of accounting through Statement of Profit and Loss under IGAAP.
- (c) Fair valuation of other financial assets: Under Ind AS, other financial assets viz., security deposits given for rented premises, have been accounted at fair value. The difference between the fair value and carrying value is treated as notional rent.
- (d) Deferred taxes: Under Ind AS, deferred tax is computed as per Balance Sheet approach instead of the Profit and Loss approach under IGAAP.

3. On 30 April, 2013, the Income-tax Department visited the premises of the Company and initiated proceedings under Section 132 of the Income-tax Act, 1961. Pursuant to the notices under Section 153A of Income-tax Act, 1961 the assessments for all the relevant assessment years were completed by the Department during the quarter ended 30 June, 2015. Consequently, the Company has computed the differential tax liability aggregating to ₹ 27 lacs for these years and accounted for the same in the quarter ended 30 June, 2015. Further, the Company has filed applications for rectification of two Assessment Orders which had discrepancies, which is pending with the Department.
4. The Company is primarily engaged in the business of production of television content, which, in the context of Ind AS 108 on 'Operating Segments', constitutes a single reportable segment.
5. Corresponding figures of the previous period have been regrouped/ restated, where necessary.
6. The above results have been reviewed by the Audit Committee and thereafter by the Board of Directors at their meeting held on 10 August, 2016. The statutory auditors of the Company have carried out a limited review of the results for the current quarter. The results for the previous period have not been subjected to limited review. However, the management has exercised necessary due diligence to ensure that the financial results provide a true and fair view of its affairs.

Place: Mumbai  
Date: 10th August, 2016

**By Order of the Board  
For Balaji Telefilms Limited**

  
Jeetendra Kapoor  
Chairman

**INDEPENDENT AUDITOR'S REVIEW REPORT ON REVIEW OF INTERIM  
FINANCIAL RESULTS  
TO THE BOARD OF DIRECTORS OF BALAJI TELEFILMS LIMITED**

1. We have reviewed the accompanying Statement of Standalone Unaudited Financial Results of Balaji Telefilms Limited (the Company) for the Quarter ended 30 June, 2016 (the Statement), being submitted by the Company pursuant to the requirement of Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, as modified by Circular No. CIR/CFD/FAC/62/2016 dated 5 July, 2016. This Statement which is the responsibility of the Company's Management and approved by the Board of Directors, has been prepared in accordance with the recognition and measurement principles laid down in the Indian Accounting Standard 34 'Interim Financial Reporting' (Ind AS 34), prescribed under Section 133 of the Companies Act, 2013 read with relevant rules issued thereunder and other accounting principles generally accepted in India. Our responsibility is to issue a report on the Statement based on our review.
2. We conducted our review of the Statement in accordance with the Standard on Review Engagements (SRE) 2410 on 'Review of Interim Financial Information Performed by the Independent Auditor of the Entity', issued by the Institute of Chartered Accountants of India. This Standard requires that we plan and perform the review to obtain moderate assurance as to whether the Statement is free of material misstatement. A review is limited primarily to inquiries of Company personnel and analytical procedures applied to financial data and thus provides less assurance than an audit. We have not performed an audit and, accordingly, we do not express an audit opinion.
3. Based on our review conducted as stated above, nothing has come to our attention that causes us to believe that the accompanying Statement, prepared in accordance with the aforesaid Indian Accounting Standards and other accounting principles generally accepted in India, has not disclosed the information required to be disclosed in terms of Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, as modified by Circular No. CIR/CFD/FAC/62/2016 dated 5 July, 2016, including the manner in which it is to be disclosed, or that it contains any material misstatement.
4. We have not reviewed the financial results and other financial information for the Quarter ended 30 June, 2015 which have been presented solely based on the financial information compiled by the Management.

For Deloitte Haskins & Sells LLP  
Chartered Accountants  
(Firm's Registration No. 117366W/W-100018)



A B Jani  
Partner

Mumbai, Dated: 10 August, 2016

(Membership No. 46488)



## **INDEPENDENT AUDITOR'S REVIEW REPORT ON REVIEW OF INTERIM FINANCIAL RESULTS TO THE BOARD OF DIRECTORS OF BALAJI TELEFILMS LIMITED**

1. We have reviewed the accompanying Statement of Consolidated Unaudited Financial Results of Balaji Telefilms Limited (the Holding Company) and its subsidiaries (the Holding Company and its subsidiaries together referred to as the Group), its share of the (loss) of its associate for the Quarter ended 30 June, 2016 (the Statement), being submitted by the Holding Company pursuant to the requirement of Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, as modified by Circular No. CIR/CFD/FAC/62/2016 dated 5 July, 2016. This Statement which is the responsibility of the Holding Company's Management and approved by the Board of Directors, has been prepared in accordance with the recognition and measurement principles laid down in Indian Accounting Standard 34 'Interim Financial Reporting' (Ind AS 34), prescribed under Section 133 of the Companies Act, 2013 read with relevant rules issued thereunder and other accounting principles generally accepted in India. Our responsibility is to issue a report on the Statement based on our review.
2. We conducted our review of the Statement in accordance with the Standard on Review Engagements (SRE) 2410 'Review of Interim Financial Information Performed by the Independent Auditor of the Entity', issued by the Institute of Chartered Accountants of India. This Standard requires that we plan and perform the review to obtain moderate assurance as to whether the Statement is free of material misstatement. A review is limited primarily to inquiries of Holding Company personnel and analytical procedures applied to financial data and thus provides less assurance than an audit. We have not performed an audit and, accordingly, we do not express an audit opinion.
3. The Statement includes the results of the following entities:  
Balaji Motion Pictures Limited, Bolt Media Limited, Marinating Films Private Limited, Chhayabani Balaji Entertainment Private Limited, Event Media LLP, ALT Digital Media Entertainment Limited (subsidiaries) and IPB Capital Advisors LLP (associate).
4. The consolidated financial results includes the Group's share of net (loss) of Rs. (0.11) lacs for the Quarter ended 30 June, 2016, as considered in the consolidated financial results, in respect of an associate, whose financial information have not been reviewed by us. These financial information have been reviewed by other auditors whose report has been furnished to us by the Management and our opinion on the Statement, in so far as it relates to the amounts and disclosures included in respect of the associate, is based solely on the reports of the other auditors.
5. Based on our review conducted as stated above and based on the consideration of the reports of the other auditors referred to in paragraph 4 above, nothing has come to our attention that causes us to believe that the accompanying Statement, prepared in accordance with the aforesaid Indian Accounting Standards and other accounting principles generally accepted in India, has not disclosed the information required to be disclosed in terms of Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, as modified by Circular No. CIR/CFD/FAC/62/2016 dated 5 July, 2016, including the manner in which it is to be disclosed, or that it contains any material misstatement.

6. We have not reviewed the consolidated financial results and other financial information for the Quarter ended 30 June, 2015 which have been presented solely based on the financial information compiled by the Management.

For Deloitte Haskins & Sells LLP  
Chartered Accountants  
(Firm's Registration No. 117366W/W-100018)



A. B. Jani  
Partner

(Membership No. 46488)

Mumbai, Dated: 10 August, 2016

# Quarterly Performance & Business Outlook

Q1 FY2017



*Salaji Telefilms Ltd.*

*Unique, Distinctive, Disruptive*

# Disclaimer

Certain statements in this document may be forward-looking statements. Such forward-looking statements are subject to certain risks and uncertainties like government actions, local political or economic developments, technological risks, and many other factors that could cause its actual results to differ materially from those contemplated by the relevant forward-looking statements. Balaji Telefilms Limited (BTL) 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. The content mentioned in the report are not to be used or re-produced anywhere without prior permission of BTL.



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*Balaji Telefilms Ltd.*

# About Balaji Telefilms

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# About Balaji Telefilms

**A leading entertainment house in India since 1994**

**Owning 19 modern studios and 31 editing suites - more than any Indian company in Media Entertainment Sector**

**Youngest entrant in motion pictures - quickly recognized amongst the top 5 studios in film production in India**

**Demonstrated ability to create high quality content**

**Moved towards HD programming to enhance viewing experience**

**Executed over 16,000 hours of television content in Hindi, Tamil, Telugu, Kannada, Malayalam and Bengali entertainment across genres**

**Strong presence in Hindi General Entertainment Channels (GECs) and Regional GECs across India**

**Expanding presence in Motion Pictures across genres and budgets – ALT Entertainment & Balaji Motion Pictures**

**Successfully launched**

- **Alt Digital Media Entertainment Limited, the digital foray of Balaji Telefilms Limited**
- **Brand EK**



# Board of Directors

## **Jeetendra Kapoor** - Chairman



- Jeetendra Kapoor is a popular movie star throughout the 1970s and 1980s and has starred in more than 200 Movies in his 45- year career
- He has won a number of awards including the Filmfare Lifetime Achievement Award, the Legends of Cinema Award and the Dadasaheb Phalke Academy Award
- His extensive relationship in the Indian entertainment industry proved to be extremely beneficial for the Company in its formative years and he continues to open new frontiers for the Company

## **Shobha Kapoor** - Managing Director



- Shobha Kapoor has been instrumental in transforming the Company from its small beginnings in 1994 to India's largest TV content company
- Since inception, Mrs. Kapoor has been hands on in the Company's operational management and efficiency and in controlling 'on set' activity
- Works closely with Business Heads helping them discharge their responsibilities
- Her stellar work in building the Balaji brand made her win several awards including CEO of the Year (Indian Telly Awards), Businesswoman of the Year (The Economic Times) and numerous Best Producer awards for their TV shows

## **Tusshar Kapoor** - Director



- Tusshar Kapoor is a certified MBA (Masters in Business Administration) from the Michigan University in the United States
- His first movie with Kareena Kapoor titled 'Mujhe Kuch Kehna Hai' shot him to immediate stardom and bagged him prestigious awards such as Filmfare Awards and Zee Cine Awards for being the Best Male Debutant of the Year
- His maturity as a seasoned actor has been visible in numerous Movies such as 'Khakee' and was nominated in the category of Best Supporting Actor in various renowned Bollywood Awards





# Board of Directors (cont'd)

## **D.G. Rajan** - Independent Director



- A Chartered Accountant and Fellow of the Institute of Chartered Accountants in England and Wales, and the Institute of Chartered Accountants of India
- Currently, the Advisor and Management Consultant for many domestic and International Groups

## **Arun Kumar Purwar** - Independent Director



- Mr. Arun Kumar Purwar joined as Independent Director of the Balaji Telefilms Limited. on May 20, 2015
- Currently the Chairman of ILFS Renewable Energy, one of the largest renewable energy company of the Country
- He also works as an Independent Director in leading companies across diverse sectors like Power, Solar Energy, Telecom, Steel, Engineering Consultancy, Pharma

## **Ashutosh Khanna** - Independent Director



- Heads the Global Consumer Markets practice of Korn/ Ferry International's New Delhi office
- Leverages the deep relationships he has built within the marketing and advertising fraternity to work closely with clients for senior level placements in the industry



# Board of Directors (cont'd)

## Mr. D. K. Vasal - Independent Director



- Over 30 years of experience in the service and manufacturing industry
- Was a Senior Equity Partner in one of the leading law firms of India, Group Legal Counsel of Vedanta Plc, Sterlite Group; Head of Legal (India Region) Standard Chartered Bank, Senior Advisor of Bank of Baroda; Executive Vice President and Head Legal & Compliance of DCB Bank Ltd; Head Legal - a new-generation private sector bank (now HDFC Bank)

## Pradeep Sarda - Independent Director



- The Chairman of the Sarda Group of Companies and the Chairman of the Governing Board of the Ecole Mondiale World School
- Experienced in multiple industry verticals, including paper, engineering, construction and real estate

## Mr. V. B. Dalal - Independent Director



- Over 40 years of experience in Audit and Direct Taxation and also handled international assignments in internal and operational audits in U.K, Portugal, Kenya, and Indonesia
- An academic experience of more than 10 years as part time lecturer in Accountancy, having worked with the Dahanukar College of Commerce and Economics affiliated to University of Mumbai.
- He is Director on Board and Chairman of Audit Committee of M/s Maharashtra Polybutanes Limited and M/s Oxides and Specialties Limited and is a Proprietor of V.B Dalal & Co



# Strong promoter group and management team credentials



**Ekta Kapoor,**  
Joint Managing  
Director

## ***A content maestro- the creative brain behind Balaji***

- She is a leading Indian TV and film producer. Under her creative guidance, Balaji has won almost every major TV award
- Her stellar work in creating a large content conglomerate at a young age garnered her several distinguished awards” The Economic Times (Businesswoman of the Year 2002), E&Y (Entrepreneur of the Year 2001) and the American Biographical Institute (Woman of the Year 2001)
- IMPACT placed her at the No. 3 position among ‘50 Most Influential Women’ in the Indian marketing, advertising and media ecosystems
- Her Bollywood movie productions include blockbusters such as Shootout at Lokhandwala, The Dirty Picture, Shaadi Ke Side Effects among others



**SAMEER NAIR**  
Group CEO

## ***TV and media veteran with a stellar track record***

- Former Programming Head, COO, CEO of Star India, and Founder/CEO of NDTV Imagine, later christened Turner General Entertainment Networks.
- Chairman of PROMAX India from 2005-2011 and the only Indian representative on the board of PROMAX Worldwide
- Catapulted Star Plus to pole position in 2000 by launching game changers such as Kaun Banega Crorepati (KBC), Kyunki... Saas Bhi Kabhi Bahu Thi and Kahaani Ghar Ghar Kii
- A proven track record of leading, managing and mentoring large, young creative and revenue teams in the media and entertainment space





*Balaji Telefilms Ltd.*

# Performance Overview – Q1 FY17

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# Key Operating Highlights – Q1 FY17

## **BTL**

### Revenue:

- Revenues at ₹ 526.6 million {₹ 684.6 million in Q1 FY16}
- Lower revenues y-o-y, as Q1FY16 included higher realisation shows as Nach Baliye and Jodha Akbar
- Q2FY17 to have two new shows Mazaak Mazaak Mein on Life Ok and Bhramarakshas on Zee TV
- Chandragupta is expected to be on air on Star Plus in October, 2016

### Margin:

- Margin is lower in the current quarter due to launch of new show Kawach on June 11, 2016 which will improve in the subsequent quarters

### Interest on Inter Company Deposits (ICD):

- Current quarter non operating income includes interest on ICD ₹ 38.4 million {Previous Period ₹ Nil}

### Tax:

- Current quarter tax of ₹ 27.2 million is higher on account of interest on ICD {Previous Period ₹ 31.3 million}



# Key Operating Highlights – Q1 FY17

## BMPL

### Revenue:

- Revenues at ₹ 534.4 million {₹ 10.4 million in Q1 FY16}
- Revenue growth in the current quarter is due to release of Azhar and Udta Punjab
- Revenue of approx ₹ 186.1 million for satellite, digital and other rights of Azhar and Udta Punjab is expected in Q2 FY17
- Piracy of our two movies led to a lower profit on Udta Punjab and loss on Great Grand Masti(released in July 2016) resulting into an approx loss of revenue of ₹ 360.0 million

### Margin:

- Current quarter includes marketing & distribution spends of ₹ 122.7 million for Azhar and Udta Punjab as per the Company's accounting policy and not inventorised to next quarter for its satellite and digital rights monetisation

### Interest on Inter Company Deposits (ICD):

- Current quarter finance cost includes interest on ICD ₹ 37.6 million {Previous Period ₹ Nil}



# Key Operating Highlights – Q1 FY17

## **ALT Digital**

- Business is currently in prelaunch phase with expenses mainly on account of content, technology, salaries and other business overheads
- Investment in mutual fund units at the quarter ended June 30, 2016 ₹ 1,333.3 million (at cost) {Period June, 2015 ₹ Nil}
- The Company has so far invested ₹ 143.0 million in its digital foray



# Financial Highlights – Q1 FY17 (Standalone – IND AS)

## Results for Q1 FY17

- Revenues at ₹ 526.6 million {₹ 684.6 million in Q1 FY16}
- Q1 FY16 had a higher revenue due to Nach Baliye and Jodha Akbar
- Q2 FY17 to have new shows namely Mazak Mazak Mein on Life Ok and Bhramarakshas on Zee TV
- EBITDA is ₹ 43.1 million {₹ 70.0 million in Q1 FY16}
- EBITDA lower due to lower revenue in current quarter as compared to previous year quarter and launch of one new show Kawach, new shows take a quarter for margins to stabilise
- Other income includes interest income on loan given to subsidiaries/LLP ₹ 38.3 million (Q1 FY16 ₹ 1.3 million) in accordance with Section 185 of the Companies Act, 2013 @ 8%/LLP agreement @ 12% p.a.
- Profit after tax is ₹ 57.8 million {₹ 67.9 million in Q1 FY16}
- Hours for Commissioned programs decreased to 225.5 hours as compared to 257 hours in Q1 FY16 owing to lower daily shows in the current quarter in comparison to previous year quarter
- Average realisation per hour for the quarter ₹ 2.33 million {₹ 2.66 million in Q1 FY16}
- Investment in mutual fund units at the quarter ended June 30, 2016 ₹ 604.5 million (at cost) {Period June, 2015 ₹ 1,242.1 million (at cost)}
- Investment in BMPL ₹ 1,468.4 million for the upcoming movies {₹ 927.6 million in Q1 FY16}
- Basic EPS not annualised at ₹ 0.76 per share {₹ 1.04 in Q1 FY16}





# Show report for the quarter ended June 30, 2016

Sr.No	Shows	Channel	Time	Schedule
1	Ye Hai Mohabbatein	Star Plus	19.30 - 20.00	Sunday to Saturday
2	Naagin*	Colors	20.00 - 21.00	Saturday to Sunday
3	Kawach Kaali Shaktiyon Se**	Colors	20.00 - 21.00	Saturday to Sunday
4	Pavitra Bandhan Do Dilo Ka	DD National	20.30 - 21.00	Monday to Friday
5	Kalash-EK Vishwaas	Life Ok	20.30 - 21.00	Monday to Friday
6	Kumkum Bhagya	Zee	21.00 - 21.30	Monday to Saturday
7	Ye Kahan Aa Gaye Hum	&TV	21.30 - 22.00	Monday to Friday
8	Kasam Tere Pyaar Ki	Colors	22.00 - 22.30	Monday to Friday
9	Gumraah - 5*	Channel V	19.00- 20.00	Sunday

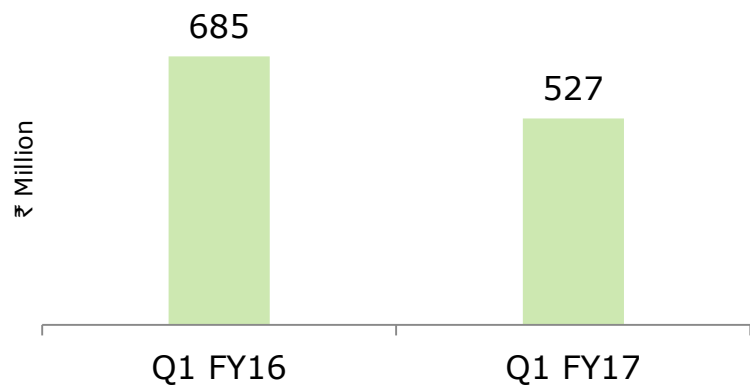
\*Off-air in Q1 FY17

\*\* On-air in Q1 FY17

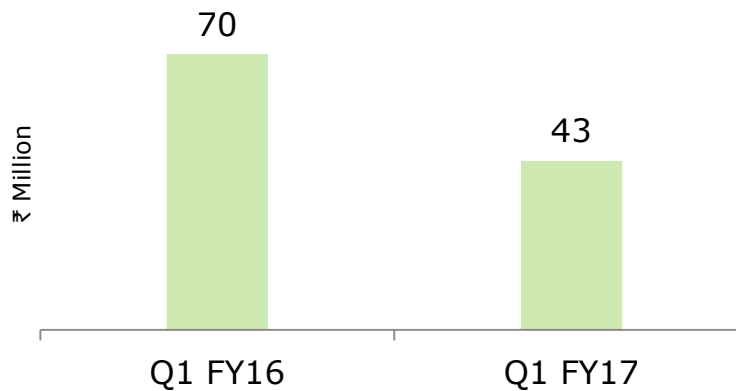


# Financial Performance – Q1 FY17 (Standalone - IND AS)

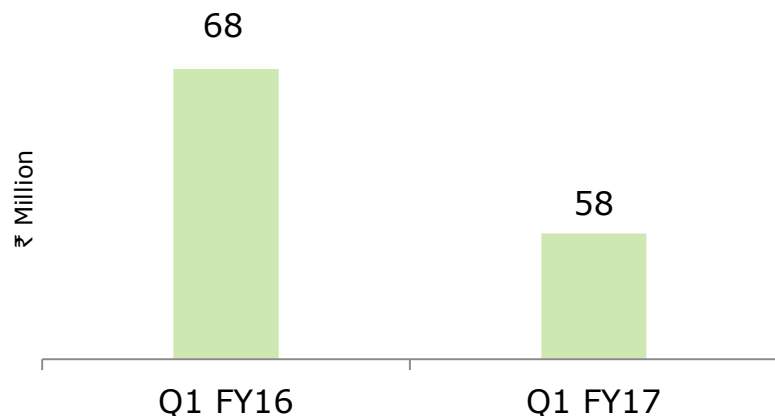
## Total Income



## EBIDTA



## PAT



- Topline decline by 23% over Q1 FY16 due to high revenue in the previous year quarter from Nach Baliye and Jodha Akbar
- EBITDA stands at ₹ 43.1 million as compared to ₹ 70.0 million in Q1 FY16 due to launch of one new show Kawach which is expected to improve from the next quarter
- Other income includes:
  - Income from investments amounting to ₹ 17.6 million (Q1 FY16: ₹ 42.5 million) – IND AS impact
  - Interest income on loan given to subsidiaries/LLP ₹ 38.4 million (Q1 FY16 ₹ 1.3 million) in accordance with Section 185 of the Companies Act, 2013 @ 8%/LLP agreement @ 12% p.a.
- PAT margin higher in the current quarter mainly on account on interest on Inter Company Deposit (ICD)



# Financial Performance – Q1 FY17 (Standalone)

Particular	YoY Comparison (As Per IND AS)			YoY Comparison (As Per IGAAP)			₹ in Million
	Q1 FY17	Q1 FY16	% PY	FY16	FY15	% PY	
<b>Revenue from Operations</b>	<b>526.58</b>	<b>684.56</b>	<b>-23%</b>	<b>2,473.27</b>	<b>2,057.62</b>	<b>20%</b>	
Other Operating Income	9.33	9.22	1%	95.23	39.29	142%	
<b>Total Operating Revenue</b>	<b>535.91</b>	<b>693.78</b>	<b>-23%</b>	<b>2,568.50</b>	<b>2,096.91</b>	<b>22%</b>	
Cost of Production	419.18	552.08	-24%	1,835.29	1,668.05	10%	
<b>Gross Margin</b>	<b>107.39</b>	<b>132.48</b>	<b>-19%</b>	<b>637.98</b>	<b>389.58</b>	<b>64%</b>	
<b>Gross Margin %</b>	<b>20.40%</b>	<b>19.40%</b>	-	<b>25.80%</b>	<b>18.90%</b>	-	
Staff Cost	46.43	42.91	8%	192.7	144.93	33%	
Other Cost	27.20	28.81	-6%	192.65	156.52	23%	
<b>EBITDA</b>	<b>43.10</b>	<b>69.99</b>	<b>-38%</b>	<b>347.85</b>	<b>127.43</b>	<b>173%</b>	
Depreciation	25.07	19.26	30%	87.16	76.15	14%	
Other Income	66.99	48.48	38%	336.53	102.09	230%	
Finance Cost	-	-	-	-	2.79	-	
<b>PBT</b>	<b>85.03</b>	<b>99.22</b>	<b>-14%</b>	<b>597.23</b>	<b>150.59</b>	<b>297%</b>	
Current tax	27.23	31.29	-13%	160.49	27.86	476%	
<b>PAT</b>	<b>57.80</b>	<b>67.93</b>	<b>-15%</b>	<b>436.74</b>	<b>122.73</b>	<b>256%</b>	
Other Comprehensive Income	(0.10)	(0.03)	213%	-	-	-	
<b>Total Comprehensive Income</b>	<b>57.70</b>	<b>67.90</b>	<b>-15%</b>	<b>-</b>	<b>-</b>	<b>-</b>	

Current quarter tax of ₹ 27.2 million is higher on account of interest on ICD {Previous Period ₹ 31.3 million}



# Revenue Details

Show Type	Revenue for the Quarter & Year Ending (₹ Million)				
	Jun-16	Mar-16	Jun-15*	Mar-15	FY2016
Commissioned Programs	526.4	556.4	684.4	595.1	2,471.6
Realisation Per Hour	2.33	2.25	2.66	2.20	2.47

Total Programming Hours	Hour for the Quarter & Year Ending				
	Jun-16	Mar-16	Jun-15*	Mar-15	FY2016
Programming Hours	225.5	247	257	258	1,002

\*Previous Quarter included Nach Baliye and Jodha Akbar resulting in higher revenue as compared to current quarter



# Financial & Operating Highlights – Consolidated IND AS

## Q1 FY17 (Consolidated)

### Results for Q1 FY17

- Revenues at ₹ 1,164.5 million {₹ 746.4 million in Q1 FY16} – growth of 56%
- EBITDA (loss)/profit is (₹ 3.0) million {₹ 47.6 million in Q1 FY16}
- (Loss)/Profit after tax is (₹ 2.0) million {₹ 43.5 million in Q1 FY16}
- (Loss) after tax at (₹ 2.0) million is after accounting for income tax of ₹ 27.2 million which relates to BTL
- Basic EPS not annualised at ₹ 0.09 per share {₹ 0.65 in Q1 FY16}
- Investment in mutual fund units at the quarter ended June 30, 2016 ₹ 1,962.76 million (at cost) {Period June, 2015 ₹ 1,242.05 million (at cost)}

Contd.....



# Upcoming Movie Slate

- **Successfully closed revenue deals for satellite, overseas, audio and theatrical on the upcoming 2 movies A Flying Jatt & Half Girlfriend with at ₹ 689.7 million**
- 3 movies in production and 1 in development
- De-risked business model; pre-selling of theatrical and satellite rights

Film Name	Language	Star Cast/(Director/Producer)	Tentative Release
A Flying Jatt	Hindi	Tiger Shroff, Jacqueline Fernandez Directed by Remo D'Souza	Expected release Aug 25, 2016
Half Girlfriend	Hindi	Arjun Kapoor & Shraddha Kapoor Directed by Mohit Suri	Expected release Q1 FY18(Apr 2017)
Super Singh	Punjabi	Co-production with Brat Films	Expected release Q1 FY18
Untitled – 1	Hindi	Under finalisation	Expected release Q3 FY18



# Amortisation Policy on Inventory

A] **Television Serials:** Inventories are valued at lower of cost and net realisable value. Cost is determined on the basis of average cost.

B] **Movies:** Items of inventory are carried at lower of cost and net realisable value. Cost is determined on the following basis:

- Films: Actual Cost
- Unamortised cost of films: The cost of films is amortised in the ratio of current revenue to the expected total revenue. At the end of each accounting period, balance unamortised cost is compared with the net expected revenue. If the net expected revenue is less than unamortised cost, the same is written down to the net expected revenue

➤ Marketing and distribution expenses are charged to revenue in the period in which they are incurred and are not inventorised



# Financial & Operating Highlights – Subsidiaries IND AS

## Q1 FY17 – Balaji Motion Pictures Limited(BMPL)

### Results for Q1 FY17

- Revenues at ₹ 534.4 million {₹ 10.4 million in Q1 FY16}
- Revenue growth is due to release of Azhar and Udta Punjab in the current quarter
- Revenue for satellite rights for Azhar and Udta Punjab is expected in Q2 FY17
- Piracy of our two movies led to a lower profit on Udta Punjab and loss on Great Grand Masti(released in July 2016) resulting into an approx loss of revenue of ₹ 360.0 million
- Current quarter includes marketing & distribution spends of ₹ 122.7 million for Azhar and Udta Punjab as per the Company's accounting policy and not inventorised to next quarter for its satellite and digital rights monetisation
- EBITDA profit/(loss) is ₹ 3.1 million {(₹ 23.2) million in Q1 FY16}
- Finance cost on loan from BTL ₹ 37.6 million (Q1 FY16 ₹ Nil) in accordance with Section 185 of the Companies Act, 2013
- (Loss) after tax is (₹ 35.3) million {(₹ 23.1) million in Q1 FY16} owing to higher interest cost

Contd.....





# Financial & Operating Highlights – Subsidiaries IND AS

## **Q1 FY17 - Alt Digital Media Entertainment Limited(ALT)**

### **Results for Q1 FY17**

- Business is currently in prelaunch phase with expenses mainly on account of content, technology, salaries and other business overheads
- EBITDA (loss) is (₹ 31.8) million
- (Loss) after tax is (₹ 6.6) million
- Investment in mutual fund units at the quarter ended June 30, 2016 ₹ 1,333.3 million (at cost) {Period June, 2015 ₹ Nil}
- The Company has so far invested ₹ 143.0 million in its digital foray



## Key Operating Highlights – Q1 FY17 (Consolidated IND AS)

### **Marinating Films Private Limited**

- Licensed the Box Cricket League (BCL) regional rights of Punjab to Xaam Media broadcast on 9X Tashan
- Two more BCL regional franchise namely Gujarat and Karnataka are being signed
- The Desi Explorer – Travel and Explore show successfully concluded in July, 2016
- India's Super Shopper – An interactive game show on YouTube is under discussion
- Television Style Awards - 2 to be aired on Colors

### **Results for Q1 FY17**

- Revenues at ₹ 73.2 million {₹ 28.6 million in Q1 FY16}
- BCL-2 was successfully completed during the quarter and broadcast on Colors
- EBITDA (loss)/profit at (₹ 13.8) million {₹ 0.9 million in Q1 FY16}
- (Loss)/Profit after tax is (₹ 13.3) million {₹ 0.6 million in Q1 FY16}
- Investment in mutual fund units at the quarter ended June 30, 2016 ₹ 25.0 million (at cost){Period June, 2015 ₹ Nil}



# Key Operating Highlights – Q1 FY17 Subsidiaries

## **Chhayabani Balaji Entertainment Private Limited**

- Star Jalsa
  - 'Phire Asher Gaan' a music realty show of 1 hour on Sunday at 9–10 pm, successfully completed in Q2FY17
- Colors Bangla
  - Launched 'Sohagi Sindoor' from Monday to Saturday at 6.30–7.00 pm successfully completed in Q1FY17
- In discussion with Colors Bangla on a new show – concept approved
- Proposed one web series of 13 episodes for Alt Digital

## **Results for Q1 FY17**

- Revenues at ₹ 30.3 million
- EBITDA (loss) is (₹ 3.3) million
- (Loss) after tax is (₹ 3.5) million



# Financial & Operating Highlights – Subsidiaries

## **Q1 FY17 - Bolt Media Limited(BOLT)**

### **Results for Q1 FY17**

- Revenues at ₹ Nil million {₹ 5.3 million in Q1 FY16}
- EBITDA (Loss) is (₹ 0.1) million {(₹ 2.9) million in Q1 FY16}
- (Loss) after tax is (₹ 0.6) million {(₹ 3.0) million in Q1 FY16}

## **Q1 FY17 - Event Media LLP(EML)**

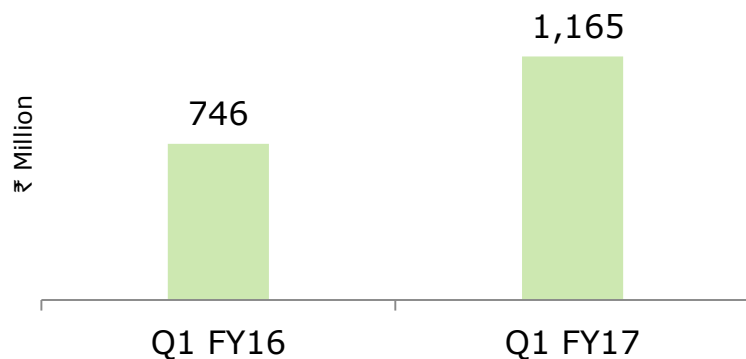
### **Results for Q1 FY17**

- Revenues at ₹ Nil {₹ 17.5 million in Q1 FY16}
- EBITDA (loss)/profit is (₹ 0.1) million {₹ 2.8 million in Q1 FY16}
- (Loss)/profit after tax is (₹ 0.4) million {₹ 1.1 million in Q1 FY16}

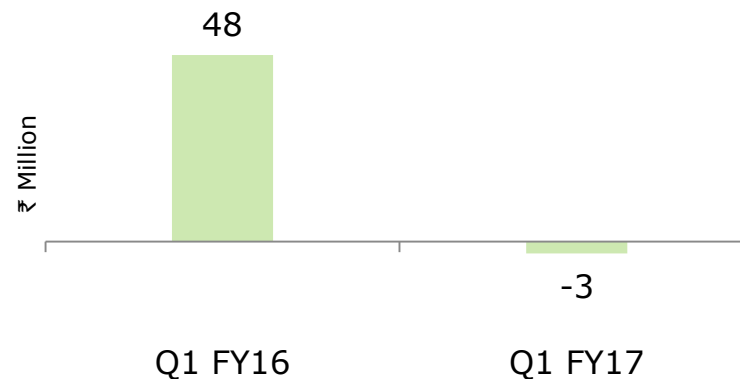


# Financial Performance – Q1 FY17 (Consolidated IND AS)

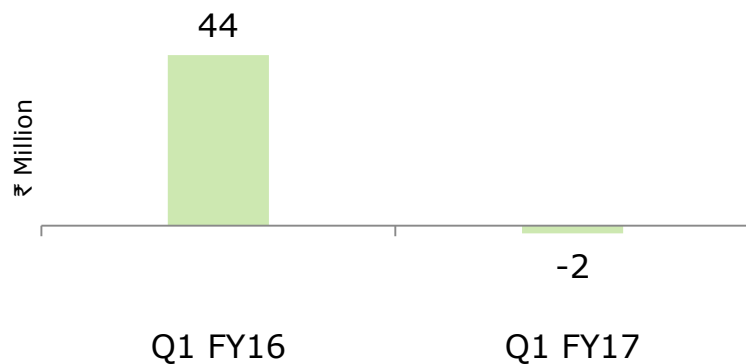
## Total Income



## EBIDTA



## PAT



- Revenues higher owing to release of films Azhar and Uda Punjab
- (Loss) after tax at (₹ 2.0) million is after accounting for income tax of ₹ 27.2 million, which relates to BTL



# Financial Performance – Q1 FY17 (Consolidated)

Particular	YoY Comparison(As per IND AS)			YoY Comparison(As per IGAAP)			₹ in Million
	Q1 FY17	Q1 FY16	% PY	FY16	FY15	% PY	
<b>Revenue from Operations</b>	<b>1,164.51</b>	<b>746.39</b>	<b>56%</b>	<b>2,827.95</b>	<b>3,426.54</b>	<b>-17%</b>	
Other Operating Income	9.33	11.62	-20%	99.6	38.33	160%	
<b>Total Operating Revenue</b>	<b>1,173.84</b>	<b>758.00</b>	<b>55%</b>	<b>2,927.55</b>	<b>3,464.88</b>	<b>-16%</b>	
Cost of Production	1,034.05	601.82	72%	2,270.07	2,965.32	-23%	
<b>Gross Margin</b>	<b>130.46</b>	<b>144.57</b>	<b>-10%</b>	<b>557.88</b>	<b>461.22</b>	<b>21%</b>	
<b>Gross Margin %</b>	<b>11.20%</b>	<b>19.37%</b>	<b>-</b>	<b>19.73%</b>	<b>13.46%</b>	<b>-</b>	
Staff Cost	64.58	41.90	54%	201.73	152.31	32%	
Other Cost	78.23	66.69	17%	396.33	286.63	38%	
<b>EBITDA</b>	<b>(3.02)</b>	<b>47.59</b>	<b>-106%</b>	<b>59.42</b>	<b>60.62</b>	<b>-2%</b>	
Depreciation	26.68	21.16	26%	94.07	82.74	14%	
Finance Cost	0.14	0.05	182%	0.09	3.38	-97%	
Other Income	64.37	49.08	31%	222.57	110.33	102%	
<b>PBT</b>	<b>34.54</b>	<b>75.47</b>	<b>-54%</b>	<b>187.83</b>	<b>84.84</b>	<b>121%</b>	
Current tax	36.52	31.94	14%	160.49	28.58	462%	
<b>PAT</b>	<b>(1.98)</b>	<b>43.53</b>	<b>-105%</b>	<b>27.35</b>	<b>56.26</b>	<b>-51%</b>	
Share of (loss) of associates	(0.01)	(0.07)	-84%	0.31	(0.11)	-382%	
Minority Share in loss	8.66	0.84	936%	0.41	-	-	
<b>Net Profit</b>	<b>6.67</b>	<b>42.62</b>	<b>-84%</b>	<b>28.07</b>	<b>56.16</b>	<b>-50%</b>	
Other Comprehensive Income	(0.04)	0.20	-119%	-	-	-	
<b>Total Comprehensive Income</b>	<b>6.63</b>	<b>42.82</b>	<b>-85%</b>	<b>28.07</b>	<b>56.16</b>	<b>-50%</b>	

Loss after tax at (₹ 1.98) million is after accounting for income tax of ₹ 27.2 million which relates to BTL



# Financial Table – Q1 FY17 (Consolidated – IND AS)

Sr. No	Particulars	BTL	BMPL	BOLT	EML	MFPL	CBEPL	ALT	Elimination	Consol	₹ in Million
1	a) Net Sales from Operations	526.58	534.40	-	-	73.19	30.34	-	-	1,164.51	
	b) Other Operating Income	9.33	-	-	-	-	-	-	-	9.33	
	<b>Total</b>	<b>535.91</b>	<b>534.40</b>	<b>-</b>	<b>-</b>	<b>73.19</b>	<b>30.34</b>	<b>-</b>	<b>-</b>	<b>1,173.84</b>	
2	Expenditure										
	a) Cost of Production	419.18	497.76	-	-	84.05	33.06	-	-	1,034.05	
	b) Staff Cost	32.88	11.32	-	-	0.94	-	19.44	-	64.58	
	c) Finance Cost	-	37.64	0.47	0.24	-	0.13	0.02	38.36	0.14	
	d) Depreciation	25.07	1.28	0.05	-	0.003	0.04	0.24	-	26.68	
	e) Other Expenditure	40.75	22.26	0.10	0.11	2.06	0.59	12.37	-	78.23	
	<b>Total</b>	<b>517.88</b>	<b>570.26</b>	<b>0.62</b>	<b>0.35</b>	<b>87.04</b>	<b>33.82</b>	<b>32.07</b>	<b>38.36</b>	<b>1,203.67</b>	
3	<b>Profit / (Loss) from Operation Before Other Income(1-2)</b>	<b>18.03</b>	<b>(35.86)</b>	<b>(0.62)</b>	<b>(0.35)</b>	<b>(13.85)</b>	<b>(3.48)</b>	<b>(32.07)</b>	<b>(38.36)</b>	<b>(29.83)</b>	
4	Other Income	66.99	0.50	-	-	0.75	-	34.49	38.36	64.37	
5	<b>Profit / (Loss) from Ordinary Activities Before Tax (3+4)</b>	<b>85.03</b>	<b>(35.36)</b>	<b>(0.62)</b>	<b>(0.35)</b>	<b>(13.10)</b>	<b>(3.48)</b>	<b>2.42</b>	<b>-</b>	<b>34.54</b>	
6	Tax Expenses	27.23	-	-	-	0.23	-	9.06	-	36.52	
7	<b>Net Profit / (Loss) from continuing operations (5-6)</b>	<b>57.79</b>	<b>(35.36)</b>	<b>(0.62)</b>	<b>(0.35)</b>	<b>(13.33)</b>	<b>(3.48)</b>	<b>(6.64)</b>	<b>-</b>	<b>(1.98)</b>	
8	Share of (loss) of associates	-	-	-	-	-	-	-	-	(0.01)	
9	Reimbursements of the defined benefit liabilities	-	-	-	-	-	-	-	-	(0.04)	
10	Minority share in Loss	-	-	-	-	-	-	-	-	8.66	
11	<b>Net Profit</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>6.63</b>	

Loss after tax at (₹ 1.98) million is after accounting for income tax of ₹ 27.2 million which relates to BTL





*Balaji Telefilms Ltd.*

# Television

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# About BTL

Television and Film has been the foundation stone of Balaji Telefilms Limited (BTL)

Rich experience in entertainment and a proven ability in gauging the pulse of masses

Entry of newer broadcasters and digital platforms - leading to more demand for variety and content

Serials broadcast across all channels including Star, Sony, Colours, Zee, Doordarshan, Channel V, Life OK and &TV

Gumraah, Savdhan and MTV-Webbed - examples of new, younger genres of content that has seen success

Current programs like KumKum Bhagya, Yeh Hain Mohabbatein and most recently Kasam Tere Pyaar Ki well accepted by viewers, reflected in its strong TRPs



Past track record has been exemplary with a string of hit shows in Hindi and Regional television

Some of our past successes are Kahaani Ghar Ghar Ki, Kyunki Saas Bhi Kabhi Bahu Thi, Kasauti Zindagi Ki, Kahin Toh Hoga, Kkusm, Kasamh Se, Bade Ache Lagte Hain, Kaahin Kissi Roz, Pavitra Rishta, Bade Achche Lagte Hai, Jodha Akbar, Naagin



# Brand EK

- Balaji forayed into the fashion segment with “Brand EK - By Ekta Kapoor”, a premium and affordable brand for apparels and accessories launched amidst fanfare at the Television Style Awards on Colors TV in May, 2015
- The fashion line is currently exclusively available on **snapdeal.com** in the ecommerce space and **Best Deal TV** in the TV commerce space
- At present, with its exclusive range of ethnic wear and jewellery for every occasion, the label boasts of products that not only connect to the traditional woman, but also to the modern Indian woman
  - Given the momentum, we believe this venture could generate good revenues with a healthy margin



# Key Revenue Drivers - Television



- Commissioned programming is the key revenue driver for the television division
- Improving realisation in Commissioned programming
- Television revenues expected to expand owing to demand from satellite channels for our premium television serials
- Kum Kum Bhagaya, Jodha Akbar, Yeh Hain Mohabbatein and Pavitra Bandhan are all amongst the top 30 programs
- India is the world's third largest television market in terms of number of households





*Balaji Telefilms Ltd.*

# Motion Pictures

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# About BMPL

Past track record has been exemplary with a string of hit shows in Hindi and Regional television Strategic thrust on sequels and series:

Hugely successful model internationally – Harry Potter, Batman, X-Men, American Pie

Strong brand franchise – easier acceptance and connect with audiences



Successful offerings till date include 'Raagini MMS', 'Shor In the City', 'Once upon a time in Mumbai', 'Shootout at Lokhandwala', 'Kya Kool Hain Hum' and 'The Dirty Picture', 'Ek Thi Dayan', 'Shootout at Wadala', 'Lootera', 'Once Upon a Time in Mumbai Dobaara', 'Shaadi Ke Side Effects', 'Raagini MMS 2', 'Main Tera Hero', 'Kuku Mathur Ki Jhand Ho Gayi', 'Ek Villian', 'Ashar', 'Udta Punjab' and 'Great Grand Masti'



# Growth in Creative Content Library

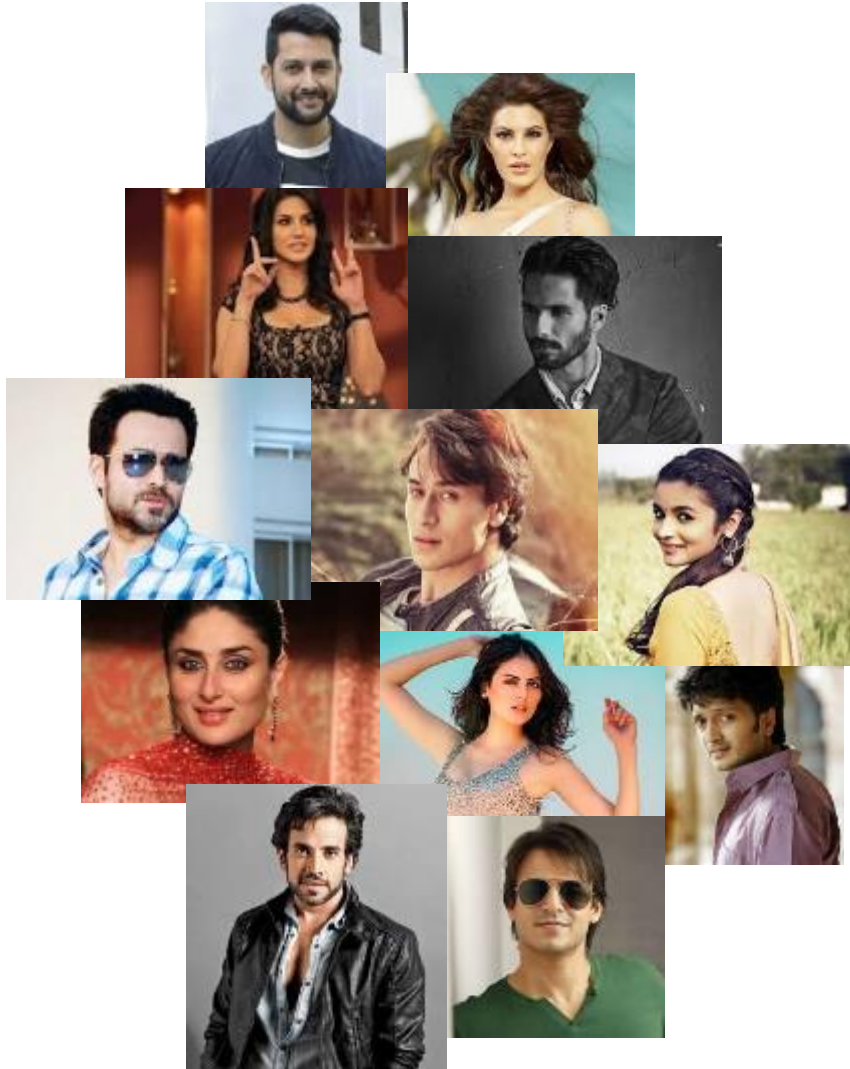


## Content Library:

- Owns a film library of over ~20 films till date
- Diversified, balanced product mix of Movies
- Swiftly ramping up scale and output
- Opportunity to exploit old content on new emerging platforms
- Provides stable, recurring cash flows and de-risks the business model



# Key Revenue Drivers - Films



- Rapidly expanding number of multiplexes resulting in growth opportunities and better reach
- Company's theatrical performance improved owing to strong content driven by increasing number of multiplex theatres with rising average ticket prices
- Audiences acceptance for newer genre movies and their ability to spend for a better cinematic experience
- Balaji's content portfolio comprises of more than 20 films - expected to hit the silver screen in the near term
- Many countries offer rebates for film shoots resulting in lower cost of production
- New emerging platforms
- Film catalogue monetised through television syndication deals by providing digital content for DTH satellite, music, IPTV & video on demand and internet channels



# Business Essential

## Forward and Backward Integration

- Strong content creativity leading to better scripts
- Setting up of distribution network in Mumbai and Delhi territories
- Long standing relationships within the film fraternity

## Satellite Syndication

- Exploring best possible deals for cable & satellite licensing deals including music rights
- Pre-licensing deals help de-risk the Company's revenues assuring returns

## Robust Movie Slate

- Building a strong movie pipeline including small, medium and high budget films for the next couple of years

## Distribution and marketing

- Theatrical rights sold closer to the date of release to achieve optimal value
- Presence across large, medium and small budgeted movies – Ability to bundle the package with broadcasters
- Leverage on strong industry relationships and experience

## Strategic Partnerships

- Co-production with leading production houses like Dharma, Phantom, etc.
- Tying up with well regarded star casts and directors
- Creative intelligence in production







*Balaji Telefilms Ltd.*

# ALT Digital Media Entertainment

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# About ALT Digital Media

The Company is foraying into the B2C digital content business segment, the next growth driver of the Company's operating strategies, through its wholly owned subsidiary ALT Digital Media

ALT Digital Media will operate as subscription video on demand (SVOD) based over the top (OTT) platform targeted towards Urban Indians and Indian Diaspora

Leveraging Group's unmatched position and creative abilities in both television and film content, ALT Digital Media will create highly differentiated, original digital content for the entire connected ecosystem spanning mobile devices, web, smart TVs and game stations

ALT Digital Media is reflective of the Company's strategic intent to build a consumer facing brand by creating enjoyable, engaging content for digital audience globally and monetising the incredible potential of original on-demand entertainment



# ALT platform | Offering overview

## Content strategy



Edgy, large variety and volume of original content created especially for the OTT platform. We are crafting our content strategy based on multiple parameters which are primarily related to Age, Gender and spending habits. The aim is to ensure we have content for all and also stay true to our ALTERNATE positioning.

## Technology



Global 'best of breed' technology and UX to ride on the imminent explosion of internet bandwidth in the country. Streaming and offline viewing options. Delivered across multiple screens at optimized data levels.

## Revenue model



Primary source- Subscription based freemium approach.

Secondary source- Advertisements, licensing & sponsorship.

## Target group



Smartphone internet user, Urban affluent Indians living in metro and semi-metro cities globally with broadband connectivity.

## Marketing & Distribution



Marketing dollars will primarily be focused on marketable content, digital marketing and PR. Multiplier effect will come from distribution deals with partners



# Investor Contact

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# Thank you

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