

# Balaji Telefilms Limited

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## Balaji Telefilms Limited Continues to Drive Entertainment in India with Clear leadership Position across Television and Original Exclusive Digital Content

**22<sup>nd</sup> May 2019:** Balaji Telefilms Limited, India's leading media powerhouse, today announced its financial results for the fourth quarter and financial year ended on **31<sup>st</sup> March 2019**.

Balaji Telefilms continues to have the highest **market share at 14% in Primetime ratings** in spite of the changes in reach and viewership across genres, as part of the New Tariff Order in the broadcast industry being implemented in the country. Balaji Telefilms for over 25 years has been a leader in creating content for mass India and Balaji content today, is woven into the social and cultural fabric of the country.

ALTBalaji, the group's most recent expansion into the direct to consumer video streaming service has **completed two successful years of operation** and is in an excellent position to become a category leader. With 38 shows ALTBalaji has one of the largest original exclusive libraries and is one of India's most favourite destinations online for Indian content. **Hits for the year include Apaharan, Gandii Baat, Puncchbeat, Ragini MMS and Kehne Ko Humsafar Hain.**

**Mrs. Shobha Kapoor, Managing Director, Balaji Telefilms Limited** said, *"Operationally we had a good year and have laid a strong foundation for the next financial year. Our television business continues to be the #1 content creator with a very healthy order pipeline. Our movies continue to narrate good clutter breaking stories and have recorded good pre-sales. ALTBalaji, in under 2 years is becoming a major value driver for us and we continue to invest in scaling the business."*

### **OPERATIONAL HIGHLIGHTS**

- The TV production business has 7 shows on air during the quarter of which **4 shows were in the Top 5 shows**
- **Naagin 3 was # 1 on Colors, Kasautii Zindagii Ki was #1 on Star Plus and Kumkum Bhagya and Kundali Bhagya were #1 and #2 respectively on Zee**
- 5 movies are underway for release in FY20 – **Production costs for these movies have already been recovered via pre-sales**
- ALTBalaji is the **#3 top grossing video on demand service in India** - based on App Annie data for grossing within the Entertainment category

- **With over 20 million subscriptions sold in the year ending 31<sup>st</sup> March, 2019**, ALT Balaji is certainly shaping the binge-viewing culture via video streaming (OTT). Further, **67% of ALT Balaji’s subscribers finish watching a series within 7 days of starting it**
- **5 multi-episode, ‘Original Exclusive’ shows released this quarter** taking the **total number of shows to 38**
- ALTBalaji is at the **centre of the consumer internet ecosystem** with integrations and tie-ups with over **40 partners across telecom service providers, device and streaming partners, payment partners and other online services**

### **FINANCIAL PERFORMANCE ON A STANDALONE BASIS (Television and Movie Production)**

- **FY19 Revenues from Operations has increased 6%** driven by higher revenues from content production. FY 19 Revenues from Operations at Rs 440.3 cr – Rs 341.2 cr from content production and Rs 99.1 cr from movies
- **14% improvement in the revenues per hour of programming** in the TV business - FY19 at Rs 38 lakh / hour vs Rs 33 lakh / hour in FY18
- **Gross Margin in TV business has improved for 3 consecutive quarters** and at 27.7% in Q4 FY19
- **FY19 Business EBITDA for the TV business at Rs 50.7cr**, operating at 14.9% margin
- Movie business had 2 films released during the year and the business generated an **EBITDA before exceptional items of Rs 5.4 cr**. FY19 impacted by Rs 9.8cr provision for advances as a matter of abundant caution
- **23% growth in FY19 Net Profit after Tax** at Rs 20.1 cr against FY18 of Rs 16.3 cr
- Value of investments in Mutual funds across the Company as on 31<sup>st</sup> March 2019 **at Rs 285 cr**
- The Board of Directors have recommended a payment of **final dividend of Rs 0.40 per Equity share** of face value Rs 2 subject to the approval of the shareholders at the ensuing Annual General Meeting

### **About Balaji Telefilms Limited:**

Balaji Telefilms is India’s leading integrated media conglomerate operating across television, movie and digital content production. The Company, under the stewardship of Mrs. Shobha Kapoor and Ms. Ekta Kapoor, enjoys market leadership in the television content industry for over two decades with an exemplary track record for content creation across genres and target groups.

Balaji Telefilms is a household name which has produced some of the best television serials in the country including the famous K Series of daily soaps such as Kyunki Saas Bhi Kabhi Bahu Thi and Kahaani Ghar Ghar Ki. More recently it has created an extremely successful mystical fantasy series of Naagin 1, Naagin 2 and Naagin 3, paving the way for weekend fiction based programming.

Over the years the company through its movies business has also demonstrated success in pioneering the production of a differentiated cinematic content across different genres. Balaji Motion Pictures has been involved in creating a number of commercial as well as critically acclaimed movies such as The Dirty Picture, LSD, Once Upon a Time, Ek Villain, Udtaa Punjab and most recently Veere Di Wedding.

Balaji Telefilms Ltd’s foray into original shows on digital platforms, ALT Digital Media Entertainment Limited is a wholly owned subsidiary of the production house. Serving as a multi-device subscription Video on Demand (SVOD) Platform, ALTBalaji’s

offerings include premium, disruptive content and original series across genres, that audiences can watch at their convenience. With originality, courage and relentlessness at its core, ALTBalaji's content stands out for being non-conformist and inclusive. ALTBalaji is here to set new standards and benchmarks in giving digitally-first audiences an alternate content platform.

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