

# Balaji Telefilms Ltd.

C-13, Balaji House, Dalia Industrial Estate, Opp. Laxmi Industries  
New Link Road, Andheri (West), Mumbai - 400 053.  
Tel.: 40698000 • Fax : 40698181 / 82 / 83  
Website : [www.balajitelefilms.com](http://www.balajitelefilms.com)  
CIN No. : L99999MH1994PLC082802



November 13, 2019

To,

**BSE Limited**  
Phiroze Jeejeebhoy Towers,  
Dalal Street,  
Mumbai - 400 001  
**Stock Code: 532382**

**National Stock Exchange of India Ltd.**  
"Exchange Plaza",  
Bandra-Kurla Complex, Bandra (East),  
Mumbai - 400 051  
**Stock Code: BALAJITELE**

**Sub: Outcome of Board Meeting held on November 13, 2019**

Dear Sir/Madam,

This is further to our letter dated November 04, 2019 intimating the date of Board Meeting for consideration of Unaudited Financial Results for the quarter and half year ended September 30, 2019.

Pursuant to Regulation 30 and 33 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 ('Listing Regulations'), we would like to inform you that the Board of Directors in their Meeting held today i.e. November 13, 2019 have considered and approved the Unaudited Financial Results (both Standalone and Consolidated) under Indian Accounting Standard (IndAS) for the quarter and half year ended September 30, 2019, duly reviewed and recommended by the Audit Committee along with the Limited Review Report of the Auditors thereon.

A copy of the Unaudited Financial Results (both Standalone and Consolidated) along with the Limited Review Report of the Auditors thereon, Quarterly Performance Report and Press Release issued in this regard is attached.

We are arranging to publish the said Financial Results in newspapers in the format prescribed under Regulation 47 of Listing Regulations.

The above information will also be made available on the Company's website, [www.balajitelefilms.com](http://www.balajitelefilms.com)

The Meeting of the Board of Directors commenced at 02.30 p.m. and concluded at 06.45 p.m.

You are requested to take the aforementioned information on your record.

Thanking you,

Yours Faithfully,

For Balaji Telefilms Limited



**Simmi Singh Bisht**  
Group Head Secretarial  
Membership No. A23360



Encl: a/a

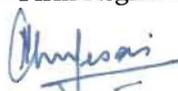
# Price Waterhouse Chartered Accountants LLP

## Review Report

The Board of Directors  
Balaji Telefilms Limited  
C-13, Balaji House  
Dalia Industrial Estate  
Opp. Laxmi Industries  
New Link Road, Andheri (West)  
Mumbai – 400 053

1. We have reviewed the Unaudited Standalone financial results of Balaji Telefilms Limited (the “Company”) for the quarter and the half year ended September 30, 2019 which are included in the accompanying ‘Statement of Unaudited Standalone Financial Results for the Quarter and Six Months Ended September 30, 2019’, the ‘Unaudited Standalone statement of assets and liabilities’ as on that date and the ‘Unaudited Standalone Statement of Cash Flows’ for the half-year ended on that date (the “Statement”). The Statement has been prepared by the Company pursuant to Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended (the “Listing Regulations, 2015”), which has been initialled by us for identification purposes. Attention is drawn to the fact that the Unaudited Standalone Statement of Cash Flows for the corresponding period from April 1, 2018 to September 30, 2018, as reported in the Statement have been approved by the Company’s Board of Directors, but have not been subjected to review.
2. 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 Indian Accounting Standard 34 “Interim Financial Reporting” (“Ind AS 34”), prescribed under Section 133 of the Companies Act, 2013, and other accounting principles generally accepted in India. Our responsibility is to express a conclusion on the Statement based on our review.
3. 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 of interim financial information consists of making inquiries, primarily of persons responsible for financial and accounting matters, and applying analytical and other review procedures. A review is substantially less in scope than an audit conducted in accordance with Standards on Auditing and consequently does not enable us to obtain assurance that we would become aware of all significant matters that might be identified in an audit. Accordingly, we do not express an audit opinion.
4. Based on our review conducted as above, nothing has come to our attention that causes us to believe that the Statement has not been prepared in all material respects in accordance with the applicable Accounting Standards prescribed under Section 133 of the Companies Act, 2013 and other recognised accounting practices and policies and has not disclosed the information required to be disclosed in terms of Regulation 33 of the Listing Regulations, 2015 including the manner in which it is to be disclosed, or that it contains any material misstatement.

For Price Waterhouse Chartered Accountants LLP  
Firm Registration Number: 012754N/N500016



Mehul Desai  
Partner  
Membership Number: 103211  
UDIN: 19103211AAAADN9287

Mumbai  
November 13, 2019

Price Waterhouse Chartered Accountants LLP, Nesco IT Building III, 8th Floor, Nesco IT Park, Nesco Complex  
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Price Waterhouse (a Partnership Firm) converted into Price Waterhouse Chartered Accountants LLP (a Limited Liability Partnership with LLP identity no: LLPIN AAC-5001) with effect from July 25, 2014. Post its conversion to Price Waterhouse Chartered Accountants LLP, its ICAI registration number is 012754N/N500016 (ICAI registration number before conversion was 012754N)



# Balaji Telefilms Limited

CIN-L99999MH1994PLC082802

Regd Off: C-13, Balaji House, Dalia Industrial Estate, New Link Road, Andheri (West), Mumbai 400053

Tel.: 40698000 • Fax : 40698181 / 82 / 83

Website : www.balajitelefilms.com

PART I: STATEMENT OF UNAUDITED STANDALONE FINANCIAL RESULTS FOR THE QUARTER AND SIX MONTHS ENDED SEPTEMBER 30, 2019							₹ in Lacs
Sr. No.	Particulars	3 months ended	Preceding 3 months ended	Corresponding 3 months ended	Six Months Ended		Previous Year Ended
		30-09-2019	30-06-2019	30-09-2018	30-09-2019	30-09-2018	31-03-2019
		(Un-audited)	(Un-audited)	(Un-audited)	(Un-audited)	(Un-audited)	(Audited)
1	<b>Income</b>						
	a) Revenue from Operations	17,935.09	8,285.35	11,302.97	26,220.44	24,668.20	44,030.15
	b) Other Income	435.20	159.60	510.25	594.80	803.92	2,482.16
	<b>Total Income</b>	<b>18,370.29</b>	<b>8,444.95</b>	<b>11,813.22</b>	<b>26,815.24</b>	<b>25,472.12</b>	<b>46,512.31</b>
2	<b>Expenses</b>						
	a) Cost of Production / Acquisition and Telecast Fees	7,969.04	6,141.29	8,819.24	14,110.33	19,334.77	36,705.29
	b) Changes in Inventories	2,510.42	(515.67)	171.35	1,994.75	874.04	(1,963.00)
	c) Marketing and Distribution Expense	3,079.15	53.70	623.21	3,132.85	1,874.02	2,035.94
	d) Employee Benefits Expense	204.77	485.05	536.47	689.82	893.85	2,271.11
	e) Depreciation and amortisation expense	832.86	832.80	354.79	1,665.66	665.60	1,308.79
	f) Finance cost	56.99	65.34	-	122.33	-	-
	g) Other Expenses	1,089.12	1,064.93	523.01	2,154.05	1,150.22	3,509.14
	<b>Total Expenses</b>	<b>15,742.35</b>	<b>8,127.44</b>	<b>11,028.07</b>	<b>23,869.79</b>	<b>24,792.50</b>	<b>43,867.27</b>
3	<b>Profit Before Tax (1-2)</b>	<b>2,627.94</b>	<b>317.51</b>	<b>785.15</b>	<b>2,945.45</b>	<b>679.62</b>	<b>2,645.04</b>
4	<b>Tax Expense :</b>						
	a) Current tax	1,117.39	292.34	188.07	1,409.73	193.61	695.81
	b) Deferred tax	(39.60)	(228.02)	(115.16)	(267.62)	(106.22)	(63.23)
	<b>Total tax expenses</b>	<b>1,077.79</b>	<b>64.32</b>	<b>72.91</b>	<b>1,142.11</b>	<b>87.39</b>	<b>632.58</b>
5	<b>Profit After Tax (3-4)</b>	<b>1,550.15</b>	<b>253.19</b>	<b>712.24</b>	<b>1,803.34</b>	<b>592.23</b>	<b>2,012.46</b>
6	<b>Other Comprehensive Income (OCI)</b>						
	(i) Items that will not be reclassified to Profit or Loss						
	(a) Remeasurements of post employment benefit obligations	(1.45)	(1.45)	(1.42)	(2.90)	(2.85)	(5.82)
	(ii) Income tax relating to items that will not be reclassified to profit or loss	0.23	0.50	0.49	0.73	0.99	2.01
	<b>Other Comprehensive Income for the period / year, net of tax</b>	<b>(1.22)</b>	<b>(0.95)</b>	<b>(0.93)</b>	<b>(2.17)</b>	<b>(1.86)</b>	<b>(3.81)</b>
7	<b>Total Comprehensive Income for the period / year (5+6)</b>	<b>1,548.93</b>	<b>252.24</b>	<b>711.31</b>	<b>1,801.17</b>	<b>590.37</b>	<b>2,008.65</b>
8	Paid-up Equity Share Capital (Face Value ₹ 2/- each)	2,022.61	2,022.61	2,022.61	2,022.61	2,022.61	2,022.61
9	Other Equity						98,970.11
10	Earnings Per Share (EPS) Basic and Diluted (in ₹)	1.53	0.25	0.70	1.78	0.58	1.99

**Notes :**

- The above results have been prepared in accordance with Indian Accounting Standards ('Ind AS') notified under Section 133 of the Companies Act, 2013 and the recognized accounting practices and policies to the extent applicable and have been reviewed and recommended by the Audit Committee and thereafter approved by the Board of Directors at their meetings held on November 13, 2019.
- In accordance with the Indian Accounting Standards (Ind AS 108), the Company has disclosed segment results in its consolidated financial results.
- The Company has adopted Ind AS 116 effective April 01, 2019, using the modified retrospective approach. The Company has applied the standard to its leases with the cumulative impact recognised on the date of initial application (April 01, 2019). Accordingly, previous period information has not been restated. This has resulted in recognising a right-of-use asset of ₹3,277.69 lacs and a corresponding lease liability of ₹ 3,480.63 lacs. The difference of ₹ 132.03 lacs (net of deferred tax asset of ₹ 70.91 lacs) has been adjusted to retained earnings as at April 01, 2019. In the statement of profit and loss for the current period, operating lease expenses which were recognised as cost of production and other expenses in previous periods is now recognised as depreciation expense for the right-of-use asset and finance cost for interest accrued on lease liability. The adoption of this standard did not have any significant impact on the profit for the period and earnings per share.
- The comparative figures of cash flows for the half year ended September 30, 2018 included in the Standalone Statement were as reviewed by the Audit Committee and approved by the Board of Directors only and have not been subjected to review by the Auditors as the mandatory requirement of limited review of cash flows has been made applicable for the period beginning from April 01, 2019 pursuant to Regulation 33(8) of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 as amended.



5 BALAJI TELEFILMS LIMITED  
 UNAUDITED STANDALONE STATEMENT OF ASSETS AND LIABILITIES AS AT SEPTEMBER  
 30, 2019

₹ in Lacs

Particulars	As at 30-09-2019	As at 31-03-2019
	Unaudited	Audited
<b>ASSETS</b>		
<b>Non-current assets</b>		
(a) Property, plant and equipment	2,816.13	3,002.75
(b) Right to use	2,836.18	-
(c) Capital work-in-progress	1.12	52.46
(d) Financial Assets		
(i) Investments	63,496.60	48,694.65
(ii) Trade receivables	324.31	431.01
(iii) Loans	785.79	940.19
(iv) Other financial assets	-	326.12
(e) Deferred tax assets (net)	1,564.55	1,981.86
(f) Non-current tax assets (net)	843.61	2,628.08
(g) Other non-current assets	3,727.35	3,238.08
<b>Total non-current assets</b>	<b>76,395.64</b>	<b>61,295.20</b>
<b>Current assets</b>		
(a) Inventories	4,135.97	6,328.14
(b) Financial assets		
(i) Investments	13,235.56	22,106.08
(ii) Trade receivables	10,847.77	10,283.76
(iii) Cash and cash equivalents	1,142.63	1,587.04
(iv) Loans	549.08	316.13
(v) Other financial assets	1,848.00	1,543.02
(c) Contract assets	2,316.61	1,755.38
(d) Other current assets	5,283.66	4,482.86
<b>Total current assets</b>	<b>39,359.28</b>	<b>48,402.41</b>
<b>Total Assets</b>	<b>1,15,754.92</b>	<b>1,09,697.61</b>
<b>EQUITY AND LIABILITIES</b>		
<b>Equity</b>		
(a) Equity share capital	2,022.61	2,022.61
(b) Other equity	1,00,051.96	98,970.11
<b>Total equity</b>	<b>1,02,074.57</b>	<b>1,00,992.72</b>
<b>Liabilities</b>		
<b>(1) Non-current liabilities</b>		
(a) Financial liabilities		
(i) Lease liabilities	1,726.35	-
<b>Total non-current liabilities</b>	<b>1,726.35</b>	<b>-</b>
<b>Current liabilities</b>		
(a) Financial liabilities		
(i) Trade payables		
(I) total outstanding dues of micro and small enterprises	-	-
(II) total outstanding dues other than (i) (I) above	9,959.99	7,210.55
(ii) Lease liabilities	1,148.00	-
(iii) Other financial liabilities	84.42	127.20
(b) Provisions	12.80	15.99
(c) Other current liabilities	679.24	1,281.60
(d) Current tax liabilities (net)	69.55	69.55
<b>Total current liabilities</b>	<b>11,954.00</b>	<b>8,704.89</b>
<b>Total Equity and Liabilities</b>	<b>1,15,754.92</b>	<b>1,09,697.61</b>



## UNAUDITED STANDALONE STATEMENT OF CASH FLOWS FOR THE HALF-YEAR ENDED SEPTEMBER 30, 2019

	Particulars	For the period ended Sep 30, 2019		For the period ended Sep 30, 2018	
		₹ in Lacs		₹ in Lacs	
<b>A.</b>	<b>CASH FLOW FROM OPERATING ACTIVITIES</b>				
	Profit before tax		2,945.45		679.62
	Adjustments for:				
	Depreciation and amortisation expenses	1,665.66		665.60	
	Advances written off	-		31.77	
	Provision for doubtful debts and advances (net)	910.48		0.20	
	Loss on fixed assets written off /disposals (net)	3.11		-	
	Impact of adoption of Ind AS 115 directly recognised in retained earnings	-		129.09	
	Net gains on financial assets mandatorily measured at fair value through profit and loss	(403.01)		(629.84)	
	Provision for gratuity expenses	21.43		7.32	
	Provision for diminution in value of investment	0.38		-	
	Finance Cost	122.33		-	
	Dividend Income on investments mandatorily measured at fair value through profit and loss	-		(10.15)	
	Amortisation of prepaid rent element of rental security deposit	-		37.74	
	Unwinding of discount on security deposit	(33.16)		(40.50)	
	Employee share based payment expenses	(29.63)		233.92	
	Creditors written back	-		(33.75)	
	Unrealised Foreign Exchange Gain/(Loss) (net)	(6.68)		(59.67)	
	Interest income on fixed deposits	(8.91)		(9.57)	
	Interest income on deferred consideration	(20.01)		(3.73)	
	Interest income on income-tax refund	(108.84)		-	
	Interest income on loan to subsidiary	(14.19)	2,098.96	(16.71)	301.72
	<b>Operating profit before working capital changes</b>		<b>5,044.41</b>		<b>981.34</b>
	Adjustments for:				
	(Increase)/decrease in trade receivable	(489.25)		(3,865.40)	
	(Increase)/decrease in other current financial assets	(959.16)		(1,732.56)	
	(Increase)/decrease in other current assets	(1,174.08)		(1,459.66)	
	(Increase)/decrease in contract assets	(561.23)		-	
	(Increase)/decrease in other non current financial assets	326.12		3.00	
	(Increase)/decrease in current loans	12.00		436.92	
	(Increase)/decrease in non-current loans	187.56		(36.58)	
	(Increase)/decrease in other non current assets	265.92		1,921.22	
	(Increase)/decrease in inventories	2,192.17		3,364.86	
	Increase/(decrease) in trade payables	2,557.37		5,681.47	
	Increase/(decrease) in other current liabilities	(602.36)		(212.75)	
	<b>Cash generated from operations</b>		<b>9,673.82</b>		<b>5,081.86</b>
	Income-tax refund/(paid)		374.74		(902.98)
	<b>Net cash flow generated from operating activities (A)</b>		<b>10,048.56</b>		<b>4,178.88</b>
<b>B.</b>	<b>CASH FLOW FROM INVESTING ACTIVITIES</b>				
	Payments for property, plant and equipment	(403.18)		(913.15)	
	Payments for purchase of current investments	(11,754.40)		(5,291.81)	
	Proceeds from sale of current investments	20,987.19		-	
	Loss on fair valuation of non current investments (net of tax)	-		17,111.45	
	Payments for purchase of non current investments	(15,000.00)		(15,325.00)	
	Proceeds from sale of non current investments	167.55		-	
	Loans to related parties (net)	(244.95)		-	
	Interest income received	151.95		30.01	
	<b>Net cash (used in) investing activities (B)</b>		<b>(6,095.84)</b>		<b>(4,388.50)</b>
<b>C.</b>	<b>CASH FLOW FROM FINANCING ACTIVITIES</b>				
	Repayment of lease liabilities	(3,866.68)		-	
	Dividend paid to company's shareholders (including DDT)	(487.67)		(486.87)	
	<b>Net cash (used in) financing activities (C)</b>		<b>(4,354.35)</b>		<b>(486.87)</b>
	<b>Net (decrease) in cash and cash equivalents (A+B+C)</b>		<b>(401.63)</b>		<b>(696.49)</b>
	Cash and cash equivalents at the beginning of the period		1,459.77		673.64
	<b>Cash and cash equivalents at the end of the period</b>		<b>1,058.14</b>		<b>(22.85)</b>

## Components of cash and cash equivalents

	As at Sep 30, 2019		As at Sep 30, 2018	
	₹ in Lacs		₹ in Lacs	
<b>Cash and cash equivalents above comprises of</b>				
- Cash and cash equivalent		1,133.12		430.54
(excluding balance in unpaid dividend account)		(74.98)		(453.39)
- Temporarily overdrawn book balances				
<b>Cash and cash equivalents at the end of the year</b>		<b>1,058.14</b>		<b>(22.85)</b>

7 The said results of the Company are available on the website of the Company at [www.balajitelefilms.com](http://www.balajitelefilms.com) and can also be accessed on the website of BSE Ltd. at [www.bseindia.com](http://www.bseindia.com) and National Stock Exchange of India at [www.nseindia.com](http://www.nseindia.com).

By Order of the Board  
For Balaji Telefilms Limited

Place : Mumbai  
Date : November 13, 2019



Jeetendra Kapoor  
Chairman



# Price Waterhouse Chartered Accountants LLP

## Review Report

The Board of Directors  
Balaji Telefilms Limited  
C-13, Balaji House  
Dalia Industrial Estate  
Opp. Laxmi Industries  
New Link Road, Andheri (West)  
Mumbai – 400 053

1. We have reviewed the Unaudited Consolidated financial results of Balaji Telefilms Limited (the “Parent”), its subsidiaries (the parent and its subsidiaries hereinafter referred to as the “Group”) and associate entities (refer Note 1 on the Statement) for the quarter and half year ended September 30, 2019 which are included in the accompanying ‘Statement of Unaudited Consolidated Financial Results for the Quarter and Six Months Ended September 30, 2019’, the ‘Unaudited Consolidated Statement of assets and liabilities’ as on that date and the ‘Unaudited Consolidated Statement of Cash Flows’ for the half-year ended on that date (the “Statement”). The Statement has been prepared by the Parent pursuant to the requirement of Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended (the “Listing Regulations”), which has been initialed by us for identification purposes. Attention is drawn to the fact that the consolidated figures for the Unaudited Consolidated Statement of Cash flows for the period from April 1, 2018 to September 30, 2018, as reported in these financial results have been approved by the Parent’s Board of Directors, but have not been subjected to review.
2. This Statement, which is the responsibility of the Parent’s Management and has been approved by the Parent’s 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, and other accounting principles generally accepted in India. Our responsibility is to express a conclusion on the Statement based on our review.
3. 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 of interim financial information consists of making inquiries, primarily of persons responsible for financial and accounting matters, and applying analytical and other review procedures. A review is substantially less in scope than an audit conducted in accordance with Standards on Auditing and consequently does not enable us to obtain assurance that we would become aware of all significant matters that might be identified in an audit. Accordingly, we do not express an audit opinion.

We also performed procedures in accordance with the circular issued by the SEBI under Regulation 33 (8) of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended, to the extent applicable.



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# Price Waterhouse Chartered Accountants LLP

Review Report

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4. The Statement includes the results of the subsidiaries: ALT Digital Media Entertainment Limited, Balaji Motion Pictures Limited, Marinating Films Private Limited, Chhayabani Balaji Entertainment Private Limited and associate entities: IPB Capital Advisors LLP, Indus Balaji Education Capital Advisors LLP.
5. Based on our review conducted and procedures performed as stated in paragraph 3 above, nothing has come to our attention that causes us to believe that the accompanying Statement has not been prepared in all material respects in accordance with the recognition and measurement principles laid down in the aforesaid Indian Accounting Standard and other accounting principles generally accepted in India and has not disclosed the information required to be disclosed in terms of Regulation 33 of the Listing Regulations, including the manner in which it is to be disclosed, or that it contains any material misstatement.
6. The unaudited consolidated financial results includes the Group's share of net loss after tax of Rs. Nil and total comprehensive income of Rs. Nil for the quarter and half year ended September 30, 2019, as considered in the unaudited consolidated financial results, in respect of two associate entities, based on their interim financial results which have not been reviewed by their auditors. According to the information and explanations given to us by the Management, these interim financial results are not material to the Group.  
Our conclusion on the Statement is not modified in respect of the above matter.

For Price Waterhouse Chartered Accountants LLP  
Firm Registration Number: 012754N/N500016



Mehul Desai  
Partner

Membership Number: 103211  
UDIN: 19103211AAAADO3259

Mumbai  
November 13, 2019



# Balaji Telefilms Limited

CIN-L99999MH1994PLC082802

Regd Off: C-13, Balaji House, Dalia Industrial Estate, New Link Road, Andheri (West), Mumbai 400053

Tel.: 40698000 • Fax : 40698181 / 82 / 83

Website : www.balajitelefilms.com

## STATEMENT OF UNAUDITED CONSOLIDATED FINANCIAL RESULTS FOR THE QUARTER AND SIX MONTHS ENDED SEPTEMBER 30, 2019

₹ In Lacs

Sr. No.	Particulars	3 months	Preceeding	Corresponding	Six Month Ended		Previous Year
		ended	3 months ended	3 months ended	Six Month Ended		Ended
		30-09-2019 (Un-audited)	30-06-2019 (Un-audited)	30-09-2018 (Un-audited)	30-09-2019 (Un-audited)	30-09-2018 (Un-audited)	31-03-2019 (Audited)
1	<b>Income</b>						
	a) Revenue from Operations	18,745.74	9,052.43	11,906.96	27,798.17	24,251.34	42,770.87
	b) Other Income	517.28	223.40	669.22	740.68	995.96	3,176.67
	<b>Total Income</b>	<b>19,263.02</b>	<b>9,275.83</b>	<b>12,576.18</b>	<b>28,538.85</b>	<b>25,247.30</b>	<b>45,947.54</b>
2	<b>Expenses</b>						
	a) Cost of Production / Acquisition and Telecast Fees	9,276.39	8,569.26	9,857.08	17,845.65	21,266.25	40,044.69
	b) Changes in Inventories	2,510.42	(515.67)	213.03	1,994.75	380.42	(2,447.28)
	c) Marketing and Distribution Expense	3,721.72	1,157.08	1,115.62	4,878.80	2,403.94	4,312.16
	d) Employee Benefits Expense	653.26	1,197.56	1,308.19	1,850.82	2,209.75	4,956.52
	e) Finance Costs	64.62	71.97	1.38	136.59	2.40	2.22
	f) Depreciation and amortisation expense	976.17	982.02	478.50	1,958.19	909.47	1,806.39
	g) Other Expenses	2,055.81	1,968.03	1,047.80	4,023.84	2,208.85	6,415.69
	<b>Total Expenses</b>	<b>19,258.39</b>	<b>13,430.25</b>	<b>14,021.60</b>	<b>32,688.64</b>	<b>29,381.08</b>	<b>55,090.39</b>
3	<b>Profit / (Loss) before share of net (loss)/profit of associates and tax (1-2)</b>	<b>4.63</b>	<b>(4,154.42)</b>	<b>(1,445.42)</b>	<b>(4,149.79)</b>	<b>(4,133.78)</b>	<b>(9,142.85)</b>
4	Share of (Loss) of associates	-	-	-	-	-	-
5	<b>Profit / (Loss) Before Tax (3-4)</b>	<b>4.63</b>	<b>(4,154.42)</b>	<b>(1,445.42)</b>	<b>(4,149.79)</b>	<b>(4,133.78)</b>	<b>(9,142.85)</b>
6	<b>Tax Expenses:</b>						
	a) Current tax	1,117.39	292.34	179.68	1,409.73	219.47	695.81
	b) Deferred tax	(39.60)	(228.02)	(80.91)	(267.62)	(106.22)	(63.23)
	<b>Total tax expenses</b>	<b>1,077.79</b>	<b>64.32</b>	<b>98.77</b>	<b>1,142.11</b>	<b>113.25</b>	<b>632.58</b>
7	<b>(Loss) after tax (5-6)</b>	<b>(1,073.16)</b>	<b>(4,218.74)</b>	<b>(1,544.19)</b>	<b>(5,291.90)</b>	<b>(4,247.03)</b>	<b>(9,775.43)</b>
8	<b>Other Comprehensive Income (OCI)</b>						
	(i) Items that will not be reclassified to Profit or Loss						
	(a) Remeasurements of post employment benefit obligations	(1.45)	(1.45)	(3.04)	(2.90)	(6.10)	27.59
	(ii) Income tax relating to items that will not be reclassified to profit or loss	0.23	0.50	0.49	0.73	0.99	2.01
	<b>Other Comprehensive Income for the period / year, net of tax</b>	<b>(1.22)</b>	<b>(0.95)</b>	<b>(2.55)</b>	<b>(2.17)</b>	<b>(5.11)</b>	<b>29.60</b>
9	<b>Total Comprehensive Income for the period / year (7+8)</b>	<b>(1,074.38)</b>	<b>(4,219.69)</b>	<b>(1,546.74)</b>	<b>(5,294.07)</b>	<b>(4,252.14)</b>	<b>(9,745.83)</b>
	<b>(Loss) for the period attributable to:</b>						
	-Owners of the Company	(1,071.10)	(4,209.56)	(1,522.08)	(5,280.66)	(4,221.47)	(9,735.33)
	-Non-controlling interest	(2.06)	(9.18)	(22.11)	(11.24)	(25.56)	(40.10)
	<b>(Loss) for the period attributable to:</b>	<b>(1,073.16)</b>	<b>(4,218.74)</b>	<b>(1,544.19)</b>	<b>(5,291.90)</b>	<b>(4,247.03)</b>	<b>(9,775.43)</b>
	<b>Other Comprehensive Income for the period / year attributable to:</b>						
	-Owners of the Company	(1.22)	(0.95)	(2.55)	(2.17)	(5.11)	29.60
	-Non-controlling interest	-	-	-	-	-	-
	<b>Total Comprehensive Income for the period / year attributable to:</b>	<b>(1,072.32)</b>	<b>(4,210.51)</b>	<b>(1,524.63)</b>	<b>(5,282.83)</b>	<b>(4,226.58)</b>	<b>(9,705.73)</b>
	-Owners of the Company	(2.06)	(9.18)	(22.11)	(11.24)	(25.56)	(40.10)
	-Non-controlling interest	(1,074.38)	(4,219.69)	(1,546.74)	(5,294.07)	(4,252.14)	(9,745.83)
10	Paid-up Equity Share Capital (Face Value ₹ 2/- each)	2,022.61	2,022.61	2,022.61	2,022.61	2,022.61	2,022.61
11	Other Equity	-	-	-	-	-	74,222.30
12	<b>(Loss) Per Share (EPS) Basic and Diluted attributable to owners of the Company (in ₹)</b>	<b>(1.06)</b>	<b>(4.16)</b>	<b>(1.50)</b>	<b>(5.22)</b>	<b>(4.17)</b>	<b>(9.63)</b>





# Balaji Telefilms Limited

CIN-L99999MH1994PLC082802

Regd Off: C-13, Balaji House, Dalia Industrial Estate, New Link Road, Andheri (West), Mumbai 400053

Tel.: 40698000 • Fax : 40698181 / 82 / 83

Website : www.balajitelefilms.com

## STATEMENT OF UNAUDITED CONSOLIDATED FINANCIAL RESULTS FOR THE QUARTER AND SIX MONTHS ENDED SEPTEMBER 30, 2019

### SEGMENT WISE REVENUE, RESULTS AND CAPITAL EMPLOYED

₹ in Lacs

Sr. No.	Particulars	3 months	Preceding	Corresponding	Six Month Ended		Previous Year
		ended	3 months ended	3 months ended	30-09-2019		Ended
		30-09-2019	30-06-2019	30-09-2018	30-09-2019	30-09-2018	31-03-2019
		(Un-audited)	(Un-audited)	(Un-audited)	(Un-audited)	(Un-audited)	(Audited)
1	<b>Segment Revenue</b>						
	a) Commissioned Programs	8,428.88	9,317.40	8,841.60	17,746.28	15,842.91	34,401.83
	b) Films	9,388.85	166.78	2,532.95	9,555.63	9,337.16	10,227.19
	c) Digital	2,010.67	1,232.77	1,428.11	3,243.44	2,006.53	4,187.11
	<b>Total</b>	<b>19,828.40</b>	<b>10,716.95</b>	<b>12,802.66</b>	<b>30,545.35</b>	<b>27,186.60</b>	<b>48,816.13</b>
	Less: Inter Segment Revenue	(1,082.66)	(1,664.52)	(895.70)	(2,747.18)	(2,935.26)	(6,045.26)
	<b>Total Revenue from Operations</b>	<b>18,745.74</b>	<b>9,052.43</b>	<b>11,906.96</b>	<b>27,798.17</b>	<b>24,251.34</b>	<b>42,770.87</b>
2	<b>Segment Results</b>						
	<b>Profit/(Loss) Before Tax and Interest from each Segment</b>						
	a) Commissioned Programs	2,588.78	967.28	1,304.54	3,556.06	1,093.03	4,908.62
	b) Films	1,624.63	(9.97)	13.17	1,614.66	903.80	826.24
	c) Digital	(2,871.49)	(3,682.94)	(2,322.98)	(6,554.43)	(4,984.34)	(12,080.66)
	<b>Total</b>	<b>1,341.92</b>	<b>(2,725.63)</b>	<b>(1,005.27)</b>	<b>(1,383.71)</b>	<b>(2,987.51)</b>	<b>(6,345.80)</b>
	Less: (i) Other Unallocable Expenses	1,854.57	1,652.19	1,335.45	3,506.76	2,142.23	5,973.72
	(ii) Unallocable Income	(517.28)	(223.40)	(895.30)	(740.68)	(985.96)	(3,176.67)
	(iii) Share of (Loss) of associates	-	-	-	-	-	-
	<b>Profit/(Loss) before tax</b>	<b>4.63</b>	<b>(4,154.42)</b>	<b>(1,445.42)</b>	<b>(4,149.79)</b>	<b>(4,133.78)</b>	<b>(9,142.85)</b>
3	<b>Segment Assets</b>						
	a) Commissioned Programs	19,700.70	20,869.57	17,305.73	19,700.70	17,305.73	14,777.29
	b) Films	9,323.44	12,460.59	10,309.78	9,323.44	10,309.78	11,143.61
	c) Digital	38,164.47	30,814.77	32,641.42	38,164.47	32,641.42	27,621.91
	<b>Total Segment Assets</b>	<b>67,188.61</b>	<b>64,144.93</b>	<b>60,256.93</b>	<b>67,188.61</b>	<b>60,256.93</b>	<b>53,542.81</b>
	d) Unallocable Assets	21,768.39	25,796.87	35,225.77	21,768.39	35,225.77	34,505.41
	<b>Total</b>	<b>88,957.00</b>	<b>89,941.80</b>	<b>95,482.70</b>	<b>88,957.00</b>	<b>95,482.70</b>	<b>88,048.22</b>
4	<b>Segment Liabilities</b>						
	a) Commissioned Programs	13,231.30	10,586.42	9,223.92	13,231.30	9,223.92	6,774.29
	b) Films	250.62	3,584.63	1,858.87	250.62	1,858.87	1,512.00
	c) Digital	4,466.59	3,036.53	2,235.62	4,466.59	2,235.62	2,936.11
	<b>Total Segment Liabilities</b>	<b>17,948.51</b>	<b>17,207.58</b>	<b>13,318.41</b>	<b>17,948.51</b>	<b>13,318.41</b>	<b>11,222.40</b>
	d) Unallocable Liabilities	941.50	693.60	1,132.53	941.50	1,132.53	682.89
	<b>Total</b>	<b>18,890.01</b>	<b>17,901.18</b>	<b>14,450.94</b>	<b>18,890.01</b>	<b>14,450.94</b>	<b>11,905.29</b>
5	<b>Capital employed</b>						
	a) Commissioned Programs	6,469.40	10,283.15	8,081.81	6,469.40	8,081.81	8,003.00
	b) Films	9,072.82	8,875.96	8,450.91	9,072.82	8,450.91	9,631.61
	c) Digital	33,697.88	27,778.24	30,405.80	33,697.88	30,405.80	24,685.80
	d) Unallocable Assets less Liabilities	20,826.89	25,103.27	34,093.24	20,826.89	34,093.24	33,822.52
	<b>Total</b>	<b>70,066.99</b>	<b>72,040.62</b>	<b>81,031.76</b>	<b>70,066.99</b>	<b>81,031.76</b>	<b>76,142.93</b>

### Notes :

- Financial results of the subsidiary companies, Balaji Motion Pictures Limited, Chhayabani Balaji Entertainment Private Limited, Maninang Films Private Limited, ALT Digital Media Entertainment Limited (together referred as 'the Group') and share of the associate entities, IPB Capital Advisors LLP and Indus Balaji Education Capital Advisors LLP have been consolidated with those of Balaji Telefilms Limited ('the Company').
- The above results have been prepared in accordance with Indian Accounting Standards ('Ind AS') notified under Section 133 of the Companies Act, 2013 and the recognized accounting practices and policies to the extent applicable and have been reviewed and recommended by the Audit Committee and thereafter approved by the Board of Directors at their meetings held on November 13, 2019.
- The Group has adopted Ind AS 116 effective April 01, 2019, using the modified retrospective approach. The Group has applied the standard to its leases with the cumulative impact recognised on the date of initial application (April 01, 2019). Accordingly, previous period information has not been restated. This has resulted in recognising a right-of-use asset of ₹ 3,574.62 lacs and a corresponding lease liability of ₹ 3,831.91 lacs. The difference of ₹ 186.38 lacs (net of deferred tax asset of ₹ 70.91 lacs) has been adjusted to retained earnings as at April 01, 2019. In the statement of profit and loss for the current period, operating lease expenses which were recognised as cost of production and other expenses in previous periods is now recognised as depreciation expense for the right-of-use asset and finance cost for interest accrued on lease liability. The adoption of this standard did not have any significant impact on the loss for the period and earnings/(loss) per share.
- The comparative figures of cash flows for the half year ended September 30, 2018 included in the Consolidated Statement were as reviewed by the Audit Committee and approved by the Board of Directors only and have not been subjected to review by the Auditors as the mandatory requirement of limited review of cash flows has been made applicable for the period beginning from April 01, 2019 pursuant to Regulation 33(B) of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 as amended.



PARTICULARS	As at 30-09-2019	As at 31-03-2019
	Unaudited	Audited
<b>ASSETS</b>		
<b>Non-current assets</b>		
(a) Property, plant and equipment	2,953.08	3,161.95
(b) Right to use	3,096.39	-
(c) Goodwill on consolidation	146.91	146.91
(d) Capital work-in-progress	1.12	52.46
(e) Other intangible assets	263.65	455.33
(f) Financial Assets		
(i) Investments	1,376.58	1,504.69
(ii) Trade receivables	100.27	150.12
(iii) Loans	785.79	940.19
(iv) Other financial assets	-	326.12
(g) Deferred tax assets (net)	1,564.55	1,981.86
(h) Non-current tax asset (net)	1,809.99	3,017.15
(i) Other non-current assets	3,727.35	3,238.08
<b>Total Non-current assets</b>	<b>15,825.68</b>	<b>14,974.86</b>
<b>Current assets</b>		
(a) Inventories	18,348.11	19,583.91
(b) Financial assets		
(i) Investments	23,393.89	28,525.52
(ii) Trade receivables	10,024.38	9,882.50
(iii) Cash and cash equivalents	1,634.92	1,930.17
(iv) Loans	45.33	71.39
(v) Other financial assets	6,495.36	1,471.03
(c) Contract assets	586.08	682.25
(d) Other current assets	12,603.25	10,926.59
<b>Total Current assets</b>	<b>73,131.32</b>	<b>73,073.36</b>
<b>Total Assets</b>	<b>88,957.00</b>	<b>88,048.22</b>
<b>EQUITY AND LIABILITIES</b>		
<b>Equity</b>		
(a) Equity share capital	2,022.61	2,022.61
(b) Other equity		
- Equity component of compound financial instrument	66.45	66.45
- Reserves & Surplus	68,091.85	74,155.85
<b>Equity attributable to owners of the Company</b>	<b>70,180.91</b>	<b>76,244.91</b>
Non-controlling interests	(113.90)	(101.98)
<b>Total Equity</b>	<b>70,067.01</b>	<b>76,142.93</b>
<b>Liabilities</b>		
<b>Non-current liabilities</b>		
(a) Financial liabilities		
(i) Borrowings	11.97	10.56
(ii) Lease liabilities	1,927.76	-
(b) Provision	7.76	-
<b>Total Non-current liabilities</b>	<b>1,947.49</b>	<b>10.56</b>
<b>Current liabilities</b>		
(a) Financial liabilities		
(i) Trade payables		
(I) total outstanding dues of micro and small enterprises	53.41	34.81
(II) total outstanding dues other than (i) (I) above	13,179.65	9,026.92
(ii) Lease liabilities	1,249.89	-
(iii) Other financial liabilities	84.42	132.74
(b) Provisions	12.80	15.99
(c) Other current liabilities	1,797.81	2,614.72
(d) Current tax liabilities (net)	564.52	69.55
<b>Total Current liabilities</b>	<b>16,942.50</b>	<b>11,894.73</b>
<b>Total Equity and Liabilities</b>	<b>88,957.00</b>	<b>88,048.22</b>



**BALAJI TELEFILMS LIMITED**  
**UNAUDITED CONSOLIDATED STATEMENT OF CASH FLOWS FOR THE HALF-YEAR ENDED SEPTEMBER 30, 2019**

Particulars	For the period ended Sep 30, 2019		For the period ended Sep 30, 2018	
	₹ in Lacs		₹ in Lacs	
<b>A. CASH FLOW FROM OPERATING ACTIVITIES</b>				
Loss before tax		(4,149.79)		(4,133.78)
Adjustments for:				
Depreciation and amortisation expenses	1,958.19		909.47	
Finance Cost	136.59		2.40	
Advances written off	-		31.77	
Provision for doubtful debts and advances (net)	1,026.67		0.20	
Loss on fixed assets written off /disposals (net)	3.11		-	
Impact of adoption of Ind AS 115 in retained earnings	-		418.48	
Net gains on financial assets mandatorily measured at fair value through profit and loss	(580.25)		(815.68)	
Amortisation of content	4,685.43		3,316.76	
Discontinued shows written off	-		245.92	
Provision for gratuity expenses	-		10.97	
Dividend Income on investments	-		(10.15)	
Amortisation of prepaid rent element of rental security deposit	41.44		39.54	
Unwinding of discount on security deposit	(34.76)		(42.14)	
Provision for diminution in value of investment	14.02		(1.08)	
Employee share based payment expenses	(99.61)		406.60	
Creditors written back	-		(33.75)	
Interest income on fixed deposits	(8.91)		(9.57)	
Interest income on deferred consideration	(1.24)		-	
Interest income on income-tax refund	(108.84)		(4.37)	
Foreign Exchange Loss (net)	(2.57)		(59.67)	
		7,029.27		4,405.69
<b>Operating profit before working capital changes</b>		<b>2,879.48</b>		<b>271.91</b>
Adjustments for:				
(Increase)/decrease in trade receivable	(124.24)		(3,262.53)	
(Increase)/decrease in inventories	(3,449.63)		(3,253.27)	
(Increase)/decrease in other current financial assets	(5,653.68)		(2,105.50)	
(Increase)/decrease in other current assets	(2,087.59)		(3,219.50)	
(Increase)/decrease in contract assets	96.17		-	
(Increase)/decrease in other non current financial assets	326.12		3.01	
(Increase)/decrease in current loans	26.06		329.34	
(Increase)/decrease in non-current loans	102.95		(17.78)	
(Increase)/decrease in other non current assets	265.92		1,916.00	
Increase/(decrease) in borrowings	1.41		1.12	
Increase/(decrease) in trade payables	3,968.10		4,561.85	
Increase/(decrease) in provisions	-		0.48	
Increase/(decrease) in other financial liabilities	(5.54)		-	
Increase/(decrease) in other current liabilities	(816.91)		304.75	
<b>Cash generated from operations</b>		<b>(4,471.37)</b>		<b>(4,470.13)</b>
Income-tax refund/(paid)		292.40		(941.76)
<b>Net cash flow used in operating activities (A)</b>		<b>(4,178.97)</b>		<b>(5,411.89)</b>
<b>B. CASH FLOW FROM INVESTING ACTIVITIES</b>				
Payments for property, plant and equipment	(432.38)		(945.22)	
Payments for purchase of current investments	(26,819.41)		(19,356.81)	
Proceeds from sale of current investments	32,425.55		25,458.66	
Payments for intangible assets	(6.00)		(16.95)	
Proceeds from sale of non current investments	168.43		-	
Interest income received	118.99		13.94	
Bank Balance not considered as cash and cash equivalents	-		(0.58)	
<b>Net cash generated from investing activities (B)</b>		<b>5,455.19</b>		<b>5,153.05</b>
<b>C. CASH FLOW FROM FINANCING ACTIVITIES</b>				
Share issue costs	(7.50)		(15.00)	
Repayment of lease rentals	(1,033.51)		-	
Dividend paid to company's shareholders (including DDT)	(487.67)		(486.87)	
<b>Net cash used in financing activities (C)</b>		<b>(1,528.68)</b>		<b>(501.87)</b>
<b>Net (decrease) in cash and cash equivalents (A+B+C)</b>		<b>(252.47)</b>		<b>(760.72)</b>
Cash and cash equivalents at the beginning of the period		1,802.90		1,830.20
<b>Cash and cash equivalents at the end of the period</b>		<b>1,550.43</b>		<b>1,069.48</b>

**Components of cash and cash equivalents**

	As at Sep 30, 2019		As at Sep 30, 2018	
	₹ in Lacs		₹ in Lacs	
<b>Cash and cash equivalents above comprises of</b>				
- Cash and cash equivalent (excluding balance in unpaid dividend account)		1,625.41		1,522.87
- Temporarily overdrawn book balances		(74.98)		(453.39)
<b>Cash and cash equivalents at the end of the year</b>		<b>1,550.43</b>		<b>1,069.48</b>

7 The said results of the Company are available on the website of the Company at [www.balajitelefilms.com](http://www.balajitelefilms.com) and may also be accessed on the website of BSE Ltd. at [www.bseindia.com](http://www.bseindia.com) and National Stock Exchange of India at [www.nseindia.com](http://www.nseindia.com).

Place : Mumbai  
Date : November 13, 2019



By Order of the Board  
For Balaji Telefilms Limited



Jeetendra Kapoor  
Chairman





*Palaji Telofilms Ltd.*

# Quarterly Performance Update

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Q2 FY20 and Half Year ended 30<sup>th</sup> September 2019

# Very strong financial performance



Standalone Business In Rs Cr	Q2 FY20	Q1 FY20	Growth	Q2 FY19	Growth	H1 FY20	H1 FY19	Growth
<b>Revenues</b>	179.4	82.9	116%	113.0	59%	262.2	246.7	6%
<b>Gross Margin</b>	74.6	26.6	180%	23.1	222%	101.2	44.6	127%
<b>Gross Margin %</b>	41.6%	32.1%		20.5%		38.6%	18.1%	
<b>EBITDA</b>	30.8	10.6	192%	6.3	390%	41.4	5.4	665%
<b>EBITDA Margin %</b>	17.2%	12.7%		5.6%		15.8%	2.2%	
<b>Profit Before Tax</b>	26.3	3.2	728%	7.9	235%	29.5	6.8	333%
<b>Profit After Tax</b>	15.5	2.5	512%	7.1	118%	18.0	5.9	204%

- Very strong performance driven by both TV and Movies
  - 3 movies released in the quarter, only a part of the revenues and profitability included in this quarter, additional revenues and profitability from sale of satellite rights to be accounted in Q3
- Gross margin and EBITDA improvement driven by consistency in TV line-up and pre-sale of movies
  - 4 of the current TV shows running for more than 1 year resulting in better margin profile
- Q2 PAT at Rs 15.5cr against Q1 PAT of Rs 2.5cr and Rs 7.1 cr in Q2 FY19. H1 FY20 PAT at Rs 18.0 cr
- ALTBalaji continues to witness strong revenue growth – Q2 FY20 revenue at Rs 20.1 cr, H1 FY20 revenue at Rs 32.4 cr against full year FY19 at Rs 42 cr. Full financial impact of collaboration with Zee5 to be seen in Q3 and Q4 financials.
- Mutual fund investments as on 30<sup>th</sup> September 2019 was at Rs 233 cr. Additionally, movie inventory and receivables stood at Rs 80 cr, to be realized in the coming quarters

# Business Updates : Good first half – second half to remain strong



## **TV – Balaji Telefilms produced shows contribute 17% of Prime Time Rating<sup>1</sup>**

- Balaji Telefilms is the #1 TV production house by a wide margin. Production house ranked #2 and #3 have 7% and 5% market share
- 8 shows on air during the quarter, 4 of these have been on air for over 1 year and are slot leaders by a wide margin
- 210.5 hours of content produced in quarter at an average realization of Rs 0.36cr / hour

## **Movies - Dream Girl, produced by Balaji Telefilms performed exceedingly well**

- Dream Girl grossed over Rs 170cr at the box office and is one of the year's hit movies
- Judgementall Hai Kya and Jabariya Jodi were also released during the quarter and had relatively subdued performance
- The 4<sup>th</sup> movie in the slate Dolly Kitty Aur Woh Chamakte Sitare had its premiere at the prestigious Busan International Film Festival and is slated for a commercial release later this financial year
- All 4 movies for the year pre-sold, assuring strong profitability for the full financial year

## **Digital - ALTBalaji's exclusive content alliance with Zee5, went live in September 2019**

- Content sharing alliance with Zee5 helps to minimize cash burn on content and drive direct subscription revenues
- To date 5 shows co-produced and live, another 50+ concepts in the pipeline
- Total library of original shows available on ALTBalaji currently at 48, one of the largest in the country
- ALTBalaji continues to remain in the Top 5 paid apps in the country

# Balaji Telefilms generate 17% of the Prime-Time Ratings



## Lineup of TV shows during the quarter

Broadcaster	Show Name	Time	Schedule
	<b>Kawach Mahashivratri</b>	20.00 – 21.00	Saturday to Sunday
	<b>Bepanha Pyaar</b>	22.00 – 22.30	Monday to Friday
	<b>Ye Hai Mohabbatein</b>	22.30 - 23.00	Monday to Friday
	<b>Kasautii Zindagii Kay</b>	20.00 – 20.30	Monday to Friday
	<b>Kumkum Bhagya (Zee)</b>	21.00 - 21.30	Monday to Friday
	<b>Kundali Bhagya (Zee)</b>	21.30 - 22.00	Monday to Friday
	<b>Haiwaan (Zee)</b>	19:00-20:00	Saturday to Sunday
	<b>Daayan (&amp;TV)</b>	21.00 - 22.00	Saturday to Sunday

### New shows expected to release shortly

- Naagin 4 on Colors
- Yeh Hai Chahatein on Star Plus

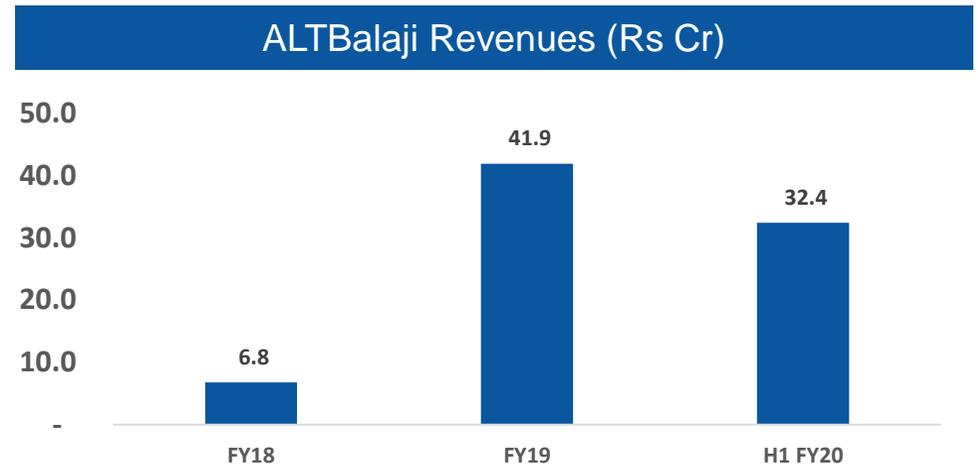
# ALTBalaji revenue and consumer adoption continue to grow



- ALTBalaji is still in the Top 5 paid Apps
- Q2 FY20 revenue at Rs 20.1 cr, H1 FY20 revenue at Rs 32.4 cr against full year FY19 at Rs 42 cr
- September 2019 onwards ALTBalaji has pivoted from multi partner (free to customer) to single partner (behind paywall) environment – Full impact of this collaboration to be seen from Q3 onwards
- ALTBalaji pricing Rs 300 a year / Rs 100 a quarter
- Direct subscribers continue to grow – 3x growth in direct revenues in Q2 FY20 vs Q2 FY19
- High engagement with subscribers watching nearly one hour a day

App Annie Rankings (Gross Billing)					
Rank	Q2 FY20	Q1 FY20	Q4 FY19	Q3 FY19	Q2 FY19
1	Netflix	Netflix	Netflix	Netflix	Netflix
2	Hotstar	Hotstar	Hotstar	Hotstar	Hotstar
3	ZEE5	ZEE5	<b>ALTBalaji</b>	<b>ALTBalaji</b>	ZEE5
4	<b>ALTBalaji</b>	<b>ALTBalaji</b>	ZEE5	ZEE5	<b>ALTBalaji</b>
5	Sony LIV	Sun NXT	Sony LIV	Sony LIV	Sun NXT

Source: 1. App Annie – Based on Gross Revenue across ios and Google



# ALTBalaji + Zee 5 Content Alliance live – full impact to be seen in Q3/Q4



- A first of its kind OTT collaboration to co-produce 60+ Originals and share consumer insights
- Co-created original content only be available on both platforms behind a paywall and not free to consumer via distribution partners
- 5 shows have been co-produced till date and available only on ALTBalaji and Zee5 platform
- 43 shows produced prior to September 2019 available exclusively on ALTBalaji
- Full benefits of this collaboration to reflect in the financials in coming quarters
- Collaboration will allow ALTBalaji to scale up content production as the cost of content is shared with Zee5, increase direct subscriptions all while minimizing cash spend



# ALTBalaji wins awards for outstanding content and innovative marketing



Apaharan one of the most popular shows on ALTBalaji continues to win awards



## NUMEROLOGY

Most popular OTT platforms in the 18-24 age group:

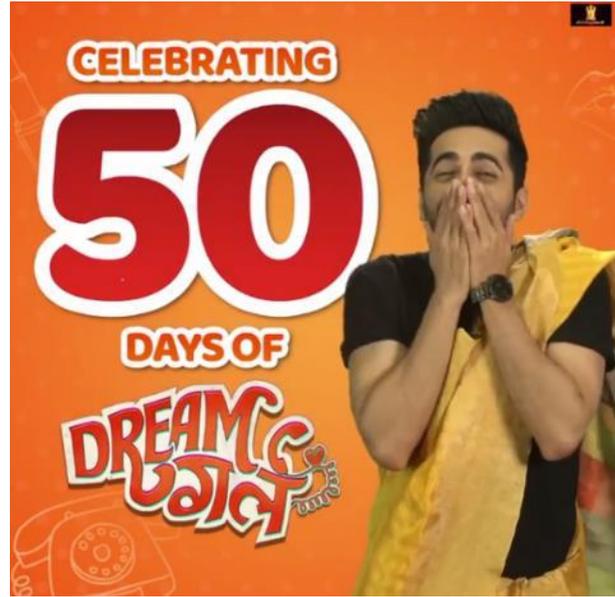
■ ALTBalaji: **40%** ■ Hotstar: **39%** ■ Zee5: **38%**

— GroupM ESP's Showbiz 2.0 report

# Movies – Entertaining and commercially successful



- 4 movies for the current financial year
  1. Judgementall Hai Kya
  2. Jabariya Jodi
  3. Dream Girl
  4. Dolly Kitty Aur Woh Chamakte Sitare
- All rights associated with these 4 movies pre-sold for Rs 100+ cr ensuring strong profitability for the year
- Additional revenue and profitability from movies number 1 to 3 above to be accounted in Q3
- Balaji Motion Pictures continue to focus on pre-sales and co-production of its future slate
- Slate for FY21 being finalised – include new movies from some of our old successful franchises such as Shoot out at, Villain



DreamGirl has been one of the biggest hits of the year

Grossing over Rs 170cr in the Box office

Dolly Kitty Aur Woh Chamakte Sitare had its premiere at the prestigious Busan International Film Festival

Movie slated for a commercial release later this year





## Financials

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## TV Business KPIs

Particulars (In Rs Cr)	QoQ change	YoY change	Sep-19	Jun-19	Mar-19	Dec-18	Sep-18	Full Year FY19
<b>Programming Hours</b>	7.7%	9.1%	<b>210.5</b>	195.5	200.5	199	193	763
<b>Revenue</b>	8.7%	-1.9%	<b>75.6</b>	69.6	73.6	79.3	77.1	287.3
<b>Realisation / Hour</b>	-0.2%	-10.2%	<b>0.36</b>	0.36	0.37	0.40	0.40	0.38
<b>Gross Margin</b>	14.3%	45.3%	<b>24.1</b>	21.1	21.9	21.1	16.6	60.3
<b>Gross Margin / Hour</b>	4.2%	27.3%	<b>0.11</b>	0.11	0.11	0.11	0.09	0.08
<b>Gross Margin %</b>	5.3%	47.7%	<b>31.9%</b>	30.3%	29.7%	27.3%	21.6%	21.0%

**Note :** Only includes commissioned programs

- Improvement in programming hours – new weekend show commenced on Zee TV
- Gross margins continue to remain strong driven by better operating efficiencies and overall cost control

# BTL Standalone Financial Performance (TV + Movie Production)



In Rs Cr	Q2 FY20	Q1 FY20	Q2 FY19	H1 FY20	H1 FY19	FY19
Total Income from operations	179.4	82.9	113.0	262.2	246.7	440.3
Cost of Production	104.8	56.3	89.9	161.1	202.1	347.4
Gross Margin	74.6	26.6	23.1	101.2	44.6	92.9
<i>Gross Margin %</i>	42%	32%	20%	39%	18%	21%
Marketing and Distribution	30.8	0.5	6.2	31.3	18.7	20.4
Employee Benefits Expense	2.0	4.9	5.4	6.9	8.9	22.7
Other Expenses	10.9	10.6	5.2	21.5	11.5	35.1
EBITDA	30.8	10.6	6.3	41.4	5.4	14.7
<i>EBITDA Margin %</i>	17%	13%	6%	16%	2%	3%
Finance Cost	0.6	0.7		1.2		
Depreciation and amortisation	8.3	8.3	3.5	16.7	6.7	13.1
Other Income	4.4	1.6	5.1	5.9	8.0	24.8
Profit Before Tax	26.3	3.2	7.9	29.5	6.8	26.5
Tax Expenses	10.8	0.6	0.7	11.4	0.9	6.3
Net Profit After Tax	15.5	2.5	7.1	18.0	5.9	20.1

Note : numbers may not add up due to rounding

# BTL Standalone Balance Sheet (TV + Movie Production)



Particulars (Rs Cr)	30-Sep-19	31-Mar-19	Particulars (Rs Cr)	30-Sep-19	31-Mar-19
<b>Equity</b>			<b>Non-current assets</b>		
Equity Share Capital	20.2	20.2	Property, plant and equipment	28.2	30.0
Other Equity and non control interest	1,000.5	989.7	Right to use assets	28.4	-
<b>Total Equity</b>	<b>1,020.7</b>	<b>1,009.9</b>	Capital work-in-progress	0.0	0.5
			Investments	635.0	486.9
<b>Non Current Liabilities</b>	<b>17.3</b>	-	Other Financial Assets	11.1	17.0
			Others (including Deferred Tax Assets)	61.4	78.5
<b>Current Liabilities</b>			<b>Total Non Current Assets</b>	<b>764.0</b>	<b>613.0</b>
Trade and other payables	99.6	72.1			
Others	19.9	14.9	<b>Current Assets</b>		
<b>Total Current Liabilities</b>	<b>119.5</b>	<b>87.0</b>	Inventories	41.4	63.3
			Investments	132.4	221.1
<b>Total Equity + Liabilities</b>	<b>1,157.5</b>	<b>1,097.0</b>	Trade Receivables	108.5	102.8
			Cash and Cash Equivalent	11.4	15.9
			Others	100.0	81.0
			<b>Total Current Assets</b>	<b>393.6</b>	<b>484.0</b>
			<b>Total Assets</b>	<b>1,157.5</b>	<b>1,097.0</b>

# BTL Consolidated Financial Performance



In Rs Cr	Q2 FY20	Q1 FY20	Q2 FY19	H1 FY20	H1 FY19	FY19
Total Income from operations	187.5	90.5	119.1	278.0	242.5	427.7
Cost of Production	117.9	80.5	100.7	198.4	216.5	376.0
Gross Margin	69.6	10.0	18.4	79.6	26.0	51.7
<i>Gross Margin %</i>	37%	11%	15%	29%	11%	12%
Marketing and Distribution	37.2	11.6	11.2	48.8	24.0	43.1
Employee Benefits Expense	6.5	12.0	13.1	18.5	22.1	49.6
Other Expenses	20.6	19.7	10.5	40.2	22.1	64.2
EBITDA	5.3	-33.2	-16.3	-28.0	-42.2	-105.1
<i>EBITDA Margin %</i>	3%	-37%	-14%	-10%	-17%	-25%
Finance Cost	0.6	0.7	0.0	1.4	0.0	0.0
Depreciation and amortisation	9.8	9.8	4.8	19.6	9.1	18.1
Other Income	5.2	2.2	6.7	7.4	10.0	31.8
Profit Before Tax	0.0	-41.5	-14.5	-41.5	-41.3	-91.4
Tax Expenses	10.8	0.6	1.0	11.4	1.1	6.3
Net Profit After Tax	-10.7	-42.2	-15.4	-52.9	-42.5	-97.8

Note : numbers may not add up due to rounding

# BTL Consolidated Balance Sheet



Particulars (Rs Cr)	30-Sep-19	31-Mar-19	Particulars (Rs Cr)	30-Sep-19	31-Mar-19
<b>Equity</b>			<b>Non-current assets</b>		
Equity Share Capital	20.2	20.2	Property, plant and equipment	29.5	31.6
Other Equity and reserves	681.6	742.2	Right to use assets	31.0	-
Non control interest	-1.1	-1.0	Goodwill on Consolidation	1.5	1.5
<b>Total Equity</b>	<b>700.7</b>	<b>761.4</b>	Investments	13.8	15.0
			Other Financial Assets	8.9	14.2
<b>Non Current Liabilities</b>	<b>19.5</b>	<b>0.1</b>	Others (including Deferred Tax Assets)	73.7	87.4
			<b>Total Non Current Assets</b>	<b>158.3</b>	<b>149.7</b>
<b>Current Liabilities</b>			<b>Current Assets</b>		
Trade and other payables	131.8	90.3	Inventories	183.5	195.8
Others	37.6	28.7	Investments	233.9	285.3
<b>Total Current Liabilities</b>	<b>169.4</b>	<b>118.9</b>	Trade Receivables	100.2	98.8
			Cash and Cash Equivalent	16.3	19.3
<b>Total Equity + Liabilities</b>	<b>889.6</b>	<b>880.5</b>	Others	197.3	131.5
			<b>Total Current Assets</b>	<b>731.3</b>	<b>730.7</b>
			<b>Total Assets</b>	<b>889.6</b>	<b>880.5</b>

Note : numbers may not add up due to rounding

# Legal Entity Wise Performance : Q2 FY20



Particulars (In Rs cr)	BTL (TV + Movie Production)	BMPL (Movie Distribution)	ALTBalaji	MFPL	CBEPL	Elimination	Consol
Net Sales / Income from Operations	176.13	4.02	20.11			12.97	187.29
Other Operating Income	3.22					3.05	0.17
<b>Total Income</b>	179.35	4.02	20.11			16.02	187.46
Cost of Production	104.79		27.96	0.05	0.00	-14.94	117.87
Marketing and Distribution Expenses	30.79		10.45			-4.02	37.22
Staff Cost	2.05	1.52	2.23			0.74	6.53
Other Expenditure	10.89	0.15	10.09	0.20	-0.03	-0.74	20.56
EBITDA	30.83	2.36	-30.61	-0.25	0.02	2.94	5.28
Finance Cost	0.57	0.09	0.15		0.03	-0.19	0.65
Depreciation	8.33		1.40		0.03		9.76
<b>Total Expenditure</b>	157.42	1.75	52.27	0.25	0.04	-19.16	192.58
Profit / (Loss) from Operation Before Other Income	21.93	2.27	-32.17	-0.25	-0.04	3.13	-5.13
Other Income	4.35		0.98	0.02		0.18	5.17
Profit / (Loss) from Ordinary Activities Before Tax	26.28	2.27	-31.19	-0.24	-0.04	2.96	0.05
Tax Expenses	10.78						10.78
<b>Net Profit / (Loss) from continuing operations</b>	15.50	2.27	-31.19	-0.24	-0.04	2.96	-10.73

Note : numbers may not add up due to rounding

# Legal Entity Wise Performance : H1 FY20



Particulars (In Rs cr)	BTL (TV + Movie Production)	BMPL (Movie Distribution)	ALTBalaji	MFPL	CBEPL	Elimination	Consol
Net Sales / Income from Operations	256.63	4.02	32.43	11.99		27.47	277.60
Other Operating Income	5.58					5.20	0.38
<b>Total Income</b>	262.20	4.02	32.43	11.99		32.67	277.98
Cost of Production	161.05		53.75	11.81	0.11	-28.31	198.40
Marketing and Distribution Expenses	31.33		21.40	0.09		-4.02	48.79
Staff Cost	6.90	2.65	5.39			3.58	18.51
Other Expenditure	21.54	0.20	20.85	1.20	0.02	-3.58	40.24
EBITDA	41.39	1.17	-68.95	-1.11	-0.13	-0.33	-27.96
Finance Cost	1.22	0.14	0.32		0.03	-0.34	1.37
Depreciation	16.66		2.86		0.07		19.58
<b>Total Expenditure</b>	238.70	2.99	104.56	13.09	0.22	-32.68	326.89
Profit / (Loss) from Operation Before Other Income	23.51	1.03	-72.12	-1.11	-0.22	0.01	-48.90
Other Income	5.95		1.76	0.03		-0.33	7.41
Profit / (Loss) from Ordinary Activities Before Tax	29.45	1.03	-70.36	-1.08	-0.22	-0.32	-41.50
Tax Expenses	11.42						11.42
<b>Net Profit / (Loss) from continuing operations</b>	18.03	1.03	-70.36	-1.08	-0.22	-0.32	-52.92

Note : numbers may not add up due to rounding



## Accounting Policies for Amortization on Inventory

### **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

### **Digital**

- Original content amortised over 2 years, 75% of the cost in the first year and 25% in the second year
  
- Acquired content is amortised over license period



# Thank You

**Balaji Telefilms Limited**

**CIN : L99999MH1994PLC082802**

<http://www.balajitelefilms.com>

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# Balaji Telefilms Limited

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## Balaji Telefilms Strong Business Performance Across All Verticals Results in Significant Revenue & Profitability For The Half Year

**November 13, 2019:** Balaji Telefilms Limited, India's leading media and content powerhouse, today announced its financial results for the second quarter and half year ended on **30<sup>th</sup> September 2019**.

Balaji Telefilms TV content production business continues to dominate the ratings and accounts for **17% of the Primetime ratings**. Balaji Telefilms had **8 shows on air** across 4 channels during the quarter, resulting in **210.5 hours of programming**.

**Dream Girl, a movie produced by Balaji Telefilms** performed exceedingly well and is one of the year's biggest hit movies. The movie has grossed over Rs 170cr in the box office so far. All rights related to the four movies for the year have been pre-sold, thereby ensuring a **very strong profitable performance in the movie business for the full year**.

ALTBalaji continues to be a leader in the original Hindi SVOD space, the platform today has 48 shows. The **content alliance with Zee5** to produce 60+ originals **has gone live with 5 shows releasing so far**. The alliance allows ALTBalaji to **minimize cash burn** while developing a **profitable and scalable, direct-to-consumer business**. ALTBalaji continues to witness strong revenue growth, **Q2 FY20 revenue at Rs 20.1 cr, H1 FY20 revenue at Rs 32.4 cr** against full year FY19 at Rs 42 cr

**Mrs. Shobha Kapoor, Managing Director, Balaji Telefilms Limited** said, "This quarter we created good, compelling and entertaining content across all our business verticals and this has resulted in a very strong financial performance. Apart from driving the top line, we remain focussed on cost-saving measures that allow us to leverage economies of scale in content production, yielding an improved bottom line. We will continue to focus on growing the business profitably and utilising our existing cash reserves prudently, as we have been doing."

### **OPERATIONAL HIGHLIGHTS**

- TV Business contributes to 17% of Prime-Time Ratings and Balaji Telefilms is the number 1 production house by a wide margin. Production houses ranked at #2 and #3 are at 7% and 5% market share respectively
- Current slate of 4 movies for the year pre-sold for over Rs 100 cr, assuring strong profitability for the full year. 3 movies have already been released, 4<sup>th</sup> movie to release later this year.

- ALTBalaji's exclusive content alliance with Zee5 has gone live, 5 shows have been co-produced to date. Total number of 'Original Exclusive' shows on the ALTBalaji platform at 48
- ALTBalaji now moves into a single partner behind the paywall ecosystem vs a multi partner free to consumer ecosystem.

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

- Q2 FY20 Revenues from Operations at Rs 179.4cr vs Rs 113 cr in Q2 FY19, up 59%. H1 FY20 revenues at Rs 262.2 cr vs Rs 246.7cr in H1 FY19, up 6%
- Gross Margin in TV production business has improved for 5 consecutive quarters and at 31.9% in Q2 FY20
- Q2 FY20 EBITDA at Rs 30.8 cr vs Rs 6.3 cr in Q2 FY19, up 390%. H1 FY20 EBITDA at Rs 41.4cr vs Rs 5.4cr in H1 FY19, up 665%.
- Additional revenues and profitability from sale of satellite rights of movies released during the quarter to be accounted in Q3
- Q2 FY20 PAT at Rs 15.5cr vs Rs 7.1 cr in Q2 FY19, up 118%. H1 FY20 PAT at Rs 18.0 cr vs Rs 5.9cr in H1 FY19, up 204%
- Investments in Mutual Funds across the Company as on 30<sup>th</sup> September 2019 at Rs 233 cr. Additionally, movie inventory and receivables stood at Rs 80 cr, to be realized in the coming quarters

### **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, Udta 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.

### **For further queries please contact:**

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