



Balaji Telefilms Limited

UNAUDITED FINANCIAL RESULTS FOR THE THREE MONTHS ENDED 31.12.2000

(Rs. In Lakhs)

		3 months ended 31.12.2000	9 months ended 31.12.2000	Previous Accounting Year ended 31.3.2000
1	Net Sales / Income from Operations	1781.79	3452.64	2009.74
2	Other Income	27.23	36.95	5.42
3	Total Expenditure			
	a) (Increase) / decrease in stock in trade	44.71	(31.03)	(139.32)
	b) Cost of Production and Telecast Fees*	1199.01	2357.15	1323.96
	c) Staff Cost	24.63	71.75	27.55
	d) Other expenditure	72.05	156.33	128.57
4	Interest	31.15	65.91	48.88
5	Depreciation	9.03	17.69	10.17
6	Profit (+) / Loss(-) (1+2-3-4-5)	428.44	851.79	615.35
7	Deferred Revenue Expenditure w/off	41.92	125.77	71.84
8	Provision for taxation	40.00	80.00	115.00
9	Net Profit (+) / Loss (-) (6-7-8)	346.52	646.02	428.51
10	Paid-up equity share capital (Face Value of the share is Rs. 10)	1030.33	1030.33	100.00
11	Reserves excluding revaluation reserves			744.17
12	EPS for the period, for the year to date and for the previous year (not annualised)	3.36	6.27	42.85

* Net of Deferment

Notes

1. The above unaudited financial results were taken on record by the Board of Directors at their meeting held on 25th January 2001.
2. The Company has repaid all its debts and hence become a debt free company.
3. The Income from operations includes Rs. 253.55 lacs, being the revenue generated from event programming. The Cost of Production includes Rs. 257.58 Lacs, being the cost of event programming.
4. During the quarter, the Company issued and allotted 28,03,250 Equity Shares of Rs. 10 each for cash at a premium of Rs. 120 per share, aggregating to Rs. 3645 Lacs by way of initial public offer. The equity shares of the Company has been listed on The Stock Exchange, Mumbai and National Stock Exchange of India Ltd. on 22.11.2000.

5. An application has been filed with the High Court, Bombay for directions to convene the meeting of shareholders / creditors for approval of the Scheme of Amalgamation of Nine Network Entertainment India Pvt. Ltd with the Company. After the merger, the equity share capital of the Company will be increased to Rs. 1290.33 Lacs.
6. The figures of corresponding quarter of previous year have not been drawn since the listing requirements were not applicable.

Statement pursuant to Clause 43 of Listing Agreement

Utilisation of IPO proceeds of Rs. 3644.23 Lacs

(Rs. In Lacs)

	Projected utilisation upto 31.03.2001	Actual utilisation upto 31.12.2000
Equipment & Miscellaneous Assets	1531.00	358.55
Buildings and Locations	210.00	340.50
Lease Rental Deposit	600.00	583.21
Preliminary & Issue Expenses	400.00	361.23

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

**Place: Mumbai
Date: 25th January, 2001**

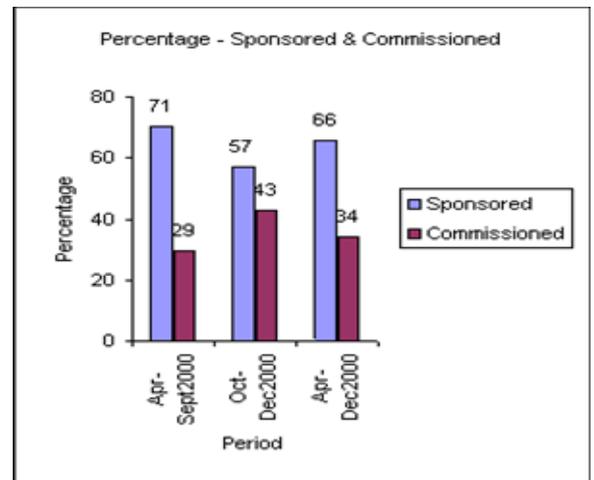
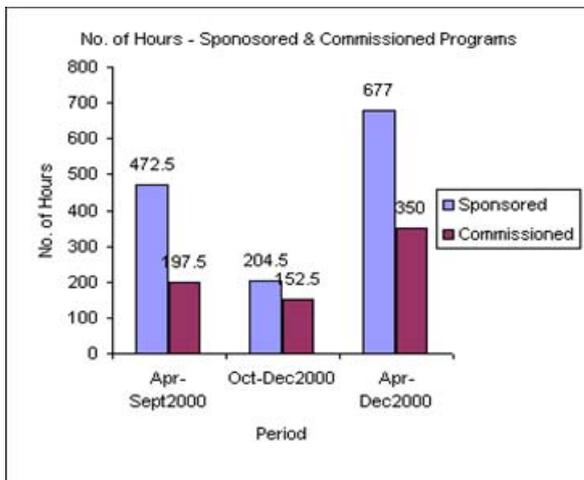
**sd/-
Jeetendra Kapoor
Chairman**

An update from Balaji Telefilms Limited

- During the Quarter, the Company has achieved sales turnover of Rs. 1781.79 lacs against Rs. 1670.85 Lacs in the first half of the year. Further, the profit after tax for the quarter has gone up to Rs. 346.52 Lacs against Rs. 299.50 Lacs in the first half of the year.
- Balaji produced television software of 357 hours in the quarter and 1027 hours in the first nine months, against 616.50 hours in the previous accounting year. As on December 31, 2000, Balaji has television software library of 1628 hours.
- **Programming Mix**

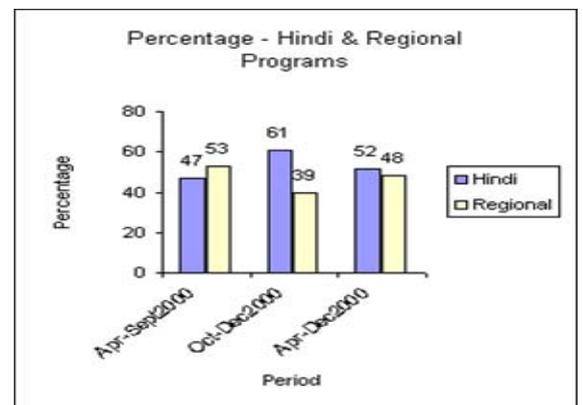
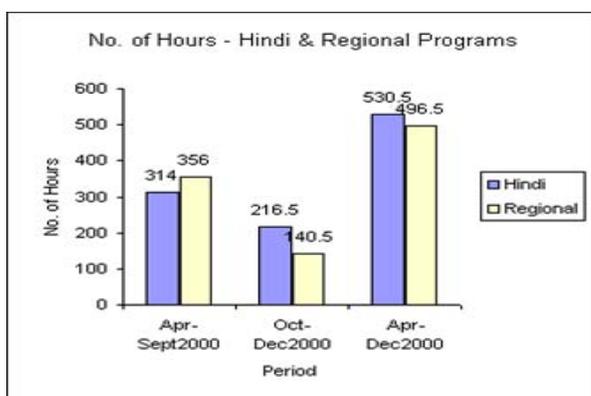
Commissioned & Sponsored Programs

With the growing demand in the Satellite sector and increasing realization on commissioned programming the company has increased its focus during the quarter in this segment of the business. During the quarter, the share of commissioned programming, in terms of hours of programming, has increased to 43% from 29% in the first half of the year.



Hindi & Regional Programs

As mentioned earlier, due to the increased focus of the Company during the quarter on satellite channels, the share of Hindi Programming has increased to 61% from 47% in the first half of the year.



- **Serials currently on air**

The Company's programs are very popular with the audiences, which is manifested by the fact that in C&S Households across channels, Female 15+ category, the top 6 programs are of Balaji and also amongst top 50 shows, Balaji has 20 shows.

Currently, Balaji produces 19 serials across various channels, aggregating to 57 shows in a week.

The serials currently on air are as follows:

Sr. No.	Serial	Frequency in a week	Latest TRP*
<u>DD National</u>			
1	Kaun	1 Day	11.22
2	Kasamm	5 Days	10.37
<u>DD Metro</u>			
3	Bandhan	5 Days	7.57
<u>Sun TV</u>			
4	Kullavillaaku	5 Days	16.44
<u>Gemini TV</u>			
5	Pavitrabandham	5 Days	17.71
6	Kalisundamra	5 Days	10.36
7	Pelli Kanuka	1 Day	10.78
<u>Udaya TV</u>			
8	Kavyanjali	5 Days	
<u>Star Plus</u>			
9	Kyunki Saas Bhi Kabhi Bahu Thi	4 Days	12.16
10	Kahani Ghar Ghar Kii	4 Days	10.64
11	Kalash	1 Day	5.05
<u>Sony TV</u>			
12	Kanyadaan	1 Day	2.21
13	Itihaas	5 Days	0.7
14	Ghar Ek Mandir	5 Days	3.49
<u>Zee TV</u>			
15	Kashti	1 Day	1.48
16	Koshish Ek Aasha	1 Day	5.89
<u>Metro Gold</u>			
17	Kavita	1 Day	12.99
18	Kundali	1 Day	18.03
<u>SABe TV</u>			
19	Karam	1 Day	

* source – INTAM Female 15+ week ended 14.01.2001.

- **Serials went off air during the Quarter**

Following serials went off air during the Quarter;

Name of the Serial	Channel	Frequency
Karma	DD National	1 Day
Captain House	DD Metro	1 Day
Pasamalargal	Sun TV	5 Days
Kutumbam	Gemini TV	5 Days
Anubandham	Gemini TV	5 Days
Itihaasa*	Udaya TV	5 Days

* went off air during the month of January, 2001.

- **New Serials launched during the Quarter**

Following new serials were launched during the Quarter:

Name of the Serial	Channel	Frequency
Kahani Ghar Ghar Kii	Star Plus	4 Days
Kalash	Star Plus	1 Day
Kavita	Metro Gold	1 Day
Kalisundhamra	Gemini TV	5 Days

- **New Serials going on air in the next Quarter**

The following serials are expected to go on air in the next Quarter:

Name of the Serial	Channel	Frequency	Tentative Month of Launch
Kusum	Sony TV	4 days	March
Kabhi Soutan Kabhi Saheli	Metro Gold	4 days	February
Karam*	SABe TV	1 Day	January
Kavyanjali*	Udaya TV	5 days	January
Pelli Kanuka*	Gemini	1 Day	January

* went on air during the month of January, 2001

- **Foray into Event Programming**

During the quarter, Balaji made its maiden and successful foray into Event Programming by organising a star studded event called "Millennium Mast 2001" on December 15, 2000. The event was performed by bollywood super stars namely, Govinda, Salman Khan, Akshay Kumar, Sushmita Sen, Twinkle Khanna, Namrata Sirodkar, Malaika Arora and popular singers / artistes namely, Adnan Sami, Sukhwinder, Kamaal Khan, Shaan and Saagarika The event was telecast on DD1 on New Year's eve and well received by the audience. The Company plans to sell the satellite rights of the said program and also re-run the same on DD.

- **Merger of Nine Network Entertainment India Pvt. Ltd. (NNE), a wholly owned subsidiary of HFCL – Nine Broadcasting India Limited (NBI) with Balaji Telefilms Limited**

During the quarter, Balaji entered into MOU with NNE and NBI for merger of NNE with Balaji. As per the terms of MOU, NNE will merge along-with all its assets and rights into Balaji at an exchange ratio of 65 equity shares of Rs. 10 each of Balaji for every 200 Equity Shares of Rs. 10 each held by the shareholders of NNE which would result in increase in the equity share capital of Balaji to Rs. 1290.33 Lacs. Consequent on merger, NBI will nominate two directors on the Board of the Company. Balaji has filed an application with High Court of Judicature at Bombay, for directions to convene the meeting of Equity Shareholders & Creditors.

Safe Harbor Provision

Certain statements in this release concerning our future growth prospects are forward looking statements which involve a number of risks and uncertainties that could cause actual results to differ materially from those in such forward looking statements. The company does not undertake to update any forward-looking statement that may be made from time to time by or on behalf of the company.