



BALAJI TELEFILMS LIMITED

*An Update on
Unaudited Financial
Results for Quarter
ended 30.06.2001*



HIGHLIGHTS

- Achieved Sales Turnover of Rs. 236.58 millions in Q1 against Rs. 488.82 millions in last financial year
- Profit After Tax of Rs. 49.39 in Q1 against Rs. 43.55 millions in last financial year
- PBIDT Margin improved significantly to 30.93 % in Q1 against 17.25 % in last financial year
- PAT Margin more than doubled to 20.88 % in Q1 against 8.91% in last financial year
- Tax Provision as % of sales increased to 5.92% in Q1 against 2.86% in last financial year



HIGHLIGHTS (cont..)

- 27.5% growth in fresh programming over last year's average quarterly hours
- Share of Hindi Programming in terms of hours increased from 44.75% in last accounting year to 61.50% in Q1
- Share of Repeat / Dubbed Programming in terms of hours reduced from 15% in last accounting year to 6% in Q1
- Produced 394.50 hours of television software against 1237 hours in last financial year



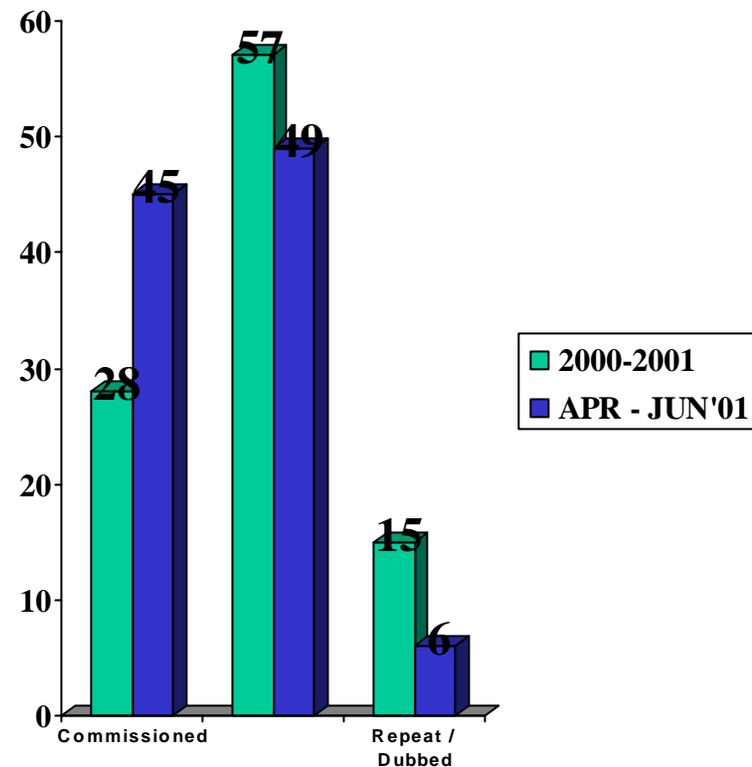
HIGHLIGHTS (cont..)

- Increase in volume & rates on Regional Programs
- Share of revenues from Regional Programs increase from 24% to 31%
- Share of revenues from DD Network reduced from 20% to 16%
- Launched three daily soaps on prime time
- Successfully renegotiated higher rates for Kyunki ... & Kahaani..... with Star India w.e.f. 3/7/2001



Programming Mix (Hours)

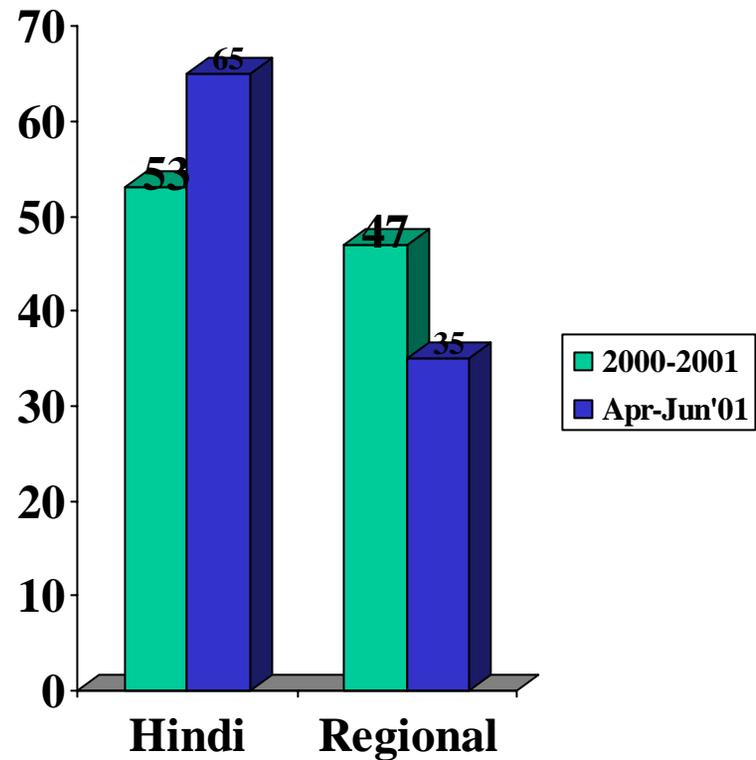
<u>Programming</u>	<u>2001</u>	<u>Q1</u>
Commissioned	402	187.5
Sponsored	835	207
Repeat / Dubbed	220	25





Hindi & Regional Programs (Hours)

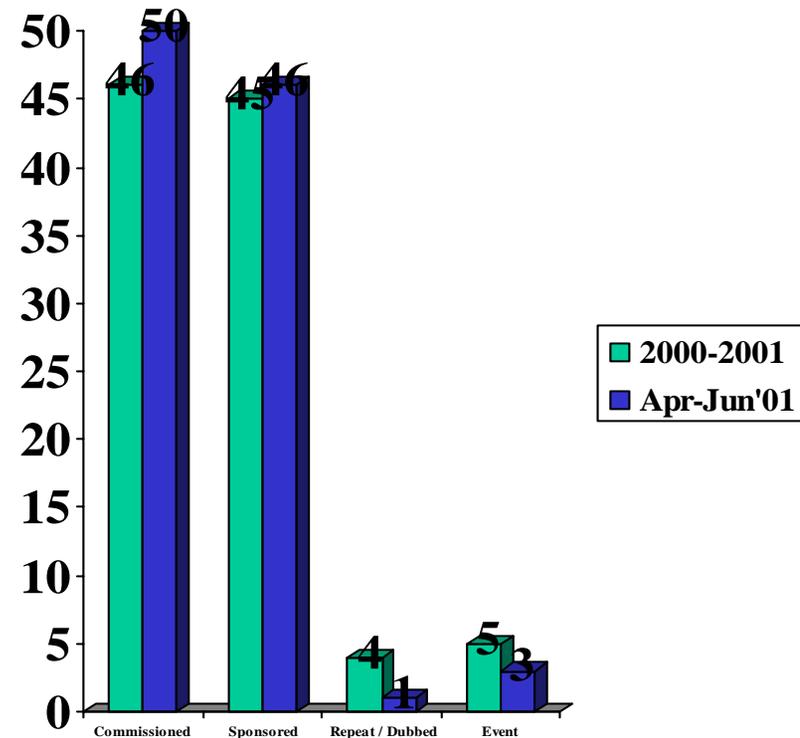
<u>Programming</u>	<u>2001</u>	<u>Q1</u>
Hindi	652	258
Regional	585	136.5





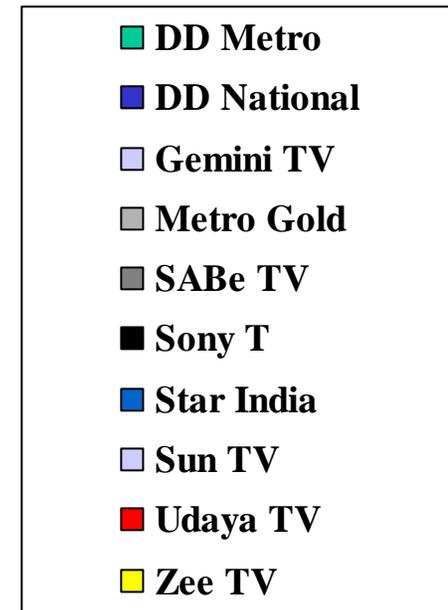
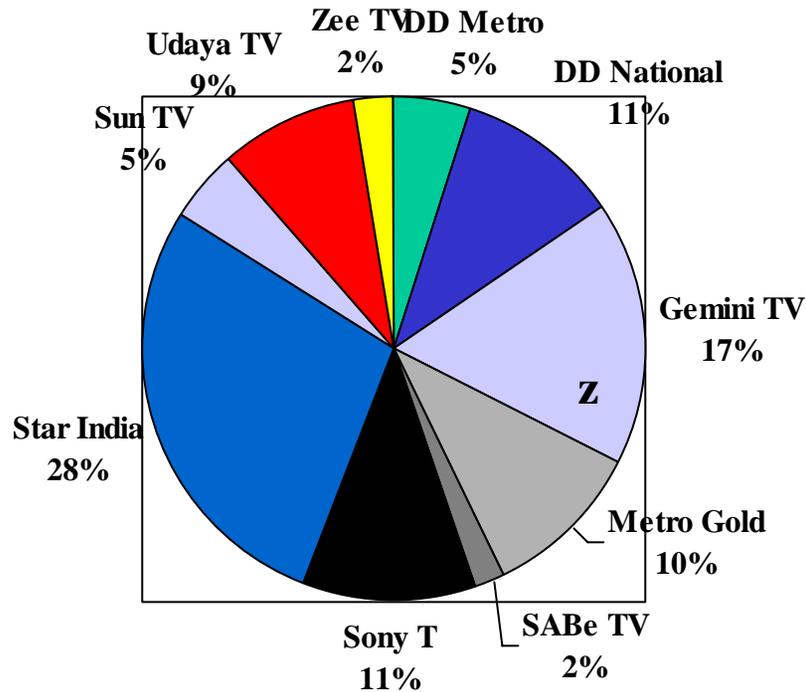
Revenue Mix (in millions)

<u>Programming</u>	<u>2001</u>	<u>Q1</u>
Commissioned	227	118
Sponsored	218	109
Repeat / Dubbed	19	2
Event	25	8





Revenue Mix – Channelwise





Change in Programming in Q1

- Serials went on air

<u>Serials went on air</u>	<u>Channel</u>	<u>Frequency</u>	<u>Date</u>
Kelunga Mamiyare...	Sun TV	5 Days	23 rd April
Kaahin Kissii Roz	Star India	4 Days	23 rd April
Kkusum	Sony TV	4 Days	2 nd May

- Serials went off air

<u>Serials went off air</u>	<u>Channel</u>	<u>Frequency</u>	<u>Date</u>
Kanyadaan	Sony TV	1 Day	24 th April
Kulavillakku	Sun TV	5 Days	20 th April
Pelli Kanuka	Gemini TV	1 Day	2 nd July
Kuch Khona Hai.	DD National	1 Day	9 th July
Kaliren	DD Metro	5 Days	6 th July



Likely Change in Programming

- Serials to go on air

<u>Serials to go on air</u>	<u>Channel</u>	<u>Frequency</u>	<u>Month</u>
Kasauti Zindagi Ki	Star India	4 Days	October
Kohi Apna Sa	Zee TV	5 Days	August
Kal	Sony TV	5 Days	September
- Serials to go off air

<u>Serials to go off air</u>	<u>Channel</u>	<u>Frequency</u>	<u>Month</u>
Ghar Ek Mandir	Sony TV	5 Days	September



17 Serials On Air – 60 Shows per week

Channel	Serial	Frequency in Week	TRPs (week ended 15/7)
<u>Sponsored Serials (25 Shows per week)</u>			
DD National	Kasamm	5 Days *	11.36
Sun TV	Kelunga Mamiyare...	5 Days	20.35
Gemini TV	Pavitrabandham	5 Days	18.48
	Kalisundhamra	5 Days	12.77
Udaya TV	Kavayanjali	5 Days	16.28
<u>Commssioned Serials (35 Shows per week)</u>			
Star India	Kyunki Saas Bhi Kabhi Bahu Thi	4 Days	14.17
	Kahaani Ghar Ghar Kii	4 Days	12.52
	Kaahin Kissii Roz	4 Days	4.85
	Kalash	1 Day	5.57
Sony TV	Kkusum	4 Days	4.54
	Itihaas	5 Days*	
	Ghar Ek Mandir	5 Days*	1.78
Zee TV	Koshish Ek Aasha	1 Day	5.22
Metro Gold	Kabhi Souten Kabhi Saheli	4 Days	21.9
	Kavita	1 Day	14.08
	Kundali	1 Day	13.64
SABe TV	Karam	1 Day	
* - Afternoon Slots			