



BALAJI TELEFILMS LIMITED

*An Update on
Unaudited Financial
Results for Quarter
ended 30.09.2001*



HIGHLIGHTS

- Achieved Sales Turnover of Rs. 236.21 millions in Q2 against Rs. 236.58 millions in Q1 on the back of 18% increase in overall realisation per hour.
- Profit After Tax of Rs. 66.24 millions in Q2 against Rs. 49.39 millions in Q1 clocking growth of 34%.
- PBIDT Margin improved significantly to 39.91% in Q2 against 30.81 % in Q1



HIGHLIGHTS (cont..)

- PAT Margin improved significantly to 28.04 % in Q2 against 20.88% in Q1
- Tax Provision as % of sales increased to 9.95% in Q2 against 5.92% in Q1
- Declared an Interim Dividend of 25 %.
- Company has surplus funds of Rs.168 Millions parked in debt mutual funds.



HIGHLIGHTS (cont..)

- The fresh programming hours decreased from 394.5 in Q1 to 344.5 in Q2 as a result of Company's strategy to reduce exposure on DD net work and programmes on DD Metro going off air.
- Launched one daily soap on prime time namely, "Kohi Apna Sa" on Zee TV
- Successfully renegotiated higher rates for Kkusum with Sony w.e.f. 1/9/2001



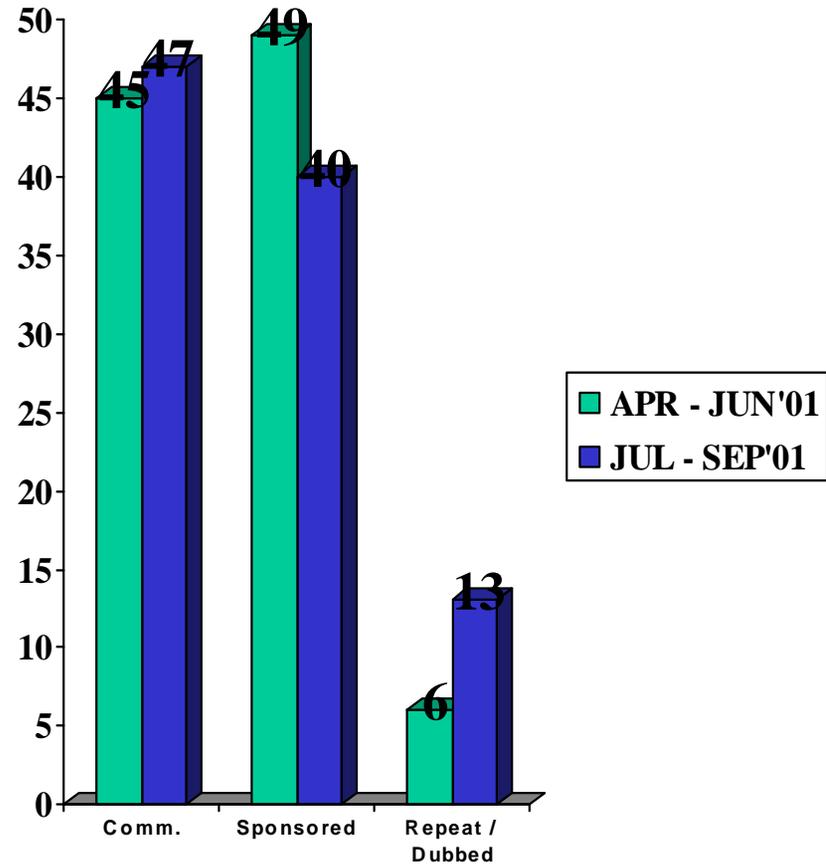
HIGHLIGHTS (cont..)

- Launched two daily soaps on Vijay TV and launching three new dailies, two on Sony and one on Star in Q3
- Star TV has bought rights of Kabhii Sautan..., a daily soap and Kundali, a weekly soap, from Channel 9, which are being launched in October / November. It would benefit the Company in terms of supply of future episodes of those serials to Star TV
- Currently 21 Balaji shows featuring in Top 30 shows on satellite channels



Programming Mix (Hours)

<u>Programming</u>	<u>Q2</u>	<u>Q1</u>
Commissioned	184.5	187.5
Sponsored	160	207
Repeat / Dubbed	52.5	25





Hindi & Regional Programs (Hours)

Fresh

Programming

Q2

Q1

Hindi

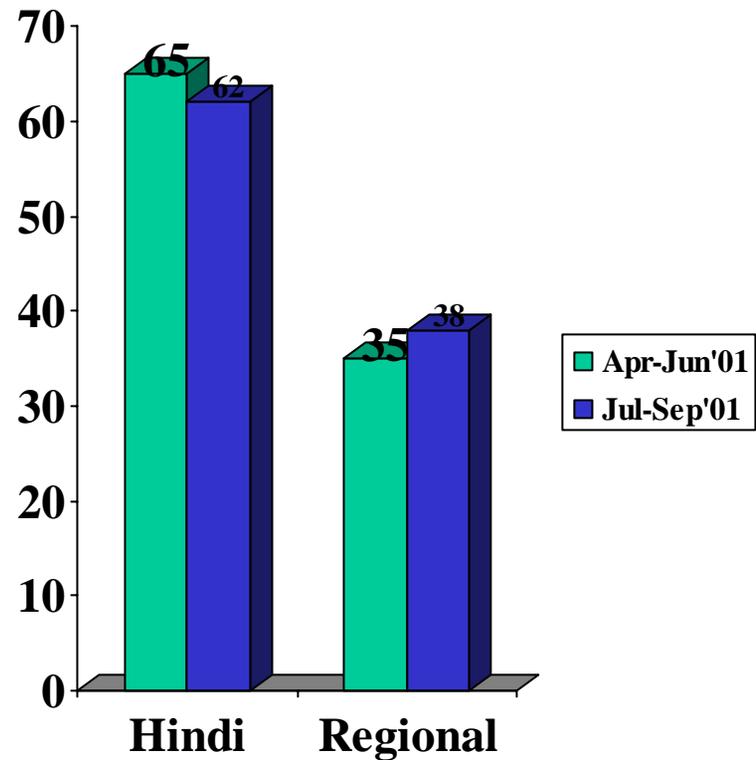
214.5

258

Regional

130

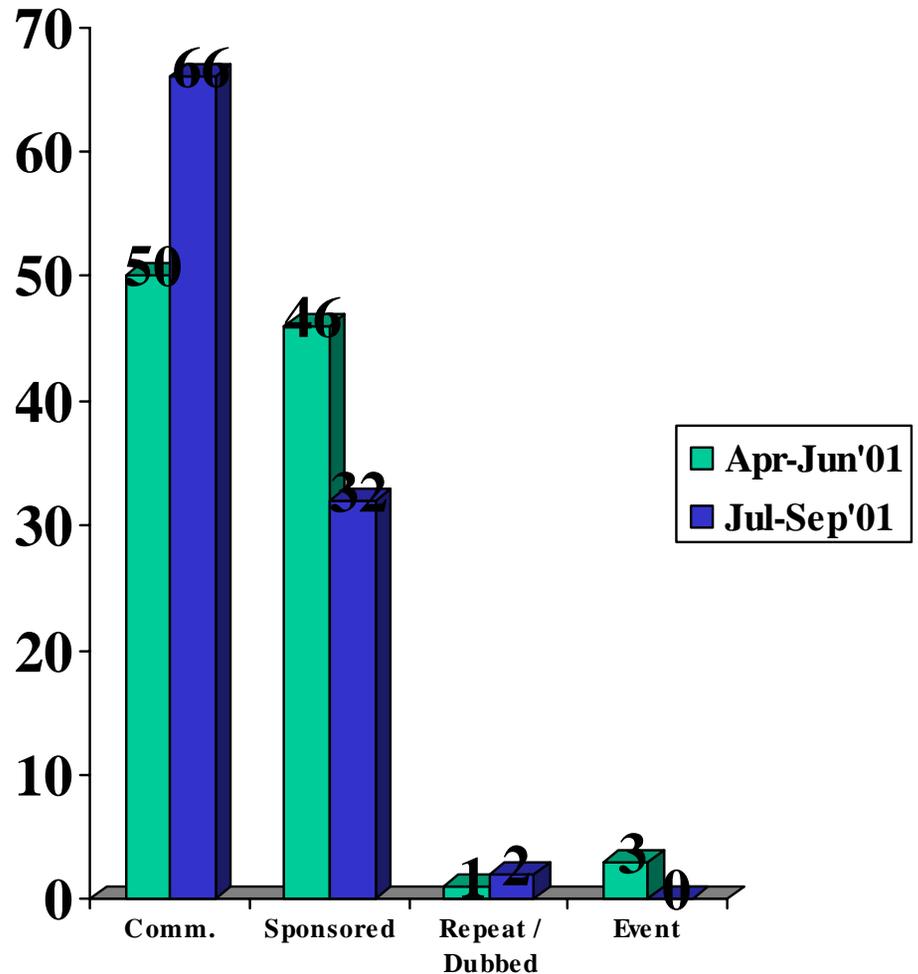
136.5





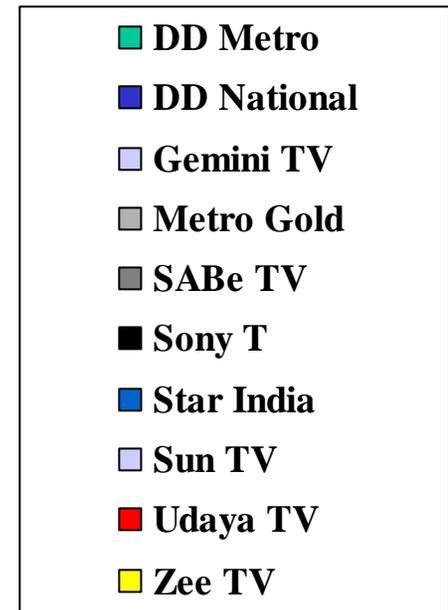
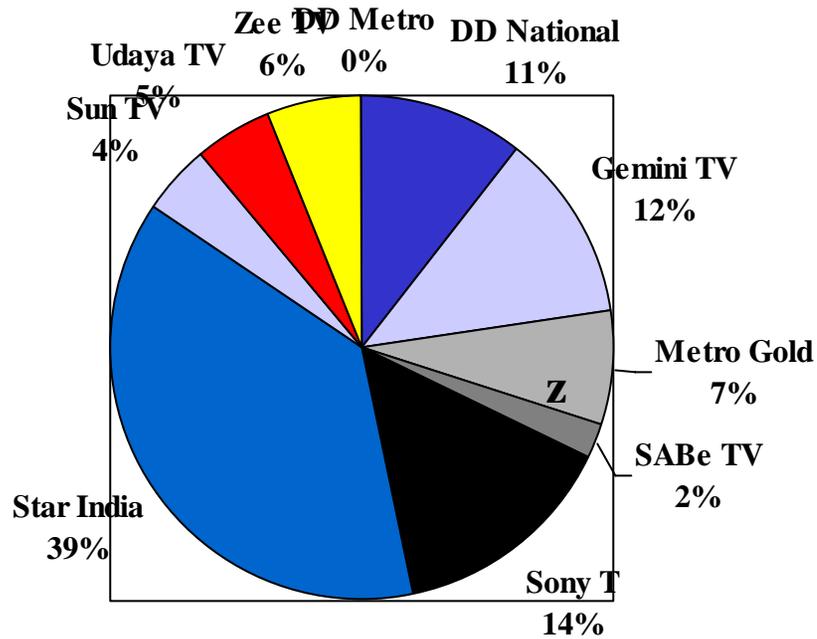
Revenue Mix (in millions)

<u>Programming</u>	<u>Q2</u>	<u>Q1</u>
Commissioned	157	118
Sponsored	76	109
Repeat / Dubbed	4	2
Event	0	8





Revenue Mix – Channelwise





Change in Programming in Q1

• <u>Serials went on air</u>	<u>Channel</u>	<u>Frequency</u>	<u>Date</u>
Kohi Apna Sa	Zee TV	5 Days	27/8/2001
• <u>Serials went off air</u>	<u>Channel</u>	<u>Frequency</u>	<u>Date</u>
Kabhi Sautan Kabhi			
Saheli	Metro Gold	4 Days	10/9/2001
Kundali	Metro Gold	1 Day	04/9/2001
Kavita	Metro Gold	1 Day	06/9/2001
Ghar Ek Mandir	Sony TV	5 Days	20/9/2001
Pelli Kanuka	Gemini TV	1 Day	02/7/2001
Kuch Khona Hai.	DD National	1 Day	09/7/2001
Kaliren	DD Metro	5 Days	06/7/2001



Likely Change in Programming

- | <u>Serials to go on air</u> | <u>Channel</u> | <u>Frequency</u> | <u>Month</u> |
|-----------------------------|----------------|------------------|--------------|
| Kasauti Zindagi Kay | Star India | 4 Days | 29/10/2001 |
| Kutumb | Sony TV | 5 Days | 29/10/2001 |
| Kal | Sony TV | 5 Days | November |
| Kavayanjali | Vijay TV | 5 Days | 01/10/2001 |
| Kudumbbam aur Kovil | Vijay TV | 5 Days | 01/10/2001 |
- | <u>Serials to go off air</u> | <u>Channel</u> | <u>Frequency</u> | <u>Month</u> |
|------------------------------|----------------|------------------|--------------|
| Kelunga Mamiyare... | Sun TV | 5 Days | November |
| Itihaas (Repeat) | Sony TV | 5 Days | November |



17 Serials On Air – 68 Shows per week

Channel	Serial	Frequency in Week	TRPs (week ended 7/10/2001)
<u>Sponsored Serials (25 Shows per week)</u>			
DD National	Kasamm	5 Days *	11.74
Sun TV	Kelunga Mamiyare...	5 Days	18.44
Gemini TV	Pavitrabandham	5 Days	15.83
	Kalisundhamra	5 Days	14.51
Udaya TV	Kavayanjali	5 Days	11.47
<u>Commssioned Serials (43 Shows per week)</u>			
Star India	Kyunki Saas Bhi Kabhi Bahu Thi	4 Days	15.49
	Kahaani Ghar Ghar Kii	4 Days	12.81
	Kaahin Kissii Roz	4 Days	4.36
	Kalash	1 Day	5.54
	Kasauti Zindagi Kay	4 Days	
Sony TV	Kkusum	5 Days	6.11
	Kutumb	4 Days	
Zee TV	Koshish Ek Aasha	1 Day	4.14
	Kohi Apna Sa	5 Days	5.35
SABe TV	Karam	1 Day	
Vijay TV	Kavayanjali	5 Days	
	Kudumbbam aur Kovil	5 Days	
* - Afternoon Slots			