



BALAJI TELEFILMS LIMITED

***Management Analysis of
Financial Results for the
Quarter ended
31.12.2001***



BALAJI TELEFILMS LIMITED

- The Company has been commissioned by Zee TV for two daily soaps on prime time, which are likely to be aired in the month of March / April, 2002 and by Sony TV for one daily soap in afternoon, which is likely to be aired in the month of February, 2002.
- The Company is launching one daily soap on Udaya TV in February, 2002.
- Prices of all the four daily soaps on star have been revised upwards by average increase of 35% with effect from January 1, 2002.
- The Company is ending its programmes on DD Network, SABe TV and one program on Vijay TV in Q4.



HIGHLIGHTS

- Achieved Sales Turnover of Rs. 301.92 millions in Q3 against Rs. 236.21 millions in Q2 clocking sequential growth of 28% on the back of launch of four daily soaps and higher realisations.
- Profit Before Write off and Tax increased from 97.59 millions in Q2 to 135.49 millions in Q3 clocking sequential growth of 39%.
- Profit After Tax of Rs. 85.14 millions in Q3 against Rs. 66.24 millions in Q2 clocking sequential growth of 29%.



HIGHLIGHTS (cont..)

- Tax Provision as % of sales increased to 14% in Q3 against 10 % in Q2
- The fresh programming hours increased from 344.5 in Q2 to 412.50 in Q3 clocking sequential growth of 20%
- Share of Commissioned Revenues increased from 66% to 76% in Q3.



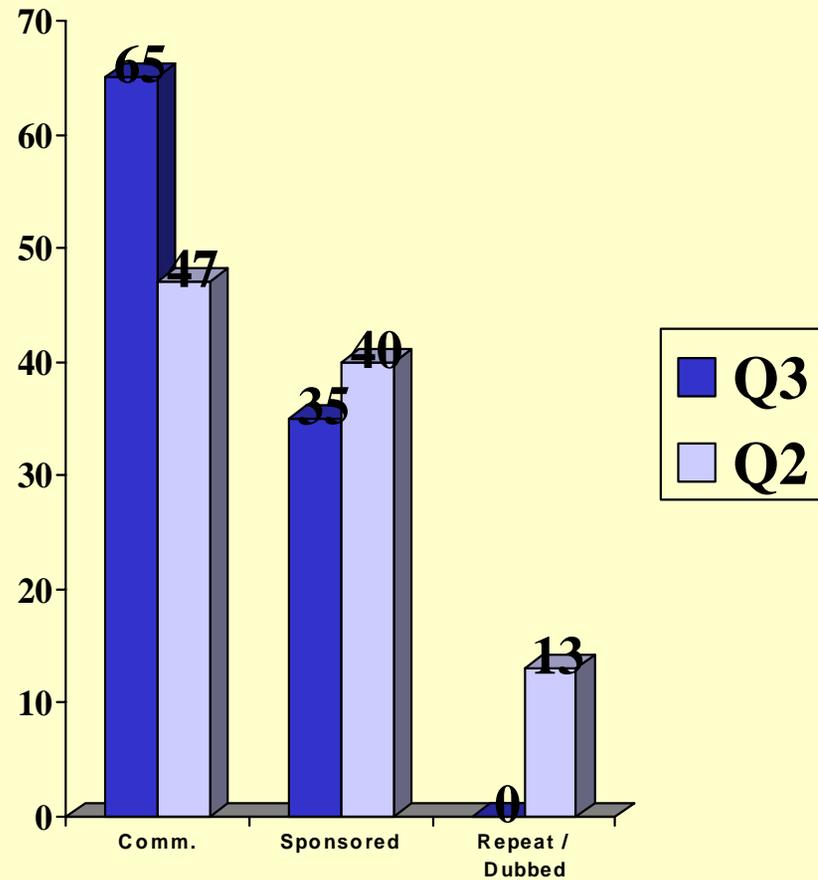
HIGHLIGHTS (cont..)

- The newly launched daily soaps on Star and Sony received tremendous response from audience and already featuring in Top 30 shows on satellite channels.
- Currently, 21 Balaji shows featuring in Top 30 shows and 47 Balaji shows featuring in Top 100 shows, on satellite channels.



Programming Mix (Hours)

<u>Programming</u>	<u>Q3</u>	<u>Q2</u>
Commissioned	268	184.5
Sponsored	144.5	160
Repeat / Dubbed	-	52.5





Hindi & Regional Programs (Hours)

Fresh

Programming

Q3

Q2

Hindi

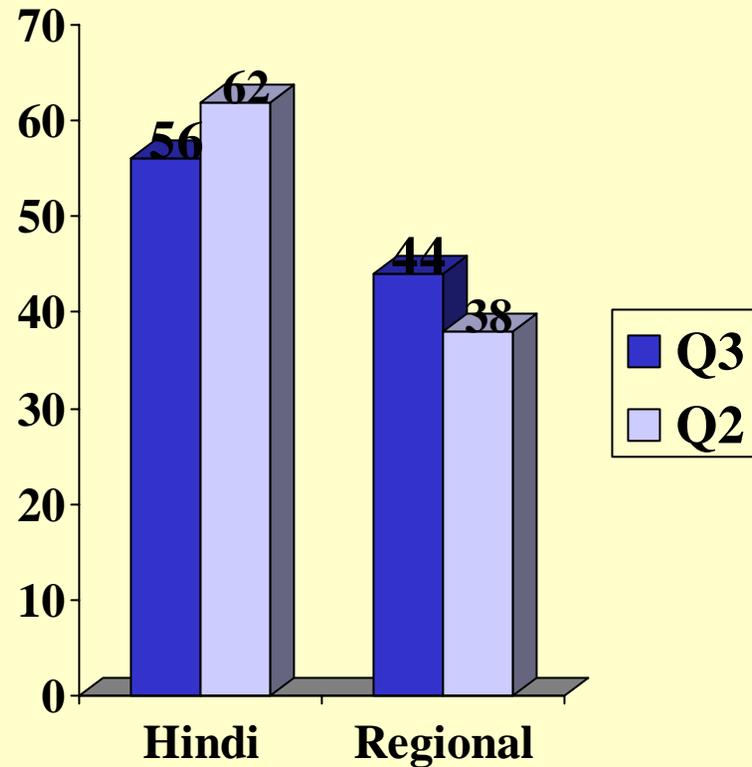
232.5

214.5

Regional

180

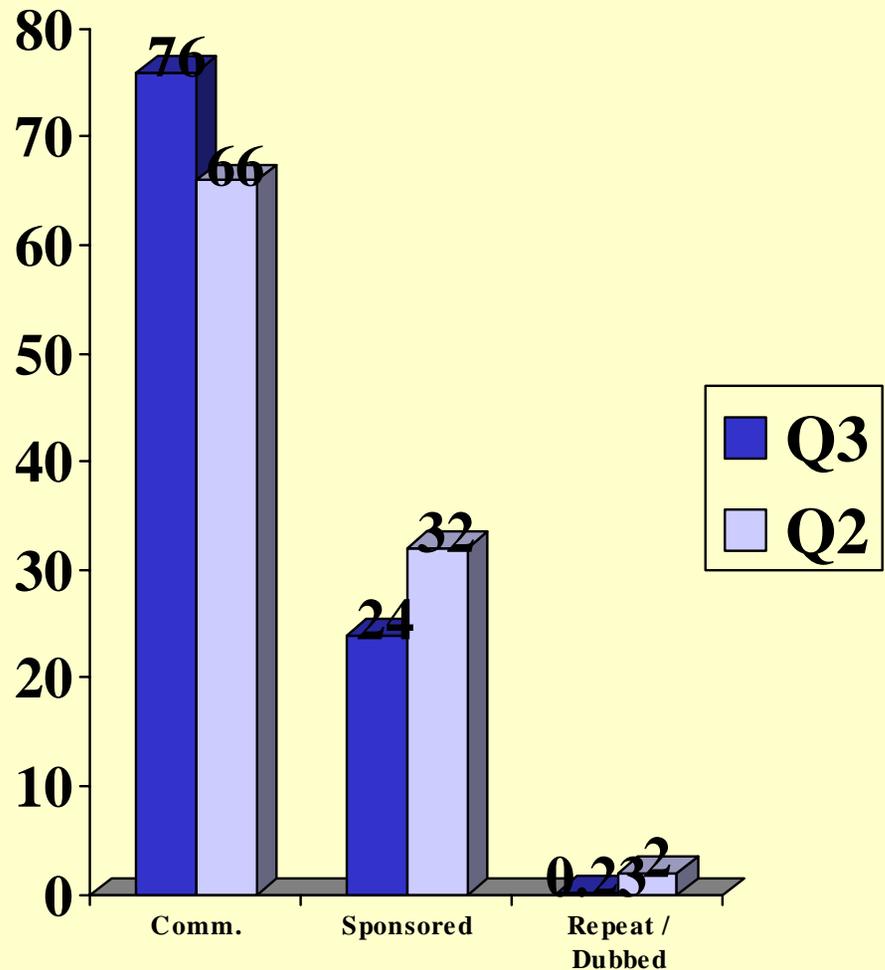
130





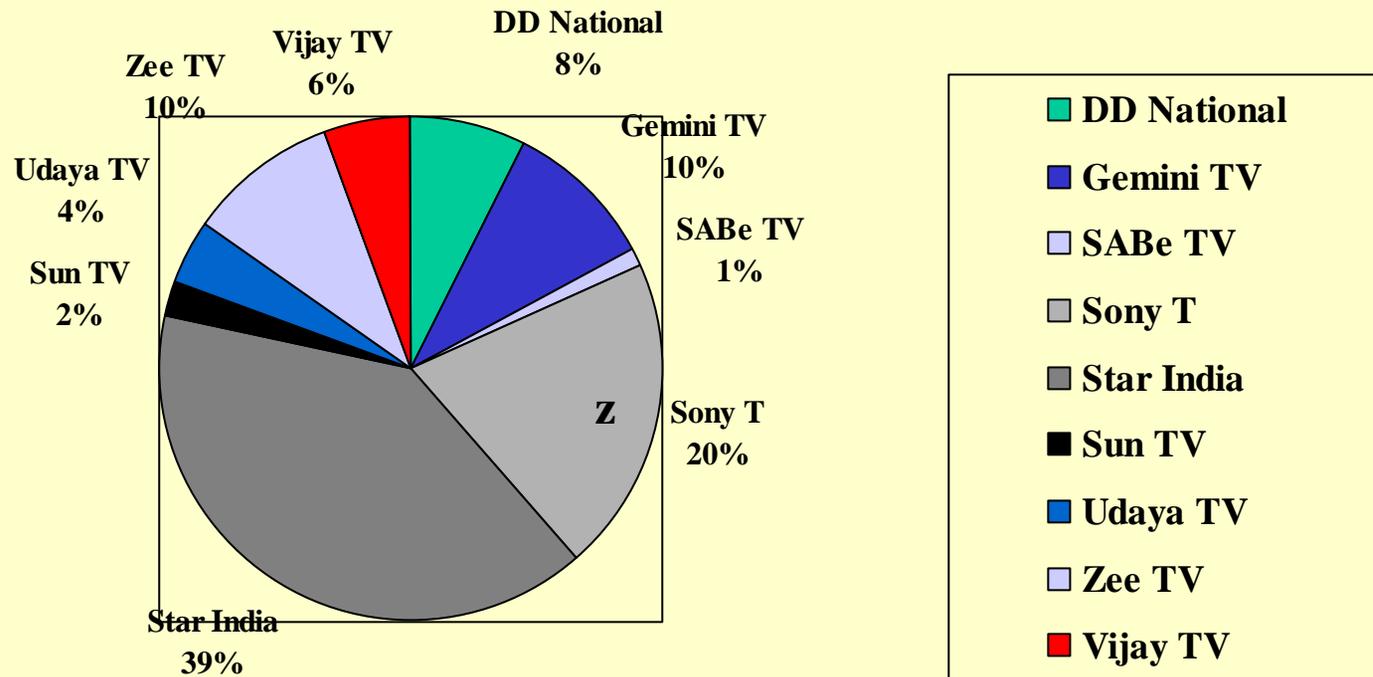
Revenue Mix (in millions)

<u>Programming</u>	<u>Q3</u>	<u>Q2</u>
Commissioned	230	157
Sponsored	71	76
Repeat / Dubbed	1	4





Channelwise Revenue Mix for Q3





Change in Programming in Q3

- | <u>Serials went on air</u> | <u>Channel</u> | <u>Frequency</u> | <u>Date</u> |
|----------------------------|----------------|------------------|-------------|
| Kasauti Zindagi Kay | Star TV | 4 Days | 29/10/01 |
| Kutumb | Sony TV | 4 Days | 29/10/01 |
| Kudumbam Aur Kovil | Vijay TV | 5 Days | 01/10/01 |
| Kavyanjali | Vijay TV | 5 Days | 01/10/01 |
- | <u>Serials went off air</u> | <u>Channel</u> | <u>Frequency</u> | <u>Date</u> |
|-----------------------------|----------------|------------------|-------------|
| Kelunga Mamiyare... | Sun TV | 5 Days | 02/11/01 |
| Itihaas (Repeat) | Sony TV | 5 Days | 17/12/01 |



Likely Change in Programming

• <u>Serials going on air</u>	<u>Channel</u>	<u>Frequency</u>	<u>Month</u>
Kuch Jukhi Si Palke	Sony TV	5 Days	February
Kamal	Zee TV	4 / 5 Days	March
Untitled (Comedy)	Zee TV	4 / 5 Days	April
• <u>Serials went off air</u>	<u>Channel</u>	<u>Frequency</u>	<u>Month</u>
Karam	SABe TV	1 Day	January*
Kasamm	DD National	5 Days	February
Kudumbam Aur Kovil	Vijay TV	5 Days	February

* - already went off air.



15 Serials On Air – 62 Shows per week

Channel	Serial	Frequency in Week	TRPs (week ended 06/01/02)
<u>Sponsored Serials (20 Shows per week)</u>			
DD National	Kasamm	5 Days *	10.27
Gemini TV	Pavitrabandham	5 Days	22.36
	Kalisundhamra	5 Days	21.82
Udaya TV	Kavayanjali	5 Days	17.2
<u>Commssioned Serials (42 Shows per week)</u>			
Star India	Kyunki Saas Bhi Kabhi Bahu Thi	4 Days	12.22
	Kahaani Ghar Ghar Kii	4 Days	12.38
	Kaahin Kissii Roz	4 Days	6.38
	Kalash	1 Day	5.34
	Kasauti Zindagi Kay	4 Days	7.38
Sony TV	Kkusum	5 Days	6.94
	Kutumb	4 Days	4.75
Zee TV	Koshish Ek Aasha	1 Day	3.21
	Kohi Apna Sa	5 Days	4.35
Vijay TV	Kavayanjali	5 Days	
	Kudumbam aur Kovil	5 Days	
* - Afternoon Slots			