



Balaji Telefilms

*Management Analysis of
Financial Results for the quarter
ended 30.6.2002*



Result Highlights

(Rs million)	Q1FY2003	Q4FY2002	% Change QoQ	Q1FY2003	Q1FY2002	% Change YoY
Total Revenues	397.7	328.2	21.2%	397.7	236.6	68.1%
Operating Profit	212.8	155.2	37.1%	212.8	72.9	191.9%
Profit Before Tax	203.4	172.5	17.9%	203.4	71.2	185.7%
Profit After Tax	126.8	89.4	41.8%	126.8	49.4	156.7%
EPS (Annualised) (Rs)	49.24	34.72	41.8%	49.24	19.16	157.0%
Key Ratios						
Operating Profit Margin (%)	53.5%	47.3%		53.5%	30.8%	
PAT Margin (%)	31.9%	27.2%		31.9%	20.9%	



Highlights (Cont...)

- Sales Turnover of Rs. 397.7 million in Q1FY03 against Rs. 328.2 million in Q4FY02 clocking sequential growth of 21% on the back of increase in programming hours and higher realisations per hour.
- Profit Before Write off and Tax increased from 172.5 million in Q4FY02 to 203.4 million in Q1FY03 clocking sequential growth of 18%.
- Profit After Tax of Rs. 126.8 million in Q1FY03 against Rs. 89.4 million in Q4FY02 clocking sequential growth of 42%.



Highlights (Cont...)

- Cost of Sales as a % of Net Sales reduced from 44.75% in Q4FY02 to 40.86% in Q1FY03
- Realisation per hour increased from 0.92 million in Q4FY02 to 1.02 million per hour in Q1FY03
- The fresh programming hours increased from 355.50 in Q4FY02 to 391.50 in Q1FY03, a sequential growth of 10.13%
- Charged depreciation on sets & studios at a rate higher than that prescribed under Companies Act, resulting in profit for the quarter being lower by Rs. 58.26 Lacs



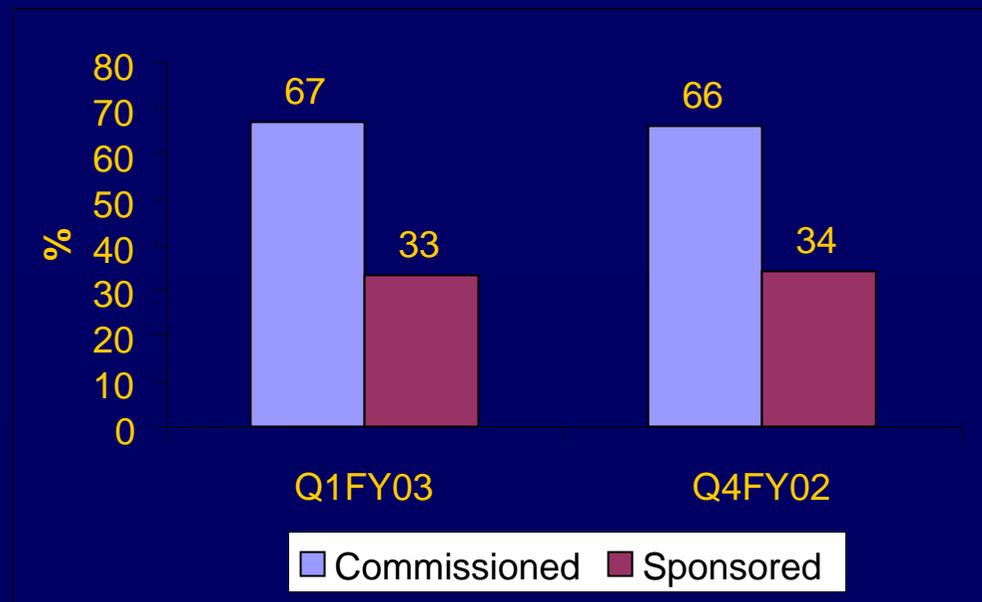
Highlights (Cont...)

- Prices of Kkusum and Kutumb on Sony revised
- A Daily soap on Sahara and Weekend Programs on Star & Sony going on air in the Second Quarter
- 20 Balaji shows featuring in Top 25 shows and 63 Balaji shows featuring in Top 100 shows, on satellite channels



Programming Mix (Hours)

<u>Programming</u>	<u>Q1FY03</u>	<u>Q4FY02</u>
Commissioned	261.5	235
Sponsored	130	120.5

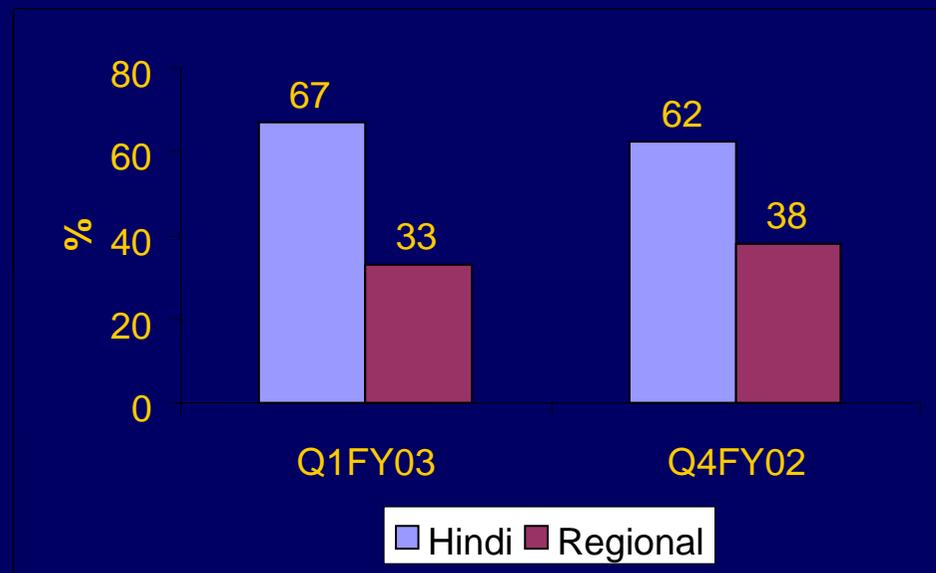


Margin driven Business Approach



Hindi & Regional Programs (Hours)

<u>Programming</u>	<u>Q1FY03</u>	<u>Q4FY02</u>
Hindi	261.5	221
Regional	130	134.5



Multi-lingual Presence



Segment wise Results

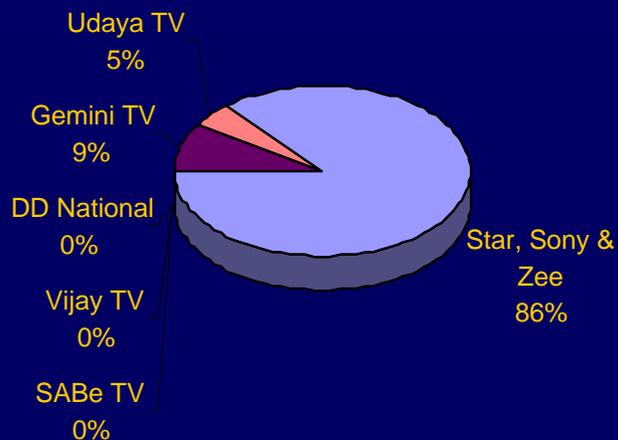
Programs	Revenues (Rs. in million)				Profits (Rs. In million)			
	Q1FY03	%	Q4FY02	%	Q1FY03	%	Q4FY02	%
Commissioned	342.6	86	277.8	85	213.5	91	167.2	92
Sponsored	55.2	14	50.4	15	21.7	9	14.1	8
Total	397.8		328.2		235.2		181.3	

Judicious Mix of Commissioned & Sponsored Programs

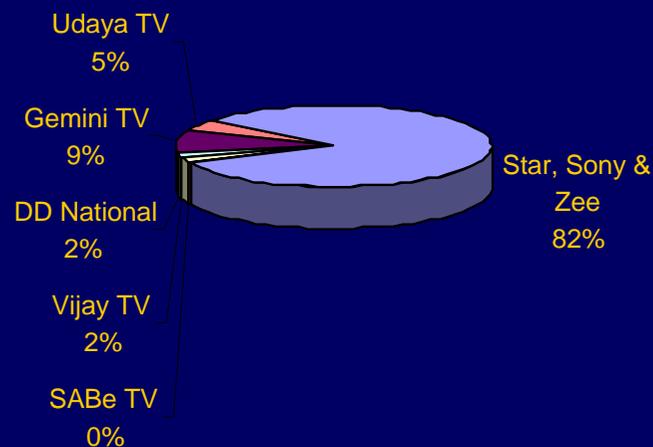


Channel-wise Revenue

Quarter ended 30/6/02



Quarter ended 31/3/02



Across Channels; Across Languages



Change in Programming in Q1FY03

<u>Serials went on air</u>	<u>Channel</u>	<u>Frequency</u>
Kitne Kool Hain Hum	Zee TV	4 Days
Kuchh Jukhi Palkain	Sony TV	4 Days
Kabhii Sautan Kabhi Saheli	Star TV	4 Days
Kannadi	Udaya TV	5 Days
Kavaludaari	Udaya TV	5 Days
<u>Serials went off air</u>	<u>Channel</u>	<u>Frequency</u>
Koshish Ek Aasha	Zee TV	1 Day
Kitne Kool Hain Hum	Zee TV	4 Days
Kavayanjali	Udaya TV	5 Days



Likely Change in Programming in Q2FY03

<u>Serials going on air</u>	<u>Channel</u>	<u>Frequency</u>
Kammal	Zee TV	4 Days
Kya Haadsa Kya Haqeeqat	Sony TV	3 Days (1 hour each)
Kaalki	Star TV	1 Day
Kahin To Milenge	Sahara TV	5 Days



15 Serials On Air – 62 Shows per week

Channel (Language)	Serial	Frequency in Week	TRPs* (week ended 30/06/02)	Top TRPs* on the same channel (week ended 30/06/02)
Gemini TV (Telugu)	Pavitrabandham	5 Days	13.16	14.7
	Kkalavaari Kkodalu	5 Days	10.58	
Udaya TV (Kannada)	Kavaludaari	5 Days	11.26	13.27
	Kannadi	5 Days	7.59	
Star India (Hindi)	Kyunki Saas Bhi Kabhi Bahu Thi	4 Days	12.01	12.01
	Kahaani Ghar Ghar Kii	4 Days	10.59	
	Kaahin Kissii Roz	4 Days	5.92	
	Kalash	1 Day	6.17	
	Kasauti Zindagi Kay	4 Days	9.49	
	Kabhii Sautan Kabhii Saheli	4 Days	3.88	
Sony TV (Hindi)	Kkusum	5 Days	6.29	6.29
	Kutumb	4 Days	4.26	
	Kuch Jukhi Palke	4 Days	2.5	
Zee TV (Hindi)	Kammal	4 Days	3.88	3.88
	Kohi Apna Sa	4 Days		