

Investor Presentation



Balaji Telefilms Ltd.

Unique, Distinctive, Disruptive

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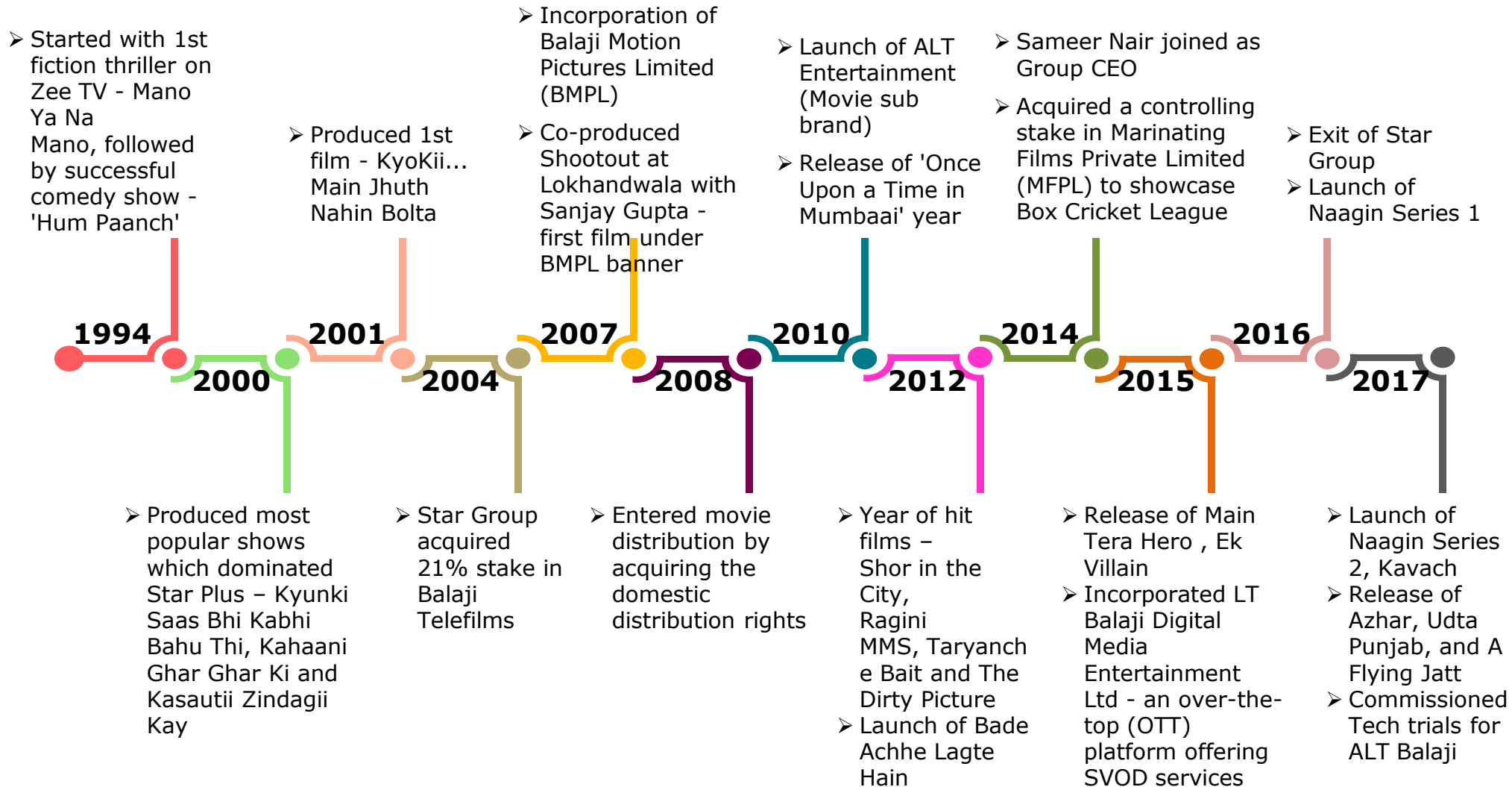
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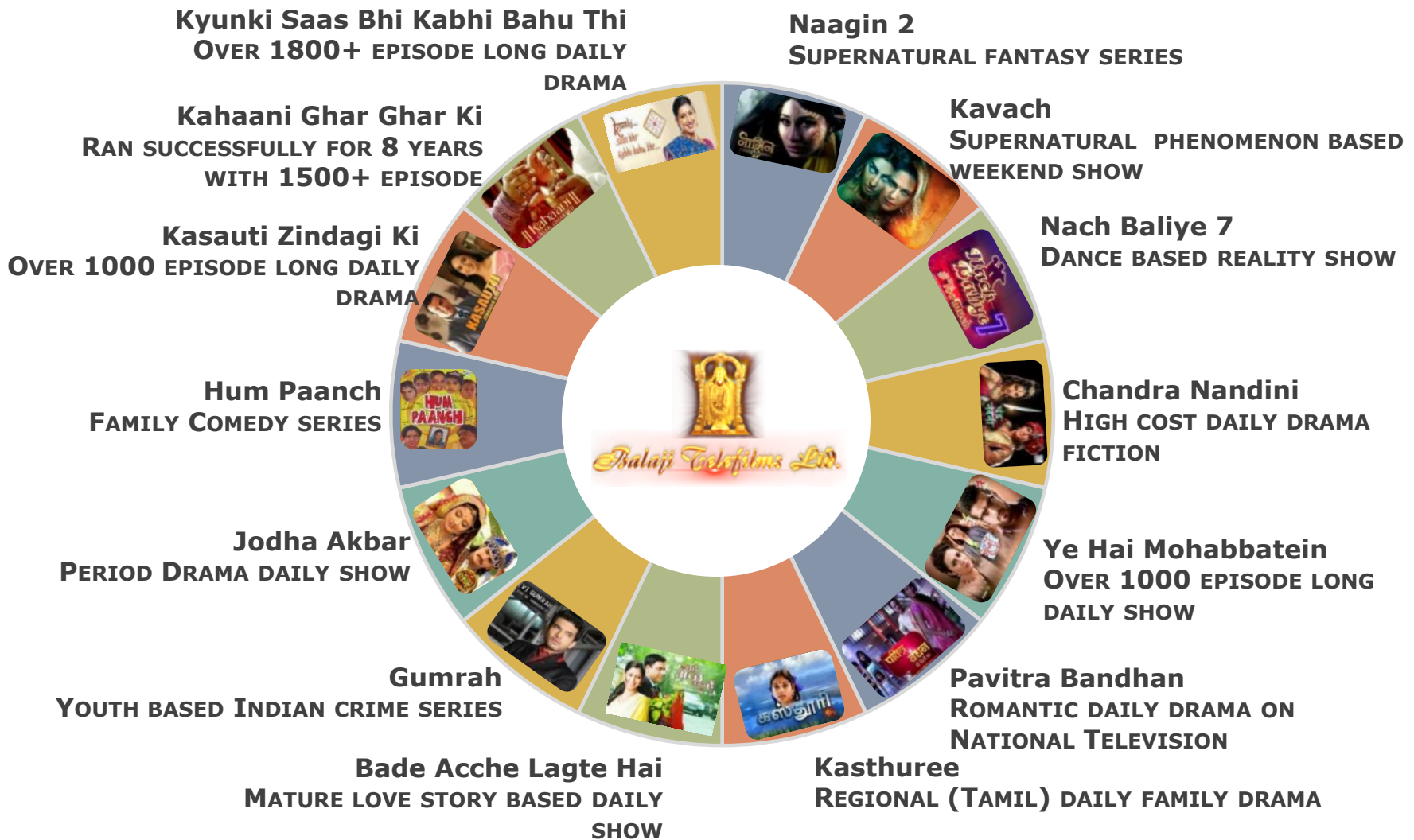
This presentation was last updated in April 2017



Balaji Telefilm's entertaining journey for over 2 decades



Exemplary track record in content creation across genres and target groups



A proven ability in gauging the pulse of masses through the years



Established infrastructure and ecosystem

01

- ◆ Only successful production house in India to have presence across TV, movies and digital



- ◆ Established infrastructure enabling high quality production
 - 26 Shooting floors | Ready access to leading production and editing facilities

02

03

- ◆ Strong brand to attract talent and leverage existing relationships
 - Pre production / production and post production talent
 - Advertisers for better sponsorship and ad rates



Balaji Telefilms

Market Capitalisation : \$111mn (Rs 720cr) **

Promoter holding : 42.2%

Public holding : 57.8%

Balaji Motion Pictures

- ◆ 100% subsidiary
- ◆ Leading movie studio in India
- ◆ Marquee productions across genres
- ◆ Production* and distribution capabilities

ALT Balaji Digital Media

- ◆ 100% subsidiary
- ◆ Over-the-top subscription video-on-demand platform
- ◆ Focussed on original and never-seen-before Indian content

Other subsidiaries

Marinating Films Pvt Ltd (51%)

Chhayabani Balaji Ent. Ltd (50%)

Event Media LLP (51%)

Bolt Media (100%)*

•Currently being merged into Balaji Telefilms Ltd.

•** as on 31st March, 2017



Led by a strong and credible management team



EKTA KAPOOR

JOINT MANAGING DIRECTOR

A content maestro- the creative brain behind Balaji

- ◆ Leading Indian TV and film producer. Under her creative guidance, Balaji has won almost every major TV award
- ◆ Stellar work in creating a large content conglomerate at a young age garnered her several distinguished awards” The Economic Times (Businesswoman of the Year 2002), E&Y (Entrepreneur of the Year 2001) and the American Biographical Institute (Woman of the Year 2001)
- ◆ IMPACT placed her at the No. 1 position among ‘50 Most Influential Women’ (2016) in the Indian marketing, advertising and media ecosystems



SAMEER NAIR

GROUP CEO

TV and media veteran with a stellar track record

- ◆ Former Programming Head, COO, CEO of Star India, and Founder/CEO of NDTV Imagine, later christened Turner General Entertainment Networks.
- ◆ Chairman of PROMAX India from 2005-2011 and the only Indian representative on the board of PROMAX Worldwide
- ◆ Catapulted Star Plus to pole position in 2000 by launching game changers such as Kaun Banega Crorepati (KBC), Kyunki... Saas Bhi Kabhi Bahu Thi and Kahaani Ghar Ghar Kii
- ◆ A proven track record of leading, managing and mentoring large, young creative and revenue teams in the media and entertainment space



The Vision...



01 Digital

Build a **DIGITAL B2C** business through **OWN** and curated content, this will become an important part of the business going forward



02 Television

KEEP GROWING, selective foray into **IP Ownership** and **NON-FICTION** making selective **RISK-REWARD** plays



03 Movies

SELECTIVE PROJECTS AND RISK SHARING MODEL to scale and become **PROFITABLE**



Opportunity to participate across successful formats & audiences

TV



- ◆ Commissioned television programming has been the core business
- ◆ Unmatched track record with string of hit shows and newer IP based shows
- ◆ Proven ability in gauging the pulse of masses – current shows continue to garner strong TRP
- ◆ 10 Primetime shows on leading GECs and National Television*

* In Q3 FY17

DIGITAL



- ◆ Global Subscription based video streaming platform
- ◆ Premium, Original and Exclusive content
- ◆ Allow users to watch high quality content across devices

MOVIES



- ◆ Producing modest budget but high-concept movies
- ◆ Balance of creativity and profitability
- ◆ Emphasis on film content rather than the star cast





Balaji Telefilms Ltd.

Television Production

Our Television business has been the cornerstone of the Indian TV industry

Built on producing commissioned programming for broadcasters

Entry of newer broadcasters and digital platforms - leading to more demand for variety and content

Serials broadcast across all channels including Star, Sony, Colours, Zee, Doordarshan, Channel V, Life OK and &TV

Gumraah, Savdhan and MTV-Webbed - examples of new, younger genres of content that has seen success



Rich experience in entertainment and a proven ability in gauging the pulse of masses

Past track record has been exemplary with a string of hit shows in Hindi and Regional television

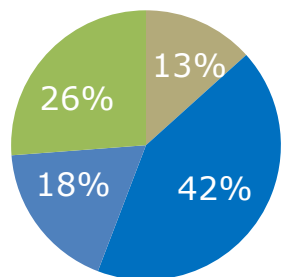
Some of our past successes are Kahaani Ghar Ghar Ki, Kyunki Saas Bhi Kabhi Bahu Thi, Kkusum, Kasamh Se, Bade Ache Lagte Hain, Jodha Akbar, Naagin

Current programs like KumKum Bhagya, Yeh Hain Mohabbatein and most recently Naagin and Bhramarakshas well accepted by viewers, reflected in its strong TRPs



We are well diversified across the General Entertainment Channels

Revenue contribution for FY16



■ Sony ■ Star ■ Viacom ■ Zee



Show line up at the end of Q3

Channel	Show Name	Time slot	Days
Colors	Naagin 2	20.00 - 21.00	Sat - Sun
Star Plus	Ye Hai Mohabbatein	19.30 - 20.00	7 days
Zee	Kumkum Bhagya	21.00 - 21.30	Mon - Fri
Star Plus	Pardes Mein Hai Meraa Dill	20.00 - 20.30	Mon - Fri
Star Plus	Chandra Nandini	20.30 - 21.00	Mon - Fri
Zee	Brahma Rakshas	21.00 - 22.00	Sat - Sun
Colors	Kasam Tere Pyar Ki	22.00 - 22.30	Mon - Fri
Life Ok	Kalash	20.30 - 21.00	Mon - Fri
DD	Pavitra Bandhan Do Dilo Ka *	20.30 - 21.00	Mon - Fri
Colors	Kawach Kaali Shaktiyon Se *	19.00 - 20.00	Sat - Sun

* Ended during Q3



Consistent Slot leaderships that drive channel TRPs

Sr no.	Shows	Channel	Time	Ratings*	Star Plus	Zee	Life Ok	Colors
1	Ye Hai Mohabbatein	Star Plus	19:30 - 20:00	3.2	3.2	0.6	-	2.1
2	Pardes Mein Hai Mera Dil	Star Plus	20:00 - 20:30	2.6	2.6	1.6	-	2.6
3	Chandra Nandini	Star Plus	20:30 - 21:00	2.5	2.5	1.4	-	2.3
4	Kalash	Life Ok	20:30 - 21:00	0.6	2.5	1.4	0.6	2.3
5	Kumkum Bhagya	Zee	21:00 - 21:30	2.8	2.3	2.8	-	2.4
6	Kasam Tere Pyaar Ki	Colors	22.00 - 22.30	1.7	3.1	1.0	-	1.7
7	Naagin 2	Colors	20:00 - 21:00	3.3	1.8	-	-	3.3
8	Brahma Rakshas	Zee	21:00 - 22:00	1.8	-	1.8	-	2.0

BARC ratings for the week 7 (11th - 17th Feb 2017)

Life OK - Data not available for Non Balaji Telefilms Serials

All of Balaji Telefilms programming on a single channel would make it a leading general entertainment channel



Growth drivers for the television business

Growth in TV market

- ◆ TV penetration continues to grow across India and expected to be nearly 200m homes by 2020
- ◆ Increasing demand from satellite channels for premium television serials
- ◆ Increase in number of channels and hours of original programming – such as afternoon slot programming

1



2



Growth through changes in content strategy

- ◆ Growth through expanding presence in Format and weekend programming, IP creation and high cost fiction
- ◆ New block deal with National broadcaster DD to produce and monetise content on weekday primetime slots

3



Growth through related opportunities

- ◆ JV with regional content producers to produce content for regional audiences
- ◆ Developing IPRs for events such as Television Style Awards (TV awards), Box Cricket League (a celebrity based cricket league)



Summary financials

In Rs Mn	FY14	FY15	FY16	9m FY17 *
Hours of Programming	590	962	1002	719
Revenue	1,315	2,097	2,568	1,991
EBITDA	48	127	347	208
EBITDA Margin %	4%	6%	14%	10%
PAT	100	123	437	182
PAT Margin %	8%	6%	17%	9%

* 9m FY17 based on IND-AS accounting standards, FY14 to FY16 based on IGAAP

- Revenue improvement on account of increase in hours of programming coupled with higher realization shows
- FY16 PAT includes interest charged on loans given to subsidiaries and profit on sale of investments



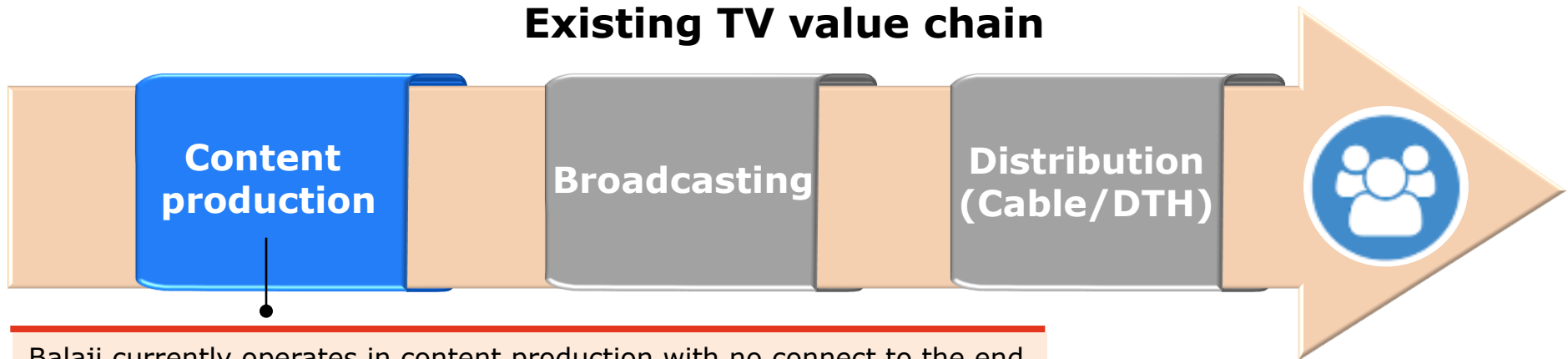


Balaji Telefilms Ltd.

Digital – ALT Balaji

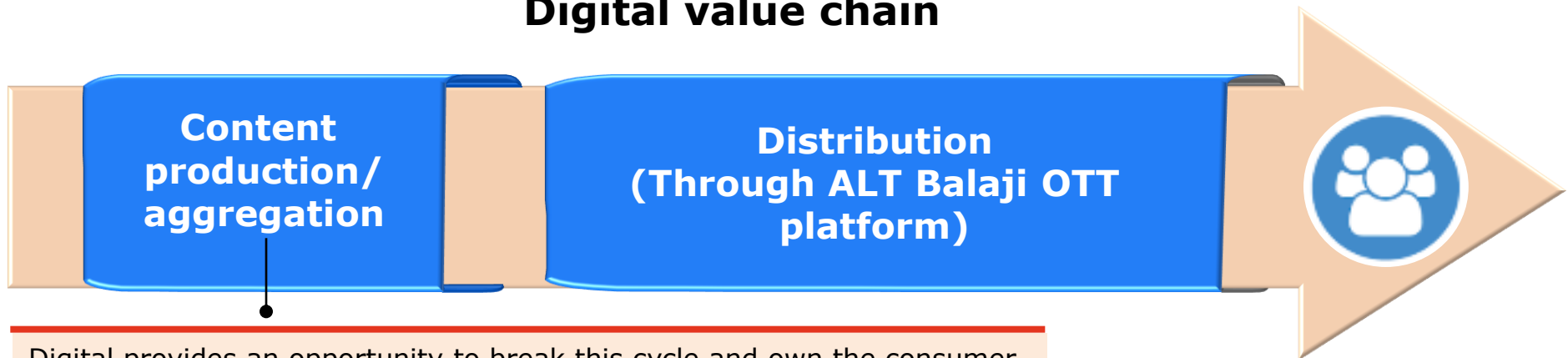
ALT Balaji to create a digital B2C business

Existing TV value chain



Balaji currently operates in content production with no connect to the end consumer and no IP ownership (which is owned by the broadcaster)

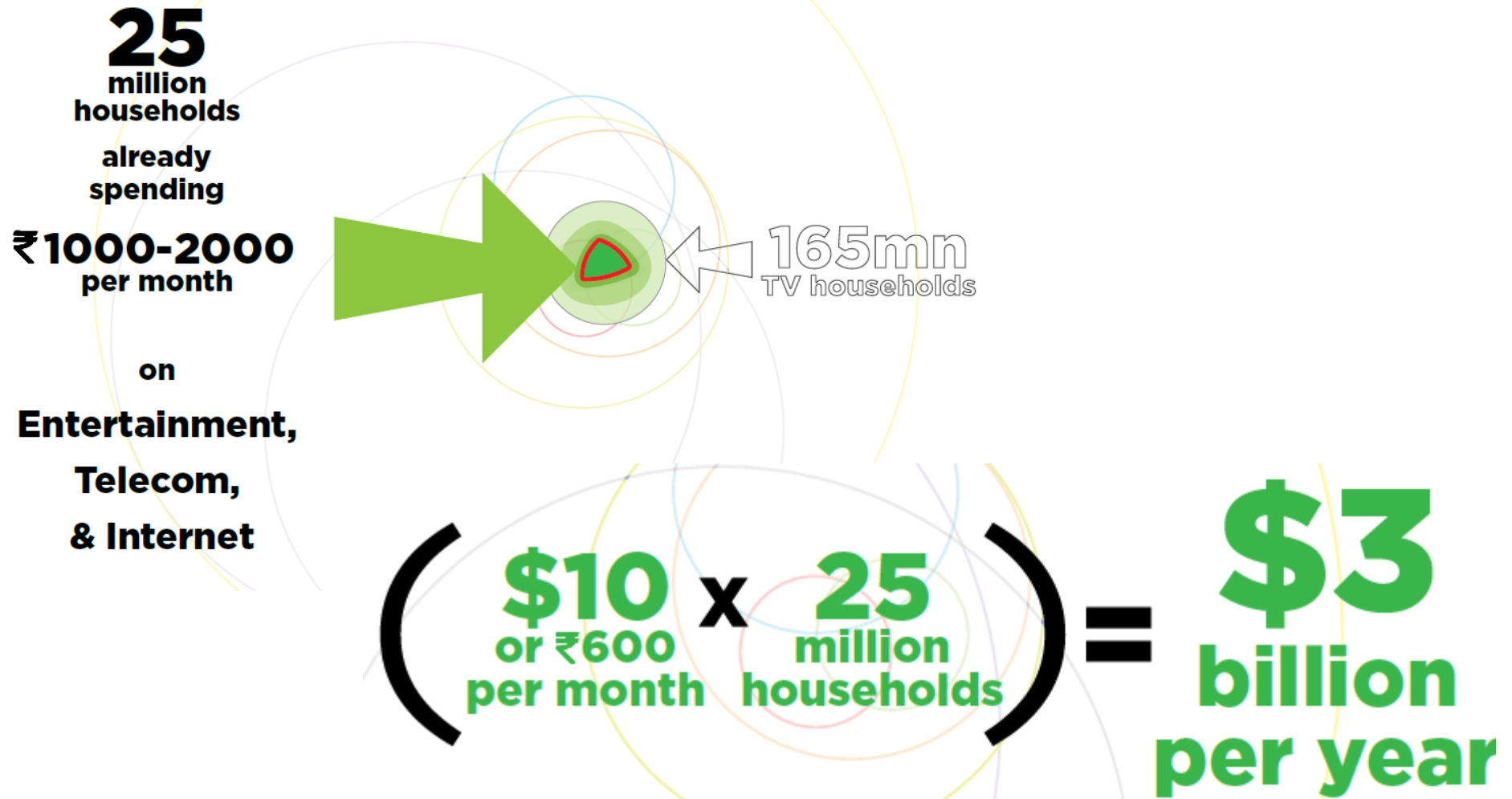
Digital value chain



Digital provides an opportunity to break this cycle and own the consumer as well as the content IP



The digital opportunity is now for real



ALT Balaji seeks to address the content gap in the market



\$3
BILLION
per year



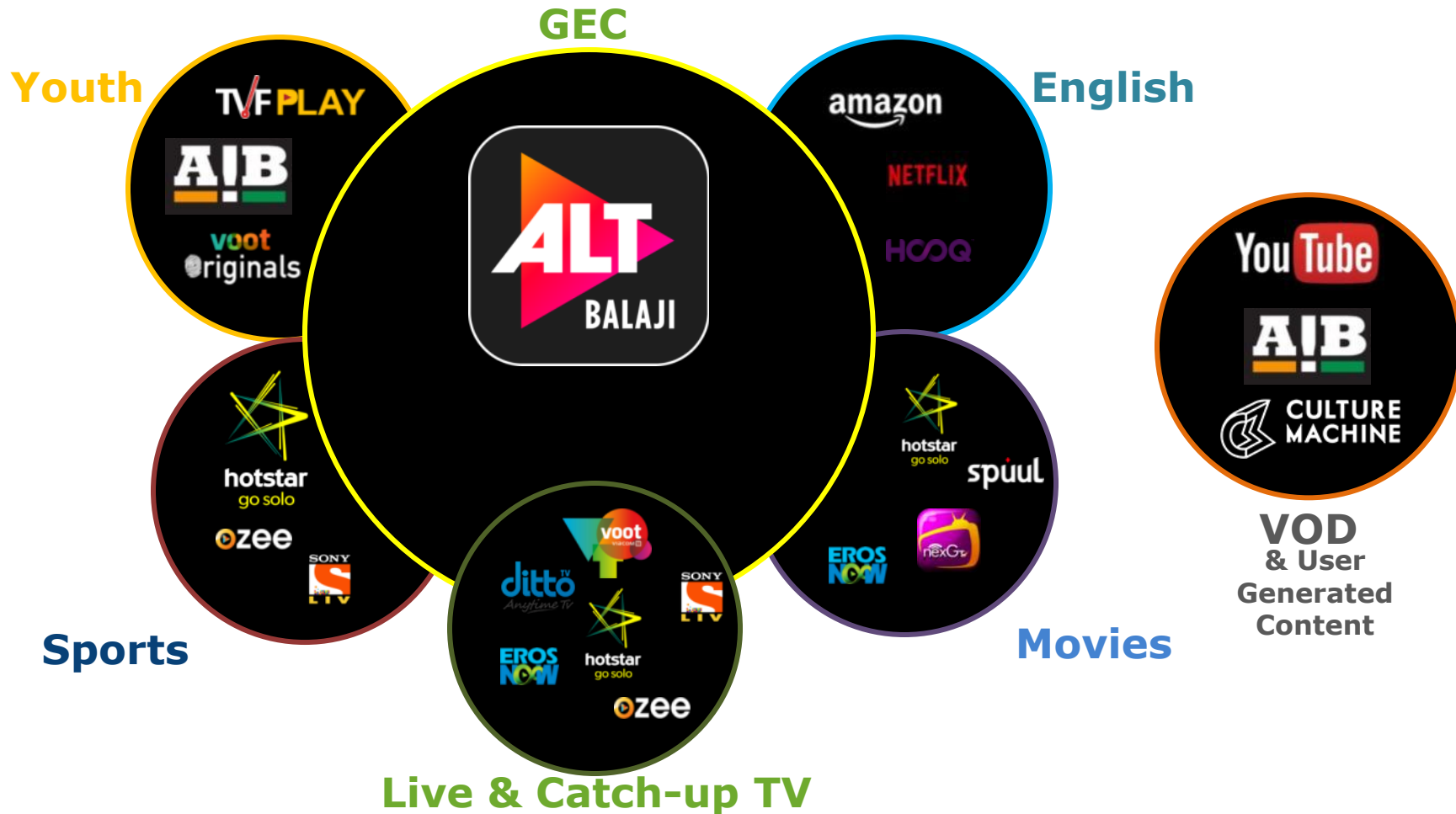
- Majority of content available online is re-run or DIY, leaving a big opportunity to offer original content
- Urban masses is looking for entertainment content outside TV to watch at their convenience



The Internet Audiences is ready for SVOD



ALT Balaji is positioned as a leading GEC for the digital audience



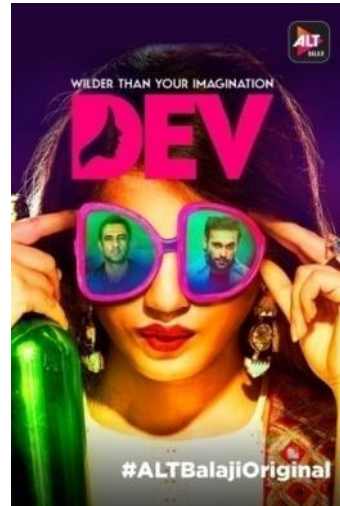
Premium, Original, Exclusive content

Content for the whole ecosystem with a focus on urban masses

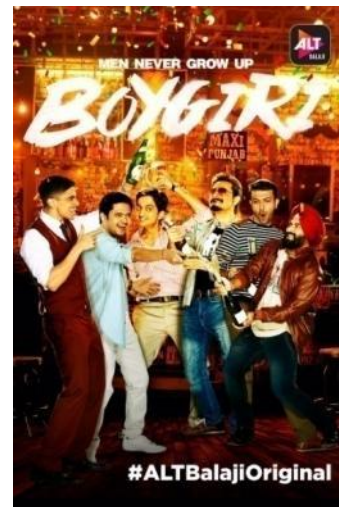


250+ hours of Premium Original and Exclusive Content

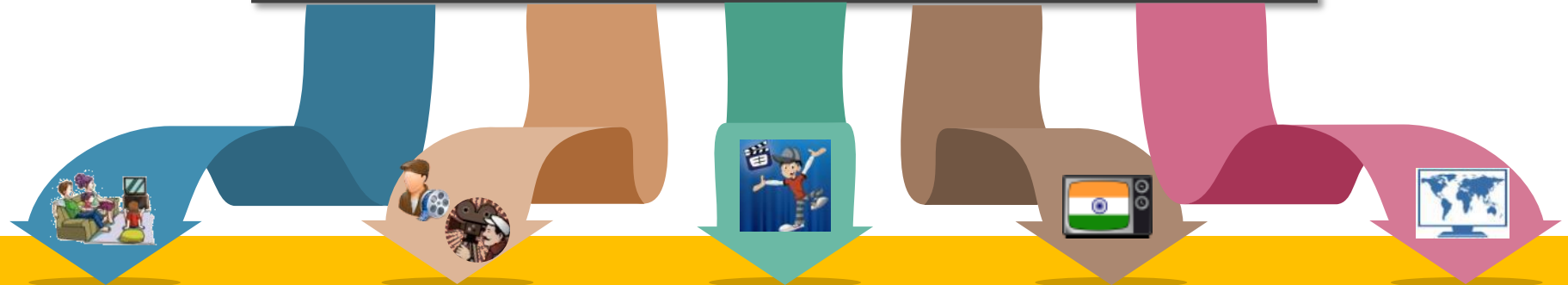
Original shows



Exclusive Kids Content



The Value Proposition..



32 NEW SHOWS

IN THE FIRST YEAR WITH A NEW SHOW RELEASING **EVERY FORTNIGHT**

OVER 250 HOURS

OF ORIGINAL CONTENT FEATURING INDIA'S FAVOURITE ACTORS & DIRECTORS

MORE THAN 100 HOURS

OF KIDS CONTENT

URBAN REGIONAL SHOWS

IN TAMIL, PUNJABI, BENGALI, MARATHI & MANY MORE LANGUAGES

150 HOURS

OF ACCLAIMED INTERNATIONAL SHOWS

& POPULAR MOVIES



..at very attractive price points



**available on
ALL DEVICES**

APP AVAILABLE ACROSS
WEB, ANDROID, IOS, R
OKU,
FIRETV, APPLE TV AND
MANY MORE

DOWNLOAD

**YOUR FAVOURITE
SHOWS FOR OFFLINE
VIEWING**

WATCH & ENJOY ALT
BALAJI SHOWS
EVEN ON THE GO

**ADAPTIVE
BITRATE**

**PLUS OTHER FANTASTIC
TECHNOLOGY**

WE PROMISE THE BEST
VIDEO WATCHING
EXPERIENCE

**simultaneous streaming
on
5 DEVICES**

WHICH MEANS
ENTERTAINMENT FOR
THE WHOLE FAMILY, ALL
FOR THE PRICE OF ONE

for just ₹90 PER MONTH - *Starting With An Amazing Introductory Offer*

₹300/12 months

₹ 180 /6 months

₹ 100 /3 months

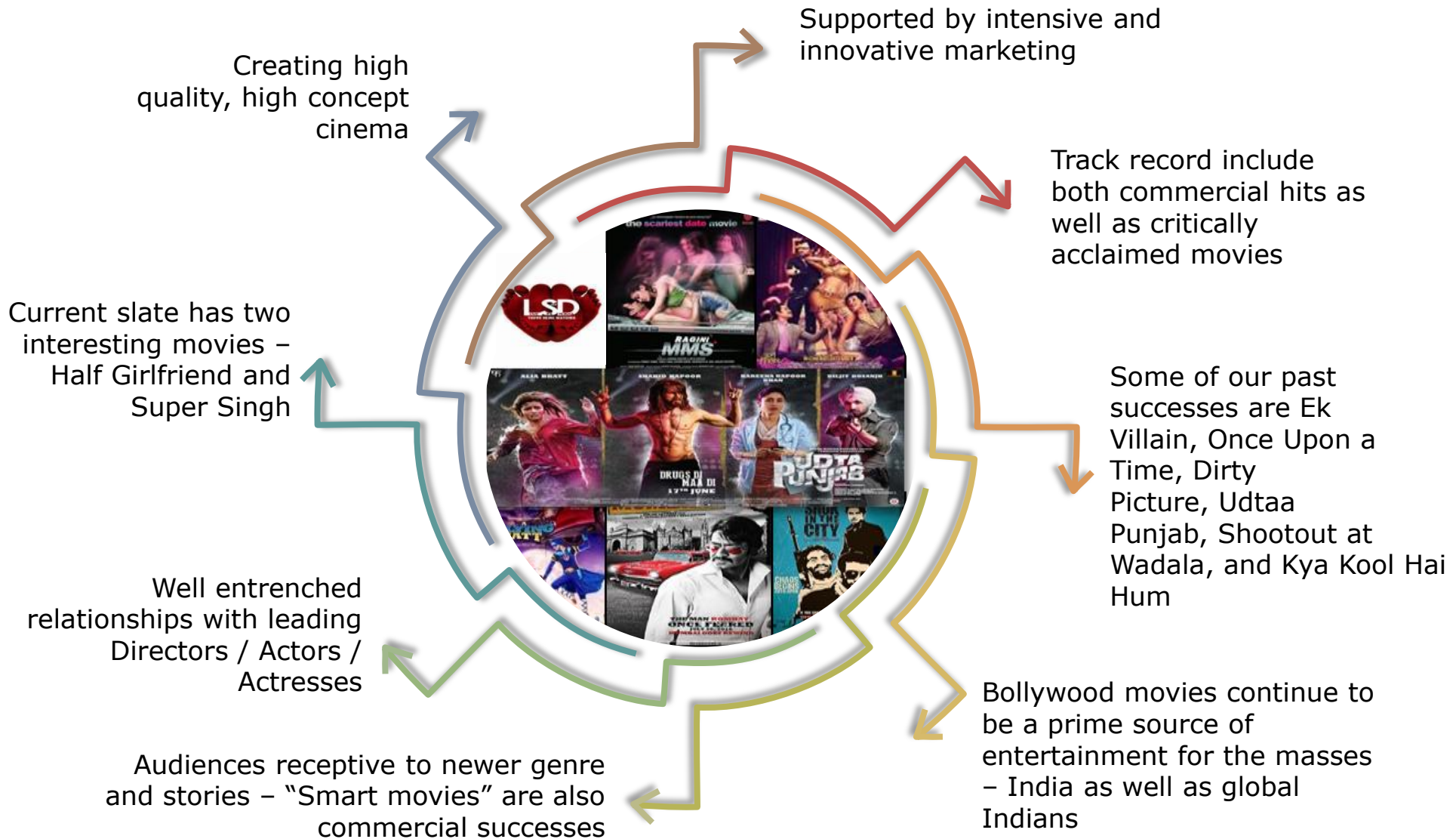




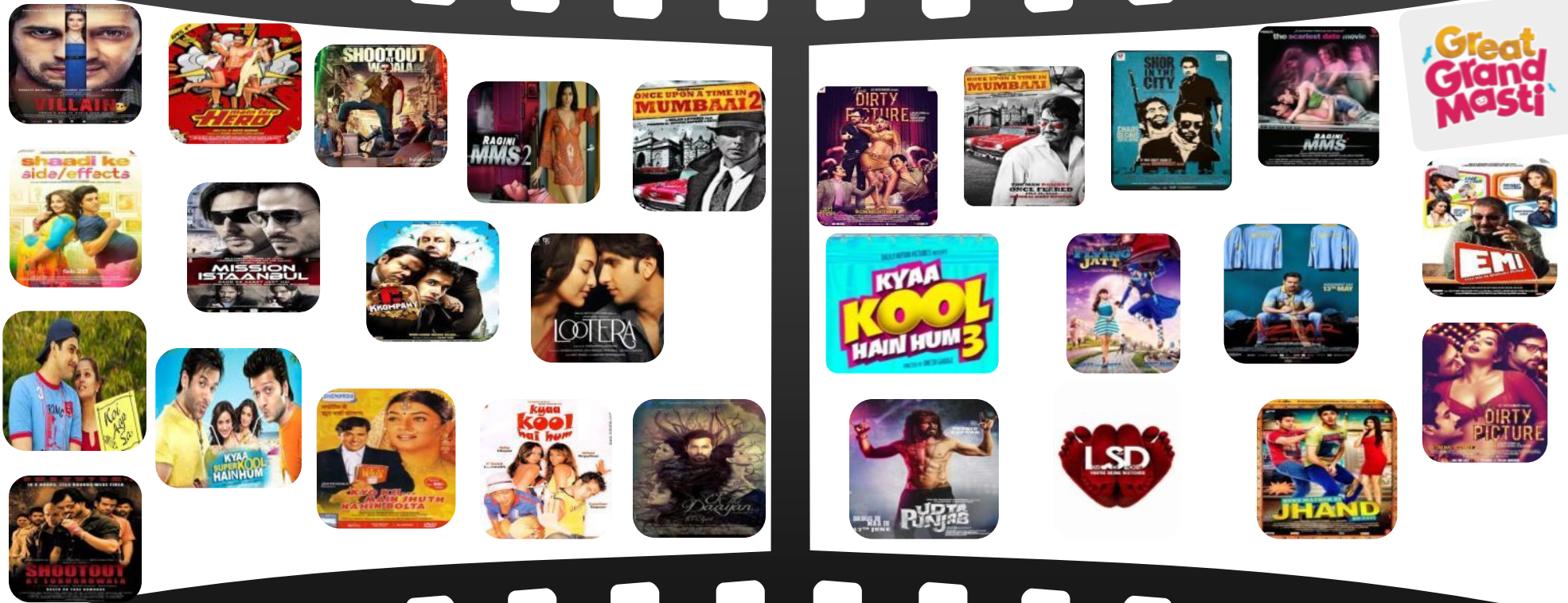
Balaji Telefilms Ltd.

Movie Production

Movies business built on producing differentiated cinematic content



Our content library built over 10 years..



* Not a comprehensive list of movies



Growth drivers for the movie business

GROWTH IN MOVIE MARKET



- Penetration of theatre screens continue to improve in India – these screens will need more movies
- Globally Bollywood movies continues to be a big pull for audiences

GROWTH THROUGH BETTER DISTRIBUTION



- Leverage relationships within the industry and presence across movie budget sizes allow for better bundling
- Achieve favorable risk – reward by pre selling rights such as theatrical, satellite . Music and digital at various points of time

GROWTH THROUGH TIE UPS



- Tie ups to help derisk the business
- Co production model with other leading production houses to share risks and costs
- Selectively focus on content and scripts and not necessarily scale of film

De risk the business by selectively commission new movies that offer an extremely favorable risk reward profile



Summary financials

In Rs Mn	FY14	FY15	FY16	9m FY17 *
Movies Released	6	3	1	4
Revenue	2,717	1,098	228	1,158
EBITDA	-258	-57	-211	-294
PAT	-263	-54	-321	-392

* 9m FY17 based on IND-AS accounting standards, FY14 to FY16 based on IGAAP

- 9m FY17 movie losses on account of loss of revenues due to piracy of 2 movies (Great Grand Masti and Udtaa Punjab)
- Marketing and distribution expenses are charged to revenue in the period in which they are incurred and are not inventorised



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For further information please visit: <http://www.balajitelefilms.com>





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Thank You