

# Balaji Telefilms Limited

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## Balaji Telefilms Limited Good Start To the year – Key Transactions Help Secure Revenue And Profitability For The Year

**09<sup>th</sup> August 2019** : Balaji Telefilms Limited, India's leading media powerhouse, today announced its financial results for the first quarter ended on **30<sup>th</sup> June 2019**

Balaji Telefilms TV content production business continues to dominate the ratings and account for **18% of the Primetime ratings**. Balaji Telefilms had 8 shows on air during the quarter and 5 of these shows were slot leaders.

We successfully sold all rights related to our upcoming movies for the year thereby ensuring a **record profitable performance in the movie business**.

ALTBalaji continues to push the boundary on original exclusive digital content and during the quarter we announced a **content alliance with Zee5 to produce 60+ originals** to develop and grow the subscription video on demand business.

**Mrs. Shobha Kapoor, Managing Director, Balaji Telefilms Limited** said, *“Operationally this was a good quarter with strong performance across all business and the two deals in our movie and digital business dramatically improves our financial profile going forward and will allow us to pursue our growth ambitions. I also take this opportunity to thank Sunil Lulla our Group CEO who has decided to pursue other opportunities after a brief period with us. Sunil leaves Balaji Telefilms in a very strong position for future growth and the rest of the leadership team will continue to drive the business forward”*

### **OPERATIONAL HIGHLIGHTS**

- TV Business contributes 18% of Prime Time Rating1 – more than production house 2 and 3 combined. Improvement from 16% in Q4 FY19
- Current slate of 4 movies for the year pre-sold for over Rs 100 cr, assuring strong profitability for the year
- ALTBalaji signs exclusive content alliance with Zee5 to drive Subscription Video on Demand and create 60+ originals
- Alliance helps secure revenue, move into an all paid service vs a free service and help protect the business in challenging environment
- With over 27.3 million subscriptions sold since launch in April 2017, ALT Balaji is certainly shaping the binge-viewing culture
- Total number of ‘Original Exclusive’ shows on the platform at 42

## **FINANCIAL PERFORMANCE ON A STANDALONE BASIS (Television and Movie Production)**

- Q1 FY20 Revenues from Operations at Rs 82.9cr vs Rs 133.7 cr in Q1 FY19, Q1 FY19 had the hugely successful Veere Di Wedding
- Gross Margin in TV production business has improved for 4 consecutive quarters and at 30.3% in Q1 FY20
- Q1 FY20 EBITDA at Rs 10.6cr vs -0.9 cr in Q1 FY19 – on account of improved cost controls across new show launches
- Q1 FY20 PAT at Rs 2.5cr vs -1.2 cr in Q1 FY19
- Investments in Mutual funds across the Company as on 30<sup>th</sup> June 2019 at Rs 247 cr

### **About Balaji Telefilms Limited:**

Balaji Telefilms is India's leading integrated media conglomerate operating across television, movie and digital content production. The Company, under the stewardship of Mrs. Shobha Kapoor and Ms. Ekta Kapoor, enjoys market leadership in the television content industry for over two decades with an exemplary track record for content creation across genres and target groups.

Balaji Telefilms is a household name which has produced some of the best television serials in the country including the famous K Series of daily soaps such as Kyunki Saas Bhi Kabhi Bahu Thi and Kahaani Ghar Ghar Ki. More recently it has created an extremely successful mystical fantasy series of Naagin 1, Naagin 2 and Naagin 3, paving the way for weekend fiction based programming.

Over the years the company through its movies business has also demonstrated success in pioneering the production of a differentiated cinematic content across different genres. Balaji Motion Pictures has been involved in creating a number of commercial as well as critically acclaimed movies such as The Dirty Picture, LSD, Once Upon a Time, Ek Villain, Udta Punjab and most recently Veere Di Wedding.

Balaji Telefilms Ltd's foray into original shows on digital platforms, ALT Digital Media Entertainment Limited is a wholly owned subsidiary of the production house. Serving as a multi-device subscription Video on Demand (SVOD) Platform, ALTBalaji's offerings include premium, disruptive content and original series across genres, that audiences can watch at their convenience. With originality, courage and relentlessness at its core, ALTBalaji's content stands out for being non-conformist and inclusive. ALTBalaji is here to set new standards and benchmarks in giving digitally-first audiences an alternate content platform.

### **For further queries please contact:**

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