



# Balaji Telefilms Limited

Investor Presentation  
Q2 & H1 FY2014

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# Performance Overview

## – Q2 & H1 FY14



# Financial & Operating Highlights

## Q2 & H1 FY14 (Standalone)

### Results for Q2 FY14

- Revenues stood at ₹ 29,84 lacs {₹ 34,83 lacs in Q2 FY13}
- EBITDA is at (₹ 65) lacs {₹ 73 lacs in Q2 FY13}
- PAT is at ₹ 80 lacs {(₹ 1,16) lacs in Q2 FY13}

### Results for H1 FY14

- Revenues stood at ₹ 51,79 lacs {₹ 70,76 lacs in H1 FY13}
- EBITDA is at (₹ 1,92) lacs {₹ 3,30 lacs in H1 FY13}
- PAT is at ₹ 8,23 lacs {₹ 3,22 lacs in H1 FY13}
- Diluted EPS not annualised was at ₹ 1.26 per share {₹ 0.49 in H1 FY13}

Contd....

# Financial & Operating Highlights

## Q2 & H1 FY14 (Standalone) Contd...

- Lower margin owing to launch of two new shows which takes at least a quarter to stabilise:
  - Jodha Akbar a first time ever costume drama has achieved No.1 position on Zee TV and No.2 across GECs
  - Pavitra Bandhan was launched on Doordarshan
- Hours for Hindi Commissioned programs stood at 121 hours
- Average realisation per hour was at ₹ 24.66 lacs {₹ 17.61 lacs in Q2 FY13}
- EBITDA loss of ₹ 65 lacs as against profit of ₹ 73 lacs in Q2 FY13 – due to drop in revenues
- Other overheads costs continues to be lower as a result of strict cost controls
- PAT grew by 169% to ₹ 80 lacs mainly due to other income as compared to Q2 FY13

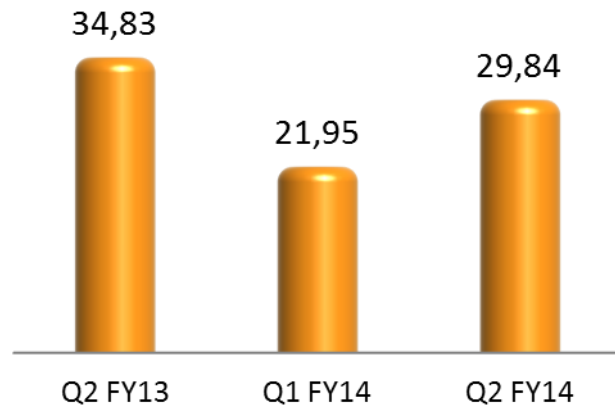
# Show report for the quarter ended September 30, 2013

Shows	Channel	Time	Schedule	Position
<b>Bade Achhe Lagte Hain</b>	Sony TV	22.30-23.00	Monday to Thursday	No.1 Fiction show of the Channel
<b>Jodha Akbar</b> (June 18, 2013 Launch)	Zee TV	20.00-20.30	Monday to Friday	First time ever costume drama, No. 1 on channel
<b>Pavitra Rishta</b>	Zee TV	21.00-21.30	Monday to Friday	No.1 Fiction show of the Channel
<b>Pavitra Bandhan</b>	DD	20.30-21.00	Monday to Friday	Popular show of the Channel
<b>Savdhaan India</b> (Limited Episodes)	Life OK	22.30-23.30	Friday	Popular show of the Channel
<b>Gumraah 3</b>	Channel V	19.00-20.00	Sunday	Popular show of the Channel
<b>MTV Webbed</b>	MTV	19.00-20.00	Saturday	Popular show of the Channel

# Financial Performance - Standalone

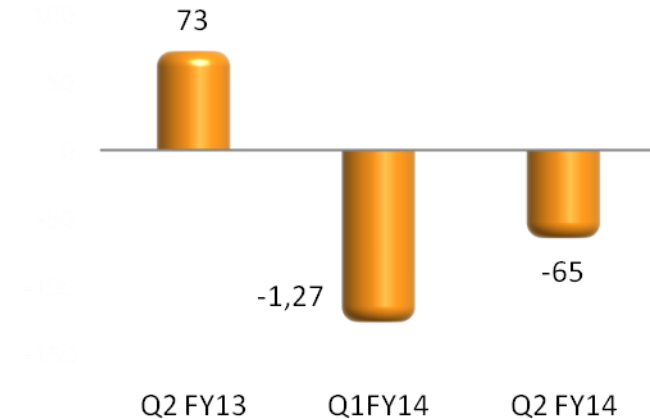
## Total Income

₹ Lacs



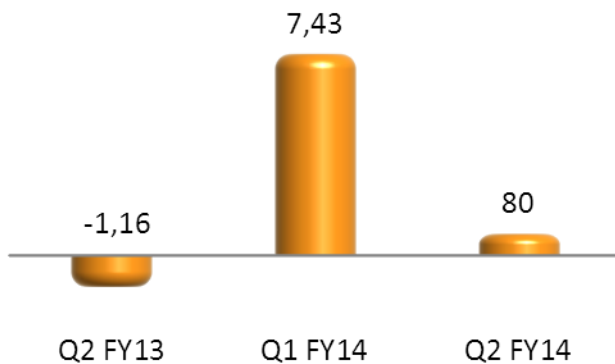
## EBIDTA

₹ Lacs



## PAT

₹ Lacs



# Financial Performance – Q2 FY14

## Statement of Standalone Profit and Loss Account

Particulars	YoY Comparision			QoQ Comparison		YoY Comparision			FY 13
	Q2 FY14	Q2 FY13	% PQ	Q1 FY14	% PQ	H1 FY14	H1 FY13	%	
Revenue from Operations	29,83.98	34,83.09	-14%	21,94.71	36%	51,78.69	70,76.36	-27%	135,01.25
Other Operating Income	48.73	82.69	-41%	44.87	9%	93.60	2,67.72	-65%	5,83.99
Total Operating Revenue	30,32.71	35,65.78	-15%	22,39.58	35%	52,72.29	73,44.08	-28%	140,85.24
Cost of Production	(25,24.82)	(28,91.38)	-13%	(18,33.97)	38%	(43,58.78)	(58,72.46)	-26%	(109,19.85)
<b>Gross Margin</b>	<b>4,59.17</b>	<b>5,91.71</b>	<b>-22%</b>	<b>3,60.75</b>	<b>27%</b>	<b>8,19.91</b>	<b>12,03.90</b>	<b>-32%</b>	<b>25,81.40</b>
<b>Gross Margin %</b>	<b>15%</b>	<b>17%</b>	<b>-</b>	<b>16%</b>	<b>-</b>	<b>16%</b>	<b>17%</b>	<b>-</b>	<b>19%</b>
Overheads	3,80.22	4,33.77	-12%	3,55.38	7%	7,35.60	7,29.95	-24%	17,74.13
Staff Cost	1,92.57	1,67.58	15%	1,77.01	9%	3,69.58	4,11.23	-10%	7,51.78
<b>EBITDA</b>	<b>(64.89)</b>	<b>73.05</b>	<b>-66%</b>	<b>(1,26.77)</b>	<b>20%</b>	<b>(1,91.67)</b>	<b>3,30.44</b>	<b>-158%</b>	<b>6,39.48</b>
Depreciation	1,34.24	2,01.94	-34%	1,79.49	-5%	3,13.73	4,04.27	-22%	7,86.37
Other Income	3,01.55	1,57.72	91%	12,86.28	-77%	15,87.83	6,62.07	140%	18,16.81
Finance Cost	-	-	-	-	-	-	-	-	8.52
<b>PBT</b>	<b>1,02.42</b>	<b>28.83</b>	<b>255%</b>	<b>9,80.01</b>	<b>-90%</b>	<b>10,82.43</b>	<b>5,88.24</b>	<b>84%</b>	<b>16,61.41</b>
Current tax	22.00	1,45.27	-85%	2,37.46	-91%	2,59.46	2,66.03	-2%	3,28.45
<b>PAT</b>	<b>80.42</b>	<b>(1,16.44)</b>	<b>169%</b>	<b>7,42.55</b>	<b>-89%</b>	<b>8,22.97</b>	<b>3,22.21</b>	<b>155%</b>	<b>13,32.96</b>

₹ in Lacs

- Q2 FY14 Other income is mainly on redemption of mutual fund investments (₹ 3,01.55 lakhs)
- Q1 FY14 Other income includes receipts on maturity of a Keyman Insurance policy (₹ 6,73.00 lakhs)



# Segmental Performance

Show Type	Revenue for the Quarter Ending (₹ Lacs)			Percentage		
	Sep-13	Jun-13	Sep-12	Sep-13	Jun-13	Sep-12
Commissioned*	29,72	21,13	33,51	100%	100%	96%
Sponsored**	-	-	1,32	-	-	4%
<b>Total</b>	<b>29,72</b>	<b>21,13</b>	<b>34,83</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
Revenue Per Hour	<b>25.62</b>	<b>22.96</b>	<b>11.41</b>	-	-	-

\*Excludes regional segment and Event Business

\*\* Exited less profitable Sponsored segment in the previous year

Show Type	Hours for the Quarter Ending			Percentage		
	Sep-13	Jun-13	Sep-12	Sep-13	Jun-13	Sep-12
Commissioned*	116	92	217	100%	100%	71%
Sponsored**	-	-	88	-	-	29%
<b>Total</b>	<b>116</b>	<b>92</b>	<b>305</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

\*Excludes regional segment and Event Business

\*\* Exited less profitable Sponsored segment in the previous year

# Balance Sheet As At Sep 30, 2013

	As at September 30, 2013	As at March 31, 2013	₹ in Lacs
<b>Shareholders' funds</b>			
Share capital	13,04.21	13,04.21	
Reserves and surplus	412,41.64	404,18.67	
	<b>425,45.85</b>	<b>417,22.88</b>	
<b>Current Liabilities</b>			
Trade payables	17,25.83	20,01.39	
Other current liabilities	14,12.70	2,98.16	
Short-term provisions	6.51	3,14.47	
	<b>31,45.04</b>	<b>26,14.02</b>	
<b>Total</b>	<b>456,90.89</b>	<b>443,36.90</b>	
<b>Non-current Assets</b>			
Tangible Asset	22,98.28	25,92.73	
Capital work-in-progress	-	3.15	
Non-current investments	61,76.69	61,76.69	
Deferred tax assets (net)	1,22.22	1,49.06	
Long-term loans and advances	49,00.80	3,450.22	
	<b>134,97.99</b>	<b>12,371.85</b>	
<b>Current Assets</b>			
Current investments	116,87.12	118,65.78	
Inventories	5,11.77	3,46.27	
Trade receivables	29,88.08	36,40.07	
Cash and cash equivalents	8,48.58	9,71.49	
Short-term loans and advances	161,57.35	151,41.44	
	<b>321,92.90</b>	<b>319,65.05</b>	
<b>Total</b>	<b>456,90.89</b>	<b>443,36.90</b>	

# Contingent liabilities and commitments (to the extent not provided for)

Sr.no	Contingent Liabilities	Current Status
1	<p>Demands (including interest) raised by Prasar Bharti Broadcasting Corporation of India (Corporation). The Company is in discussions with the Corporation for a one-time settlement, including by way of supply of various old television content. The Company has already made a payment of ₹ 200.00 lacs to the Corporation. The accounting effect of the final outcome, either by way of supply of content or payment, as stated above, will be given on completion of the negotiations.</p>	7,57.20
2	<p>➤ During the previous financial years, the Company had received notices of demand from the Department of Sales Tax, Government of Maharashtra, to the extent of ₹ 17,107.87 lakhs (including interest and penalty) pertaining to the years 2000 to 2004. The Company has appealed against the said order of the Sales Tax Officer to the Deputy Commissioner (Appeals) and the same is pending adjudication. Further in the current quarter, for the year 2004-2005, the sales tax authorities have levied an additional sales tax demand of ₹ 515.44 lakhs. The Company is contesting these additional claims of the sales tax authorities and is in the process of filing appeal against this order.</p> <p>➤ The Company had applied to the Office of the Commissioner of Sales- tax, Mumbai, to ascertain whether the Company's sales are liable to tax under the Sales- tax laws before passing any assessment orders. The matter is still pending before the Sales -tax authority. Since, the Commissioner of Sales Tax had not decided on the said application, the Company had filed a Writ Petition before the Honourable Bombay High Court to direct the Commissioner to determine the applicability of tax on the Company's sales. The Court heard the matter on July 9, 2013 and directed the Commissioner of Sales Tax to decide the determination application pled by the Company not later than September 30, 2013. The Commissioner passed the order, refusing to determine the applicability of the tax on Company's sales on the ground's that since the Company had been assessed by the Department for certain years and the Company is already in appeal against those assessment orders, the application is not maintainable. The Company is exploring further legal options against in the matter.</p>	176,23.31

₹ in Lacs

# Contingent liabilities and commitments (to the extent not provided for)

Sr.no	Contingent Liabilities	Current Status
3	During the previous financial years, the Company had received demand notices from the Office of the Commissioner of Service Tax, Mumbai aggregating to ₹ 92,45.00 lakhs (excluding interest and penalty) pertaining to Service tax for the period from April 2006 to March 2010 on exports made to one of the customers of the Company. On appeal, the matter pertaining to the period from April 2006 to March 2008 was adjudicated in favour of the Company. The Commissioner has further filed an appeal against the adjudication with the Customs, Excise & Service Tax Appellate Tribunal.	92,45.00
4	The Company had received demand notice from the Office of the Commissioner of Service Tax, Mumbai pertaining to Service Tax for the period April 2006 to March 2009 on certain transactions. The Company has contested these claims and a hearing was granted to the Company. However, the Commissioner passed an adverse order confirming the tax demand and levied interest and penalty. The Company has filed an appeal before Customs, Excise and Service Tax Appellate Tribunal (CESTAT) against the demand. The CESTAT has, for the time being, stayed the entire demand	92.91
5	The Company has received an order from the Chief Executive Officer (CEO)/Collector towards lease rent and other related charges for use of facilities of Aarey Milk Colony (Aarey). The Company has contested these claims and has also filed a Writ Petition in the Bombay High Court. However, Bombay High Court while admitting the Writ Petition, called upon the Company to pay the amount to Aarey. The Company filed an appeal in the Supreme Court against the Order of the Bombay High Court. However, the Supreme Court directed the Company to pay the entire amount by June 7, 2013 and referred the matter to the Bombay High Court for adjudication. The Company has made a payment of ₹ 2,01.24 lacs pending its closure.	2,87.35

₹ in Lacs

# Contingent liabilities and commitments (to the extent not provided for)

Sr.no	Contingent Liabilities	Current Status
6	On April 30, 2013, the Income-tax Department visited the premises of the Company and initiated proceedings under Section 132 of the Income-tax Act, 1961. In this connection, the Company is yet to receive any communication from the Income-tax Department. Since the proceedings are pending completion, the Company is not in a position to reliably estimate the tax liability, if any, arising out of these proceedings. The same will be assessed and further steps taken on receipt of the communication from the Income-tax Department as aforesaid.	Amount Uncertain
7	Pursuant to the Shareholders' approval at the Annual General Meeting held on September 5, 2012, the Company had paid remuneration to the Managing Director and the Joint Managing Director. During the current quarter the Company has received the Central Government approval for payment of remuneration paid to the Managing Director and the Joint Managing Director in excess of Section 349 of the Companies Act. Based on the approval received, the remuneration paid to the Joint Managing Director exceeds by ₹ 3.52 lacs. Subsequent to the quarter end the Company has received a refund of ₹ 3.52 lacs from the Joint Managing Director for the excess remuneration paid.	NA

₹ in Lacs

# Financial & Operating Highlights

## Q2 & H1 FY14 (Consolidated)

### Results for Q2 FY 14

- Revenues stood at ₹ 194,16 lacs {₹ 58,96 lacs in Q2 FY13}
- EBITDA is at ₹ 10,95 lacs {₹ 4,53 lacs in Q2 FY13}
- PAT is at ₹ 12,32 lacs {₹ 2,38 lacs in Q2 FY13}

### Results for H1 FY 14

- Revenues stood at ₹ 278,19 lacs {₹ 95,34 lacs in H1 FY13}
- EBITDA is at ₹ 5,93 lacs {₹ 4,72 lacs in H1 FY13}
- PAT is at ₹ 15,94 lacs {₹ 3,77 lacs in H1 FY13}
- Diluted EPS was at ₹ 2.44 per share {₹ 0.58 per share in Q2 FY13}

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# Financial & Operating Highlights

## Q2 & H1 FY14 (BMPL)

### Results for Q2 FY 14

- Revenues stood at ₹ 164,05 lacs {₹ 24,13 lacs in Q2 FY13}
- EBITDA is at ₹ 11,89 lacs {₹ 3,80 lacs in Q2 FY13}
- PAT is at ₹ 11,81 lacs {₹ 3,60 lacs in Q2 FY13}

### Results for H1 FY 14

- Revenues stood at ₹ 225,70 lacs {₹ 24,57 lacs in H1 FY13}
- EBITDA is at ₹ 8,39 lacs {₹ 1,41 lacs in H1 FY13}
- PAT is at ₹ 8,24 lacs {₹ 60 lacs in H1 FY13}

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# Financial & Operating Highlights

## Q2 & H1 FY14 (Consolidated) contd....

### Balaji Motion Pictures Ltd (BMPL)

- 2 new releases during the quarter
  - 'Lootera' {NBOC – ₹ 12.84 crore}
  - 'Once Upon A Time D' {NBOC – ₹ 36.27 crore}
- Satellite revenues amounting to ₹ 35,00 lacs for two movies released in Q1 FY14 was realised in Q2 FY14

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# Financial & Operating Highlights

## **Q2 & H1 FY14 (Consolidated) contd....**

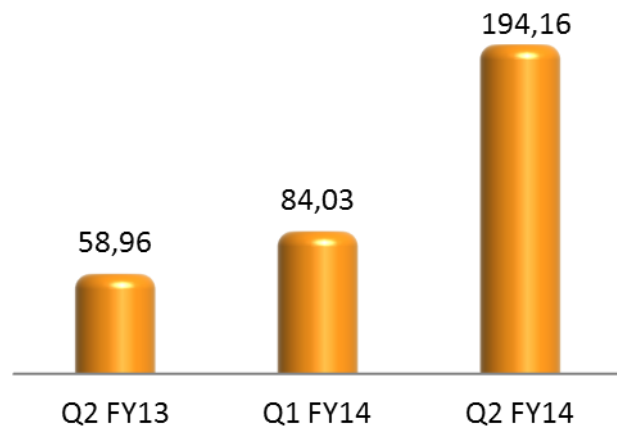
During the quarter, BOLT Media Limited a wholly owned subsidiary of BTL successfully completed

- A new advertisement for a leading personal care brand
- Produced 2 episodes for Ek Thi Naayika for Life OK
- A pilot project for Life OK, awaiting approval
- Currently in the process of commissioning two serials “Dharma-Kshetra” (26 episodes) and “Rakht” for EPIC Television Networks Private Limited. Probable date of Channel launch is December’13

# Financial Performance - Consolidated

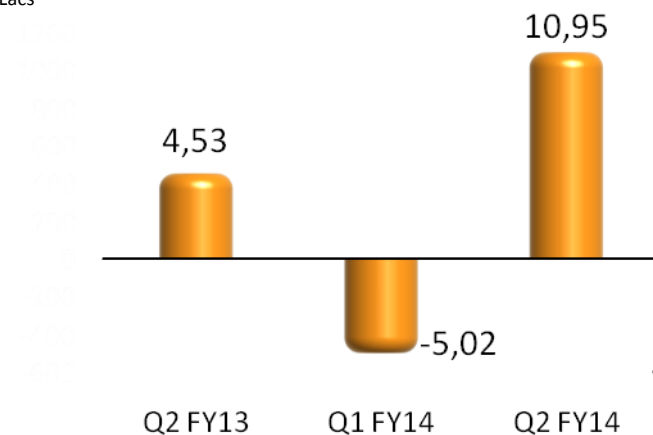
## Total Income

₹ Lacs



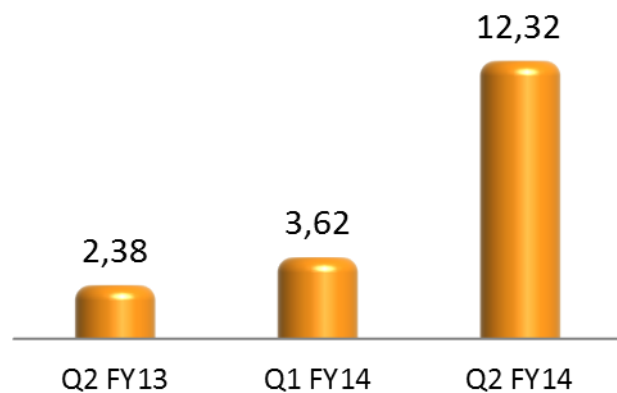
## EBIDTA

₹ Lacs



## PAT

₹ Lacs



# Financial Performance – Q2 FY14

## Consolidated Statement of Profit and Loss Account

Particulars	QoQ Comparision					
	Q2 Sep '13	Q2 Sep '12	% PY	Q1 June '13	YTD Mar '13	
Revenue from Operations	194,15.91	58,96.08	<b>229%</b>	84,03.46	179,78.65	₹ in Lacs
Other Operating Income	45.73	82.38	<b>-44%</b>	41.87	6,18.83	
<b>Operating Revenue</b>	<b>194,61.64</b>	<b>59,78.46</b>	<b>226%</b>	<b>84,45.33</b>	<b>185,97.48</b>	
Cost of Production of television serials / movies	(172,40.48)	(40,11.74)	<b>330%</b>	(80,22.00)	142,57.34	
<b>Gross Margin</b>	<b>21,75.43</b>	<b>18,84.34</b>	<b>15%</b>	<b>3,81.47</b>	<b>49,59.31</b>	
<b>Gross Margin %</b>	<b>11%</b>	<b>32%</b>	<b>-</b>	<b>5%</b>	<b>28%</b>	
Overheads - Staff cost	4,42.15	3,32.09	<b>33%</b>	3,78.30	13,99.94	
Other cost	6,83.88	11,81.43	<b>-42%</b>	5,46.89	21,45.36	
<b>EBITDA</b>	<b>10,95.13</b>	<b>4,53.20</b>	<b>142%</b>	<b>(5,01.86)</b>	<b>7,94.81</b>	
Depreciation	1,42.28	2,02.94	<b>-30%</b>	1,86.39	8,01.95	
Other Income	3,02.01	1,63.46	<b>85%</b>	12,86.28	18,38.08	
<b>PBT</b>	<b>12,54.87</b>	<b>4,13.72</b>	<b>203%</b>	<b>5,98.07</b>	<b>18,30.94</b>	
Current tax	22.00	170.27	<b>-87%</b>	2,37. 46	3,72. 93	
<b>PAT</b>	<b>12,32.87</b>	<b>2,43.45</b>	<b>406%</b>	<b>3,60.56</b>	<b>14,58.01</b>	
Share in the profit of associates	(0.43)	(5.25)	<b>-92%</b>	1.06	0.17	
<b>Net Profit</b>	<b>12,32.44</b>	<b>2,38.20</b>	<b>417%</b>	<b>3,61.62</b>	<b>14,58.19</b>	

# Financial Performance – YoY FY14

## Consolidated Statement of Profit and Loss Account

Particulars	YoY Comparision			₹ in Lacs
	YTD Sep '13	YTD Sep '12	% PY	
Revenue from Operations	278,19.37	95,33.57	192%	
Other Operating Income	87.60	300.44	-71%	
<b>Operating Revenue</b>	<b>279,06.97</b>	<b>98,34.01</b>	<b>184%</b>	
Cost of Production of television serials / movies	(252,62.48)	(70,57.33)	258%	
<b>Gross Margin</b>	<b>25,56.89</b>	<b>24,76.24</b>	<b>3%</b>	
<b>Gross Margin %</b>	<b>9%</b>	<b>26%</b>		
Overheads - Staff cost	8,20.45	6,66.67	23%	
Other cost	12,30.77	16,38.20	-25%	
<b>EBITDA</b>	<b>5,93.27</b>	<b>4,71.81</b>	<b>26%</b>	
Depreciation	3,28.67	4,06.26	-19%	
Other Income	15,88.29	6,67.92	138%	
<b>PBT</b>	<b>18,52.90</b>	<b>7,33.47</b>	<b>153%</b>	
Current tax	259.47	351.03	-26%	
<b>PAT</b>	<b>15,93.42</b>	<b>3,82.44</b>	<b>317%</b>	
Share in the profit of associates	0.64	-5.25	-112%	
<b>Net Profit</b>	<b>15,94.06</b>	<b>3,77.19</b>	<b>323%</b>	

# Financial Table – Q2 FY2014 (Consolidated)

Sr. No	Particulars	BTL Q2 2013-14 Standalone Un-Audited	BMPL Q2 2013-14 Standalone Un-Audited	BOLT Q2 2013 - 14 Standalone Un-Audited	Eliminations	BTL Q2 2013 – 14 Consolidated Un-Audited
1	a) Net Sales / Income from Operations	29,83.98	164,04.58	27.35	-	194,15.91
	b) Other Operating Income	48.73	-	-	3.00	45.73
	<b>Total</b>	<b>30,32.71</b>	<b>164,04.58</b>	<b>27.35</b>	<b>3.00</b>	<b>194,61.64</b>
2	Expenditure	-	-	-	-	-
	a) Cost of Production / Acquisition and Telecast Fees	25,24.82	146,97.65	21.03	-	172,40.48
	b) Staff Cost	1,92.57	2,15.99	33.58	-	4,42.15
	c) Depreciation	1,34.24	7.95	(4.95)	-	1,42.28
	d) Other Expenditure	3,80.22	3,01.86	9.72	3.00	6,83.88
	<b>Total</b>	<b>32,31.84</b>	<b>152,23.44</b>	<b>59.38</b>	<b>3.00</b>	<b>185,08.78</b>
	<b>Profit / (Loss) from Operation Before Other Income and Finance Cost (1-2)</b>	<b>(1,99.13)</b>	<b>11,81.15</b>	<b>(32.03)</b>	-	<b>9,52.85</b>
4	Other Income	3,01.55	0.28	-	-	(3,70.99)
5	<b>Profit / (Loss) before Finance Cost (3+4)</b>	<b>1,02.42</b>	<b>11,81.42</b>	<b>(32.03)</b>	-	<b>5,81.87</b>
6	Finance Costs	-	-	-	-	-
7	<b>Profit / (Loss) from Ordinary Activities Before Tax (5-6)</b>	<b>1,02.42</b>	<b>11,81.42</b>	<b>(32.03)</b>	-	<b>5,78.66</b>
8	Tax Expenses	22.00	-	-	-	22.01
9	Excess / (Short) Provision for Tax in respect of earlier years	-	-	-	-	-
10	<b>Net Profit / (Loss) from continuing operations (7-8+9)</b>	<b>80.42</b>	<b>11,81.42</b>	<b>(32.03)</b>	-	<b>5,59.86</b>
11	Net (Loss) from dis-continuing operations (before tax)	-	-	-	-	-
12	Tax Expenses on dis-continuing operations	-	-	-	-	-
13	<b>Net Profit / (Loss) for the Period / Year (10+11-12)</b>	<b>80.42</b>	<b>11,81.42</b>	<b>(32.03)</b>	-	<b>5,59.86</b>
14	Share of (Loss) / profit of associates	-	-	-	-	(0.42)
15	Key-Man Insurance	-	-	-	-	673.00
16	<b>Net Profit / (Loss) after tax, share of profit of associates (13+14)</b>	<b>80.42</b>	<b>11,81.42</b>	<b>(32.03)</b>	-	<b>12,32.44</b>

₹ in Lacs

# Financial Table – H1 FY2014 (Consolidated)

Sr. No	Particulars	BTL H1 2013-14 Standalone Un-Audited	BMPL H1 2013-14 Standalone Un-Audited	BOLT H1 2013 - 14 Standalone Un-Audited	Eliminations	BTL H1 2013 – 14 Consolidated Un – Audited
1	a) Net Sales / Income from Operations	51,78.69	225,70.44	1,10.24	40.00	278,19.37
	b) Other Operating Income	93.60	-	-	6.00	87.60
	<b>Total</b>	<b>52,72.29</b>	<b>225,70.44</b>	<b>1,10.24</b>	<b>46.00</b>	<b>279,06.97</b>
2	Expenditure					
	a) Cost of Production / Acquisition and Telecast Fees	43,58.78	208,55.77	87.94	40.00	252,62.48
	b) Staff Cost	3,69.58	3,84.56	66.30	-	8,20.45
	c) Depreciation	3,13.73	14.81	0.14	-	3,28.67
	d) Other Expenditure	7,35.60	4,91.41	9.79	6.00	12,30.77
	<b>Total</b>	<b>57,77.69</b>	<b>217,46.55</b>	<b>1,64.17</b>	<b>46.00</b>	<b>276,42.37</b>
	<b>Profit / (Loss) from Operation Before Other Income and Finance Cost (1-2)</b>	<b>(5,05.40)</b>	<b>8,23.90</b>	<b>(53.93)</b>	-	<b>2,64.60</b>
4	Other Income	9,14.83	0.48	-	-	9,15.29
5	<b>Profit / (Loss) before Finance Cost (3+4)</b>	<b>4,09.43</b>	<b>8,24.37</b>	<b>(53.93)</b>	-	<b>11,79.90</b>
6	Finance Costs	-	-	-	-	-
7	<b>Profit / (Loss) from Ordinary Activities Before Tax (5-6)</b>	<b>4,09.43</b>	<b>8,24.37</b>	<b>(53.93)</b>	-	<b>11,79.90</b>
8	Tax Expenses	2,59.46	-	-	-	2,59.47
9	Excess / (Short) Provision for Tax in respect of earlier years	-	-	-	-	-
10	<b>Net Profit / (Loss) from continuing operations (7-8+9)</b>	<b>1,49.97</b>	<b>8,24.37</b>	<b>(53.93)</b>	-	<b>9,20.42</b>
11	Net (Loss) from dis-continuing operations (before tax)	-	-	-	-	-
12	Tax Expenses on dis-continuing operations	-	-	-	-	-
13	<b>Net Profit / (Loss) for the Period / Year (10+11-12)</b>	<b>1,49.97</b>	<b>8,24.37</b>	<b>(53.93)</b>	-	<b>9,20.42</b>
14	Share of (Loss) / profit of associates	-	-	-	-	0.64
15	Key-Man Insurance	6,73.00	-	-	-	6,73.00
16	<b>Net Profit / (Loss) after tax, share of profit of associates (13+14)</b>	<b>8,22.97</b>	<b>8,24.37</b>	<b>(53.93)</b>	-	<b>15,94.06</b>

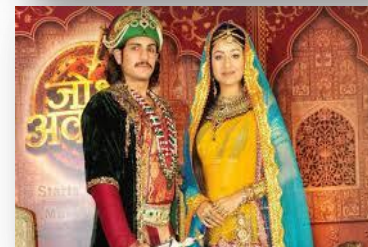
₹ in Lacs

# About Balaji Telefilms



# About Balaji Telefilms

- A leading entertainment house in India since 1994
- Demonstrated ability to create high quality content
- Executed over 15,000 hours of television content in Hindi, Tamil, Telugu, Kannada, Malayalam and Bengali entertainment across genres
- Owning 19 modern studios and 31 editing suites - more than any Indian company in Media Entertainment Sector
- Strong presence in Hindi General Entertainment Channels (GECs) and Regional GECs across India
- Moved towards HD programming to enhance viewing experience
- Youngest entrant in motion pictures - quickly recognized amongst the top 5 studios in film production in India
- Expanding presence in Motion Pictures across genres and budgets – ALT Entertainment & Balaji Motion Pictures





# Television



# Business Overview - Television

- Television entertainment has been the foundation stone for Balaji Telefilms Limited (BTL)
- Ability to create newer and diverse story lines owing to strong creativity
- High TRP ratings - a testimony of Company's strength in creativity
- Rich experience in entertainment and a proven ability in gauging the pulse of masses
- Almost all programs are aired at prime time. Key programmes like Pavitra Rishta, Bade Achche Lagte Hai, Jodha Akbar and Pavitra Bandhan well accepted by viewers, reflected in its strong TRPs
- Gumraah, Savdhan, MTV-Webbed new shows based on crime incidents gained popularity among viewers
- Serials broadcasted across a number of channels including Sony, Zee, Doordarshan, Channel V and Life OK
- Entry of newer broadcasters and digital media - leading to more demand for variety and content



# Key Revenue Drivers - Television

- Commissioned programming is the key revenue driver for the television division

- Improving realisation in the Commissioned programming

- Television revenues expected to expand owing to demand from satellite channels for our premium television serials

- Pavitra Rishta, Bade Achche Lagte Hai, Jodha Akbar and Pavitra Bandhan are all amongst the top 30 programs

- India is the world's third largest television market in terms of number of households



# Motion Picture



# Business Overview – Motion Pictures



- Leveraging creative abilities and experience to produce films with rich and well appreciated content yet maintaining efficient cost structures
- Successful offerings till date include 'Raagini MMS', 'Shor In the City', 'Once upon a time in Mumbai', 'Shootout at Lokhandwala', 'Kya Kool Hain Hum' and 'Dirty Picture'
- Successfully released 'Ek Thi Dayan', 'Shootout at Wadala', 'Lootera' and 'Once Upon a Time in Mumbai D'
- New offerings planned include 'Raagini MMS 2', 'Kuku Mathur ki Jhand Ho Gayi' and 'Shaadi Ke Side Effects'
- Strategic thrust on sequels and series:
  - ❖ Hugely successful model internationally – Harry Potter, Batman, X-Men, American Pie
  - ❖ Strong brand franchise – easier acceptance and connect with audiences



# Growth in Creative Content Library

## Content Library: Key Competitive Advantage

- Increase in film library
- Diversified, balanced product mix of Movies
- Swiftly ramping up scale
- Opportunity to exploit old content on new emerging platforms
- Provides stable, recurring cash flows and de-risks the business model



# Content Pipeline

Sr. No.	Particulars	Star Cast	Release Date
1	Ragini MMS 2	Sunny Leone	Jan-14
2	Shaadi ke Side Effects	Farhan, Vidya Balan	Feb-14
3	Kuku Mathur Ki Jhand Ho Gayi	New Comers	Mar-14
4	Main Tera Hero	Varun Dhawan, Ileana D'Cruz	Apr-14
5	Villain	Siddharth Malhotra, Shraddha Kapoor	Jul-14
6	Vanity Fair	Emraan Hasmi and Kareena Kapoor	Nov-14
7	Milan Talkies	Yet to be finalized	Dec-14
8	Anurag Kashyap - Untitled	Amitabh Bachchan & others	Feb-15
9	Inder Kumar	Yet to be finalized	Mar-15

This list of films is for illustrative purposes only and is not exhaustive. All information for the films that have not yet been released is tentative and subject to change. Due to the uncertainties involved in the development and production of films, the date of their completion can be significantly delayed, planned talent can change and, in certain circumstances, films can be cancelled or not approved by the Indian Central Board of Film Certification.

# Strategies – Motion Pictures

## Forward and Backward Integration

- Strong content creativity leading to better scripts
- Setting up of distribution network in Mumbai and Delhi territories
- Proven ability to identify the right idea and content which is a long drawn process

## Robust Movie Slate

- Building a strong movie pipeline including small, medium and high budget films for the next couple of years

## Satellite Syndication

- Exploring best possible deals for cable & satellite licensing deals including music rights
- Pre-licensing deals help de-risk the Company's revenues assuring returns

## Distribution and marketing

- Theatrical rights sold closer to the date of release to achieve optimal value
- Presence across large, medium and small budgeted movies – Ability to bundle the package with broadcasters
- Leverage on strong industry relationships and experience

## Strategic Partnerships

- Co-production with leading production houses across the spectrum
- Tying up with well regarded star casts and directors



# Key Revenue Drivers - Films

- Expanding number of multiplexes resulting in growth opportunities and better reach



- Company's theatrical performance improved owing to strong content driven by increasing number of multiplex theatres with rising average ticket prices

- Balaji's content portfolio comprises of more than 25 films - expected to hit the silver screen in the near term



- Film catalogue monetised through television syndication deals by providing digital content for DTH satellite, music, IPTV & video on demand and internet channels



# Business Outlook



# Business Outlook – FY2014

- A leading content creator across Television and Motion Pictures
- Newer show formats for television content through a wholly owned subsidiary
- Focusing on creating original and diverse show content to retain leadership
- Exploring opportunities across channels, languages
- Creating films across budgets – leverage brand, scale, presence
- Building film marketing and distribution capabilities
- Diverse movie slate to capture audiences across genres
- Leverage opportunities in regional markets by expanding network

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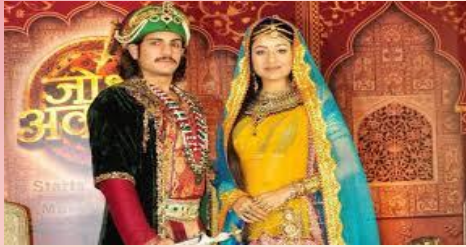
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**For further information please visit: <http://www.balajitelefilms.com>**

## Disclaimer

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Thank You

