

Results for the year ended March 31, 2009 compared to previous year ended March 31, 2008

Financial Highlights

Year ended March 31, 2009 vs. Year ended March 31, 2008

- Income from operations down from Rs. 3,289.7 Mn to Rs. 2,949.2 Mn, a decrease of 10%;
- Profit before tax down from Rs. 1,284.8 Mn to Rs. 375.1 Mn, a decrease of 71%;
- Profit after tax down to from Rs. 879.3 Mn to Rs. 266.7 Mn, a decrease of 70%

Quarter ended March 31, 2009 vs. Quarter ended March 31, 2008

- Income from operations down from Rs. 965.2 Mn to Rs. 494.2 Mn, an decrease of 49%;
- Profit before tax down from Rs. 361.1 Mn to a loss Rs. 237.5 a decrease of 166%;
- Profit after tax down from Rs. 244.0 Mn to a loss Rs. 142.8 Mn, a decrease of 159%.

Operational highlights during the year ended March 31, 2009

- Realization per hour from Commissioned Program decreased from Rs. 3.27 Mn to Rs. 2.89 Mn;
- Realization per hour from Sponsored Program increased from Rs. 0.46 Mn to Rs. 0.43 Mn;
- Average realisation per hour decreased from Rs. 2.09 Mn to Rs. 1.97 Mn;
- The company has provided for Rs. 183.0 Mn of the dues from a well known General Entertainment channel which is facing financial difficulties, as on 31st March, 2009, following the principles of conservatism. Further, the additional start up costs (Set Costs) with respect to the above shows of INX Media Pvt Ltd has been partly written off during the year to the extent of Rs. 95.3 Mn.
- 1,497 hours of total programming produced during the year;
- Cash and Cash Equivalents of Rs. 2,268 Mn as on March 31, 2009;
- On the basis of prudent accounting principles, the company has provided for Rs. 44 Mn representing diminution in the value of investments as on 31st March, 2009.
- Investment in Capital Work in progress has gone up from Rs 176.2 Mn to Rs 513.9 primarily on account of investment in development of land at Mira Road, a suburb in Mumbai, to build a state of art studio
- The Board has recommended dividend of Rs. 0.30 per share (15% on face value of Rs. 2 per share) as final dividend.

Key Managerial Appointments

The company has made the following key managerial appointments during the year

- a) Mr. Puneet Kinra, Group CEO, who will oversee and be responsible for all businesses of the company and its subsidiaries
- b) Mr. Sunil Shahani, CFO, who has replaced Mr. Sandeep Jain as the CFO of the company.
- c) Nachiket Pandvaidya, CEO – Television, who will oversee and be responsible for the Television business of the company
- d) Mr. Uday Sodhi, CEO – New Media, who will be responsible for setting up and running the Digital and Mobile business of the company

Operational Highlights of Subsidiaries:

- Balaji Motion Pictures Ltd., a wholly owned subsidiary of the Company, released four movies, Sarkar Raj, EMI, C Kkompany and Mission Istanbul, during the year. One new film project with Milin Lutheria has been approved & the film should be released by end of the year. The Company achieved turnover of Rs. 417.8 Mn. and a post tax loss of Rs. 233.1 Mn.
- Balaji Motion Pictures Ltd has provided / written off for Rs. 88.5 Mn on account of advances made for Movie Projects which the management does not expect to pursue on account of financial non-viability of the projects.
- Balaji Motion Pictures Ltd has appointed Mr. Ajit Thakur as the CEO of the company. He has replaced Mr. Ramesh Sippy in this position.
- Balaji Telefilms FZE, a wholly owned overseas subsidiary, had moved production of “Khwaish” to Mumbai from December 2008. The FZE has since been wound up and the entire operations have been moved to Mumbai.



Results for the year ended March 31, 2009

The audited financial results for the year ended March 31, 2009 were taken on record by the Board at its meeting held on May 13, 2009.

The profit and loss account is summarized below: (Rs. in Mn except per share data)

Particulars	Year ended March 31,		Growth%
	2009	2008	
INCOME FROM OPERATIONS	2,988.1	3,301.7	(9%)
TOTAL EXPENDITURE	2,551.6	2,050.7	24%
OPERATING PROFIT	436.5	1,251.0	(65%)
Interest	0.0	0.0	
Depreciation	235.2	127.0	85%
OPERATING PROFIT AFTER INTEREST & DEPRECIATION	201.3	1,124.0	(82%)
Other Income	173.8	160.8	8%
PROFIT BEFORE TAX	375.1	1,284.8	(71%)
Provision for Taxation	108.4	405.5	(73%)
NET PROFIT AFTER TAX	266.7	879.3	(70%)
EARNINGS PER SHARE (Face Value is Rs. 2)	4.04	13.40	(70%)
DIVIDEND PER SHARE (Face Value is Rs. 2)	0.30	3.50	(91%)
Dividend declared as a % of Face Value	15%	175%	
KEY RATIOS			
Operating Profit Margin (%)	14.61%	37.89%	
Net Profit Margin (%)	8.92%	26.64%	



Results for the quarter ended March 31, 2009

The audited financial results for the quarter ended March 31, 2009 were taken on record by the Board at its meeting held on May 13, 2009.

The profit and loss account is summarized below: (in Rs. Mn except per share data)

Particulars	Quarter ended March 31,		Growth%	Quarter ended December 31, 2008
	2009	2008		
INCOME FROM OPERATIONS	530.0	965.9	(45%)	506.3
TOTAL EXPENDITURE	667.8	617.4	8%	482.1
OPERATING PROFIT / (LOSS)	(137.8)	348.5	(140%)	24.2
Interest	0.0	0.00	0%	0.0
Depreciation	125.1	34.0	268%	41.4
OPERATING PROFIT / (LOSS) AFTER INTEREST & DEPRECIATION	(262.9)	314.5	(184%)	(17.8)
Other Income	25.3	46.6	(46%)	43.1
PROFIT / (LOSS) BEFORE TAX	(237.5)	361.1	(166%)	25.9
Provision for Taxation	(94.7)	117.1	(181%)	20.2
NET PROFIT/(LOSS) AFTER TAX	(142.8)	244.0	(159%)	5.7
EARNINGS PER SHARE (Face Value is Rs. 2 per Share)	(2.19)	3.66	(160%)	0.1
DIVIDEND PER SHARE (Face Value is Rs. 2 per Share)	0.30	3.50	(91%)	
Dividend declared as a % of par value	15%	175%		
KEY RATIOS				
Operating Profit Margin (%)	(25.99%)	36.03%		4.78%
Net Profit Margin (%)	(26.94%)	25.28%		1.12%



Management discussion and analysis on Audited Financial Results of the Company for the Quarter and Year ended March 31, 2009

Revenues

The Company recorded income from operations of Rs. 530.0 Mn during the quarter, marginally up 5% y-o-y. Revenue contribution from commissioned programming was at Rs. 424.99Mn, down 51% y-o-y, while that of sponsored programming was Rs. 69.2 Mn. The share of commissioned programming in the revenues during the quarter was 86%, while that of sponsored programming was 14%.

The revenue-wise distribution between commissioned and sponsored programming during the quarter ended March 31, 2009, March 31, 2008 and December 31, 2008, is as follows:

Programming	Rs. in Mn			Percentage		
	Q4FY09	Q4FY08	Q3FY09	Q4FY09	Q4FY08	Q3FY09
Commissioned	424.99	859.14	439.35	86.0%	89.0%	86.9%
Sponsored	69.20	106.04	66.33	14.0%	11.0%	13.1%
Total	494.19	965.18	505.68	100%	100%	100%

Programming Mix

Commissioned & Sponsored Programs

The hour wise programming distribution during the quarter ended March 31, 2009, March 31, 2008 and December 31, 2008, is as follows:

Programming	No. of Hours			Percentage		
	Q4FY09	Q4FY08	Q3FY09	Q4FY09	Q4FY08	Q3FY09
Commissioned	193.50	289.50	158.00	51%	67%	63%
Sponsored	185.50	145.00	146.00	49%	33%	48%
Total	379.00	434.50	304.00	100%	100%	100%

Other Income

The Other Income during the quarter was Rs. 61.14 Mn against Rs. 47.32 Mn in the corresponding quarter in the previous year.

Dividend

The Board has recommended the dividend of Rs. 0.30 per share (15% on par value of Rs. 2 per share) on fully paid-down equity shares of Rs. 2 each, aggregating to Rs. 22.89Mn including dividend distribution tax, as the final dividend.

Gross Block

The Company's gross block increased from Rs. 947.7Mn in March 31, 2008 to Rs. 981.4 Mn as on March 31, 2009.

Investments

As on March 31, 2009, the Company's investments in mutual fund units and bonds were at Rs. 2,156.7 Mn (after providing of fall in value). The Company invested surplus funds in liquid/floating rate funds and Fixed Maturity Plans with the principal aim of safety. The market value of such investments as on March 31, 2009 was Rs. 2264.4 Mn.



Debtors

The Company's average collection period (in days of income) have increased from 76 days in FY08 to 85 days in FY09.

Loans and advances

Loans and advances decreased from Rs. 404.74 Mn in FY08 to Rs.230.1 Mn in FY09. The Company's principal loans and advances comprised lease deposits for offices / studios, advances to subsidiaries and refund/ input credits receivable on account of Income Tax and Service Tax.

Change in Programming during the quarter

- The Company launched the following serials during the quarter ended March 31, 2009:

Serial	Channel	Frequency
Bandini	NDTV Imagine	5 Days (started with 4 days initially)
Kitni Mohabbat Hain	NDTV Imagine	5 Days (started with 4 days initially)
Koi Aane Ko Hai (1 hour)	Colors	2 days

- The following serials of the Company went off air during the quarter ended March 31, 2009:

Serial	Channel	Frequency
Karam Apnaa Apnaa Kasturi (1 Hour) Kayamath	Star	5 Days 2 Days 4 Days
Kasamh Se	Zee TV	4 Days



Serials on air

- As on March 28, 2009 the following 13 serials of the Company were on air on various channels:

Serial	Channel	Frequency	TRPs	Top TRPs on the same channel
Sponsored Serials (20 Shows) {(Source – TAM Ratings for the week ended March 28, 2009, Fe 15+ABC (C&S))}				
Kalyani	Gemini TV	5 Days	9.2	16.12
Kadambarii	Udaya TV	5 Days	10.08	11.71
Kankkana	Udaya TV	5 Days	0.89	11.71
Kasthuri	Sun TV	5 Days	14.37	20.85
Kanmaneeya	Sun TV	5 Days	7.91	20.85
Koottukaari	Surya TV	5 Days	1.58	6.54
Commissioned Serials (43 Shows) {(Source – TAM Ratings for the week ended March 28, 2009, HSM, MF 4 + (C&S))}				
Karam Apnaa Apnaa	Star Plus	5 Days	1.49	7.37
Kasturi		4 Days	0.3	
Kis Desh Mein Hai Meraa Dil		5 Days	3.93	
Tujh Sang Preet Lagayi Sajana		5 Days	1.56	
Bandini	NDTV Imagine	5 Days	2.01	2.01
Kitani Mohabbat hai		5 Days	1.32	
Koi Aane Ko Hai	Colors	2 Days	3.26	6.03

For further information on results, please contact us on following nos.:

- Sunil Shahani, Chief Financial Officer, Balaji Telefilms Limited, Tel: +91-22- 40698000, Fax:+91-22-40698182 / 8188, E-Mail: sunil.shahani@balajitelefilms.com, Web Site: www.balajitelefilms.com