

BALAJI TELEFILMS LIMITED

Results for the Quarter ended March 31, 2012

A. Financial Highlights

1. Results comparison of Quarter IV ended March 31, 2012 with December 31, 2011

- Income from operations reduced by 11% from Rs. 3111 lacs to Rs. 2784 lacs due to reduction in turnover from regional & south programming by Rs.136 Lacs & reduction in commissioned programming by Rs.191 Lacs,
- In the present quarter the company has reported a negative EBIDTA of Rs.164 lacs as against a negative EBIDTA of Rs. 172 lacs in the previous quarter &
- Profit after tax increased to Rs.154 Lacs from a profit after tax to Rs. 112 Lacs.

2. Results comparison of quarter ended March 31, 2012 with quarter ended March 31, 2011

- Income from operations reduced by 35% from Rs.4292 lacs to Rs.2784 lacs on account of;
 - reduction in no. of Hrs in Commissioned and Sponsored Segment by 30 Hrs and 64 Hrs respectively,
 - lower realization per hour on sponsored revenue, &
 - further during the Quarter GIFTH event taken place but telecast on colors was on 15th April 2012 hence the revenue pertaining to the event would be recognized in the Q1 2012.
- In the present quarter the company has reported an Operating loss of Rs. 164 lacs V/s Operating Profit of Rs. 18 Lacs in Q4 ended March 31, 2011
- Profit after tax Increased to profit of Rs154 lacs from Loss of Rs.115 lacs.

3. Results for the Quarter ended March 31, 2012

(Rupees in Lacs except per share data)

Particulars	Quarter ended		Growth wrt prev Qtr	Quarter ended		Growth wrt prev Yr Qtr
	Mar 31,12	Dec,31, 11		Mar 31,12	Mar 31,11	
NET SALES	2,784	3,111	-11%	2,784	4,292	-35%
OTHER OPERATING INCOME	908	155	485%	908	39	2243%
TOTAL EXPENDITURE	3,856	3,438	12%	3,856	4,313	-11%
EBIDTA	(164)	(172)	-5%	(164)	18	-999%
Depreciation	160	249	-36%	160	236	-32%
OPERATING PROFIT AFTER DEPRECIATION	(324)	(422)	-23%	(324)	(218)	49%
Other Income	253	512	-51%	253	249	1%
PROFIT BEFORE TAX	(72)	90	-179%	(72)	32	-325%
Provision for Taxation	(226)	(56)	305%	(226)	70	-420%
PROFIT AFTER TAX - Continued Operation	154	146	6%	154	(39)	-498%
<i>- (Loss) From Discontinued Operations</i>		<i>(34)</i>			<i>(76)</i>	
Total Profit after Tax	154	112		154	(115)	
EARNINGS PER SHARE (FV Rupees 2)	0.24	0.17	37%	0.24	(0.18)	-234%
KEY RATIOS						
Operating Margin (%)	-5.90%	-5.53%	6.66%	-5.90%	29.05%	-120.32%
Net Profit Margin (%)	5.54%	4.69%	18.03%	5.54%	12.89%	-57.05%

A) For Quarter Ended March 31, 2012 V/s Quarter ended December 31, 2011

- Realization per hour from Commissioned programming (HSM) reduced to Rs. 18.60 lacs v/s Rs.19.96 lacs in the previous quarter
- Realization per hour from Sponsored programming reduced from Rs.3.26 lacs in the previous quarter to Rs.1.91 lacs per hour in the current quarter
- Hours of Commissioned programs remained constant at 120 hours
- Hours of Sponsored programs increased from 94.50 hours in previous quarter to 126 hours in the current quarter

B) For Quarter Ended March 31, 2012 V/s Quarter ended March 31, 2011

- Realization per hour from Commissioned programming (HSM) increased to Rs.18.60 lacs in Q4 12 as against Rs.18.07 lacs in Q4 11
- Realization per hour from Sponsored programming reduced from Rs.3.51 lacs in Q4 12 to Rs. 1.91 Lacs per hr in Q4 11
- Hours of Commissioned programs (HSM) reduced from 150 hours in Q4 2011 to 120 hours in Q4 12
- Hours of Sponsored programs reduced from 190 hours in Q4 2011 to 126 hours in Q4 12

C) SHOW REPORT FOR THE QUARTER ENDED MARCH 31, 2012
A: EXISTING SHOWS
1 Hindi Speaking Market - Commissioned

SERIAL	CHANNEL	TIME	(In Mins) DURATION	SCHEDULE
Pavitra Rishtaa	Zee TV	9.00pm - 9.30pm	0:30	5 times a Week
Bade Achee Lagte Ho	Sony TV	10.30pm -11.00pm	0:30	4 times a Week
Parichay	Colors TV	9.30pm - 10.00pm	0:30	5 times a Week
Kya Hua Tera Vaada	Sony TV	10.00pm - 10.30pm	0:30	4 times a Week
Gumraah	Channel V	7.00pm - 8.00pm	1:00	1 time a Week*

*would be 4 times as week from 4th July onwards

2 Marathi Speaking Market - Commissioned

SERIAL	CHANNEL	TIME	(In Mins) DURATION	SCHEDULE
Rang Maza Vegada	Saam TV	8.00pm-8.30pm	0:30	6 times a Week

b) South Market - Sponsored

SERIAL	CHANNEL	TIME	(In Mins) DURATION	SCHEDULE
Kasturi	Sun TV	11 am-11.30 am	0:30	5 times a Week
Nuvvu Nachaav	Gemini TV	2.00pm-2.30pm	0:30	5 times a Week
Kalyani	Udaya TV	2.00pm-2.30pm	0:30	5 times a Week
Ugaddi	Udaya TV	7 pm -7.30 pm	0:30	5 times a Week

B: CHANGES DURING THE QUARTER (OFF AIR)

SERIAL	CHANNEL	TIME	(In Mins) DURATION	SCHEDULE
Bandha Reshamache	Star Pravah	8.30pm-9.00pm	0:30	6 times a Week
Arundhati	Zee Marathi	7.30pm-8.00pm	0:30	6 times a Week
Sindor Mange Tikuli	Mahuaa TV	8.00pm-8.30pm	0:30	4 times a Week
Kanna Varri Kalalu	Gemini TV	2.00pm-2.30pm	0:30	5 times a Week

Management Discussion and Analysis on Financial Results of the Company for the Quarter ended March 31, 2012

1. Revenues

The Company recorded income from operations in the quarter of Rs.2473 lacs as compared to Rs.2703 lacs for the quarter ended December 31, 2011. Revenue contribution from Commissioned programming (HSM) was Rs. 2232 lacs against Rs. 2395 lacs for quarter ended December 31, 2011, while that of Sponsored programming was Rs. 241 lacs as against Rs. 308 lacs in the same period. The share of commissioned programming in revenues during the quarter was 90% while that of sponsored programming was 10%. The revenue-wise distribution between commissioned and sponsored programming during the quarter ended March 31, 2012, is as follows:

Show Type	Revenue for Q Ending (Rupees in Lacs)			Percentage		
	Mar-12	Dec-11	Mar-11	Mar-12	Dec-11	Mar-11
Commissioned*	2,232	2,395	2,711	90%	89%	80%
Sponsored	241	308	667	10%	11%	20%
Total	2,473	2,703	3,378	100%	100%	100%

(* Excludes regional segment and Event business)

2. Operational

A. Content for TV Channel - Programming Mix

Commissioned & Sponsored Programs

The hour-wise programming distribution during the quarters ended March 31, 2012 as compared to previous year and quarter is as follows:

Show Type	Hours for Q Ending			Percentage		
	Mar-12	Dec-11	Mar-11	Mar-12	Dec-11	Mar-11
Commissioned*	120	120	150	49%	56%	44%
Sponsored	126	94.5	190	51%	44%	56%
Total	246	214.5	340	100%	100%	100%

(* Excludes regional segment and Event business)

3. Other Income

The Other Income during the quarter increased from Rs. 155 lacs in Q3,2011 to Rs.908 lacs in Q4,2012 on account of the sale of discontinued operations.

4. Gross Block

The Company's fixed assets stood at Rs. 3237.69 Lacs as on March 31, 2012, this includes investment in office building, leasehold improvements, state-of-the art studios, cameras & equipments.

5. Investments

As on March 31, 2012, the Company's total investments were at Rs.25755.51 lacs including Rs.3000 lacs invested in wholly owned subsidiary – Balaji Motion Pictures Ltd. Out of the above, Rs.20996.21 lacs was invested in units of mutual funds & debentures issued by other corporate & Trusts .

6. Debtors

The Company's debtors (in days of income) are at 88 days as on March 31, 2012

7. Loans and advances

A) Short term Loans and advances as at 31st March 2012 amounts to Rs.7848.49 Lacs

The Company's principal loans and advances comprised,

- 1) Loan to the Subsidiary Balaji Motion Pictures Ltd. of Rs.3991.67 lacs,
- 2) Advance Tax Rs. 3261 lacs

3) Other advances Rs.595 Lacs

B) Long Term Advances as at 31st March 2012 amounts to Rs. 2119 Lacs.

The principal loans and advances comprises of;

1) Loan to Balaji Employee Foundation Rs.1000 Lacs

2) Deposits for leased properties Rs.1003 Lacs

Balaji Motion Pictures Ltd.

Within three years of its formal existence, BMPL has firmly established its place among the top 5 Indian motion picture studios.

The youngest and fastest growing entity in the business today, BMPL has become synonymous with commercial cutting edge cinematic content supported by intensive and innovative marketing.

The studio has a number of award-winning and acclaimed box office blockbusters to its credit. Once Upon A Time in Mumbai & Love Sex Aur Dhokha set the ball rolling in 2010.

With four releases, 2011 saw the rapid emergence of Alt Entertainment, BMPL's alternate brand, which stands for new-age cinema with alternate sensibilities. Shor in the City, an urban drama, emerged as the most acclaimed film of the year, while Ragini MMS, a paranormal thriller made on a shoe-string budget, became the biggest sleeper hit. Alt's foray into regional cinema with its maiden State Award-winning Marathi co-production, Taryanche Bait, was received with an overwhelming response and set new box office precedents. The year ended on a crescendo with the runaway success of The Dirty Picture, unarguably, the most acclaimed, celebrated and discussed film of Indian cinema.

Continuing its exponential growth curve, BMPL is expected to release four major productions in 2012-2013 and six in 2013-2014.

BMPL achieved a turnover of Rs.5844 Lacs as against Rs.4169 Lacs during the previous fiscal. In the current financial year, BMPL has reported profit of Rs.883 Lacs against a profit of Rs.232 Lacs for the previous fiscal year a comparative financials V/s the previous year financials are as below.

(Rs. In Lacs)

Particulars	(Audited)	(Audited)
	31-3-2012	31-3-2011
1 Income from Operations	5,844	4,169
2 Less: Operating Cost	5,019	3,911
3 EBIDTA	825	258
4 Depreciation	4	4
5 Other Income	61	35
6 Profit Before Tax (PBT)	883	289
7 Less: Tax Expense	-	57
Profit After Tax (PAT)	883	232

Consolidated results of Balaji Telefilms Ltd as on 31st March 2012

- A) During the year the companies turnover reduced by Rs.14.58 Crs a reduction of 8% due to the
- fall in turnover of the Balaji Telefilms Ltd – standalone by Rs.31.34 Crs, this was due to reduction in volume of Hindi Commissioned programs from 617 hours to 466 hours, however the fall in turnover was supported due to the,
 - improved performance of BMPL an increase in turnover by Rs.16.76 Crs, ie; a 40% increase as compared to last year, this was mainly due to the excellent performance of Dirty Picture.
- B) Profit After Tax increased substantially from a loss of Rs.1.08 Crs to a consolidated profit of Rs. 20.44 Crs this was due to
- Profit from BMPL of Rs.8.83 Crs,
 - Increase in the other operating income by Rs.10.16 Crs due to sale of the discontinued operations at Rs.8.24 Crs and hiring income of the sets & studios, &
 - Increase in the other income by Rs.11.42 Crs due to receipt of the maturity amount of Rs.9.10 Crs of the key man policy in the Q1 2011-12.

CONSOLIDATED AUDITED FINANCIAL RESULTS FOR THE YEAR MARCH 31, 2012			
		(Rs. in Lacs)	
Sr. No.	Particulars	Current Year	Previous Year
		ended 31-3-2012	ended 31-3-2011
		Consolidated	
		(Audited)	(Audited)
1	a) Net Sales / Income from Operations	17,657.02	19,115.91
	b) Other Operating Income	1,122.88	106.05
	Total	18,779.90	19,221.96
2	Expenditure		
	a) Decrease / (Increase) in stock in trade	(3,019.14)	1,183.75
	b) Cost of Production / Acquisition and Telecast Fees	14,670.17	12,368.94
	c) Staff Cost	1,998.33	1,836.52
	d) Depreciation	714.75	1,074.22
	e) Other Expenditure	5,014.80	3,804.65
	Total	19,378.91	20,268.08
3	(Loss) / Profit from Operation Before Other Income and Interest (1-2)	(599.01)	(1,046.11)
4	Other Income	2,724.17	1,582.18
5	(Loss) / Profit before Interest (3+4)	2,125.17	536.07
6	Finance Costs	13.91	0.28
7	(Loss) / Profit from Ordinary Activities Before Tax (5-6)	2,111.25	535.79
8	Tax Expenses	142.96	(39.01)
9	Excess Provision for Tax in respect of earlier years	233.37	-
10	Net (Loss) / Profit from continuing operations (7-8+9)	2,201.66	574.80
11	Net (Loss) / Profit from dis-continuing operations (before tax)	(157.88)	(684.10)
12	Tax Expenses on dis-continuing operations	-	(1.28)
13	Net (Loss) / Profit for the Period / Year (10+11-12)	2,043.78	(108.02)
14	Share of profit of associates	0.39	-
15	Net (Loss) / Profit after tax, share of profit of associates (13+14)	2,044.17	(108.02)

For further information on results, please contact us on following nos:
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Certain statements in this update concerning our future growth prospects are forward looking statements, which involve a number of risks and uncertainties that could cause actual results to differ materially from those in such forward-looking statements. The achievement of such results is subject to risks, uncertainties and even inaccurate assumptions. Readers may please take a note of this.