

Quarterly Performance & Business Outlook

Q3 & 9M FY2016



Salaji Telefilms Ltd.

Unique, Distinctive, Disruptive

Disclaimer

Certain statements in this document may be forward-looking statements. Such forward-looking statements are subject to certain risks and uncertainties like government actions, local political or economic developments, technological risks, and many other factors that could cause its actual results to differ materially from those contemplated by the relevant forward-looking statements. Balaji Telefilms Limited (BTL) will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances. The content mentioned in the report are not to be used or re-produced anywhere without prior permission of BTL.



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Balaji Telefilms Ltd.

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**
- **Successfully launched brand EK and Alt Digital Media Entertainment Limited, the digital foray of Balaji Telefilms Limited**



Board of Directors

Jeetendra Kapoor - Chairman



- Jeetendra Kapoor is a popular movie star throughout the 1970s and 1980s and has starred in more than 200 Movies in his 45- year career
- He has won a number of awards including the Filmfare Lifetime Achievement Award, the Legends of Cinema Award and the Dadasaheb Phalke Academy Award
- His extensive relationship in the Indian entertainment industry proved to be extremely beneficial for the Company in its formative years and he continues to open new frontiers for the Company

Shobha Kapoor - Managing Director



- Shobha Kapoor has been instrumental in transforming the Company from its small beginnings in 1994 to India's largest TV content company
- Since inception, Mrs. Kapoor has been hands on in the Company's operational management and efficiency and in controlling 'on set' activity
- Works closely with Business Heads helping them discharge their responsibilities
- Her stellar work in building the Balaji brand made her win several awards including CEO of the Year (Indian Telly Awards), Businesswoman of the Year (The Economic Times) and numerous Best Producer awards for their TV shows

Tusshar Kapoor - Director



- Tusshar Kapoor is a certified MBA (Masters in Business Administration) from the Michigan University in the United States
- His first movie with Kareena Kapoor titled 'Mujhe Kuch Kehna Hai' shot him to immediate stardom and bagged him prestigious awards such as Filmfare Awards and Zee Cine Awards for being the Best Male Debutant of the Year
- His maturity as a seasoned actor has been visible in numerous Movies such as 'Khakee' and was nominated in the category of Best Supporting Actor in various renowned Bollywood Awards



Board of Directors (cont'd)

D.G. Rajan - Independent Director



- A Chartered Accountant and Fellow of the Institute of Chartered Accountants in England and Wales, and the Institute of Chartered Accountants of India
- Currently, the Advisor and Management Consultant for many domestic and International Groups

Arun Kumar Purwar - Independent Director



- Mr. Arun Kumar Purwar joined as Independent Director of the Balaji Telefilms Limited. on May 20, 2015
- Currently the Chairman of ILFS Renewable Energy, one of the largest renewable energy company of the Country
- He also works as an Independent Director in leading companies across diverse sectors like Power, Solar Energy, Telecom, Steel, Engineering Consultancy, Pharma

Ashutosh Khanna - Independent Director



- Heads the Global Consumer Markets practice of Korn/ Ferry International's New Delhi office
- Leverages the deep relationships he has built within the marketing and advertising fraternity to work closely with clients for senior level placements in the industry



Board of Directors (cont'd)

Mr. D. K. Vasal - Independent Director



- Over 30 years of experience in the service and manufacturing industry
- Was a Senior Equity Partner in one of the leading law firms of India, Group Legal Counsel of Vedanta Plc, Sterlite Group; Head of Legal (India Region) Standard Chartered Bank, Senior Advisor of Bank of Baroda; Executive Vice President and Head Legal & Compliance of DCB Bank Ltd; Head Legal - a new-generation private sector bank (now HDFC Bank)

Pradeep Sarda - Independent Director



- The Chairman of the Sarda Group of Companies and the Chairman of the Governing Board of the Ecole Mondiale World School
- Experienced in multiple industry verticals, including paper, engineering, construction and real estate

Mr. V. B. Dalal - Independent Director



- Over 40 years of experience in Audit and Direct Taxation and also handled international assignments in internal and operational audits in U.K, Portugal, Kenya, and Indonesia
- An academic experience of more than 10 years as part time lecturer in Accountancy, having worked with the Dahanukar College of Commerce and Economics affiliated to University of Mumbai.
- He is Director on Board and Chairman of Audit Committee of M/s Maharashtra Polybutanes Limited and M/s Oxides and Specialties Limited and is a Proprietor of V.B Dalal & Co



Strong promoter group and management team credentials



Ekta Kapoor,
Joint Managing
Director

A content maestro- the creative brain behind Balaji

- She is a leading Indian TV and film producer. Under her creative guidance, Balaji has won almost every major TV award
- Her 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. 3 position among ‘50 Most Influential Women’ in the Indian marketing, advertising and media ecosystems
- Her Bollywood movie productions include blockbusters such as Shootout at Lokhandwala, The Dirty Picture, Shaadi Ke Side Effects among others



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





Balaji Telefilms Ltd.

Performance Overview – Q3 & 9M FY16

Financial Highlights – Q3 & 9M FY16 (Standalone)

Results for Q3 FY16

- Revenues at ₹ 720.3 million {₹ 572.7 million in Q3 FY15} - growth of 26%
- EBITDA is ₹ 180.5 million {₹ 42.5 million in Q3 FY15} - growth of 325%
- Other income includes interest income on loan given to subsidiaries/LLP ₹ 86.7 million (Q3 FY15 ₹ Nil) in accordance with Section 185 of the Companies Act, 2013
- Profit after tax is ₹ 206.6 million {₹ 30.9 million in Q3 FY15} - growth of 569%
- Yeh Kahan Aa Gaye Hum, Nagin and Pyar Ko Ho Jane Do were new shows aired during the quarter
- Hours for Commissioned programs increased to 294.5 hours as compared to 277.0 hours in Q3 FY15 - growth of 6%
- Average realisation per hour for the quarter ₹ 2.42 million {₹ 2.06 million in Q3 FY15} - growth of 17%

Results for 9M FY16

- Revenues at ₹ 1,916.0 million {₹ 1,462.5 million in 9M FY15} - growth of 31%
- EBITDA is ₹ 345.1 million {₹ 50.7 million in 9M FY15} - growth of 581%
- Other income includes interest income on loan given to subsidiaries/LLP ₹ 86.7 million (9M FY15 ₹ Nil) in accordance with Section 185 of the Companies Act, 2013
- Profit after tax is ₹ 354.8 million {₹ 26.6 million in 9M FY15} - growth of 1234%
- Hours for Commissioned programs at 702.5 hours as compared to 704.0 hours in 9M FY15 - decline of (0.6%)
- Average realisation per hour was at ₹ 2.41 million {₹ 2.05 million in 9M FY15} - growth of 18%
- Investment in mutual fund units at the nine month period ended December 31, 2015 ₹ 566.2 million (at cost)
- Investment in BMPL is ₹ 300.0 million as equity and ₹ 2,073.5 million as advances for the upcoming movie projects



Show report for the quarter ended December 31, 2015

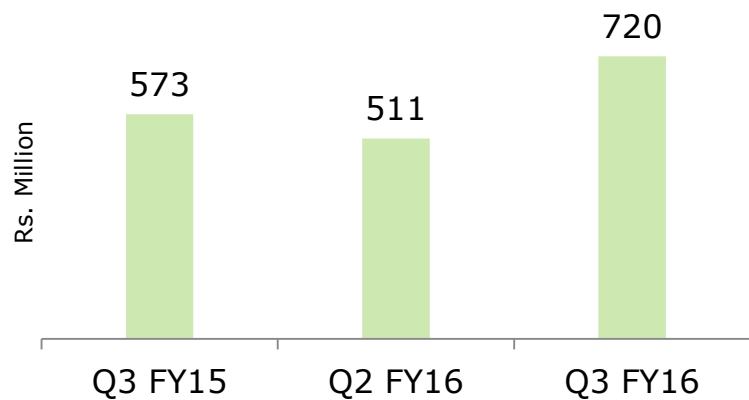
Sr.No	Shows	Channel	Time	Schedule
1	Ye Hai Mohabbatein	Star Plus	19.30 - 20.00	Monday – Sunday
2	Naagin	Colors	20.00 – 21.00	Saturday - Sunday
3	Kuch Toh Hai Tere Mere Darmiyaan*	Star Plus	20.30 -21.00	Monday – Saturday
4	Pavitra Bandhan Do Dilo Ka	DD National	20.30 - 21.00	Monday – Friday
5	Kalash-EK Vishwaas	Life Ok	20.30 - 21.00	Monday – Friday
6	Kumkum Bhagya	Zee	21.00 - 21.30	Monday – Saturday
7	Pyaar Ko Ho Jaane Do*	Sony	21.30 – 22.00	Monday – Friday
8	Ye Kahan Aa Gaye Hum	&TV	21.30 – 22.00	Monday – Friday
9	Meri Aashiqui Tum Se Hi	Colors	22.00 - 22.30	Monday – Friday
10	Itna Karo Na Mujhe Pyaar(off-air in Nov'15)	Sony	22.30 - 23.00	Monday – Thursday
11	Gumrah – 5	Channel V	19.00-20.00	Sunday

* Off-air in Q4 FY16

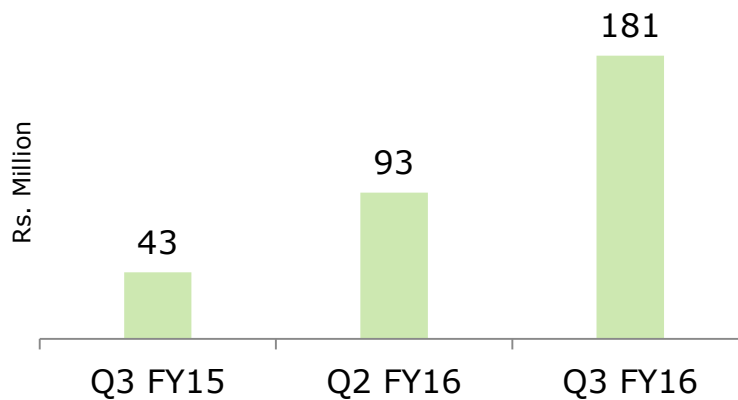


Financial Performance – Q3 FY16 (Standalone)

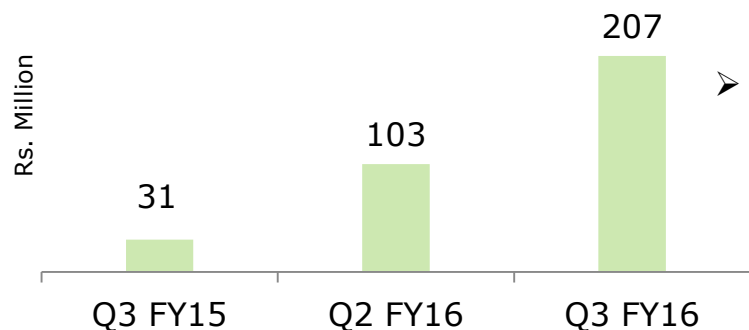
Total Income



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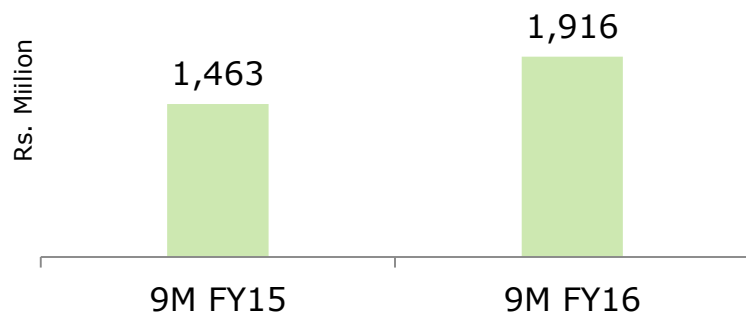


- Topline growth of 25.8% over Q3 FY15 owing to launch of three new shows during the quarter
- Improving operating efficiencies leading to growth in EBITDA of 321%
- Other income includes:
 - Income from investments amounting to ₹ 43.8 million (Q3 FY15: ₹ 28.6 million)
 - Interest income on loan given to subsidiaries/LLP ₹ 86.7 million (Q3 FY15 ₹ Nil) in accordance with Section 185 of the Companies Act, 2013

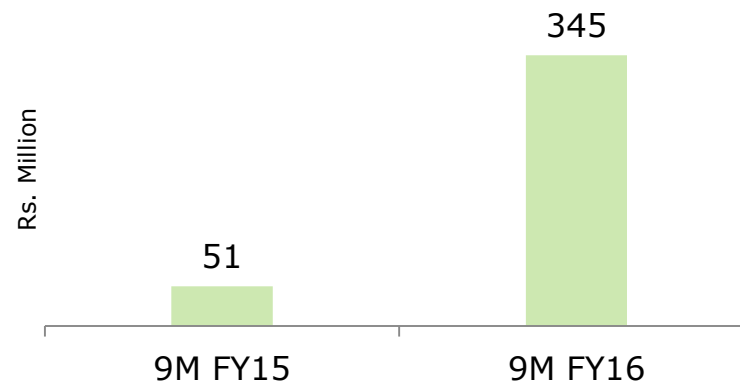


Financial Performance – 9M FY16 (Standalone)

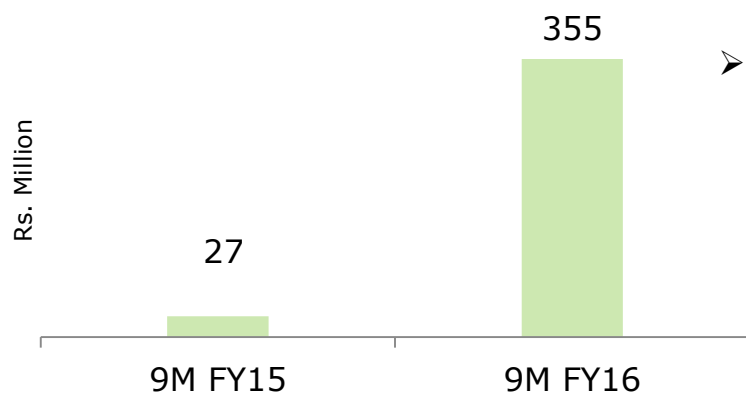
Total Income



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- Previous period expenses included ₹ 46.18 million provided for diminution in the value of investments
- Other income includes:
 - Income from investments amounting to ₹ 114.4 million (9M FY15: ₹ 36.7 million)
 - Interest income on loan given to subsidiaries/LLP ₹ 86.7 million (9M FY15 ₹ Nil) in accordance with Section 185 of the Companies Act, 2013



Financial Performance – Q3 & 9M FY16 (Standalone)

Particular	YoY Comparison			QoQ Comparison		YoY Comparison			₹ in Million
	Q3 FY16	Q3 FY15	% PY	Q2 FY16	% PQ	9M FY16	9M FY15	% PY	
Revenue from Operations	720.32	572.71	26%	511.09	41%	1,915.97	1,462.54	31%	
Other Operating Income	51.15	12.56	307%	20.91	145%	81.29	27.94	191%	
Total Operating Revenue	771.48	585.28	32%	532.00	45%	1,997.26	1,490.47	34%	
Cost of Production	515.76	476.05	8%	363.07	42%	1,430.90	1,218.93	17%	
Gross Margin	204.57	96.66	112%	148.02	38%	485.07	243.61	99%	
Gross Margin %	28.4%	16.9%	-	29.0%	-	25.3%	16.7%	-	
Staff Cost	46.78	40.31	16%	47.7	-2%	137.42	106.52	29%	
Other Cost	28.44	26.39	8%	28.04	1%	83.80	114.29	-27%	
EBITDA	180.50	42.53	324%	93.22	94%	345.14	50.75	580%	
Depreciation	24.35	19.18	27%	19.69	24%	63.29	57.26	11%	
Other Income	131.58	28.68	359%	64.43	104%	208.24	49.60	320%	
Finance Cost	-	2.60	-	-	-	-	2.79	-	
PBT	287.73	49.42	482%	137.97	109%	490.08	40.29	1116%	
Current tax	81.18	18.50	339%	34.91	133%	135.33	13.69	889%	
PAT	206.56	30.92	568%	103.06	100%	354.75	26.60	1234%	



Revenue Details

Show Type	Revenue for the Quarter & Year Ending (₹ Million)				
	Dec-15	Sep-15	Dec-14	Sep-14	YTD Dec-15
Commissioned Programs	712.7	482.8	572.7	447.8	1,695.6
Realisation Per Hour	2.42	2.43	2.06	2.05	2.41

Total Programming Hours	Hour for the Quarter & Year Ending				
	Dec-15	Sep-15	Dec-14	Sep-14	YTD Dec-15
Programming Hours	294.5	199.0	277.0	219.0	702.5



Key Operating Highlights – Q3 & 9M FY16 (Consolidated)

Television

- Successfully launched three shows on various GEC's
 - Pyaar Ko Ho Jaane Do on Sony from Monday to Friday – October 20, 2015
 - Yeh Kahan Aa Gaye Hum on &TV from Monday to Friday – October 26, 2015
 - Naagin a finite series of 55 episodes of one hour programming on Colors on Saturday and Sunday – November 1, 2015
- Various non-fiction ideas under negotiations with leading GEC's
- Nach Baliye was successfully aired on Star Plus and was concluded during the nine months period

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Key Operating Highlights – Q3 & 9M FY16 (Consolidated)

Brand EK

- Balaji forayed into the fashion segment with “Brand EK - By Ekta Kapoor”, a premium and affordable brand for apparels and accessories launched amidst fanfare at the Television Style Awards on Colors TV in May, 2015
- The fashion line is currently exclusively available on snapdeal.com in the ecommerce space and Best Deal TV in the TV commerce space
- At present, with its exclusive range of ethnic wear and jewellery for every occasion, the label boasts of products that not only connect to the traditional woman, but also to the modern Indian woman
- Targeting the Indian women who aspire to dress like their favourite on-screen characters, the brand is well received by its target group
 - Given the momentum, we believe this venture could generate good revenues with a healthy margin
 - YTD revenues stood at ₹ 8.0 million, operating profit at ₹ 3.6 million

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Key Operating Highlights – Q3 & 9M FY16 (Consolidated)

Balaji Motion Pictures Limited

- 'Kya Kool Hai Hum 3' released on January 22, 2016
- 'Azhar' a sports biopic on the controversial cricketer Mohammad Azharuddin: in post production stage – expected release Q1 FY17 (May 2016)
- 'Uda Punjab' a dramatic take on the music and drug culture of Punjab, starring big stars Shahid Kapoor, Kareena Kapoor, Alia Bhatt & Diljeet Dosanj: in post production stage - expected release Q1 FY17 (June 2017)
- 'XXX' a youth genre film in the LSD space – expected release Q1 FY17 (June 2016)
- 'Flying Jat' a super hero film with franchise potential, shooting in progress – expected release Q2 FY17 (Aug 2016)
- 'Grand Masti' 3rd part of Super Hit Franchise Masti & Grand Masti, in post production – expected release Q3 FY16 (Oct 2016)
- 'Half Girlfriend' Romantic film based on the best selling book by Chetan Bhagat and directed by Mohit Suri starring Arjun Kapoor & Shraddha Kapoor – expected release Q4 FY16 (Feb 2017)
- A robust future pipeline of movies more than 20 movies in development

Key Operating Highlights – Q3 & 9M FY16 (Consolidated)

Alt Digital Media Entertainment Limited(Alt Digital Media)

- The Company is foraying into the B2C digital content business segment, the next growth driver of the Company's operating strategies, through its wholly owned subsidiary ALT Digital Media
- Backed by best-in-class technology, ALT Digital Media will operate as subscription video on demand (SVOD) based over the top (OTT) platform targeted towards Urban Indians and Indian Diaspora
- Leveraging Group's unmatched position and creative abilities in both television and film content, ALT Digital Media will create highly differentiated, original digital content for the entire connected ecosystem spanning mobile devices, web, smart TVs and game stations
- ALT Digital Media is reflective of the Company's strategic intent to build a consumer facing brand by creating enjoyable, engaging content for digital audience globally and monetising the incredible potential of original on-demand entertainment

Event Media LLP

- Successfully aired 'Mother's Day' a special event on Star Plus
- Various event ideas under negotiations with leading GEC's



Key Operating Highlights – Q3 & 9M FY16 (Consolidated)

Chhayabani Balaji Entertainment Private Limited

➤ Star Jalsa

- Music realty show of 1 hour on Sunday, to be telecast from 2nd week of March'2016, Pre-production in progress and promo shoot scheduled in the 1st week of February'2016
- Daily fiction show - 6 days/week (Telecast date to be decided)

➤ Colors Bangla

- Launched "Sohagi Sindoor" from Monday to Saturday at 10 pm – January 18, 2016
- 3 days/weekly series of 1 hour programming each (Telecast date to be decided)

➤ Zee Bangla

- Daily fiction programming 6 days/week travel love stories (Telecast date to be decided)

Marinating Films Private Limited

- Licensed the Box Cricket League Punjab regional rights to Xaam Media to be aired on 9X Tashan from March, 2016
- Box Cricket League – Season 2 - To be telecast in Q4 FY16
- India's Super Shopper – One of a kind interactive game show on YouTube
- Telly Calendar, 2016 Taiwan – Executed and launched in December, 2015



Financial & Operating Highlights – Consolidated / Subsidiaries

Q3 & 9M FY16 (Consolidated)

Results for Q3 FY16

- Revenues at ₹ 731.5 million {₹ 715.3 million in Q3 FY15} – growth of 2%
- EBITDA profit/(loss) is ₹ 126.0 million {(₹ 69.0) million in Q3 FY15}
- Profit/(loss) after tax is ₹ 66.4 million {(₹ 69.5) million in Q3 FY15}

Results for 9M FY16

- Revenues at ₹ 2,006.4 million {₹ 2,657.2 million in 9M FY15} – decline of 25%
- Revenue for the previous period was higher due to release of movies namely Main Tera Hero, Kuku Mathur Ki Jhand Ho Gayi and Ek Villian as compared to no release during the current period
- EBITDA profit/loss is ₹ 241.1 million {(₹ 19.8) million in 9M FY15}
- Profit after tax is ₹ 160.2 million {(₹ 39.8) million in 9M FY15}



Financial & Operating Highlights – Consolidated / Subsidiaries

Q3 & 9M FY16 – Balaji Motion Pictures Limited(BMPL)

Results for Q3 FY16

- Revenues at ₹ 11.2 million {₹ 1.2 million in Q3 FY15} – growth of 833%
- EBITDA (loss) is (₹ 36.5) million {(₹ 100.2) million in Q3 FY15}
- Finance cost on loan taken from BTL ₹ 81.9 million (Q3 FY15 ₹ Nil) in accordance with Section 185 of the Companies Act, 2013
- (Loss) after tax is (₹ 120.2) million {(₹ 89.0) million in Q3 FY15}

Results for 9M FY16

- Revenues stood at ₹ 38.1 million {₹ 988.9 million in 9M FY15}
- Revenue for the previous period was higher due to release of movies namely Main Tera Hero, Kuku Mathur Ki Jhand Ho Gayi and Ek Villian as compared to no release during the current period
- EBITDA (loss) is (₹ 77.1) million {(₹ 60.1) million in 9M FY15}
- Finance cost on loan taken from BTL ₹ 81.9 million (9M FY15 ₹ Nil) in accordance with Section 185 of the Companies Act, 2013
- (Loss) after tax is (₹ 163.0) million {(₹ 55.7) million in 9M FY15}



Amortisation Policy on Inventory

A] **Television Serials:** Inventories are valued at lower of cost and net realisable value. Cost is determined on the basis of average cost.

B] **Movies:** Items of inventory are carried at lower of cost and net realisable value. Cost is determined on the following basis:

- Films: Actual Cost
- Unamortised cost of films: The cost of films is amortised in the ratio of current revenue to the expected total revenue. At the end of each accounting period, balance unamortised cost is compared with the net expected revenue. If the net expected revenue is less than unamortised cost, the same is written down to the net expected revenue

➤ Marketing and distribution expenses are charged to revenue in the period in which they are incurred and are not inventorised



Q3 & 9M FY16 - Bolt Media Limited(BOLT)

Results for Q3 FY16

- Revenues at ₹ Nil million {₹ 46.7 million in Q3 FY15}
- EBITDA (loss) is (₹ 0.8) million {(₹ 1.0) million in Q3 FY15}
- Loss after tax is (₹ 2.0) million {(₹ 1.0) million in Q3 FY15}

Results for 9M FY16

- Revenues at ₹ 6.7 million {₹ 111.0 million in 9M FY15}
- EBITDA (loss) is (₹ 1.9) million {(₹ 0.1) million in 9M FY15}
- (Loss) after tax is (₹ 3.0) million {(₹ 0.3) million in 9M FY15}

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Q3 & 9M FY16 - Marinating Films Private Limited(MFPL)

Results for Q3 FY16

- Revenues stood at ₹ 3.8 million {₹ 2.55 million in Q3 FY15}
- EBITDA (loss) is (₹ 1.2) million {(₹ 8.6) million in Q3 FY15}
- (Loss) after tax is (₹ 1.2) million {(₹ 7.2) million in Q3 FY15}

Results for 9M FY16

- Revenues stood at ₹ 33.3 million {₹ 2.55 million in 9M FY15}
- EBITDA (loss) is (₹ 2.0) million {(₹ 8.6) million in 9M FY15}
- (Loss) after tax is (₹ 2.0) million {(₹ 7.2) million in 9M FY15}

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Q3 & 9M FY16 - Event Media LLP(EML)

Results for Q3 FY16

- Revenues stood at ₹ Nil {₹ 73 million in Q3 FY15}
- EBITDA is ₹ 0.08 million {(₹ 9.3) million in Q3 FY15}
- Profit after tax is ₹ 0.003 million {(₹ 9.3) million in Q3 FY15}

Results for 9M FY16

- Revenues at ₹ 17.5 million {₹ 73 million in 9M FY15}
- EBITDA is ₹ 2.0 million {(₹ 9.3) million in 9M FY15}
- (Loss) after tax is (₹ 0.6) million {(₹ 9.3) million in 9M FY15}



Q3 & 9M FY16 - Chayabani Balaji Entertainment Private Limited(CBEPL)

Results for Q3 FY16

- EBITDA (loss) is (₹ 0.1) million
- (Loss) after tax is (₹ 0.1) million

Q3 & 9M FY16 - Alt Digital Media Entertainment Limited(ALT)

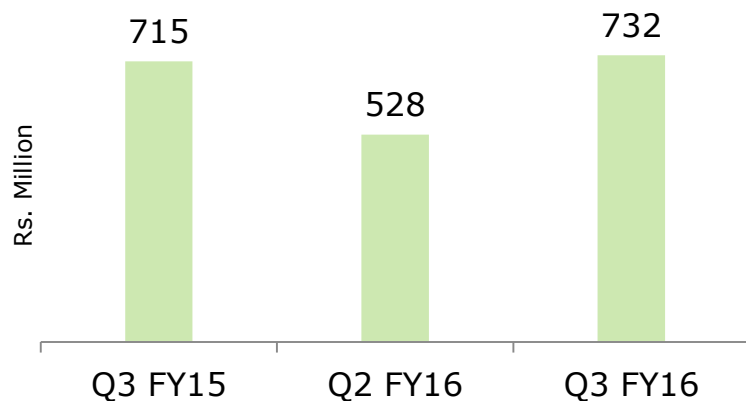
Results for Q3 FY16

- The expenses are mainly in the nature of salaries and other business overheads
- EBITDA (loss) is (₹ 16.0) million
- (Loss) after tax is (₹ 16.7) million

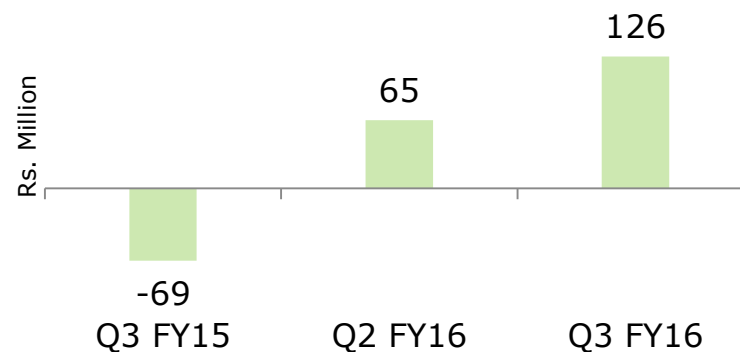


Financial Performance – Q3 FY16 (Consolidated)

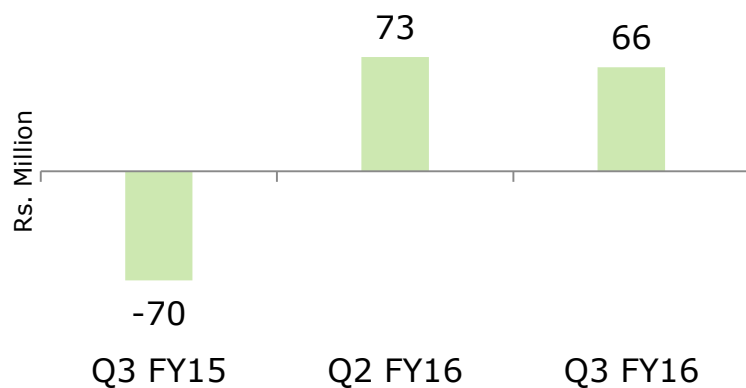
Total Income



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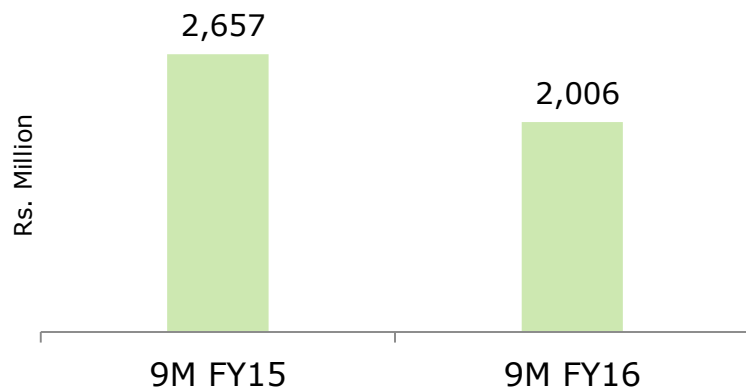


- Q3 FY16 includes income from investments amounting to ₹ 43.8 million (Q3 FY15: ₹ 24.7 million)
- Improving operating efficiencies of shows in BTL leading to growth in EBITDA

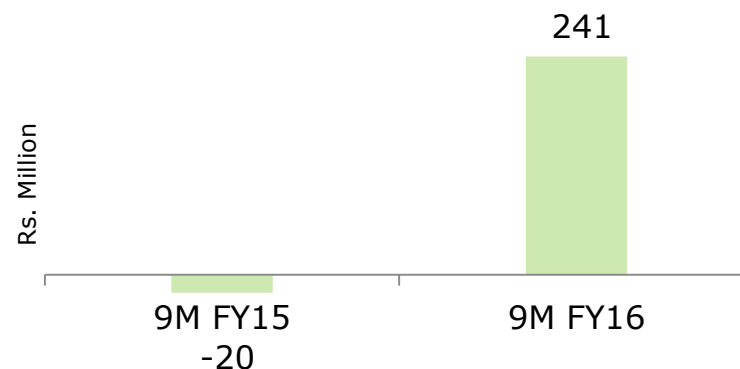


Financial Performance – 9M FY16 (Consolidated)

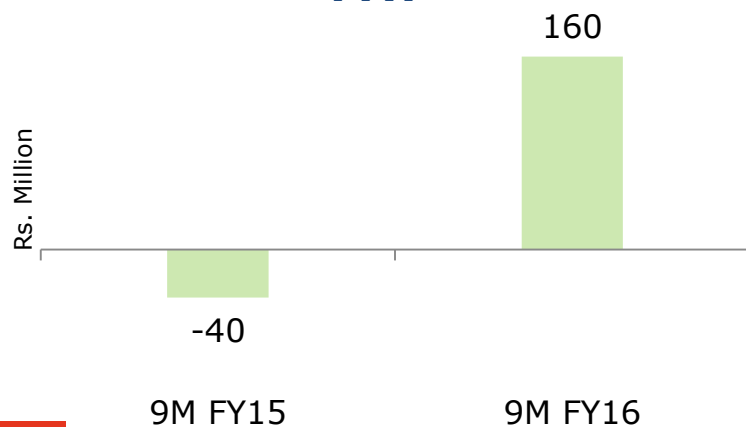
Total Income



EBIDTA



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- Income for the previous period was higher due to release of movies namely Main Tera Hero, Kuku Mathur Ki Jhand Ho Gayi and Ek Villan as compared to no movie released during the current period
- Improving operating efficiencies of shows in BTL leading to growth in EBITDA
- 9M FY15 expenses includes ₹ 46.18 million provided as provision for diminution in the value of investments
- 9M FY16 includes income from investments amounting to ₹ 114.4 million (9M FY15: ₹ 36.7 million)



Financial Performance – Q3 & 9M FY16 (Consolidated)

₹ in Million

Particular	YoY Comparison			QoQ Comparison		YoY Comparison		
	Q3 FY16	Q3 FY15	% PY	Q2 FY16	% PQ	9M FY16	9M FY15	% PY
Revenue from Operations	731.54	715.39	2%	528.46	38%	2,006.39	2,657.16	-24%
Other Operating Income	54.91	12.55	338%	22.31	146%	88.84	29.67	199%
Total Operating Revenue	786.46	727.94	8%	550.77	43%	2,095.23	2,686.82	-22%
Cost of Production	541.4	691.36	-22%	367.42	47%	1,510.64	2,366.91	-36%
Gross Margin	190.14	24.03	691%	161.04	18%	495.75	290.25	71%
Gross Margin %	25.99%	3.36%	-	30.50%	-	24.71%	10.92%	-
Staff Cost	48.93	41.86	17%	49.53	-1%	140.17	116.37	20%
Other Cost	46.11	42.61	8%	42.82	8%	127.81	162.46	-21%
Professional Fees	24.01	21.2	13%	25.65	-6%	75.53	60.91	24%
EBITDA	126.01	-69.09	-	65.35	93%	241.08	-19.82	-
Depreciation	26.34	21.09	25%	21.68	22%	69.18	61.93	12%
Other Income	47.9	34.31	40%	63.41	-24%	123.66	58.66	111%
Finance Cost	-	2.6	-	-	-	0.05	2.87	-
PBT	147.57	-58.47	-352%	107.09	38%	295.5	-25.96	-
Current tax	81.18	11.08	633%	34.26	137%	135.33	13.86	876%
PAT	66.39	-69.55	-	72.83	-9%	160.17	-39.82	-
Share in the profit/(loss) of associates	-0.09	-0.02	-	0.02	-	-0.14	0.05	-
Net Profit	66.3	-69.57	-	72.85	-9%	160.03	-39.77	-



Financial Table – Q3 FY16 (Consolidated)

₹ in Million

Sr. No	Particulars	BTL	BMPL	BOLT	EML	MFPL	ALT	CBEL	Eliminations	BTL Q3 2015-16 Consolidated
		Q3 2015-16 Standalone								
1	a) Net Sales / Income from Operations	720.32	11.22	-	-	-	-	-	-	731.54
	b) Other Operating Income	51.15	-	-	-	3.76	-	-	-	54.91
	Total	771.48	11.22	-	-	3.76	-	-	-	786.46
2	Expenditure									
	a) Cost of movie Production	515.76	22.01	0.40	(0.34)	3.57	-	-	-	541.40
	b) Staff Cost	31.84	8.40	-	-	1.04	7.64	-	-	48.93
	c) Finance Cost	-	81.93	1.12	0.52	-	0.65	-	84.22	-
	d) Depreciation	24.35	1.86	0.06	-	-	0.07	-	-	26.34
	e) Other Expenditure	43.38	17.29	0.41	0.26	0.35	8.37	0.07	-	70.12
	Total	615.33	131.50	1.99	0.44	4.96	16.72	0.07	84.22	686.79
3	Profit / (Loss) from Operation Before Other Income (1-2)	156.15	(120.28)	(1.99)	(0.44)	(1.20)	(16.72)	(0.07)	(84.22)	99.67
4	Other Income	131.58	0.09	-	0.44	-	-	-	84.22	47.90
5	Profit / (Loss) from Ordinary Activities Before Tax (3+4)	287.73	(120.19)	(1.99)	-	(1.20)	(16.72)	(0.07)	-	147.57
6	Tax Expenses	81.18	-	-	-	-	-	-	-	81.18
7	Net Profit / (Loss) from continuing operations (5-6)	206.56	(120.19)	(1.99)	-	(1.20)	(16.72)	(0.07)	-	66.39
8	Share of (Loss) / profit of associates	-	-	-	-	-	-	-	-	(0.09)
9	Net Profit / (Loss) after tax, share of profit of associates (7-8)	206.56	(120.19)	(1.99)	-	(1.20)	(16.72)	(0.07)	-	66.30



Financial Table – 9M FY16 (Consolidated)

₹ in Million

Sr. No	Particulars	BTL	BMPL	BOLT	EML	MFPL	ALT	CBEL	Eliminations	BTL 9M 2015-16 Consolidated
		9M 2015-16 Standalone								
1	a) Net Sales / Income from Operations	1,915.97	38.09	5.32	17.50	29.50	-	-	-	2,006.39
	b) Other Operating Income	81.29	1.28	1.40	-	4.88	-	-	-	88.84
	Total	1,997.26	39.37	6.72	17.50	34.38	-	-	-	2,095.23
2	Expenditure									
	a) Cost of Production	1,430.90	29.07	4.98	14.34	31.36	-	-	-	1,510.64
	b) Staff Cost	91.55	32.17	2.01	-	3.32	11.12	-	-	140.17
	c) Finance Costs	-	81.93	1.12	3.03	0.05	0.65	-	86.73	0.05
	d) Depreciation	63.29	5.57	0.17	-	0.01	0.14	-	-	69.18
	e) Other Expenditure	129.67	55.24	1.59	1.20	1.73	13.74	0.18	-	203.34
	Total	1,715.41	203.98	9.87	18.57	36.46	25.64	0.18	86.73	1,923.39
	Profit / (Loss) from Operation Before Other Income (1-2)	281.85	(164.61)	(3.15)	(1.07)	(2.08)	(25.64)	(0.18)	(86.73)	171.85
3	Other Income	208.24	1.57	0.14	0.44	-	-	-	86.73	123.66
4	Profit / (Loss) from Ordinary Activities Before Tax (3+4)	490.08	(163.04)	(3.01)	(0.63)	(2.08)	(25.64)	(0.18)	-	295.50
5	Tax Expenses	135.33	-	-	-	-	-	-	-	135.33
6	Net Profit / (Loss) from continuing operations (5-6)	354.75	(163.04)	(3.01)	(0.63)	(2.08)	(25.64)	(0.18)	-	160.17
7	Share of (Loss) / profit of associates	-	-	-	-	-	-	-	-	(0.14)
8	Net Profit / (Loss) after tax, share of profit of associates (7-8)	354.75	(163.04)	(3.01)	(0.63)	(2.08)	(25.64)	(0.18)	-	160.03





Balaji Telefilms Ltd.

Television

About BTL

- Television and Film has been the foundation stone of Balaji Telefilms Limited (BTL)
- 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, Kasauti Zindagi Ki, Kahin Toh Hoga, Kkusm, Kasamh Se, Bade Ache Lagte Hain, Kaahin Kissi Roz, Pavitra Rishta, Bade Achche Lagte Hai, Jodha Akbar, Kuch Toh Hai Tere Mere Darmiyaan
- Current programmes like Meri Aashiqui Tum Se Hi, KumKum Bhagya, Yeh Hain Mohabbatein, Itna Karo Na Mujhe Pyaar, Kalash _ Ek Vishwaas, Yeh Kahan Aa Gaye Hum, Naagin and Pyaar Ko Ho Jaane Do, are well accepted by viewers, reflected in its strong ratings on Broadcast Audience Research Council (BARC) platform
- Gumraah, Savdhan and MTV-Webbed - examples of new, younger genres of content that has seen success
- Serials broadcast across all channels including Star, Sony, Colours, Zee, Doordarshan, Channel V , Life OK, &TV and PAL
- Entry of newer broadcasters and digital platforms - 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 Commissioned programming
- Television revenues expected to expand owing to demand from satellite channels for our premium television serials
- Kum Kum Bhagaya, Jodha Akbar, Yeh Hain Mohabbatein 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 (Source -FICCI-KPMG Indian Media & Entertainment Industry Report 2015)





Balaji Telefilms Ltd.

Motion Pictures

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 'The Dirty Picture', 'Ek Thi Dayan', 'Shootout at Wadala', 'Lootera', 'Once Upon a Time in Mumbai Dobaara', 'Shaadi Ke Side Effects', 'Raagini MMS 2', 'Main Tera Hero', 'Kuku Mathur Ki Jhand Ho Gayi' and 'Ek Villian'
- Past track record has been exemplary with a string of hit movies in Hindi and focus is on to create sequels and prequels:
 - ❖ Hugely successful model internationally – Harry Potter, Batman, X-Men, American Pie
 - ❖ Strong brand franchise – easier acceptance and connect with the audiences



Key Revenue Drivers - Television



Content Library:

- Owns a film library of 25 films till date
- Diversified, balanced product mix of Movies
- Swiftly ramping up scale and output
- Opportunity to exploit old content on new emerging platforms
- Provides stable, recurring cash flows and de-risks the business model



Key Revenue Drivers - Films

- Rapidly expanding number of multiplexes along with rising average ticket prices resulting in growth opportunities and better reach
- Audiences acceptance for newer genre movies and their ability to spend for a better cinematic experience
- Balaji's content portfolio comprises of more than 20 films - expected to hit the silver screen in the near term
- Many countries offer rebates for film shoots resulting into lower cost of production
- Film catalogue monetised through television syndication deals by providing digital content for DTH satellite, Music, IPTV & Video on Demand and Internet Channels



Business Essential

Forward and Backward Integration

- Strong content creativity leading to better scripts
- Setting up of distribution networks in Mumbai and Delhi territories
- Long standing relationships within the film fraternity

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

Robust Movie Slate

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

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 like Sony, Phantom, etc.
- Tying up with well regarded star casts and directors
- Creative intelligence in production



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Thank you



Salaji Telefilms Ltd.

Unique, Distinctive, Disruptive