

# Balaji Telefilms Ltd.

C-13, Balaji House, Dalia Industrial Estate, Opp. Laxmi Industries  
New Link Road, Andheri (West), Mumbai - 400 053  
Tel.: 40698000 • Fax : 40698181 / 82 / 83  
Website : www.balajitelefilms.com  
CIN No. : L99999MH1994PLC082802



December 8, 2015

To,

**Bombay Stock Exchange**  
Phiroze Jeejeebhoy Towers,  
Dalal Street,  
Mumbai-400 001.

**National Stock Exchange of India Ltd.**  
"Exchange Plaza",  
Bandra-kurla Complex,  
Bandra (East), Mumbai-400 051.

Sub: **UPDATED CORPORATE PRESENTATION**

Dear Sir,

Please find enclosed updated Corporate Presentation of the Company.

Kindly take the same on record.

Thanking You.

Yours truly,  
**For Balaji Telefilms Limited**

**Simmi Singh Bisht**  
Group Head - Secretarial



Encl: as above

# Corporate Presentation



*Balaji Telefilms Ltd.*

*Unique, Distinctive, Disruptive*

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# About Balaji Telefilms

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# 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

## Ekta Kapoor – Joint Managing Director



- Ekta Kapoor is credited with the revamping of India's television landscape. She pioneered an entire genre of television content, heralding India's satellite television boom
- As the creative force behind the Company's success, she believes in a hands-on approach in day-to-day creative direction of each TV show and film. Routinely putting in 16-18 hours each day, she moves ahead with India's rapidly metamorphosing TV climate
- She has expanded her unmatched creative vision to motion pictures and new media verticals

## 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)

## Sameer Nair - Group CEO



- Former Programming Head, COO, CEO of Star India, and Founder/CEO of NDTV Imagine, later christened Turner General Entertainment Networks.
- He was Chairman of PROMAX India from 2005-2011 and the only Indian representative on the board of PROMAX Worldwide
- He 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*
- He has a proven track record of leading, managing and mentoring large, young creative and revenue teams in the media and entertainment space

## 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

## 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

## 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)

## 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

## 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



# About Balaji Telefilms Limited

- 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



## About Balaji Telefilms Ltd. (cont'd)



- 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 and Pavitra Rishta
- Current programmes like Meri Aashiqui Tum Se Hi, KumKum Bhagya, Yeh Hain Mohabbatein and Naagin well accepted by viewers, reflected in its strong TRPs
- 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 and Life OK
- Entry of newer broadcasters and digital platforms - leading to more demand for variety and content



# Key Shareholding

Particulars	Shareholding (as on 30 <sup>th</sup> September 2015)	
	Number of Shares	% of Total Holding
Promoter	3,08,35,938	47.29%
Group CEO	6,92,729	1.06%
Institutional	45,81,408	7.01%
Corporate Bodies	115,39,418	17.70%
Public & Others	1,75,60,950	26.93%





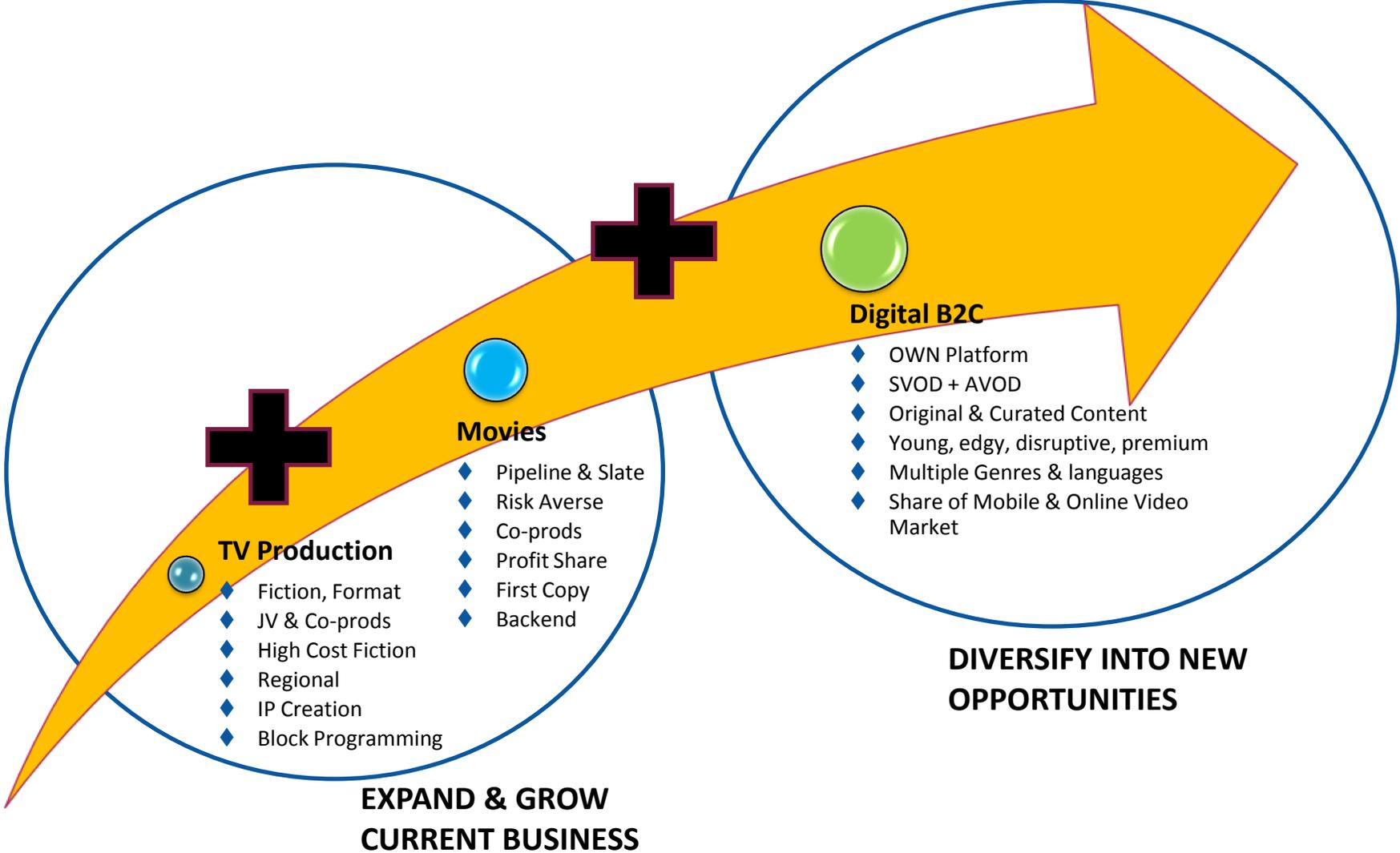
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# Growth: Three-pronged Strategy

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# A Three-pronged Strategy to Become a Diversified Media Major in India





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# Television Production

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# Key Business 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, Meri Aashiqi Tum Se Hi, Yeh Hain Mohabbatein and Pavitra Bandhan are all amongst the top programs
- India is the world's third largest television market in terms of number of households



## 4 out of 5 existing daily soaps as slot leaders

Shows	Channel	Time	Ratings*	Ratings of shows in parallel slots				
				Star Plus	Sony	Zee	Life Ok	Colors
Pavitra Bandhan Do Dilo Ka	DD	20.30 - 21.00	15.6	-	-	-	-	-
Kumkum Bhagya	Zee	21.00 - 21.30	3.8	2.6	0.2	-	0.8	2.1
Ye Hai Mohabbatein	Star Plus	19.30 - 20.00	3.7	-	0.6	0.9	0.4	3.1
Meri Aashiqui Tum Se Hi	Colors	22.00 - 22.30	3.4	1.3	0.9	1.7	0.8	-
Kalash	Life OK	20:30 - 21:00	0.8	0.8	0.6	2.2	-	2.4
Kuch To Hai Tere Mere...	Star Plus	20:30 - 21:00	0.8	-	0.6	2.2	0.8	2.4
Ye Kahan Aa Gaye Hum	& TV	21:30 - 22:00	0.3	2.1	0.2	2.4	0.5	2.2
Pyar Ko Ho Jane Do	Sony	21.00 - 22.00	0.2	2.6	-	3.8	0.8	2.1
Nagin (Finite Series, Sat-Sun)	Colors	20.00 - 21.00	4.3	0.8	0.9	1.2	0.9	-

- 8 daily soaps on-air, including 5 existing and 3 new shows
- 4 of the 5 existing daily soaps are slot leaders
- 1 new finite series of 36 episodes of 1 hr each on colors, opened at 4+ rating

\* BARC ratings for the week 45 (7<sup>th</sup>-13<sup>th</sup> Nov 2015)

Slot Leader

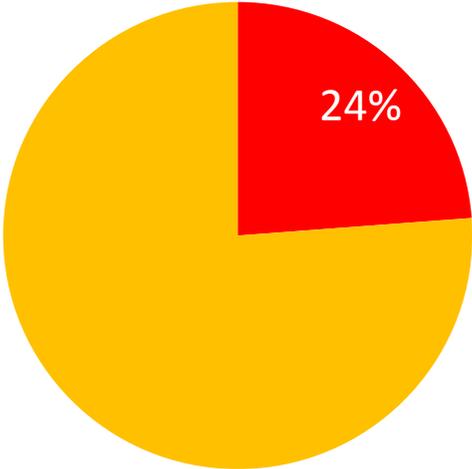


New Shows

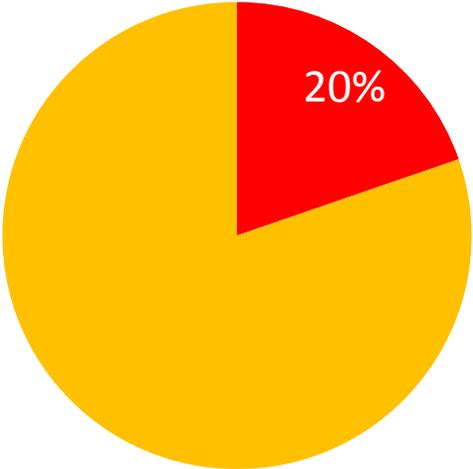


# BTL's Contribution in the GRP's of Leading GECs

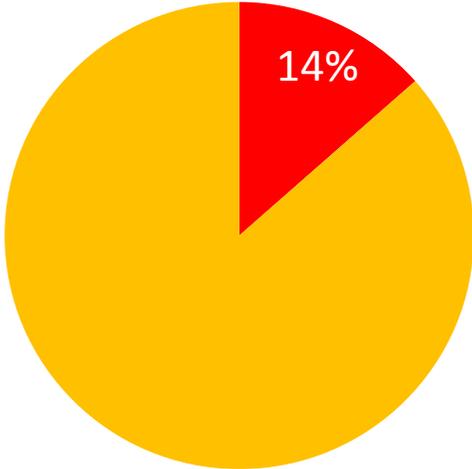
Star Plus



Zee TV



Colors



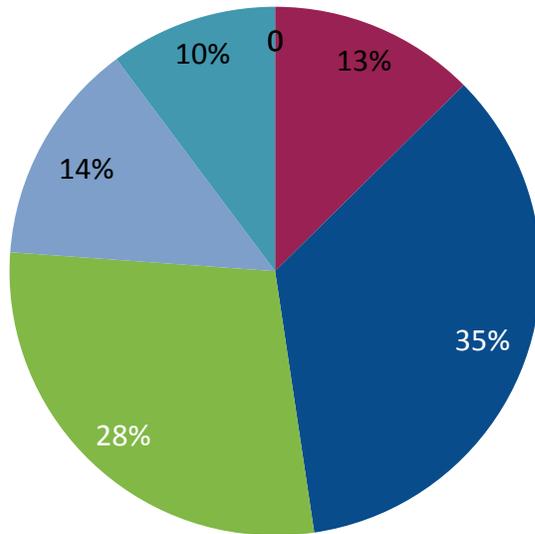
- A leading contributor to the GRP's of top GECs

\* BARC ratings for the week 45 (7<sup>th</sup>-13<sup>th</sup> Nov 2015)

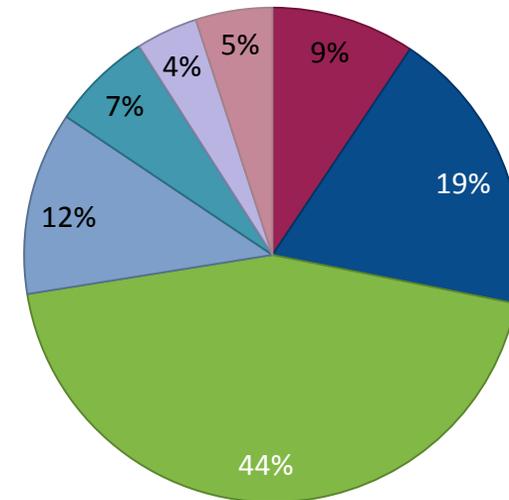


# Share of Different Broadcasters – H1 FY16 & FY15

Revenue Share in H1 FY16



Revenue Share in FY15



■ Sony ■ Star Plus ■ Zee ■ Colors ■ Life Ok ■ Sony Pal ■ DD

■ Sony ■ Star ■ Zee ■ Viacom ■ Life Ok ■ Sony Pal ■ DD

- Star network replaced Zee Network as the major contributor due to Nach Baliye -7 on Star Plus and discontinuation of Jodha Akbar on Zee
- The new shows from Q3 FY16 onwards will further strengthen the contribution of Colors, Star Plus, & TV and Sony
- DD's contribution dropped down to 0% due to postponing the revenue realization to the last quarter of FY16



# Key Operating Highlights

- Successfully launched four shows on various GEC's
  - Pyaar Ko Ho Jaane Do on Sony from Monday to Friday – October 20, 2015
  - Kuch Toh Hai Tere Mere Darmiyaan on Star Plus from Monday to Saturday – September 28, 2015
  - Yeh Kahan Aa Gaye Hum on &TV from Monday to Friday – October 26, 2015
  - Naagin a finite series of 36 episodes of one hour programming on Colors on Saturday and Sunday – November 1, 2015
- Nach Baliye was successfully aired on Star Plus and was concluded during the quarter
- Various non-fiction ideas under negotiations with leading GEC's



# Other businesses

## Chhayabani Balaji Entertainment Private Limited

- A 50:50 partnership with Chhayabani Entertainment to make shows in the Bengla market
- The future pipeline includes following shows
  - **Star Jalsa**
    - Music realty show of 1 hour on Sunday, to be telecast from 2<sup>nd</sup> week of March'2016
    - Daily fiction show - 6 days/week (Telecast date to be decided)
  - **Colors Bangla**
    - Daily fiction 6 days/week, to be telecast 2<sup>nd</sup> week of December'2015
    - 3 days/weekly series of 1 hour programming each (Telecast date to be decided)
  - **Zee Bangla**
    - Daily fiction programing 6 days/week mythological love stories (Telecast date to be decided)

## Marinating Films Private Limited

- Balaji Telefilms bought a 51% stake in Mumbai based Marinating Films Private Limited
- The company is focused on developing IPR based properties. The current IPRs include Television Style Awards (TV awards), Box Cricket League (a celebrity based cricket league) and tele calendar (one of its kind calendar in the history of Indian television industry)
- The future pipeline includes:
  - **Licensed the Box Cricket League Punjab regional rights to Xaam Media**
  - **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 – Edition 2**
- The company has also Produced a fitness DVD with Sunny Leone, a famous Bollywood actress, for Times Wellness



# Other businesses

## Event Media LLP

- A limited liability partnership between BTL and Select Media Holdings in which BTL owns 51%
- The company is focused on developing both televised as well as ticketing events with IP ownership
- In past, the company has produced Box Office Awards and Mother's Day Special event for Star Plus
- At present, the company owns the IPR of Box Office Awards (A award show to facilitate the best works in the Bollywood)

## 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, giving the consumers a chance to dress like their favorite stars
- The fashion line is currently exclusively available on Best Deal TV in the TV commerce space
- Balaji is also in the process of tying up with a leading e-commerce platform to sell the merchandise online



# BTL Shows – Daily Soaps

8 year run  
completed over  
1,600 episodes



8 year run  
completed over  
1,800 episodes



7 year run  
completed  
over 1,700  
episodes

3 year run  
completed  
over 740  
episodes



4 year run  
completed over 750  
episodes



# BTL Shows – Daily Soaps (cont'd)

3 year run  
completed over 700  
episodes



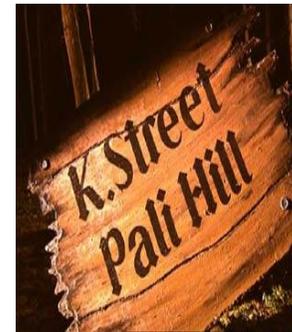
2 year run  
completed over 200  
episodes



4 year run  
completed over  
1,000 episodes



3 year run  
completed  
over 600  
episodes

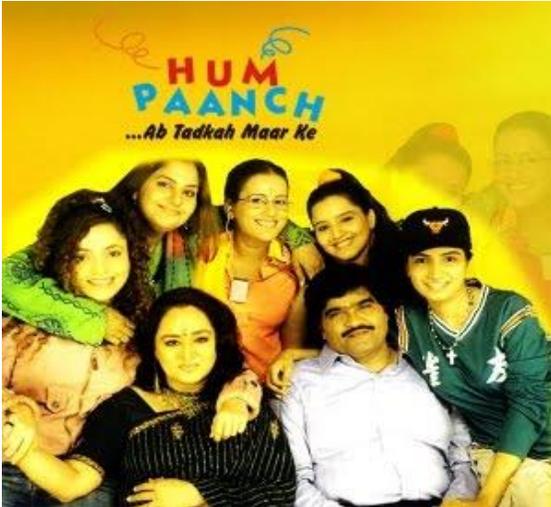


2 year run  
completed over 400  
episodes

5 year run completed  
over 1,400 episodes



# BTL Shows – Other Genres



5 year run  
most  
acclaimed  
serial



# BTL Shows - Regional

Regional: Kannada  
No. of yrs: 12 yrs  
No. of Shows: 14  
No. of Episodes: 5,832



Regional: Tamil  
No. of yrs: 9 yrs  
No. of Shows: 7  
No. of Episodes: 3,309



Regional: Telugu  
No. of yrs: 14 yrs  
No. of Shows: 17  
No. of Episodes: 5,619



Regional: Malyalam  
No. of yrs: 5 yrs  
No. of Shows: 5  
No. of Episodes: 1,748



Regional: Other  
Regional(Marathi/Punjabi/Bengali)  
No. of yrs: 2 yrs  
No. of Shows: 8  
No. of Episodes: 1,370





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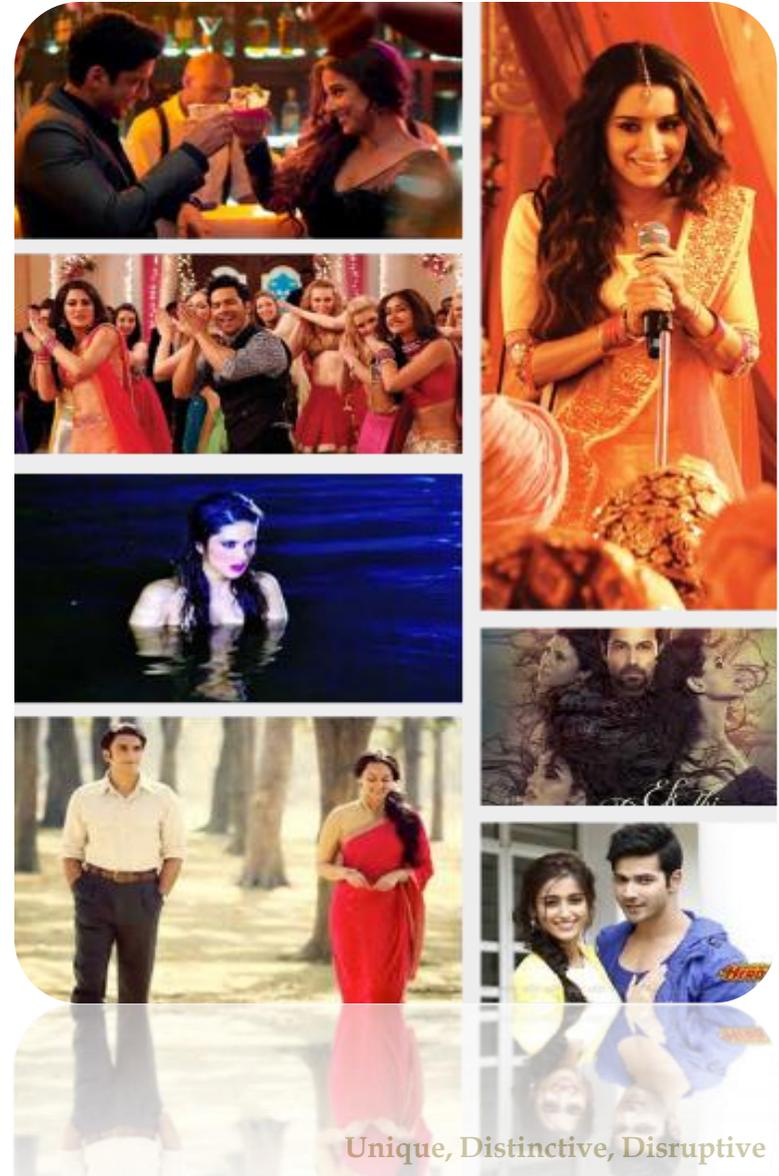
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# Movies

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# Key Business Drivers - Movies

- Rapidly 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
- 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 – including 6-8 movies in next 12 months
- New emerging platforms
- 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 network 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

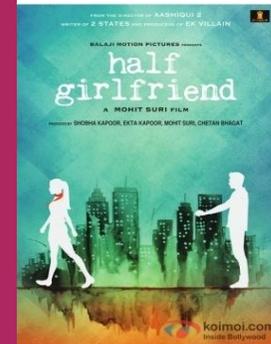
## Strategic Partnerships

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



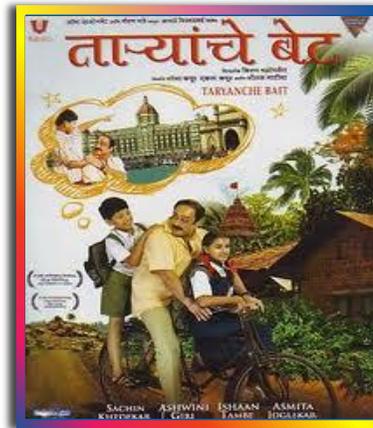
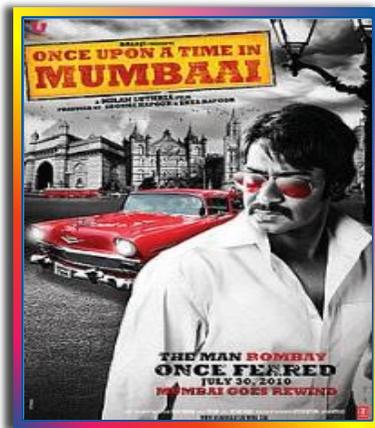
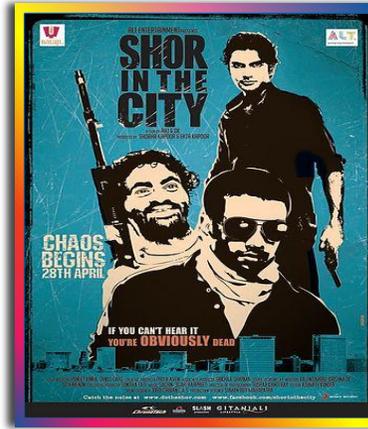
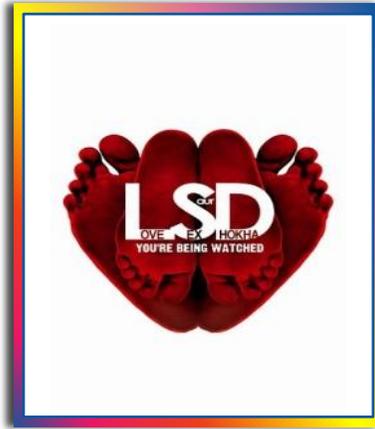
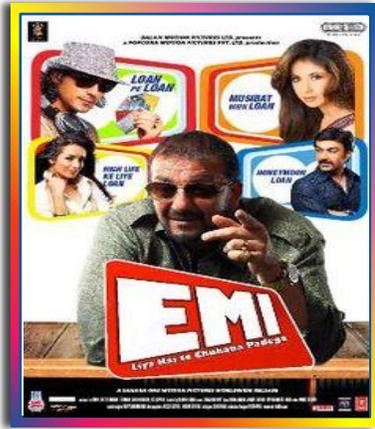
# Movies Pipeline

- 'Great Grand Masti' last leg of shooting underway – expected release Q4 FY16
- 'Kya Kool Hai Hum 3' and 'XXX' in post production stage - expected release Q4 FY16
- 'Udta Punjab' in post production stage - expected release Q1 FY17
- 'Azhar' a biopic, shooting in progress – expected release Q1 FY17
- 'A Flying Jatt' a super hero film, shooting in progress, expected to release in Q1 FY17
- 'Half Girlfriend' shoot to start from Q1 FY17
- A robust future movie pipeline is in place to make sure 6-8 releases every year

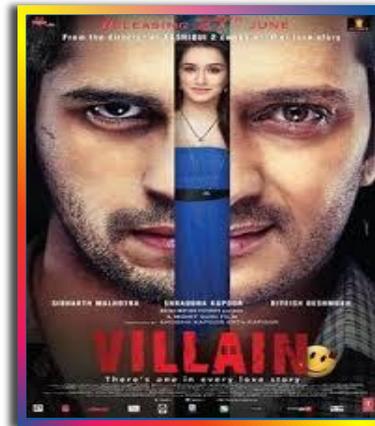
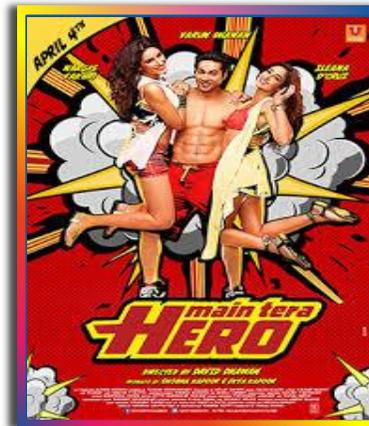
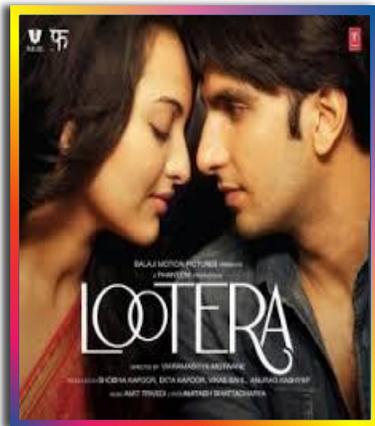
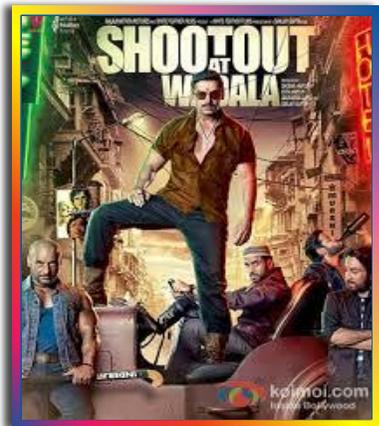
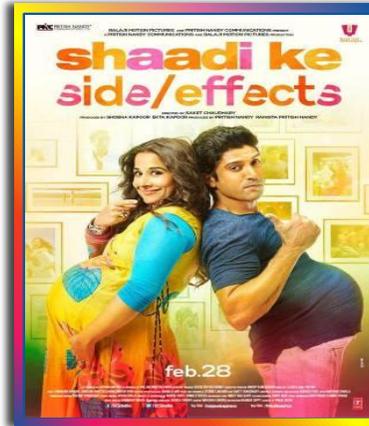
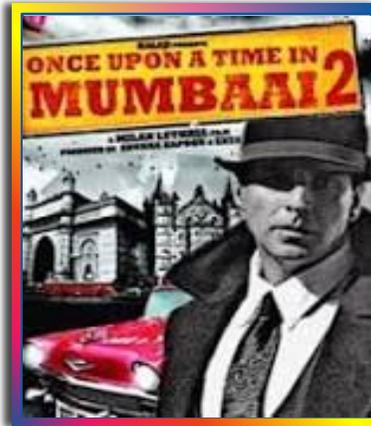
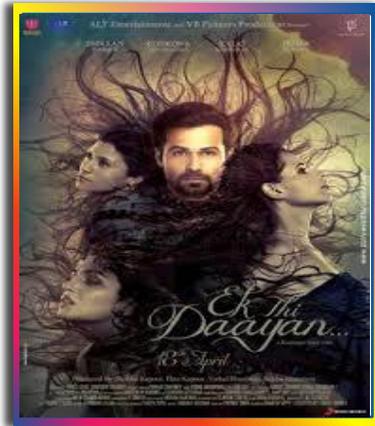




# Our IPRs (cont'd)



# Our IPRs (cont'd)



# Amortisation Policy on Inventory

- Items of inventory are carried at lower of cost and net realizable value. Cost is determined on following basis:
  - Films: Actual Cost
  - Unamortised cost of films: The cost of films is amortised in the ratio of current revenue to expected total revenue. At the end of each accounting period, balance unamortised cost is compared with net expected revenue. If net expected revenue is less than unamortised cost, the same is written down to net expected revenue
- Marketing and distribution expenses are charged to revenue in the period in which they are incurred and are not inventorised





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# ALT Digital - Digital B2C

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# Supported by a Team with Strong Pedigree



**Nachiket Pantvaidya**  
CEO – ALT Digital

- An IIM Ahmedabad Alumnus with 20+ years of experience in Media & Entertainment
- Before joining ALT, he was serving as Business head of Sony Entertainment Television
- Nachiket has also served at the leadership positions in other organizations, including Business Head at Star Plus, Head of Star Pravah and MD of Fox Television Studios, GM South Asia at BBC Worldwide, ED – production at The Walt Disney Company India



**Sunil Nair**  
Business Head

- 10+ years of experience in the digital video space
- Senior management roles across companies like One Channel (CEO), Reliance Jio (Vice President) and Star India (as Head of Indya/MyStar) among others



**Ashish Bhansali**  
Digital Product Head

- Over 9 years of experience in leading digital technology products in corporate as well as startups
- Led Video on Demand products for Star TV, Reliance Entertainment, nautanki.tv in the past
- B.Tech from IIT Bombay 2006



**Sudarshan Kadam**  
Head, Alliances and Partnerships

- 13+ Years Of experience in business development, content acquisition, digital distribution of games, videos
- Senior roles in companies like Reliance Jio (Deputy General Manager), Walt Disney (Product Head) and Next Education Pvt Ltd (Deputy General Manager – Business Development)



**Meenakshi Mediratta**  
Head, Digital Marketing

- Digital media professional with over 12 years of experience in developing media and brand solutions
- ~9 years at Mindshare working across categories like FMCG, Airline, Telco, Financial services



**Joyce Andrade**  
Head Operations & CRM

- 5 years of experience in content programming and delivery operations, project management, product operation across all connected platforms and Customer experience/ relationship management both offline and online
- Worked across digital media companies like Star India (Indya/MyStar), Zee Entertainment (Ditto TV) and Spuul



# Key Business Drivers - Digital

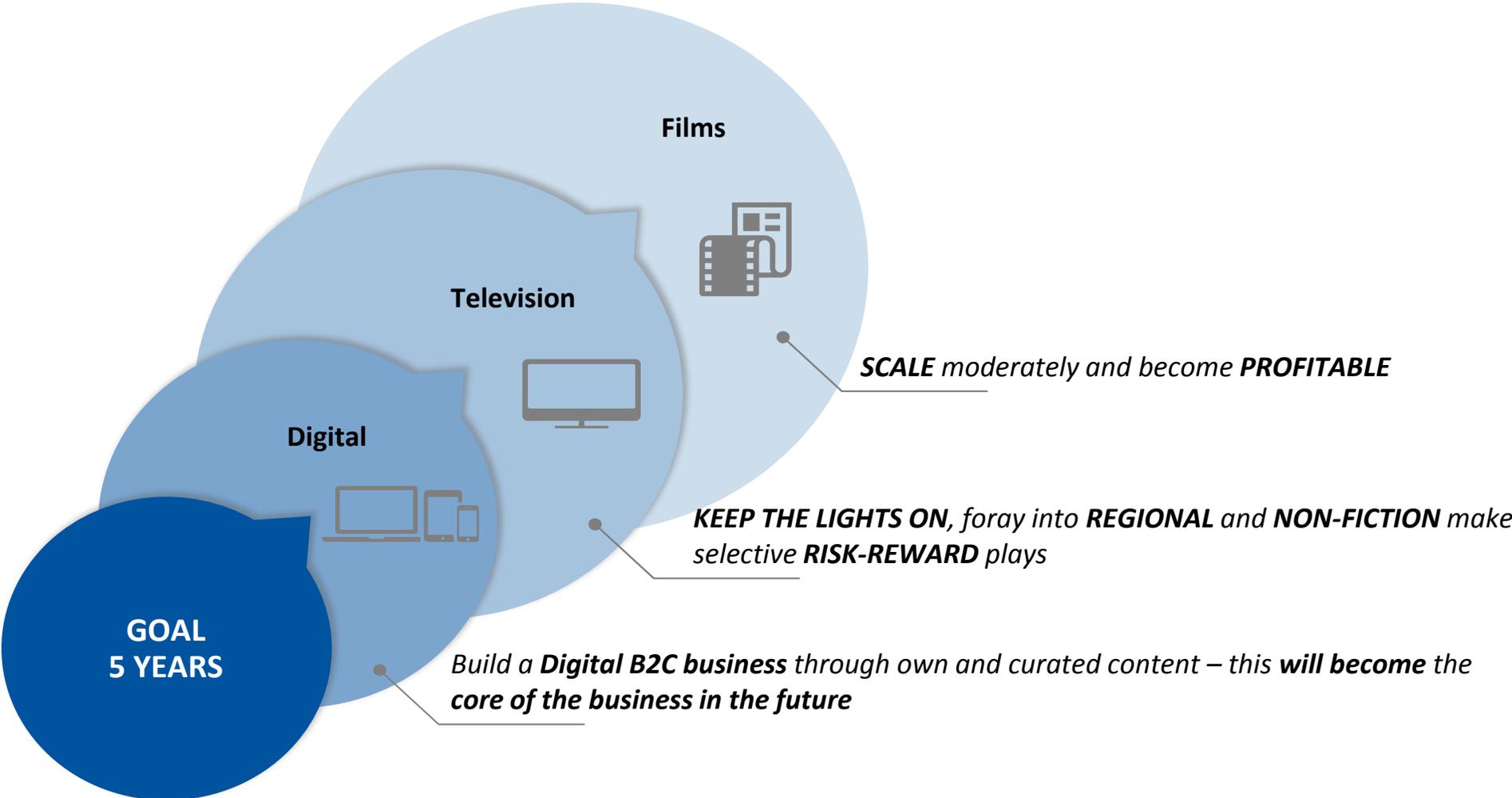
- India has a large number of mobile internet consumers who are spending money on the internet
- The content consumption is primarily through streaming from apps and social media rather than downloads

- Growth in broadband internet to accelerate significantly in the future
- The internet audiences viewing videos have different set of characteristics and segments who are willing to pay for accessing these videos on mobile internet

- Majority of available online is re-run or DIY, leaving a big opportunity to offer original web-series for internet audience
- Led by an experienced, professional management team with strong experience in media & entertainment, Balaji is well positioned to create a leading OTT platform



# Building a Digital B2C Business Emerged as a Critical Element of the Strategy to Achieve the Goal



# Business Model



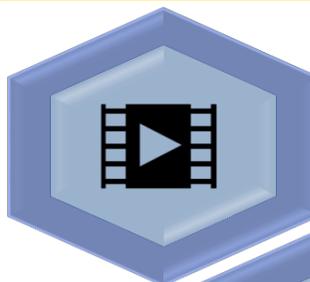
# Our Business Model Involves Launching a Digital Brand 'ALT Digital' Backed by Original Content D2C Using a Subscription Model

## Technology

Global 'best of breed' technology to ride on the imminent explosion of internet bandwidth in the country. Streaming and offline viewing options. Delivered over multiple screens

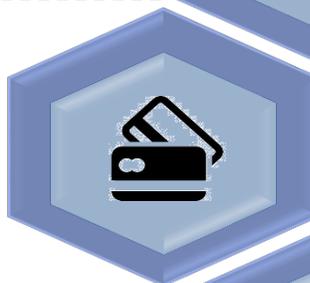
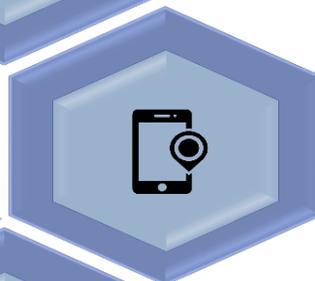
## Target group

Smartphone internet user, Youth, affluent, urban Indians and Indians living overseas; YouTube and social media, lives in urban and semi-urban cities globally with broadband connectivity



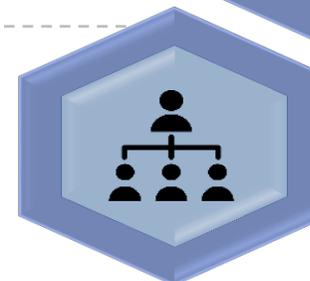
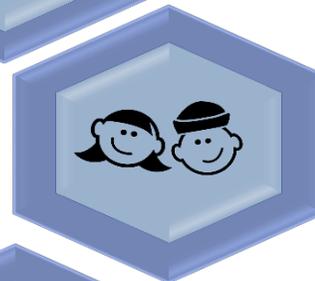
## Content strategy

Edgy, large variety and volume of original content created especially for the OTT platform. It will have aggregated content as well which is never seen-before in India



## Revenue model

Primary source- Subscription based freemium approach  
Secondary source- Advertisements, licensing & sponsorship



## Marketing & Distribution

Marketing dollars will primarily be focused on marketable content, digital marketing and PR. Multiplier effect will come from distribution deals with partners like Micromax, Sony Consumer Electronics, Panasonic, Karbon, Snapdeal, Pay U, Speed Fetch / Ozone Wifi, etc.



# The Digital Value Chain Allows Us to Go Direct to Consumer

## Existing TV value chain



- Balaji currently operates in content production with no connect to the end consumer and no IP ownership (which is owned by the broadcaster)

## Digital value chain

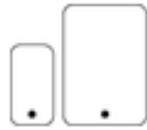


- Digital provides an opportunity to break this cycle and own the consumer as well as the content IP

Source: Avalon Research and analysis



# The Content will be Delivered D2C on Smartphones, Tablets and Other Screens



**Smartphones & Tablets**



**Set-top Boxes**



**Streaming Media  
Players**

**ROKU**



A BALAJI Telefilms Venture



**Game Consoles**



**Smart TVs**



**PCs & Laptops**

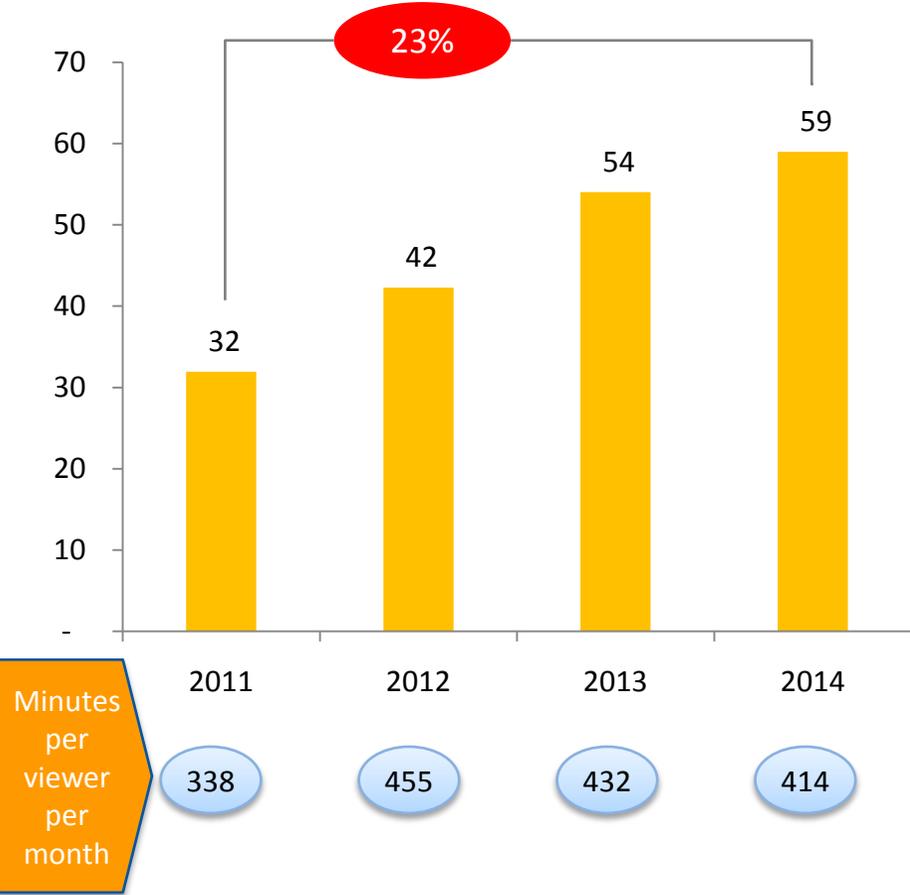


# Opportunity Canvas

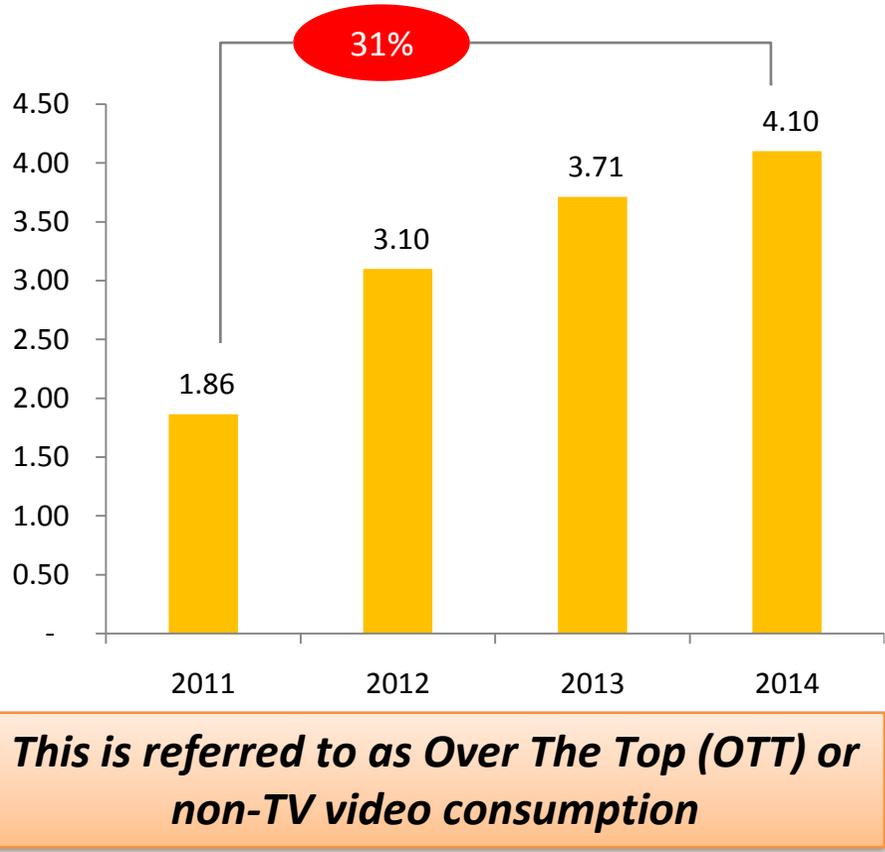


# Online Video Consumption is Growing Rapidly

Online video viewership in India on PC, unique users (monthly average) # million



Online video views in India on PC (Monthly Average) # billion

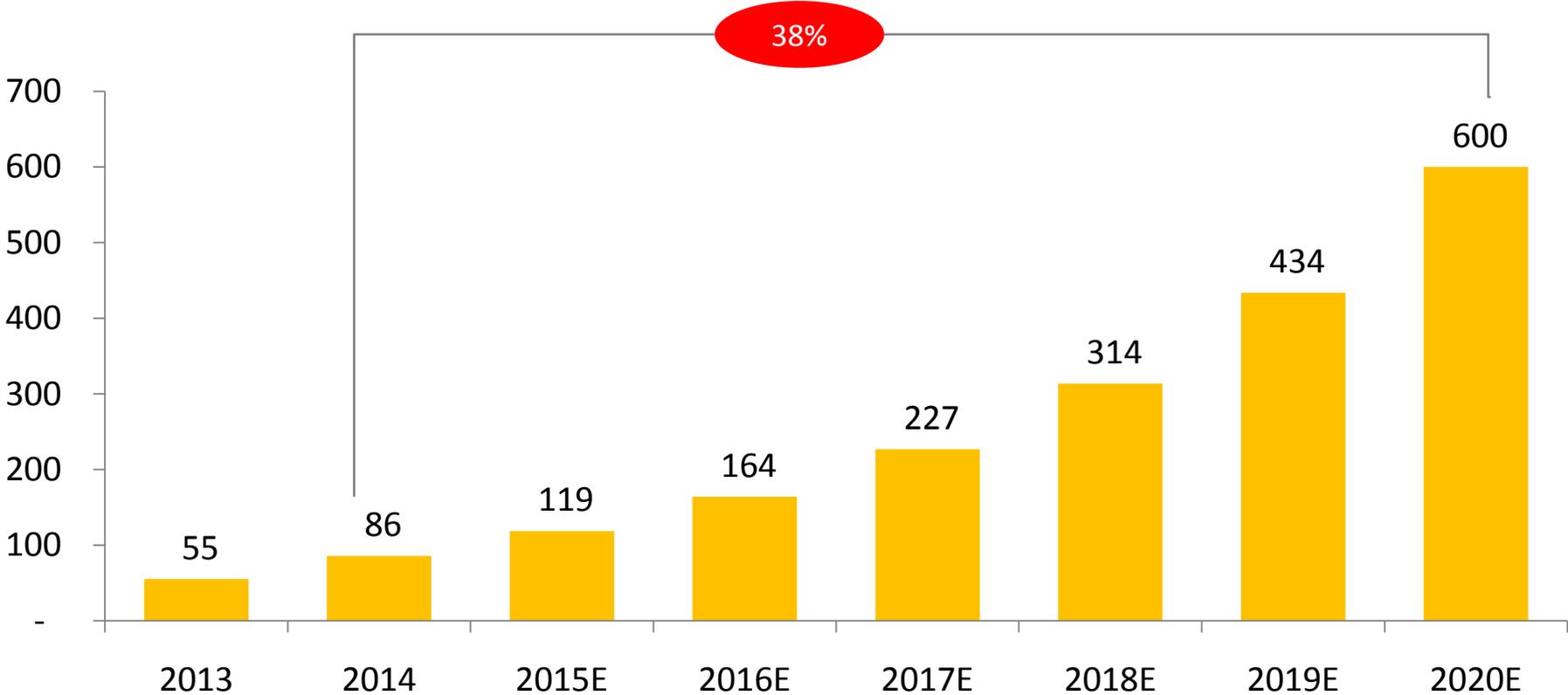


Source: ComScore, Avalon Consulting Research and Analysis



# Further Driven by Growth in Broadband Internet, Led by Growing Smartphone Numbers

Broadband connections in India  
# million



Source: TRAI, Ericson study



# The Internet Audiences Viewing These Videos Have Different Set of Characteristics and Segments.....

- 23 - 40 years
- Tier I-II cities
- Net access via mobile
- Heavy net users (Entertainment)
- Moderate wallet

**Entertainment Enthusiast**



- 23 - 40 years
- Tier I cities
- Net access via mobile
- Use net for utility and productivity function
- Moderate wallet

**Professional Pro**



- 23 - 40 years
- Tier I cities
- Net access via mobile
- Social media, shopping (Women)
- Affluent

**Social Shopper**



- 40+ years
- Tier I-IV cities
- Net access via PCs/Laptops
- News and information
- High wallet

**Late Learner**



- 15 - 22 years
- Urban and Rural
- Net access via mobile
- Social networking, entertainment
- Low wallet

**Active Aspirer**



- 23+ years
- Rural
- Net access via mobile, internet cafes
- Government services, Entertainment
- Low wallet

**Data Discoverer**



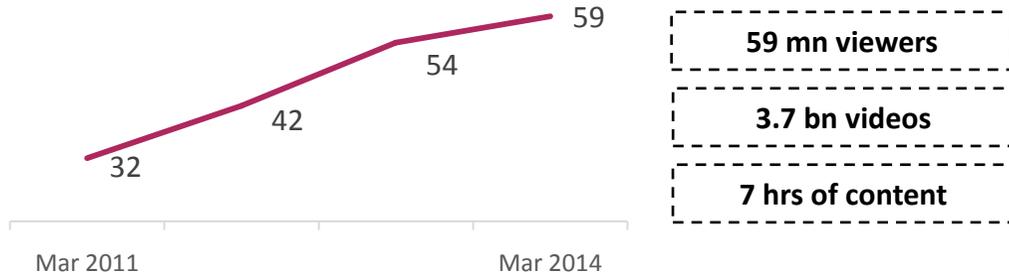
- 23 - 30 years
- Tier II-IV cities
- Net access via laptops
- Social networking (Mostly female)
- Moderate wallet

**Novel Networker**

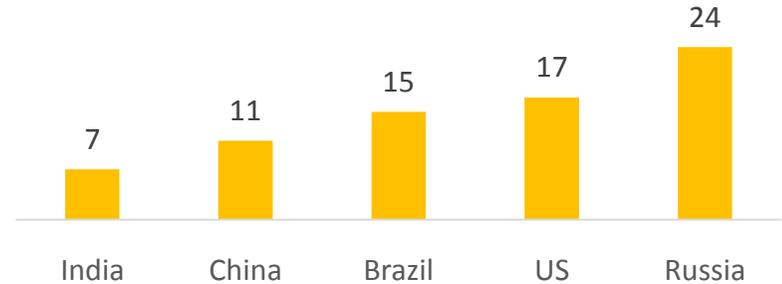


# ...Who is Already Accessing Various Services on Mobile Internet...

Video viewing on PCs has almost doubled in 3 years  
Unique viewers (mn per month)



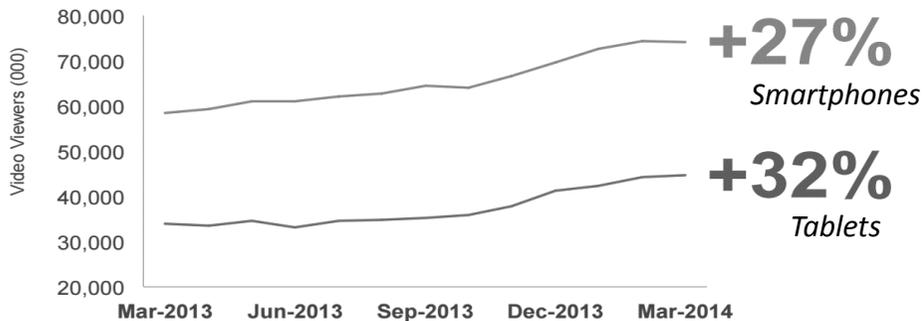
Online video landscape  
Video audience (hours/month/viewer)



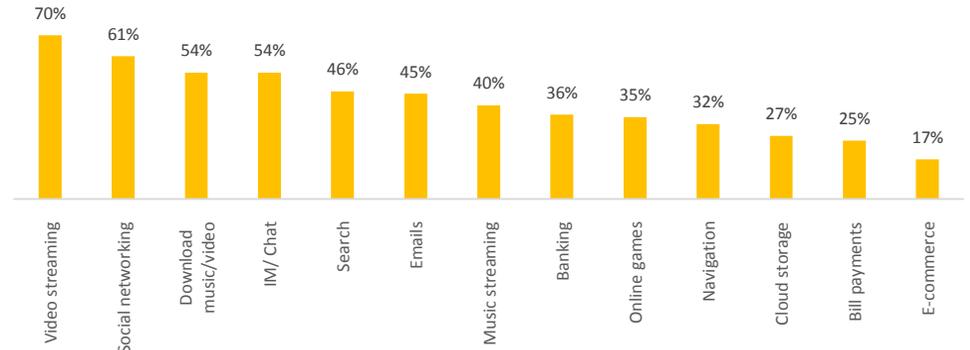
Source: Comscore

*India is expected to follow global trends in rising OTT consumption with mobile powering growth*

The number of smartphone and tablet video viewers has increased considerably



Smartphone users spend maximum "internet time" watching video



Source: Comscore, Ericson Study, Deloitte study on TMT

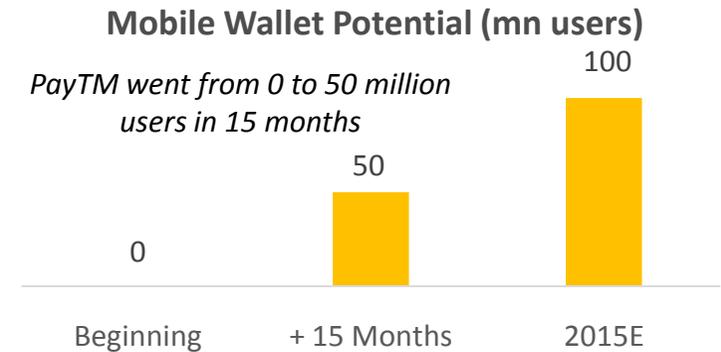
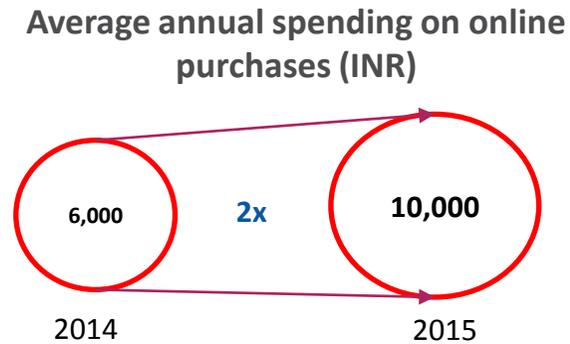


# ....and Paying for it

*Internet users are becoming increasingly comfortable transacting online*



Source: Assocham-PWC study



Source: Industry research



# Our Offerings



# Our Plans are Built Around the Emerging Changes in the Viewing Habits of Consumers

- The audience is ***moving towards non traditional media*** like mobile and other connected devices
- This audience is ***willing to consume*** and ***pay*** for online services
- However, they are ***hungry for quality original content*** and not rehashed film and TV material
- Our plan is to be build a scalable and profitable D2C business by offering diverse original content
  - ***as a subscription service***
  - ***on a mobile app and other connected devices***
  - ***under the 'ALT' brand***

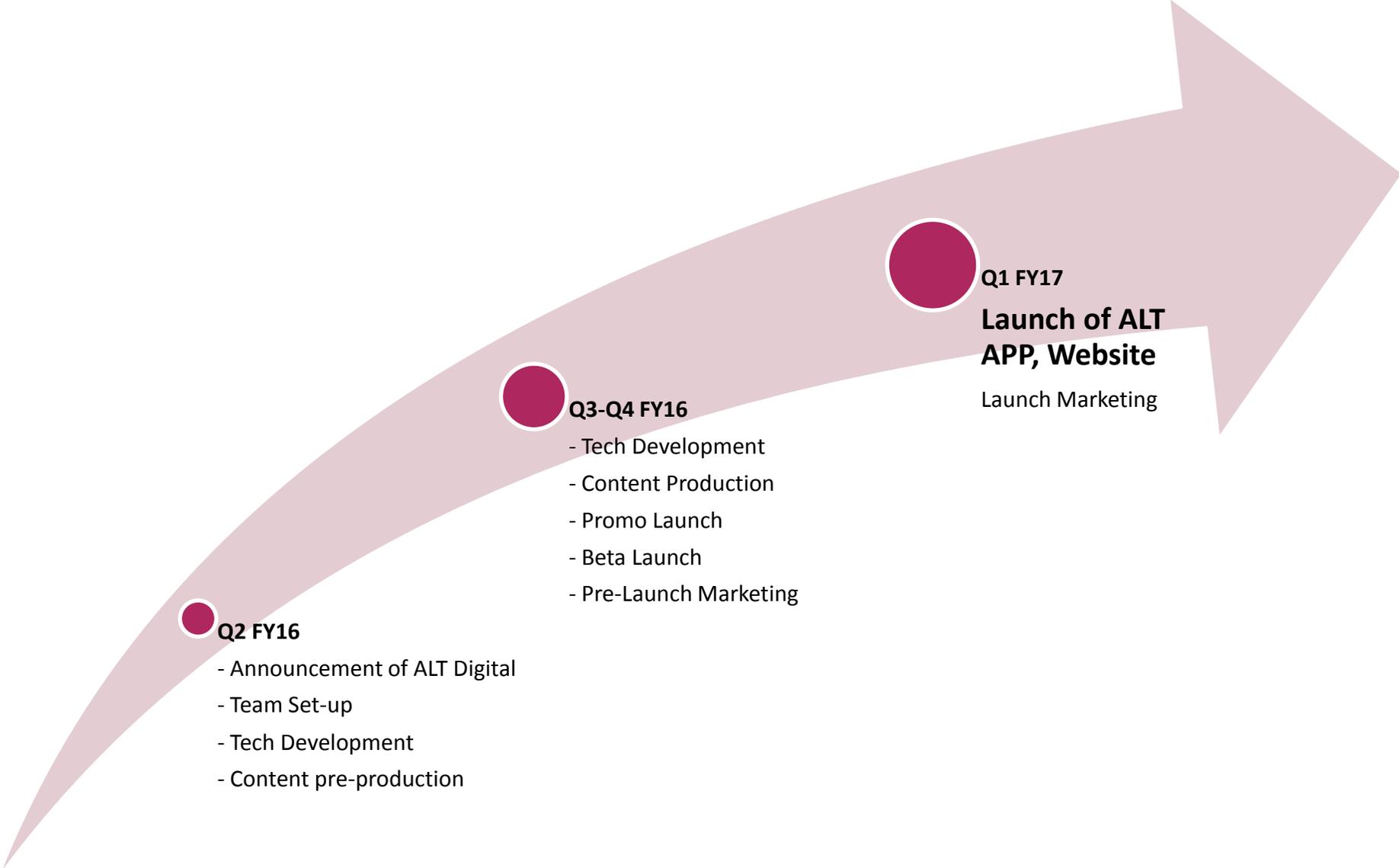


# To Ride the Next Level of Growth

- ALT is being built on a key emerging and rapidly accelerating trend – **the young, urban audience** is looking for entertainment content outside TV to watch at their convenience
- A small and growing segment of this audience is **willing to pay for such content**
- **Broadband and smartphone growth** will rapidly accelerate market development enabling us to offer our compelling content to them at a reasonable price
- The ALT business model will allow Balaji **to reach the consumer directly while continuing to own its IP**
- **Investors are willing to back** such business models at attractive valuations
- **A skilled team** is being assembled and a robust implementation plan is being executed to help realise the opportunity and meet BTL's stated goals



# Launch plan - On Track to Launch by Q1FY17





*Balaji Telefilms Ltd.*

Unique, Distinctive, Disruptive

# Group Financials

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# Standalone Financials | Income statement

INR Mn	FY11	FY12	FY13	FY14	FY15	(H1)FY16
Revenue from operations	1,505	1,181	1,350	1,292	2,058	1,196
Other operating revenue	-	112	58	23	39	30
<b>Total Revenue</b>	<b>1,505</b>	<b>1,294</b>	<b>1,409</b>	<b>1,315</b>	<b>2,097</b>	<b>1,226</b>
<i>Growth%</i>						34% <sup>1</sup>
Cost of production of television serials	1,091	866	1,092	1,006	1,668	915
<b>Gross Margin</b>	<b>414</b>	<b>315</b>	<b>258</b>	<b>286</b>	<b>390</b>	<b>281</b>
<i>Gross Margin%</i>	<i>27%</i>	<i>27%</i>	<i>19%</i>	<i>22%</i>	<i>19%</i>	<i>24%</i>
Employee benefits expense	146	149	75	72	91	60
Other expenses	291	349	177	190	211	86
<b>EBITDA</b>	<b>(23)</b>	<b>(71)</b>	<b>64</b>	<b>48</b>	<b>127</b>	<b>164</b>
EBITDA%			5%	4%	6%	14%
Depreciation & amortization expense	107	71	79	55	76	39
Finance costs	-	-	1	12	3	-
Other Income	155	265	182	179	102	77
<b>PBT</b>	<b>25</b>	<b>123</b>	<b>166</b>	<b>160</b>	<b>151</b>	<b>202</b>
Tax expense	(10)	(9)	33	60	28	54
<b>PAT</b>	<b>34</b>	<b>132</b>	<b>133</b>	<b>100</b>	<b>123</b>	<b>148</b>
<i>PAT%</i>	<i>2%</i>	<i>10%</i>	<i>9%</i>	<i>8%</i>	<i>6%</i>	<i>12%</i>

<sup>1</sup> Represents growth in H1 FY2016 over H1 FY2015



# Standalone Financials | Balance Sheet

INR Mn	FY11	FY12	FY13	FY14	FY15	(H1)FY16
<b>Equity and liabilities</b>						
<b>Shareholders' funds</b>	3,969	4,070	4,172	4,242	4,300	4,448
Share Capital	130	130	130	130	130	130
Reserves and surplus	3,838	3,939	4,042	4,112	4,169	4,318
<b>Current Liabilities</b>	266	282	261	282	399	502
Trade payables	175	192	200	214	318	315
Other current liabilities	73	74	30	35	2	127
Short-term provisions	18	16	31	33	79	60
<b>Total</b>	4,234	4,352	4,434	4,524	4,699	4,950
<b>Assets</b>						
<b>Non-current assets</b>						
Fixed assets						
<i>Tangible assets</i>	857	317	259	208	230	253
<i>Capital work-in-progress</i>	-	7	-	9	2	40
Non-current investments	300	476	618	668	666	669
Deferred tax assets (net)	1	10	15	25	57	65
Long- term loans and advances	202	212	345	370	247	315
<b>Current assets</b>						
Current investments	1,761	2,100	1,187	1,600	1,451	782
Inventories	15	69	35	65	51	103
Trade receivables	506	316	364	315	590	674
Cash and cash equivalents	47	54	97	8	65	31
Short-term loans and advances	532	785	1,500	1,181	1,220	1896
Other current assets	15	7	14	75	121	121
<b>Total</b>	4,234	4,352	4,434	4,524	4,699	4,950



# Standalone Financials | Cash Flow

INR Mn	FY11	FY12	FY13	FY14	FY15	(H1)FY16
<b>Cash flow from operating activities</b>						
<b>Profit/ (loss) for the year</b>	(44)	107	166	160	151	202
Adjustments	(45)	(185)	(84)	(40)	35	(56)
Operating profit/(loss) before working capital changes	(89)	(78)	82	121	186	147
Working capital adjustments	65	138	15	(25)	(200)	19
Income- tax refund received/ (paid)	(105)	(93)	121	(99)	-	(103)
<b>Net cash from/(used in ) operating activities</b>	<b>(128)</b>	<b>(33)</b>	<b>218</b>	<b>(3)</b>	<b>(15)</b>	<b>63</b>
<b>Cash flow from investing activities</b>						
Purchase of fixed assets	(128)	(45)	(15)	(12)	(131)	(101)
Sale of fixed assets (including sale of land)	1	512	2	-	-	-
Others	298	(412)	(147)	(40)	254	51
<b>Net cash flow from investing activities</b>	<b>170</b>	<b>54</b>	<b>(160)</b>	<b>(51)</b>	<b>123</b>	<b>(50)</b>
<b>Cash flow from financing activities</b>						
Dividend paid	(20)	(13)	(13)	(26)	(39)	(39)
Corporate dividend tax paid	(3)	(2)	(2)	(4)	(8)	(8)
<b>Net cash flow from/(used in) financing activities</b>	<b>(23)</b>	<b>(15)</b>	<b>(15)</b>	<b>(31)</b>	<b>(47)</b>	<b>(47)</b>
<b>Net increase (decrease) in cash and cash equivalents</b>	<b>19</b>	<b>7</b>	<b>43</b>	<b>(85)</b>	<b>60</b>	<b>(33)</b>
Cash and cash equivalents at the beginning of the year	21	43	47	88	4	64
(Less)/ Add fixed deposits in lien against bank guarantee	3	(3)	-	-	-	-
<b>Cash and cash equivalents at the end of the year</b>	<b>43</b>	<b>47</b>	<b>90</b>	<b>4</b>	<b>64</b>	<b>31</b>
<b>Investment in mutual fund units at the end of the year</b>	<b>1,761</b>	<b>2,099</b>	<b>1,186</b>	<b>1,599</b>	<b>1,451</b>	<b>782</b>



# Group Financials | Income statement

INR Mn	FY11	FY12	FY13	FY14	FY15	(H1)FY16
<b>Total Revenue</b>	<b>1,922</b>	<b>1,878</b>	<b>1,860</b>	<b>4,075</b>	<b>3,465</b>	<b>1,309</b>
<i>Growth%</i>		(2%)	(1%)	119%	(15%)	(34%) <sup>1</sup>
Cost of production	1,355	1,165	1,302	3,851	2,965	969
<b>Gross Margin</b>	<b>567</b>	<b>713</b>	<b>558</b>	<b>224</b>	<b>500</b>	<b>340</b>
<i>Gross Margin%</i>	29%	38%	30%	5%	14%	26%
Employee benefits expense	184	200	140	164	152	91
Other expenses	380	501	337	278	287	133
<b>EBITDA</b>	<b>3</b>	<b>12</b>	<b>80</b>	<b>(218)</b>	<b>61</b>	<b>115</b>
EBITDA%	-	1%	4%	(5%)	2%	9%
Depreciation & amortization expense	107	71	80	60	83	43
Finance costs	-	1	1	14	3	-
Other Income	158	272	184	180	110	76
<b>PBT</b>	<b>54</b>	<b>211</b>	<b>183</b>	<b>(112)</b>	<b>85</b>	<b>148</b>
Tax expense	(4)	(9)	37	60	29	54
<b>PAT</b>	<b>57</b>	<b>220</b>	<b>146</b>	<b>(172)</b>	<b>56</b>	<b>94</b>
<i>PAT%</i>	3%	12%	8%	(4%)	2%	7%

<sup>1</sup> Represents growth in H1 FY2016 over H1 FY2015



# Group Financials | Balance Sheet

INR Mn	FY11	FY12	FY13	FY14	FY15	(H1)FY16
<b>Equity and liabilities</b>						
<b>Shareholders' funds</b>	3,725	3,914	4,029	3,827	3,818	3,916
Share Capital	130	130	130	130	130	130
Reserves and surplus	3,594	3,784	3,899	3,696	3,687	3,781
<b>Current Liabilities</b>	280	334	462	520	478	642
Trade payables	186	215	296	302	372	340
Other current liabilities	76	103	135	185	27	241
Short-term provisions	18	16	32	33	79	60
<b>Total</b>	4,004	4,248	4,491	4,347	4,296	4,556
<b>Assets</b>						
<b>Non-current assets</b>						
<b>Fixed assets</b>						
<i>Tangible assets</i>	858	318	267	223	270	292
<i>Capital work-in-progress</i>	-	7	3	9	2	41
Non-current investments	-	176	317	367	320	333
Goodwill on consolidation	-	-	-	-	15	15
Deferred tax assets (net)	1	10	15	25	57	65
Long- term loans and advances	202	252	516	654	639	638
Other non-current assets	-	-	-	1	4	4
<b>Current assets</b>						
Current investments	1,761	2,100	1,187	1,600	1,451	792
Inventories	128	430	1,506	700	302	1,030
Trade receivables	506	338	398	385	670	712
Cash and cash equivalents	51	60	111	78	110	61
Short-term loans and advances	483	549	158	214	334	467
Other current assets	15	7	14	90	121	121
<b>Total</b>	4,004	4,248	4,491	4,347	4,296	4,556



# Group Financials | Cash Flow

INR Mn	FY11	FY12	FY13	FY14	FY15	(H1)FY16
<b>Cash flow from operating activities</b>						
<b>Profit/ (loss) for the year</b>	(15)	195	183	(112)	85	148
Adjustments	(42)	(183)	(83)	(35)	56	(53)
Operating profit/(loss) before working capital changes	(57)	12	100	(147)	141	95
Working capital adjustments	151	(141)	(1,045)	635	(147)	(620)
Income- tax refund received/ (paid)	(124)	(47)	122	(102)	(12)	(108)
<b>Net cash from/(used in ) operating activities</b>	(30)	(176)	(823)	386	(18)	(633)
<b>Cash flow from investing activities</b>						
Purchase of fixed assets	(129)	(46)	(25)	(24)	(148)	(103)
Sale of fixed assets (including sale of land)	1	512	2	-	-	-
Others	192	(266)	912	(363)	246	735
<b>Net cash flow from investing activities</b>	64	200	889	(387)	98	632
<b>Cash flow from financing activities</b>						
Dividend paid	(20)	(13)	(13)	(26)	(39)	(39)
Corporate dividend tax paid	(3)	(2)	(2)	(4)	(8)	(8)
<b>Net cash flow from/(used in) financing activities</b>	(23)	(15)	(15)	(31)	(47)	(47)
<b>Net increase (decrease) in cash and cash equivalents</b>	11	9	50	(31)	32	(49)
Cash and cash equivalents at the beginning of the year	33	47	53	104	73	109
Cash acquired on acquisition	-	-	-	-	4	-
(Less)/ Add fixed deposits in lien against bank guarantee	3	(3)	-	-	-	-
<b>Cash and cash equivalents at the end of the year</b>	47	53	104	73	109	60
<b>Investment in mutual fund units at the end of the year</b>	1,761	2,099	1,186	1,599	1,451	792





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**Thank You**