

# Investor Presentation



*Balaji Telefilms Ltd.*

*Unique, Distinctive, Disruptive*

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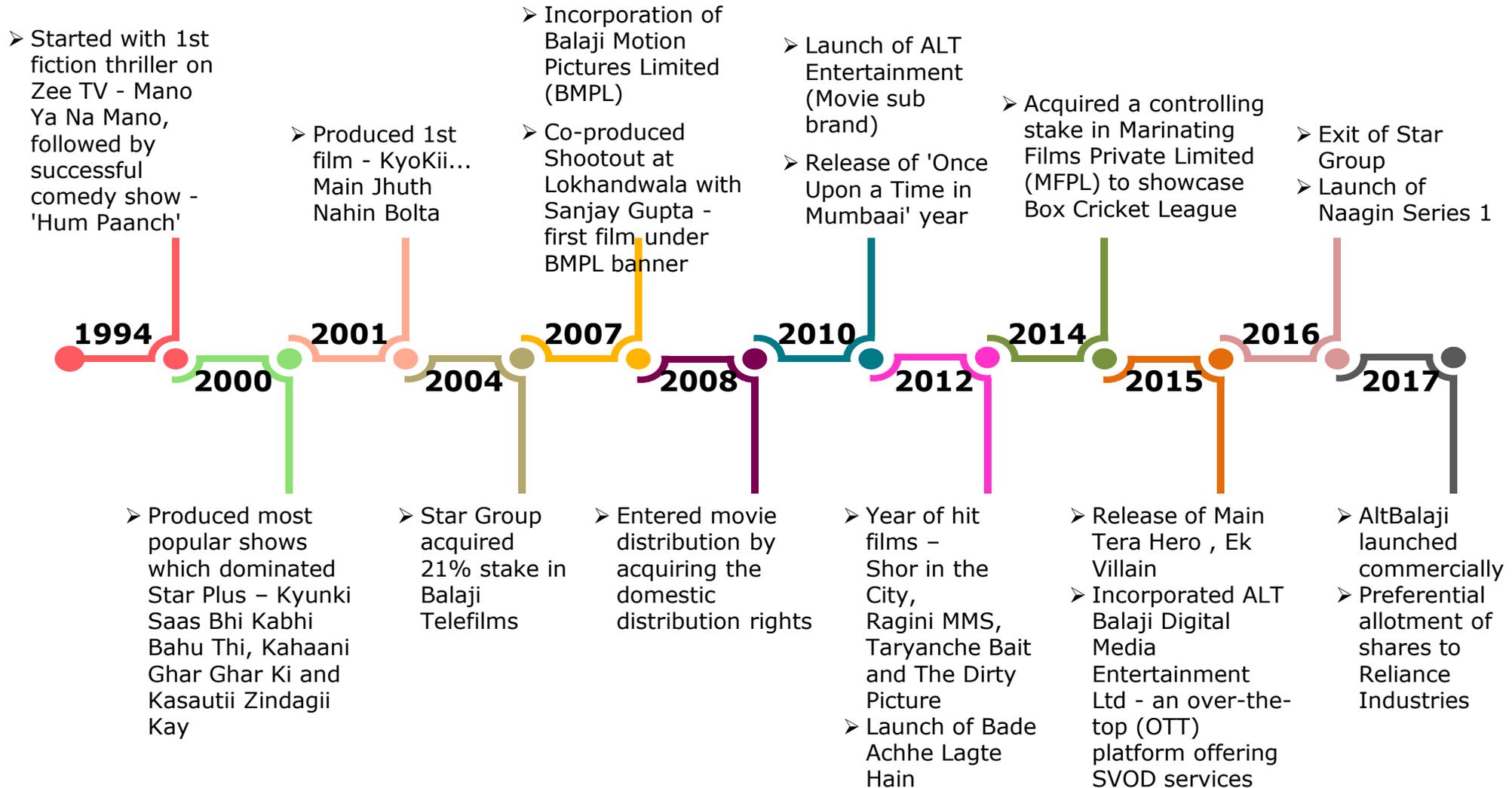
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This presentation was last updated in August 2017



# Balaji Telefilm's entertaining journey for over 2 decades



# Exemplary track record for over two decades in TV content creation across genres and target groups...

## Daily Soaps



**Kyunki Saas Bhi Kabhi Bahu Thi**  
OVER 1800+ EPISODE

**Kahaani Ghar Ghar Ki**  
8 YEARS WITH 1500+ EPISODE



**Bade Acche Lagte Hai**  
MATURE LOVE STORY  
**Ye Hai Mohabbatein**  
OVER 1000 EPISODE



**Kasthuree**  
REGIONAL (TAMIL) DAILY DRAMA

## Finite Drama



**Naagin 1 and 2**  
SUPERNATURAL FANTASY SERIES

**Kavach**  
SUPERNATURAL HORROR

## Historical fiction



**Chandra Nandni**  
ROMANCE DRAMA

**Jodha Akbar**  
EPIC – PERIOD DRAMA

## Comedy



**Hum Paanch**  
FAMILY COMEDY SERIES

**Mazak Mazak Mein**  
COMEDY SERIES

## Non fiction



**Nach Baliye 7**  
DANCE BASED REALITY SHOW

**Gumrah**  
YOUTH / CRIME SHOW

... Now ready for digital audiences



# Group Structure

## Balaji Telefilms

Market Capitalisation : \$201mn (Rs 1307cr) \*

Promoter holding : 42.2% \*\*

Public holding : 57.8%

### ALTBalaji

- ◆ 100% subsidiary
- ◆ Over-the-top subscription video-on-demand platform
- ◆ Focused on original and never-seen-before Indian content
- ◆ Premium Original and Exclusive content

### Balaji Motion Pictures

- ◆ 100% subsidiary
- ◆ Marquee productions across genres
- ◆ Production\*\*\* and distribution capabilities
- ◆ Emphasis on film content rather than star cast

### Other subsidiaries

**Marinating Films Pvt Ltd (51%)**

**Chhayabani Balaji Ent. Pvt. Ltd (50%)**

**Event Media LLP (51%)**

**Bolt Media Ltd. (100%)\*\*\***

\* as on 31<sup>st</sup> Jul 2017

\*\* Promoter holding will reduce to 32.51% post preferential allotment of shares to Reliance Industries

\*\*\* Being merged into Balaji Telefilms Ltd





## **EKTA KAPOOR**

JOINT MANAGING DIRECTOR

### ***A content maestro- the creative brain behind Balaji***

- ◆ Leading Indian TV and film producer.
- ◆ Under her creative guidance, Balaji has won almost every major TV award
- ◆ 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. 1 position among ‘50 Most Influential Women’ (2016) in the Indian marketing, advertising and media ecosystems
- ◆ Handles day to day creative direction across TV, AltBalaji and Movies



# Supported by a talented team of professionals

## Sanjay Dwivedi – Group CFO



- Over 20 years of experience in the field of Finance & Accounts.
- A CA from the ICAI, Sanjay has vast experience in diverse finance operations across Industries like Steels, Pharmaceuticals and Media & Entertainment.

## Nachiket Pantvaidya – CEO AltBalaji



- IIM-Ahmedabad alumnus
- Was Business Head of Sony Entertainment Television and also the Business Head of Star Plus and held several roles in the Star TV network, including Head of Star Pravah and MD of Fox Television Studios
- Also held management roles in BBC and Disney

## Ketan Gupta – COO Balaji Telefilms



- Over 15 years of experience in the field of Television Production
- Integral part of Balaji and his strengths include cost management, extracting production efficiencies and handling multiple ongoing TV productions across numerous locations

## Sunil Nair – COO AltBalaji



- 11+ years of experience in the digital video space
- Founder CEO of nautanki.tv - India's first distributed video platform acquired by hungama in 2009
- Senior management roles across companies like One Channel (CEO), Reliance Jio (Vice President) and Star India (as Head of Indya/MyStar) among others

## Manav Sethi – CMO AltBalaji



- 15+ years of experience in creating & managing high impact teams in new economy multinationals and start-ups
- Founded and scaled online businesses that achieved peak value of \$3B
- Before ALTBalaji, was working as Group CMO at Askme.com where he led teams across product strategy, marketing & communications

## Nimisha Pandey- Head Fiction Content



- 12+ years of experience in fiction content
- Worked as creative director across media companies including Balaji Telefilms, 4 Lions Films, Fireworks Production, Director's Kut Productions, Sphere Origins Limited and Shreya Entertainment



# Supported by a talented team of professionals

## Ashish Bhansali – Digital Product Head



- Over 10 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

## Vimal Doshi – Head of Distribution



- Experience of 17 years and graduated with a bachelors degree in Commerce from R A Podar College of commerce.
- Distributed several films including, Shootout At Lokhandwala, Bhoor Bhulaiya, Sarkar Raaj, Once Upon A Time In Mumbai Dobaraa, Ragini MMS -2, Main Tera Hero, Ek Villian

## Ruchikaa Kapoor – Head of Marketing



- Over 10 years of experience in marketing and brand building
- Leads strategic brand associations across in-film, in-song or out-of-film to create striking and memorable communication
- Lead innovative marketing tie up for a number of movies including Half Girlfriend, Udtaa Punjab, The Dirty Picture and Ragini MMS

## Vishal Bijlani – Deputy CFO



- 15+ years of post qualification experience in Corporate Finance
- Chartered Accountant and Cost Accountant, having experience in varied sectors like Telecom, Steel and Power. Handling cost control, Accounts finalisation, Audit and Funding.

## Simmi Singh Bisht – Group Head Secretarial



- 10+ years of experience in the secretarial and legal field across diverse industries
- Master's Degree in Law with specialisation in Corporate Law from SNTD Women's University, Mumbai, an Associate with ICSI and BCOM from NM College
- In charge of overall secretarial functions in the Balaji Group.

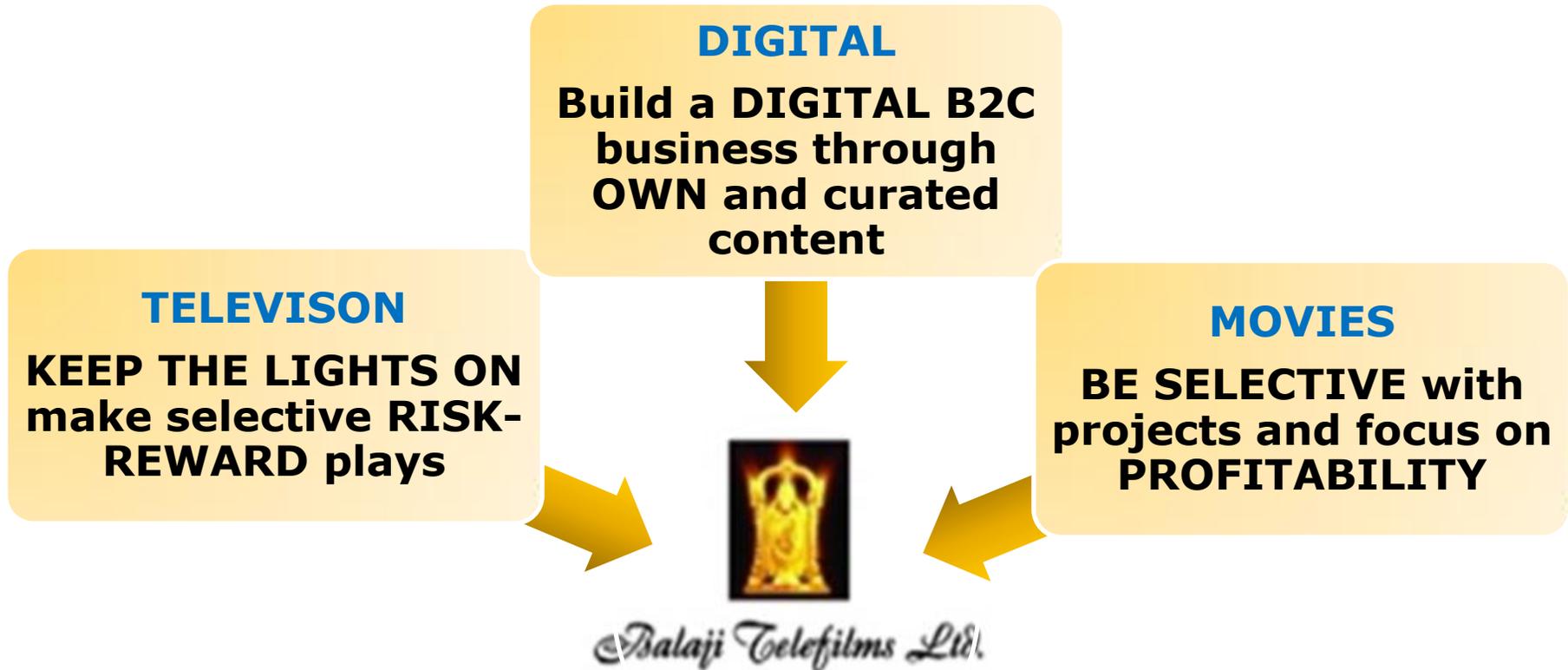
## Kartik Sankaran – Sr VP – IR



- 15+ years of experience in global capital markets and corporate finance
- Worked across various capital raises and strategic transactions and setting up a strong and stable investor relations platforms
- MBA from Manchester Business School



# The Vision...



**Transition from a B2B business to a Digital B2C business**





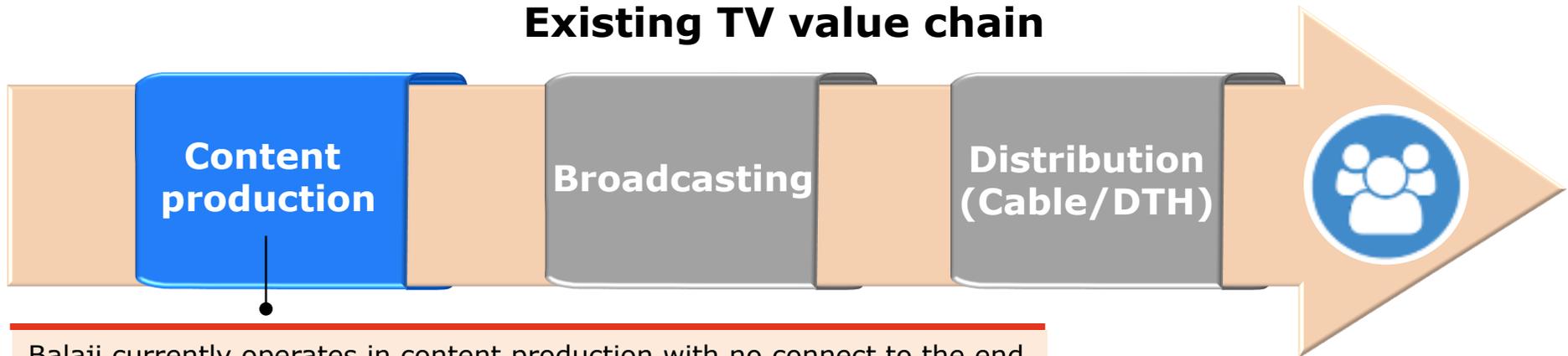
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## **Digital – ALT Balaji**

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# ALT Balaji to create a digital B2C business

## 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

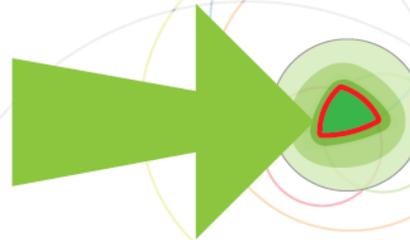


Digital provides an opportunity to break this cycle and own the consumer as well as the content IP



# The digital opportunity is now for real

**25**  
million  
households  
already  
spending  
**₹1000-2000**  
per month  
on  
**Entertainment,  
Telecom,  
& Internet**



**165mn**  
TV households

$$\left( \begin{array}{l} \$10 \\ \text{or ₹600} \\ \text{per month} \end{array} \times \begin{array}{l} 25 \\ \text{million} \\ \text{households} \end{array} \right) = \begin{array}{l} \$3 \\ \text{billion} \\ \text{per year} \end{array}$$



# ALT Balaji seeks to address the content gap in the market



**\$3**  
**BILLION**  
**per year**



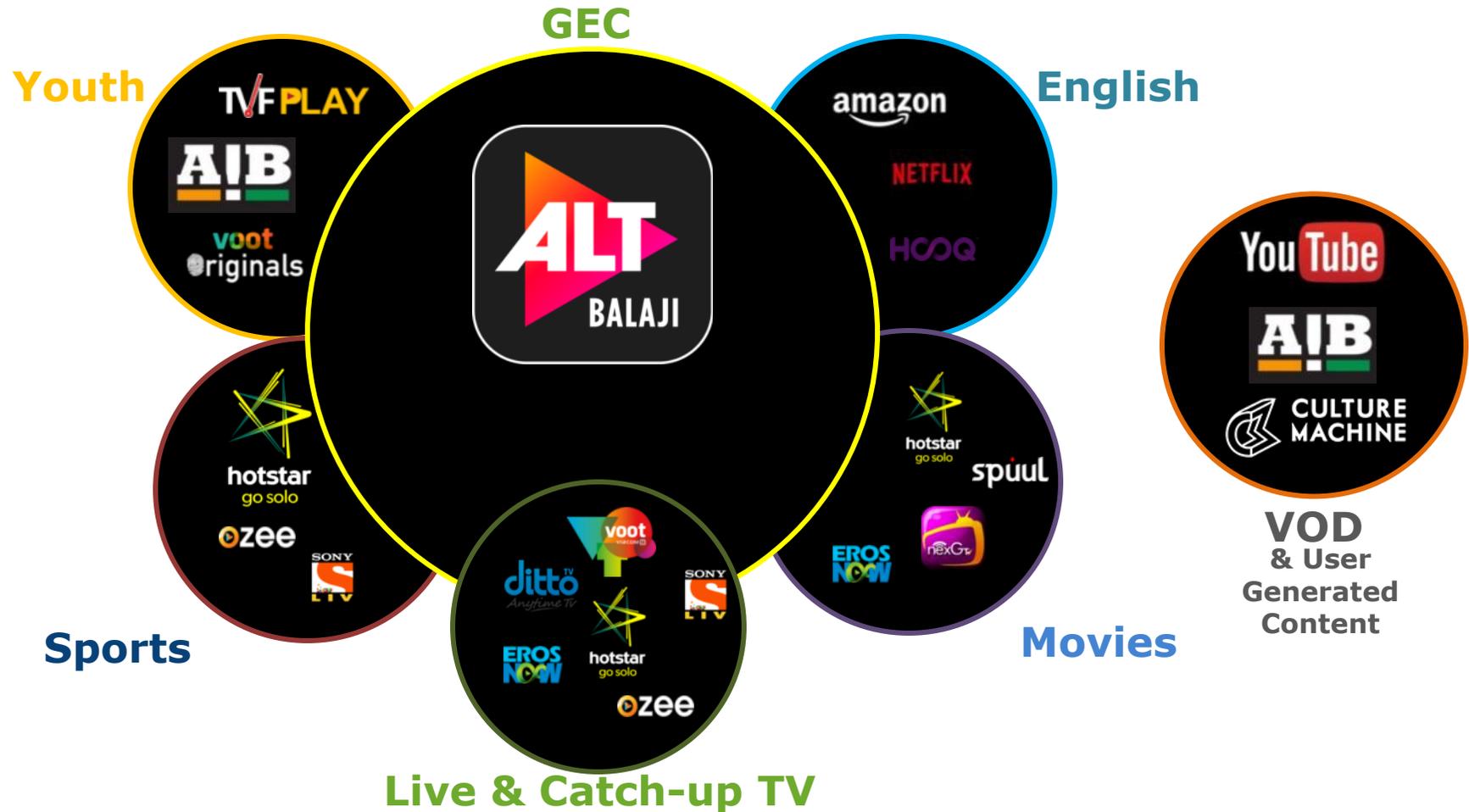
- Majority of content available online is re-run or DIY, leaving a big opportunity to offer original content
- Urban masses is looking for entertainment content outside TV to watch at their convenience



# The Internet Audiences is ready for SVOD .....



# ALT Balaji is positioned as a leading GEC for the digital audience



**Premium, Original, Exclusive content**

**Content for the whole ecosystem with a focus on urban masses**



# The shows have just begun...

## Original shows launched in the quarter



## Upcoming shows



Bose

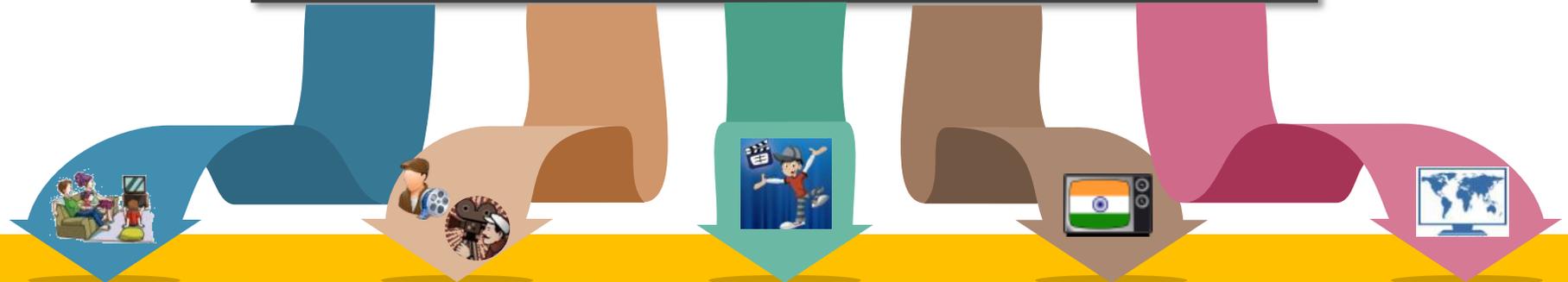
Ragini MMS

Dev DD  
(Season 2)

and many more...



# The Value Proposition..



**32 NEW SHOWS**

IN THE FIRST YEAR WITH A NEW SHOW RELEASING **EVERY FORTNIGHT**

**OVER 250 HOURS**

OF ORIGINAL CONTENT FEATURING INDIA'S FAVOURITE ACTORS & DIRECTORS

**MORE THAN 100 HOURS**

OF KIDS CONTENT

**URBAN REGIONAL SHOWS**

IN TAMIL, PUNJABI, BENGALI, MARATHI & MANY MORE LANGUAGES

**150 HOURS**

OF ACCLAIMED INTERNATIONAL SHOWS

**& POPULAR MOVIES**



..at very attractive price points



**available on  
ALL DEVICES**

**APP AVAILABLE  
ACROSS WEB,  
ANDROID, IOS, ROKU,  
FIRETV, APPLE TV AND  
MANY MORE**

**DOWNLOAD**

**YOUR FAVOURITE  
SHOWS FOR OFFLINE  
VIEWING**  
WATCH & ENJOY ALT  
BALAJI SHOWS  
EVEN ON THE GO

**ADAPTIVE  
BITRATE**

**PLUS OTHER FANTASTIC  
TECHNOLOGY**  
WE PROMISE THE BEST  
VIDEO WATCHING  
EXPERIENCE

**simultaneous streaming  
on  
5 DEVICES**

WHICH MEANS  
**ENTERTAINMENT FOR  
THE WHOLE FAMILY,**  
ALL FOR THE PRICE OF  
ONE

**for just ₹90 PER MONTH** - *Starting With An Amazing Introductory Offer*

₹300/12 months

₹ 180 /6 months

₹ 100 /3 months



# ALTBalaji the new destination for entertainment

**Launched 16<sup>th</sup> April 2017**

**4.2 Million**  
App Downloads<sup>1</sup>

**Globally**  
Accessible

**25+**  
Hours of  
original content

**6 Hindi, 1 Tamil**  
**and 4 Kids**  
Original shows launched  
in the quarter



**160 Million+**  
Minutes of  
Video consumed

**72 minutes**  
Average watch time  
per user<sup>2</sup>

**Rs 20 million**  
Gross billing<sup>3</sup>

**125,000+**  
Users completing  
a full series

**Note : All data as of 30<sup>th</sup> June**

1. App download does not include anonymous users through the website
2. Average time per user is calculated based on minutes consumed per active session of use
3. Gross billing is total collections in the quarter. Revenue reported in financials as per IND-AS standards



# Early success indicators



Movers and Shakers 2017  
Vidnet Awards

## Critical acclaim

- Think Women are unfit to serve the nation? ALTBalaji's show "The Test Case" will bring you to 2017 – **Scoopwhoop**
- Ekta Kapoor's Test Case passes the litmus test, makes a solid case for women empowerment – **India Today**
- Thank you, Ekta Kapoor for finally normalising gay romance in Romil and Jugal – **India Today**
- Romil and Jugal' shows mirror to society – **The Statesman**
- Karle Tu Bhi Mohabbat is a feat for souls who long for love stories. – **Times of India**
- #DevDD: An unimaginative portrayal of an empowered female protagonist by #ALTBalaji – **First Post**
- Boygiri! humorous web series that promises to change the landscape of Indian web content. – **Times of India**
- 'Boygiri' emerges with a fresh, young and brash vibe that will turn into an entertaining experience for the viewers. – **News Patrolling**
- ALTBalaji's 'The Test Case' is an intense statement on WOMEN in the Military – **India Forums**





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# Television Production

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# Our Television business has been the cornerstone of the Indian TV industry

Built on producing commissioned programming for broadcasters

Rich experience in entertainment and a proven ability in gauging the pulse of masses

Entry of newer broadcasters and digital platforms - leading to more demand for variety and content

Past track record has been exemplary with a string of hit shows in Hindi and Regional television

Serials broadcast across all channels including Star, Sony, Colours, Zee, Doordarshan, Channel V, Life OK and &TV

Some of our past successes are Kahaani Ghar Ghar Ki, Kyunki Saas Bhi Kabhi Bahu Thi, Kkusum, Kasamh Se, Bade Ache Lagte Hain, Jodha Akbar, Naagin

Gumraah, Savdhan and MTV-Webbed - examples of new, younger genres of content that has seen success

Current programs like KumKum Bhagya, Yeh Hain Mohabbatein and most recently Naagin and Bhramarakshas well accepted by viewers, reflected in its strong TRPs



# We are well diversified across the General Entertainment Channels

## Show line up in Q1 FY18

Channel	Show Name	Time slot	Days	Show rating
Colors	Kasam Tere Pyaar Ki	22.00 - 22.30	Monday to Friday	1.2
Colors	Chandrakanta	20.00 - 21.00	Saturday to Sunday	1.9
Colors	Naagin 2 *	20.00 - 21.00	Saturday to Sunday	n/a
Star Plus	Ye Hai Mohabbatein	19.30 - 20.00	7 days a week	2.3
Star Plus	Chandra Nandni	20.30 - 21.00	Monday to Friday	1.5
Star Plus	Dhhai Kilo Prem	14.00 - 14.30	Monday to Saturday	0.8
Star Plus	Pardes Mein Hai Meraa Dill	20.00 - 20.30	Monday to Friday	n/a
Zee TV	Kumkum Bhagya	21.00 - 21.30	Monday to Friday	2.2
Pipeline				
Doordarshan	3 Daily Shows	20.00 - 21.30	Monday to Friday	
Zee TV	Kundali Bhagya (commenced July 2017)	21.30 - 22.00	Monday to Friday	

\* Shows ended during the quarter. BARC ratings for the week (22<sup>nd</sup> Jul - 28th Jul '2017)

**All of Balaji Telefilms programming on a single channel would make it a leading general entertainment channel**



# Growth drivers for the television business

## Growth in TV market

- ◆ TV penetration continues to grow across India and expected to be nearly 200m homes by 2020
- ◆ Increasing demand from satellite channels for premium television serials
- ◆ Increase in number of channels and hours of original programming – such as afternoon slot programming

1



2



## Growth through changes in content strategy

- ◆ Growth through expanding presence in Format and weekend programming, IP creation and high cost fiction
- ◆ New block deal with National broadcaster DD to produce and monetise content on weekday primetime slots

3



## Growth through related opportunities

- ◆ JV with regional content producers to produce content for regional audiences
- ◆ Developing IPRs for events such as Television Style Awards (TV awards), Box Cricket League (a celebrity based cricket league)

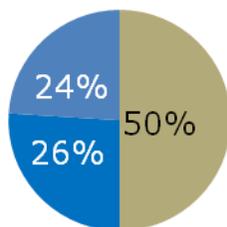


# Summary financials

In Rs Mn	FY14	FY15	FY16 *	FY17 *	Q1 FY18
Hours of Programming	590	962	1002	960	240
Revenue	1,315	2,097	2,568	2,841	943
EBITDA	48	127	342	386	160
EBITDA Margin %	4%	6%	13%	14%	17%
PAT	100	123	371	310	90
PAT Margin %	8%	6%	17%	11%	10%

\* FY17 and FY16 based on IND-AS accounting standards, FY14 to FY15 based on IGAAP

## Revenue contribution for FY17



■ Star ■ Viacom ■ Zee

- Revenue improvement over the years on account of increase in hours of programming coupled with higher realization shows
- Improvement in EBITDA driven by better cost control and stabilization of shows



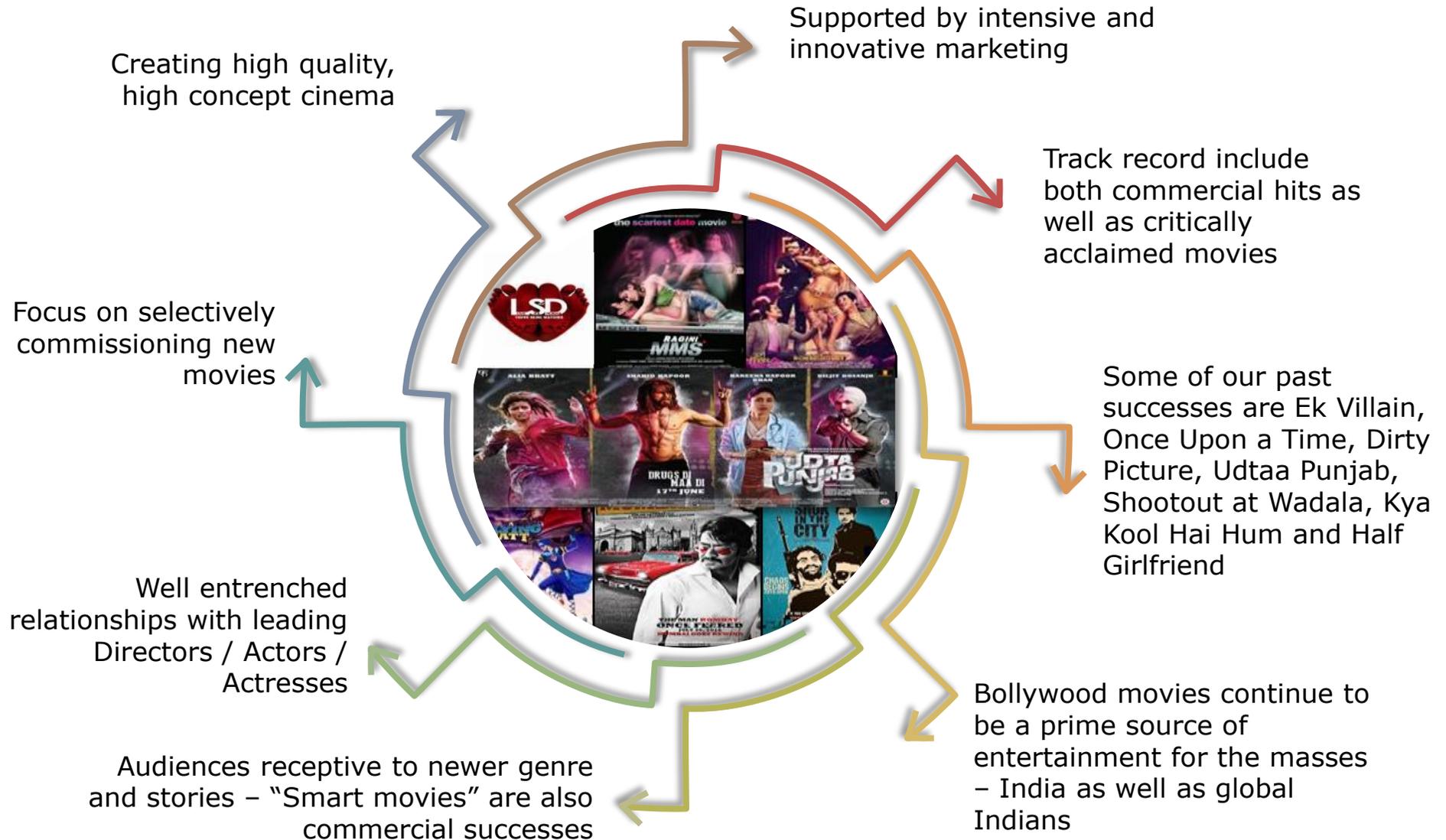


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# Movie Production

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# Movies business built on producing differentiated cinematic content



# Summary financials

In Rs Mn	FY14	FY15	FY16	FY17 *	Q1 FY18
Movies Released	6	3	1	4	2
Revenue	2,717	1,098	228	1,263	573
EBITDA	-258	-57	-209	-328	9
PAT	-263	-54	-321	-443	-21

FY17 and FY16 based on IND-AS accounting standards, FY14 to FY15 based on IGAAP

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

- Going forward, Balaji Motion Pictures to explore co-production model with other leading production houses to share risks and costs
- Selectively focus on content and scripts and not necessarily star cast and scale of films

**De risk the business by selectively commission new movies that offer an extremely favorable risk reward profile**



# Investor Contacts

## **Balaji Telefilms Limited**

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](http://www.balajitelefilms.com)

**CIN : L99999MH1994PLC082802**

## **Contacts**

Kartik Sankaran – Sr. Vice President - Investor Relations

[kartik.sankaran@balajitelefilms.com](mailto:kartik.sankaran@balajitelefilms.com)

Simmi Singh Bisht - Group Head – Secretarial

[simmi.bisht@balajitelefilms.com](mailto:simmi.bisht@balajitelefilms.com)

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





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**Thank You**