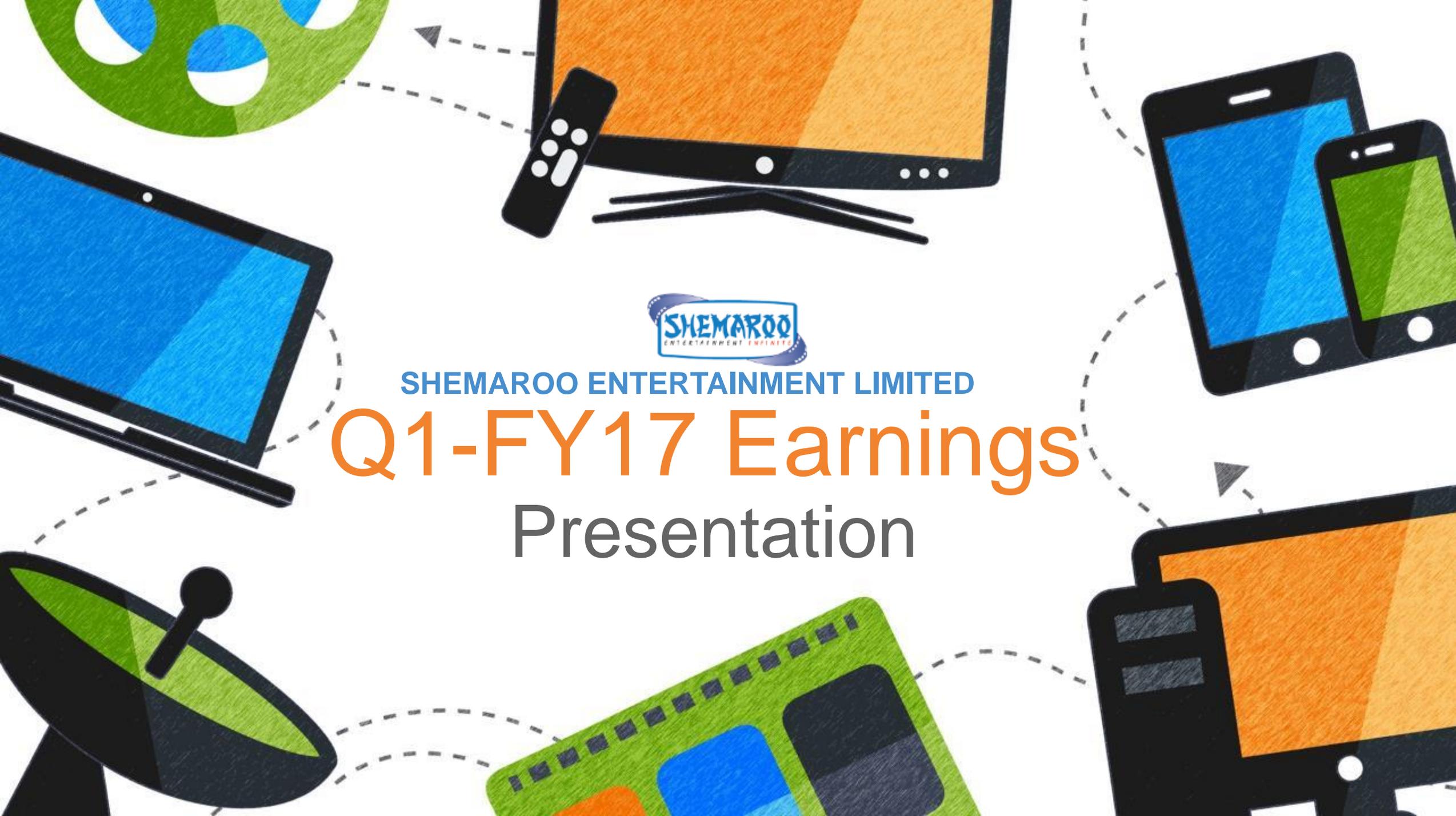




SHEMAROO ENTERTAINMENT LIMITED

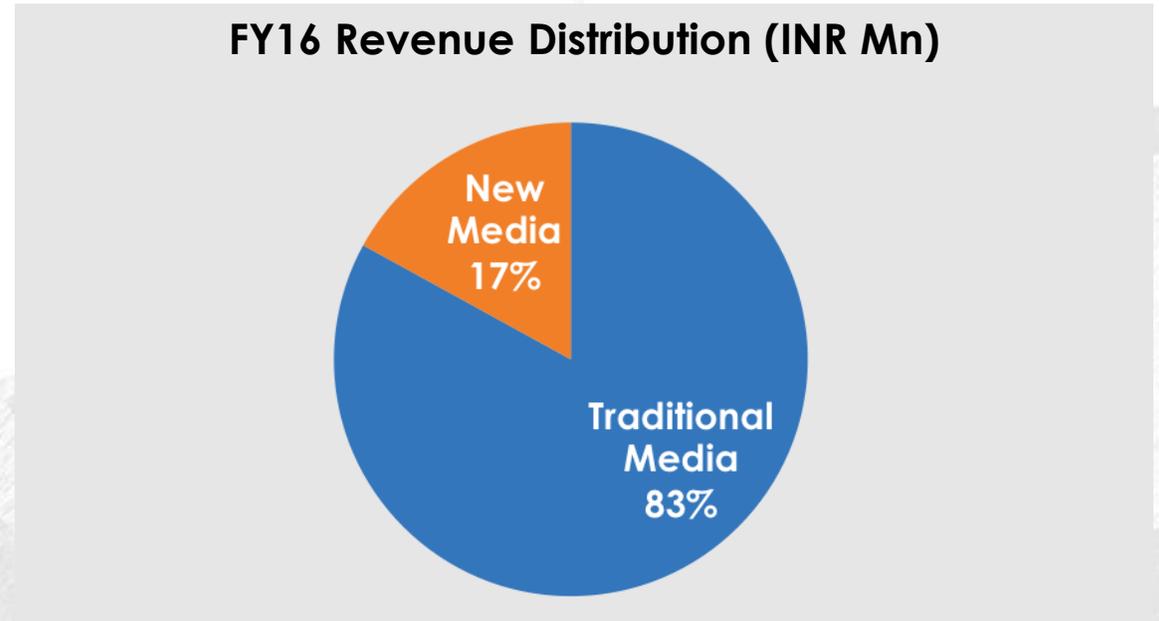
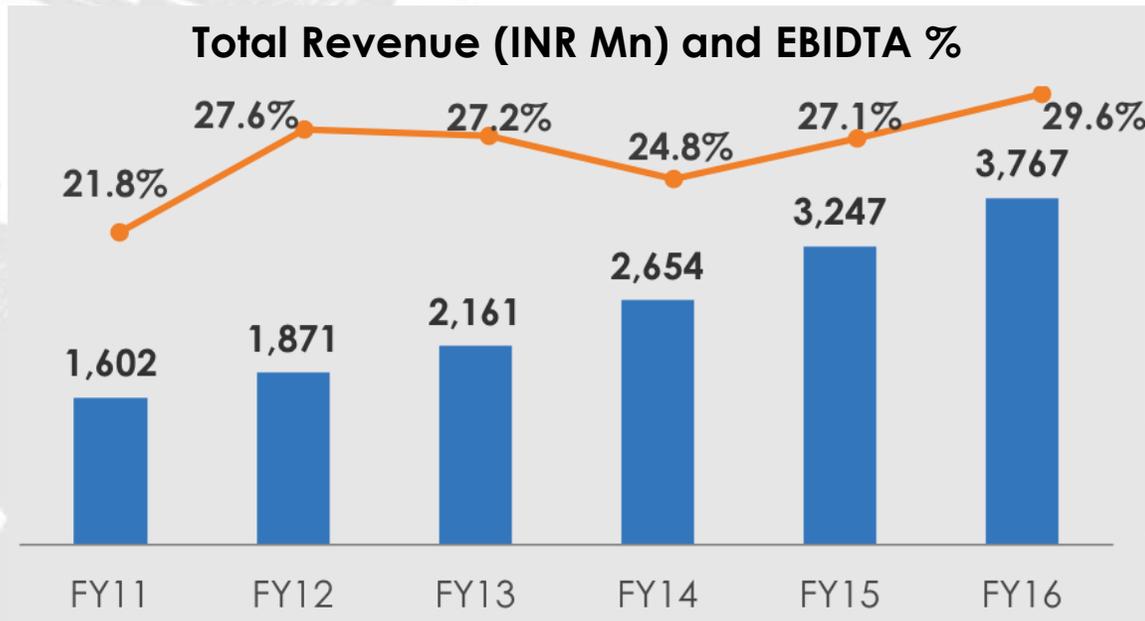
Q1-FY17 Earnings Presentation

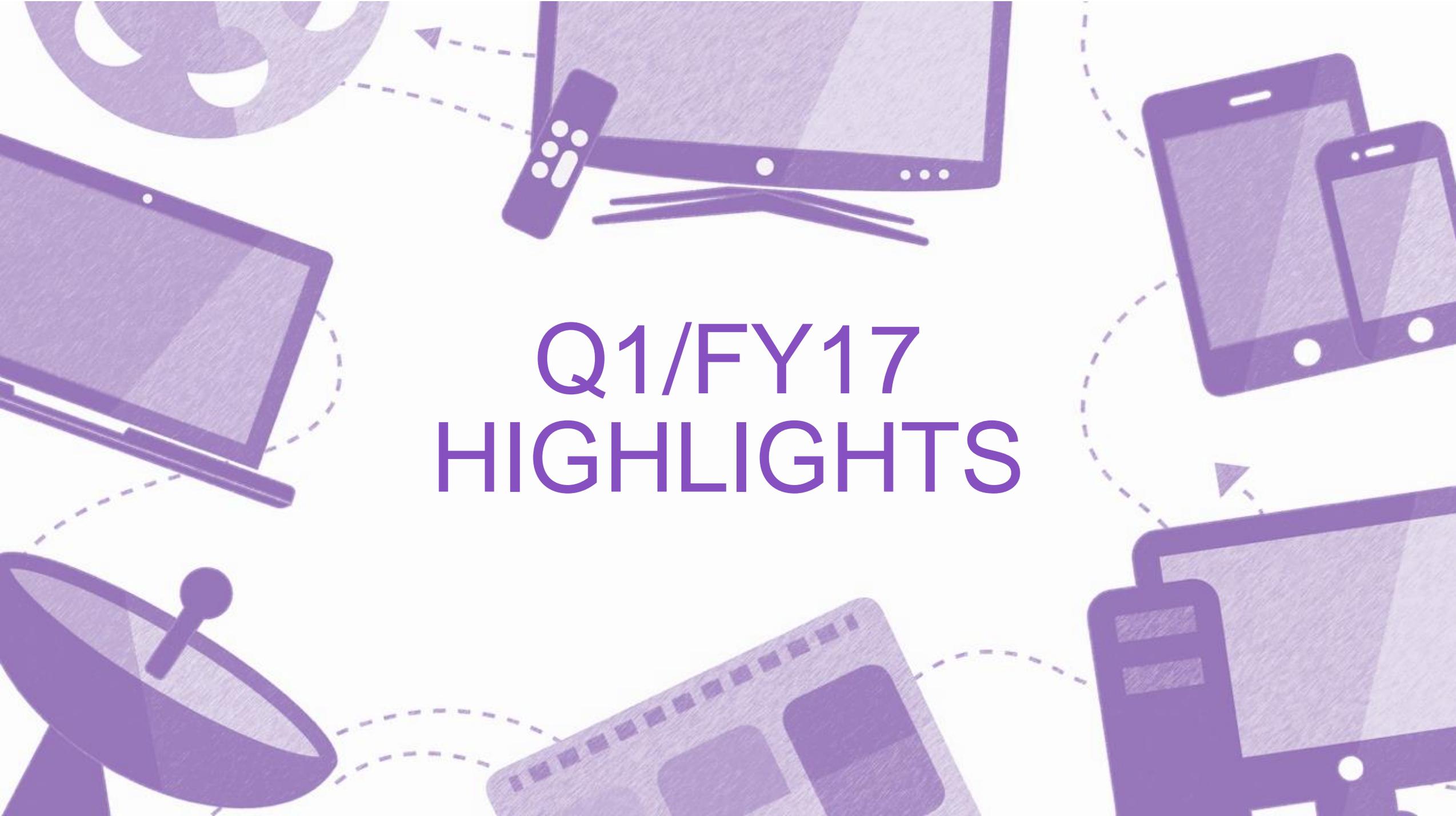


ABOUT SHEMAROO



- Founded in 1962 as a book circulating library, today Shemaroo is an established integrated media content house headquartered out of Mumbai and employs over 300 people.
- The Company is one of the largest independent content aggregators with a library of more than 3,000 titles, which it distributes across various existing and emerging media platforms.
- Identifying that movies have the longest shelf life for television and other media content, Shemaroo pioneered the movie library syndication business by acquiring movie titles from producers and distributing it to broadcasters and other media platforms.
- Shemaroo has grown multifold over the years by developing excellent relationships with producers and also the broadcasting networks, thereby becoming the largest organized player in a historically fragmented industry.





Q1/FY17 HIGHLIGHTS

Q1/FY17 KEY FINANCIAL HIGHLIGHTS



Q1-FY17 performance (Consolidated):

- **Total Income***: INR 962 mn; (6.5)% QoQ; 23.2% YoY
- **EBITDA**: INR 301 mn; (11.2)% QoQ; 22.9% YoY
- **EBITDA Margin**: 31.29%; (165) bps QoQ; (8) bps YoY
- **Net Profit**: INR 140 mn; (15.0) % QoQ 19.7% YoY
- **Net Profit Margin**: 14.55%; (147) bps QoQ (38) bps YoY
- **Diluted EPS**: 5.17INR /share

* - Includes Other Income

DIVISIONAL BREAKUP (STANDALONE):

INR Mn	Q1 – FY 2017	Q1 - FY2016	YOY Growth	FY 2016	FY 2015	YOY Growth
New Media	201	134	50.3%	635	373	70.2%
Traditional Media	750	642	16.7%	3,134	2,874	9.1%
Income from Operations	951	776	22.5%	3,769	3,247	16.1%

KEY OPERATIONAL HIGHLIGHTS

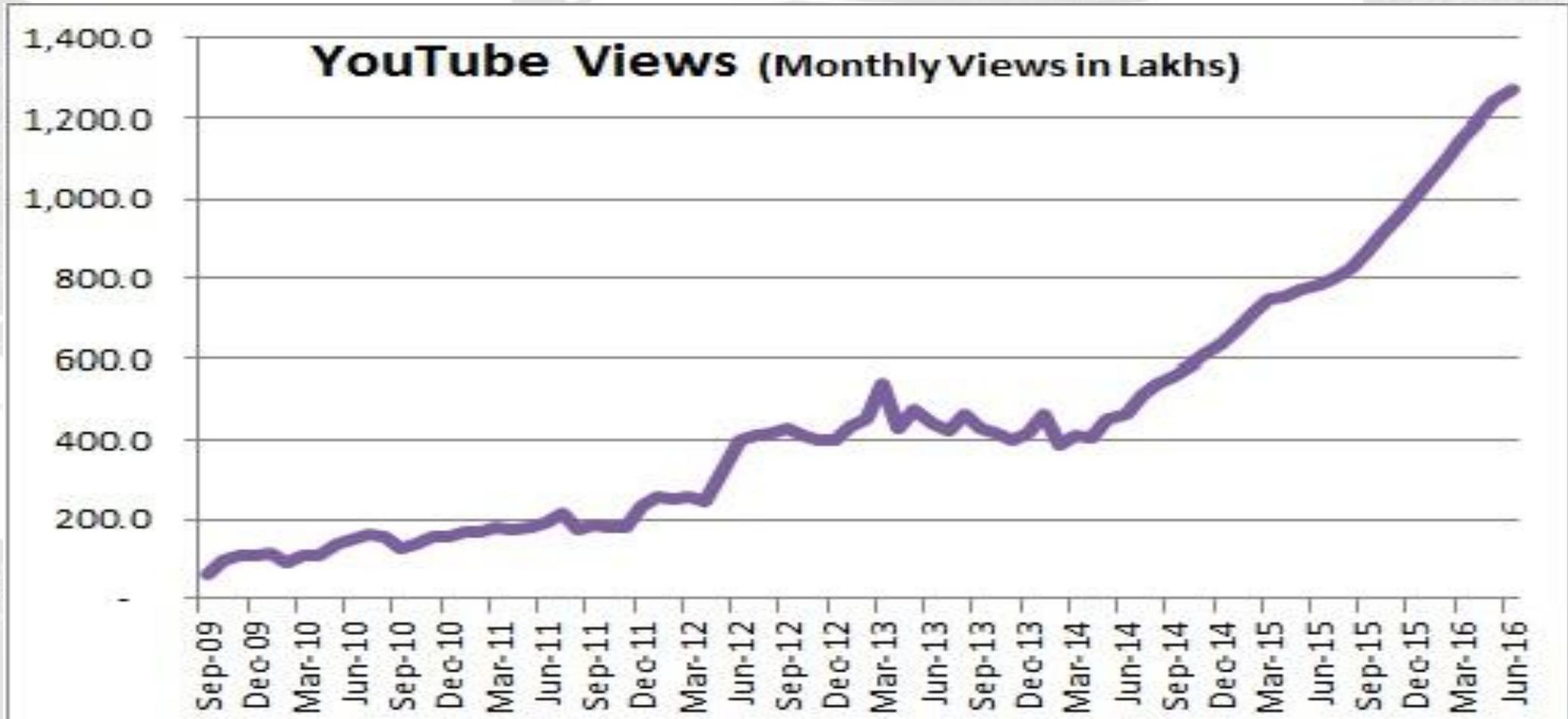


- Licensed Mecca Madina LIVE during Ramazan for both mobile and DTH platforms
- Crossed 1 million subscribers on our YouTube channel 'Filmi Gaane'
- 'Sadabahar Hitz' service launched with Airtel Digital TV on 8th April 2016
- Won the 'National Award for Excellence in Digital and Social Media Marketing' for 'Best use of Twitter' for the campaign, 'Comedy Premiere League'
- Acquired the 'Anish Cassettes' Gujarati Audio Catalog perpetually

KEY OPERATIONAL HIGHLIGHTS



YouTube Monthly Views Graph till June 2016:



Q1 FY17 CONSOLIDATED FINANCIAL HIGHLIGHTS



Particulars (INR Mn.)	Q1 FY17	Q4 FY16	Q-o-Q	Q1 FY16	Y-o-Y
Revenue from Operations	959	1,029	(6.8)%	776	23.6%
Other Income	3	(0.1)	NA	5	(40.0)%
Total Revenue	962	1,029	(6.5)%	781	23.2%
Total Expenses	661	690	(4.2)%	536	23.3%
EBITDA	301	339	(11.2)%	245	22.9%
EBITDA Margin (%)	31.29%	32.94%	(165) bps	31.37%	(8) Bps
Depreciation	10	10	NA	9	11.1%
Finance Cost	68	72	(6.2)%	53	28.3%
PBT	223	257	(13.1)%	183	21.9%
Tax	93	97	(4.9)%	65	41.5%
PAT	130	160	(18.6)%	118	10.2%
Minority Interest & Share of profit/ (loss) in associate company	10	5	100.0%	(1)	NA
PAT after adjustments	140	165	(15.0)%	117	19.7%
PAT Margin (%)	14.55%	16.02%	(147) bps	14.98%	(38) Bps
Diluted EPS	5.17	6.05	(14.5)%	4.29	20.5%

NEW MEDIA



- Shemaroo was one of the first Indian media companies to syndicate its library in the high growth new media platforms, thereby gaining first mover advantage
- The company caters to all types of revenue models like pay per transaction, subscription, advertisement supported (free to consumer) etc.
- Due to its large library ownership Shemaroo has the ability to slice and dice content and package it in different ways that are more suited for the new media platforms.

Internet :

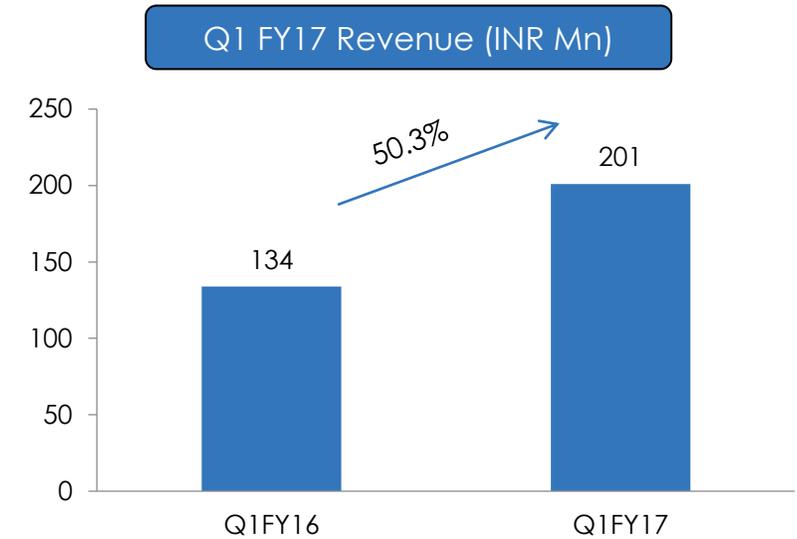
- Shemaroo has agreements with various internet video platforms like YouTube, Hooq, Hotstar, Apple iTunes, Google Play etc.

Mobile Value Added services (MVAS) / Mobile Internet:

- The company has entered into agreements with major telecom operators, namely Airtel, Vodafone, Reliance Communication, Idea, etc.
- Shemaroo distributes imagery, videos, full songs, etc. under MVAS through both operator branded portals as well as its own branded portals

Other New Media Platforms :

- Shemaroo also distributes its content through other platforms like DTH, Interactive services, IPTV



TRADITIONAL MEDIA



Traditional Media Vertical Includes – Broadcast Syndication, Home Entertainment and Others

Broadcast Syndication:

- Shemaroo acquires content on perpetual or aggregated basis and then syndicates its library to Broadcasting channels.
- Shemaroo has a diverse content library, which it syndicates rights to various broadcasting channels.

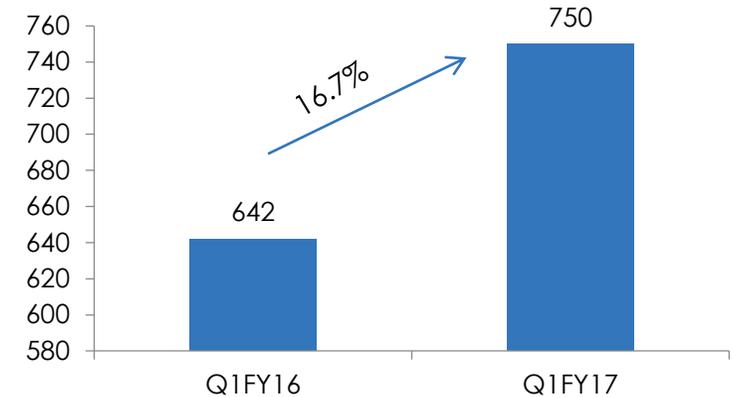
Home Entertainment:

- The legacy Home Entertainment business vertical of Shemaroo has helped it to become a nationwide well known and accepted brand.
- Over the last few years the trend in the Home Entertainment industry has been migrating from physical to digital formats which is how the company is also positioning itself

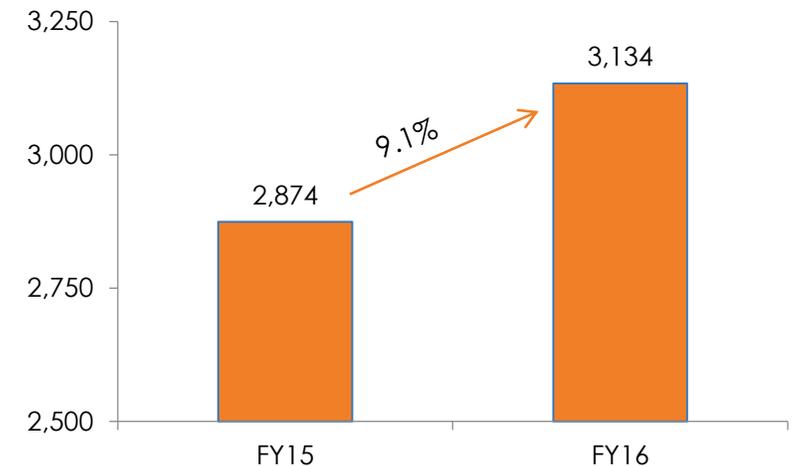
Other Media:

- Shemaroo also distributes its contents to other media platforms like Airborne rights for in-flight entertainment, International Film festivals, overseas etc.

Q1 FY17 Revenue (INR Mn)



FY16 Revenue (INR Mn)



HISTORICAL CONSOLIDATED INCOME STATEMENT



Particulars (INR Mn.)	FY13	FY14	FY15	FY16
Revenue from Operations	2,147	2,646	3,234	3,749
Other Income	14	7	13	18
Total Revenue	2,161	2,653	3,247	3,767
Total Expenses	1,574	2,003	2,366	2,652
EBITDA	587	657	881	1,115
EBITDA Margin (%)	27.16%	24.71%	27.13%	29.60%
Depreciation	30	30	37	37
Finance Cost	183	192	212	228
PBT	374	435	632	850
Tax	128	165	222	307
PAT	247	270	410	543
Share of profit/ (loss) in associate company	(11)	1	(1)	(22)
PAT after adjustments	236	272	409	521
PAT Margin (%)	10.92%	10.23%	12.60%	13.83%
Diluted EPS	12.42	13.68	17.35	19.18

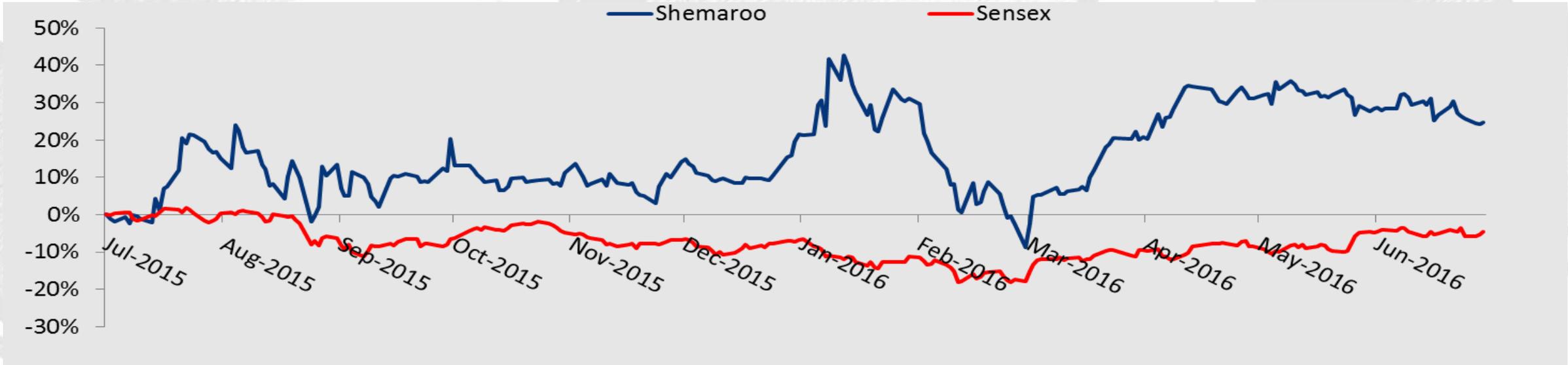
CONSOLIDATED BALANCE SHEET



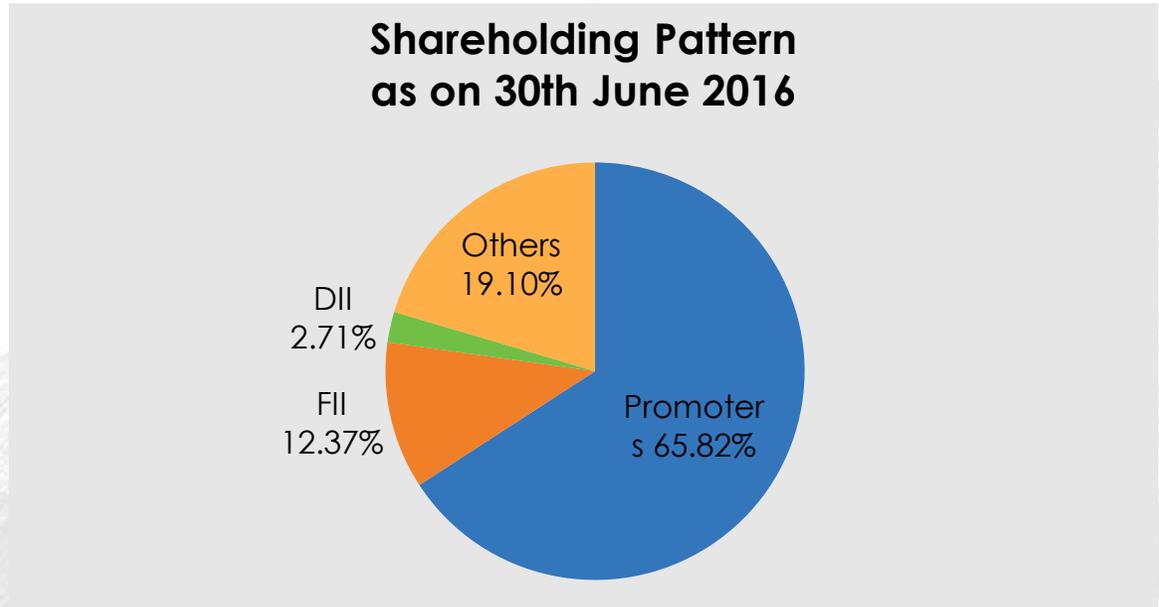
Equity and Liabilities (INR Mn.)	FY14	FY15	FY16
Shareholders Fund			
Share Capital	199	272	272
Reserves and Surplus	1,546	2,902	3,377
Net worth	1,745	3,174	3,649
Non Current Liabilities			
Long Term borrowings	101	3	229
Deffered tax liabilities	85	68	67
Long tem provisions	6	5	7
	192	76	303
Current Liabilities			
Short Term Borrowings	1,411	1,054	1,544
Trades payables	306	165	102
Other Current Liabilities	380	339	394
Short Term Provisions	89	77	139
	2,186	1,635	2,179
Total	4,123	4,885	6,131

Assets (INR Mn.)	FY14	FY15	FY16
Non Current Fixed Assets			
Fixed Assets			
Tangible Assets	332	287	-
Intangible assets	9	8	-
Intangible assets under development	-	-	-
Total Fixed Assets	341	295	307
Non Current Investments	89	168	66
Long Term Loan and Advances	61	71	64
Trade receivables	-	-	-
Other Non Current Assets	1	1	1
	151	240	438
Current Assets			
Inventories	2,005	2,887	3,846
Trade Receivables	1,405	1,268	1,066
Cash and cash equivalents	9	25	13
Short Term loan and advances	190	170	768
Other Current Assets	22	-	-
Total	4,123	4,885	6,131

CAPITAL MARKET INFORMATION



Price Data (As of 30th June , 2016)	INR
Face Value	10
Market Price	316.15
52 Week H/L	375.0/202.0
Market Cap (INR Mn)	8,592.96
Equity Shares Outstanding (Mn)	27.18
1 Year Avg. Trading Volume ('000)	65.53



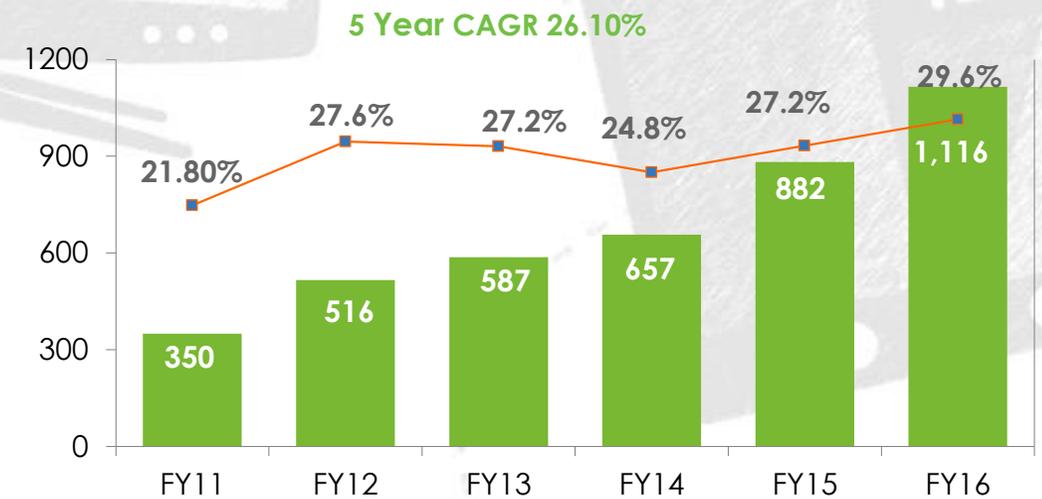
CONSOLIDATED FINANCIAL CHARTS



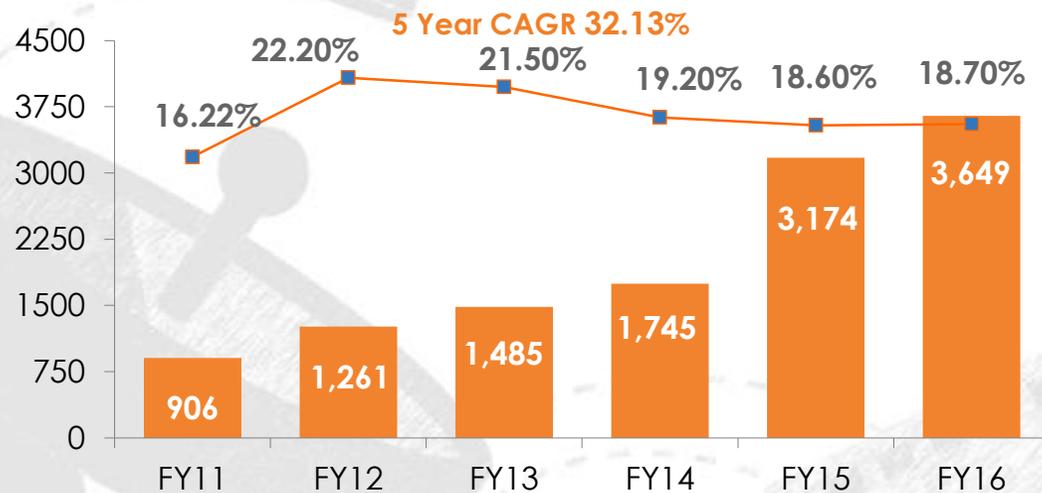
Total Income (INR Mn)



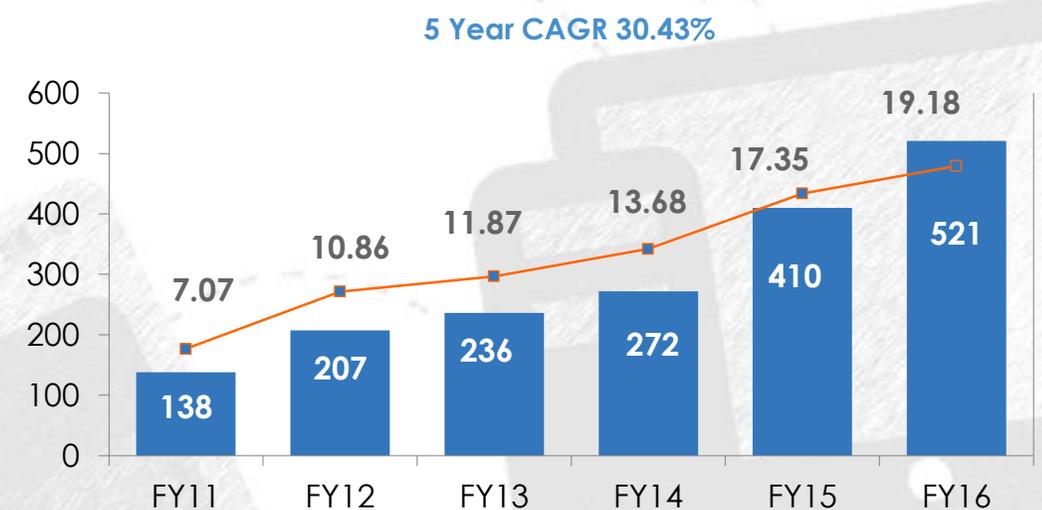
EBITDA (INR Mn) and EBITDA Margin (%)



Net Worth (INR Mn) and RoCE (%)



PAT (INR Mn) and EPS



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