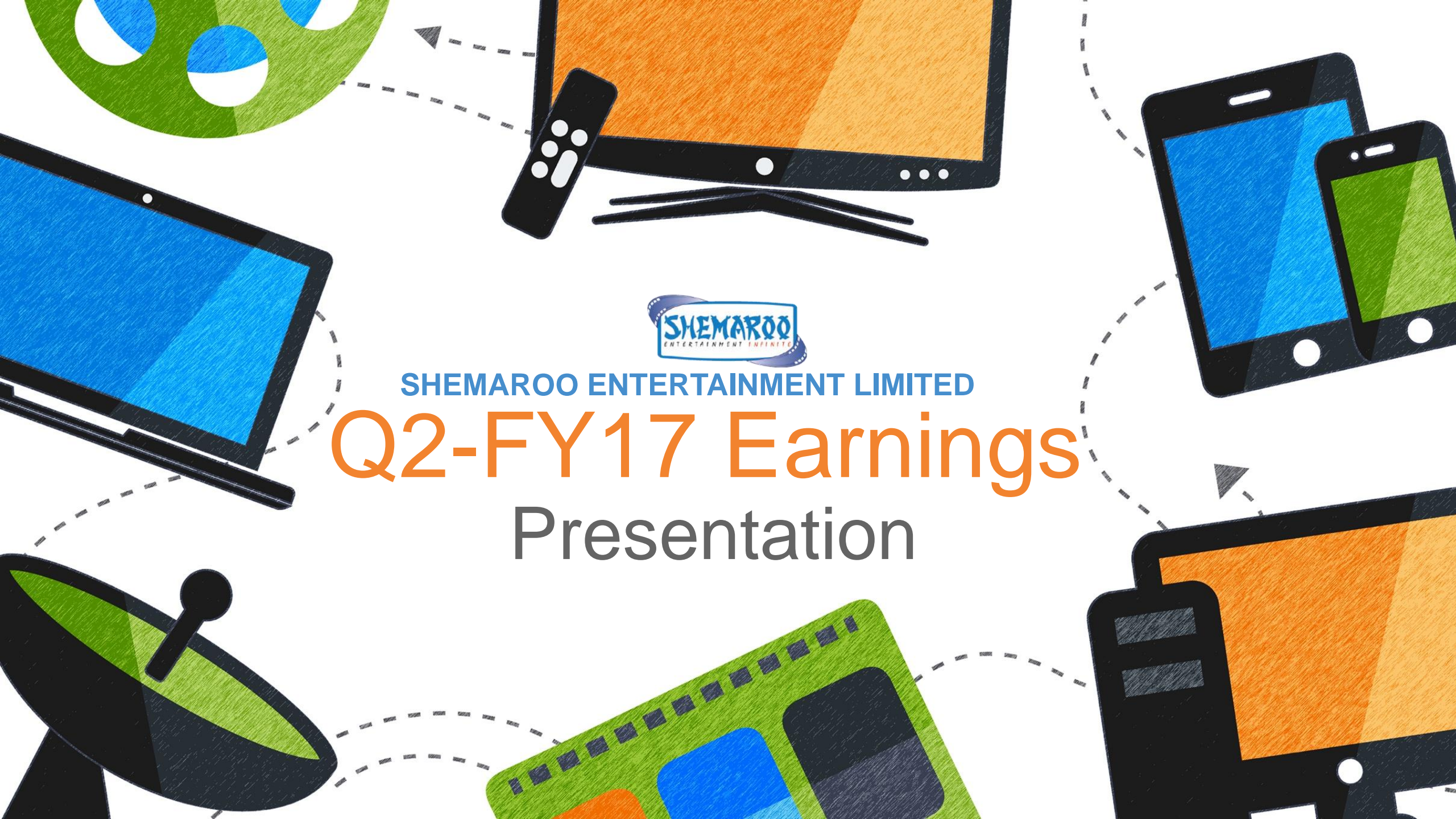




SHEMAROO ENTERTAINMENT LIMITED

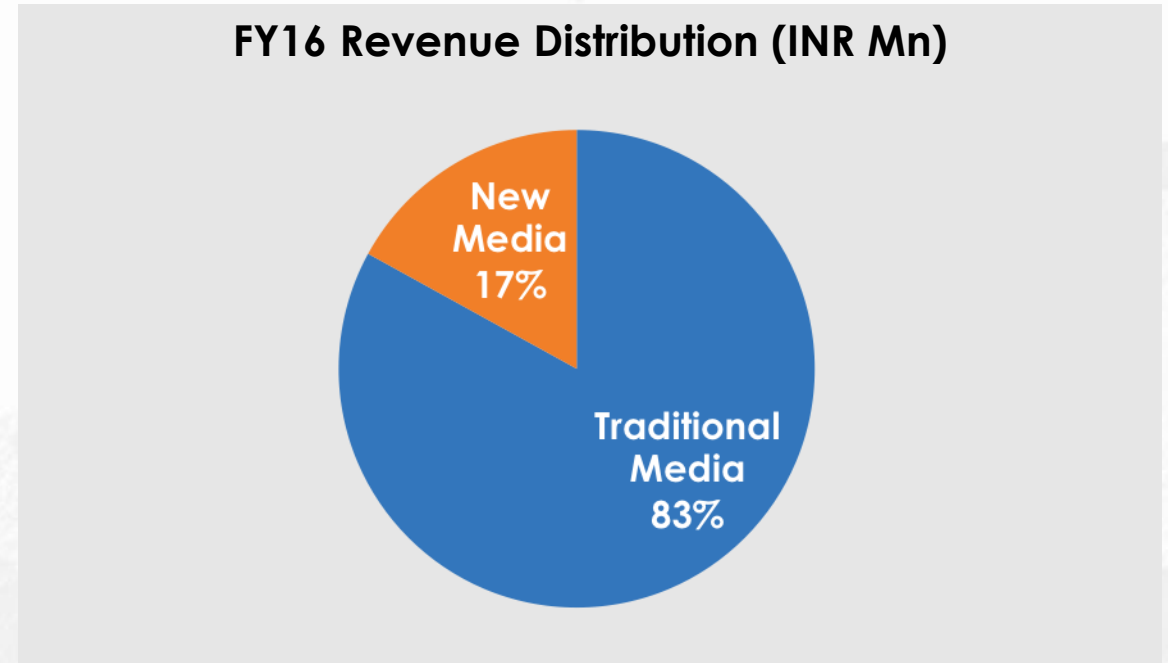
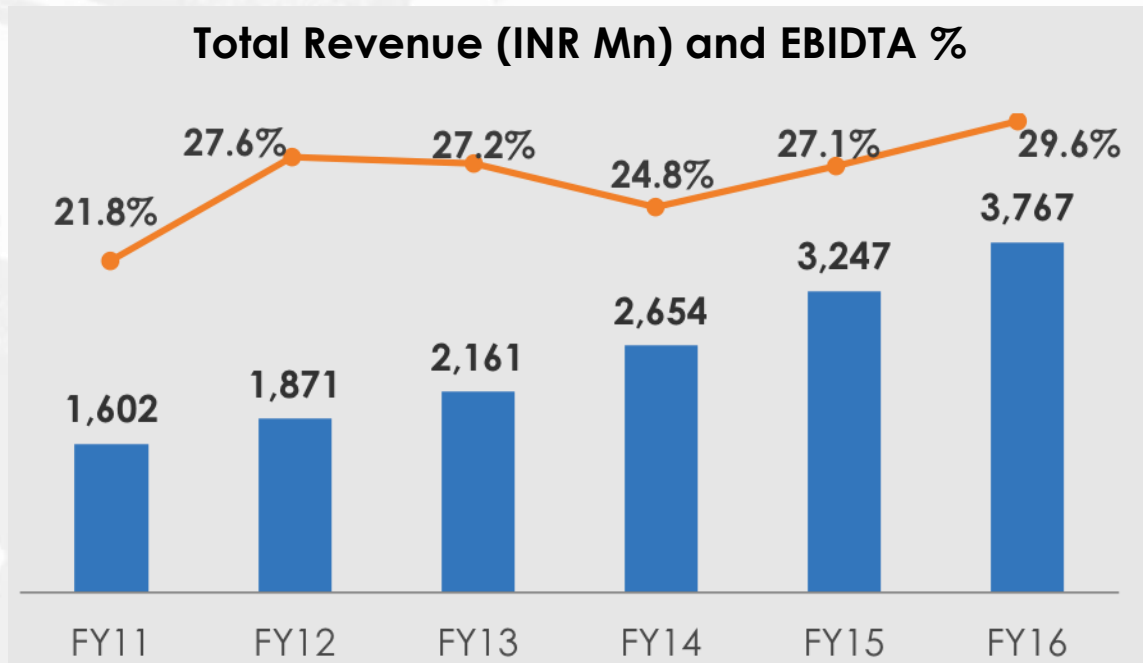
Q2-FY17 Earnings Presentation



ABOUT SHEMAROO



- Founded in 1962 as a book circulating library, today Shemaroo is a filmed entertainment content house headquartered out of Mumbai and employs over 500 people.
- The Company is one of the largest independent content aggregators with a library of more than 3,400 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 multiple players in the media industry value chain, thereby becoming one of the largest organized players in a historically fragmented industry.





Q2/FY17 HIGHLIGHTS

Q2/FY17 KEY FINANCIAL HIGHLIGHTS



Q2-FY17 performance (Consolidated):

- **Total Income***: INR 1,139 mn; 18.4% QoQ; 20.9% YoY
- **EBITDA**: INR 321 mn; 6.6% QoQ; 32.0% YoY
- **EBITDA Margin**: 28.18%; (311) bps QoQ; 238 bps YoY
- **Net Profit**: INR 152 mn; 8.6 % QoQ 35.8% YoY
- **Net Profit Margin**: 13.36%; (119) bps QoQ 148 bps YoY
- **Diluted EPS**: 5.59INR /share

* - Includes Other Income

DIVISIONAL BREAKUP (STANDALONE):

INR Mn	Q2 – FY 2017	Q2 – FY 2016	YOY Growth	H1 FY2017	H1 FY2016	YOY Growth
New Media	239	158	51.5%	441	292	51.0%
Traditional Media	893	784	13.9%	1,649	1,432	15.2%
Income from Operations	1132	942	20.2%	2,090	1,724	21.3%

KEY OPERATIONAL HIGHLIGHTS

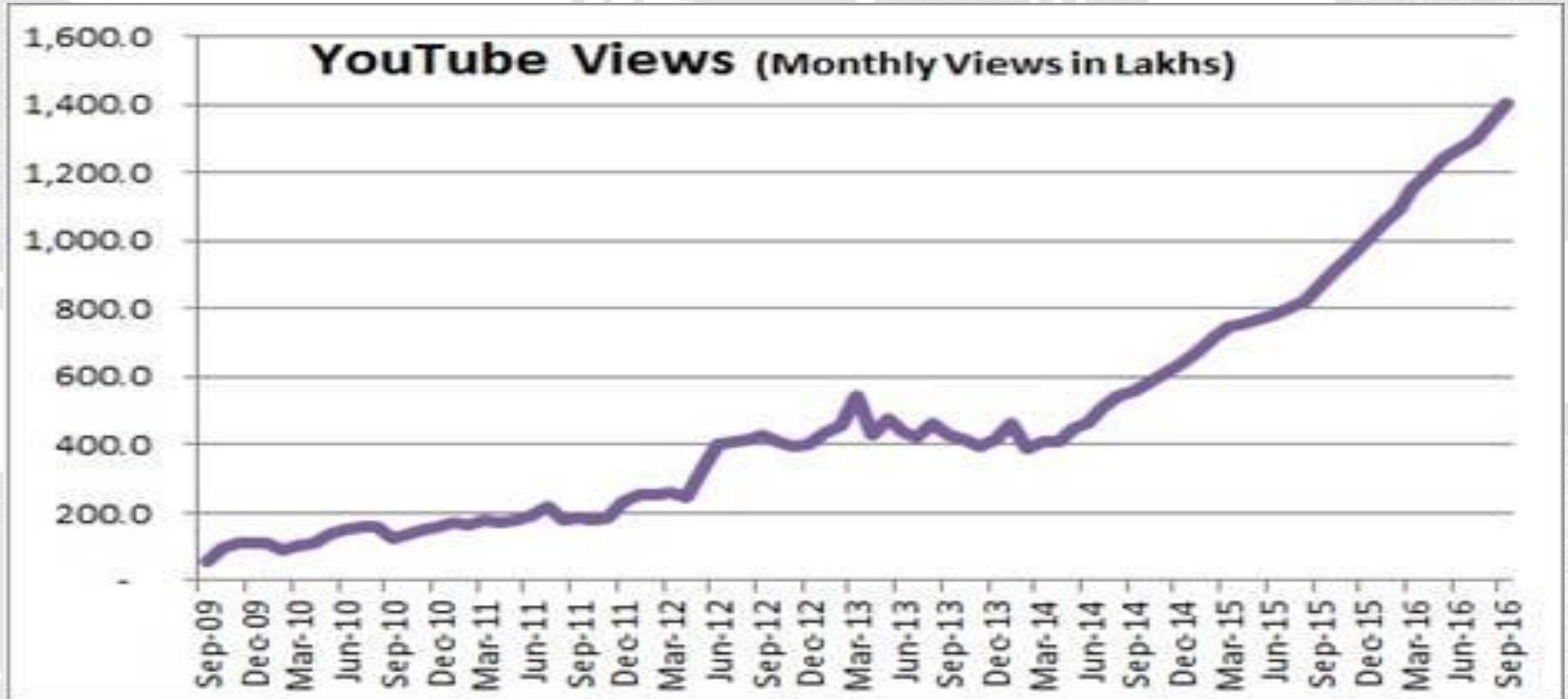


- Crossed 1 billion cumulative views on 'Filmi Gaane' YouTube channel
- Renewed deal with 'Saavn'
- Shemaroo entered the Limca Book of Records for 'First and longest Antakshari on Twitter' and to break the record for 'Most tweets in a day to the public' for its digital campaign #FilmiGaaneAntakshari on Twitter
- Punjabi & Gujarati regional language Services launched with Airtel Digital TV in July 2016

KEY OPERATIONAL HIGHLIGHTS



YouTube Monthly Views Graph till September 2016:



Q2 FY17 CONSOLIDATED FINANCIAL HIGHLIGHTS



Particulars (INR Mn.)	Q2 FY17	Q1 FY17	Q-o-Q	Q2 FY16	Y-o-Y
Revenue from Operations	1,136	959	18.4%	935	21.4%
Other Income	3	3	0%	7	-57.1%
Total Revenue	1,139	962	18.4%	942	20.9%
Total Expenses	818	661	23.7%	699	17.0%
EBITDA	321	301	6.6%	243	32.0%
EBITDA Margin (%)	28.18%	31.29%	(311) Bps	25.79%	238 bps
Depreciation	11	10	5.0%	9	16.7%
Finance Cost	73	68	7.9%	47	56.2%
PBT	237	223	6.2%	187	26.7%
Tax	91	93	-2.4%	73	24.4%
PAT	146	130	12.4%	114	28.2%
Minority Interest & Share of profit/ (loss) in associate company	6	10	-40.0%	(2)	-400.0%
PAT after adjustments	152	140	8.6%	112	35.8%
PAT Margin (%)	13.36%	14.55%	(119) Bps	11.88%	148 bps
Diluted EPS	5.59	5.17	8.1%	4.12	35.7%

Q2 FY17 HALF YEARLY CONSOLIDATED FINANCIAL HIGHLIGHTS



Particulars (INR Mn.)	H1 FY17	H1 FY16	Y-o-Y
Revenue from Operations	2,094	1712	22.3%
Other Income	6	11	-43.6%
Total Revenue	2,101	1723	21.9%
Total Expenses	1,479	1235	19.8%
EBITDA	622	488	27.4%
EBITDA Margin (%)	29.59%	28.32%	127 bps
Depreciation	21	18	16.7%
Finance Cost	141	100	41.0%
PBT	460	370	24.2%
Tax	183	139	31.8%
PAT	276	232	19.1%
Minority Interest & Share of profit/ (loss) in associate company	16	-3	-626.7%
PAT after adjustments	292	229	27.6%
PAT Margin (%)	13.91%	13.29%	62 bps
Diluted EPS	10.75	8.41	27.8%

H1 FY17 Consolidated Balance Sheet



Equity and Liabilities (INR Mn.)	FY14	FY15	FY16	H1FY17
Shareholders Fund				
Share Capital	199	272	272	272
Reserves and Surplus	1,546	2,902	3,377	3,673
Net worth	1,745	3,174	3,649	3,945
Minority Interest				-29
Non Current Liabilities				
Long Term borrowings	101	3	229	138
Deffered tax liabilities	85	68	67	65
Long tem provisions	6	5	7	12
	192	76	303	215
Current Liabilities				
Short Term Borrowings	1,411	1,054	1,544	2,040
Trades payables	306	165	102	215
Other Current Liabilities	380	339	394	421
Short Term Provisions	89	77	139	248
	2,186	1,635	2,179	2924
Total	4,123	4,885	6,131	7055

Assets (INR Mn.)	FY14	FY15	FY16	H1FY17
Non Current Fixed Assets				
Fixed Assets				
Tangible Assets	332	287	284	
Intangible assets	9	8	9	
Intangible assets under development	-	-	14	-
Total Fixed Assets	341	295	307	306
Non Current Investments	89	168	66	76
Long Term Loan and Advances	61	71	64	70
Trade receivables	-	-	-	-
Other Non Current Assets	1	1	1	1
	151	240	438	146
Current Assets				
Inventories	2,005	2,887	3,846	4,095
Trade Receivables	1,405	1,268	1,066	1,872
Cash and cash equivalents	9	25	13	25
Short Term loan and advances	190	170	768	610
Other Current Assets	22	-	-	-
Total	4,123	4,885	6,131	7055

NEW MEDIA



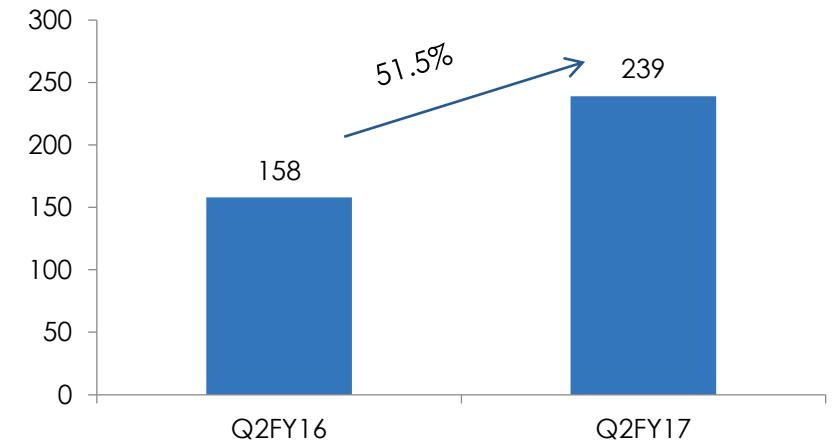
Shemaroo was one of the early Indian media companies to syndicate its library in the high growth new media platforms, thereby gaining first mover advantage

- 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

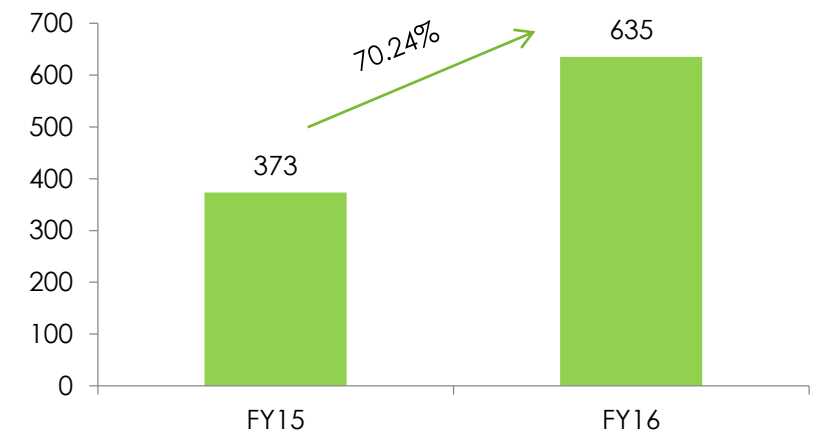
New Media Presence

Internet	Mobile Value Added services (MVAS) / Mobile Internet	Other New Media Platforms
<ul style="list-style-type: none"> • Shemaroo has agreements with various internet video platforms like YouTube, Hotstar, Hooq, Apple iTunes, Google Play etc. 	<ul style="list-style-type: none"> • 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. 	<ul style="list-style-type: none"> • Shemaroo also distributes its content through other platforms like Interactive services, IPTV, etc.

Q2 FY17 Revenue (INR Mn)



FY16 Revenue (INR Mn)



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.

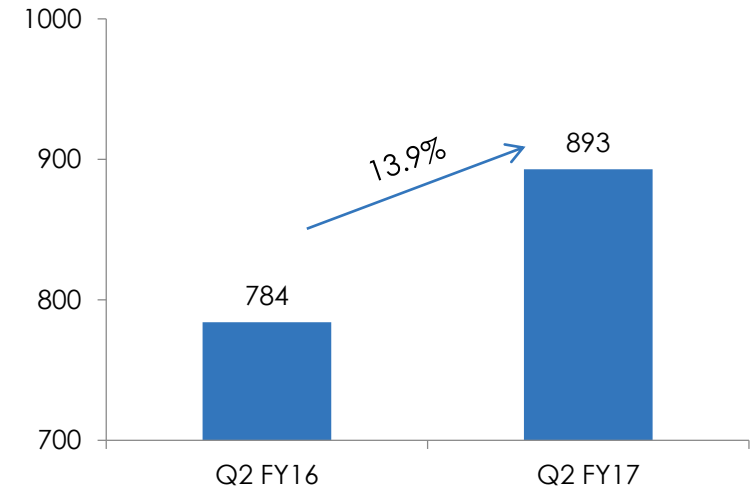
Home Entertainment:

- 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

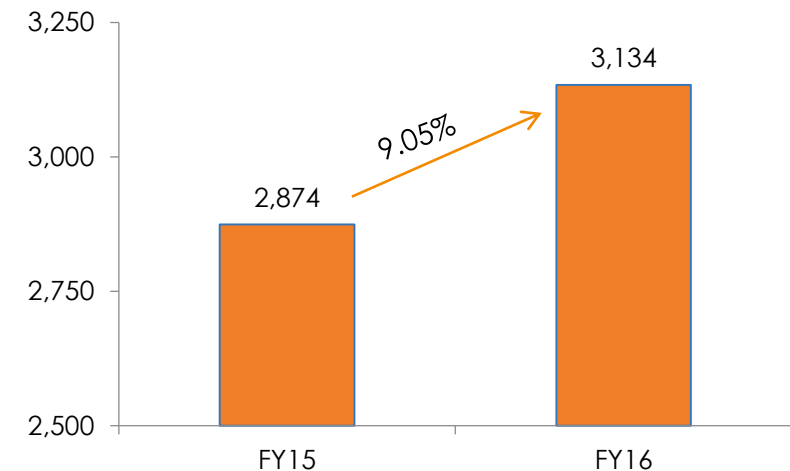
Other Media:

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

Q2 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	13	13	18
Total Revenue	2,161	2,659	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

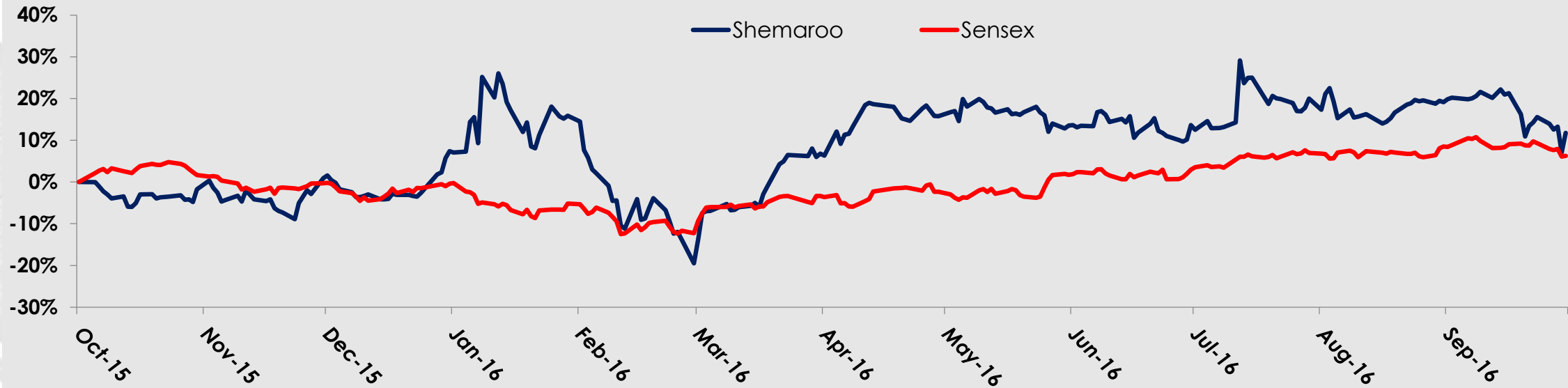
HISTORICAL CONSOLIDATED BALANCE SHEET



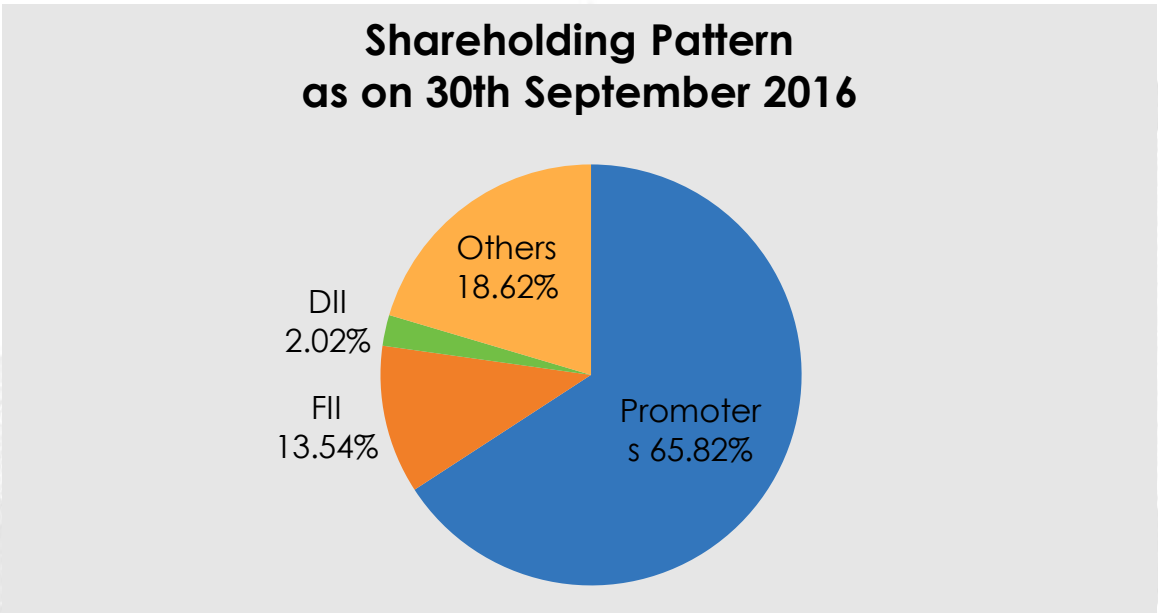
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Other Current Assets	22	-	-
Total	4,123	4,885	6,131

CAPITAL MARKET



Price Data (As of 30th September, 2016)	INR
Face Value	10
Market Price	310.9
52 Week H/L	375/222
Market Cap (INR Mn)	8,450.26
Equity Shares Outstanding (Mn)	27.18
1 Year Avg. Trading Volume ('000)	62.27

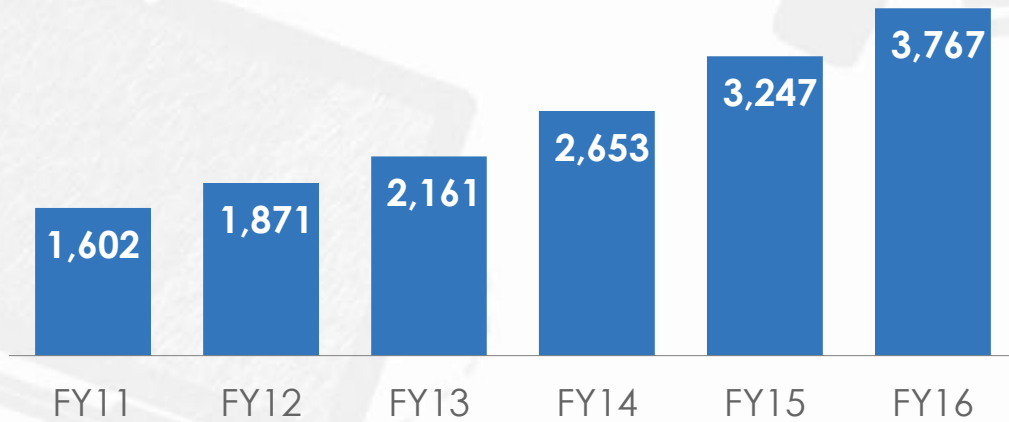


CONSOLIDATED FINANCIAL CHARTS



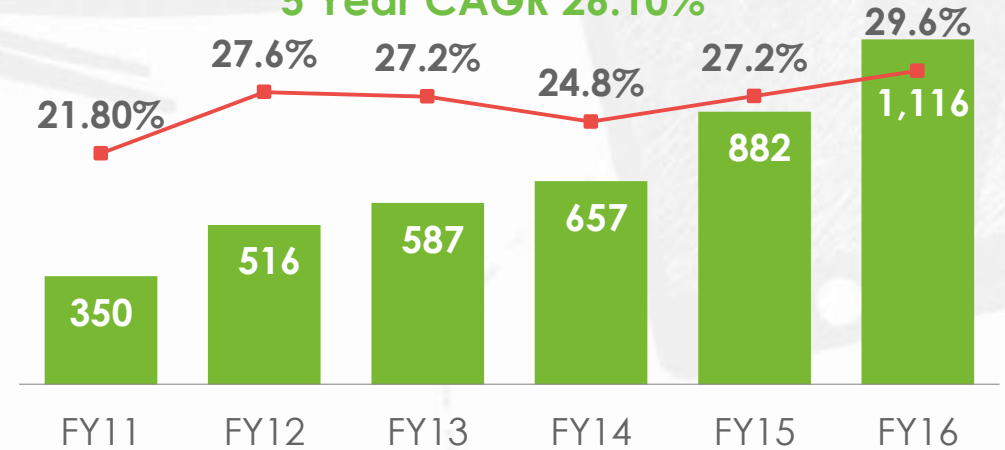
Total Income (INR Mn)

5 Year CAGR 18.65%



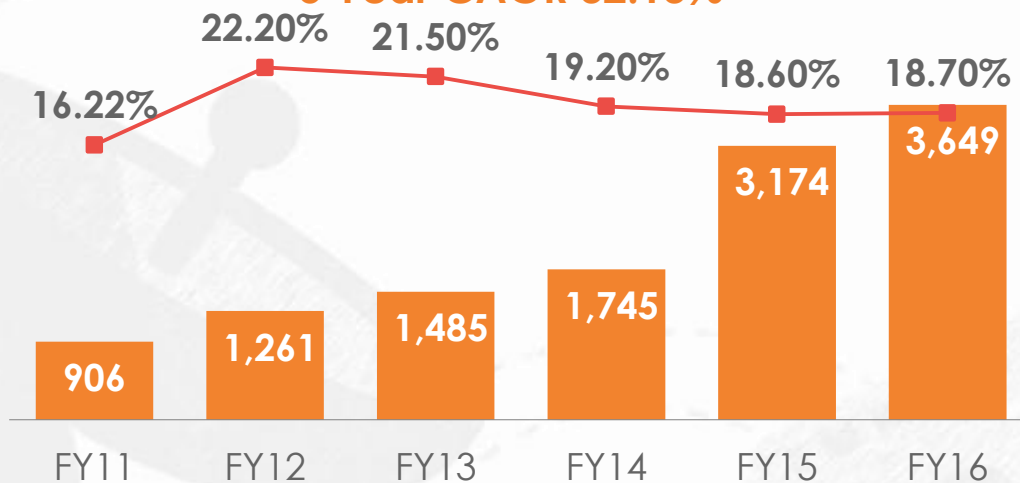
EBITDA (INR Mn) and EBITDA Margin (%)

5 Year CAGR 26.10%



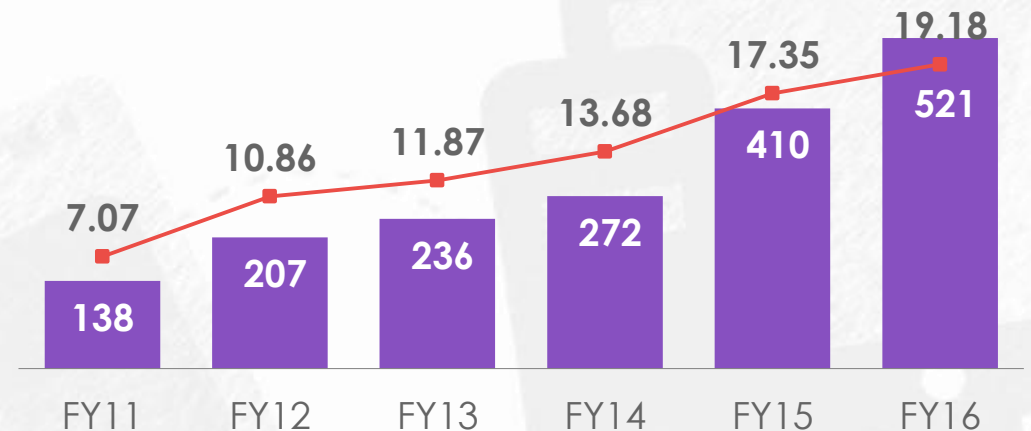
Net Worth (INR Mn) and RoCE (%)

5 Year CAGR 32.13%



PAT (INR Mn) and EPS

5 Year CAGR 30.43%



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