

STANDALONE UNAUDITED FINANCIAL RESULTS (PROVISIONAL) FOR THE QUARTER ENDED DECEMBER 31, 2010

PARTICULARS	QUARTER ENDED		NINE MONTHS ENDED		YEAR ENDED
	December 31, 2010 (Unaudited)	December 31, 2009 (Unaudited)	i.e. 1.4.2010 to 31.12.2010 (Unaudited)	i.e. 1.4.2009 to 31.12.2009 (Unaudited)	March 31, 2010 (Audited)
Income from operations	369.55	40.31	547.08	480.90	1,314.03
Total income	369.55	40.31	547.08	480.90	1,314.03
Expenditure					
a) Increase in unamortised/ unexploited/ unfinished content	-	19.71	-	19.71	(103.47)
b) Cost of content	366.68	120.43	510.50	549.54	1,439.83
c) Staff cost	29.49	28.54	100.55	84.87	105.00
d) Depreciation	5.38	4.90	14.57	14.31	19.12
e) Other expenditure	55.02	40.00	152.78	132.86	207.43
Total expenditure	456.57	213.58	778.40	801.29	1,667.91
Profit from operations before other income and interest	(87.02)	(173.27)	(231.32)	(320.39)	(353.88)
Other income	34.63	48.85	115.03	147.55	192.84
Profit before interest	(52.39)	(124.42)	(116.29)	(172.84)	(161.04)
Interest	17.89	18.77	59.44	42.46	66.36
Profit before tax	(70.28)	(143.19)	(175.73)	(215.30)	(227.40)
Tax expenses					
-Current	-	-	-	-	0.18
-Deferred	0.78	-	(8.39)	-	11.85
Net profit	(71.06)	(143.19)	(167.34)	(215.30)	(239.43)
Paid-up equity share capital (FV Rs 10)	1,446.70	1,446.70	1,446.70	1,446.70	1,446.70
Reserves excluding revaluation reserves	-	-	-	-	7,644.24
Net worth	-	-	-	-	9,090.94
Earning per share (Basic and diluted EPS on weighted average basis)	(0.49)**	(0.99)**	(1.21)**	(1.49)**	(1.91)
** Not annualised					
Public shareholding					
- Number of shares	9,214,428	9,290,124	9,214,428	9,290,124	9,285,124
- Percentage of shareholding	63.69	64.22	63.69	64.22	64.18
Promoters and promoter group shareholding					
a) Pledged/ encumbered					
Number of shares	-	-	-	-	-
-% of shares (as a % of total shareholding of promoter and promoter group)	-	-	-	-	-
-% of shares (as a % of total share capital of the company)	-	-	-	-	-
b) Non-encumbered					
Number of shares	5,252,572	5,176,876	5,252,572	5,176,876	5,181,876
-% of shares (as a % of total shareholding of promoter and promoter group)	100.00	100.00	100.00	100.00	100.00
-% of shares (as a % of total share capital of the company)	36.31	35.78	36.31	35.78	35.82

Notes:

- The above results were reviewed by the Audit Committee and taken on record by the Board of Directors of the Company at its meeting held on February 14, 2011 and limited review of the same has been carried out by the Statutory Auditors.
- There are no exceptional and extra ordinary items.
- Arbitration proceedings initiated by the Company against Prasar Bharati, in respect of bank guarantees encashed in the year 2000-01 for marketing of Olympic Games 2000 are ongoing. The Company has also initiated proceedings for recovery of loans and advances of Rs 46,753,181 which are pending before the Bombay High Court.
- The unaudited consolidated financial results (provisional) for the quarter ended on December 31, 2010 given below are not subjected to limited review by the Auditors. Consolidated total income for the quarter ended on December 31, 2010 is Rs 438.82 lakh, loss after tax is Rs 77.35 lakh and Basic EPS (not annualised) is Rs (0.53). Consolidated total income for the nine months ended December 31, 2010 is Rs 786.49 lakh, loss after tax is Rs 199.41 lakh and Basic EPS (not annualised) is Rs (1.43).
- Figures of the previous periods have been regrouped, rearranged wherever necessary.
- The Company operates under only one business segment viz content.
- There are no pending investor complaints. No investor complaint was received during the quarter.

 Mumbai
February 14, 2011

 Mahesh Vyas
Chief Manager/ Accounts

 Yatender Verma
VP/ Finance, Compliances and Legal Affairs

 Pallab Bhattacharya
Wholtime Director and CEO

For more details, contact Yatender Verma at verma@prishnandycom.com