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Registered Office: 87/88 Mittal Chambers Nariman Point Mumbai 400 021

**UNAUDITED FINANCIAL RESULTS (PROVISIONAL) FOR THE QUARTER ENDED SEPTEMBER 30, 2009**

In Rupees Lakh

PARTICULARS	Quarter ended September 30, 2009	Quarter ended September 30, 2008	Year to date i.e. 1.4.2009 to 30.9.2009	Year to date i.e. 1.4.2008 to 30.9.2008	Year ended March 31, 2009 (Audited)
	(Unaudited)	(Unaudited)	(Unaudited)	(Unaudited)	(Audited)
Income from operations	229.95	328.35	440.59	687.65	1,285.39
<b>Total income</b>	<b>229.95</b>	<b>328.35</b>	<b>440.59</b>	<b>687.65</b>	<b>1,285.39</b>
a) Increase in unamortised/ unexploited/ unfinished content	-	-	-	-	(34.93)
b) Cost of content	223.16	321.00	429.11	652.33	1,340.95
c) Staff cost	26.15	33.17	56.33	66.30	123.58
d) Depreciation	4.81	5.11	9.41	9.36	17.60
e) Other expenditure	51.83	38.88	92.86	74.17	277.78
Total expenditure	305.95	398.16	587.71	802.16	1,724.98
<b>Profit from operations before other income and interest</b>	<b>(76.00)</b>	<b>(69.81)</b>	<b>(147.12)</b>	<b>(114.51)</b>	<b>(439.59)</b>
Other income	50.85	75.53	98.70	127.75	247.72
<b>Profit before interest</b>	<b>(25.15)</b>	<b>5.72</b>	<b>(48.42)</b>	<b>13.24</b>	<b>(191.87)</b>
Interest	18.25	0.91	23.69	1.72	3.01
<b>Profit before tax</b>	<b>(43.40)</b>	<b>4.81</b>	<b>(72.11)</b>	<b>11.52</b>	<b>(194.88)</b>
Tax expenses					
-Current	-	2.88	-	5.66	3.29
-Deferred	-	-	-	-	(26.49)
<b>Net profit</b>	<b>(43.40)</b>	<b>1.93</b>	<b>(72.11)</b>	<b>5.86</b>	<b>(171.68)</b>
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	-	-	-	-	7,920.78
Net worth	-	-	-	-	9,367.48
Earning per share	(0.30)**	0.01**	(0.20)**	0.05**	(1.19)*
* Basic and diluted EPS on weighted average basis					
** Not annualised					
Public shareholding					
- Number of shares	9,390,124	9,621,474	9,390,124	9,621,474	9,402,726
- Percentage of shareholding	64.91	66.51	64.91	66.51	64.99

## 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 October 24, 2009 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 and half year ended September 30, 2009 are given below and are not subjected to limited review by the Auditors. Consolidated total income for the quarter ended on September 30, 2009 is Rs 338.37 lakh, loss after tax is Rs 51.20 lakh and Basic EPS (not annualised) is Rs (0.35). Consolidated total income for the half year ended on September 30, 2009 is Rs 653.63 lakh, loss after tax is Rs 81.56 lakh and basic EPS (not annualised) is Rs (0.56).
- The Company operates under only one business segment viz content.

Mumbai  
October 24, 2009Mahesh Vyas  
Chief Manager, AccountsYatender Verma  
VP, Finance, Compliances and Legal AffairsBobbie Ghosh  
Chief Operating OfficerPallab Bhattacharya  
Wholetime Director and CEO

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