



August 14, 2024

<b>To</b> <b>BSE Limited</b> <b>Phiroze Jeejeebhoy Towers,</b> <b>Dalal Street, Fort, Mumbai - 400 001</b> <b>Scrip No.: 530943</b>	<b>To</b> <b>National Stock Exchange of India Limited</b> <b>Exchange Plaza, Bandra Kurla Complex,</b> <b>Bandra (East), Mumbai - 400 051</b> <b>Symbol: SABTNL</b>
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**Sub: Communication from the Management of the Company for the Shareholders & Investors of the Company**

Dear Sir/Madam,

Pursuant to the provisions of Regulation 30 (read with Part A of Schedule III) of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (“**Listing Regulations**”), and as a part of our ongoing commitment of having transparency with our Shareholders & Investors, we are hereby pleased to submit the Communication from the Management of the Company with respect to the important updates of the Business outlook & future way ahead and strategic initiatives of the Company.

The enclosed Communication reflects the Company’s forward-looking approach as we navigate the evolving landscape of Media & Entertainment Industry. The continued trust and support of our Investors and Shareholders remain crucial during this transformative phase, and the Management is committed to enhancing Shareholders value through sustainable growth strategies.

Kindly take the above information in your records.

**Thanking you,**

**Yours faithfully,**

**For Sri Adhikari Brothers Television Network Limited**

**CS Hanuman Patel**  
**Company Secretary & Compliance Officer**  
**M. No. A55616**

**Encl.: A/a**

Registered Office:

6th Floor, Adhikari Chambers, Oberoi Complex, New Link Road, Andheri (W), Mumbai - 400 053.

Tel.: 022 - 40230000 | Fax: 022 - 26395459

Website: [www.adhikaribrothers.com](http://www.adhikaribrothers.com)

CIN: L32200MH1994PLC083853

## Communication from Management for the Shareholders & Investors

Sri Adhikari Brothers Group is an Indian M&E conglomerate with interests in Broadcast, films, content production and publishing.

The Company which was started as a small family owned partnership firm by brothers Late Mr. Gautam Adhikari & Mr. Markand Adhikari in 1985 went on to become one of the first publicly- listed television production company in India upon listing on the BSE & NSE in 1995.

Sri Adhikari Brothers Group is a pioneer in the field of Indian Media and has many firsts to its credit:

- a. One of the first production house who started making sponsored slot programmes on Doordarshan.
- b. One of the first media company to be listed on Stock Exchanges BSE and NSE.
- c. The first production company to launch its own Channel 'SAB TV' which currently is World's most watched Comedy Channel.

In 2017, Company conceived a plan to launch a New Comedy Channel called "Happii". Company's Chairman and mentor Mr. Gautam Adhikari was always the creative backbone of the Group. Unfortunately, he suddenly passed away in the same year i.e. 2017. He was the brain behind 'Happii' and almost 50% of the blueprint for the Channel 'Happii' was ready when he passed away. His sudden demise gave a huge jolt to the Company's business because Creativity is the core competence in the Entertainment Industry. The demise of Mr. Gautam Adhikari left a huge void adversely affecting even the Company's ongoing business, resulting in admission of the Company in CIRP/ IBC process on 20th December, 2019.

The Company being an MSME, the ex-management submitted a resolution plan, which was approved by the Hon'ble NCLT on 8th December 2023. Pursuant thereto, the Company got re-listed on 01.04.2024 on the main board of both the stock exchanges.

The Company is now channelizing all its energies to implement its resolution plan at the earliest and to pursue new age media business activities to regain its financial glory. In the last 7 years since the sad demise of Shri Gautam Adhikari, the Promoters have stitched together necessary competences to fill the void left by him. The stupendous growth of digital media sector has also helped.

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Looking at today's dynamic media landscape, the Company plans to foray into creation of various digital media IP such as short and long format content, music albums, audio books, podcasts, internet broadcasting etc.. to add to its historic existing content library of 5500 hours (approx.). The Company also is mapping out strategies to explore opportunities of creating a comedy centric platform once again to capitalize on the opportunity which was lost in 2017. These new ventures will require sustained investments and considerable lead time. Digital advertising in India has overtaken traditional TV advertising and the company seriously contemplates that it can script a great future by now focusing on New Age Digital Media opportunities. IP is the heart and soul of any media company and this company has always been built on commendable IPs which are still fondly remembered and respected.

The Company has already chalked out plans for its business revival and it expects that process of fruition of the new business activities shall take a minimum of 6-8 quarters before the results reflect in the financials of the Company. Continued faith and support of our investors during this rebuilding phase shall be vital.

The Company has a rich legacy and is now reviving its businesses. It is akin to a re-birth and the company is completely focused on building sustainable business models in its new avatar which shall lead to sustained stakeholder value creation.

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