



Sambhaav Media Limited

“Sambhaav House”, Opp. Judges’ Bungalows, Premchandnagar Road,
Satellite, Ahmedabad - 380 015.
Tel: +91-79-2687 3914/15/16/17 | Fax : +91-79-2687 3922
E-mail: info@sambhaav.com | Website: www.sambhaavnews.com
CIN: L67120GJ1990PLC014094

SML/CS/2020/38
Date: June 09, 2020

To,
The Department of Corporate Services
BSE Limited
Phirozee Jeejeebhoy Tower,
Dalal Street, Fort,
Mumbai - 400 001

To,
The Listing Department
National Stock Exchange of India Limited
Exchange Plaza, Plot no. C/1, G Block,
Bandra-Kurla Complex, Bandra (E),
Mumbai - 400 051

Scrip Code: 511630

Scrip Symbol: SAMBHAAV

Dear Sir,

Sub: Disclosure under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

Pursuant to Regulation 30(3) of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 and SEBI Circular No. SEBI/HO/CFD/CMD1/CIR/P/2020/84 dated May 20, 2020, we hereby provide the information of impact of COVID-19 pandemic on the business of Sambhaav Media Limited as below:

1. Impact of the COVID-19 pandemic on the business:

The COVID-19 pandemic that has spread throughout the World has also impacted India, which has been maintaining a nation-wide lockdown since March 25, 2020. With reduced economic activity, advertising revenue of the Company has been impacted. However, the print and electronic media business being declared as ‘essential services’ category as per the Advisory issued by the Ministry of Home Affairs (MHA), the Company has continued the operations while ensuring that all the safety measures as set out by the Government of India are being adhered to.

Advertisement Revenue: While April 2020 saw a marked reduction in advertisement revenues in print and electronic media on account of lockdown due to COVID-19 pandemic. The Company is confident that advertisement revenues are likely to recover once the lockdown restrictions are eased further.

As the FM Radio is the new initiative, the Company kept all Radio Stations running in Gujarat and Jammu & Kashmir despite lockdown and provided entertainment to the listeners. Since there is no activity during the lockdown advertisement revenue has been adversely impacted during the period.

The Transit TV Channel in the name of “Wise TV” installed in the buses of Gujarat State Road Transport Corporation (GSRTC) for which operations were suspended by the Corporation



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for its entire fleet of buses as instructed by the State Government. Hence the revenue for entire lockdown period have been lost by the Company.

The Intelligent Vehicle Tracking and Passenger Information System (IVT & PIS) installed in the buses of GSRTC continued to provide its services for 24X7 including lockdown period. The Corporation has informed the Company on 18.04.2020 that they would not avail the services during the lockdown period but in the meantime the Company has raised its charges for Q4 FY 2019-20. The Company is hoping to resolve the matter as early as possible accordingly this will have impact on Q1 FY 2020-21.

2. Ability to maintain operations including the factories/ units/ office spaces functioning and closed down:

As per the advisories issued by the Government of India, the Company being a Print and Electronic Media Company, has continued operations even during the lockdown by taking serious measures to ensure safety and health of all our employees and encouraging them to work from home.

3. Schedule, if any, for restarting the operations:

Not applicable, as the operations of the Company were continued during the lockdown.

4. Steps taken to ensure smooth functioning of operations:

The Company has taken all the requisite measures to ensure social distancing, hygiene practices and sanitization of office periodically to help fight against the spread of COVID-19 pandemic.

5. Estimation of the future impact of COVID-19 on its operations:

The economic activity of the Company has not been fully resumed and hence the future impact cannot be ascertained at this point of time. The Company will continue to monitor the fast-changing environment as it evolves and will keep all concerns updated on material developments. Subject to the COVID-19 situation improving in the country, the Company anticipates normalcy to start setting in towards the end of Q2 FY 2020-21.

6. Details of impact of COVID-19 on the Company:

- a) **Capital and Financial resources** – The Company is having enough capital and adequate banking limits are in place;
- b) **Profitability** – During the current period profitability is under pressure especially profitability for the Q1 FY 2020-21 is likely to hamper drastically as mentioned for the reasons in para (1).





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- c) **Liquidity position** – Since the Company has invested in FM Radio project from its own reserves due to this the Company is having short term liquidity crunch during COVID-19 period but taking the appropriate steps able to manage the initial period. If necessary, the Company will avail stimulate package announced by the Government of India.
- d) **Ability to service debt and other financing arrangements** – The Company is having working capital limits with the banks that are being serviced and we do not anticipate any issues with our ability to continue servicing the same.
- e) **Assets** - The assets of the Company are secured and are in proper working condition.
- f) **Internal financial reporting and control** – The Company has adopted enough measures along with daily review mechanisms to effectively manage Internal Financial reporting and processes. The Company has robust internal control system that has been functional during the lockdown.
- g) **Supply chain** – The Company has not faced any disruption in raw material supplies.
- h) **Demand for its products/ services** – The Company is in the business of print and electronic media and the advertisement revenue is severely impacted. The Company is positive and expects advertisement revenue will start picking up from the current low level once the lockdown is completely lifted.
7. **Existing contracts/ agreements where non-fulfillment of the obligations by any party will have significant impact on Company’s business –**
- a) The Company has entered into a contract with GSRTC to install and run Public Entertainment System (PES) in the buses and bus depots of GSRTC for which operations were suspended by the Corporation for its entire fleet of buses as instructed by the State Government. Hence the revenue for entire lockdown period have been lost by the company.
- b) The Company has entered into an agreement with GSRTC to install Intelligent Vehicle Tracking and Passenger Information System (IVT & PIS) in the buses of GSRTC. The Company continued to provide its services for 24X7 including lockdown period. The Corporation has informed the Company on 18.04.2020 that they would not avail the services during the lockdown period but in the meantime the Company has raised its charges for Q4 FY 2019-20. The Company is hoping to resolve the matter as early as possible accordingly this will have impact on Q1 FY 2020-21.
8. **Annual Audited Accounts – FY 2019-20** – Generally, the Company publishes its Annual Audited Accounts by 30th May of each year. However, due to the current situation it is expected that the Board Meeting to adopt the accounts for the Financial Year 2019-20 would be held latest by June 30, 2020.



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9. Other relevant material updates about the Company's business:

No such material information at this time.

Kindly take the above information on your record.

Thanking you,
Yours faithfully,
For, Sambhaav Media Limited


Palak Asawa
Company Secretary
M. No. A40377

