

S.NO.	Particulars	STANDALONE						CONSOLIDATED					
		Quarter Ended 31st Dec 2009 (Reviewed)	Quarter Ended 31st Dec 2008 (Reviewed)	Nine Months ended 31st Dec 2009 (Reviewed)	Nine Months ended 31st Dec 2008 (Reviewed)	Year Ended 31st March 2009 (Audited)	Quarter Ended 31st Dec 2009 (Reviewed)	Quarter Ended 31st Dec 2008 (Reviewed)	Nine Months ended 31st Dec 2009 (Reviewed)	Nine Months ended 31st Dec 2008 (Reviewed)	Year Ended 31st March 2009 (Audited)		
1	Net Income from Sales/Income from operations Other Operating Income	737.00	861.42	1,980.55	4,808.53	6,035.45	2,120.68	1,366.88	5,535.87	4,970.76	6,678.08		
2	Total Income	737.00	861.42	1,980.55	4,808.53	6,035.45	2,120.68	1,366.88	5,535.87	4,970.76	6,678.08		
3	Expenditure / Decrease in Stock-in-Trade a) (Increase) / Decrease in Stock-in-Trade b) Cost of Production c) Employee Cost d) Marketing & Distribution expenses e) Depreciation f) General Administrative and other Expenses g) Miscellaneous Exp W/off	(112.52)	(280.06)	(392.62)	13.45	160.22	(112.52)	(280.06)	(250.38)	13.45	600.16		
4	Operating Profit Before Other Income, Interest & Exceptional Items(1)-	(383.34)	13.35	(927.56)	421.22	209.65	(928.66)	(1,690.77)	(3,425.10)	(7,604.88)	(9,562.11)		
5	Other Income	564.72	21.83	627.82	28.60	44.43	79.80	35.66	225.67	347.42	404.16		
6	Operating Profit Before Interest & Exceptional Items(3)+(4)	171.38	35.18	(299.74)	449.82	344.08	(849.06)	(1,655.11)	(3,199.43)	(7,257.46)	(9,157.95)		
7	Interest	31.79	17.13	60.83	36.94	51.09	31.89	18.62	75.61	61.26	75.49		
8	Operating Profit After Interest & Exceptional Items(5)-(6)	139.59	18.05	(360.57)	412.88	292.99	(880.95)	(1,673.73)	(3,275.04)	(7,318.70)	(9,233.44)		
9	Profit (+)/Loss(-) from ordinary activities before tax (7)-(8)	139.59	18.05	(360.57)	412.88	292.99	(880.95)	(1,673.73)	(3,275.04)	(7,318.70)	(9,233.44)		
10	Tax expense	(10.52)	2.38	(30.27)	115.61	142.36	(10.52)	(5.62)	(30.27)	149.59	205.30		
11	Profit (+)/Loss(-) from ordinary activities after tax (9)-(10)	150.11	15.67	(330.30)	297.27	150.63	(870.43)	(1,668.11)	(3,244.77)	(7,462.29)	(9,438.74)		
12	Extra Ordinary Items (net of Tax expense.)	-	-	-	-	-	-	-	-	-	-		
13	Net profit (+)/loss(-) for period before share of Profit/(Loss) of Minority Interests (11)-(12)	150.11	15.67	(330.30)	297.27	150.63	(870.43)	(1,668.11)	(3,244.77)	(7,462.29)	(9,438.74)		
14	Minority Interests	-	-	-	-	-	-	-	-	-	-		
15	Net profit (+)/loss(-) for the period (13)-(14)	150.11	15.67	(330.30)	297.27	150.63	(870.43)	(1,668.11)	(3,244.77)	(7,462.29)	(9,438.74)		
16	Paid up Equity Share Capital (Face Value per share is Rs 2.00)	2,397.26	2,456.26	2,397.26	2,456.26	2,454.46	2,397.26	2,456.26	2,397.26	2,456.26	2,454.46		
17	Reserves excluding Revaluation reserves (As per Balance sheet)	-	-	-	-	15,271.12	-	-	-	-	11,949.35		
18	Basic Earning Per Share (As per AS-20)	0.13	0.01	(0.27)	0.26	0.08	(0.74)	(1.48)	(2.83)	(6.61)	(8.57)		
19	Diluted Earning per share (as per AS-20)	0.13	0.01	(0.27)	0.22	0.08	(0.74)	(1.26)	(2.83)	(5.62)	(8.56)		
20	Aggregate of Public Shareholdings # Number of Shares # Percentage of Shareholdings Promoters and Promoter Group Shareholding a) Pledged / Encumbered Number of shares Percentage of shares (as a % of the total shareholding of promoter and promoter group) b) Non - encumbered Percentage of shares (as a % of the total share capital of the company) c) Non - encumbered Percentage of shares (as a % of the total shareholding of the Promoter and Promoter group) Percentage of shares (as a % of the total share capital of the company)	73,110,432 60.95%	73,110,432 64.81%	73,110,432 60.95%	73,110,432 64.81%	73,110,432 64.81%	73,110,432 60.95%	73,110,432 64.81%	73,110,432 60.95%	73,110,432 64.81%	73,110,432 64.81%		



(Amount in Rs Lacs.)

UNAUDITED SEGMENTWISE REVENUE, RESULTS FOR THE QUARTER AND NINE MONTHS ENDED 31ST DECEMBER, 2009

(Amount in Rs. Lacs.)

Particulars	STANDALONE						Consolidated			
	Quarter Ended 31st Dec 2009 (Reviewed)	Quarter Ended 31st Dec 2008 (Reviewed)	Nine Months ended 31st Dec 2009 (Reviewed)	Nine Months ended 31st Dec 2008 (Reviewed)	Year Ended 31st March 2009 (Audited)	Quarter Ended 31st Dec 2009 (Reviewed)	Quarter Ended 31st Dec 2008 (Reviewed)	Nine Months ended 31st Dec 2009 (Reviewed)	Nine Months ended 31st Dec 2008 (Reviewed)	Year Ended 31st March 2009 (Audited)
1. Segment Revenue										
a) AUDIO-VISUAL PRODUCTION	636.36	666.02	1,742.20	3,320.01	4,136.43	636.36	675.16	1,742.20	3,246.09	4,062.51
b) MOVIES		195.40	238.35	1,488.52	1,82.78	100.64	73.34	238.35	73.34	182.78
c) LEASING	100.64				1,716.24	139.38	47.28	325.28	253.45	197.69
d) F.M. RADIO						1,244.30	571.10	3,230.04	1,397.88	305.50
e) TELEVISION BROADCASTING										1,929.60
Total	737.00	861.42	1,980.55	4,808.53	6,035.45	2,120.68	1,366.88	5,535.87	4,970.75	6,678.08
Less: Inter Segment Revenue										
Net Sales/Income from Operations	737.00	861.42	1,980.55	4,808.53	6,035.45	2,120.68	1,366.88	5,535.87	4,970.75	6,678.08
2. Segment Results										
a) AUDIO-VISUAL PRODUCTION	(123.00)	(24.20)	(66.60)	420.82	343.83	(123.00)	312.90	(66.60)	346.90	343.83
b) MOVIES				70.99	70.99					70.99
c) LEASING	(37.31)	(102.34)	(171.54)	786.07	1,004.74	(37.31)	(309.20)	(171.54)	(629.11)	197.69
d) F.M. RADIO						(8.17)	(70.27)	(86.80)	(224.15)	(356.23)
e) TELEVISION BROADCASTING	(60.31)	(126.54)	(238.14)	1,206.89	1,419.56	(122.11)	(825.10)	(898.64)	(4,141.19)	(2,277.53)
Total	31.79	17.13	60.83	36.94	51.09	561.60	18.62	605.32	61.26	75.49
Less: Interest	(331.69)	(161.72)	61.60	757.07	1,075.48	128.76	763.44	1,446.15	2,609.69	7,136.70
ii) Other Un-allocable Expenditure Net of Un-allocable Income										
Total Profit Before Tax	138.59	18.05	(360.57)	412.88	292.99	(880.95)	(1,673.73)	(3,275.04)	(7,318.70)	(9,233.44)
3. Capital Employed (Segment Assets minus Segment Liabilities)										
a) AUDIO-VISUAL PRODUCTION	2,869.31	2,918.92	2,869.31	2,918.92	2,825.31	2,869.31	2,918.92	2,869.31	2,918.92	2,825.31
b) MOVIES	435.12	479.71	435.12	479.71	533.94	435.12	479.71	435.12	479.71	533.94
c) LEASING	3,113.01	7,437.84	3,113.01	7,437.84	3,780.35	2,742.79	4,096.77	2,742.79	4,096.77	3,329.13
d) F.M. RADIO						1,757.98	1,926.50	1,757.98	1,926.50	1,736.24
e) TELEVISION BROADCASTING	2,703.68	3,977.64	2,703.68	3,977.64	4,689.32	2,904.94	2,438.88	2,904.94	2,438.88	1,218.18
f) UNALLOCATED						290.29	2,023.85	290.29	2,023.85	1,912.14
Total	9,121.12	14,814.11	9,121.12	14,814.11	11,828.92	11,000.45	13,884.63	11,000.45	13,884.63	11,554.94

NOTES:

- The above results have been reviewed by the Audit Committee and taken on record by the Board of Directors at its meeting held on 30th January 2010.
- The statutory Auditors of the company have carried out Limited Review of Financial Results.
- The name of the company has changed from B.A.G. Films Limited to B.A.G. Films & Media Limited and new name does not suggest any new line of business activity
- Segments have been identified in line with Accounting Standard on Segment Reporting (AS-17), taking into account the Company's organization as well as differential risks and return of these segments.
- Segmental Revenue, Results and Capital Employed figures include the respective amounts identifiable to each of the segments.
- Other unallocable figures includes expenses incurred at Corporate level which relate to company as whole.
- Information on Investor Complaints pursuant to Clause 41 of the Listing Agreement for the Quarter ended 31st December 2009 - Opening balance NIL, Received during the quarter - Nil, Disposed during the quarter - Nil, Closing balance- Nil.
- The other income includes interest from subsidiary companies on loans and advances.
- The change in paid up share capital includes 71,40 Lacs equity shares allotted to promoter company @ Rs 2/- per share issued at premium of Rs 15.30 per share.
- The consolidated loss has come down to Rs 3244.77 Lacs from Rs 7462.29 as compare to the corresponding Nine month ended 31st December 2008.
- Previous period's figures are regrouped, rearranged or recast wherever necessary to make them comparable with the current period figures

Date: Jan 30th, 2010

Place: Noida

For B.A.G. Films & Media Limited
 Anuradha Prasad
 Chairperson cum Managing Director