



Unaudited Segment wise revenue & Results and Capital Employed for the quarter and Nine Months ended December 31st 2013

₹ in Lacs

| Particulars  | STANDALONE                |                           |                           |                           |                           | CONSOLIDATED            |                           |                           |                           |                           |                         |
|--|---------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------------------|---------------------------|---------------------------|---------------------------|---------------------------|-------------------------|
|  | Quarter Ended             | Quarter Ended             | Quarter Ended             | Quarter Ended             | Year Ended                | Quarter Ended           | Quarter Ended             | Quarter Ended             | Quarter Ended             | Year Ended                |                         |
|  | 31.12.2013<br>(Unaudited) | 30.09.2013<br>(Unaudited) | 31.12.2012<br>(Unaudited) | 31.12.2013<br>(Unaudited) | 31.12.2012<br>(Unaudited) | 31.03.2013<br>(Audited) | 31.12.2013<br>(Unaudited) | 31.12.2012<br>(Unaudited) | 31.12.2013<br>(Unaudited) | 31.12.2012<br>(Unaudited) | 31.03.2013<br>(Audited) |
| <b>1. Segment Revenue</b>  |                           |                           |                           |                           |                           |                         |                           |                           |                           |                           |                         |
| a) AUDIO-VISUAL PRODUCTION   | 1,463.52                  | 1,280.55                  | 633.35                    | 3,891.01                  | 2,235.84                  | 3,841.40                | 1,463.52                  | 1,280.55                  | 3,742.22                  | 2,235.84                  | 2,752.99                |
| b) MOVIES  | -                         | -                         | -                         | -                         | -                         | -                       | -                         | -                         | -                         | -                         | -                       |
| c) LEASING   | 152.35                    | 152.50                    | 159.44                    | 490.13                    | 467.79                    | 650.49                  | 13.42                     | 13.57                     | 73.33                     | 50.98                     | 94.75                   |
| d) F.M. RADIO  | -                         | -                         | -                         | -                         | -                         | -                       | 88.57                     | 100.96                    | 345.53                    | 389.57                    | 515.00                  |
| e) TELEVISION BROADCASTING   | -                         | -                         | -                         | -                         | -                         | -                       | 2,360.37                  | 1,869.71                  | 6,296.79                  | 5,802.52                  | 8,392.96                |
| <b>Total</b>   | <b>1,615.87</b>           | <b>1,433.05</b>           | <b>792.79</b>             | <b>4,381.14</b>           | <b>2,703.63</b>           | <b>4,491.89</b>         | <b>3,925.88</b>           | <b>3,264.79</b>           | <b>10,457.87</b>          | <b>8,478.92</b>           | <b>11,755.71</b>        |
| Less: Inter Segment Revenue  | -                         | -                         | -                         | -                         | -                         | -                       | -                         | -                         | -                         | -                         | -                       |
| <b>Net Sales/Income from Operations</b>  | <b>1,615.87</b>           | <b>1,433.05</b>           | <b>792.79</b>             | <b>4,381.14</b>           | <b>2,703.63</b>           | <b>4,491.89</b>         | <b>3,925.88</b>           | <b>3,264.79</b>           | <b>10,457.87</b>          | <b>8,478.92</b>           | <b>11,755.71</b>        |
| <b>2. Segment Results</b>  |                           |                           |                           |                           |                           |                         |                           |                           |                           |                           |                         |
| a) AUDIO-VISUAL PRODUCTION   | 328.00                    | 155.95                    | (42.70)                   | 588.44                    | (9.75)                    | 591.27                  | 328.00                    | 155.95                    | (54.57)                   | 439.66                    | (38.09)                 |
| b) MOVIES  | -                         | -                         | -                         | -                         | -                         | -                       | -                         | -                         | -                         | -                         | -                       |
| c) LEASING   | 25.13                     | 23.20                     | 5.92                      | 111.52                    | (2.93)                    | 9.28                    | (113.81)                  | (115.74)                  | (305.29)                  | (365.05)                  | (546.46)                |
| d) F.M. RADIO  | -                         | -                         | -                         | -                         | -                         | -                       | (88.34)                   | (170.82)                  | (208.29)                  | (12.51)                   | (129.97)                |
| e) TELEVISION BROADCASTING   | -                         | -                         | -                         | -                         | -                         | -                       | 856.11                    | 702.04                    | 2,166.75                  | 64.99                     | 979.88                  |
| <b>Total</b>   | <b>353.13</b>             | <b>179.15</b>             | <b>(36.78)</b>            | <b>699.96</b>             | <b>(12.68)</b>            | <b>600.55</b>           | <b>981.96</b>             | <b>571.43</b>             | <b>2,092.83</b>           | <b>(350.67)</b>           | <b>75.93</b>            |
| Less:  |                           |                           |                           |                           |                           |                         |                           |                           |                           |                           |                         |
| (i) Interest   | 381.73                    | 296.12                    | 202.30                    | 979.82                    | 642.33                    | 941.65                  | 452.79                    | 360.77                    | 1,181.19                  | 754.45                    | 1,122.73                |
| (ii) Other Un-allocable Expenditure Net  | 133.24                    | 146.50                    | 119.03                    | 430.52                    | 397.54                    | 642.15                  | 664.45                    | 656.49                    | 1,974.89                  | 2,061.24                  | 2,859.77                |
| off Un-allocable Income  | -                         | -                         | -                         | -                         | -                         | -                       | -                         | -                         | -                         | -                         | -                       |
| <b>Total Profit Before Tax</b>   | <b>(161.84)</b>           | <b>(263.47)</b>           | <b>(358.10)</b>           | <b>(710.38)</b>           | <b>(1,052.55)</b>         | <b>(983.24)</b>         | <b>(135.28)</b>           | <b>(445.83)</b>           | <b>(1,013.25)</b>         | <b>(3,166.35)</b>         | <b>(3,906.56)</b>       |
| <b>3. Segment Capital Employed</b><br>(Segment Assets minus Segment Liabilities) |                           |                           |                           |                           |                           |                         |                           |                           |                           |                           |                         |
| a) AUDIO-VISUAL PRODUCTION   | 7,633.82                  | 6,058.82                  | 7,365.73                  | 7,633.82                  | 7,365.73                  | 6,493.69                | 7,633.82                  | 6,058.82                  | 7,365.73                  | 7,633.82                  | 6,493.69                |
| b) MOVIES  | 441.62                    | 441.62                    | 441.62                    | 441.62                    | 441.62                    | 441.62                  | 441.62                    | 441.62                    | 441.62                    | 441.62                    | 441.62                  |
| c) LEASING   | 3,880.17                  | 4,005.43                  | 3,083.88                  | 3,880.17                  | 3,083.88                  | 3,815.48                | 3,880.17                  | 4,005.43                  | 3,880.17                  | 3,883.88                  | 3,815.48                |
| d) F.M. RADIO  | -                         | -                         | -                         | -                         | -                         | -                       | 3,597.11                  | 3,659.47                  | 3,597.11                  | 3,898.83                  | 3,534.87                |
| e) TELEVISION BROADCASTING   | -                         | -                         | -                         | -                         | -                         | -                       | 1,491.40                  | 1,422.99                  | 1,491.40                  | 1,435.89                  | 1,429.46                |
| <b>Total</b>   | <b>11,955.61</b>          | <b>10,505.87</b>          | <b>10,891.24</b>          | <b>11,955.61</b>          | <b>10,891.24</b>          | <b>10,750.79</b>        | <b>17,044.12</b>          | <b>15,588.33</b>          | <b>16,225.95</b>          | <b>17,044.12</b>          | <b>15,715.12</b>        |

**Notes:**

- 1) The above unaudited financial results have been reviewed by the Audit Committee and taken on record by the Board of Directors at its meeting held on 14th February 2014.
- 2) The above results for the quarter and Nine months ended December 31, 2013 have been subjected to Limited Review by the Statutory Auditors of the Company.
- 3) Segments have been identified in line with Accounting Standard on Segment Reporting (AS-17), taking into account the Company's organisation as well as differential risks and returns of these segments.
- 4) Segmental Revenue, Results and Capital Employed figures include the respective amounts identifiable to each of the segments.

5) Previous quarter/year's figure are regrouped, rearranged or recast wherever necessary to make them comparable with the current period figures.

Date: 14th February 2014  
Place: Noida

  
**FOR B.A.G. FILMS & MEDIA LTD.**  
For B.A.G Films & Media Limited  
Anuradha Prasad Managing Director  
Managing Director