



March 22, 2016

<b>Listing Department</b> <b>National Stock Exchange of India Limited</b> Exchange Plaza, Bandra-Kurla Complex Bandra (E), Mumbai-400 051	<b>Listing Department</b> <b>BSE Limited</b> Phiroze Jeejeebhoy Towers Dalal Street, Mumbai-400 023
---	---

Sir/Madam,

**Sub: SHEMAROO ENTERTAINMENT LIMITED - ISIN: INE363M01019-  
Symbol: SHEMAROO**

**Re: Analyst / Investor Meeting**

Pursuant to Regulation 30 of SEBI (LODR) Regulations, 2015, we would like to inform you that the officials of the Company met the analysts / institutional investor in group meetings at an Analyst Conference organized at Trident, BKC, Mumbai on Monday, March 21, 2016 by our Investor Relations Management Company, Valorem Advisors.

All discussions were based around general business updates and did not involve any forward looking statements or unpublished price sensitive information.

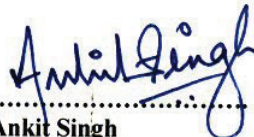
The list of analysts / institutional investor and presentation made during the meeting is attached herewith. The same is also available on the website of the Company i.e. [www.shemarooent.com](http://www.shemarooent.com).

This is for your information and records.

Thanking you,

Yours faithfully,

**For Shemaroo Entertainment Limited**





**Ankit Singh**  
**Company Secretary & Compliance Officer**  
**Membership No.: F8438**

**Encl: i. List of Analysts / Institutional investor**  
**ii. Presentation**

## LIST OF ANALYSTS / INSTITUTIONAL INVESTORS

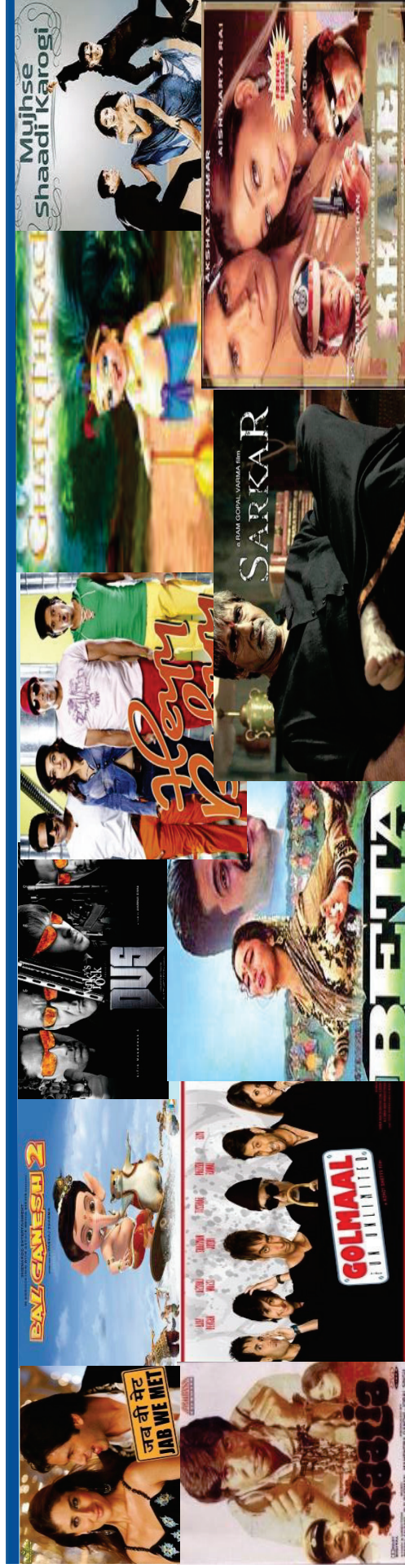
Sr.	Name	Sr.	Name
1.	JM Financial	2.	Span Capital Services Pvt Ltd
3.	Incedo Inc.	4.	GBM Investments
5.	Nirmal Bang Securities Pvt Ltd	6.	Whitestone Financial Advisors Pvt. Ltd.
7.	Phillip Capital (India) Private Limited	8.	Reliance Wealth Management Ltd
9.	Centrum Broking Limited	10.	Equitree Capital Advisors Limited
11.	Youko Bonds Equities & Financial Services	12.	Envision Capital
13.	Major Trend Capital	14.	India Nivesh Fund Managers Pvt. Ltd.
15.	M3 Investment	16.	Vallum Capital Advisors Pvt. Ltd.
17.	LKP Securities Limited	18.	40 Ridge Capital Management LLP
19.	Param Capital	20.	Equitymaster Agora Research Pvt. Ltd.
21.	Indsec Securities & Finance Ltd.	22.	IndAsia Fund Advisors Pvt. Ltd.
23.	Banyan Tree Advisors Pvt. Ltd.	24.	Crescita Investment Management Pvt. Ltd.
25.	Astute Investment Management Pvt. Ltd.	26.	Veda Investment Managers Pvt. Ltd.
27.	ENAM Holdings	28.	Jeet Capital Advisors Pvt. Ltd.
29.	OHM Portfolio Equi Research Pvt. Ltd.	30.	GEF Advisors India Private Limited
31.	Val-Q Investment Advisory Pvt. Ltd	32.	Magnum Equity Broking Ltd.
33.	Mehta Equities Ltd.	34.	AUM Fund Advisors
35.	Shreya Financial Services	36.	Himalayan Fund
37.	India Infoline Finance Limited	38.	Discovery Capital
39.	Asit C Mehta Institutional Equities	40.	Asian Markets Securities
41.	MentorCap	42.	Dhanki Securities Pvt. Ltd.
43.	Path Pioneer	44.	J P Morgan
45.	Kitara Capital	46.	Anand Rathi Advisors Pvt. Ltd.
47.	Candyfloss Advisor	48.	Aditya Equity Investments Limited






# Shemaroo Entertainment Limited

## Investor Presentation – January 2016



# Index

## Executive Summary

## Company Overview

## Business Overview

## Financial & Strategic Overview



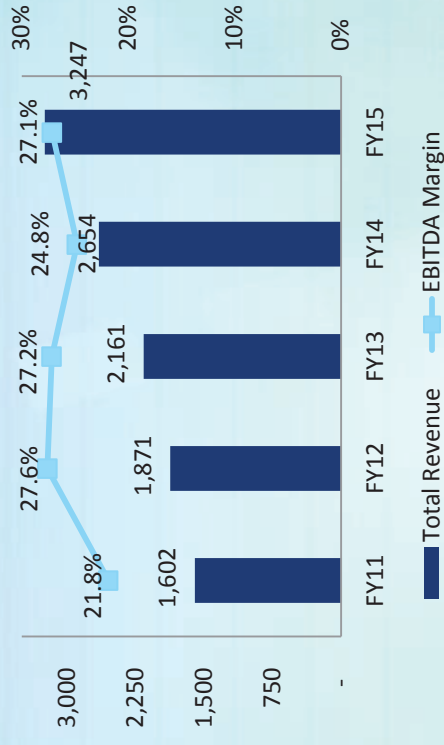
# Company Overview



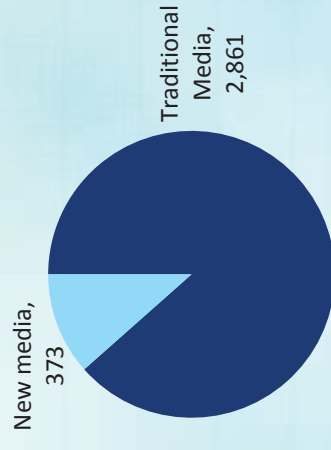
# About Shemaroo

- Founded in 1962 as a book circulating library, today Shemaroo is an established integrated media content house in India with activities across content acquisition, value addition to content and content distribution.
- The company is headquartered out of Mumbai and employees over 300 people.
- **The Company is one of the largest independent content aggregators with a library of more than 3,000 titles, which it distributes across various existing and emerging media platforms.**
- Identifying that movies have the longest shelf life for television and other media content, Shemaroo pioneered the movie library syndication business by acquiring movie titles from producers and distributing it to broadcasters and other media platforms.
- Shemaroo has grown multifold over the years by developing excellent relationships with producers and also the broadcasting networks, thereby becoming the largest organized player in a historically fragmented industry.

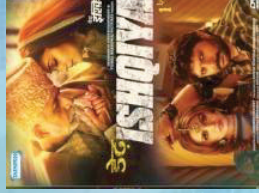
Total Revenue (INR Mn)



FY15 Revenue Distribution (INR Mn)



# Milestones



## 1962-2000

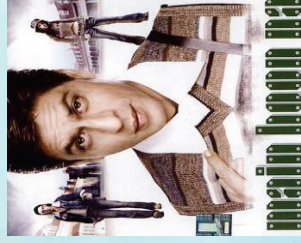
- 1962** - Started book circulating library in Mumbai
- 1987** - Home Video Distribution started
- 1993** - Broadcast Syndication started

## 2000 - 2005

- 2001**- Digital Post production started
- 2003** – Entered Overseas markets for distribution
- 2005** – Commenced acquiring of perpetual rights

## 2006 - 2009

- 2008** - Commenced content aggregation and distribution for MVAS platforms
- 2009** - Commenced distributing content over New Media platforms like YouTube



## 2011 onwards

- 2011**- Achieved a total of 600 perpetual right titles and converted to Public Limited
- 2012** – Completed 50 years
- 2014** – Got listed on BSE and NSE

# Experienced Leadership



## **Buddhichand Maroo, Chairman**

Co-founder of the group and associated with the Group since 1962, over 50 years of business experience, over 30 years in media & entertainment industry



## **Raman Maroo, Promoter, MD**

Co-founder of the Group and associated with the Group since 1974 . Over 40 years of business experience, Over 30 years in media & entertainment industry and Instrumental in expansion into television rights syndication and transformation of Shemaroo into a content house



## **Atul Maru Promoter, Joint MD**

Over 30 years of experience in the media and entertainment industry, Actively involved in the operations of the Company and has spearheaded various initiatives including the home video division of the Company



## **Hiren Gada, Whole Time Director & CFO**

Over 18 years of work experience, Over 10 years in media & entertainment Industry, Handles the Strategy and Finance functions in the Company Regular speaker at industry forums; quoted in media on issues pertaining to the industry



## **Jai Maroo , Non Executive Director**

Experience - 4 years as a software engineer and Over 10 years in media & entertainment . Holds a masters degree in computer science and engineering from Pennsylvania State University, U.S.A, worked with Citrix Systems Inc., USA investor in several technology ventures. Guiding the Company on digital distribution activities mainly on mobile and internet



# Independent Directors



**Gnanesh Gala, Independent Director**

Graduated with a B.Com degree from the University of Bombay in 1982. He is the Managing Director of Navneet Education Limited



**Dr. (CA) Reeta Bharat Shah, Independent Director**

She has over 27 years of experience in the field of education & administration in various capacities and is currently the HOD (accountancy) at SIES College of Commerce & Economics. She has written articles in various magazines/books & is a regular speaker, panel member & trainer at various conferences/seminars



**Vasanji Mamanias, Independent Director**

Holds a diploma in mechanical engineering from M.S. University, Baroda. Over 53 years of experience in various industrial sectors including film processing, civil constructions, heavy engineering and non -ferrous metals and also Co-founder of Adlabs



**Shashidhar Sinha, Independent Director**

B.Tech from IIT Kanpur and post graduate from IIM Bangalore, India Drives Advertising Standards Council of India, AAAI's Indian Broadcasting Federation joint body on industry practices, Audit Bureau of Circulation and the Joint Industry Body set up to monitor TV measurement CEO of Lodestar Um India



**Kirit Gala, Independent Director**

Mechanical Engineering from Mumbai in 1984, MBA from Mumbai in 1986 and doctoral research in marketing at Tennessee, U.S.A. in 1987 . Managing Director of Gala Precision Engineering Private Limited

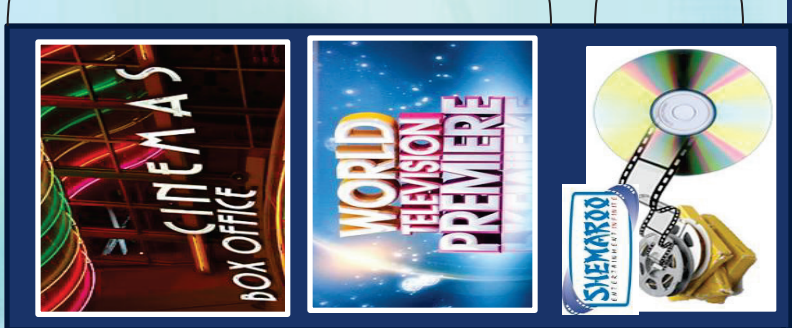
# Shemaroo's role in a movie lifecycle

- Shemaroo typically participates in the second and subsequent cycles of film monetization
- These subsequent cycles of film monetization have been typically growing due to various factors like increasing advertisement spends, digitization etc.
- There is a lower risk in these cycles due to visibility of performance of movie during first cycle of launch
- Shemaroo decides on the cost of the content after it is confident of achieving the desired return on investment at a portfolio level
- Shemaroo then distributes this content over different platforms like Broadcasting channels, New Media platforms like YouTube and others.

Theatrical, Television and overseas release generate ~90-95% of the revenues in the first cycle of launch, where

**Shemaroo is not typically present**

Shemaroo is present in the ancillary revenue streams like New Media and Home Video movie distribution, which contribute towards the remaining 5% to 10% of the revenues



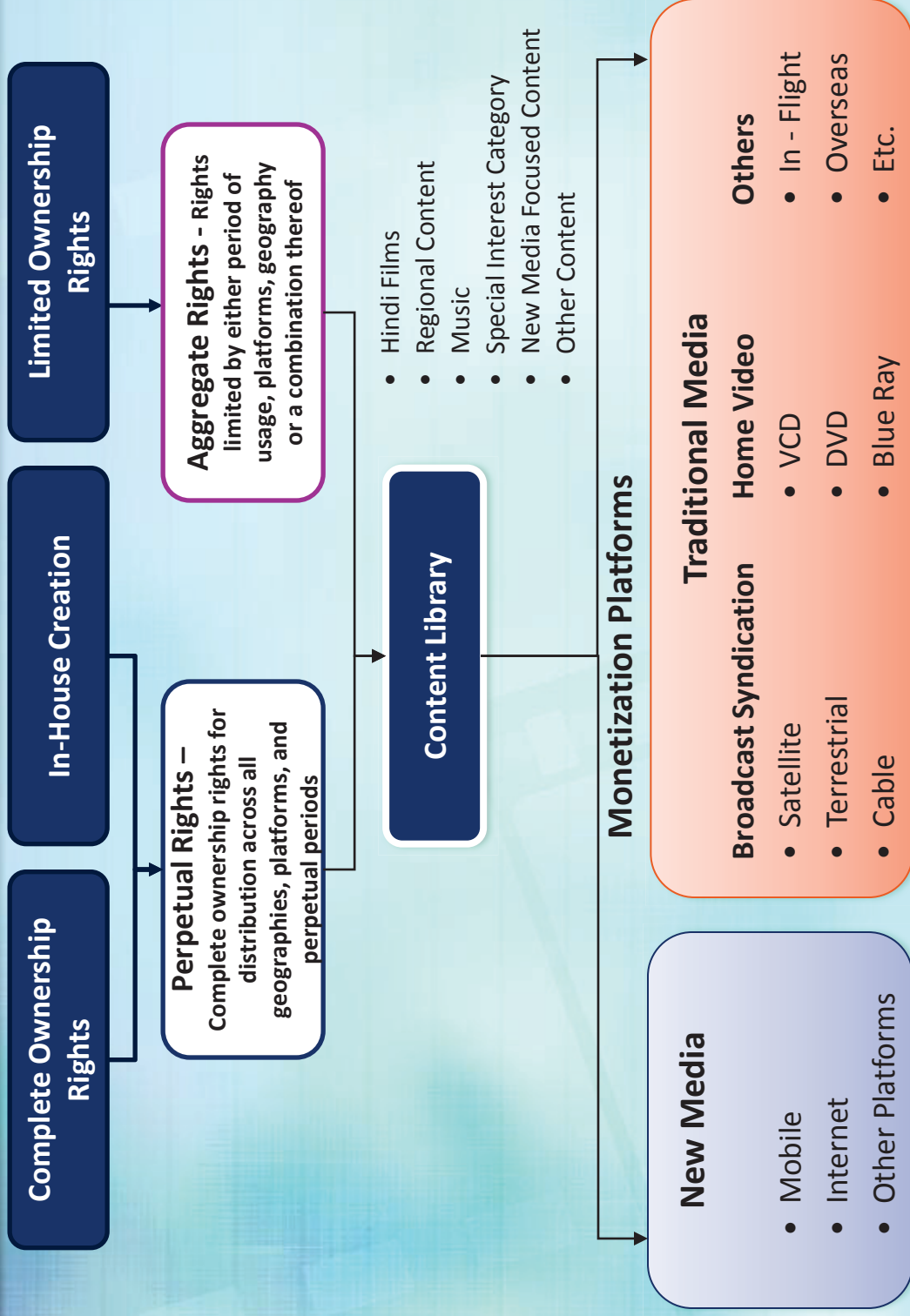
**First Cycle**

Revenue



**Subsequent Cycles**

# Business Model



# Types of Rights & Library

Content Library as of June 30<sup>th</sup>, 2015:

Type of Content	Total Number of Perpetual Titles	Total Number of Aggregated Titles	Total Number of Titles
Hindi films	366	1336	1702
Regional Titles	373	750	1123
Special Interest content	42	144	186
<b>TOTAL</b>	<b>781</b>	<b>2230</b>	<b>3011</b>

## Perpetual Rights



## Aggregated Rights



# Content Selection Criteria

Shemaroo uses proprietary tools and considers various other factors for content valuation as shown below. The company purchases forward rights to movies and decides on the cost of the content after it is sure to achieve a desired return on investment at a portfolio level.

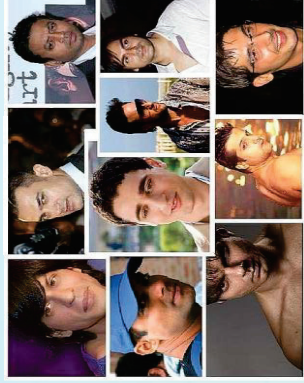
Viewership rating



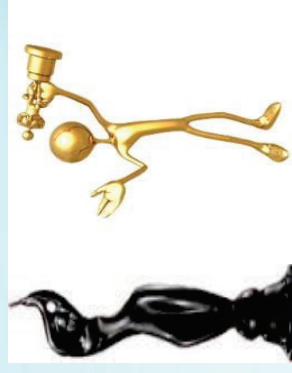
Box Office Records



Cast



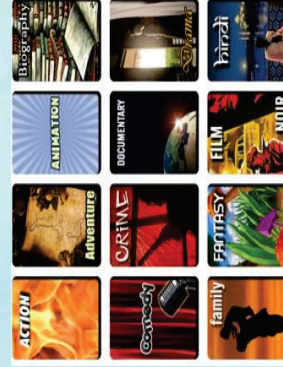
Awards



Production House Track Record



Genres



Reviews



Comparable Movie Valuation



# Business Partners

Shemaroo is one of the largest organized player in a historically fragmented Media Industry. The company has successfully created a niche business by creating long term trustworthy relationships with not only key movie producers, but also broadcasting channels and other media platforms. Shemaroo is the preferred partner of choice for both parties due to its industry expertise, knowledge and relationships. **The company prides that most Bollywood services that require content would have at least some content provided from Shemaroo.**

## Traditional Media



## New Media



## Producers



# Key Strengths

## Established Brand Name

- Brand in existence for 50 years
- The “Shemaroo” brand has high consumer recall and media visibility

## Diversified Distribution Platform

- Presence in television, digital new media, home entertainment and other media
- Distribution reach is a key advantage, as company is able to offer “anytime anywhere” entertainment to consumers

## Experienced Directors and Management Team

- MD with ~40 years of business experience
- In-depth understanding of the film industry, deep insight on technology and market trends



## Vast, Diverse and Growing Content Library

- All Bollywood services that require content would have at least some content provided from Shemaroo.
- Content Library of more than 3,000 titles spanning new Hindi films, Hindi film classics, non-film content
- Perpetual Rights of 781 films, of which 366 are Hindi

## De-risked Business Model

- Large number of titles
- Width and depth of distribution Platform
- Multiple genres and types of content

## Strong Industry Relationships

- Managed to create, maintain and build goodwill in the industry
- Repeated transactions with known names – SONY, STAR, Colors, R.K. Studios, Viacom 18 Motion Pictures, Tips Industries etc..

# Business Overview





# New Media Industry

## Industry Dynamics

### Domestic:

- Internet penetration is expected to grow faster than Television penetration and reach 640 mn users by 2019
- Digital ad spends accounted for 10.5% of the total ad spend of INR 414 bn in 2014 & is expected to grow at a CAGR of 30.2% from 2014 to 2019, faster than any other category
- In India, the revenue from Over The Top services is expected to reach around USD 1 billion by 2020

### Global:

- Globally, the Revenue Earned by Film Producers from Internet platform is expected to be almost 89% of the revenue generated from TV Licensing by 2018 (from 30% in 2014)
- Globally, digital video ad spends increased at a rapid rate of 20% in 2014 over 2013 and reached \$ 8.3 billion

## Industry Growth Drivers

### Broadband Infrastructure

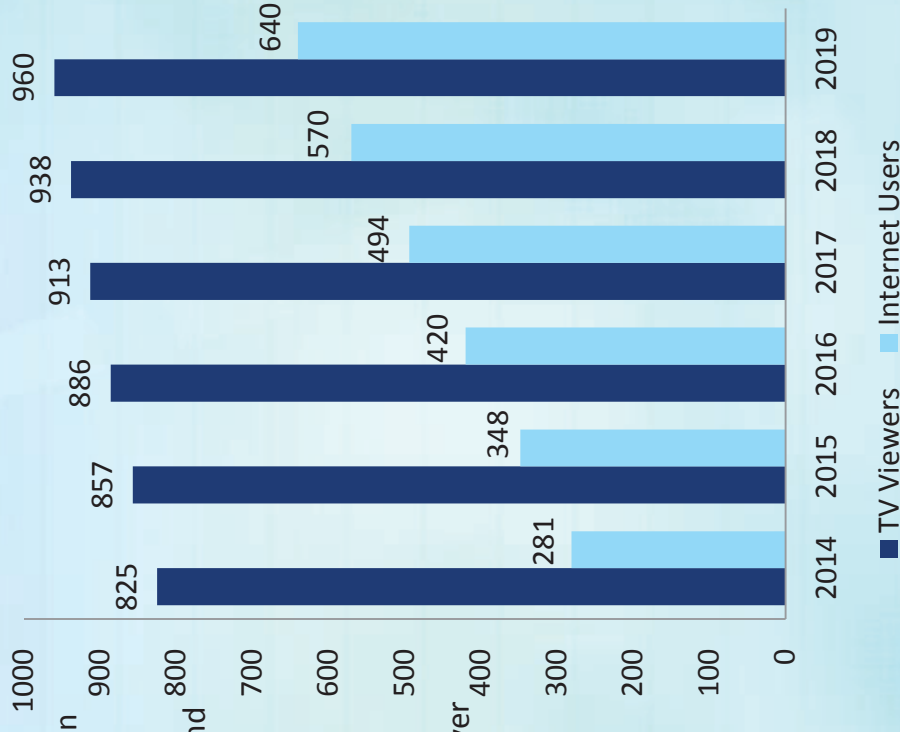
- Rollout of 4G would enhance the consumption of videos.
- National Optical Fibre rollout announced by the government

### Technology

- Growing availability of sub INR 5,000 smartphones
- Improved technology to compress, convert, store, play and forward videos, leading to consumption of content on more devices.

Source: PWC Report 2014, FICCI- KPMG Report 2015, Generator Research (Online Movies) 2014

India Internet vs. TV Penetration, 2014 to 2019



# New Media

- Shemaroo was one of the first Indian media companies to syndicate its library in the high growth new media platforms, thereby gaining first mover advantage
- The company caters to all types of revenue models like pay per transaction, subscription, advertisement supported (free to consumer) etc.
- Due to its large library ownership Shemaroo has the ability to slice and dice content and package it in different ways that are more suited for the new media platforms

## Internet :

- Shemaroo has agreements with various internet video platforms like YouTube, Hooq, Hotstar, Apple iTunes, Google Play etc.

## Mobile Value Added services (MVAS) / Mobile Internet:

- The company has entered into agreements with major telecom operators, namely Airtel, Vodafone, Reliance Communication, Idea, etc.
- Shemaroo distributes imagery, videos, full songs, etc. under MVAS through both operator branded portals as well as its own branded portals

## Other New Media Platforms :

- Shemaroo also distributes its content through other platforms like DTH, Interactive services, IPTV

## New Media Revenue (INR Mn.)



## Internet

YouTube

Hooq

## MVAS

Reliance Comm

Vodafone

Idea

Airtel

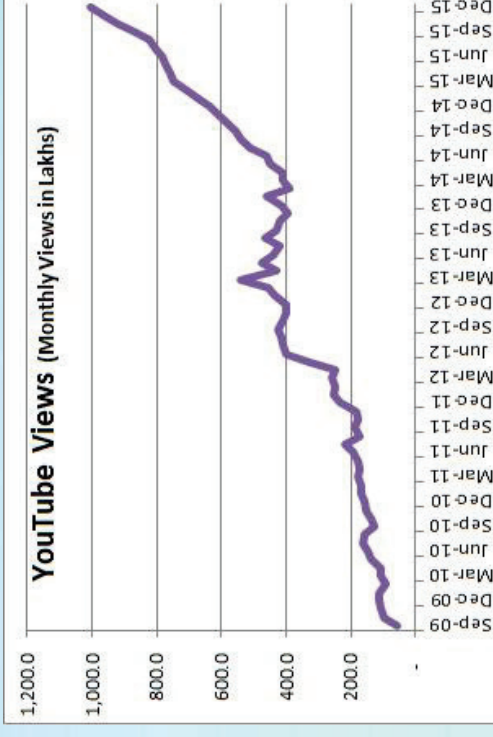
# New Media - YouTube

- Shemaroo's content on YouTube gets around 88 million views a month or around 2.5 to 3.0 million hits per day
- Shemaroo is among the most viewed channel partners for YouTube in India and has **more than 40 channels of its own on YouTube**
- Crossed 100 mn views (per month) on YouTube in the month of Dec 2015
- This high viewership, content connect and stickiness has translated into higher revenues for Shemaroo over the years

## Revenue Model for You Tube:

- Shemaroo gets revenue from the advertisements shown on its channel on YouTube, in many ways, for example:
  - Banner Ads
  - Pre roll ads
  - Mid roll ads etc.
- Shemaroo gets a revenue share from the advertisement revenue that Youtube makes from Shemaroo channels

## YouTube views growth



## Shemaroo Channels



# Broadcast Syndication Industry

## Industry Dynamics:

- Broadcast syndication is the sale of content rights to broadcasters
- The Indian television broadcasting segment currently has more than six genres and Movies as a genre is second in terms of viewership after General Entertainment Channels
- The standard practice of the Indian television industry is to purchase forward rights for a period of 5 to 7 years
- There is a one time fixed fee payment made at the network level for exclusive license to broadcast the content for multiple telecasts
- **On any given day, an average of 8 movies are shown on a Movie channel. Even considering the repeat telecast of these movies, the broadcaster would need access to a significantly large movie library**

## Industry Growth Drivers

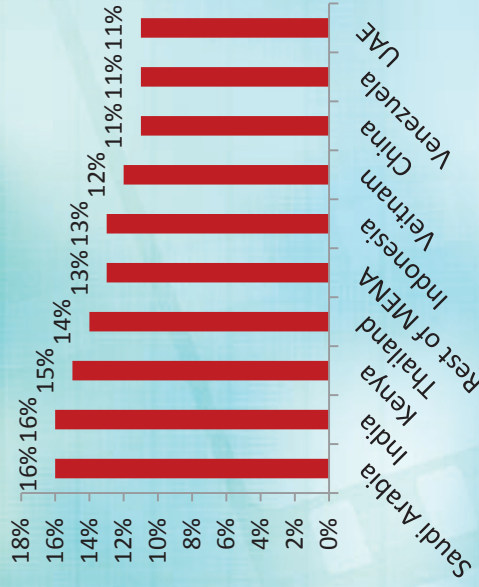
- **With carriage fees coming down by 10-20% due to digitization for broadcasters, the increased profitability would prompt the channels to invest more in programming**
- Subscription revenue is expected to grow at a CAGR of 16% (from 2014 to 2019) and reach 676 bn by 2019
- No. of Subscribers for Digital Cable + DTH are expected to increase from around 69 mn in 2014 to 170 mn in 2019
- At the end of 2019, it is expected that the number of Digital Cable and DTH subscribers to be in the ratio of 55:45, with 94 mn Digital Cable and 76 mn DTH subscribers
- **As more channels are expected to come up with the digitization wave, the increased content acquisition is expected to benefit the content owners**



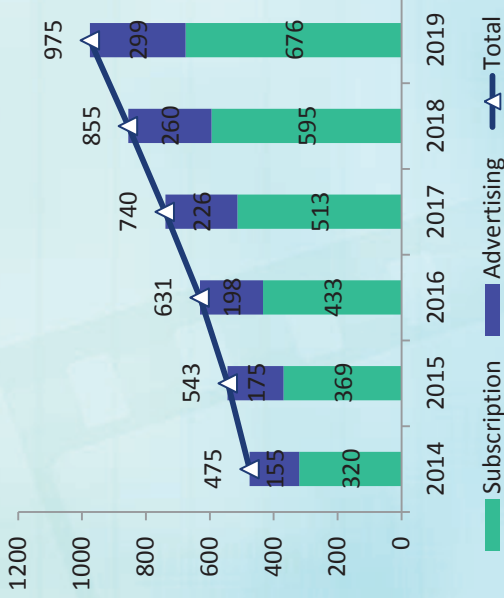
# Television Industry Highlights

- The Indian Television industry is expected to grow from INR 475 bn in 2014 to INR 975 bn in 2019 at a CAGR of about 15.5%
- Subscription Revenue is expected to increase from INR 320 bn in 2014 to INR 676 bn in 2019 at a CAGR of 16%
- Advertising revenue is expected to grow at a CAGR of about 14% from INR 155 bn in 2014 to reach INR 299 bn in 2019

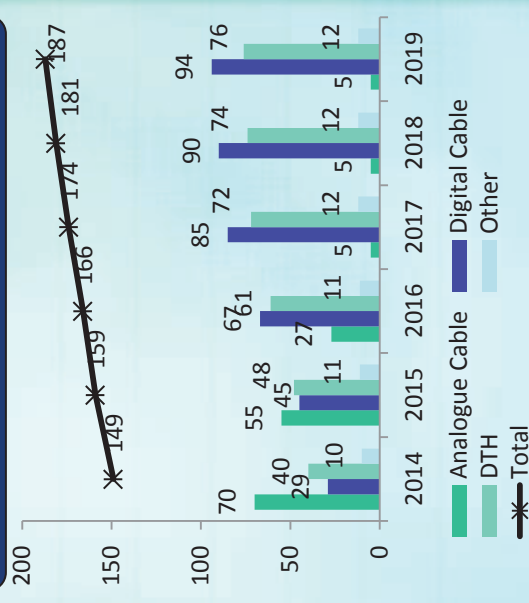
## Fastest growing countries for TV revenue growth (CAGR)



## Projected TV Industry growth (INR Bn)



## Pay TV Subscribers in India (Mn)



Source: PWC Report 2014, FICCI- KPMG Report 2015

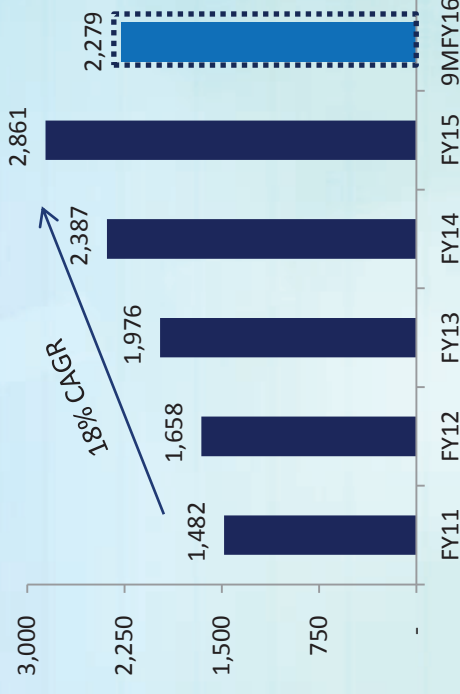
# Traditional Media

**Traditional Media Includes – Broadcast Syndication, Home Entertainment and Others**

**Traditional Media Revenue (INR Mn.)**

## Broadcast Syndication

- Shemaroo has a diverse content library which it syndicates rights to various broadcasting channels.
- This vertical contributes over 50% of Shemaroo’s revenue.
- Shemaroo has distributed over 1,000 films for broadcasting on television networks.
- Considering the vast and diverse library of Shemaroo, it can be easily assumed that most broadcasting channels would have some content syndicated from Shemaroo at sometime or the other



## TV Broadcast Syndication Platforms

### Satellite Television

- Predominantly consists of Hindi films.
- This includes Movie Channels, Music Channels, News Channels etc.
- Enter into exclusive agreements for a film or package of films with a particular group of movie channels for a specified period of time.

### Terrestrial Television

- The company also licenses content for broadcasting on terrestrial television network

### Cable Television

- Revenue stream, wherein an increasing number of cable operators are licensing rights of Shemaroo’s content

# Traditional Media

## Home Entertainment

- The Home Entertainment business has helped Shemaroo to garner the legacy of becoming a nationwide well known and accepted brand
- Successfully migrated from one content format to another (Video VHS to VCD to DVD to Blu-Ray)
- Shemaroo has a product presence of ~1,300 titles across over 2,000 retail stores across over 75 towns and cities in India (Planet M, Music World, Crossword, Landmark, Reliance Retail, etc.)
- **Over the last few years the trend in the Home Entertainment industry has been migrating from physical to digital formats which is how the company is also positioning itself**



## Other Media

- Shemaroo also distributes its contents to other media platforms like Airborne rights for in-flight entertainment, International Film festivals, overseas etc.
- The company has a market presence in USA, UK, Singapore, Fiji, UAE and Australia, East Europe and North Africa

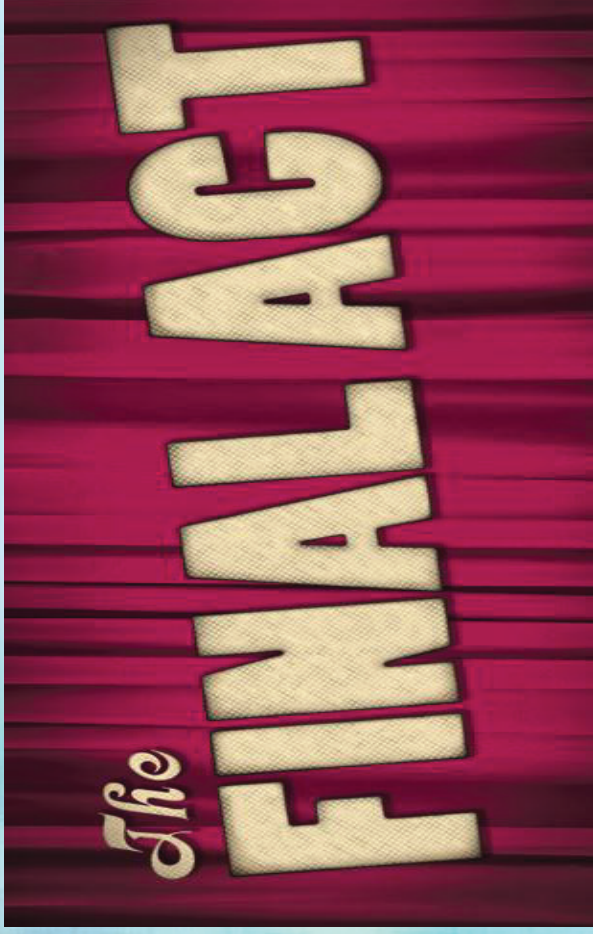


# MINI PLEX – ‘Chhota Parda, Bada Premiere’

- The company has launched a first of its kind movie premiere service named ‘Miniplex’ on Airtel Digital TV & Tata Sky
- Miniplex is an ad-Free, subscription-based service which would Premiere one movie every week for the first time on Indian Television
- In addition, it also showcases carefully chosen recent movies
- Miniplex will be a cross platform service & in addition to DTH, the company also plans to launch it across various other platforms like digital, cable etc. in a phased manner







# Financial & Strategic Overview

# Consolidated Income Statement

Particulars (INR Mn.)	FY11	FY12	FY13	FY14	FY15	9M FY16
Revenue from Operations	1,582	1,820	2,147	2,646	3,234	2,721
Other Income	20	51	14	8	13	14
<b>Total Revenue</b>	<b>1,602</b>	<b>1,871</b>	<b>2,161</b>	<b>2,654</b>	<b>3,247</b>	<b>2,735</b>
Total Expenses	1,252	1,355	1,574	1,996	2,366	1,979
<b>EBITDA</b>	<b>350</b>	<b>516</b>	<b>587</b>	<b>658</b>	<b>881</b>	<b>756</b>
<b>EBITDA Margin (%)</b>	<b>21.85%</b>	<b>27.58%</b>	<b>27.16%</b>	<b>24.79%</b>	<b>27.13%</b>	<b>27.6%</b>
Depreciation	27	29	30	30	37	27
Finance Cost	153	193	183	192	212	156
<b>PBT</b>	<b>170</b>	<b>294</b>	<b>374</b>	<b>436</b>	<b>632</b>	<b>573</b>
Tax	32	80	128	165	222	210
<b>PAT</b>	<b>138</b>	<b>214</b>	<b>246</b>	<b>271</b>	<b>410</b>	<b>363</b>
Share of profit/ (loss) in associate company	-	-8	-11	1	-1	-6
<b>PAT after adjustments</b>	<b>138</b>	<b>206</b>	<b>235</b>	<b>272</b>	<b>409</b>	<b>357</b>
<b>PAT Margin (%)</b>	<b>8.61%</b>	<b>11.01%</b>	<b>10.87%</b>	<b>10.26%</b>	<b>12.60%</b>	<b>13.1%</b>
<b>Diluted EPS</b>	<b>7.07</b>	<b>10.86</b>	<b>11.87</b>	<b>13.68</b>	<b>17.35</b>	<b>13.13</b>

# Consolidated Balance Sheet

Equity and Liabilities (INR Mn.)	FY14	FY15	H1FY16	Assets (INR Mn.)	FY14	FY15	H1FY16
<b>Shareholders Fund</b>				<b>Non Current Fixed Assets</b>			
Share Capital	199	272	272	<b>Fixed Assets</b>			
Reserves and Surplus	1,546	2,902	3,129	Tangible Assets	332	287	292
				Intangible assets	9	8	-
				Intangible assets under development	-	-	-
<b>Net worth</b>	<b>1,745</b>	<b>3,174</b>	<b>3,401</b>	<b>Total Fixed Assets</b>	<b>341</b>	<b>295</b>	<b>292</b>
<b>Non Current Liabilities</b>				Non Current Investments	89	168	86
Long Term borrowings	101	3	272	Long Term Loan and Advances	61	71	74
Deffered tax liabilities	85	68	68	Trade receivables	-	-	-
Long tem provisions	6	5	8	Other Non Current Assets	1	1	0.5
	<b>192</b>	<b>76</b>	<b>348</b>		<b>151</b>	<b>240</b>	<b>161</b>
<b>Current Liabilities</b>				<b>Current Assets</b>			
Short Term Borrowings	1,411	1,054	1,004	Inventories	2,005	2,887	3,901
Trades payables	306	165	528	Trade Receivables	1,405	1,268	1,214
Other Current Liabilities	380	339	626	Cash and cash equivalents	9	25	34
Short Term Provisions	89	77	85	Short Term loan and advances	190	170	390
	<b>2,186</b>	<b>1,635</b>	<b>2,243</b>	Other Current Assets	22	0	0
<b>Total</b>	<b>4,123</b>	<b>4,885</b>	<b>5,992</b>	<b>Total</b>	<b>4,123</b>	<b>4,885</b>	<b>5,992</b>

# Balance Sheet Item Explanation

Current Liabilities (INR Mn.)	FY15
Short Term Borrowings	1,054
Trades payables	165
Other Current Liabilities	339
Short Term Provisions	77

83% of the Short Term Borrowings comes from the Banking System for the Working Capital requirements and other facilities

Inventories Breakup (INR Mn.)	FY14	FY15
Content Inventory	1,987	2,870
Product Inventory (DVDs, VCDs & ACDS)	19	17
<b>Total</b>	<b>2,005</b>	<b>2,887</b>

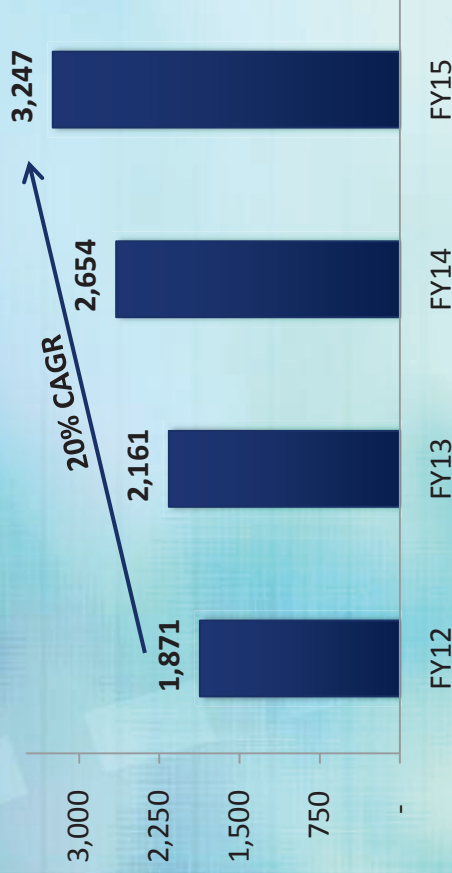
As evident from the trend, only about 1% of the Inventory is physical in nature, the rest 99% is Film Copyrights. The 'Film copyrights' has gone up over the years due to investment in content

	FY13	FY14	FY15
Trade Receivables days	120	193	143

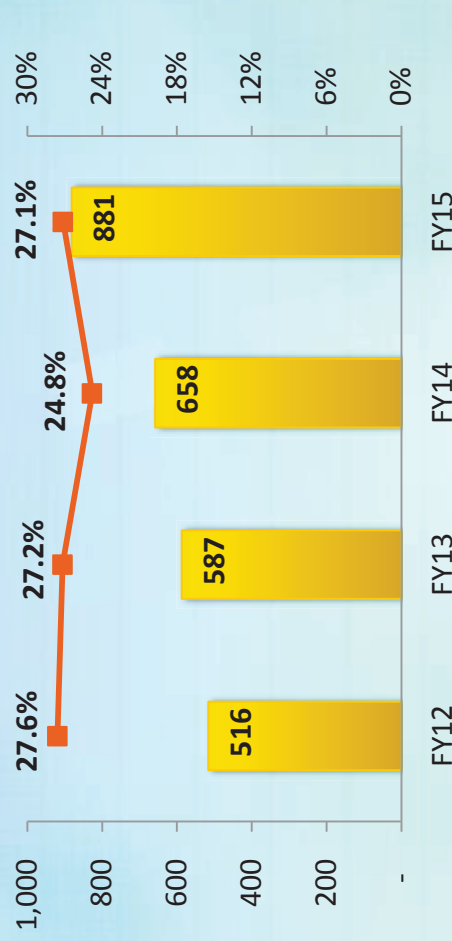
The 'trade receivables days' range as indicated is the normal range for Shemaroo

# Key Financial Highlights

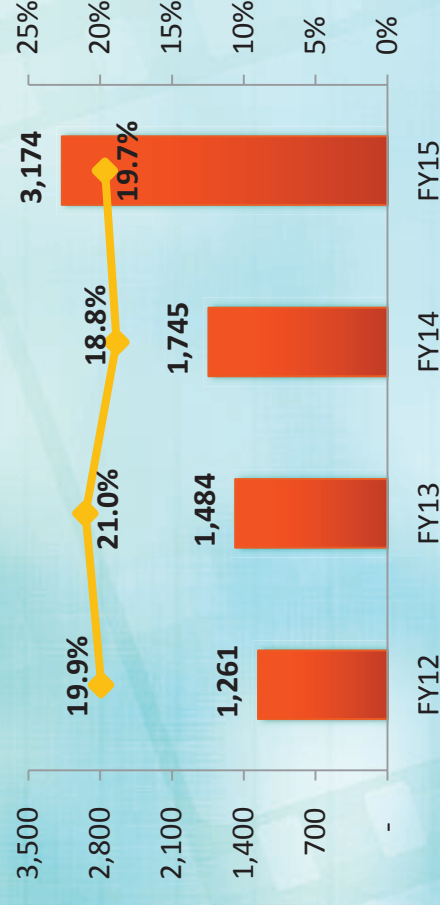
Total Income (INR Mn)



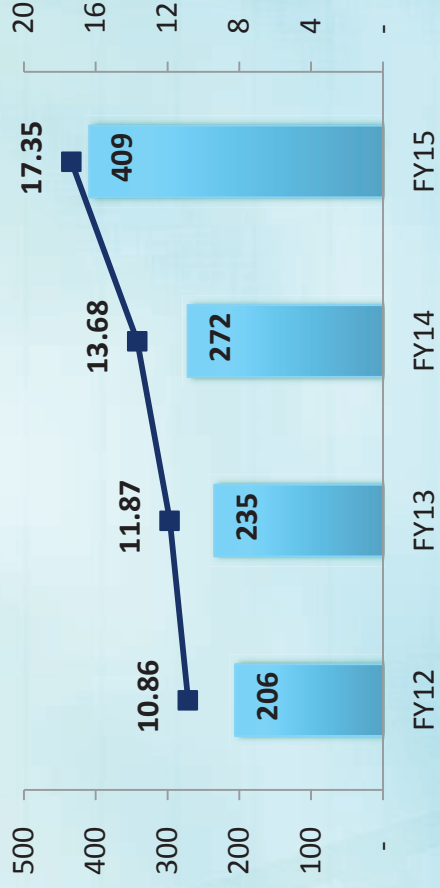
EBITDA (INR Mn) and EBITDA Margin



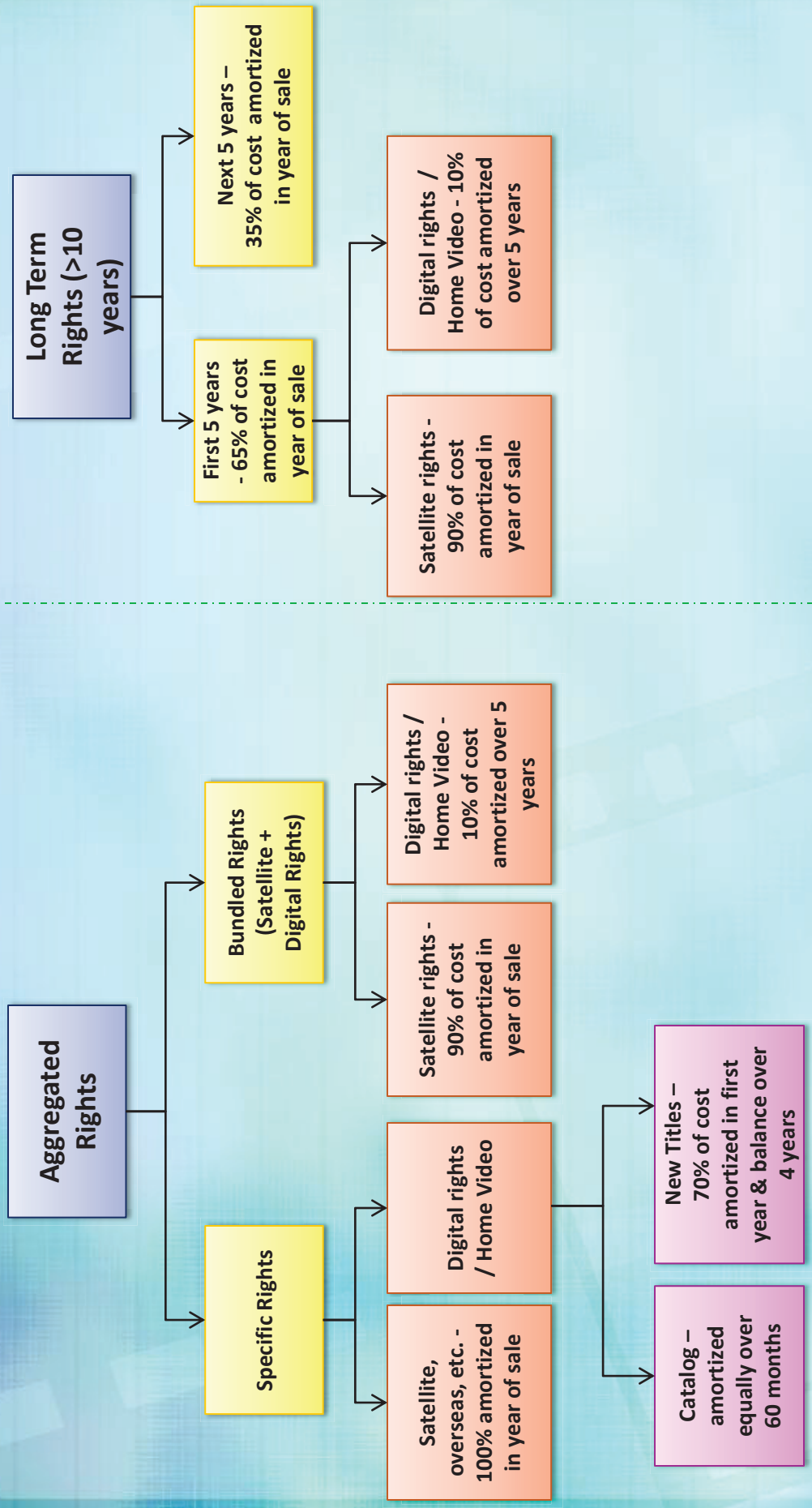
Net Worth (INR Mn) and RoCE



PAT (INR Mn) and EPS



# Rights Accounting Policy



# Strategic Drivers for Shemaroo

## Broadband Infrastructure

- Rollout of 4G would enhance the consumption of videos.
- National Optical Fibre rollout announced by the government

## Technology

- Growing availability of sub INR 5,000 smart phones.
- Improved technology to compress, convert, store, play and forward videos, leading to consumption of content on more devices.

## Digitization

- Broadcasters will increase investment in programming, due to reduction in carriage fees
- Increase in content acquisition by broadcasters, will increase the value of the content
- Demand for movies to increase, with increase in number of channels

# Strategic Overview

## Scaling up the Content Library driven by Rol

- Acquiring perpetual rights, as well as, to monetize them over a maximum number of distribution platforms
- Acquiring Television broadcast rights and New Media Rights including Music based rights

## Enhancing Monetization of Content Library through Existing and Emerging Media Platforms

- Television is key monetization medium
- Implementation of Cable TV Digitization Law is to give major boost to broadcasters revenues
- Broad base revenue streams by increasing distribution of content through new media avenues



## Creating a sustainable competitive advantage via Marketing Strategy and moving up the Value Chain

Marketing Strategy is based on:

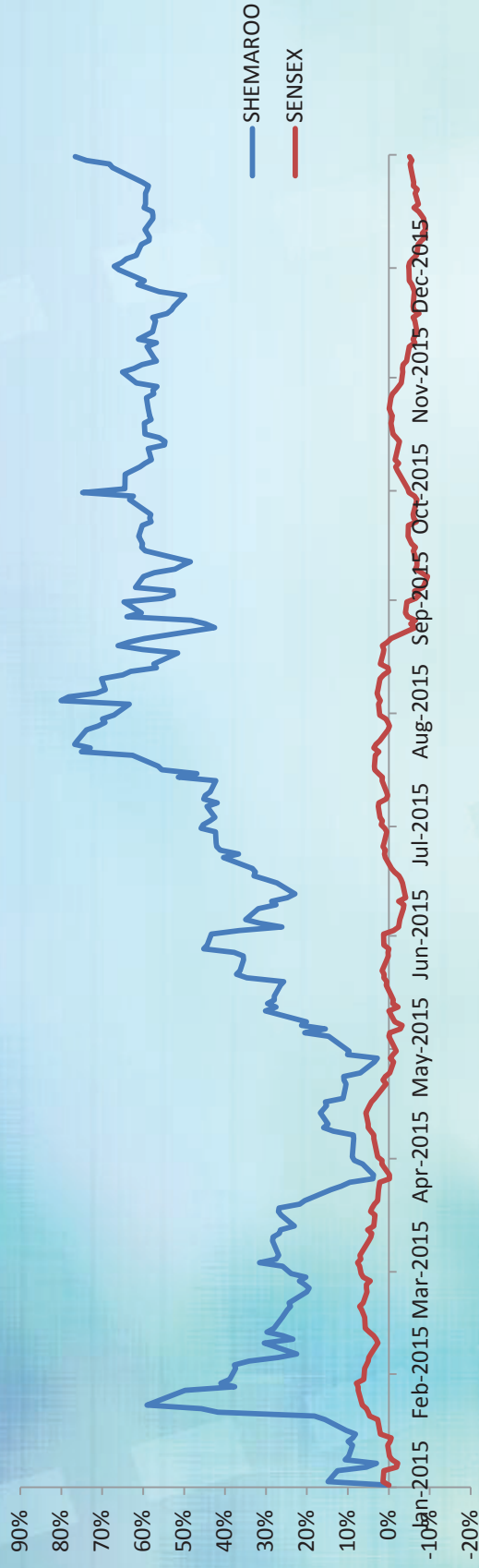
- leveraging industry relationships
- monitoring distribution platforms
- Tracking varying consumer preferences
- adapting content offering
- enhancing visibility, recall of content titles

## Optimizing Content Monetization across its Life-Cycle

- Monetization of content on distribution platforms creates different revenue models
- In view of different consumption patterns, content needs to be reorganized for distribution platforms



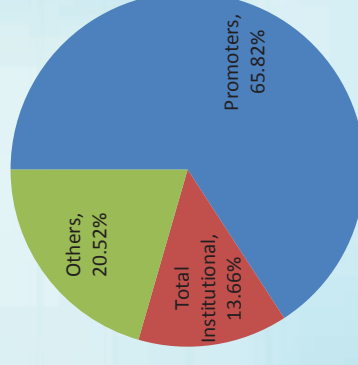
# Capital Market



\* 1st January 2015 considered as the base date.

Price Data (As of 31st Dec, 2015)	INR
Face Value	10
Market Price	298.7
52 Week H/L	321.5/162.5
Market Cap (INR Mn)	8,119
Equity Shares Outstanding (Mn)	27.18
1 Year Avg. Trading Volume ('000)	43.28

Shareholding Pattern as on 31<sup>st</sup> Dec, 2015



# Disclaimer

No representation or warranty, express or implied, is made as to, and no reliance should be placed on, the fairness, accuracy, completeness or correctness of the information or opinions contained in this presentation. Such information and opinions are in all events not current after the date of this presentation. Certain statements made in this presentation may not be based on historical information or facts and may be "forward looking statements" based on the currently held beliefs and assumptions of the management of Shemaroo Entertainment Limited ("Company" or "Shemaroo"), which are expressed in good faith and in their opinion reasonable, including those relating to the Company's general business plans and strategy, its future financial condition and growth prospects and future developments in its industry and its competitive and regulatory environment. Forward-looking statements involve known and unknown risks, uncertainties and other factors, which may cause the actual results, financial condition, performance or achievements of the Company or industry results to differ materially from the results, financial condition, performance or achievements expressed or implied by such forward-looking statements, including future changes or developments in the Company's business, its competitive environment and political, economic, legal and social conditions. Further, past performance is not necessarily indicative of future results. Given these risks, uncertainties and other factors, viewers of this presentation are cautioned not to place undue reliance on these forward-looking statements. The Company disclaims any obligation to update these forward-looking statements to reflect future events or developments.

This presentation is for general information purposes only, without regard to any specific objectives, financial situations or informational needs of any particular person. This presentation does not constitute an offer or invitation to purchase or subscribe for any securities in any jurisdiction, including the United States. No part of it should form the basis of or be relied upon in connection with any investment decision or any contract or commitment to purchase or subscribe for any securities. None of our securities may be offered or sold in the United States, without registration under the U.S. Securities Act of 1933, as amended, or pursuant to an exemption from registration there from.

This presentation is confidential and may not be copied or disseminated, in whole or in part, and in any manner.

## **Valorem Advisors Disclaimer:**

Valorem Advisors is an Independent Investor Relations Management Service company. This Presentation has been prepared by Valorem Advisors based on information and data which the Company considers reliable, but Valorem Advisors and the Company makes no representation or warranty, express or implied, whatsoever, and no reliance shall be placed on, the truth, accuracy, completeness, fairness and reasonableness of the contents of this Presentation. This Presentation may not be all inclusive and may not contain all of the information that you may consider material. Any liability in respect of the contents of, or any omission from, this Presentation is expressly excluded. Valorem Advisors also hereby certifies that the directors or employees of Valorem Advisors do not own any stock in personal or company capacity of the Company under review.

**For further information please contact our Investor Relations Representatives:**



**Mr. Anuj Sonpal**  
**Valorem Advisors**

**Tel: +91-22 30067521/22/23/24**

**Email: [anuj@valoremadvisors.com](mailto:anuj@valoremadvisors.com)**