



Ref No.: SEL / Reg. 30 – LODR / May -2016 / 04

May 09, 2016

The Secretary,
National Stock Exchange of India Limited
Exchange Plaza,
Bandra-Kurla Complex
Bandra (E), Mumbai-400 051.
NSE Symbol: SHEMAROO

The Secretary,
BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street,
Mumbai-400 023.
Scrip Code : 538685

Dear Sir/Madam,

Sub: SHEMAROO ENTERTAINMENT LIMITED - ISIN: INE363M01019

Re: Schedule of Analyst / Investor Meetings - Intimation under Regulation 30(6) of SEBI (LODR) Regulations, 2015

Pursuant to Regulation 30(6) read with Part A of Schedule III of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we wish to inform that an Earnings Conference Call to discuss financial results for the quarter/financial year ended March 2016 (Q4) is scheduled to happen on May 10, 2016 at 11 A.M.

The Earnings Presentation for the quarter/financial year ended March 2016 (Q4) is enclosed herewith.

The aforesaid shall also be available on the website of the Company i.e. www.shemarooent.com.

Thanking you,

Yours faithfully,

For Shemaroo Entertainment Limited

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



Shemaroo Entertainment Limited

Q4 FY16 / FY16 Earnings Presentation



Executive Summary

Overview

- Shemaroo Entertainment Ltd is a well established and reputed media content house in India, with activities in Content Acquisition, Value Addition to Content and Content Distribution.
- The company was co-founded by Mr. Budhichand Maroo as a book circulating library in 1962, and moved on to setting up one of India's first movie video cassette rental business in 1979.
- Over the years Shemaroo has become one of the largest independent content aggregators in India, distributing its content through different existing and emerging media platforms like Broadcasting channels, new media platforms like mobiles, internet etc, Home Video, In flight entertainment etc.
- The company is listed on both NSE and BSE and had a market cap of approximately **8.1 Bn as on 31st March, 2016.**

Business

- Shemaroo acquires content with either Perpetual rights (complete ownership) or Aggregated rights (limited ownership)
- The company distributes and monetizes this content across different media platforms.
- The current content library stands at around 3,000 plus titles.

Notable Content Library

- **Perpetual Titles (Hindi)** – Amar Akbar Anthony, Anari, Dil, Disco Dancer, Ishiqiya, Khuda Gawah, Namak Halal
- **Aggregated Titles (Hindi)** - Mughal-E-Azam, Jab We Met, Don, Anand, Sarfarosh, Shahenshah, The Dirty Picture

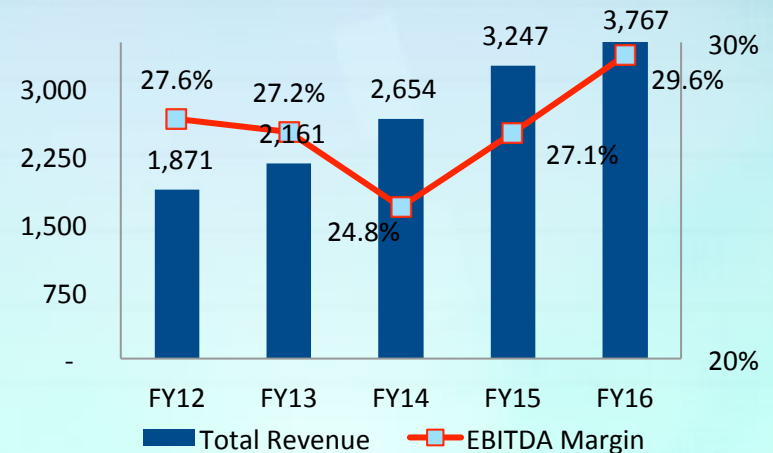
Financial Performance

- **Total Income** in FY16 reported at INR 3,767 Mn; 3 year CAGR of 20%
- **EBITDA** in FY16 reported at INR 1,115 Mn; 3 year CAGR of 24%
- **Net Profit** in FY16 reported at INR 521 Mn; 3 year CAGR of 30%

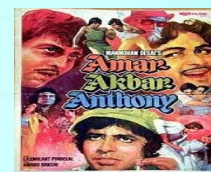
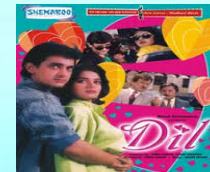
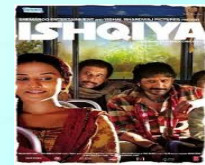
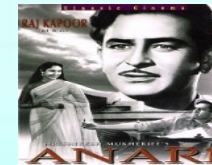
About Shemaroo

- 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 employs over 300 people.
- **The Company is one of the largest independent content aggregators with over 3,000 title rights 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 and EBITDA% (INR Mn)



Perpetual Rights



Q4/FY16 Highlights

Q4/FY16 Key Financial Highlights

Q4-FY16 performance (Consolidated):

- **Total Income***: INR 1,031 mn; 18.1% YoY
- **EBITDA**: INR 359 mn; 33.0% YoY
- **EBITDA Margin**: 34.82%; 389 bps YoY
- **Net Profit**: INR 164 mn; 28.1% YoY
- **Net Profit Margin**: 15.91%; 125 bps YoY
- **Diluted EPS**: 6.05 INR /share

FY16 performance (Consolidated):

- **Total Income***: INR 3,767 mn; 15.9% YoY
- **EBITDA**: INR 1,115 mn; 26.6% YoY
- **EBITDA Margin**: 29.60%; 247 bps YoY
- **Net Profit**: INR 521 mn; 27.4% YoY
- **Net Profit Margin**: 13.83%; 123 bps YoY
- **Diluted EPS**: 19.18 INR /share

Divisional Breakup (Standalone):

INR Mn	Q4 - FY2016	Q4 - FY2015	YOY Growth	FY 2016	FY 2015	YOY Growth
New Media	177	115	53.9%	635	373	70.2%
Traditional Media	855	757	13.0%	3,134	2,874	9.1%
Income from Operations	1,032	872	18.4%	3,769	3,247	16.1%

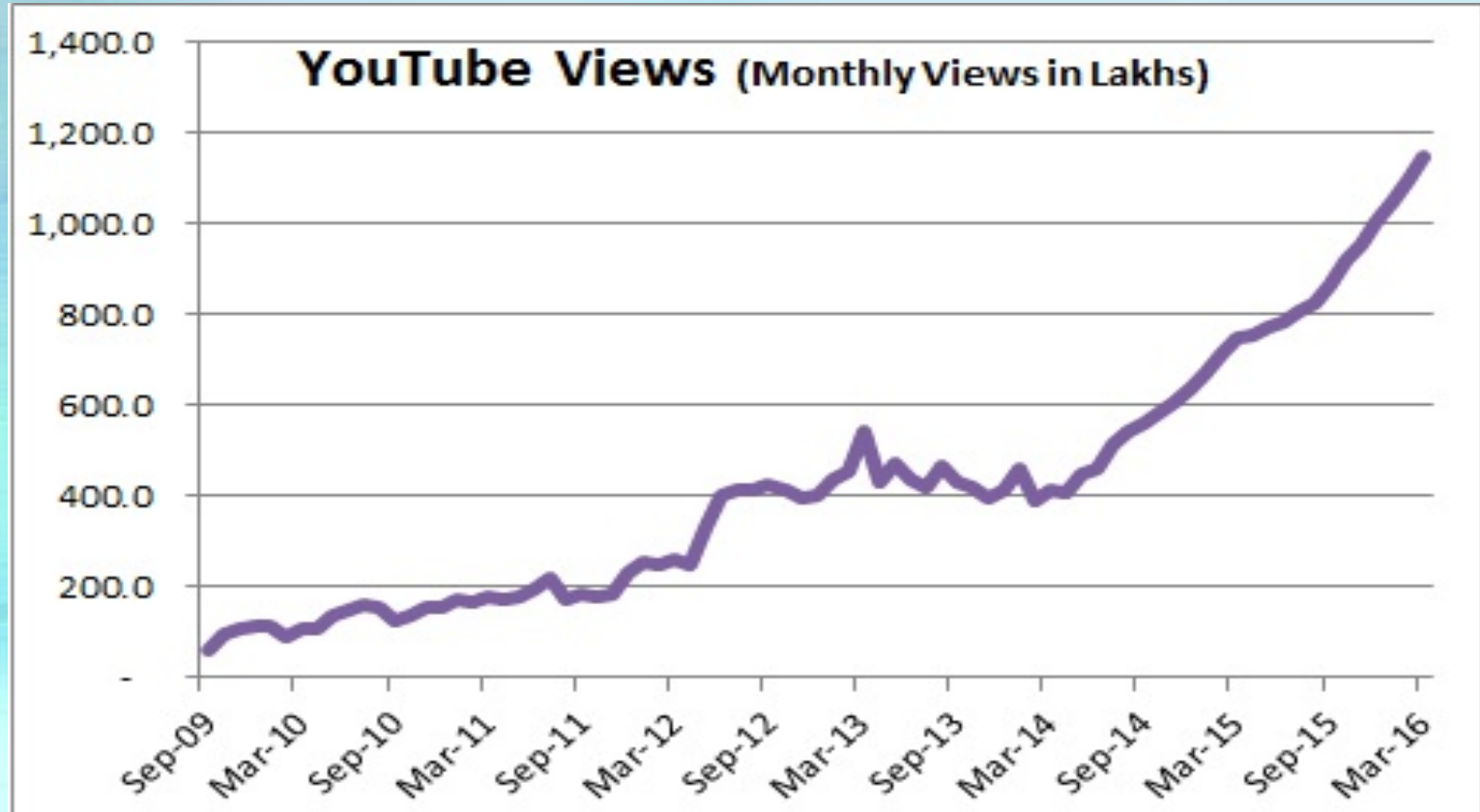
* - Includes Other Income

Key Operational Highlights

- Crossed 1 Billion views on our flagship Shemaroo YouTube channel
- 100 Million+ Views crossed on 'Shemaroo Kids' YouTube channel
- Crossed 1 lac Subscribers on 'Shemaroo Punjabi' YouTube Channel
- Signed a further content deal with Spuul
- Tata Sky 'Active Devotion' service launched on 25th Feb 2016
- Tata Sky 'Comedy' service launched on 9th Mar 2016
- Acquired the Sagarika Bengali Audio Catalog perpetually

Key Operational Highlights

YouTube Monthly Views Graph till March 2016:



Q4 FY16 Consolidated Financial Highlights

Particulars (INR Mn.)	Q4 FY16	Q3 FY16	Q-o-Q	Q4 FY15	Y-o-Y
Revenue from Operations	1,028	1,010	1.8%	868	18.4%
Other Income	3	3	0.0%	5	(40.0)%
Total Revenue	1,031	1,013	1.8%	873	18.1%
Total Expenses	672	744	(9.7)%	603	11.4%
EBITDA	359	269	33.5%	270	33.0%
EBITDA Margin (%)	34.82%	26.55%	827 bps	30.93%	389 bps
Depreciation	10	9	11.1%	9	11.1%
Finance Cost	72	56	28.6%	52	38.5%
PBT	277	204	35.8%	209	32.5%
Tax	97	72	34.7%	81	19.8%
PAT	180	132	36.4%	128	40.6%
Share of profit/ (loss) in associate company	-16	-4	NA	0	NA
PAT after adjustments	164	128	28.1%	128	28.1%
PAT Margin (%)	15.91%	12.64%	327 bps	14.66%	125 bps
Diluted EPS	6.05	4.72	28.2%	5.41	11.8%

FY16 Consolidated Financial Highlights

Particulars (INR Mn.)	FY16	FY15	Y-o-Y
Revenue from Operations	3,749	3,234	15.9%
Other Income	18	13	38.5%
Total Revenue	3,767	3,247	16.0%
Total Expenses	2,652	2,366	12.1%
EBITDA	1,115	881	26.6%
EBITDA Margin (%)	29.60%	27.13%	247 bps
Depreciation	37	37	0.0%
Finance Cost	228	212	7.5%
PBT	850	632	34.5%
Tax	307	222	38.3%
PAT	543	410	32.4%
Share of profit/ (loss) in associate company	-22	-1	NA
PAT after adjustments	521	409	27.4%
PAT Margin (%)	13.83%	12.60%	123 bps
Diluted EPS	19.18	17.35	10.5%

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.

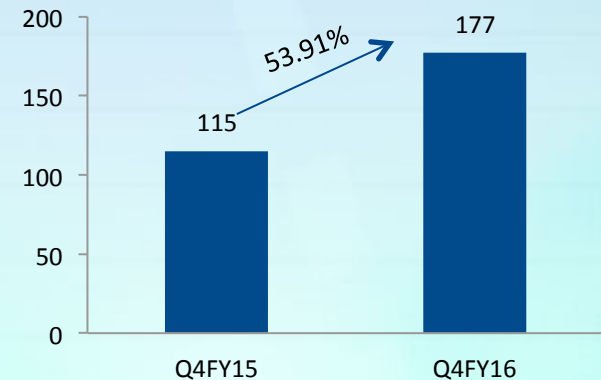
Mobile Value Added services (MVAS) / Mobile Internet:

- 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

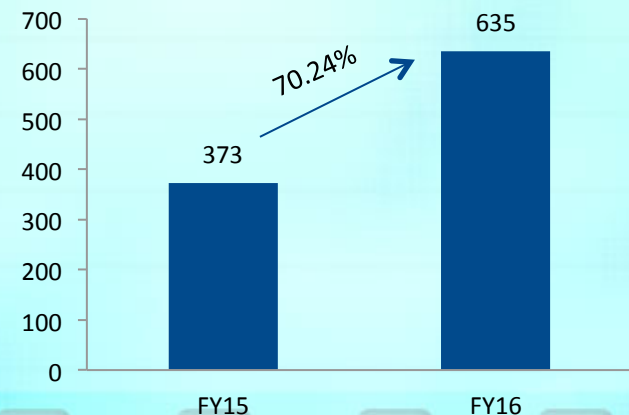
Other New Media Platforms :

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

Q4 FY16 Revenue (INR Mn)



FY16 Revenue (INR Mn)



Traditional Media & Services

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

Broadcast Syndication:

- Shemaroo acquires content on perpetual or aggregated basis and then syndicates its library to Broadcasting channels.
- Shemaroo has a diverse content library, which it syndicates rights to various broadcasting channels.

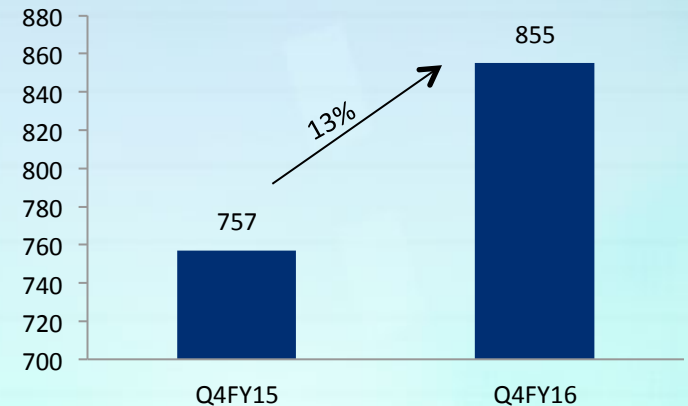
Home Entertainment:

- The legacy Home Entertainment business vertical of Shemaroo has helped it to become a nationwide well known and accepted brand.
- 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

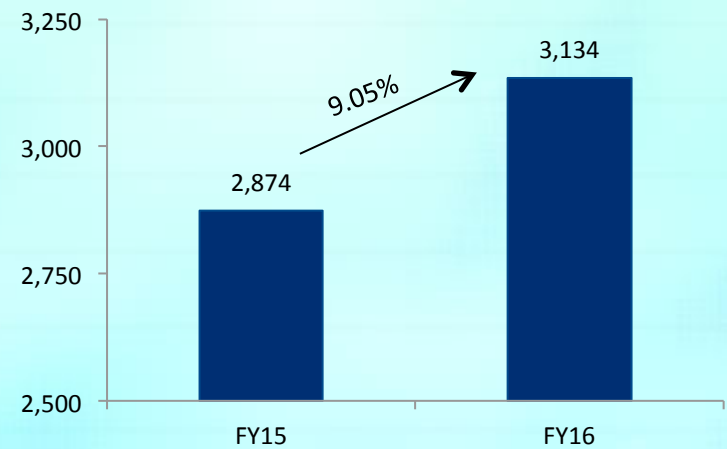
Other Media:

- Shemaroo also distributes its contents to other media platforms like Airborne rights for in-flight entertainment, International Film festivals, overseas etc.

Q4 FY16 Revenue (INR Mn)



FY16 Revenue (INR Mn)



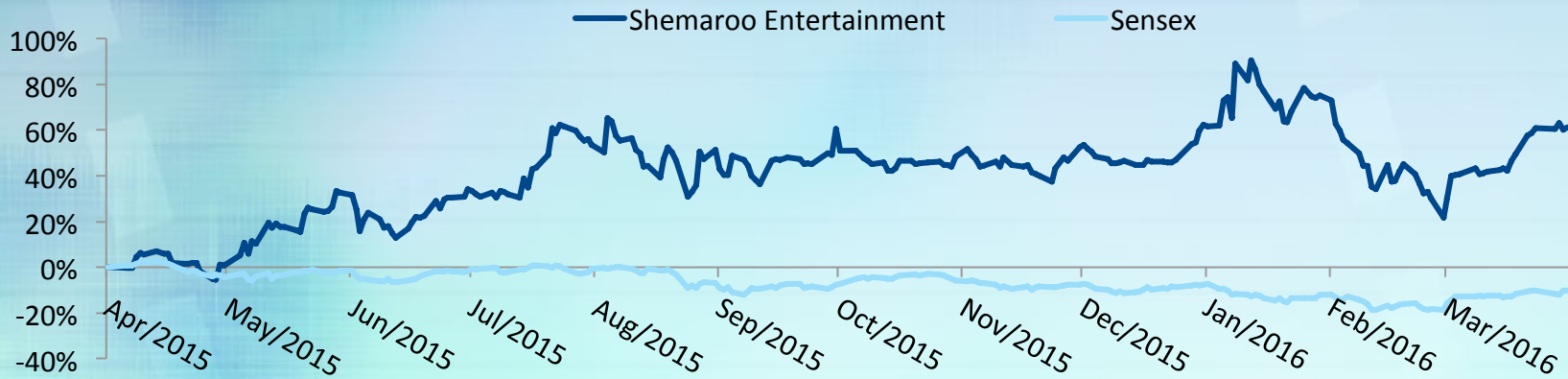
Historical Consolidated Income Statement

Particulars (INR Mn.)	FY12	FY13	FY14	FY15	FY16
Revenue from Operations	1,820	2,147	2,646	3,234	3,749
Other Income	51	14	13	13	18
Total Revenue	1,871	2,161	2,659	3,247	3,767
Total Expenses	1,355	1,574	2,003	2,366	2,652
EBITDA	516	587	657	881	1,115
EBITDA Margin (%)	27.58%	27.16%	24.71%	27.13%	29.60%
Depreciation	29	30	30	37	37
Finance Cost	193	183	192	212	228
PBT	294	374	435	632	850
Tax	80	128	165	222	307
PAT	214	247	270	410	543
Share of profit/ (loss) in associate company	-8	-11	1	-1	-22
PAT after adjustments	206	236	272	409	521
PAT Margin (%)	11.01%	10.92%	10.23%	12.60%	13.83%
Diluted EPS	10.86	12.42	13.68	17.35	19.18

Historical Consolidated Balance Sheet

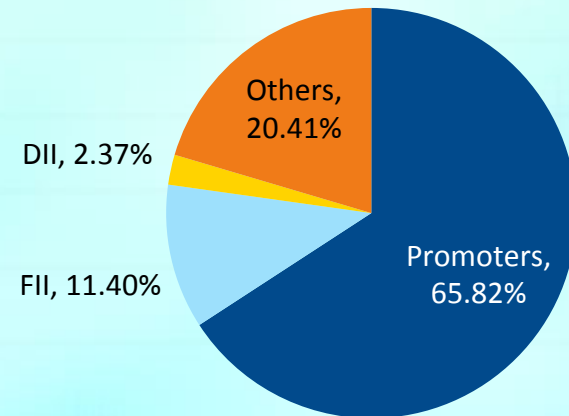
Equity and Liabilities (INR Mn.)	FY14	FY15	FY16	Assets (INR Mn.)	FY14	FY15	FY16
Shareholders Fund				Non Current Fixed Assets			
Share Capital				Fixed Assets			
Share Capital	199	272	272	Tangible Assets	332	287	-
Reserves and Surplus	1,546	2,902	3,377	Intangible assets	9	8	-
Net worth	1,745	3,174	3,649	Intangible assets under development	-	-	-
Non Current Liabilities				Total Fixed Assets	341	295	307
Long Term borrowings	101	3	229	Non Current Investments	89	168	66
Deffered tax liabilities	85	68	67	Long Term Loan and Advances	61	71	64
Long tem provisions	6	5	7	Other Non Current Assets	1	1	1
Current Liabilities				Current Assets			
Short Term Borrowings	1,411	1,054	1,544	Inventories	2,005	2,887	3,846
Trades payables	306	165	102	Trade Receivables	1,405	1,268	1,066
Other Current Liabilities	380	339	394	Cash and cash equivalents	9	25	13
Short Term Provisions	89	77	139	Short Term loan and advances	190	170	768
				Other Current Assets	22	-	-
Total	4,123	4,885	6,131	Total	4,123	4,885	6,131

Capital Market



Price Data (As of 31st March , 2016)	INR
Face Value	10
Market Price	297.1
52 Week H/L	375.0/171.1
Market Cap (INR Mn)	8,075.17
Equity Shares Outstanding (Mn)	27.18
1 Year Avg. Trading Volume ('000)	37.17

Shareholding Pattern as on 31st March, 2016



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