



Ref No.: SEL / Reg. 30- LODR / August-2016 / 02

August 03, 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,

Re: SHEMAROO ENTERTAINMENT LIMITED - ISIN: INE363M01019

Sub: - Earnings Release for the First Quarter (Q1) ended June 30, 2016

Please find enclosed herewith Earnings Release by Shemaroo Entertainment Limited for the First Quarter (Q1) ended June 30, 2016.

This is for your information and records.

Thanking you,

Yours faithfully,

For Shemaroo Entertainment Limited

.....
Hiren Gada
Whole Time Director & CFO
DIN: 01108194

Encl.: As above

Earnings release for the Quarter ended June 30, 2016

Q1 – FY2017

PAT increased by 20.3 % YOY to Rs. 1,404 Lacs (Q1 FY2017)

Total Income increased by 23.2 % YOY to Rs. 9,619 Lacs (Q1 FY2017)

Mumbai, Aug 3, 2016: Shemaroo Entertainment Limited, an established filmed entertainment content house, announced its consolidated financial results for the Quarter ended June 30, 2016 (Q1 FY2017).

Financial Highlights:

Consolidated Results for Q1 FY2017:

- Total Income increased by 23.2% to Rs. 9,619 Lacs (Rs. 7,809 Lacs in Q1 FY2016)
- EBITDA increased by 23.0% to Rs. 3,010 Lacs (Rs. 2,448 Lacs in Q1 FY2016)
- EBITDA Margin stood at 31.3% in Q1 FY2017 (31.3% in Q1 FY2016)
- Net Profit after tax increased by 20.3% to Rs. 1,404 Lacs (Rs. 1,167 Lacs in Q1 FY2016)
- PAT Margin stood at 14.6% in Q1 FY2017 (14.9% in Q1 FY2016)
- Basic and Diluted Earnings Per Share stood at Rs. 5.17 in Q1 FY2017 (Rs.4.29 in Q1 FY2016)

Executive Comment:

Hiren Gada, Wholetime Director and CFO said,

It has been yet another quarter of consistent growth for us with the topline growing at 22.4% Y-O-Y and with healthy margins. Improving technology and infrastructure continues to contribute in scaling up our revenue from digital platforms. To maintain the momentum of upward trajectory in the business, we will look to further explore and monetize our content on various upcoming platforms.

Business Highlights:

Divisional Performance (Standalone):

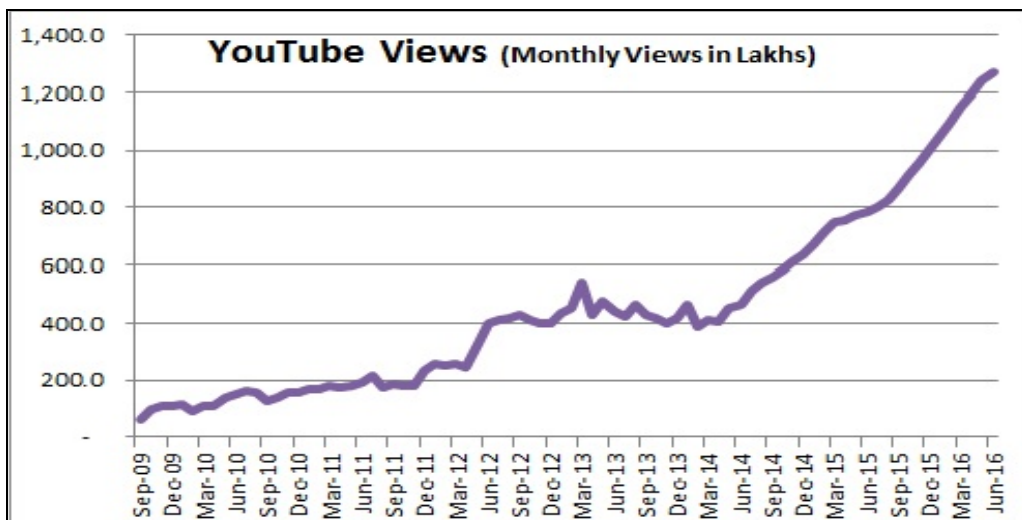
in Rs. Lacs

Business Division	Q1 - FY2017	Q1 - FY2016	YOY Growth %
New Media	2,014	1,340	50.3%
Traditional Media	7,496	6,424	16.7%
Income from Operations	9,509	7,764	22.5%

Operational Highlights:

- Licensed Mecca Madina LIVE during Ramazan for both mobile and DTH platforms
- Crossed 1 million subscribers on our YouTube channel ‘Filmi Gaane’
- ‘Sadabahr Hitz’ service launched with Airtel Digital TV on 8th April 2016
- Won the ‘National Award for Excellence in Digital and Social Media Marketing’ for ‘Best use of Twitter’ for the campaign, ‘Comedy Premiere League’
- Acquired the ‘Anish Cassettes’ Gujarati Audio Catalog perpetually

YouTube Monthly Views Graph till June 2016:



About Shemaroo Entertainment Limited

Shemaroo Entertainment Ltd. (BSE Scrip Code: 538685; NSE Scrip Code: SHEMAROO) is among few entertainment companies that has hallmarked several pioneering efforts with its innovative and out-of-the-box thinking. Founded in 1962, Shemaroo Entertainment Ltd is an established Filmed Entertainment "Content House" in the country, active in Content Ownership, Creation, Aggregation and Distribution with a large content library of over 3000 titles.

Shemaroo is engaged in the distribution of content for satellite channels, physical formats and emerging digital technologies like the Mobile, Internet, Broadband, IPTV and DTH among others. With its partnership with the major telecom operators and other digital media platforms, Shemaroo is at the forefront of the digital age. The company has also tied up with many content providers across the country. The "Shemaroo" brand today is synonymous with quality entertainment in the Indian entertainment eco system. For further Information, please visit www.shemarooent.com