

Ref No.: SEL / Reg. 30- LODR / Sept-2017 / 02

September 12, 2017

**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 Quarter ended June 30, 2017**

Please find enclosed herewith Earnings Release by Shemaroo Entertainment Limited for the Quarter ended June 30, 2017.

This is for your information and records.

Thanking you,

Yours faithfully,  
**For Shemaroo Entertainment Limited**



**Dipesh U. Gosar**  
**Company Secretary & Compliance Officer**  
**Membership no.: A23755**



*Encl.: As above*

## **Earnings release for the Quarter ended June 30, 2017**

### **Q1 – FY2018**

PAT increased by 12.3% YOY to Rs. 1,593 Lacs (Q1 FY2018)

Total Income increased by 8.6 % YOY to Rs. 10,451 Lacs (Q1 FY2018)

**Mumbai, Sep 12, 2017:** Shemaroo Entertainment Limited, an established Filmed Entertainment Content House in the country, announced its consolidated financial results for the Quarter ended June 30, 2017 (Q1 FY2018).

### **Financial Highlights:**

#### **Consolidated Results for Q1 FY2018:**

- Total Income increased by 8.6% to Rs. 10,451 Lacs (Rs. 9,620 Lacs in Q1 FY2017)
- EBITDA increased by 12.9% to Rs. 3,429 Lacs (Rs. 3,037 Lacs in Q1 FY2017)
- EBITDA Margin stood at 32.8% in Q1 FY2018 (31.6% in Q1 FY2017)
- Net Profit after tax increased by 12.3% to Rs. 1,593 Lacs (Rs. 1,418 Lacs in Q1 FY2017)
- PAT Margin stood at 15.2% in Q1 FY2018 (14.7% in Q1 FY2017)
- Basic and Diluted Earnings Per Share stood at Rs. 5.86 in Q1 FY2018 (Rs. 5.22 in Q1 FY2017)

## Executive Comment:

Hiren Gada, Wholetime Director and CFO said,

After few quarters of impact, the traditional media business has slowly recovered to near normal levels post demonetization. We have achieved an overall topline growth of 8.6% on a Y-O-Y basis. We continue to expand our digital reach and have managed to maintain our upward trajectory with a growth rate of 41.7% on a Y-O-Y basis in the digital media business. Our huge content library with varied genres and our expertise to monetize it, helps us offer our audiences their preferred choice of content on desired platforms.

## Business Highlights:

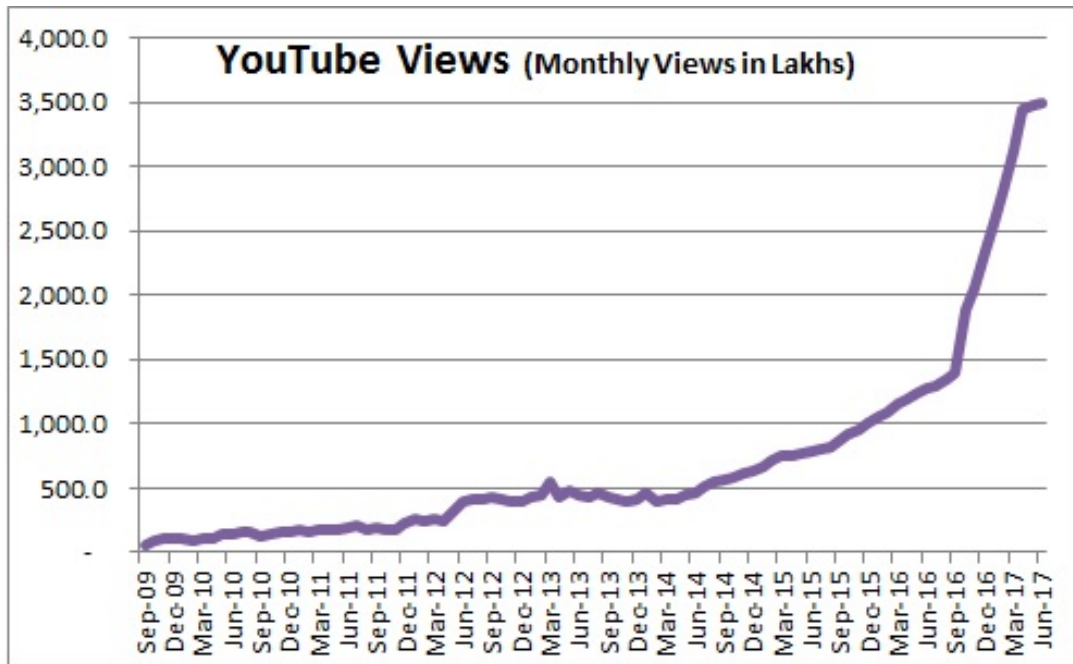
Divisional Performance (Standalone):

Business Division	Q1 - FY2018	Q1 - FY2017	YOY Growth %
New Media	2,853	2,014	41.7%
Traditional Media	7,382	7,496	-1.5%
<b>Income from Operations</b>	<b>10,234</b>	<b>9,509</b>	<b>7.6%</b>

## Operational Highlights:

- Signed a content deal with YuppTV
- Crossed 3 million subscribers on our flagship YouTube channel 'ShemarooEnt'
- Crossed 3 million subscribers on our YouTube channel 'FilmiGaane'
- Crossed 2 billion cumulative views on our YouTube channel 'FilmiGaane'
- Crossed 5 lakh subscribers on our YouTube channel 'Indian Comedy'
- Some brands have pulled their advertising out from YouTube since some of their ads were shown next to hateful and offensive content. As a result, YouTube has implemented stricter brand safety guidelines and therefore stopped monetizing certain videos
- Launched with Airtel Digital TV:
  - a) Bhojpuri Service in April 2017
  - b) Comedy Service in May 2017"
- Launched with Tata Sky:
  - a) Tata Sky Bollywood Premiere Service in May 2017. 'Miniplex' service makes way for this service
  - b) Tata Sky Classic Cinema service in June 2017"

### YouTube Monthly Views Graph till June 2017:



### 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 3400 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](http://www.shemarooent.com)