



Earnings Release for the Quarter & Half Year ended September 30, 2014

H1 – FY2015

PAT increased by 73.2 % YOY to Rs. 1,814 Lacs (H1 FY2015)

Total Income increased by 18.8 % YOY to Rs. 15,003 Lacs (H1 FY2015)

Q2 – FY2015

PAT increased by 37.2 % YOY to Rs. 857 Lacs (Q2 FY2015)

Total Income increased by 21% YOY to Rs. 8,522 Lacs (Q2 FY2015)

Mumbai, November 12, 2014: Shemaroo Entertainment Limited, an established integrated media content house announced its consolidated financial results for the Quarter and Half Year ended September 30, 2014 (Q2 & H1 FY2015).

Financial Highlights:

Consolidated Results for H1 FY2015:

- Total Income increased by 18.8% to Rs. 15,003 Lacs (Rs. 12,632 Lacs in H1 FY2014)
- EBITDA increased by 31.9% to Rs. 4,093 Lacs (Rs. 3,104 Lacs in H1 FY2014)
- EBITDA Margin stood at 27.3% in H1 FY2015 (24.6% in H1 FY2014)
- Consolidated Net Profit (PAT) increased by 73.2% to Rs. 1,814 Lacs (Rs. 1,047 Lacs in H1 FY2014)
- PAT Margin stood at 12.1% in H1 FY2015 (8.3% in H1 FY2014)
- Basic and Diluted Earnings Per Share stood at Rs. 9.1 in H1 FY2015 (Rs. 5.27 in H1 FY2014)

Consolidated Results for Q2 FY2015:

- Total Income increased by 21% to Rs. 8,522 Lacs (Rs. 7,043 Lacs in Q2 FY2014)
- EBITDA increased by 29.9 % to Rs. 2,119 Lacs (Rs. 1,631 Lacs in Q2 FY2014)
- EBITDA Margin stood at 24.9% in Q2 FY2015 (23.2% in Q2 FY2014)
- Consolidated Net Profit (PAT) increased by 37.2% to Rs. 857 Lacs (Rs. 625 Lacs in Q2 FY2014)
- PAT Margin stood at 10.1% in Q2 FY2015 (8.9% in Q2 FY2014)
- Basic and Diluted Earnings Per Share stood at Rs. 4.3 in Q2 FY2015 (Rs. 3.15 in Q2 FY2014)





Executive Comment:

Hiren Gada, Wholetime Director and CFO said,

Our quarterly growth rate has been satisfactory. As a company we continue with our strategy to strengthen our library and monetize the content on various platforms like satellite, mobile, internet etc. Our strategy has started showing visible results with our total income reflecting a growth rate of 21% in second quarter.

Embarking on our huge library of more than 2900 titles and consumers' inclination towards digital world, we are certainly standing at the brink of immense opportunities to tie up with many more platforms where the end users consume entertainment.

Business Highlights:

Divisional Performance:

in Rs. Lacs

Business Division	Q2 - FY2015	Q2 - FY2014	YOY Growth %	H1- FY2015	H1- FY2014	YOY Growth %
New Media	866	625	39%	1,597	1,073	49%
Traditional Media & Services	7,629	6,355	20%	13,348	11,495	16%
Income from Operations	8,496	6,981	22%	14,945	12,568	19%

New Media Highlights

- Overall strong growth in Digital Business
- First set of movies went live on Google Play
- Very strong growth in WAP business
- Licensed and monetized Lalbaugcha Raja on mobile
- Acquired the entire catalog of Gunjan Music Company perpetually (strong in devotional content with around 3000 tracks)

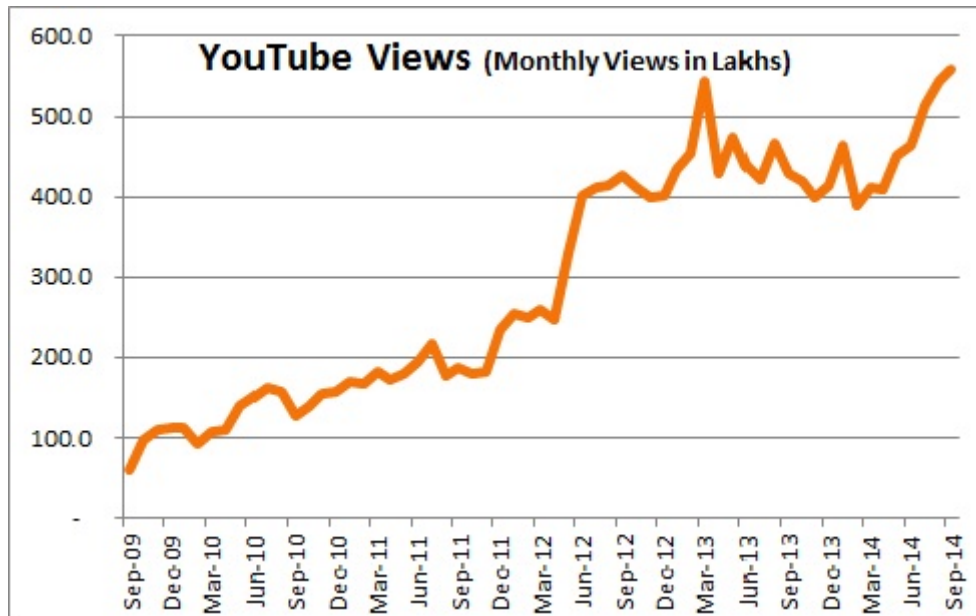
SHEMAROO ENTERTAINMENT LTD. (CIN: L67190MH2005PLC158288)

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- Youtube Monthly Views Graph till Sep'14:



About Shemaroo Entertainment Limited

Celebrating the golden jubilee, Shemaroo Entertainment Ltd. (BSE Scrip Code: 538685; NSE Scrip Code: SHEMAROO) is among the 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 2800 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

