



Ref No.: SEL / Reg. 30- LODR / October-2016 / 01

October 25, 2016

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

**Corporate Relationship Department**  
**BSE Limited**  
Phiroze Jeejeebhoy Towers  
Dalal Street,  
Mumbai-400 023.  
Scrip Code : 538685

Sir / Madam,

**Re: SHEMAROO ENTERTAINMENT LIMITED - ISIN: INE363M01019**

**Sub: - Earnings Release for the Second Quarter (Q2) ended September 30, 2016**

Please find enclosed herewith Earnings Release by Shemaroo Entertainment Limited for the Second Quarter (Q2) ended September 30, 2016.

This is for your information and records.

Thanking you,

Yours faithfully,  
**For Shemaroo Entertainment Limited**



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

*Encl.: As above*

## **Earnings release for the Quarter & Half Year ended September 30, 2016**

### **H1 – FY2017**

PAT increased by 27.8% YOY to Rs. 2,923 Lacs (H1 FY2017)

Total Income increased by 21.9% YOY to Rs. 21,004 Lacs (H1 FY2017)

### **Q2 – FY2017**

PAT increased by 35.6% YOY to Rs. 1,518 Lacs (Q2 FY2017)

Total Income increased by 20.9% YOY to Rs. 11,385 Lacs (Q2 FY2017)

**Mumbai, October 25, 2016:** Shemaroo Entertainment Limited, an established filmed entertainment content house, announced its consolidated financial results for the Quarter and Half Year ended September 30, 2016 (Q2 & H1 FY2017).

### **Financial Highlights:**

#### **Consolidated Results for H1 FY2017:**

- Total Income increased by 21.9% to Rs. 21,004 Lacs (Rs. 17,229 Lacs in H1 FY2016)
- EBITDA increased by 27.6% to Rs. 6,218 Lacs (Rs. 4,873 Lacs in H1 FY2016)
- EBITDA Margin stood at 29.6% in H1 FY2017 (28.3% in H1 FY2016)
- Net Profit after tax increased by 27.8% to Rs. 2,923 Lacs (Rs.2,287 Lacs in H1 FY2016)
- PAT Margin stood at 13.9% in H1 FY2017 (13.3% in H1 FY2016)
- Basic and Diluted Earnings Per Share stood at Rs. 10.75 in H1 FY2017 (Rs. 8.41 in H1 FY2016)

#### **Consolidated Results for Q2 FY2017:**

- Total Income increased by 20.9% to Rs. 11,385 Lacs (Rs. 9,420 Lacs in Q2 FY2016)
- EBITDA increased by 32.3% to Rs. 3,208 Lacs (Rs. 2,425 Lacs in Q2 FY2016)
- EBITDA Margin stood at 28.2% in Q2 FY2017 (25.7% in Q2 FY2016)
- Net Profit after tax increased by 35.6% to Rs. 1,518 Lacs (Rs. 1,120 Lacs in Q2 FY2016)
- PAT Margin stood at 13.3% in Q2 FY2017 (11.9% in Q2 FY2016)
- Basic and Diluted Earnings Per Share stood at Rs. 5.59 in Q2 FY2017 (Rs. 4.12 in Q2 FY2016)

## Executive Comment:

Hiren Gada, Wholetime Director and CFO said,

We are pleased to announce that we had a rewarding quarter with a topline growth of 20.9% on a Y-O-Y basis. Our performance in this quarter underlines our commitment to upscale our revenue from digital media which grew by 51.5% on a Y-O-Y basis. Our constant effort to invest in quality content and monetize it across existing and emerging platforms helps to give us an edge.

## Business Highlights:

Divisional Performance (Standalone):

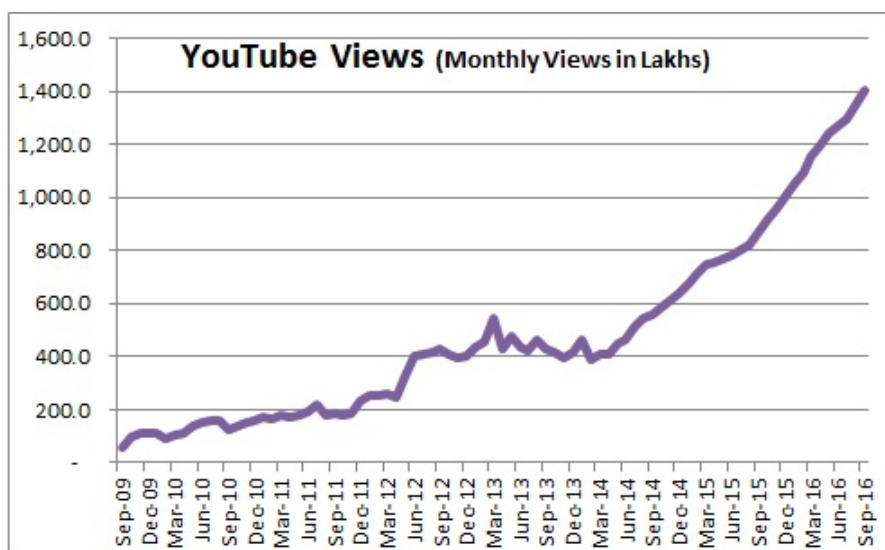
*in Rs. Lacs*

Business Division	Q2 - FY2017	Q2 - FY2016	YOY Growth %	H1- FY 2017	H1- FY 2016	YOY Growth %
New Media	2,395	1,580	51.5%	4,409	2,920	51.0%
Traditional Media	8,927	7,841	13.9%	16,492	14,317	15.2%
<b>Income from Operations</b>	<b>11,322</b>	<b>9,421</b>	<b>20.2%</b>	<b>20,901</b>	<b>17,237</b>	<b>21.3%</b>

## Operational Highlights:

- Crossed 1 bn cumulative views on 'Filmi Gaane' YouTube channel
- Renewed deal with 'Saavn'
- Shemaroo entered the Limca Book of Records for 'First and longest Antakshari on Twitter' and to break the record for 'Most tweets in a day to the public' for its digital campaign #FilmiGaaneAntakshari on Twitter
- Punjabi & Gujarati regional language Services launched with Airtel Digital TV in July 2016

YouTube Monthly Views Graph till September 2016:



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