



Ref No.: SEL / Reg. 30- LODR / May-2017 / 01

May 09, 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 and Financial Year ended March 31, 2017**

Please find enclosed herewith Earnings Release by Shemaroo Entertainment Limited for the Quarter and Financial Year ended March 31, 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 & Year ended March 31, 2017**

### **FY2017**

PAT increased by 17.9 % YOY to Rs. 6,148 Lacs (FY2017)

Total Income increased by 13.8 % YOY to Rs. 42,850 Lacs (FY2017)

### **Q4 – FY2017**

PAT decreased by 16.3 % YOY to Rs. 1,378 Lacs (Q4 FY2017)

Total Income decreased by 3.5 % YOY to Rs. 9,931 Lacs (Q4 FY2017)

**Mumbai, May 9, 2017:** Shemaroo Entertainment Limited, an established Filmed Entertainment Content House in the country, announced its consolidated financial results for the Quarter and Year ended March 31, 2017 (Q4 & FY2017). The Board has recommended a dividend of Rs.1.40 per fully paid-up equity share of Rs. 10/- each for FY2017.

### **Financial Highlights:**

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

- Total Income increased by 13.8% to Rs. 42,850 Lacs (Rs. 37,664 Lacs in FY2016)
- EBITDA increased by 19.5% to Rs. 13,053 Lacs (Rs. 10,296 Lacs in FY2016)
- EBITDA Margin stood at 30.5% in FY2017 (29.0% in FY2016)
- Net Profit after tax increased by 17.9% to Rs. 6,148 Lacs (Rs.5,215 Lacs in FY2016)
- PAT Margin stood at 14.3% in FY2017 (13.8% in FY2016)
- Basic and Diluted Earnings Per Share stood at Rs. 22.62 in FY2017 (Rs. 19.18 in FY2016)

#### **Consolidated Results for Q4 FY2017:**

- Total Income decreased by 3.5% to Rs.9,931 Lacs (Rs. 10,290 Lacs in Q4 FY2016)
- EBITDA decreased by 4.6% to Rs. 3,236 Lacs (Rs. 3,391 Lacs in Q4 FY2016)
- EBITDA Margin stood at 32.6% in Q4 FY2017 (33.0% in Q4 FY2016)
- Net Profit after tax decreased by 16.3% to Rs. 1,378 Lacs (Rs. 1,646 Lacs in Q4 FY2016)
- PAT Margin stood at 13.9% in Q4 FY2017 (16.0% in Q4 FY2016)
- Basic and Diluted Earnings Per Share stood at Rs. 5.07 in Q4 FY2017 (Rs. 6.05 in Q4 FY2016)

## Executive Comment:

Hiren Gada, Wholetime Director and CFO said,

Given the business environment and the conditions prevalent in the media & entertainment industry, it has been a yet another year of consistent growth for us with the topline growing at 13.8% Y-O-Y. In Q4-FY17, Traditional Media business was affected due to ad slowdown post demonetization. Our focus on digital media business has continued to yield positive results with a growth rate of 45.4% Y-O-Y. We at Shemaroo continue to strengthen the growth trajectory by adding quality content to our library and improving our ROIs.

## Business Highlights:

Divisional Performance (Standalone):

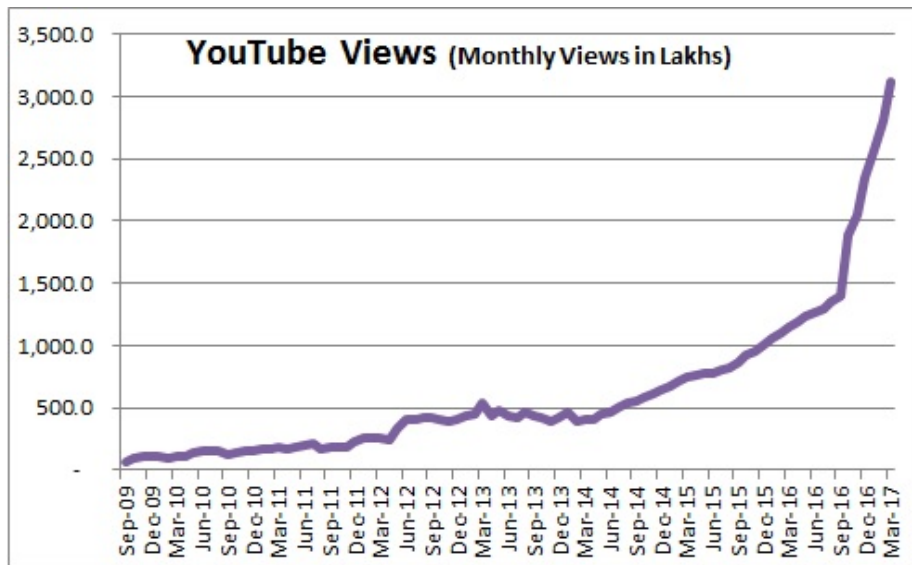
*in Rs. Lacs*

Business Division	Q4 - FY2017	Q4 - FY2016	YOY Growth %	FY 2017	FY 2016	YOY Growth %
New Media	2,476	1,766	40.2%	9,235	6,351	45.4%
Traditional Media	6,972	8,510	-18.1%	32,239	31,133	3.6%
<b>Income from Operations</b>	<b>9,448</b>	<b>10,276</b>	<b>-8.1%</b>	<b>41,475</b>	<b>37,484</b>	<b>10.6%</b>

## Operational Highlights:

- Renewed deal and also signed a further content deal with Reliance Jio
- Crossed 2 million subscribers on our YouTube channel 'Filmi Gaane'
- Crossed 5 lakh subscribers on our YouTube channel 'Shemaroo Movies'
- There is a significant spike in overall YouTube views in Q3 & Q4 due to Reliance Jio's free data offering and aggressive data pack offerings by most operators. However, the company cannot comment on the sustainability of this growth, and the subsequent translation to revenue
- Punjabi & Gujarati regional language Services launched with Videocon d2h in Jan 2017
- Shemaroo's digital campaign on Twitter, #FilmiGaaneAntakshari, won the prestigious 'India Digital Awards' organized by Internet and Mobile Association of India (IAMAI) in the category of Social Media Marketing Campaign and the 'Gold Abby' at the Goa Fest 2017 organized by The Advertising Club Bombay and Advertising Agencies Association of India

### YouTube Monthly Views Graph till March 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)