



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

February 06, 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 Third Quarter (Q3) and Nine months ended December 31, 2016

Please find enclosed herewith Earnings Release by Shemaroo Entertainment Limited for the Third Quarter (Q3) and Nine months ended December 31, 2016.

This is for your information and records.

Thanking you,

Yours faithfully,
For Shemaroo Entertainment Limited





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

Encl.: As above

Earnings release for the Quarter & Nine Months ended December 31, 2016

Nine Months – FY2017

PAT increased by 22.6% YOY to Rs. 4,376 Lacs (9M FY2017)

Total Income increased by 18.9% YOY to Rs. 32,526 Lacs (9M FY2017)

Q3 – FY2017

PAT increased by 13.4% YOY to Rs. 1,453 Lacs (Q3 FY2017)

Total Income increased by 13.7% YOY to Rs. 11,522 Lacs (Q3 FY2017)

Mumbai, February 6, 2017: Shemaroo Entertainment Limited, an established filmed entertainment content house, announced its consolidated financial results for the Quarter and Nine Months ended December 31, 2016 (Q3 & 9M FY2017).

Financial Highlights:

Consolidated Results for Nine Months FY2017:

- Total Income increased by 18.9% to Rs. 32,526 Lacs (Rs. 27,358 Lacs in 9M FY2016)
- EBITDA increased by 25.1% to Rs. 9,423 Lacs (Rs. 7,535 Lacs in 9M FY2016)
- EBITDA Margin stood at 29.0% in 9M FY2017 (27.5% in 9M FY2016)
- Net Profit after tax increased by 22.6% to Rs. 4,376 Lacs (Rs. 3,569 Lacs in 9M FY2016)
- PAT Margin stood at 13.5% in 9M FY2017 (13.0% in 9M FY2016)
- Basic and Diluted Earnings Per Share stood at Rs. 16.10 in 9M FY2017 (Rs. 13.13 in 9M FY2016)

Consolidated Results for Q3 FY2017:

- Total Income increased by 13.7% to Rs. 11,522 Lacs (Rs. 10,130 Lacs in Q3 FY2016)
- EBITDA increased by 20.4% to Rs. 3,205 Lacs (Rs. 2,662 Lacs in Q3 FY2016)
- EBITDA Margin stood at 27.8% in Q3 FY2017 (26.3% in Q3 FY2016)
- Net Profit after tax increased by 13.4% to Rs. 1,453 Lacs (Rs. 1,282 Lacs in Q3 FY2016)
- PAT Margin stood at 12.6% in Q3 FY2017 (12.7% in Q3 FY2016)
- Basic and Diluted Earnings Per Share stood at Rs. 5.35 in Q3 FY2017 (Rs. 4.72 in Q3 FY2016)

Executive Comment:

Hiren Gada, Wholetime Director and CFO said,

It was a satisfying quarter, given the business environment and the conditions prevalent in the media & entertainment industry. New media business continues to grow at a healthy rate. In fact, we are at an exciting juncture in the evolution of the digital space and with such a vast library, we intend to make the most of the opportunity.

Business Highlights:

Divisional Performance (Standalone):

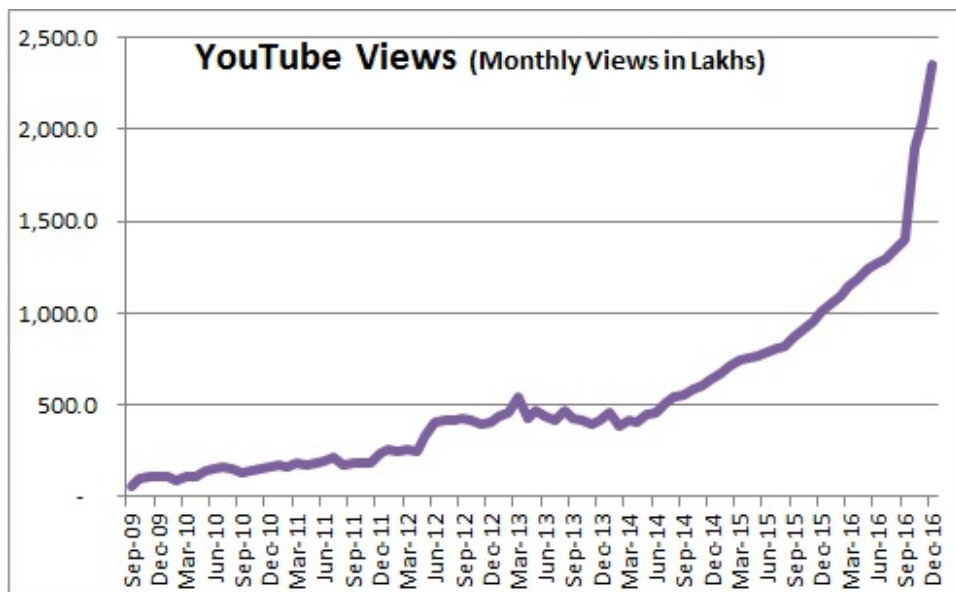
in Rs. Lacs

Business Division	Q3 - FY2017	Q3 - FY2016	YOY Growth %	9M – FY 2017	9M – FY 2016	YOY Growth %
New Media	2,351	1,664	41.3%	6,759	4,584	47.4%
Traditional Media	8,917	8,436	5.7%	25,267	22,623	11.7%
Income from Operations	11,268	10,100	11.6%	32,027	27,208	17.7%

Operational Highlights:

- Signed a further content syndication deal with Vuclip
- Kids and Comedy Services launched with Dish TV in October 2016
- Launched with Tata Sky:
 - Punjabi Service in Nov 2016
 - Spirituality Service (Tata Sky Gurus) in Dec 2016
- Shemaroo and 91.9 FM Radio Nasha ran a month long promotion across Radio and Social Media for the classic movie “Amar Akbar Anthony” culminating into a screening of the movie
- There is a significant spike in overall YouTube views in Q3 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
- Crossed 2 million subscribers on our flagship YouTube channel ‘ShemarooEnt’
- Crossed 5 lakh subscribers on our YouTube channel ‘Shemaroo Kannada’

YouTube Monthly Views Graph till December 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 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