

## Key Financial Data

### OPERATING DATA

|                    | 2016            | 2017            | 2018            | 2019            | 2020            | 2021            |
|--------------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|
| Revenue-Net        | 3,942,824,460   | 4,643,648,317   | 4,609,478,886   | 3,979,099,138   | 3,679,468,088   | 4,327,326,066   |
| Cost of production | (2,313,660,029) | (2,669,283,288) | (2,853,147,800) | (3,495,240,846) | (2,756,142,547) | (2,614,343,566) |
| Transmission Cost  | (86,465,867)    | (86,925,178)    | (177,878,025)   | (193,223,194)   | (139,069,102)   | (90,436,188)    |
| Gross profit       | 1,542,698,564   | 1,887,439,851   | 1,578,453,061   | 290,635,098     | 784,256,439     | 1,622,546,312   |

### PROFIT AFTER TAXATION

|                               |               |               |              |               |               |               |
|-------------------------------|---------------|---------------|--------------|---------------|---------------|---------------|
| (Loss)/Profit before taxation | 773,237,291   | 1,095,402,936 | 812,155,067  | (454,725,557) | (136,120,065) | 1,107,143,492 |
| Taxation                      | (236,301,365) | (80,019,958)  | (82,661,579) | (81,157,536)  | 22,881,574    | (92,746,807)  |
| Profit after taxation         | 536,935,926   | 1,015,382,978 | 729,493,488  | (535,883,093) | (113,238,491) | 1,014,396,685 |

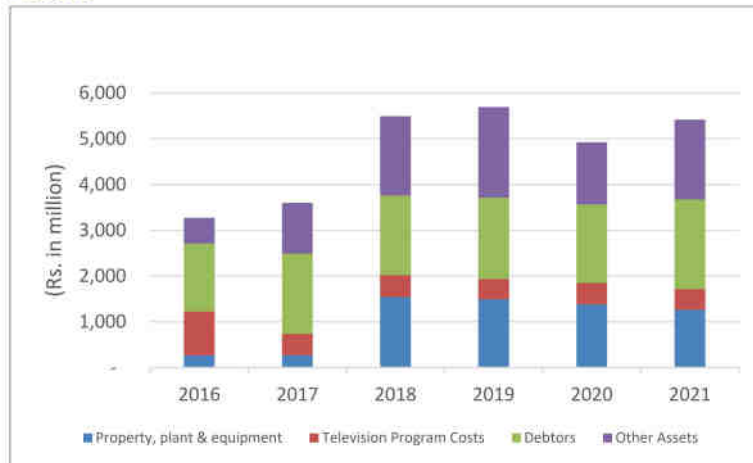
## Financial Ratios

|                                      | 2016  | 2017  | 2018  | 2019    | 2020     | 2021  |
|--------------------------------------|-------|-------|-------|---------|----------|-------|
| Current Ratios                       | 1.80  | 5.07  | 4.68  | 2.25    | 2.85     | 3.40  |
| Quick ratio                          | 1.80  | 5.06  | 4.65  | 2.24    | 2.83     | 3.38  |
| Debt/ Equity Ratio                   | 0.26  | 0.01  | 0.31  | 0.53    | 0.44     | 0.18  |
| Cash flow per share- Rs.             | 0.01  | 0.40  | 0.18  | 0.16    | 0.15     | 0.38  |
| Return on equity - %                 | 26.29 | 33.20 | 19.75 | (16.97) | (3.71)   | 24.96 |
| Share Price per share - Rs.          | 10.28 | 11.74 | 8.09  | 3.17    | 12.55    | 8.02  |
| Break-up value per share - Rs.       | 2.16  | 3.24  | 3.91  | 3.34    | 3.23     | 4.30  |
| Gross Profit / (Loss) to Sales - %   | 39.13 | 40.65 | 34.24 | 7.30    | 21.31    | 37.50 |
| Cost of Production To Sales- %       | 58.68 | 57.48 | 61.90 | 87.84   | 74.91    | 60.41 |
| Administrative Expenses to Sales - % | 11.04 | 12.02 | 11.50 | 12.54   | 12.91    | 15.33 |
| Net profit / (Loss) to Sales - %     | 13.62 | 21.87 | 15.83 | (13.47) | (3.08)   | 23.44 |
| Interest Cover - number of times     | 21.25 | 58.30 | 28.38 | (2.27)  | 0.43     | 12.03 |
| Debtors Turnover (number of days)    | 117   | 127   | 138   | 161     | 173      | 155   |
| Price earning ratio                  | 18.09 | 10.93 | 10.48 | (5.59)  | (104.73) | 7.47  |
| Turn Over to Total Asset Ratio       | 1.24  | 1.33  | 0.86  | 0.71    | 0.77     | 0.82  |
| Earnings/(Loss) per share Rs.        | 0.57  | 1.07  | 0.77  | (0.57)  | (0.12)   | 1.07  |

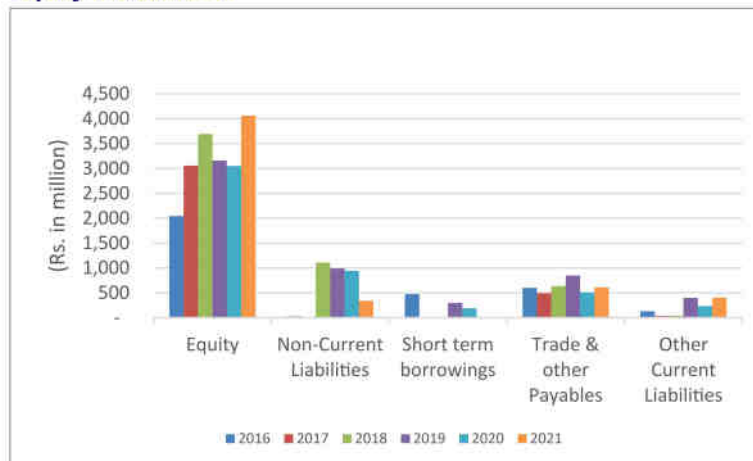
# Graphical Presentation

## Analysis of Statement of Financial Position and Profit & Loss Account

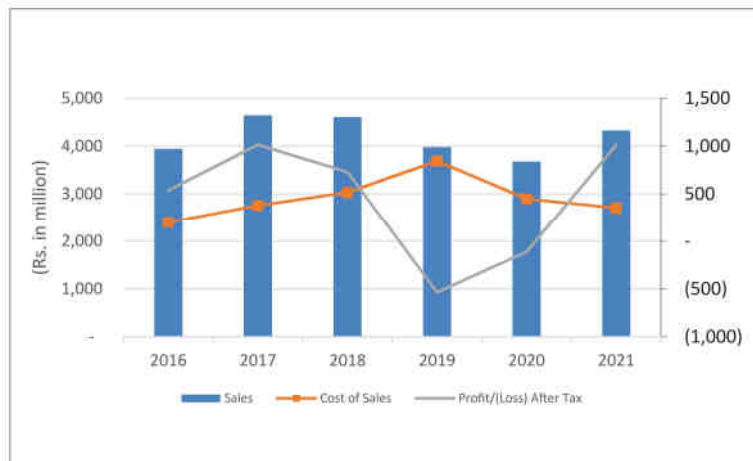
### Assets



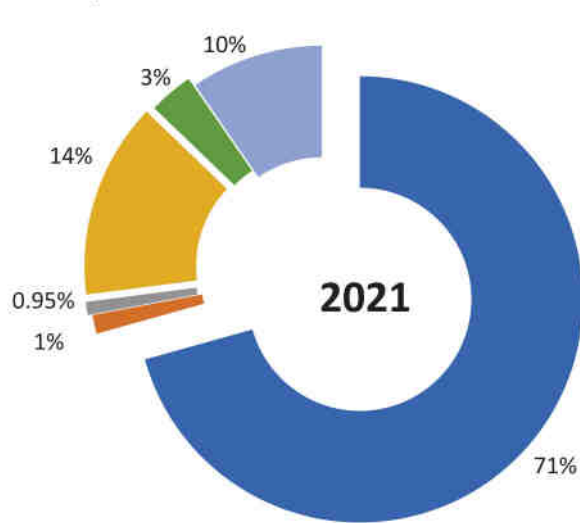
### Equity & Liabilities



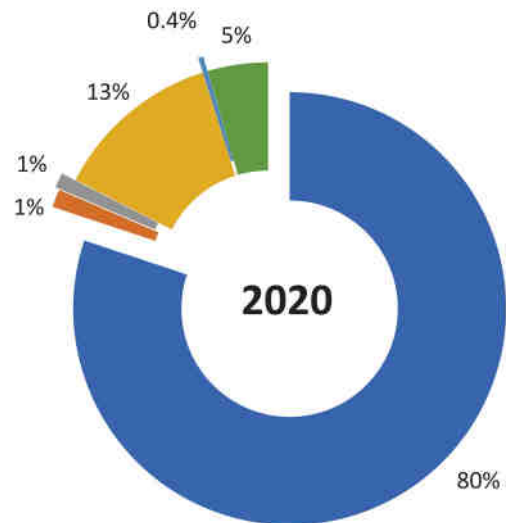
### Sales and Cost of Sales



### Break-up of Revenue Streams

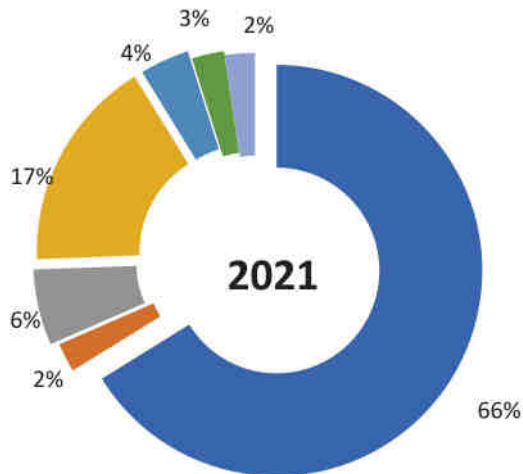


- Advertisement revenue - net
- Production revenue - net
- Digital revenue - net
- Subscription income - net
- Other Income
- Gain on sale of NCA held for sale

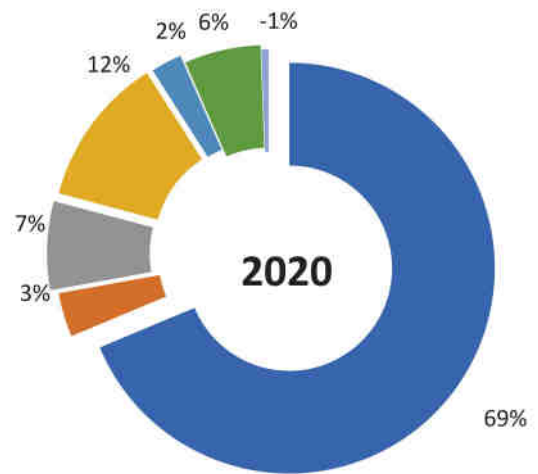


- Advertisement revenue - net
- Production revenue - net
- Digital revenue - net
- Subscription income - net
- Film distribution revenue - net
- Other Income

### Break-up of Cost

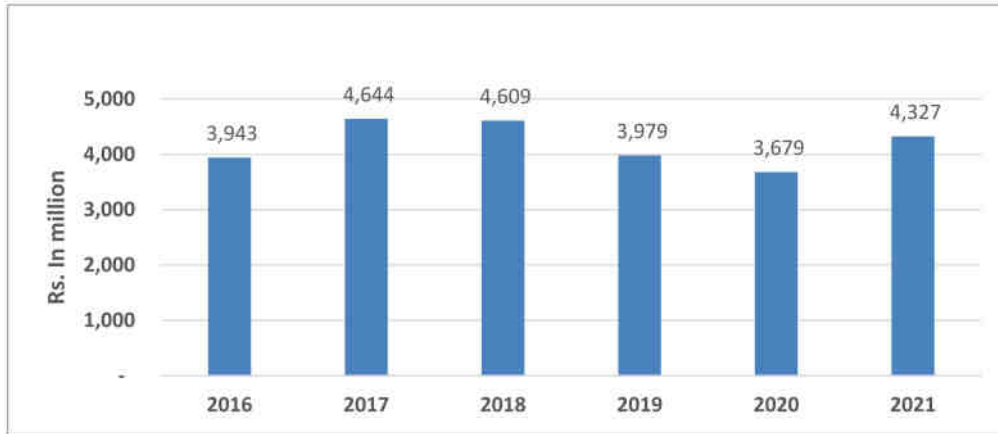


- Cost of production
- Transmission cost
- Distribution costs
- Administrative expenses
- Other expenses
- Finance costs
- Taxation

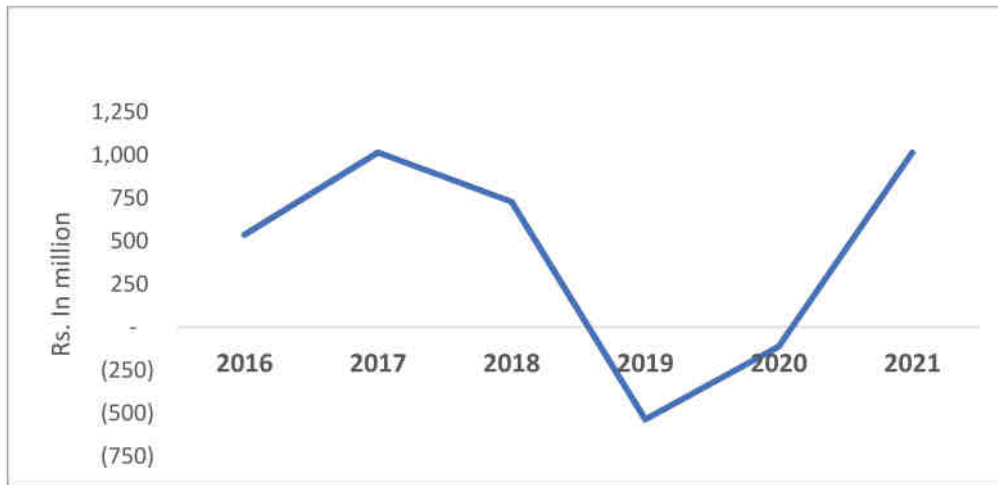


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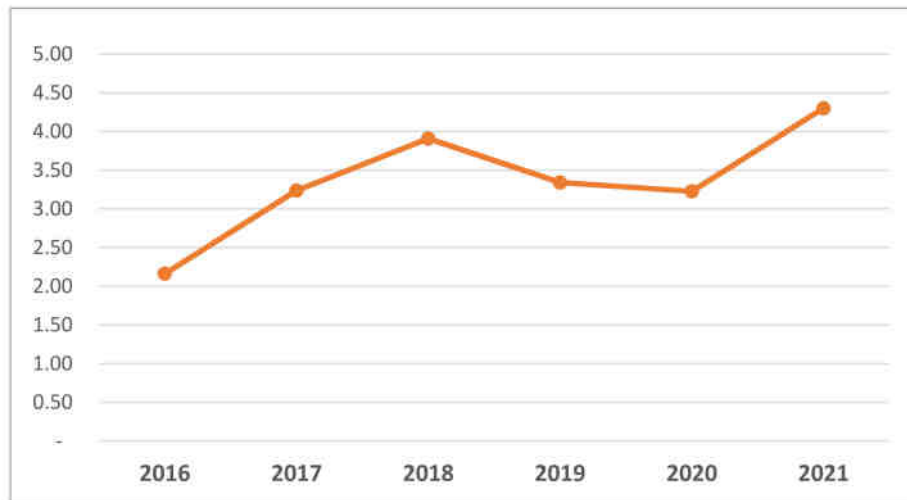
### Net Revenue



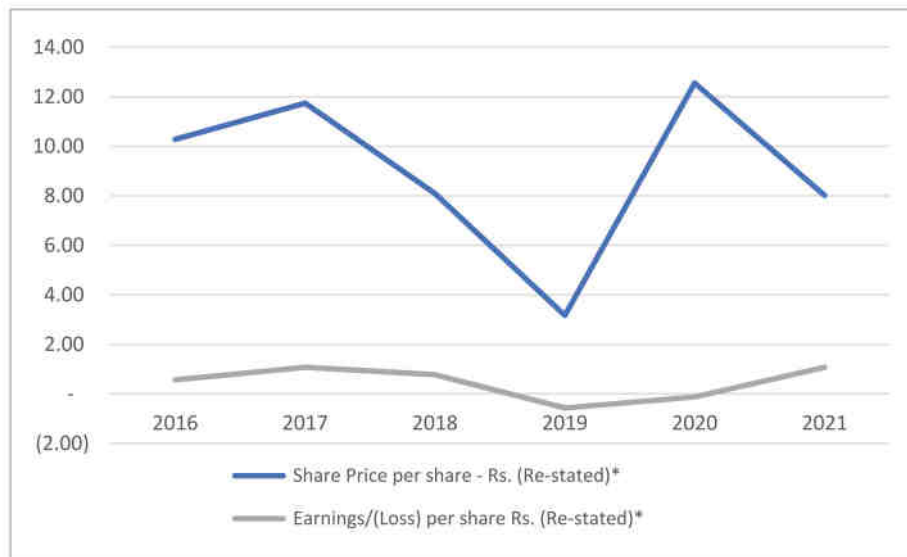
### Profit After Tax



### Breakup Value Per Share



### EPS Vs Share Price



### Current Ratio

