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CINEMAX

To,

Date: 29th October, 2010

Mr. Hari K
National Stock Exchange of India Limited
Exchange Plaza , Bandra Kurla Complex,
Bandra (East), Mumbai – 400051.

Sub:- Submission of Quarterly Results.
Company Scrip Code :- CINEMAX.

Dear Sir,

The Board of Directors of the Company, at its meeting held today has approved the Un-audited Financial Results of the Company for the quarter ended 30th September, 2010 which were subjected to Limited Review by Statutory Auditors of the Company.

The Board of Directors of the Company has also approved the Un-audited Consolidated Financial Results of the Company for the quarter ended 30th September, 2010 which were subjected to Limited Review by Statutory Auditors of the Company.

A copy of aforesaid Quarterly Results are enclosed herewith.

Kindly acknowledge the same.

Yours Truly,
For **Cinemax India Limited**

Jatin Shah
Company Secretary

Encl :- as above

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CINEMAX INDIA LIMITED

Regd. Office: 215, Atrium, 10th Floor, J. B. Nagar, Andheri Kurla Road, Andheri-East, Mumbai 400 059.

UNAUDITED CONSOLIDATED FINANCIAL RESULTS FOR THE HALF YEAR ENDED 30 SEPTEMBER 2010

(₹ In lacs)

Sr. No.	Particulars	Quarter Ended		Half Year Ended		Year Ended
		30.09.2010	30.09.2009	30.09.2010	30.09.2009	31.03.2010
		(Unaudited)	(Unaudited)	(Unaudited)	(Unaudited)	(Audited)
1	Income from Operations	5,772	4,540	11,004	7,074	19,006
	Less : Entertainment Tax	715	501	1,348	684	2,194
	Net Income from Operations	**5,057**	**4,039**	**9,656**	**6,390**	**16,812**
2	**Total Expenditure**					
	a) Film Distributors' Share	1,429	1,081	2,674	1,602	4,454
	b) Consumption of Foods and Beverages	278	223	542	383	936
	c) Employees Cost	478	311	882	612	1,331
	d) Depreciation/Amortization	454	396	905	877	1,747
	e) Other Expenses					
	-Theatre Rent	680	563	1,355	912	2,383
	- Repairs and Maintenance	316	257	598	433	977
	- Power and Fuel	391	332	860	627	1,349
	- Others	705	654	1,303	1,151	2,584
	Total Expenditure	**4,731**	**3,817**	**9,119**	**6,597**	**15,761**
3	**Profit / (Loss) from Operations before Other Income, Interest and Exceptional Items (1-2)**	**326**	**222**	**537**	**(207)**	**1,051**
4	Other Income	197	164	289	293	795
5	**Profit before Interest and Exceptional Items (3+4)**	**523**	**386**	**826**	**86**	**1,846**
6	Interest	261	190	505	360	773
7	**Profit / (Loss) after Interest but before Exceptional items (5-6)**	**262**	**196**	**321**	**(274)**	**1,073**
8	Exceptional items	-	-	-	(430)	(430)
9	**Profit / (Loss) before tax (7+8)**	**262**	**196**	**321**	**(704)**	**643**
10	Less: Tax expense / (credit)	16	(46)	(34)	(888)	(1,054)
11	**Net Profit from Ordinary Activities after tax (9-10)**	**246**	**242**	**355**	**184**	**1,697**
12	Paid up equity share capital (face value Rs.10/- each)	2,800	2,800	2,800	2,800	2,800
13	Reserves (excluding revaluation reserves)					13,744
14	**Earnings per Share**					
	-Basic	0.88	0.86	1.27	0.66	6.06
	-Diluted	0.88	0.86	1.27	0.66	6.06
15	Aggregate of Public Shareholding					
	- Number of Shares	8,855,184	9,148,000	8,855,184	9,148,000	8,855,184
	- Percentage of Shareholding	31.63	32.67	31.63	32.67	31.63
16	Promoters and promoter group Shareholding					
a)	Pledged / Encumbered					
	- Number of Shares	12,198,000	8,514,000	12,198,000	8,514,000	11,624,000
	- Percentage of shares (as a % of the total shareholding of Promoter and promoter group)	63.71	45.16	63.71	45.16	60.72
	- Percentage of shares (as a % of the total share capital of the Company)	43.56	30.41	43.56	30.41	41.51
b)	Non-encumbered					
	- Number of Shares	6,946,816	10,338,000	6,946,816	10,338,000	7,520,816
	- Percentage of shares (as a % of the total shareholding of Promoter and promoter group)	36.29	54.84	36.29	54.84	39.28
	Percentage of shares (as a % of the total share capital of the Company)	24.81	36.92	24.81	36.92	26.86

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Notes to the Unaudited Consolidated Financial Results for Half Year Ended 30 September 2010

1. The Consolidated Financial Results of Cinemax India Limited ('the Company') are compiled from the Consolidated Financial Statements prepared in accordance with the principles and procedures for the preparation and presentation of Consolidated Accounts as set out in the Accounting Standard 21 on 'Consolidated Financial Statements' as notified under the Companies Act, 1956.

2. The figures for the half year ended 30 September 2010 cannot be effectively compared to the half year ended 30 September 2009 on account of business interruption attributed to a prolonged strike by the Distributors from 10 April 2009 to 12 June 2009.

3. Exceptional items accounted for during the half year ended 30 September 2009 comprise impairment loss on certain fixed assets due to forced closure of a Multiplex Theatre and a Food Court.

4. Segment wise Revenue, Results and Capital employed

(₹ In lacs)

Sr. No.	Particulars	Quarter Ended		Half Year Ended		Year Ended
		30.09.2010	30.09.2009	30.09.2010	30.09.2009	31.03.2010
		(Unaudited)	(Unaudited)	(Unaudited)	(Unaudited)	(Audited)
1	**Segmental Revenue**					
	a) Theatrical Exhibition and Entertainment	5,605	4,389	10,678	6,798	18,424
	b) Retail Space	118	94	244	186	431
	c) Distribution / Production	-	-	-	-	-
	d) Windmill	49	57	82	90	151
	Income from Operations	**5,772**	**4,540**	**11,004**	**7,074**	**19,006**
2	**Segment result Profit / (Loss) before tax**					
	a) Theatrical Exhibition and Entertainment	215	127	323	(701)	365
	b) Retail Space	83	60	175	119	296
	c) Distribution / Production	(1)	(2)	(3)	(104)	(110)
	d) Windmill	29	37	42	49	70
	Total	326	222	537	(637)	621
	Add : Un-allocable Income	197	164	289	293	795
	Less : Interest	261	190	505	360	773
	Profit / (Loss) before tax and after exceptional items	**262**	**196**	**321**	**(704)**	**643**
3	**Capital Employed**					
	a) Theatrical Exhibition and Entertainment	19,290	16,754	19,290	16,754	17,490
	b) Retail Space	3,934	5,513	3,934	5,513	4,252
	c) Distribution /Production	322	220	322	220	339
	d) Windmill	1,386	1,459	1,386	1,459	1,411
	e) Un-allocable assets less liabilities	1,609	952	1,609	952	1,858
	Total	**26,541**	**24,898**	**26,541**	**24,898**	**25,350**

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Unaudited Statement of Assets and Liabilities as at:

(₹ in lacs)

Particulars	30 September 2010	30 September 2009
Sources of Funds:		
Shareholder's Funds		
(a) Capital	2,817	2,817
(b) Reserves and Surplus	14,129	12,655
Loan Funds	9,595	9,426
Deferred Tax Liability (net)	128	416
Total	**26,669**	**25,314**
Application of Funds		
Fixed Assets	23,647	21,209
Intangible Assets - Goodwill	42	42
Investments	50	32
Deferred Tax Asset (net)	4	1
Current Assets, Loans and Advances		
(a) Inventories	58	46
(b) Sundry Debtors	793	761
(c) Cash and Bank Balances	593	660
(d) Loans and Advances	7,351	7,315
	8,795	8.782
Less : Current Liabilities and Provisions		
(a) Liabilities	4,926	3,822
(b) Provisions	943	930
	5,869	4,752
Net Current Assets	2,926	4,030
Total	**26,669**	**25,314**

5. During the quarter, the Company received four investor grievances and the same were resolved. There were no outstanding investor grievances at the beginning and at the end of the quarter.

6. The Standalone Financial results of the Company would be available for perusal on the company's website viz. www.cinemax.co.in.

Key standalone financial information is given below:

(₹ in lacs)

Particulars	Quarter Ended		Half Year Ended		Year Ended
	30.09.2010	30.09.2009	30.09.2010	30.09.2009	31.03.2010
	(Unaudited)	(Unaudited)	(Unaudited)	(Unaudited)	(Audited)
Net Income from Operations	4,095	3,203	7,839	5,155	13,460
Profit / (Loss) before tax	(5)	63	(111)	(684)	74
Profit / (Loss) after tax	35	79	1	(379)	603

7. Figures for the previous periods / year have been regrouped, wherever necessary.

8. The above Consolidated Financial Results, which have been subjected to Limited Review by the Statutory Auditors, (except for the Statement of Assets and Liabilities as at 30 September 2009) have also been reviewed by the Audit Committee and approved by the Board of Directors at its meeting held on 29 October 2010.

For Cinemax India Limited

Rasesh B. Kanakia
Chairman
Place: Mumbai
Date: 29 October 2010

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