



Date: 28.10.2026

To,
National Stock Exchange of India Limited,
Exchange Plaza, C-1, Block G, Bandra Kurla Complex,
Bandra (East) Mumbai 400051

Ref: SYMBOL: OPTIMYSTIX

Sub: Earning Presentation

Pursuant to the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, enclosed is the Earnings Presentation for the half year ended September 30, 2026.

This is for your information and for public at large.

Thanking you,

Yours Faithfully,

For Optimystix Entertainment India Limited

RAJESH
DARSHAN
BAHL

Digitally signed by
RAJESH DARSHAN
BAHL
Date: 2026.10.28
18:36:09 +05'30'

Rajesh Darshan Bahl
Whole-time Director
DIN: 06652548

Encl.: As above



optimystix

Content powerhouse of India

Investor Presentation H1FY27



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Optimystix entertainment: A legacy of blockbuster content

**Established Leader &
Content Powerhouse**

▶ **Founded 2001**

25 years of industry
leadership

▶ **6 Feature Films & 2 Web Series**

Proven track record of blockbuster
hits

▶ **7,500+ Hours of TV Content:**

150+ TV Shows

▶ **60+ Awards**

Winning Awards

Iconic Productions: Shaping Indian Entertainment



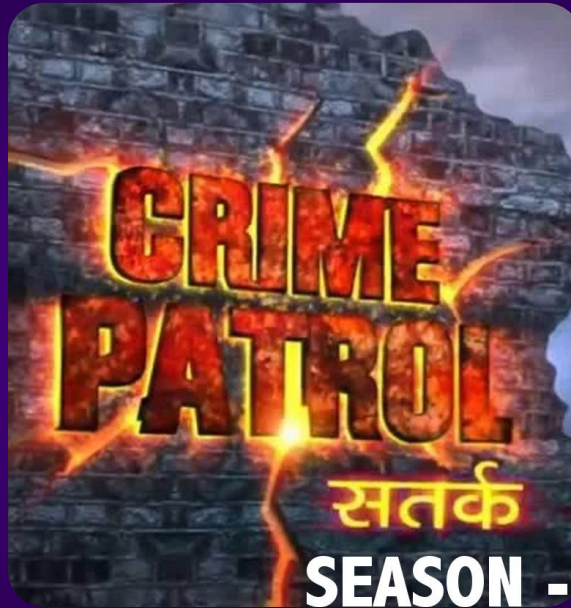
Optimystix entertainment: A legacy of blockbuster content

Landmark Television Shows



Comedy Circus

India's longest-running comedy show



Crime Patrol

Definitive crime reality series



Baalveer

Longest-running children's superhero show



Interactive Formats

Rising Star, Sabse Smart Kaun

Optimystix entertainment: A legacy of blockbuster content



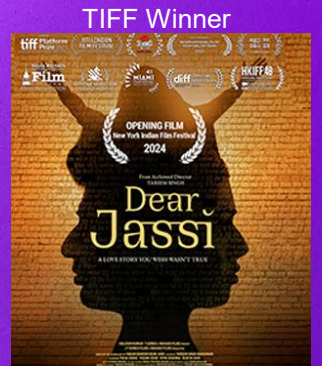
Successful Film & Digital Foray

Films (post 2020): Rapid expansion into cinema & web series

KEY RELEASES



UPCOMING SLATE



Trusted by Industry Giants:



NETFLIX



prime video

Unparalleled credibility & industry recognition

Proven Excellence

60+ Industry Awards & Recognition



Setting Benchmarks & Breaking Records



Longest-running
Crime Show



Longest-running
Comedy Show



Longest-running
Kids' Show



India's 1st Live
Interactive Show



Global
Recognition

Mastering diverse genres across multi-platform ecosystems

Unique Content Versatility

PLATFORM-AGNOSTIC DELIVERY | EVERY SCREEN | EVERY PLATFORM

Dominating India's Key Genres

COMEDY



Comedy Circus



Laughter Chefs



Vicky Vidya Ka Who Wala Video



Khel Khel Mein



Mastering diverse genres across multi-platform ecosystems

Unique Content Versatility

PLATFORM-AGNOSTIC DELIVERY | EVERY SCREEN | EVERY PLATFORM.

Dominating India's Key Genres

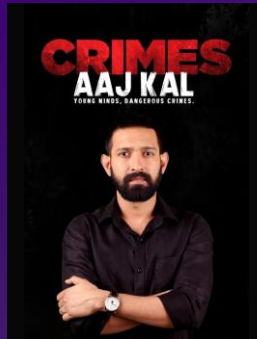
CRIME



Crime
Patrol



Candy

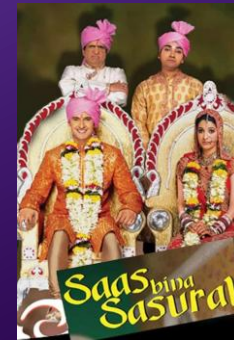


Crimes
Aaj Kal

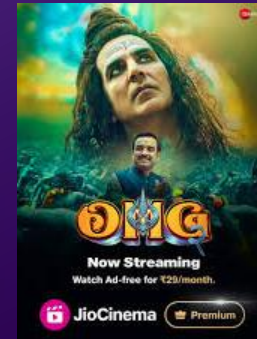
FICTION / DRAMA



Baalveer



Saas Bina
Sasural



OMG 2



The
Diplomat



Ladies
Special

Mastering diverse genres across multi-platform ecosystems

Multi-Platform | Multi-Genre | Future-Ready



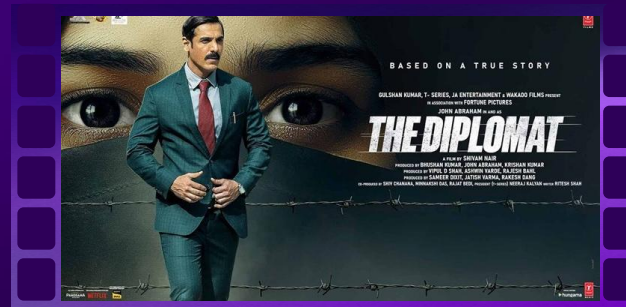
TELEVISION



Stable, long-term partnerships



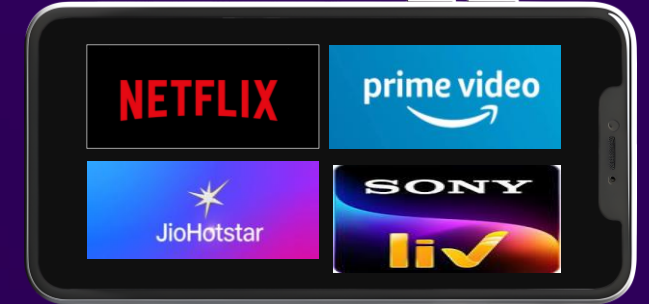
FILMS



Theatrical Films & direct to digital film releases



OTT



Web Series / Web Originals for Netflix, Prime, JioHotstar, Sony Liv, Zee 5

Visionary leadership driving growth

The People Behind the Magic - Leadership

- ▶ Creative force behind Comedy Circus, Crime Patrol, Baalveer
- ▶ Founded Optimystix Entertainment (2001)
- ▶ Pioneer of landmark Indian TV shows



VIPUL D. SHAH
Founder &
Chairman

- ▶ Former senior leadership, COO & CEO roles at Disney Star, Eros International & Times of India Group
- ▶ 25+ years across TV, Film, Music, OTT and digital businesses
- ▶ Proven record in launching and scaling digital and content businesses



RAJESH BAHL
Co-Founder &
Group CEO

Visionary leadership driving growth

Strong Second-in-Command

- ▶ 25+ yrs | Showrunner, Writer, Director, Producer
- ▶ Built hit franchises: Baalveer, Kya Haal Mr. Paanchal, Saas Bina Sasural
- ▶ Multi-season storytelling, world-building, scaling, writers' room leadership



HEMANT KEVANI
Head,
Fiction

- ▶ Leads reality & comedy formats: Comedy Circus, Laughter Chef, marquee specials
- ▶ Format creation, talent management, rapid execution, cost control



NAZAR ALI ABBAS
Head,
Non-Fiction & Comedy

Visionary leadership driving growth

Leadership — Creative & Finance

- ▶ CA (ICAI, 1999)
25+ yrs across finance,
accounts & taxation
- ▶ With Optimystix since May
2011. Ex-Nobel Industries,
V-Link Fleet Solutions, BDG
Accounting.
- ▶ Financial Planning &
Budgeting , Risk
Management, Compliance
Treasury Management.



PARESH PAREKH
CFO

- ▶ 20+ yrs creative leadership &
groundbreaking storytelling
across TV/OTT, IFTDA Member
- ▶ Landmark projects: Crimes Aaj
Kal, Baalveer S3-S4, Crime
Patrol, Savdhaan India etc.
- ▶ Concept-to-screen leadership;
format/franchise building;
expertise across fiction,
non-fiction & reality formats



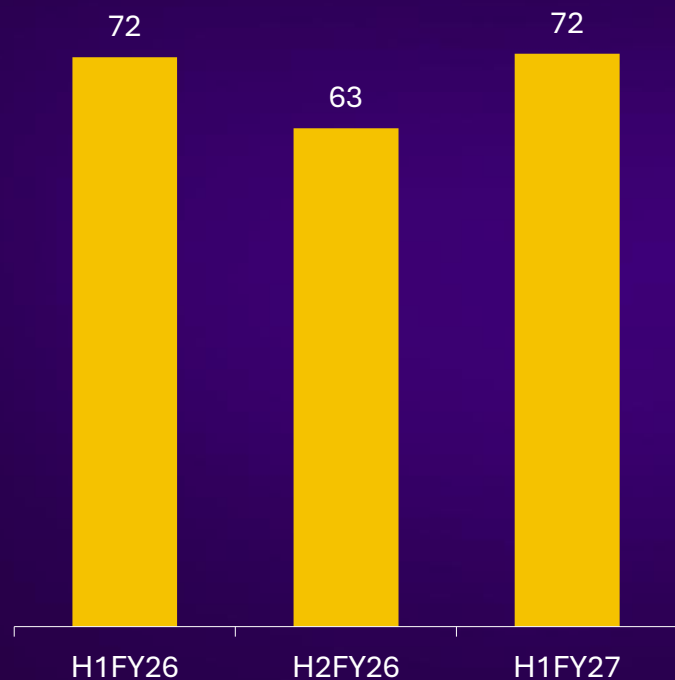
ANIMESH BHAYA
Creative Head

Optimystix - Half Yearly Numbers Snapshot (Consolidated)

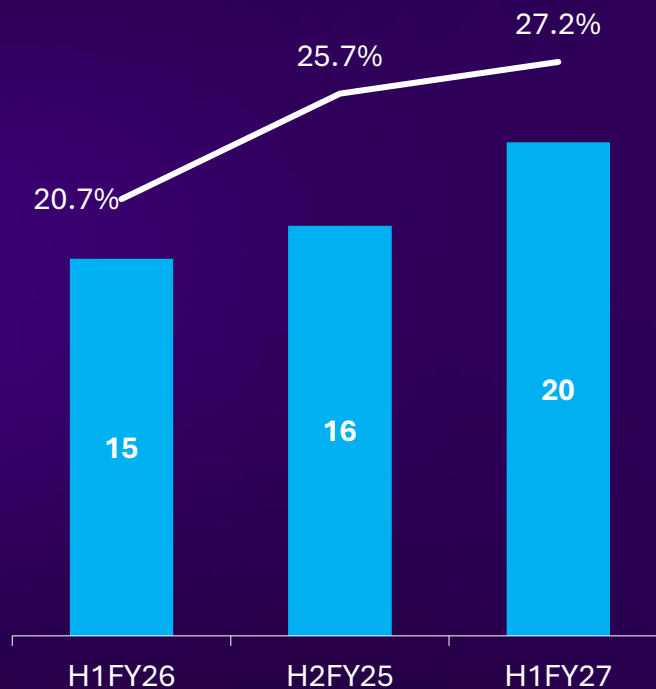
Particulars (INR Cr)	H1FY27	H2FY26	H1FY26	YoY%	HoH%
Revenue	71.7	62.8	72.2	-	14.2%
EBITDA %	27.2%	25.7%	20.7%	+652 bps	+147 bps
EBITDA	19.5	16.2	14.9	30.7%	20.7%
PAT	14.6	12.4	11.6	25.6%	17.6%
PAT %	20.3%	19.8%	16.1%	+424 bps	+58 bps

Half Yearly Key Highlights (Consolidated)

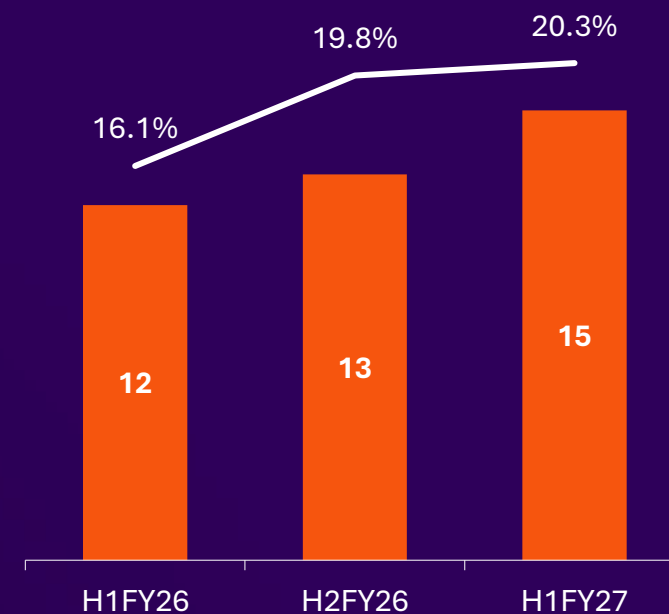
Revenue (INR Cr)



EBITDA & EBITDA Margins



PAT & PAT Margin



Scaling Content Production, Building IP Ownership & Expanding Digital Opportunities

Scale Film & OTT Production

- ▶ Expand the film and web-series pipeline across low-, mid- and high-budget projects.
- ▶ Develop a broader slate through new concepts, scripts, remakes and sequels.
- ▶ Explore regional-language content and co-production opportunities.

Develop Digital-First Content Verticals

- ▶ Develop original animation IP for distribution through proprietary YouTube channels and OTT platforms.
- ▶ Build a micro-drama platform targeting audiences consuming short-form vertical content.
- ▶ Explore monetisation through advertising, brand integrations, licensing and other platform-specific models.

Increase IP Ownership & Monetisation

- ▶ Gradually expand beyond commissioned production towards owned and co-owned intellectual property.
- ▶ Monetise film IP through theatrical and digital releases, licensing and associated rights.
- ▶ Build opportunities for repeat exploitation through sequels, adaptations and cross-platform distribution.

Leverage Technology & Production Efficiencies

- ▶ Apply AI-enabled tools, including testing of Google Veo-3, in animation and short-form content creation.
- ▶ Utilise the company's content management and AI-enabled creation platform to streamline content workflows.
- ▶ Expand localisation, dubbing and cross-platform distribution to improve content reach.

Strategic alliance for exponential growth

Our Approach: Strategic Partnerships

RISK-MITIGATED FINANCING



Pre-sales cover
COP upfront



Shared IP &
perpetual retention



Exclusive music
rights

FUTURE GROWTH



Co-Production
of Film
slate across
Hindi & regional



OTT slate
development



Line
production
business



Synergies with
YouTube
reach

Past Notable Collaborations



Driving Value: Transition to an IP-Driven Business Model

Strategic Shift: From Cost-Plus to Sustainable IP Ownership

Optimystix is building long-term value through IP in high-growth segments:



FILMS

Perpetual co-owned IP, sequels, prequels, remakes & regional film foray



DIGITAL

IP retention for YouTube originals



ANIMATION

India's Superhero Universe

- ▶ Baalveer IP expansion → animation & merchandise
- ▶ Across YouTube (early audience), OTT, TV and Film
- ▶ Opening up of Multi-Revenue streams from subscription and advertising, Licensing, Merch, Gaming, YouTube D2C



Diverse Revenue Streams - Multi-platform monetisation



Television

- Cost-plus
- Predicted revenue via renewals / Cash flow stability
- Long broadcaster trust



Theatrical Films

- De-risked model
- Pre-sale financing
- IP retention
- Regional Films foray



OTT Originals

- Commissioning of shows by OTT platforms



Direct to Digital Release

- Platform first, films bypassing traditional theatrical release cycle



Animation

- Recurring superhero franchises,
- Monetisation across YT, OTT, TV & Films, Merchandising, gaming, licensing



YouTube

- Non-Fiction channel / Own IP
- Ad revenue
- Sponsorship revenue
- Subscription

The Optimystix Edge: Creative, Scalable, Future-Ready



Optimystix: Key Highlights Snapshots (Consolidated)



25+
Years



Multi platform TV,
Films, OTT, Direct
to digital, YouTube,
Micro drama,
Animation



60+
Awards



Multi-genre
comedy
crime fiction



Strategic
partner &
Investor



Debt Free
Company

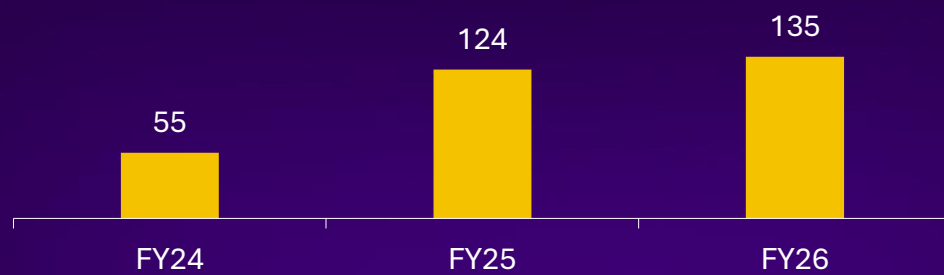
Particulars (INR Cr)	FY'24	FY'25	FY'26
Revenue	54.8	124.4	135.0
EBITDA %	8.2%	19.2%	23.0%
EBITDA	4.5	23.9	31.1
PAT	6.7	17.2	24.0
PAT %	12.2%	13.9%	17.8%

Optimystix: Consolidated Annual Income Statement

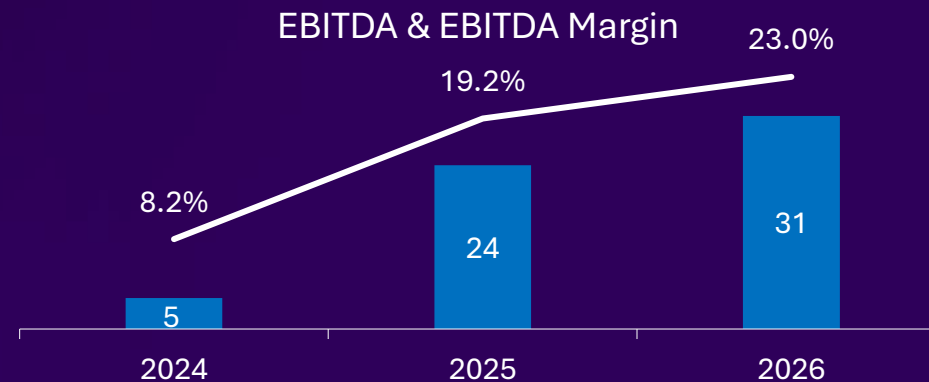
Particulars (INR Cr)	FY24	FY25	FY26
Net Sales	54.8	124.4	135.0
Total Expenditure	50.3	100.5	103.9
EBITDA	4.5	23.9	31.1
EBITDA Margin	8.2%	19.2%	23.0%
Other income	0.2	0.7	0.9
Depreciation & Amortization	0.5	0.2	0.8
EBIT	4.2	24.4	31.2
Interest	0.1	0.1	0.0
Profit before tax	4.1	24.3	31.2
Tax	-2.6	7.1	7.2
Reported Net Profit	6.7	17.2	24.0
Reported Net Profit Margin	12.2%	13.9%	17.8%
Reported EPS	5.0	12.9	13.4

Optimystix: Annual Key Highlights

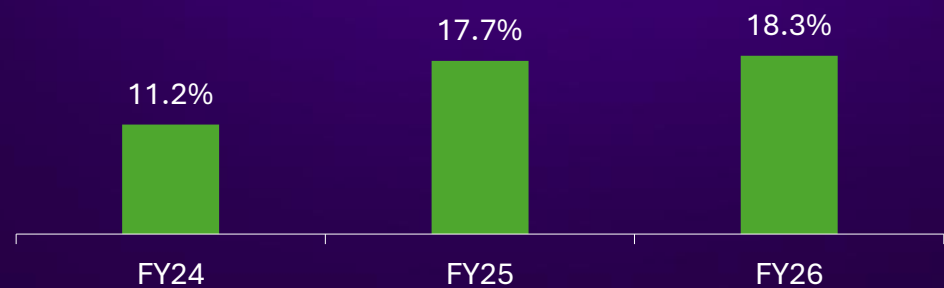
Revenue (INR Cr)



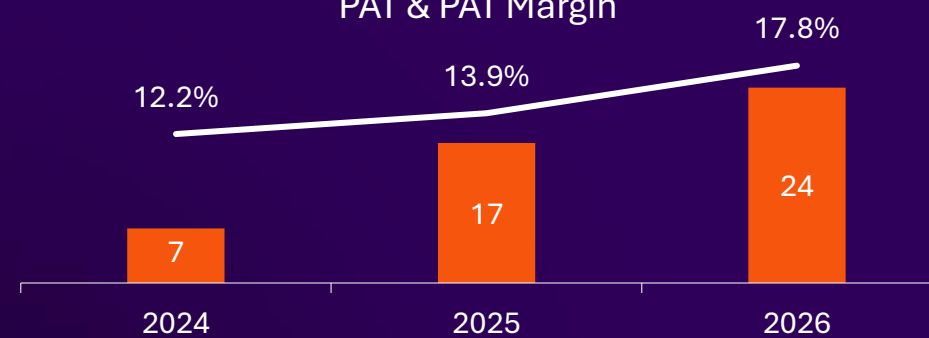
EBITDA & EBITDA Margin



ROE (%)



PAT & PAT Margin



Optimystix: Consolidated Annual Balance Sheet

Particulars (INR Cr)	FY26	H1FY27
Equity and Liabilities		
Shareholder's Fund		
Share Capital	18.3	23.3
Reserves & Surplus	113.2	197.5
Minority Interest	0.1	0.1
Total Equity	131.6	220.9
Liabilities		
Non-current Liabilities		
Long-Term Borrowings	0.0	
Deferred Tax Liabilities	0.0	
Long term Provisions	0.1	0.1
Total Non-Current Liabilities	0.1	0.1
Current Liabilities		
Short-Term Borrowings	0.0	
Trade Payables	28.3	15.3
Other Current Liabilities	4.4	3.8
Short-Term Provisions	2.4	2.0
Total Current Liabilities	35.2	21.0
Total Equity and Liabilities	166.8	242.0

Particulars (INR Cr)	FY26	H1FY27
Assets		
Non-Current Assets		
Property, Plant, Equipment & Intangible Assets		
- Property, Plant & Equipment's	1.7	1.4
- Intangible Assets	0.0	0.0
- Intangible Assets under Development	0.1	0.1
Non-Current Investments	0.0	0.0
deferred Tax Assets	0.1	0.0
Long Term Loans and Advances	2.5	3.5
Other Non-Current Assets	10.0	11.7
Goodwill On Consolidation	0.0	0.0
Total Non-Current Assets	14.3	16.8
Current Assets		
Inventories	70.4	81.4
Trade Receivables	48.7	59.1
Cash & Cash Equivalents	9.5	55.0
Short Term Loans and Advances	5.3	7.5
Other Current Assets	18.6	22.5
Total Current Assets	152.5	225.2
Total Assets	166.8	242.0



optimystix

Join us in scripting
India's next billion-
dollar IP universe

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We are a fully complaint company, we follow corporate structure and our business processes have helped us to maintain operational discipline and achieve operational efficiencies across all our business verticals and with effective cash flow management we have a 100% debt free entity.