



# Padmalaya Telefilms Limited

Date: 14<sup>th</sup> February, 2013

To

The Manager Listing  
National Stock Exchange of India Limited  
Exchange Plaza  
Bandra Kurla Complex  
Bandra East  
MUMBAI - 400 051.  
**Fax No. 022-26598238/8120**

Dear Sir,

Sub:- Furnishing of Un-audited Financial Results & Segment wise reporting for the Third Quarter ended on 31<sup>st</sup> December, 2012 - Reg.

Ref:- Clause 41 of the Listing Agreement

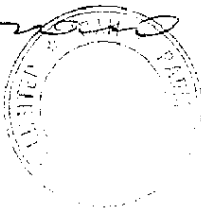
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With reference to the subject cited above, please find enclosed the statements showing the Third Quarter and Nine months ending 31<sup>st</sup> December, 2012 Un-audited Financial Results, along with the Segment wise revenue said period as approved by Board of Directors of the company at their meeting held on today i.e. 14<sup>th</sup> February 2013

Thanking You,

Yours faithfully,  
**for PADMALAYA TELEFILMS LIMITED.**

  
**S.Sreenivasa Rao**  
**Director - Works**



| PADMALAYA TELEFILMS LIMITED                                                                                                |                 |                 |                 |                 |                 |                 |
|----------------------------------------------------------------------------------------------------------------------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|
| Statement of Standalone Unaudited Results for the Third Quarter and Nine Months Period ended on 31/12/2012                 |                 |                 |                 |                 |                 |                 |
|                                                                                                                            | (Rs-in Lakhs)   |                 |                 |                 |                 |                 |
| Operations (Net of excise duty)                                                                                            |                 |                 |                 |                 |                 |                 |
| (b) Other Operating Income                                                                                                 | 0.97            | 0.68            | 1.23            | 3.50            | 2.73            | 4.02            |
| <b>Total income from Operations (net)</b>                                                                                  | <b>64.66</b>    | <b>62.43</b>    | <b>60.82</b>    | <b>179.22</b>   | <b>234.00</b>   | <b>337.07</b>   |
| <b>2. Expenses</b>                                                                                                         |                 |                 |                 |                 |                 |                 |
| (a) Production Expenses                                                                                                    | 19.98           | 17.80           | 30.73           | 56.87           | 59.31           | 160.03          |
| (b) Purchase of stock-in-trade                                                                                             |                 |                 |                 |                 |                 |                 |
| (c) Changes in inventories of finished goods, work-in-progress and stock-in-trade                                          | -               | -               | -               | -               | -               | (50.00)         |
| (d) Employee benefits expense                                                                                              | 6.69            | 4.82            | 10.82           | 18.04           | 26.85           | 33.28           |
| (e) Depreciation and amortisation expense                                                                                  | 51.72           | 50.71           | 51.55           | 153.40          | 154.67          | 204.54          |
| (f) Other expenses (Any item exceeding 10% of the total expenses relating to continuing operations to be shown separately) | 8.39            | 16.84           | 17.96           | 33.10           | 33.45           | 34.99           |
| <b>Total Expenses</b>                                                                                                      | <b>86.78</b>    | <b>90.17</b>    | <b>111.06</b>   | <b>261.41</b>   | <b>274.28</b>   | <b>382.84</b>   |
| <b>3. Profit / (Loss) from operations before other income, finance costs and exceptional items (1-2)</b>                   | <b>(22.12)</b>  | <b>(27.74)</b>  | <b>(50.24)</b>  | <b>(82.19)</b>  | <b>(40.28)</b>  | <b>(45.77)</b>  |
| <b>4. Other Income</b>                                                                                                     |                 |                 |                 |                 |                 |                 |
| <b>5. Profit / (Loss) from ordinary activities before finance costs and exceptional items (3 + 4)</b>                      | <b>(22.12)</b>  | <b>(27.74)</b>  | <b>(50.24)</b>  | <b>(82.19)</b>  | <b>(40.28)</b>  | <b>(45.77)</b>  |
| <b>6. Finance Costs</b>                                                                                                    | <b>0.02</b>     | <b>0.02</b>     | <b>0.03</b>     | <b>0.04</b>     | <b>0.06</b>     | <b>0.02</b>     |
| <b>7. Profit / (Loss) from ordinary activities after finance costs but before exceptional items (5 + 6)</b>                | <b>(22.14)</b>  | <b>(27.76)</b>  | <b>(50.27)</b>  | <b>(82.23)</b>  | <b>(40.34)</b>  | <b>(45.79)</b>  |
| <b>8. Exceptional Items</b>                                                                                                | <b>-</b>        | <b>-</b>        | <b>-</b>        | <b>-</b>        | <b>-</b>        | <b>-</b>        |
| <b>9. Profit / (Loss) from ordinary activities after finance costs and exceptional items (7 + 8)</b>                       | <b>(22.14)</b>  | <b>(27.76)</b>  | <b>(50.27)</b>  | <b>(82.23)</b>  | <b>(40.34)</b>  | <b>(45.79)</b>  |
| <b>14. Share of Profit / (loss) of associates</b>                                                                          | <b>-</b>        | <b>-</b>        | <b>-</b>        | <b>-</b>        | <b>-</b>        | <b>-</b>        |
| <b>15. Minority Interest</b>                                                                                               | <b>-</b>        | <b>-</b>        | <b>-</b>        | <b>-</b>        | <b>-</b>        | <b>-</b>        |
| <b>16. Net Profit / (Loss) after taxes, minority interest and share of profit / (loss) of associates (13 + 14 + 15)</b>    | <b>(22.14)</b>  | <b>(27.76)</b>  | <b>(50.27)</b>  | <b>(82.23)</b>  | <b>(40.34)</b>  | <b>(931.05)</b> |
| <b>17. Paid-up equity share capital (Face Value of the Share shall be indicated)</b>                                       | <b>1,699.76</b> | <b>1,699.76</b> | <b>1,699.76</b> | <b>1,699.76</b> | <b>1,699.76</b> | <b>1,699.76</b> |
| <b>18. Reserve excluding Revaluation Reserves as per balance sheet of previous accounting year</b>                         | <b>0.51</b>     | <b>6.13</b>     | <b>-</b>        | <b>0.51</b>     | <b>-</b>        | <b>35.74</b>    |
| <b>19.i Earnings Per Share (before extraordinary items) (of Rs.10/- each) (not annualised):</b>                            |                 |                 |                 |                 |                 |                 |
| (a) Basic                                                                                                                  | (0.13)          | (0.16)          | (0.30)          | (0.48)          | (0.24)          | 0.10            |
| (b) Diluted                                                                                                                | (0.13)          | (0.16)          | (0.30)          | (0.48)          | (0.24)          | 0.10            |
| <b>19.ii Earnings Per Share (after extraordinary items) (of Rs.10/- each) (not annualised):</b>                            |                 |                 |                 |                 |                 |                 |
| (a) Basic                                                                                                                  | (0.13)          | (0.16)          | (0.30)          | (0.48)          | (0.24)          | (5.48)          |
| (b) Diluted                                                                                                                | (0.13)          | (0.16)          | (0.30)          | (0.48)          | (0.24)          | (5.48)          |

**Notes:**

- The above results were taken on record by the Board of Directors at their meeting held on 14th February, 2013.
- Previous period's / years figures have been regrouped and recasted wherever necessary.
- Status of Investor Grievances for the Third Quarter ended on 31st December, 2012

| Pending as on 1st October, 2012 | Received during the Quarter | Disposed during the Quarter | Pending as on 31st December, 2012 |
|---------------------------------|-----------------------------|-----------------------------|-----------------------------------|
| Nil                             | 1                           | 1                           | Nil                               |

by order of the Board of Directors

**Annexure IV to Clause 41**  
**Format for Reporting of Segment wise Quarterly Revenue and Quarterly Results.**

(Rs in Lakhs)

| Particulars                                                                                          | 3 months ended<br>(31/12/2012) | Preceding 3<br>months ended<br>(30/09/2012) | Corresponding 3<br>months ended in<br>the previous year<br>(31/12/2011) | Year to date<br>figures for current<br>period ended<br>(31/12/2012) | Year to date<br>figures for the<br>corresponding<br>previous period<br>ended<br>(31/12/2011) | Previous year<br>ended (31/03/2012) |
|------------------------------------------------------------------------------------------------------|--------------------------------|---------------------------------------------|-------------------------------------------------------------------------|---------------------------------------------------------------------|----------------------------------------------------------------------------------------------|-------------------------------------|
|                                                                                                      | Unaudited                      | Unaudited                                   | Unaudited                                                               | Unaudited                                                           | Unaudited                                                                                    | Audited                             |
| <b>1. Segment Revenue</b><br>(net sale/income from each segment should be disclosed under this head) |                                |                                             |                                                                         |                                                                     |                                                                                              |                                     |
| (a) TV SOFTWARE                                                                                      | 9.33                           | 8.58                                        | 12.89                                                                   | 25.43                                                               | 52.87                                                                                        | 74.75                               |
| (b) STUDIOS AND EQUIPMENT                                                                            | 10.80                          | 10.31                                       | 15.62                                                                   | 30.47                                                               | 57.06                                                                                        | 72.10                               |
| (c) FILM DIVISION                                                                                    | 35.32                          | 33.67                                       | 18.13                                                                   | 94.27                                                               | 66.78                                                                                        | 110.95                              |
| (d) ANIMATION                                                                                        | 8.24                           | 9.19                                        | 12.95                                                                   | 25.55                                                               | 54.56                                                                                        | 75.25                               |
| (e) Unallocated                                                                                      |                                |                                             |                                                                         |                                                                     |                                                                                              |                                     |
| Total                                                                                                |                                |                                             |                                                                         |                                                                     |                                                                                              |                                     |
| Less: Inter Segment Revenue                                                                          |                                |                                             |                                                                         |                                                                     |                                                                                              |                                     |
| Net sales/Income From Operations                                                                     | 63.69                          | 61.75                                       | 59.59                                                                   | 175.72                                                              | 231.27                                                                                       | 333.05                              |
| <b>2. Segment Results (Profit)(+)/ Loss (-) before tax and interest from Each segment)</b>           |                                |                                             |                                                                         |                                                                     |                                                                                              |                                     |
| (a) TV SOFTWARE                                                                                      | (6.49)                         | (7.61)                                      | (8.55)                                                                  | (22.51)                                                             | (3.14)                                                                                       | (4.55)                              |
| (b) STUDIOS AND EQUIPMENT                                                                            | (4.52)                         | (7.49)                                      | (8.38)                                                                  | (22.26)                                                             | (6.12)                                                                                       | (7.37)                              |
| (c) FILM DIVISION                                                                                    | (4.30)                         | (4.03)                                      | (9.24)                                                                  | (11.85)                                                             | (3.43)                                                                                       | (4.95)                              |
| (d) ANIMATION                                                                                        | (5.94)                         | (7.69)                                      | (8.22)                                                                  | (21.89)                                                             | (3.96)                                                                                       | (5.22)                              |
| (e) Unallocated                                                                                      |                                |                                             |                                                                         |                                                                     |                                                                                              |                                     |
| Total                                                                                                | (21.25)                        | (26.82)                                     | (34.39)                                                                 | (78.51)                                                             | (16.65)                                                                                      | (22.09)                             |
| Less: i) Interest                                                                                    |                                |                                             |                                                                         |                                                                     |                                                                                              |                                     |
| ii) Other Un-allocable Expenditure net off                                                           | 0.89                           | 0.94                                        | 15.88                                                                   | 3.72                                                                | 23.69                                                                                        | 23.69                               |
|                                                                                                      |                                |                                             |                                                                         |                                                                     |                                                                                              |                                     |
| Particulars                                                                                          | 3 months ended<br>(31/12/2012) | Preceding 3<br>months ended<br>(30/09/2012) | Corresponding 3<br>months ended in<br>the previous year<br>(31/12/2011) | Year to date<br>figures for current<br>period ended<br>(31/12/2012) | Year to date<br>figures for the<br>corresponding<br>previous period<br>ended<br>(31/12/2011) | Previous year<br>ended (31/03/2012) |
| <b>A PARTICULARS OF SHAREHOLDING</b>                                                                 |                                |                                             |                                                                         |                                                                     |                                                                                              |                                     |
| <b>1. Public Shareholding</b>                                                                        |                                |                                             |                                                                         |                                                                     |                                                                                              |                                     |
| - Number of Shares                                                                                   | 15224526                       | 15224526                                    | 15224526                                                                | 15224526                                                            | 15224526                                                                                     | 15224526                            |
| - Percentage of shareholding                                                                         | 89.56                          | 89.56                                       | 89.56                                                                   | 89.56                                                               | 89.56                                                                                        | 89.56                               |
| <b>2. Promoters and Promoter Group Shareholding</b>                                                  |                                |                                             |                                                                         |                                                                     |                                                                                              |                                     |
| <b>a) Pledged/ Encumbered</b>                                                                        |                                |                                             |                                                                         |                                                                     |                                                                                              |                                     |
| - Number of Shares                                                                                   | NA                             | NA                                          | NA                                                                      | NA                                                                  | NA                                                                                           | NA                                  |
| - Percentage of shares (as a % of the total shareholding of promoter and promoter group)             | NA                             | NA                                          | NA                                                                      | NA                                                                  | NA                                                                                           | NA                                  |
| - Percentage of shares (as a % of the total share capital of the company)                            | NA                             | NA                                          | NA                                                                      | NA                                                                  | NA                                                                                           | NA                                  |
| <b>b) Non-Encumbered</b>                                                                             |                                |                                             |                                                                         |                                                                     |                                                                                              |                                     |
| - Number of Shares                                                                                   | 1775474                        | 1775474                                     | 1775474                                                                 | 1775474                                                             | 1775474                                                                                      | 1775474                             |
| - Percentage of shares (as a % of the total shareholding of promoter and promoter group)             | 100.00                         | 100.00                                      | 100.00                                                                  | 100.00                                                              | 100.00                                                                                       | 100.00                              |
| - Percentage of shares (as a % of the total share capital of the company)                            | 10.44                          | 10.44                                       | 10.44                                                                   | 10.44                                                               | 10.44                                                                                        | 10.44                               |



**P. MURALI & CO.,**CHARTERED ACCOUNTANTS  
6-3-655/2/3, SOMAJIGUDA,  
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2339 3967, 2332 1470  
Fax : (91-40) 2339 2474  
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info@pmurali.com  
Website : www.pmurali.comTo  
The Board of Directors  
**M/s. Padmalaya Telefilms Limited**  
Hyderabad**Limited Review Report for the quarter ended 31<sup>st</sup> December, 2012**

We have reviewed the accompanying statement of unaudited financial results of **M/s. Padmalaya Telefilms Limited** for the quarter ended 31<sup>st</sup> December, 2012 except for the disclosures regarding 'Public Shareholding' and 'Promoter and Promoter Group Shareholding' which have been traced from disclosures made by the management and have not been audited by us. This statement is the responsibility of the Company's Board.

We conducted our review in accordance with the Standard on Review Engagement (SRE) 2400, *Engagements to Review Financial Statements* issued by the Institute of Chartered Accountants of India. This standard requires that we plan and perform the review to obtain moderate assurance as to whether the financial statements are free of material misstatement. A review is limited primarily to inquiries of company personnel and analytical procedures applied to financial data and thus provides less assurance than an audit. We have not performed an audit and accordingly, we do not express an audit opinion.

Based on our review conducted as above, nothing has come to our attention that causes us to believe that the accompanying statement of unaudited financial results prepared in accordance with applicable accounting standards and other recognised accounting practices and policies has not disclosed the information required to be disclosed in terms of Clause 41 of the Listing Agreement including the manner in which it is to be disclosed, or that it contains any material misstatement.

For P. Murali & Co.  
Chartered Accountants