

**AUDITED STANDALONE AND CONSOLIDATED FINANCIAL RESULTS FOR THE YEAR ENDED MARCH 31, 2011**

| PARTICULARS                                                                 | STANDALONE                             |                                        |                                    |                                    | CONSOLIDATED                 |                              |
|-----------------------------------------------------------------------------|----------------------------------------|----------------------------------------|------------------------------------|------------------------------------|------------------------------|------------------------------|
|                                                                             | Quarter ended on 31.3.2011 (Unaudited) | Quarter ended on 31.3.2010 (Unaudited) | Year ended on 31.03.2011 (Audited) | Year ended on 31.03.2010 (Audited) | For the year ended 31.3.2011 | For the year ended 31.3.2010 |
| Income from operations                                                      | 620.52                                 | 811.37                                 | 1,167.60                           | 1,314.03                           | 1,335.65                     | 1,539.38                     |
| <b>Total income</b>                                                         | <b>620.52</b>                          | <b>811.37</b>                          | <b>1,167.60</b>                    | <b>1,314.03</b>                    | <b>1,335.65</b>              | <b>1,539.38</b>              |
| Expenditure                                                                 |                                        |                                        |                                    |                                    |                              |                              |
| a) Increase in unamortised/ unexploited/ unfinished content                 | (252.18)                               | (141.55)                               | (252.18)                           | (103.47)                           | (252.18)                     | (106.69)                     |
| b) Cost of content                                                          | 740.54                                 | 876.94                                 | 1,251.04                           | 1,439.83                           | 1,251.04                     | 1,439.83                     |
| c) Staff cost                                                               | 27.35                                  | 29.84                                  | 127.74                             | 105.00                             | 127.74                       | 105.00                       |
| d) Depreciation                                                             | 4.72                                   | 5.05                                   | 19.44                              | 19.12                              | 28.44                        | 69.76                        |
| e) Other expenditure                                                        | 81.63                                  | 41.10                                  | 234.41                             | 207.43                             | 405.53                       | 399.96                       |
| <b>Total expenditure</b>                                                    | <b>602.06</b>                          | <b>811.38</b>                          | <b>1,380.45</b>                    | <b>1,667.91</b>                    | <b>1,560.57</b>              | <b>1,907.86</b>              |
| <b>Profit from operations before other income and interest</b>              | <b>18.46</b>                           | <b>(0.01)</b>                          | <b>(212.85)</b>                    | <b>(353.88)</b>                    | <b>(224.92)</b>              | <b>(368.48)</b>              |
| Other income                                                                | 37.45                                  | 50.85                                  | 152.48                             | 192.84                             | 146.90                       | 185.79                       |
| <b>Profit before interest</b>                                               | <b>55.91</b>                           | <b>50.84</b>                           | <b>(60.37)</b>                     | <b>(161.04)</b>                    | <b>(78.02)</b>               | <b>(182.69)</b>              |
| Interest                                                                    | 16.78                                  | 18.85                                  | 76.22                              | 66.36                              | 76.23                        | 66.36                        |
| <b>Profit before tax</b>                                                    | <b>39.13</b>                           | <b>31.99</b>                           | <b>(136.59)</b>                    | <b>(227.40)</b>                    | <b>(154.25)</b>              | <b>(249.05)</b>              |
| Tax expenses                                                                |                                        |                                        |                                    |                                    |                              |                              |
| - Current                                                                   | (22.83)                                | 0.50                                   | (22.83)                            | 0.18                               | (22.63)                      | 0.42                         |
| - Deferred                                                                  | 12.57                                  | 23.40                                  | 4.18                               | 11.85                              | (1.47)                       | 5.01                         |
| <b>Net profit</b>                                                           | <b>49.39</b>                           | <b>8.09</b>                            | <b>(117.94)</b>                    | <b>(239.43)</b>                    | <b>(130.15)</b>              | <b>(254.48)</b>              |
| Paid-up equity share capital (FV Rs 10)                                     | 1,446.70                               | 1,446.70                               | 1,446.70                           | 1,446.70                           | 1,446.70                     | 1,446.70                     |
| Reserves excluding revaluation reserves                                     |                                        |                                        | 7,526.15                           | 7,644.24                           | 7,394.71                     | 7,523.37                     |
| Net worth                                                                   |                                        |                                        | 8,972.85                           | 9,090.94                           | 8,841.52                     | 8,969.72                     |
| Earning per share                                                           | 0.34**                                 | 0.06**                                 | (0.82)*                            | (1.91)*                            | (0.89)*                      | (2.01)*                      |
| * Basic and diluted EPS on weighted average basis                           |                                        |                                        |                                    |                                    |                              |                              |
| ** Not annualised                                                           |                                        |                                        |                                    |                                    |                              |                              |
| Public shareholding                                                         |                                        |                                        |                                    |                                    |                              |                              |
| - Number of shares                                                          | 9,214,428                              | 9,285,124                              | 9,214,428                          | 9,285,124                          | 9,214,428                    | 9,285,124                    |
| - Percentage of shareholding                                                | 63.69                                  | 64.18                                  | 63.69                              | 64.18                              | 63.69                        | 64.18                        |
| Promoters and promoter group shareholding                                   |                                        |                                        |                                    |                                    |                              |                              |
| a) Pledged/ encumbered                                                      | Nil                                    | Nil                                    | Nil                                | Nil                                | Nil                          | Nil                          |
| b) Non-encumbered                                                           |                                        |                                        |                                    |                                    |                              |                              |
| Number of shares                                                            | 5,252,572                              | 5,181,876                              | 5,252,572                          | 5,181,876                          | 5,252,572                    | 5,181,876                    |
| - % of shares (as a % of total shareholding of promoter and promoter group) | 100.00                                 | 100.00                                 | 100.00                             | 100.00                             | 100.00                       | 100.00                       |
| - % of shares (as a % of total share capital of the company)                | 36.31                                  | 35.82                                  | 36.31                              | 35.82                              | 36.31                        | 35.82                        |
| Dividend per share (FV Rs 10)                                               | -                                      | -                                      | -                                  | -                                  | -                            | -                            |
| Dividend percentage                                                         | -                                      | -                                      | -                                  | -                                  | -                            | -                            |

**AUDITED STANDALONE AND CONSOLIDATED STATEMENT OF ASSETS AND LIABILITIES OF AS ON MARCH 31, 2011****Notes:**

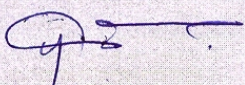
| PARTICULARS                                             | STANDALONE       |                  | CONSOLIDATED     |                  |
|---------------------------------------------------------|------------------|------------------|------------------|------------------|
|                                                         | MARCH 31, 2011   | MARCH 31, 2010   | MARCH 31, 2011   | MARCH 31, 2010   |
| Shareholders' funds                                     |                  |                  |                  |                  |
| (a) Share capital                                       | 1,446.70         | 1,446.70         | 1,446.70         | 1,446.70         |
| (b) Reserve and surplus                                 | 7,526.15         | 7,644.24         | 7,394.71         | 7,523.37         |
| Loan funds                                              | 543.55           | 648.79           | 543.55           | 648.79           |
| Minority interest                                       | -                | -                | 0.40             | 0.39             |
| Deferred taxation liabilities                           | 1,275.82         | 1,271.64         | 1,237.32         | 1,238.79         |
| <b>Total</b>                                            | <b>10,792.22</b> | <b>11,011.37</b> | <b>10,622.68</b> | <b>10,858.04</b> |
| Fixed assets                                            | 166.21           | 177.15           | 312.98           | 331.35           |
| Investments                                             | 140.18           | 140.18           | 45.27            | 45.27            |
| Current assets, loans and advances                      |                  |                  |                  |                  |
| (a) Cinematic and television content                    | 4,567.28         | 4,315.10         | 4,532.19         | 4,280.02         |
| (b) Sundry debtors                                      | 384.99           | 623.31           | 387.41           | 624.81           |
| (c) Cash and bank balances                              | 1,624.26         | 1,783.91         | 1,685.18         | 1,869.19         |
| (d) Other current assets                                | -                | -                | -                | -                |
| (e) Loans and advances                                  | 4,462.97         | 4,855.43         | 4,271.72         | 4,685.19         |
| (A)                                                     | 11,039.50        | 11,577.75        | 10,876.50        | 11,459.21        |
| Less: Current liabilities and provisions                |                  |                  |                  |                  |
| (a) Liabilities                                         | 553.47           | 552.31           | 611.97           | 644.34           |
| (b) Provisions                                          | 0.20             | 331.40           | 0.40             | 333.80           |
| (B)                                                     | 553.67           | 883.71           | 612.37           | 978.14           |
| Net current assets                                      | (A-B)            | 10,694.04        | 10,264.13        | 10,481.07        |
| Miscellaneous expenditure (not written off or adjusted) | -                | -                | 0.30             | 0.35             |
| <b>Total</b>                                            | <b>10,792.22</b> | <b>11,011.37</b> | <b>10,622.68</b> | <b>10,858.04</b> |

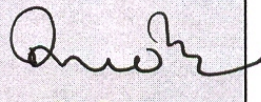
**CONSOLIDATED SEGMENTWISE REVENUE, RESULTS AND CAPITAL EMPLOYED AS ON MARCH 31, 2011**

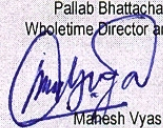
| PARTICULARS                                                 | CONSOLIDATED                      |                                   |
|-------------------------------------------------------------|-----------------------------------|-----------------------------------|
|                                                             | FOR THE YEAR ENDED MARCH 31, 2011 | FOR THE YEAR ENDED MARCH 31, 2010 |
| Segment revenue                                             |                                   |                                   |
| a) Content business                                         | 1,167.60                          | 1,314.03                          |
| b) Wellness business                                        | 168.05                            | 225.35                            |
| <b>Total</b>                                                | <b>1,335.65</b>                   | <b>1,539.38</b>                   |
| Less: Intersegment revenue                                  | -                                 | -                                 |
| <b>Total income from operations</b>                         | <b>1,335.65</b>                   | <b>1,539.38</b>                   |
| Segment results profits/(loss) before tax                   |                                   |                                   |
| a) Content business                                         | (149.40)                          | (236.92)                          |
| b) Wellness business                                        | (4.85)                            | (12.13)                           |
| <b>Total profit before tax</b>                              | <b>(154.25)</b>                   | <b>(249.05)</b>                   |
| Capital employed (Segment assets minus segment liabilities) |                                   |                                   |
| a) Content business                                         | 8,638.34                          | 8,795.92                          |
| b) Wellness business                                        | 203.18                            | 173.80                            |
| <b>Total capital employed</b>                               | <b>8,841.52</b>                   | <b>8,969.72</b>                   |

- The above results were reviewed by the Audit Committee and taken on record by the Board of Directors of the Company at its meeting held on May 27, 2011.
- There are no exceptional items and extra ordinary items.
- Arbitration proceedings initiated by the Company against Prasar Bharati, in respect of bank guarantees encashed in the year 2000-01 for marketing of Olympic Games 2000 are ongoing. The Company has also initiated proceedings for recovery of loans and advances of Rs 46,753,181 which are pending before the Bombay High Court.
- Provision for current period tax includes wealth tax Rs 20,300 and excess tax provision net of MAT tax credit of (Rs 23,02,855).
- The Board of Directors has not recommended any dividend for the year.
- Figures of the previous year have been regrouped, wherever necessary.

- The parent Company and one subsidiary operates in only one business segment viz content. The other subsidiary PNC Wellness Ltd operates in the wellness segment.
- The Consolidated Financial results of the Company are prepared as per AS-21 and AS-27 with the subsidiaries.
- There are no pending investor complaints. Two investor complaints were received and resolved during the year.

  
 Yatender Verma  
 VP/ Finance, Compliances and Legal Affairs

  
 Pallab Bhattacharya  
 Wholetime Director and CEO

  
 Mahesh Vyas  
 Chief Manager/ Accounts

Mumbai  
 May 27, 2011

For more details, contact Yatender Verma at verma@prishnandycor.com