



**UNAUDITED SEGMENTWISE REVENUE, RESULTS FOR THE QUARTER AND HALF YEAR ENDED 30TH SEPTEMBER 2009**

(Amount in Rs Lacs.)

Particulars	STANDALONE					Consolidated				
	Quarter Ended 30th September 2009 (Reviewed)	Quarter Ended 30th September 2008 (Reviewed)	Six months Ended 30th September 2009 (Reviewed)	Six Months Ended 30th September 2008 (Reviewed)	Year Ended 31st March 2009(Audited)	Quarter Ended 30th September 2009 (Reviewed)	Quarter Ended 30th September 2008 (Reviewed)	Six months Ended 30th September 2009 (Reviewed)	Six Months Ended 30th September 2008 (Reviewed)	Year Ended 31st March 2009(Audited)
<b>1. Segment Revenue</b>										
a) AUDIO-VISUAL PRODUCTION	631.05	1,450.17	1,105.84	2,674.80	4,136.43	631.07	1,389.99	1,105.85	2,570.94	4,062.51
b) MOVIES					182.78	-				182.78
c) LEASING	64.65	640.21	137.71	1,272.31	1,716.24	64.66		137.71		197.69
d) F.M. RADIO						121.58	150.41	185.90	206.17	305.50
e) TELEVISION BROADCASTING						1,237.88	514.92	1,985.73	826.78	1,929.60
<b>Total</b>	<b>695.71</b>	<b>2,090.38</b>	<b>1,243.55</b>	<b>3,947.11</b>	<b>6,035.45</b>	<b>2,055.17</b>	<b>2,055.31</b>	<b>3,415.19</b>	<b>3,603.88</b>	<b>6,678.08</b>
Less: Inter Segment Revenue	-	-	-	-	-	-	-	-	-	-
<b>Net Sales/Income from Operations</b>	<b>695.71</b>	<b>2,090.38</b>	<b>1,243.55</b>	<b>3,947.11</b>	<b>6,035.45</b>	<b>2,055.17</b>	<b>2,055.31</b>	<b>3,415.19</b>	<b>3,603.88</b>	<b>6,678.08</b>
<b>2. Segment Results</b>										
a) AUDIO-VISUAL PRODUCTION	76.57	370.45	56.40	445.02	343.83	76.57	(11.31)	56.40	34.00	343.83
b) MOVIES					70.99	-	-	-	-	70.99
c) LEASING	(72.93)	508.70	(134.23)	888.41	1,004.74	(72.93)	(67.53)	(134.23)	(319.91)	197.69
d) F.M. RADIO						(10.75)	(26.45)	(78.63)	(153.88)	(356.23)
e) TELEVISION BROADCASTING						(205.51)	(1,858.96)	(876.53)	(3,316.09)	(2,277.53)
<b>Total</b>	<b>3.64</b>	<b>879.15</b>	<b>(77.83)</b>	<b>1,333.43</b>	<b>1,419.56</b>	<b>(212.62)</b>	<b>(1,964.26)</b>	<b>(1,032.99)</b>	<b>(3,755.89)</b>	<b>(2,021.25)</b>
Less:										
I) Interest	18.18	10.50	29.04	19.81	51.09	18.27	11.30	43.72	42.64	75.49
II) Other Un-allocable Expenditure Net off Un-allocable Income	232.25	686.55	393.27	918.78	1,075.48	670.31	943.77	1,317.38	1,846.43	7,136.70
<b>Total Profit Before Tax</b>	<b>(246.79)</b>	<b>182.10</b>	<b>(500.14)</b>	<b>394.84</b>	<b>292.99</b>	<b>(901.20)</b>	<b>(2,919.33)</b>	<b>(2,394.09)</b>	<b>(5,644.96)</b>	<b>(9,233.44)</b>
<b>3. Capital Employed (Segment Assets minus Segment Liabilities)</b>										
a) AUDIO-VISUAL PRODUCTION	3,476.92	1,762.84	3,476.92	1,762.84	2,825.31	3,086.77	3,165.42	3,086.77	3,165.42	2,825.31
b) MOVIES	435.12	498.68	435.12	498.68	533.94	435.12	498.68	435.12	498.68	533.94
c) LEASING	3,491.89	7,332.03	3,491.89	7,332.03	3,780.35	3,016.37	3,433.14	3,016.37	3,433.14	3,329.13
d) F.M. RADIO						1,805.48	2,175.53	1,805.48	2,175.53	1,736.24
e) TELEVISION BROADCASTING						1,964.19	2,870.32	1,964.19	2,870.32	1,218.18
f) UNALLOCATED	1,725.70	8,405.07	1,725.70	8,405.07	4,689.32	547.53	2,487.97	547.53	2,487.97	1,912.14
<b>Total</b>	<b>9,129.63</b>	<b>17,998.62</b>	<b>9,129.63</b>	<b>17,998.62</b>	<b>11,828.92</b>	<b>10,855.46</b>	<b>14,631.06</b>	<b>10,855.46</b>	<b>14,631.06</b>	<b>11,554.94</b>

**Notes:**

- The above results have been reviewed by the Audit Committee and taken on record by the Board of Directors at its meeting held on 31st October 2009.
- The statutory Auditors of the company have carried out Limited Review of Financial Results.
- The name of the company has changed from B.A.G.Films Limited to B.A.G.Films & Media Limited and new name does not suggest any new line of business activity
- Segments have been identified in line with Accounting Standard on Segment Reporting (AS-17), taking into account the Company's organisation as well as differential risks and return of these segments.
- Segmental Revenue, Results and Capital Employed figures include the respective amounts identifiable to each of the segments. Other unallocable figures includes expenses incurred at Corporate level which relate to company as whole.
- Information on Investor Complaints pursuant to Clause 41 of the Listing Agreement for the Quarter ended 30th September 2009 : Opening balance NIL, Received during the quarter -One, Disposed during the quarter -One, Closing balance- NIL
- The consolidated loss has come down to Rs 2374.34 Lacs from Rs 5794.17 as compare to the corresponding Six month ended 30th September 2008.
- Previous period's figures are regrouped, rearranged or recast wherever necessary to make them comparable with the current period figures

Date: Oct 31st, 2009

For B.A.G Films & Media Limited

Place: Noida

Anuradha Prasad  
Chairperson cum Managing Director