

**B.A.G.Films & Media Limited**  
(Formerly Known as B.A.G.Films Limited)  
Regd Off: C-4 Shivalik , Near Malviya Nagar Market, Malviya Nagar, New Delhi - 110 017  
Corp Off: FC-23, Sector-16A, Film City, Noida (UP)-201301

**Unaudited Financial Results for the Quarter Ended 30th June 2009**

(Amount in Rs Lacs.)

| S.NO. | Particulars   | STANDALONE                                    |   |  | CONSOLIDATED                                  |   |  |
|-------|---|---|---|--|---|---|--|
|       |   | Quarter Ended<br>30th June 2009<br>(Reviewed) | Quarter Ended<br>30th June 2008<br>(Reviewed) | Year Ended 31st<br>March 2009<br>(Audited) | Quarter Ended<br>30th June 2009<br>(Reviewed) | Quarter Ended<br>30th June 2008<br>(Reviewed) | Year Ended<br>31st March 2009<br>(Audited) |
| 1     | Net Income from Sales/income from operations  | 547.84  | 1,856.73                                      | 6,035.45                                   | 1,360.01                                      | 1,548.58                                      | 6,678.08                                   |
|       | Other Operating Income  | -   | -   | -  | -   | -   | -  |
|       | <b>Total Income</b>   | <b>547.84</b>                                 | <b>1,856.73</b>                               | <b>6,035.45</b>                            | <b>1,360.01</b>                               | <b>1,548.58</b>                               | <b>6,678.08</b>                            |
| 2     | Expenditure   |   |   |  |   |   |  |
|       | a) (Increase) / Decrease in Stock-In-Trade  | (163.44)                                      | 178.63  | 190.22                                     | (52.44)                                       | 178.63  | 600.16                                     |
|       | b) Cost of Production   | 586.82  | 957.02  | 3,388.33                                   | 1,042.38                                      | 1,725.38                                      | 6,175.06                                   |
|       | c) Employee Cost  | 40.13   | 97.62   | 271.39                                     | 441.84  | 606.22  | 2,315.21                                   |
|       | d) Marketing & Distribution expenses  | -   | -   | -  | 847.57  | 983.14  | 3,674.23                                   |
|       | e) Depreciation   | 250.37  | 315.47  | 1,296.70                                   | 404.75  | 516.17  | 2,183.44                                   |
|       | f) General Administrative and other Expenses<br>(Includes Miscellaneous Exp W/off)              | 111.40  | 90.27   | 589.16                                     | 187.01  | 266.44  | 1,292.09                                   |
|       | g) Total  | 825.28  | 1,639.01                                      | 5,735.80                                   | 2,871.11                                      | 4,275.98                                      | 16,240.19                                  |
| 3     | Operating Profit Before Other Income, Interest & Exceptional Items(1)-(2)                       | (277.44)                                      | 217.72  | 299.65                                     | (1,511.10)                                    | (2,727.40)                                    | (9,562.11)                                 |
| 4     | Other Income  | 34.92   | 4.33  | 44.43                                      | 43.66   | 33.11   | 404.16                                     |
| 5     | Operating Profit Before Interest & Exceptional Items(3)+(4)                                     | (242.52)                                      | 222.05  | 344.08                                     | (1,467.44)                                    | (2,694.29)                                    | (9,157.95)                                 |
| 6     | Interest  | 10.86   | 9.31  | 51.09                                      | 25.45   | 31.34   | 75.49                                      |
| 7     | Operating Profit After Interest & Exceptional Items(5)-(6)                                      | (253.38)                                      | 212.74  | 292.99                                     | (1,492.89)                                    | (2,725.63)                                    | (9,233.44)                                 |
| 8     | Exceptional Items   | -   | -   | -  | -   | -   | -  |
| 9     | Profit (+)/Loss(-) from ordinary activities before tax (7)-(8)                                  | (253.38)                                      | 212.74  | 292.99                                     | (1,492.89)                                    | (2,725.63)                                    | (9,233.44)                                 |
| 10    | Tax expense   | (10.26)                                       | 59.77   | 142.36                                     | (10.26)                                       | 70.23   | 205.30                                     |
| 11    | Profit (+)/Loss(-) from ordinary activities after tax (9)-(10)                                  | (243.12)                                      | 152.97  | 150.63                                     | (1,482.63)                                    | (2,795.86)                                    | (9,438.74)                                 |
| 12    | Extra Ordinary items ( net of Tax expense )   | -   | -   | -  | -   | -   | -  |
| 13    | Net profit (+)/loss(-) for period before share of Profit/(Loss) of Minority interests (11)-(12) | (243.12)                                      | 152.97  | 150.63                                     | (1,482.63)                                    | (2,795.86)                                    | (9,438.74)                                 |
| 14    | Minority interests  | -   | -   | -  | (603.00)                                      | (1,443.59)                                    | (4,682.37)                                 |
| 15    | Net profit (+)/loss(-) for the period (13)-(14)   | (243.12)                                      | 152.97  | 150.63                                     | (879.63)                                      | (1,352.27)                                    | (4,756.37)                                 |
| 16    | Paid up Equity Share Capital ( Face Value per share is Rs 2.00)                                 | 2,254.46                                      | 2,422.17                                      | 2,454.46                                   | 2,254.46                                      | 2,422.17                                      | 2,454.46                                   |
| 17    | Reserves excluding Revaluation reserves ( As per Balance sheet)                                 | -   | -   | 15,271.12                                  | -   | -   | 11,949.36                                  |
| 18    | Basic Earning Per Share ( As per AS-20)   | (0.22)  | 0.14  | 0.08                                       | (1.32)  | (2.31)  | (8.57)                                     |
|       | Diluted Earning per share ( as per AS-20)   | (0.22)  | 0.14  | 0.08                                       | (1.31)  | (2.31)  | (8.56)                                     |
| 19    | Aggregate of Public Shareholdings   |   |   |  |   |   |  |
|       | # Number of Shares  | 73,110,432                                    | 73,110,432                                    | 73,110,432                                 | 73,110,432                                    | 73,110,432                                    | 73,110,432                                 |
|       | # Percentage of Shareholdings   | 64.81%  | 67.56%  | 64.81%                                     | 64.81%  | 67.56%  | 64.81%                                     |
| 20    | Promoters and Promoter Group Shareholding   |   |   |  |   |   |  |
|       | a) Pledged / Encumbered   |   |   |  |   |   |  |
|       | Number of shares  | -   | -   | -  | -   | -   | -  |
|       | Percentage of shares (as a % of the total shareholding of promoter and promoter group)          |   |   |  |   |   |  |
|       | Percentage of shares (as a % of the total share capital of the company)                         |   |   |  |   |   |  |
|       | b) Non - encumbered   |   |   |  |   |   |  |
|       | Number of shares  | 39,702,658                                    | 35,102,658                                    | 39,702,658                                 | 39,702,658                                    | 35,102,658                                    | 39,702,658                                 |
|       | Percentage of shares (as a % of the total shareholding of the Promoter and Promoter group)      |   |   |  |   |   |  |
|       | Percentage of shares (as a % of the total share capital of the company)                         | 35.19%  | 32.44%  | 35.19%                                     | 35.19%  | 32.44%  | 35.19%                                     |

**UNAUDITED SEGMENTWISE REVENUE, RESULTS FOR THE QUARTER ENDED 30TH JUNE 2009**

( Amount in Rs Lacs.)

| Particulars  | STANDALONE                                 |  |  | Consolidated                                  |  |  |
|--|--|--|--|---|--|--|
|  | Quarter Ended 30th<br>June 2009 (Reviewed) | Quarter Ended 30th<br>June 2008 (Reviewed) | Year Ended 31st<br>March 2009(Audited) | Quarter Ended 30th<br>June 2009<br>(Reviewed) | Quarter Ended 30th<br>June 2008 (Reviewed) | Year Ended 31st<br>March 2009(Audited) |
| <b>1. Segment Revenue</b>  |  |  |  |   |  |  |
| a) AUDIO-VISUAL PRODUCTION   | 474.79                                     | 1,210.22                                   | 4,136.43                               | 474.79  | 1,180.96                                   | 4,062.51                               |
| b) MOVIES  |  |  | 182.78                                 |   | -  | 182.78                                 |
| c) LEASING   | 73.05                                      | 646.51                                     | 1,716.24                               | 73.05   | -  | 197.69                                 |
| d) F.M. RADIO  |  |  | -                                      | 64.32   | 55.76                                      | 305.50                                 |
| e) TELEVISION BROADCASTING   |  |  | -                                      | 747.85  | 311.86                                     | 1,929.60                               |
| <b>Total</b>   | <b>547.84</b>                              | <b>1,856.73</b>                            | <b>6,035.45</b>                        | <b>1,360.01</b>                               | <b>1,548.58</b>                            | <b>6,678.08</b>                        |
| Less: Inter Segment Revenue  | -  | -  | -                                      | -   | -  | -                                      |
| <b>Net Sales/Income from Operations</b>                                    | <b>547.84</b>                              | <b>1,856.73</b>                            | <b>6,035.45</b>                        | <b>1,360.01</b>                               | <b>1,548.58</b>                            | <b>6,678.08</b>                        |
| <b>2. Segment Results</b>  |  |  |  |   |  |  |
| a) AUDIO-VISUAL PRODUCTION   | (20.17)                                    | 74.57                                      | 343.83                                 | (20.17)                                       | 45.31                                      | 343.83                                 |
| b) MOVIES  |  |  | 70.99                                  | -   | -  | 70.99                                  |
| c) LEASING   | (61.30)                                    | 379.72                                     | 1,004.74                               | (61.30)                                       | (252.38)                                   | 197.69                                 |
| d) F.M. RADIO  |  |  | -                                      | (67.88)                                       | (127.43)                                   | (356.23)                               |
| e) TELEVISION BROADCASTING   |  |  | -                                      | (671.02)                                      | (1,457.13)                                 | (2,277.53)                             |
| <b>Total</b>   | <b>(81.47)</b>                             | <b>454.29</b>                              | <b>1,419.56</b>                        | <b>(820.37)</b>                               | <b>(1,791.63)</b>                          | <b>(2,021.25)</b>                      |
| Less:  |  |  |  |   |  |  |
| I) Interest  | 10.86                                      | 9.31                                       | 51.09                                  | 25.45   | 31.34                                      | 75.49                                  |
| II) Other Un-allocable Expenditure Net<br>off Un-allocable Income          | 161.05                                     | 232.24                                     | 1,075.48                               | 647.07  | 902.66                                     | 7,136.70                               |
| <b>Total Profit Before Tax</b>   | <b>(253.38)</b>                            | <b>212.74</b>                              | <b>292.99</b>                          | <b>(1,492.89)</b>                             | <b>(2,725.63)</b>                          | <b>(9,233.44)</b>                      |
| <b>3. Capital Employed<br/>( Segment Assets minus Segment Liabilities)</b> |  |  |  |   |  |  |
| a) AUDIO-VISUAL PRODUCTION   | 2,609.51                                   | 2,835.25                                   | 2,825.31                               | 2,609.51                                      | 2,835.25                                   | 2,825.31                               |
| b) MOVIES  | 435.15                                     | 543.46                                     | 533.94                                 | 435.15  | 543.46                                     | 533.94                                 |
| c) LEASING   | 3,846.56                                   | 5,438.25                                   | 3,780.35                               | 3,066.38                                      | 3,367.62                                   | 3,329.13                               |
| d) F.M RADIO   |  |  | -                                      | 1,781.59                                      | 2,003.32                                   | 1,736.24                               |
| e) TELEVISION BROADCASTING   |  |  | -                                      | 1,405.10                                      | 3,579.51                                   | 1,218.18                               |
| f) UNALLOCATED   | 2,877.17                                   | 4,941.34                                   | 4,689.32                               | 1,743.32                                      | 2,164.17                                   | 1,912.14                               |
| <b>Total</b>   | <b>9,768.39</b>                            | <b>13,758.30</b>                           | <b>11,828.92</b>                       | <b>11,041.05</b>                              | <b>14,493.33</b>                           | <b>11,554.94</b>                       |

**Notes:**

- 1) 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 July 2009.
- 2) The statutory Auditors of the company have carried out Limited Review of Financial Results.
- 3) 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
- 4) 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.
- 5) 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.
- 6) Information on Investor Complaints pursuant to Clause 41 of the Listing Agreement for the Quarter ended 30th June 2009 : Opening balance NIL, Received during the quarter -Nil, Disposed during the quarter -Nil, Closing balance- NIL
- 7) The change in Paid up Equity Share Capital from Rs.2422.17 Lacs to Rs.2254.46 Lacs as compared to the last year first quarter is due to forfeiture of 100 Lacs warrants allotted to Promoter company, Anu Films & Communication Pvt. Limited of Rs. 200 Lacs.
- 8) The consolidated loss has come down to Rs 1482.63 Lacs from Rs 2795.86 in corresponding first quarter of year 2008-09
- 9) Previous period's figures are regrouped, rearranged or recast wherever necessary to make them comparable with the current period figures

Date: July 31st, 2009

Place: Noida

For B.A.G Films & Media Limited

Anuradha Prasad  
Chairperson cum Managing Director