

February 14, 2012
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The Listing Department
National Stock Exchange of
India Ltd.
Exchange Plaza,
Bandra-Kurla Complex,
Bandra (E),
Mumbai-400 051
Fax: 91-22-26598237/38
Tel: 91-22-26598235/36

The Listing Department
Bombay Stock Exchange
Limited,
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai-400 001.
Fax: 91-22-22722039/3121

The Listing Department
Delhi Stock Exchange
Limited,
DSE House, 3/1 Asaf Ali
Road
New Delhi-110 002.
Fax: 011-46470053/54

Sub: Financial Result for the Quarter and Nine Month Ended December 31, 2011

Dear Sir/Madam,

Pursuant to clause 41 of the listing agreement, please find enclosed herewith the financial results reviewed for the quarter and nine month ending December 31, 2011 as approved by Board of Directors of the Company at its meeting held on February 14, 2012.

This is for your information and record.

Thanking You

Yours sincerely

For **B.A.G. Films and Media Limited**


Company Secretary

Encl: a/a

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UNAUDITED SEGMENTWISE REVENUE, RESULTS FOR THE QUARTER AND NINE MONTHS ENDED DECEMBER 31ST 2011

STANDALONE										Consolidated										(Amount in Rs.)	
Particulars	Quarter Ended 31st December 2011 (Unaudited)	Quarter Ended 30th September 2011 (Unaudited)	Quarter Ended 31st December 2010 (Unaudited)	Nine Months Ended 31st December 2011 (Unaudited)	Nine Months Ended 31st December 2010 (Unaudited)	Year Ended 31st March 2011 (Audited)	Quarter Ended 31st December 2011 (Unaudited)	Quarter Ended 30th September 2011 (Unaudited)	Quarter Ended 31st December 2010 (Unaudited)	Nine Months Ended 31st December 2011 (Unaudited)	Nine Months Ended 31st December 2010 (Unaudited)	Year Ended 31st March 2011 (Audited)	Quarter Ended 31st December 2011 (Unaudited)	Quarter Ended 30th September 2011 (Unaudited)	Quarter Ended 31st December 2010 (Unaudited)	Nine Months Ended 31st December 2011 (Unaudited)	Nine Months Ended 31st December 2010 (Unaudited)	Year End 31st March (Audited)	Year End 31st March (Audited)		
1. Segment Revenue																					
a) AUDIO-VISUAL PRODUCTION	465.42	290.38	51.32	2,090.82	1,064.97	2,842.45	465.42	290.38	51.32	1,843.77	1,064.97	2,842.45	465.42	290.38	51.32	1,843.77	1,064.97	2,842.45	1,304.97	1,304.97	
b) MOVIES	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
c) LEASING	223.03	216.74	135.07	651.78	405.19	540.25	143.70	183.92	530.04	561.57	823.25	1,017.01	143.70	183.92	530.04	561.57	823.25	1,017.01	1,017.01	1,017.01	
d) F.M. RADIO	-	-	-	-	-	-	2,121.24	1,245.67	2,574.36	4,061.28	4,078.40	5,111.91	2,121.24	1,245.67	2,574.36	4,061.28	4,078.40	5,111.91	5,111.91	5,111.91	
e) TELEVISION BROADCASTING	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Total	688.45	507.12	186.39	2,742.60	1,470.16	3,382.71	2,710.86	1,719.97	2,155.72	7,066.62	5,966.62	7,511.91	2,710.86	1,719.97	2,155.72	7,066.62	5,966.62	7,511.91	7,511.91	7,511.91	
Less: Inter Segment Revenue	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Net Sales/Income from Operations	688.45	507.12	186.39	2,742.60	1,470.16	3,382.71	2,710.86	1,719.97	2,155.72	7,066.62	5,966.62	7,511.91	2,710.86	1,719.97	2,155.72	7,066.62	5,966.62	7,511.91	7,511.91	7,511.91	
2. Segment Results																					
a) AUDIO-VISUAL PRODUCTION	(166.75)	(190.55)	(97.81)	(67.19)	(112.72)	(285.01)	(52.87)	(207.76)	(108.05)	15.77	(142.75)	(33)	(52.87)	(207.76)	(108.05)	15.77	(142.75)	(33)	(33)	(33)	
b) MOVIES	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
c) LEASING	126.35	60.18	42.59	277.34	131.94	211.34	(70.16)	(139.35)	(82.23)	(317.10)	(243.22)	(42)	126.35	60.18	42.59	(317.10)	(243.22)	(42)	(42)	(42)	
d) F.M. RADIO	-	-	-	-	-	-	(459.21)	(186.70)	2.40	(772.01)	363.21	(91)	(459.21)	(186.70)	2.40	(772.01)	363.21	(91)	(91)	(91)	
e) TELEVISION BROADCASTING	(40.40)	(130.37)	(55.22)	210.05	19.22	(73.87)	(825.63)	(402.36)	153.96	(928.44)	20.58	(1.08)	(40.40)	(130.37)	(55.22)	(928.44)	20.58	(1.08)	(1.08)	(1.08)	
Total	199.97	173.22	56.43	513.42	191.17	302.11	200.45	173.71	417.56	525.26	1,078.12	35	199.97	173.22	56.43	525.26	1,078.12	35	35	35	
Less: Inter Segment Results	86.18	(301.16)	(107.85)	(40.50)	(322.58)	(479.56)	594.81	825.38	179.75	2,085.47	1,055.22	2,827	86.18	(301.16)	(107.85)	2,085.47	1,055.22	2,827	2,827	2,827	
Other Un-allocable Expenditure Net of Un-allocable Income	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Total Profit Before Tax	(138.55)	(2.44)	(1.80)	(272.78)	150.63	103.77	(1,420.89)	(1,402.06)	(643.34)	(3,518.17)	(2,112.75)	(4.25)	(138.55)	(2.44)	(1.80)	(3,518.17)	(2,112.75)	(4.25)	(4.25)	(4.25)	
3. Capital Employed																					
1) Segment Assets minus Segment Liabilities																					
a) AUDIO-VISUAL PRODUCTION	3,864.24	4,330.72	3,162.91	3,864.24	3,162.91	5,029.09	3,864.24	4,330.72	3,162.91	3,864.24	3,162.91	5,029.09	3,864.24	4,330.72	3,162.91	3,864.24	3,162.91	5,029.09	5,029.09	5,029.09	
b) MOVIES	441.62	441.62	441.62	441.62	441.62	441.62	441.62	441.62	441.62	441.62	441.62	441.62	441.62	441.62	441.62	441.62	441.62	441.62	441.62	441.62	
c) LEASING	3,387.59	3,232.11	2,887.33	3,387.59	2,887.33	3,433.76	3,158.42	3,158.42	3,158.42	3,158.42	3,158.42	3,433.76	3,158.42	3,158.42	3,158.42	3,158.42	3,158.42	3,433.76	3,433.76	3,433.76	
d) F.M. RADIO	-	-	-	-	-	-	6,772.73	7,101.87	5,406.50	6,772.73	5,406.50	-	6,772.73	7,101.87	5,406.50	6,772.73	5,406.50	-	6,772.73	6,772.73	
e) TELEVISION BROADCASTING	-	-	-	-	-	-	2,924.99	3,313.27	4,871.69	2,924.99	4,871.69	-	2,924.99	3,313.27	4,871.69	2,924.99	4,871.69	-	2,924.99	2,924.99	
Total	7,691.45	8,004.45	6,491.86	7,691.45	6,491.86	8,924.47	17,162.00	18,439.54	15,795.32	17,162.00	15,795.32	17,162.00	17,162.00	18,439.54	15,795.32	17,162.00	15,795.32	17,162.00	17,162.00	17,162.00	

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 14th February 2012 and have been subjected to a Limited Review by the Statutory Auditors of the Company.
- 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 31st December 2011 : Opening balance NIL. Received during the quarter - 07. Disposed during the quarter -07. Closing balance- NIL.

5) The utilisation report for funds raised through warrants as at 31st December 2011 is as follows :-

Particulars	Amount (in Rs. Lacs)
Source of Funds	
1) 25% Upton Money received on 50,00,000 Share warrants issued to promoter company M/S ANVR Communication Private Limited @ 17.70 per warrant.	221.25
2) 25% Upton Money received on 1,75,00,000 Share warrants issued to promoter company M/S ANVR Communication Private Limited @ 7.50 per warrant.	328.12
Total Fund Received	549.37
Utilisation of Funds	
1) Utilised for expansion in the field of media and entertainment including in subsidiaries	549.37
Total Fund Utilised	549.37

6) Previous period's figures are regrouped, rearranged or recast wherever necessary to make them comparable with the current period figures.
Date: 14th February 2012
Place: Noida

For B.A.G Films & Media Limited
Anuradha Prasad
Chairperson cum Managing Director

CERTIFIED TRUE COPY

B.A.G. Films and Media Ltd.
Company Secretary