

November 03, 2015

Listing Department
National Stock Exchange of India Limited
Exchange Plaza,
Bandra-Kurla Complex
Bandra (E), Mumbai-400 051.
Tel.: 022-26598190
Fax: 022-26598191

Sir/Madam,

**Sub: SHEMAROO ENTERTAINMENT LIMITED - ISIN: INE363M01019 -
Symbol: SHEMAROO**

Re: Earnings Release for the quarter / six months ended September 30, 2015

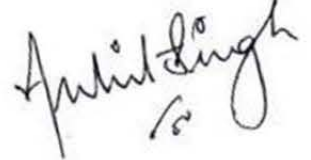
Please find enclosed herewith Earnings Release by Shemaroo Entertainment Limited for the quarter / six months ended September 30, 2015.

This is for your information and records.

Thanking you,

Yours faithfully,

For Shemaroo Entertainment Limited



.....
Ankit Singh
Company Secretary & Compliance Officer
Membership No. : - A24463

Encl.: As above.

CC:

Listing Department
BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street,
Mumbai-400 023

Earnings release for the Quarter & Half Year ended September 30, 2015

H1 – FY2016

PAT increased by 26.1% YOY to Rs. 2,287 Lacs (H1 FY2016)

Total Income increased by 14.8% YOY to Rs. 17,229 Lacs (H1 FY2016)

Q2 – FY2016

PAT increased by 30.6% YOY to Rs. 1,120 Lacs (Q2 FY2016)

Total Income increased by 10.5% YOY to Rs. 9,420 Lacs (Q2 FY2016)

Mumbai, November 3, 2015: Shemaroo Entertainment Limited, an established integrated media content house announced its consolidated financial results for the Quarter and Half Year ended September 30, 2015 (Q2 & H1 FY2016).

Financial Highlights:

Consolidated Results for H1 FY2016:

- Total Income increased by 14.8% to Rs. 17,229 Lacs (Rs. 15,003 Lacs in H1 FY2015)
- EBITDA increased by 19.0% to Rs. 4,873 Lacs (Rs. 4,093 Lacs in H1 FY2015)
- EBITDA Margin stood at 28.3% in H1 FY2016 (27.3% in H1 FY2015)
- Net Profit after tax increased by 26.1% to Rs. 2,287 Lacs (Rs. 1,814 Lacs in H1 FY2015)
- PAT Margin stood at 13.3% in H1 FY2016 (12.1% in H1 FY2015)
- Basic and Diluted Earnings Per Share stood at Rs. 8.4 in H1 FY2016 (Rs. 9.1 in H1 FY2015)

Consolidated Results for Q2 FY2016:

- Total Income increased by 10.5% to Rs. 9,420 Lacs (Rs. 8,522 Lacs in Q2 FY2015)
- EBITDA increased by 14.4% to Rs. 2,425 Lacs (Rs. 2,119 Lacs in Q2 FY2015)
- EBITDA Margin stood at 25.7% in Q2 FY2016 (24.9% in Q2 FY2015)
- Net Profit after tax increased by 30.6% to Rs. 1,120 Lacs (Rs. 857 Lacs in Q2 FY2015)
- PAT Margin stood at 11.9% in Q2 FY2016 (10.1% in Q2 FY2015)
- Basic and Diluted Earnings Per Share stood at Rs. 4.1 in Q2 FY2016 (Rs. 4.3 in Q2 FY2015)

Executive Comment:

Hiren Gada, Whole-time Director and CFO said,

With each passing quarter our momentum in digital media has accelerated and we are glad to clock another magnificent growth of 82.4% in the second quarter on a Y-O-Y basis. We continue our endeavor in this direction. With a number of new initiatives, we plan to further push our content and monetize it across multiple platforms to increase the returns.

Business Highlights:

Divisional Performance (Standalone):

in Rs. Lacs

Business Division	Q2 - FY2016	Q2 - FY2015	YOY Growth %	H1- FY 2016	H1- FY 2015	YOY Growth %
New Media	1,580	866	82.4%	2,920	1,597	82.9%
Traditional Media	7,765	7,629	1.8%	14,188	13,348	6.3%
Income from Operations	9,345	8,496	10.0%	17,108	14,945	14.5%

Operational Highlights:

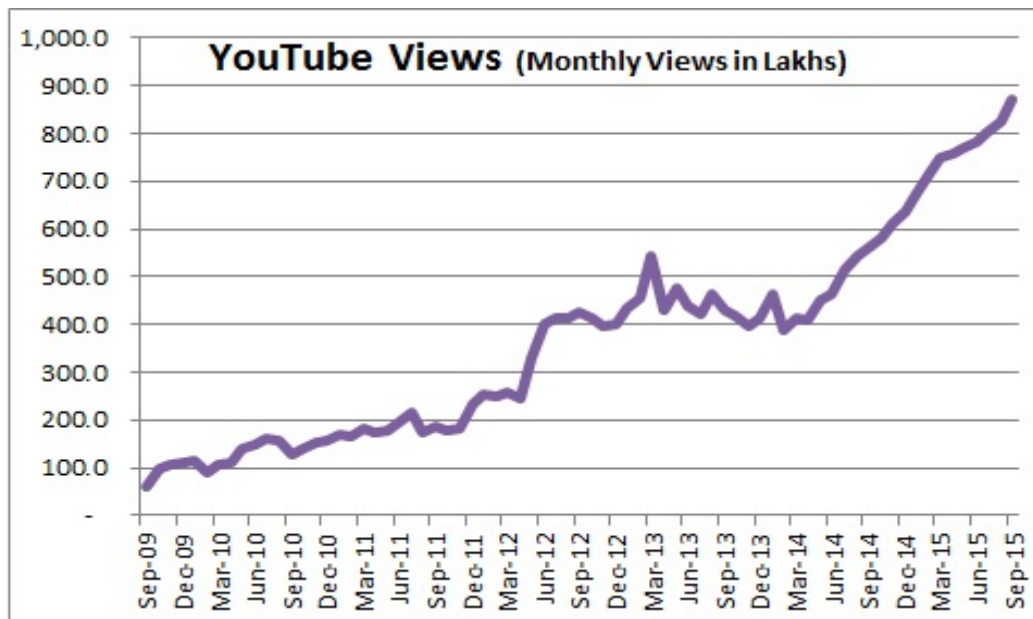
- Tied up with 'Hooq' to provide them Bollywood and Regional movies
- Increased focus on devotional content across platforms:
 - E.g. Licensed Live Feed - Lalbaugcha Raja, Jagannath Temple Rath Yatra, Nava Kalebara & Mecca Madina
 - iDevotion (Airtel Digital TV) service expanded from 4 to 8-quadrant service & price increased
- Renewed deal with 'Saavn'

MINIPLEX – 'Chhota Parda, Bada Premiere':



- The company has launched a first of its kind movie premiere service named 'Miniplex' on Airtel Digital TV on 30th Oct 2015
- Miniplex is an ad-Free, subscription-based service which would Premiere one movie every week for the first time on Indian Television
- In addition, it will also showcase carefully chosen recent movies
- Miniplex will be a cross platform service & in addition to DTH, the company also plans to launch it across various other platforms, like digital, cable etc. in a phased manner

YouTube Monthly Views Graph till September 2015:



About Shemaroo Entertainment Limited

Celebrating the golden jubilee, Shemaroo Entertainment Ltd. (BSE Scrip Code: 538685; NSE Scrip Code: SHEMAROO) is among the few entertainment companies that has hallmarked several pioneering efforts with its innovative and out-of-the-box thinking. Founded in 1962, Shemaroo Entertainment Ltd is an established Filmed Entertainment "Content House" in the country, active in Content Ownership, Creation, Aggregation and Distribution with a large content library of over 2800 titles.

Shemaroo is engaged in the distribution of content for satellite channels, physical formats and emerging digital technologies like the Mobile, Internet, Broadband, IPTV and DTH among others. With its partnership with the major telecom operators and other digital media platforms, Shemaroo is at the forefront of the digital age. The company has also tied up with many content providers across the country. The "Shemaroo" brand today is synonymous with quality entertainment in the Indian entertainment eco system. For further information please visit www.shemarooent.com