



**RP - Sanjiv Goenka
Group**
Growing Legacies



June 8, 2016

National Stock Exchange of India Limited,
'Exchange Plaza', C/1, G-Block,
Bandra-Kurla Complex,
Bandra (East),
MUMBAI - 400 051

Attn: **Mr. Vishnu Vyas / Mr. Charmi Dharod / Mr. Dhaneshwari Chenani**
Listing Compliance

Dear Sir / Madam,

Please refer to your e-mail of 27.5.2016.

Please find hereunder our point-wise reply / clarification –

- 1] Open Media Network Private Limited ('Demerged Company') were initially into the business of publication of periodicals and magazines and advertising only. But subsequently, it made foray into various auxiliary services such as providing event management services, PR services, brand consultancy, management / creative services, digital marketing etc. The said businesses are presently carried out under two different and distinct divisions, namely the Publication Division and the Business Auxiliary Services Division (non-publication segment). The business being carried by the Demerged Company through the Business Auxiliary Services Division can achieve significant growth if undertaken separately with undivided care and attention. In order to enable the Demerged Company to focus on its Business Auxiliary Services Division with undivided care and attention and for efficient and economical management, control and running of the said business, it is expedient to demerge the Publication Division of the Demerged Company into a separate company;
- 2] There will be no change in shareholding of any of the companies as there will be no issuance of shares by Saregama India Limited;
- 3] There is no cash consideration under the Scheme;
- 4] As, there is no issuance of shares, no question of listing of shares of the resulting entity;
- 5] Turnover of Demerged division is Rs.333.54 lacs, while Turnover of the Listed entity (Saregama) is Rs.20,947.98 lacs. Turnover of Demerged entity to Total Turnover of listed entity percentage is 1.59%;

....2.



- 6] The Demerged division is in the business of publication of periodicals and magazines and advertising. The Statement of Assets and Liabilities as on 31 March 2016 of Publication Division of the Demerged Company is as follows:

Particulars and Description of Assets	Book Value (in Rs.)
Fixed Assets	
Tangible Assets	6311465
Intangible Assets	410827
Sub-total	6722292
Long-term Loans & Advances	12525550
Sub-total	12525550
Current Assets	
Inventories	3072611
Trade Receivables	12975194
Cash and cash equivalents	8576622
Short-term loans and advances	4633917
Sub-total	29258343
Total	48506185
Liabilities	
Reserves and Surplus (Profit & Loss Debit balance)	(198800090)
Sub-total	(198800090)
Non-Current Liabilities	
Long-term provisions	3174666
Sub-total	3174666
Current Liabilities	
Short-term borrowings	202753381
Trade Payables	9081847
Other current liabilities	20374668
Short-term provisions	1165713
Sub-total	233375609
Total	37750185

Kindly acknowledge receipt.

Thanking you,

For Saregama India Limited


Company Secretary & Compliance Officer