



Sahara One Media And Entertainment Limited

Regd. Office:- Sahara India Point, CTS 40-44, S. V. Road, Goregaon (West), Mumbai - 400 104

Un-audited (Limited Reviewed) Financial Results for the third quarter and nine months ended December 31, 2010

Sr. No.	Particulars	(Rs. in Lacs)				
		For the quarter ended		For the nine months ended		For the year ended
		31-12-2010	31-12-2009	31-12-2010	31-12-2009	31-03-2010
		(Un audited)		(Un audited)		(Audited)
1	Net Sales	2,410.58	4,597.80	8,752.51	15,319.28	18,160.50
2	Expenditure					
	a. Purchase	2,159.85	2,996.64	5,913.72	12,097.45	14,618.58
	b. (Increase) /decrease in stock	31.12	811.15	1,348.34	339.34	245.42
	c. Employees cost	337.05	261.70	1,066.38	813.42	1,141.96
	d. Depreciation	7.25	6.78	21.66	20.26	25.48
	e. Other Expenditure	156.51	159.88	498.58	1,253.30	1,558.14
	f. Total	2,691.78	4,236.15	8,848.68	14,523.77	17,589.58
3	Profit from Operations before Other Income & Interest (1-2)	(281.20)	361.65	(96.17)	795.51	570.92
4	Other Income	491.06	287.63	1,330.35	1,757.98	2,070.10
5	Profit before Interest (3+4)	209.86	649.28	1,234.18	2,553.49	2,641.02
6	Interest Expense	308.25	367.91	979.14	918.22	1,276.03
7	Profit after Interest but before Tax & Prior Period Income/ (Expenses) (5-6)	(98.39)	281.37	255.04	1,635.27	1,364.99
8	Prior Period Income/(Expenses)	-	-	-	-	-
9	Profit from ordinary activities before Tax (7+8)	(98.39)	281.37	255.04	1,635.27	1,364.99
10	Provision for Taxation					
	a. Tax Expenses	(32.44)	94.48	89.53	560.44	471.78
11	Net Profit from ordinary activities after tax (9-10)	(65.95)	186.89	165.51	1,074.83	893.21
12	Paid-up equity share capital (face value Rs 10 each)	2,152.50	2,152.50	2,152.50	2,152.50	2,152.50
13	Reserves (excluding revaluation reserves)					26,601.92
14	Earning per share (EPS)	(0.31)	0.87	0.77	4.99	4.15
	Basic and diluted EPS for the period, for the year to date and for the previous year (not to be annualised). (In Rupees)					
15	Public Shareholding					
	- Number of Shares	5,383,298	5,383,298	5,383,298	5,383,298	5,383,298
	- Percentage of shareholding	25.01	25.01	25.01	25.01	25.01
16	Promoters and Promoters group shareholding					
	a) pledged/ Encumbered					
	- Number of Shares	1,500,000	1,500,000	1,500,000	1,500,000	1,500,000
	- Percentage of share (as a % of the total shareholding of promoter and promoter group)	9.29	9.29	9.29	9.29	9.29
	- Percentage of share (as a % of the total share capital of the company)	6.97	6.97	6.97	6.97	6.97
	b) Non- Encumbered					
	- Number of Shares	14,641,702	14,641,702	14,641,702	14,641,702	14,641,702
	- Percentage of share (as a % of the total shareholding of promoter and promoter group)	90.71	90.71	90.71	90.71	90.71
	- Percentage of share (as a % of the total share capital of the company)	68.02	68.02	68.02	68.02	68.02

Notes:

- The above results have been reviewed and recommended by the Audit Committee of the company and approved by the Board of Directors of the company in its meeting held on February 14, 2011.
- Figures for the previous period have been regrouped /reclassified, wherever necessary, to make them comparable with the current period figures.
- No of Investor complaints:
  - At the beginning of the quarter Nil
  - Received and Resolved during the quarter Nil
  - At the end of the quarter Nil

Certified to be True  
For SAHARA ONE MEDIA AND ENTERTAINMENT LTD.  
*[Signature]*  
AUTHORISED SIGNATORY

For and on behalf of Board of Directors

*[Signature]*  
(O P Srivastava)  
Director

Date: February 14, 2011  
Place: Mumbai



Sahara One Media And Entertainment Limited  
Sahara India Point, CTS 40-44, S. V. Road, Goregaon (West), Mumbai - 400 104  
Segmental Results for the quarter ended December 31, 2010

(Rs. In Lacs)

	For the quarter ended 31.12.2010	For the quarter ended 31.12.2009	For the nine months ended 31.12.2010	For the nine months ended 31.12.2009	For the year ended 31.03.2010
	( Un audited )		( Un audited )		( Audited )
<b>1. Segment Revenue</b>					
a. Television	2532.06	4588.30	7566.46	12293.43	15163.14
b. Motion Pictures	0.00	9.50	1528.00	3025.85	2997.36
c. Unallocated	369.58	287.63	988.40	1757.98	2070.10
<b>Total</b>	<b>2901.64</b>	<b>4885.43</b>	<b>10082.86</b>	<b>17077.26</b>	<b>20230.60</b>
Less : Inter segment revenue	0.00	0.00	0.00	0.00	0.00
<b>Net sales/income from operations</b>	<b>2901.64</b>	<b>4885.43</b>	<b>10082.86</b>	<b>17077.26</b>	<b>20230.60</b>
<b>2. Segment Results Profit(+)/loss(-) before tax and interest</b>					
a. Television	41.70	563.89	(85.67)	1789.30	1986.35
b. Motion Pictures	(58.22)	(37.84)	822.07	(341.95)	(545.34)
c. Unallocated	226.38	123.23	497.78	1106.14	1199.99
<b>Total</b>	<b>209.86</b>	<b>649.28</b>	<b>1234.18</b>	<b>2553.49</b>	<b>2641.00</b>
Less : i. Interest	308.25	367.91	979.14	918.22	1276.02
ii. Other un-allocable expenditure net off un-allocable income.					
<b>Total Profit Before Tax</b>	<b>(98.39)</b>	<b>281.37</b>	<b>255.04</b>	<b>1635.27</b>	<b>1364.98</b>
<b>3. Capital Employed (Segment Assets - Segment Liabilities)</b>					
a. Television	(1001.40)	5389.74	(1001.40)	5389.74	4043.73
b. Motion Pictures	9018.59	6034.75	9018.59	6034.75	6512.34
c. Unallocated	20902.72	17224.43	20902.72	17224.43	18198.35
<b>Total</b>	<b>28919.90</b>	<b>28648.91</b>	<b>28919.90</b>	<b>28648.91</b>	<b>28754.42</b>

Carried to be true  
SAHARA ONE MEDIA AND ENTERTAINMENT LTD.

*[Signature]*

*[Signature]*  
AUTHORISED SIGNATORY

**Limited Review Report**

**Review Report to  
The Board of Directors  
Sahara One Media and Entertainment Limited**

1. We have reviewed the accompanying statement of unaudited financial results of Sahara One Media and Entertainment Limited ("the Company") for the quarter ended December 31, 2010 (the "Statement"), except for the disclosures regarding 'Public Shareholding' and 'Promoter and Promoter Group Shareholding' which have been traced from disclosures made by the management and have not been reviewed by us. This Statement is the responsibility of the Company's management and has been approved by the Board of Directors. Our responsibility is to issue a report on the Statement based on our review.
2. We conducted our review in accordance with the Standard on Review Engagements (SRE) 2410, Review of Interim Financial Information Performed by the Independent Auditor of the Entity issued by the Institute of Chartered Accountants of India. This standard requires that we plan and perform the review to obtain moderate assurance as to whether the Statement is free of material misstatement. A review is limited primarily to inquiries of company personnel and analytical procedures applied to financial data and thus provides less assurance than an audit. We have not performed an audit and accordingly, we do not express an audit opinion.
3. Based on our review conducted as above nothing has come to our attention that causes us to believe that the accompanying Statement of unaudited financial results prepared in accordance with recognition and measurement principles laid down in Accounting Standard 25 "Interim Financial Reporting", notified pursuant to the Companies (Accounting Standards) Rules, 2006, (as amended) and other recognised accounting practices and policies has not disclosed the information required to be disclosed in terms of Clause 41 of the Listing Agreement including the manner in which it is to be disclosed, or that it contains any material misstatement.

*S.R. Batliboi & Associates*  
For S.R. BATLIBOI & ASSOCIATES  
Firm registration number: 101049W  
Chartered Accountants

*Govind Ahuja*  
per Govind Ahuja  
Partner  
Membership No.: 48966

Place: Mumbai.  
Date: February 14, 2011



**Certified to be True**

For SAHARA ONE MEDIA AND ENTERTAINMENT LTD.

*Govind Ahuja*  
AUTHORISED SIGNATORY