

Bag/stex/letters/2017-18/AM/784
October 11, 2017

To,
The Listing Compliance Department
National Stock Exchange of India Ltd.
Exchange Plaza, Plot No. C/1, G
Block, Bandra-Kurla Complex,
Bandra (E), Mumbai-400 051
Fax: 91-22-26598237/38

To,
The Listing Department
BSE Limited,
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai-400 001.
Fax: 91-22-2272 3121

NSE-SYMBOL: BAGFILMS BSE-Scrip Code: 532507

Sub: Submission of Annual Report for the Financial Year 2016-17

Dear Sir/Madam

Pursuant to Regulation 34 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith soft copy of the Annual Report of the Company for the financial year 2016-17.

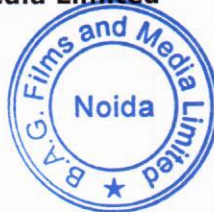
This is for your information and record please.

Thanking You

Yours sincerely

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


(Rajeev Parashar)
Company Secretary &
Compliance Officer



Encl: a/a

24TH ANNUAL REPORT
2016-17

BAG Network 24™



B.A.G. FILMS AND MEDIA LIMITED

CORPORATE INFORMATION

Board of Directors	Ms. Anuradha Prasad	Chairperson cum Managing Director
	Dr. Anuradha Mishra	Independent Director
	Ms. Urmila Gupta	Independent Director
	Mr. Sudhir Shukla	Non-Executive Director
	Mr. Pankaj Chaturvedi	Independent Director
Chief Financial Officer	Mr. Ajay Jain	
Company Secretary	Mr. Rajeev Parashar	
Statutory Auditors	Joy Mukherjee & Associates	
Bankers	Yes Bank Limited	
Registered Office	352, Aggarwal Plaza, Plot No. 8, Kondli, New Delhi-110 096	
Corporate Office	FC-23, Sector-16, Film City, Noida-201 301 (U.P.)	
Registrar and Share Transfer Agent	Alankit Assignments Limited, Alankit Heights, 1E/13, Jhandewalan Extension, New Delhi-110 055	

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BOARD'S REPORT

To,
The Members,
B.A.G. Films and Media Limited

Your Directors have pleasure in presenting their 24th Annual Report on business and operations of the Company along with the Audited Financial Statements for the financial year ended March 31, 2017. The consolidated performance of the Company and its subsidiaries has been referred to wherever required.

FINANCIAL RESULTS

The standalone and consolidated performance of the Company and its subsidiaries, for the year under review along with previous year figures are given hereunder:

(Rupees in Lacs)

Particulars	Standalone		Consolidated	
	2016-17	2015-16	2016-17	2015-16
Total Income	2474.70	2381.73	13761.25	11881.67
Profit before Depreciation & Financial Charges	1556.66	1553.45	3286.24	2985.17
Financial Charges	1068.91	1319.68	1634.95	1521.13
Cash Profit	487.76	233.78	1651.29	1464.04
Depreciation	785.71	928.63	1299.15	1515.03
Profit before Tax	(297.95)	(694.86)	352.14	(50.99)
Provision for Tax	(35.71)	(84.56)	(6.42)	(53.56)
Profit after Tax	(262.23)	(610.30)	358.56	2.57
Proposed Dividend	Nil	Nil	Nil	Nil

COMPANY PERFORMANCE/ STATE OF COMPANY'S AFFAIRS

During the year under review, the Standalone revenue from operation of the company is Rs. 2440.46 lacs against Rs. 2311.58 lacs during the previous financial year. As per the Consolidated Accounts, the total revenue from operations increased by 16.46% from Rs. 11,736.74 lacs to Rs. 13,668.40 lacs during the year. Also your Company improved on bottom line by improving efficiency. There was standalone Cash Profit of Rs. 487.76 lacs as against Rs. 233.78 lacs in previous year.

On standalone basis, loss after tax for the year was substantially curtailed down to Rs. 262.23 lacs against Rs. 610.30 lacs in Financial Year 2015-16.

Television Software:

B.A.G. Network's production house 'Studio 24' holds the unique distinction of producing programmes of all genres for a range of channels and audience.

Your Company creates and delivers popular, high quality programming for catering to not only domestic but also to the demands of international viewership and expects to earn high returns for the stakeholders. Your Company also leveraged content creations and made optimum use of internal resources and its infrastructure by creating news and entertainment content for various content aggregators.

Broadcasting

Your company produced successful programmes like U Me aur TV, Haqiqat, UP Yatra, Aaj Ka Agenda, Kalchakra, and Jago India across different channels and strengthened its presence.

News24, a 24 hours National Hindi free to air Hindi news channel operating through its subsidiary News24 Broadcast India Limited, has consistently maintained healthy market share in Hindi News Genre and is available throughout India on cable and DTH platforms.

News 24, Hindi news channel is also available throughout West Asia and the MENA Region on DU network.

E24, a 24 hours Bollywood Entertainment channel operating through its subsidiary E24 Glamour Limited, pitched as Bollywood's channel managed to attract audience of all age groups and succeeded in creating a new genre in television entertainment.

E24, now available throughout west Asia and the MENA region on DU network has gained popularity in international market too.

Darshan24: Darshan24 is the new age devotional channel which has been designed for all age groups. The Channel endeavors to bring the masses close to roots of our Indian culture and its diverse religion in order to teach and preach the new generation our long age tradition and customs.

It is the source of all wisdom, the home of all knowledge, focusing on the elevation and awakening of the soul, the enhancement of the power within us. Channel is dedicated to the Indian Philosophy, Religion, Spiritual solidarity, Culture and dissemination of the vast and timeless knowledge to the people of the world.

Radio

FM radio station, on frequency 106.4 in the name of “**Dhamaal24** - Har Khushi hai Jahan” operating through its subsidiary Skyline Radio Network Limited is now the voice of the regions and its many shows are household names in all ten cities where it is operational i.e. Hissar, Karnal, Patiala, Ranchi, Muzaffarpur, Dhule, Jalgaon, Ahmednagar, Simla and Jabalpur.

The Company has successfully migrated its FM radio station from Phase II to Phase-III in 2015 and got licenses to operate it for further 15 (fifteen) years from Ministry of Information and Broadcasting of Government of India.

CHANGE IN THE NATURE OF BUSINESS, IF ANY

There was no change in the nature of business of the Company during the financial year ended March 31, 2017.

DIVIDEND

The Directors express their inability to declare any dividend for the financial year ended March 31, 2017 on account of loss incurred during the year under review. The Company has not made any transfer to General Reserve.

TRANSFER OF UNCLAIMED DIVIDEND TO INVESTOR EDUCATION AND PROTECTION FUND

In terms of Section 125 of the Companies Act, 2013 (herein after referred as “the Act”), relevant amounts which remained unpaid or unclaimed for a period of seven years have been transferred by the Company to the Investor Education and Protection Fund (IEPF) established by the Central Government. During the year under review, the Company has not any unclaimed and unpaid dividend amount for a period of seven years or more, hence the said provision is not applicable on us.

DIRECTORS

There are 5 (five) Directors on the Board of your Company, comprising of 3 Independent Directors, 1 Non-Executive Director and a Chairperson cum Managing Director (CMD).

The Board of the Company besides Ms. Anuradha Prasad, as the Chairperson cum Managing Director has 2(two) women Independent Directors, viz. Dr. Anuradha Mishra and Ms. Urmila Gupta.

Independent Directors

Definition of Independence of Directors is derived from Regulation 16 of the SEBI (Listing Obligations & Disclosure Requirements) Regulations, 2015 (herein after referred as “the SEBI Listing

Regulations”) and Section 149(6) of the Act. The Company has received necessary declaration from Independent Directors stating that they meet the prescribed criteria of independence.

Based on the confirmation/ disclosures received from the Directors under section 149 (7) of the Act, the following Non-Executive are considered as Independent Directors:

1. Dr. Anuradha Mishra
2. Ms. Urmila Gupta
3. Mr. Pankaj Chaturvedi

In a separate meeting of independent directors, performance of non-independent directors, performance of the board as a whole and performance of the chairman was evaluated, taking into account the views of executive directors and non-executive directors. The same was discussed in the board meeting that followed the meeting of the independent directors, at which the performance of the board, its committees and individual directors was also discussed. Performance evaluation of independent directors was done by the entire board, excluding the independent director being evaluated.

Appointments/ Resignations from the Board of Directors

During the financial year under review, Mr. Pankaj Chaturvedi was appointed as an Independent Director by the Members at the 23rd Annual General Meeting of the Company held on September 28, 2016.

Appointments/ Resignations of the Key Managerial Personnel

Ms. Anuradha Prasad, Chairperson cum Managing Director, Mr. Ajay Jain, Chief Financial Officer and Mr. Rajeev Parashar, Secretary of the Company are the Key Managerial Personnel as per the provisions of the Act. During the year under review, there was no change in the Key Managerial Personnel of the Company.

Directors Retiring by Rotation

Pursuant to provision of section 152 of the Act read with the Articles of Association of the Company, Mr. Sudhir Shukla will retire by rotation at the ensuing 24th Annual General Meeting and being eligible for re-appointment.

Board Evaluation

Pursuant to the provisions of the Companies Act, 2013 and the SEBI Listing Regulations, the Board has carried out the annual performance evaluation of its own performance, of the Directors individually, as well as the evaluation of the working of its Audit, Nomination & Remuneration and other Committees of the Board. At the meeting of the Board, all the relevant factors that are material for evaluating the performance of individual Directors, the Board and its various Committees, were discussed in detail.

A structured questionnaire each, for evaluation of the Board, its various Committees and individual Directors, was prepared and recommended to the Board by the Nomination & Remuneration

Committee, for doing the required evaluation, after taking into consideration the input received from the Directors, covering various aspects of the Board's functioning, such as adequacy of the composition of the Board and its Committees, execution and performance of specific duties, obligations and governance, etc.

Schedule IV of Companies Act, 2013 read with corporate governance requirements as prescribed by under the SEBI Listing Regulations mandates that annual performance evaluation of Directors should be carried out by Independent Directors and annual performance evaluation of Independent Directors should be carried out by other Directors to the exclusion of Director being evaluated.

The evaluation of all the Directors and the Board as a whole was conducted based on the criteria and framework adopted by the Board. The evaluation process has been explained in the Corporate Governance Report section in the Annual Report. The Board approved the evaluation process results as collated by the Nomination & Remuneration Committee of the Company.

Meetings

The Board of Directors of your Company met 5 (five) times during the year under review. The details of Board meetings and attendance of the Directors are provided in the Corporate Governance Report, which forms part of this report. The intervening gap between the Meetings was within the period prescribed under the Companies Act, 2013.

Composition of Committees of the Board of Directors

The Board Committees play a crucial role in the governance structure of the Company and have been constituted to deal with specific areas/activities which concern the Company and need a closer review. The Board Committees are set up under the formal approval of the Board to carry out clearly defined roles which are considered to be performed by members of the Board. The terms of reference of Board Committees are determined by the Board from time to time.

The Company's Board has the following Committees:

1. Audit Committee
2. Stakeholders Relationship Committee
3. Risk Management Committee
4. ESOP Compensation Committee
5. Nomination and Remuneration Committee
6. Securities Committee

The details of terms of reference, membership, composition and attendance at meetings are provided in Corporate Governance Report of this Annual Report which forms part of this report.

DIRECTORS' RESPONSIBILITY STATEMENT

Pursuant to Section 134(5) of the Companies Act, 2013, the Board of Directors to the best of their knowledge and ability confirm that:-

- a) in the preparation of the annual accounts for the year ended March 31, 2017, the applicable accounting standards have been followed along with proper explanation relating to material departures, if any;
- b) they have selected such accounting policies and applied them consistently and made judgments and estimates that are reasonable and prudent so as to give a true and fair view of the state of affairs of the Company at the end of the financial year March 31, 2017 and of the loss of the Company for the year ended on that date;
- c) they have taken proper and sufficient care for the maintenance of adequate accounting records in accordance with the provisions of the Act for safeguarding the assets of the Company and for preventing and detecting fraud and other irregularities;
- d) they have prepared the annual accounts of the Company on a 'going concern' basis.
- e) the internal financial controls to be followed by the Company were laid down and such internal financial controls are adequate and operating effectively.
- f) they have devised proper systems to ensure compliance with the provisions of all applicable laws and that such systems were adequate and operating effectively.

SUBSIDIARY COMPANIES

The Company has four subsidiaries as on March 31, 2017 out of which one is Wholly Owned Foreign Subsidiary. There is no associate company within the meaning of Section 2(6) of the Companies Act, 2013.

Consolidated Financial Statements

The audited consolidated Financial Statements together with Auditor's Report form part of the annual report. The details of basis of preparation and consideration, principle of consolidation are disclosed in Note No. 23 of the Consolidated Financial Statement. Pursuant to provisions of section 129(3) of the Act, a statement containing salient features of the financial statements of the Company's subsidiaries in Form AOC-1 is attached to the financial statements of the Company.

Further, pursuant to the provisions of section 136 of the Act, the financial statement of the Company including the consolidated financial statements along with relevant documents and separate audited financial accounts in respect of subsidiaries, are available on the company's website www.bagfilms.com.

EXTRACT OF ANNUAL RETURN

Pursuant to section 92(3) and section 134(3)(a) of the Act extract of the Annual Return as on March 31, 2017 in **Form No. MGT-9** is enclosed as **Annexure I** to this report.

CONSERVATION OF ENERGY AND TECHNOLOGY ABSORPTION

Your Company is not engaged in any manufacturing or processing activity, as such particulars required to be given in terms of Section 134 (3) (m) of the Act read along with Companies (Accounts) Rules, 2014, regarding conservation of energy and technology absorption are not applicable.

FOREIGN EXCHANGE EARNING AND OUTGO

During the financial year 2016-17, your Company's foreign exchange earnings was nil and foreign exchange outgoings were Rs. 3,033,408/- as against Rs. 15,500,000/- of foreign exchange earnings and Rs. 3,130,425/- of foreign exchange outgoings for the financial year 2015-16.

SIGNIFICANT AND MATERIAL ORDERS

During the year under review, there were no significant and material orders passed by the Regulators or Courts or Tribunals impacting the going concern status and Company's operations in future.

INTERNAL FINANCIAL CONTROLS AND THEIR ADEQUACY

The Company had internal financial control systems, commensurate with the size and complexity of its operations, to ensure proper recording of financial and monitoring of operational effectiveness and compliance of various regulatory and statutory requirements. The internal auditor monitors and evaluates the efficacy and adequacy of internal control systems in the Company. Based on the report of the internal auditor, respective departments undertake corrective action in their respective areas and thereby strengthen the controls. Significant audit observations and corrective actions thereon are presented to the Audit Committee of the Board.

PARTICULARS OF LOANS, GUARANTEES OR INVESTMENTS

Details of Loans, Guarantees and Investments covered under the provisions of Section 186 of the Act are given in the notes to the Financial Statements which forms part of this Report.

RISK MANAGEMENT POLICY

In accordance with the requirements of the Companies Act, 2013 the Company has adopted Risk Management Policy, approved by Board and established a risk management framework to identify, mitigate and control the risk and threat.

An abridged policy on risk management has been placed on the company's website www.bagfilms.com.

The details of Committee and its terms of reference are set out in the Corporate Governance Report forming part of the Board's Report.

PUBLIC DEPOSITS

During the year under review, your Company has not accepted any deposits under section 73 to 76 of the Companies Act, 2013 read with Companies (Acceptance of Deposits) Rules, 2014.

CORPORATE SOCIAL RESPONSIBILITY POLICY

The Company believes in voluntary commitment Corporate Social Responsibility initiatives though mandatory contribution is not yet applicable on the company. The Company shall report the same and shall submit the relevant report as and when they become applicable.

NOMINATION AND REMUNERATION POLICY

The Company has constituted a Nomination and Remuneration Committee of Directors in compliance with provisions of section 178 of the Companies Act, 2013 and Regulation 19 of the SEBI Listing Regulations as amended from time to time.

The Remuneration policy of the Company is a comprehensive policy which is competitive, in consonance with the industry practices. The policy ensures equality, fairness and consistency in rewarding the employees on the basis of performance against set objectives.

The Company's Policy relating to appointment of Directors, payment of managerial remuneration, Directors' qualifications, positive attributes, independence of Directors and other related matters as provided under Section 178(3) of the Companies Act, 2013 is furnished in **Annexure II** forming part of the Board's Report.

RELATED PARTY TRANSACTIONS

All related party transactions that were entered into during the financial year were on an arm's length basis and were in the ordinary course of business. There are no materially significant related party transactions made by the Company with Promoters, Directors, Key Managerial Personnel or other designated persons which may have a potential conflict with the interest of the Company at large.

All related party transactions are placed on a quarterly basis before the Audit Committee and also before the Board for its approval. Prior omnibus approval of the Audit Committee is obtained for the transactions which are of a foreseeable and repetitive nature. In line with the provisions of the Companies Act, 2013 and the SEBI Listing Regulations, the Board has approved a policy on related party transactions. An abridged policy on related party transactions has been placed on the Company's website www.bagfilms.com.

The particulars of every contract, transaction and arrangement entered into by the Company with related parties referred to in sub-section (1) of section 188 of the Companies Act, 2013 including certain arm's length transactions under third proviso thereto are disclosed in Form No. AOC -2 in **Annexure III** forming part of the Board's Report.

VIGIL MECHANISM

The Company has a Whistle Blower Policy to establish a vigil mechanism for Directors and employees of the Company to report concerns about unethical behavior, actual or suspected fraud or violation of the company's code of conduct or ethics policy to the Audit Committee. There is no restriction for reporting any such occurrence and all the employees have uninterrupted access for reporting their concern in confidence to the Audit Committee.

The details of the Whistle Blower Policy are posted on the website of the Company at www.bagfilms.com.

AUDITORS AND AUDITORS' REPORT

Statutory Auditors

M/s. Joy Mukherjee & Associates (FRN:006792C), Chartered Accountants, who are the Statutory Auditors of the Company will hold office up to the forthcoming Annual General Meeting. As per Companies Act, 2013 a new firm M/s. Kumar Khare & Co., Chartered Accountants (ICAI Firm Registration No 006740C) has been recommended for appointment as Statutory Auditors of the Company for a term of 5 years from the conclusion of the forthcoming Annual General Meeting of the Company subject to ratification by the shareholders every year.

M/s. Kumar Khare & Co., Chartered Accountants have confirmed their eligibility under Section 141 of the Act, and the Rules framed thereunder and willingness to accept office, if appointed. Based on the recommendation of Audit Committee, the Board has recommended the proposal for placing the matter of appointment of M/s. Kumar Khare & Co., Chartered Accountants as statutory auditors at the ensuing 24th Annual General Meeting of the Company.

Qualification in Auditors reports

There are no qualifications, reservations or adverse remarks made by M/s. Joy Mukherjee & Associates, Statutory Auditors, in their report for the financial year ended March 31, 2017.

Pursuant to provisions of section 143(12) of the Companies Act, 2013, the Statutory Auditors have not reported any incident of fraud to the Audit Committee during the year under review.

Secretarial Auditors

Pursuant to the provisions of Section 204 of the Companies Act, 2013 and the Companies (Appointment and Remuneration of Managerial Personnel) Rules, 2014, the Company has appointed M/s Balika Sharma & Associates, a firm of Company Secretaries in Practice to undertake the Secretarial Audit of the Company for the financial year ended March 31, 2017.

There are no qualifications, reservations or adverse remarks made by the Secretarial Auditor in her report. The Report of the Secretarial Audit in **Form No MR-3** for the financial year ended March 31, 2017 is enclosed as **Annexure IV** to the Board's Report.

LISTING

The equity shares of the Company are listed with National Stock Exchange of India Limited (NSE) and BSE Limited (BSE). There are no arrears on account of payment of listing fee to the Stock Exchanges.

CORPORATE GOVERNANCE

The Company is committed to maintain the highest standards of Corporate Governance and adhere to the Corporate Governance requirements.

As per Regulation 34 of the SEBI Listing Regulations, a separate section on corporate governance practices followed by your Company, together with a certificate from M/s. Joy Mukherjee & Associates, Statutory Auditors, on compliance with corporate governance norms under the SEBI Listing Regulations, is annexed and forms part of this Report.

MANAGEMENT DISCUSSION AND ANALYSIS REPORT

In terms of Regulation 34 of the SEBI Listing Regulations, the Management Discussion and Analysis report on your Company's performance, industry trends and other material changes with respect to your Company and its subsidiaries, wherever applicable, are provided separately and forms part of this Report.

CODE OF CONDUCT

The Company has in place a comprehensive Code of Conduct (the Code) modified from time to time applicable to Directors, Independent Directors and Senior Management Personnel. The Code gives guidance and support needed for ethical conduct of business and compliance of law. The Code reflects the values of the Company. A copy of the Code has been put on the Company's website www.bagfilms.com. The Code has been circulated to Directors and Senior Management Personnel, and its compliance is affirmed by them annually.

In compliance with the SEBI (prohibition of Insider Trading) Regulations 2015 (SEBI Regulations) the existing Code of Conduct which was formulated under erstwhile regulation has been replaced with the new Code of Conduct, viz. "Code of conduct for trading by insiders" pursuant to Regulation 9 of the SEBI (Prohibition of Insider Trading) Regulations, 2015. Besides, the Company has also formulated code of fair disclosure of Unpublished Price Sensitive Information in addition therewith pursuant to Regulation 8 of the SEBI (Prohibition of Insider Trading) Regulations, 2015. These codes are applicable to Directors/officers/connected person/designated employee of the Company and their immediate relatives.

PREFERENTIAL ALLOTMENT

During the year under review the Company has not made any preferential allotment.

The paid up Equity Share Capital as on March 31, 2017 was Rs. 376,236,180/- (including the calls in arrear of Rs. 170,341/-) divided into 188,118,090 equity shares of Rs. 2 each.

PARTICULARS OF EMPLOYEES

Disclosures with respect to the remuneration of Directors and employees as required under sub-section (12) of Section 197 of the Act read with Rule 5(1) of the Companies (Appointment and Remuneration of Managerial Personnel) Rules, 2014 is annexed as part of this Board's report in **Annexure V**.

The information required pursuant to Section 197 of the Act read with Rule 5(2)& (3) of the Companies (Appointment and Remuneration of Managerial Personnel) Rules, 2014 in respect of employees of your Company is available for inspection by the members at registered office of the Company during business hours on working days up to the date of the ensuing Annual General Meeting. If any member is interested in obtaining a copy thereof, such member may write to the Company Secretary in this regard.

Information Required Under Sexual Harassment of Women at Workplace (Prevention, Prohibition & Redressal) Act, 2013

Your Company has a policy and framework for employees to report sexual harassment cases at workplace and the process ensures complete anonymity and confidentiality of information. As required under the provisions of Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013, your Company has constituted an Internal Complaints Committee which provides a forum to all female personnel to lodge complaints (if any) therewith for redressal. No complaints were received by the committee during the year. This is in compliance with section 22 of the Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, 2013.

Material Events Occurred between the end of Financial Year to which the Financial Statements Relate and the Date of the Report :

No material events have occurred between the end of Financial Year 2016-17 and the date of this Report which have effect over the financial position of the company.

Additional Information

The consolidated financial statements of the Company form a part of this Annual Report. The Audited Annual Accounts and related information of the Company's subsidiaries will be made available upon request. These documents will also be available for inspection during business hours at the Company's registered office in Delhi, India. The subsidiary companies' documents will also be available for inspection at the respective registered offices of the subsidiary companies during business hours.

ACKNOWLEDGEMENTS

Your Directors thank to the Central and State Government Departments, organizations and agencies for the continued help and co-operation extended by them.

Your Directors also gratefully acknowledge all stakeholders of the Company viz. viewers, producers, vendors, members, stock exchanges, auditors, consultants, dealer's banks and other business partners for the excellent support received from them during the year. The Directors place on record their sincere appreciation to all employees of the Company for their unstinted commitment and continued contribution to the Company's well being.

For and on behalf of the Board of Directors
B.A.G. Films and Media Limited

Anuradha Prasad
Chairperson cum Managing Director
(DIN:00010716)

Place : Noida
Date : May 29, 2017

ANNEXURE I

Form No. MGT-9

EXTRACT OF ANNUAL RETURN

as on the financial year ended on 31.03.2017

[Pursuant to section 92(3) of the Companies Act, 2013 and rule 12(1) of the Companies (Management and Administration) Rules, 2014]

I. REGISTRATION AND OTHER DETAILS:

- i) CIN** : L74899DL1993PLC051841
- ii) Registration Date** : 22nd January,1993
- iii) Name of the Company** : B.A.G. Films and Media Limited
- iv) Category / Sub-Category of the Company** : Public Company/Limited by Shares/Indian Non-Government Company
- v) Address of the Registered office and contact details** : 352, Aggarwal Plaza, Plot No-8,Kondli, New Delhi-110096. Telephone No. 91 120 391 1444
Fax: 91 120 3911401
- vi) Whether listed company** : Yes. BSE Limited and National Stock Exchange of India Limited
- vii) Name, Address and Contact details of Registrar and Transfer Agent, if any** : Alankit Assignments Limited, 1E/13, Alankit Heights, Jhandewala Extension, New Delhi- 110055. Phn: 011-42541234 , Fax: 011-23552001.

II. PRINCIPAL BUSINESS ACTIVITIES OF THE COMPANY

All the business activities contributing 10 % or more of the total turnover of the company shall be stated:-

Sl. No.	Name and Description of main products / services	NIC Code of the Product/ service	% to total turnover of the Company
1	Motion Picture, Video and Television Programs Production Activities	5911	76.20
2	Leasing of Production and Broadcast Equipments and/ are other assets	7730	23.80

III. PARTICULARS OF HOLDING, SUBSIDIARY AND ASSOCIATE COMPANIES

Sl.No.	Name and Address of the Company	CIN/GLN	Holding/ Subsidiary/ Associate	% of shares Held	Applicable Section
1	Skyline Radio Network Limited A-60, Basement, Near Malviya Nagar Market, New Delhi-110017	U92132DL2005PLC142230	Subsidiary	71.05	2(87)
2	E24 Glamour Limited 352, Aggarwal Plaza, Plot No.8, Kondli, New Delhi-110096	U92419DL2007PLC160548	Subsidiary	69.23	2(87)
3	News24 Broadcast India Limited 352, Aggarwal Plaza, Plot No.8, Kondli, New Delhi-110096	U32204DL2007PLC162094	Subsidiary	53.82	2(87)

IV. SHARE HOLDING PATTERN (Equity Share Capital Breakup as percentage of Total Equity)

i) Category-wise Share Holding

Category	Category of Shareholders	No. of Shares held at the beginning of the year (1 st April, 2016)				No. of Shares held at the end of the year (31 st March, 2017)				% Change during the year
		Demat	Physical	Total	% of Total Shares	Demat	Physical	Total	% of Total Shares	
(A)	Promoter									
1	Indian									
(a)	Individuals/ HUF	21507790	-	21507790	11.43	21507790	-	21507790	11.43	0.00
(b)	Central Government	-	-	-	-	-	-	-	-	-
(c)	State Government(s)	-	-	-	-	-	-	-	-	-
(d)	Bodies Corporate	56094868	-	56094868	29.82	56094868	-	56094868	29.82	0.00
(e)	Banks /FI	-	-	-	-	-	-	-	-	-
(f)	Any other	-	-	-	-	-	-	-	-	-
	Sub – Total (A) (1)	77602658	-	77602658	41.25	77602658	-	77602658	41.25	0.00
2	Foreign	-	-	-	-	-	-	-	-	-
(a)	NRI – Individuals	-	-	-	-	-	-	-	-	-
(b)	Other – Individuals	-	-	-	-	-	-	-	-	-
(c)	Bodies Corporate	-	-	-	-	-	-	-	-	-
(d)	Banks /FI	-	-	-	-	-	-	-	-	-
(e)	Any other	-	-	-	-	-	-	-	-	-
	Sub – Total (A) (2)	-	-	-	-	-	-	-	-	-
	Total shareholding of Promoter (A) = (A) (1) + (A) (2)	77602658	-	77602658	41.25	77602658	-	77602658	41.25	0.00
(B)	Public shareholding	-	-	-	-	-	-	-	-	-
1	Institutions	-	-	-	-	-	-	-	-	-
(a)	Mutual Funds/ UTI	-	-	-	-	-	-	-	-	-
(b)	Banks /FI	-	-	-	-	-	-	-	-	-
(c)	Central Government	-	-	-	-	-	-	-	-	-
(d)	State Government(s)	-	-	-	-	-	-	-	-	-
(e)	Venture Capital Funds	-	-	-	-	-	-	-	-	-
(f)	Insurance Companies	-	-	-	-	-	-	-	-	-
(g)	FIs	-	-	-	-	-	-	-	-	-
(h)	Foreign Venture Capital Investors	-	-	-	-	-	-	-	-	-
(i)	Other (specify):	-	-	-	-	-	-	-	-	-
	Sub – Total (B) (1)	-	-	-	-	-	-	-	-	-
2	Non-Institutions	-	-	-	-	-	-	-	-	-
(a)	Bodies Corporate	-	-	-	-	-	-	-	-	-
	i) Indian	27571501	2	27571503	14.656	25245166	2	25245168	13.420	-1.236
	ii) Overseas	-	-	-	-	-	-	-	-	-
(b)	Individuals –	-	-	-	-	-	-	-	-	-
	i) Individual shareholders holding nominal share capital up to Rs. 1 Lac	45141070	208122	45349192	24.107	44987981	208238	45196219	24.025	-0.082
	ii) Individuals shareholders holding nominal share capital in excess of Rs. 1 Lac	36202378	70250	36272628	19.28	38869533	70250	38939783	20.70	1.418

Category	Category of Shareholders	No. of Shares held at the beginning of the year (1 st April, 2016)				No. of Shares held at the end of the year (31 st March, 2017)				% Change during the year
		Demat	Physical	Total	% of Total Shares	Demat	Physical	Total	% of Total Shares	
(d)	Any other (specify)	-	-	-	-	-	-	-	-	-
	i)NRIs	1223409	-	1223409	0.65	1035562	-	1035562	0.55	-0.10
	ii)OCBs	49300	49300	98600	0.06	49300	49300	98600	0.05	0.00
	iii)Trust	100	-	100	0.00	100	-	100	0.00	0.00
	Sub - Total (B) (2)	110187758	327674	110515432	58.75	110187642	327790	110515432	58.75	0.00
	Total Public Shareholding (B) = (B) (1) + (B) (2)	110187758	327674	110515432	58.75	110187642	327790	110515432	58.75	0.00
	TOTAL (A) + (B)	187790416	327674	188118090	100.00	187790300	327790	188118090	100.00	0.00
(C)	Shares held by Custodians for GDRs and ADRs	-	-	-	-	-	-	-	-	-
	GRAND TOTAL (A) + (B) + (C)	187790416	327674	188118090	100.00	187790300	327790	188118090	100.00	0.00

(ii) Shareholding of Promoters

Sl. No.	Shareholder's Name	Shareholding at the beginning of the year (1 st April, 2016)			Shareholding at the end of the year (31 st March, 2017)			% Change in share holding during the year
		No. of Shares	% of total Shares of the company	% of Shares Pledged / encumbered to total shares	No. of Shares	% of total Shares of the company	% of Shares Pledged / encumbered to total shares	
1	Anurradha Shukla	21479190	11.42	0	21479190	11.42	0	0.00
2	Jyoti Shukla	1900	0.00	0	1900	0.00	0	0.00
3	Sudhir Shukla	26700	0.01	0	26700	0.01	0	0.00
4	ARVR Communications Private Limited	38194868	20.30	0	38194868	20.30	0	0.00
5	Skyline Tele Media Services Limited	13650000	7.26	0	13650000	7.26	0	0.00
6	B. A. G. Live Entertainment Limited	4250000	2.26	0	4250000	2.26	0	0.00
	Total	77602658	41.25	0	77602658	41.25	0	0.00

(iii) Change in Promoters' Shareholding (No Change)

Sl. No.		Shareholding at the beginning of the year (April 1, 2016)		Cumulative Shareholding during the year (2016-2017)	
		No. of shares	% of total shares of the company	No. of shares	% of total shares of the company
	At the beginning of the year	77602658	41.25		
	Date wise Increase / Decrease in Promoters Share holding during the year specifying the reasons for increase // decrease (e.g. allotment /transfer / bonus/ sweat equity etc):	-	-	-	-
	At the End of the year (March 31, 2017)	77602658	41.25	77602658	41.25

(iv) Shareholding Pattern of top ten Shareholders (other than Directors, Promoters and Holders of GDRs and ADRs):

Sl. No.	For Each of the Top 10 Shareholders	Shareholding at the beginning of the year (April 1, 2016)		Cumulative Shareholding during the year (2016-2017)	
		No. of shares	% of total shares of the company	No. of shares	% of total shares of the company
1	Sameer Gehlaut	20250900	10.76	20250900	10.76
2	High Growth Distributors Private Limited	13078000	6.95	13078000	6.95
3	Pragmatic Traders Private Limited	1400000	0.74	1400000	0.74
4	PAR Vision Consultancy Private Limited	1702054	0.90	1702054	0.90
5	Ritika Mukesh Agarwal	880000	0.47	880000	0.47
6	Girdharilal V Lakhi	754770	0.40	754770	0.40
7	NITCO Paints Private Limited	728092	0.39	728092	0.39
8	Narendrapal Gupta	680072	0.36	680072	0.36
9	BONANZA PORTFOLIO LTD	952500	0.51	649166	0.35
10	Vinod Aggarwal	575000	0.31	575000	0.31

(v) Shareholding of Directors and Key Managerial Personnel (KMPs):

Sl. No.	Directors*	Shareholding at the beginning of the year (April 1, 2016)		Cumulative Shareholding during the year (2016-2017)	
		No. of shares	% of total shares of the company	No. of shares	% of total shares of the company
1	Ms. Anuradha Prasad, Chairperson cum Managing Director				
	At the beginning of the year	21479190	11.42	21479190	11.42
	Increase/Decrease in shareholding during the year	0	0	0	0
	At the End of the year	21479190	11.42	21479190	11.42
2.	Mr. Sudhir Shukla, Director				
	At the beginning of the year	26700	00.01	26700	00.01
	Increase/Decrease in shareholding during the year	0	0	0	0
	At the End of the year	26700	00.01	26700	00.01
	Key Managerial Personnel*				
	At the beginning of the year	0	0	0	0
	Increase/Decrease in shareholding during the year	0	0	0	0
	At the End of the year	0	0	0	0

* Note: Names of only those Directors & KMPs who held shares at any time during the year have been mentioned.

V. INDEBTEDNESS:

Indebtedness of the Company including interest outstanding/accrued but not due for payment "Refer Notes to Financial Statement.

The Company is not accepting any deposit under section 73 to 76 of the company Act, 2013 read with Companies (Acceptance of Deposits) Rules, 2014.

VI. REMUNERATION OF DIRECTORS AND KEY MANAGERIAL PERSONNEL:

A. Remuneration to Managing Director, Whole-time Directors and/or Manager:

(Rs. In Lakh)

SI. No.	Particulars of Remuneration	Ms. Anuradha Prasad, Chairperson Cum Managing Director	Total Amount
1.	Gross salary (a) Salary as per provisions contained in section 17(1) of the Income-tax Act, 1961 (b) Value of perquisites u/s 17(2) Income-tax Act, 1961 (c) Profits in lieu of salary under section 17(3) Income-tax Act, 1961	100.00	100.00
2.	Stock Option	-	-
3.	Sweat Equity	-	-
4.	Commission - as % of profit - others, specify...	-	-
5.	Others, please specify	-	-
	Total (A)	100.00	100.00
	Ceiling as per the Act*	N.A.*	

*The above said remuneration is in compliance with provisions of Schedule V of the Companies Act, 2013 and the said payment is within the overall limit approved by Members of the Company.

B. Remuneration to other Directors:

(Rs. In Lakh)

SI. No.	Particulars of Remuneration	Name of Directors			Total Amount
1	Independent Directors	Dr. Anuradha Mishra	Ms. Urmila Gupta	Mr. Pankaj Chaturvedi	
	• Fee for attending board / committee meetings • Commission • Others, please specify	0.15	1.05	0.75	1.95
	Total (1)	0.15	1.05	0.75	1.95
2.	Other Non-Executive Directors			Mr. Sudhir Shukla	
	• Fee for attending board / committee meetings • Commission • Others, please specify			1.05	1.05
	Total (2)			1.05	3.00
	Total (B)=(1+2)	0.15	1.05	1.80	3.00
	Total Managerial Remuneration				103.00#
	Overall Ceiling as per the Act*	N.A.			

The remuneration to Managing Director and other Directors (being the total of A and B).

*There is no net profit of the Company calculated as per section 198 of the Companies Act, 2013.

C. Remuneration To Key Managerial Personnel Other Than Managing Director/Manager/Whole Time Director

(Rs. In Lakh)

Sl. No.	Particulars of Remuneration	Name of KMP other than MD/WTD/Manager		
		Mr. Ajay Jain CFO	Mr. Rajeev Parashar Company Secretary	Total
1.	Gross salary (a) Salary as per provisions contained in section 17(1) of the Income-tax Act, 1961 (b) Value of perquisites u/s 17(2) Income-tax Act, 1961 (c) Profits in lieu of salary under section 17(3) Income-tax Act, 1961	33.58	30.00	63.58
2.	Stock Option	-	-	
3.	Sweat Equity	-	-	
4.	Commission - as % of profit - others, specify...	-	-	
5.	Others, please Specify	-	-	
	Total	33.58	30.00	63.58

VII. PENALTIES / PUNISHMENT/ COMPOUNDING OF OFFENCES : (NIL)

ANNEXURE II
NOMINATION AND REMUNERATION POLICY OF DIRECTORS,
KEY MANAGERIAL PERSONNEL AND OTHER EMPLOYEES
[B.A.G. Films and Media Limited]

INTRODUCTION

Section 178 of the Companies Act, 2013 and Part D of schedule II of the SEBI (Listing obligations & Disclosure requirements) Regulations, 2015 require the Nomination and Remuneration Committee (NRC) of the Board of Directors of every listed entity, among other classes of companies, to

- formulate the criteria for determining qualifications, positive attributes and independence of a director and recommend to the Board a policy, relating to the remuneration for the directors, key managerial personnel and other employees.
- identify persons who are qualified to become directors and who may be appointed in senior management in accordance with the criteria laid down, recommend to the Board their appointment and removal.
- carry out evaluation of every director's performance.
- formulate the criteria for evaluation of Independent Directors and the Board.

Accordingly, in adherence to the above said requirements and in line with the Company philosophy towards nurturing its human resources, Board of Directors adopted the Nomination and Remuneration Policy of B.A.G. Films and Media Limited (herein after called as B.A.G.) for the directors, key managerial personnel and other employees of the Company duly recommended by NRC as set out below.

COMPANY PHILOSOPHY

B.A.G. is an equal opportunities employer. The organization does not discriminate on grounds of age, gender, color, race, ethnicity, language, caste, creed, economic or social status or disability. Pay revisions and other benefits are designed in such a way to compensate good performance of the employees of the Company and motivate them to do better in future.

Employee recognition schemes in the form of ESOPs have also been introduced as successful tools in acknowledging their contribution and making them partners in the wealth created by B.A.G.

The endeavor of the organization is to acknowledge the contributions of its directors, key managerial personnel and other employees with best compensation and benefits that appropriately reward performance in line with the regulatory and industry best practices.

GUIDING PRINCIPLES

In the formulation of this Policy, the Nomination and Remuneration Committee has also endeavored to ensure the guiding principles as prescribed u/s 178(4) of the Companies Act, 2013 and the section on Responsibilities of Board under clause 49 of the Listing Agreement, summarized hereunder:

- a) the level and composition of remuneration is reasonable and sufficient to attract, retain and motivate human resource including directors of the quality required to run the company successfully;
- b) relationship of remuneration to performance is clear and meets appropriate performance benchmarks;
- c) remuneration to directors, key managerial personnel and senior management reflecting short and long term performance objectives appropriate to the working of the company and its goals;
- d) facilitating effective shareholder participation in key Corporate Governance decisions such as the nomination and election of board members;
- e) aligning key executive and board remuneration with the longer term interests of the company and its shareholders;
- f) ensuring a transparent board nomination process with the diversity of thought, experience, knowledge, perspective and gender in the Board.

NOMINATION OF THE DIRECTORS

The Nomination and Remuneration Committee of the Board of Directors is dedicated to ensuring the continuance of a dynamic and forward-thinking Board and recommend to the Board qualified candidates for directorship.

Before recommending a nominee's candidature to the Board for being appointed as a Director, the following criteria set out may be applied as guidelines in considering potential nominees to the Board of Directors.

General Criteria

- The background and qualifications of the Directors considered as a group should provide a significant breadth of experience, knowledge and abilities to assist the Board in fulfilling its responsibilities.
- Directors should be selected so that the Board of Directors should remain as a diverse body, with diversity reflecting gender, ethnic background, country of citizenship and professional experience. Because a mix of viewpoints and ideas enhances the Board's ability to function effectively, the Committee shall consider the diversity of the existing Board when considering potential nominees, so that the Board maintains a body of directors from diverse professional and personal backgrounds.
- Potential nominees shall not be discriminated against on the basis of race, religion, national origin, sex, disability, or any other basis prohibited by law.
- Any nominee should be free of any conflict of interest which

would violate any applicable law or regulation or interfere with the performance of the responsibilities of a director.

- Commitment of the nominee to understanding the Company and its industry, embracing the organisation's values to help shape its vision, mission and strategic direction including oversight of risk management and internal control.
- Commitment of the nominee to spending the time necessary to function effectively as a Director, including attending and participating in meetings of the Board and its Committees.

Specific Criteria

- Demonstrated business acumen, experience and ability to use sound judgment and to contribute to the effective oversight of the business and financial affairs of a large, multifaceted, global organisation.
- The nominee reflects the right corporate tone and culture and excels at board-management relationships.
- Experience in strategic planning and managing multidisciplinary responsibilities, the ability to navigate among diverse professional groups and points of view, a track record of communicating effectively in a global environment, and high standards of integrity and professional conduct.
- Nominees understand and endeavour to balance the interests of shareholders and/ or other stakeholders and put the interests of the company or organisation above self-interest. He/ she has demonstrated a commitment to transparency and disclosure.
- He/ she is committed to superior corporate performance, consistently striving to go beyond the legal and/or regulatory governance requirements to enhance, not just protect, shareholder value.
- Nominee contributes to effective governance through superior, constructive relationships with the Executive Directorate and management.

REMUNERATION OF THE DIRECTORS

The Company strives to provide fair compensation to directors, taking into consideration industry benchmarks, Company's performance vis-à-vis the industry, responsibilities shouldered, performance/track record, macroeconomic review on remuneration packages of heads of other organisations.

The remuneration payable to the directors of the company, shall at all times be determined, in accordance with the provisions of the Companies Act, 2013.

Appointment and Remuneration of Managing Director and Whole-time Director

The terms and conditions of appointment and remuneration payable to a Managing Director and Whole-time Director(s) shall be recommended by the Nomination and Remuneration Committee to the Board for its approval which shall be subject to approval by shareholders at the next general meeting of the Company and by the Central Government in case such

appointment is at variance to the conditions specified in Schedule V to the Companies Act, 2013. Approval of the Central Government is not necessary if the appointment is made in accordance with the conditions specified in Schedule V to the Act.

In terms of the provisions of Companies Act, 2013, the Company may appoint a person as its Managing Director or Whole-time Director for a term not exceeding 5 (Five) years at a time.

The executive directors may be paid remuneration either by way of a monthly payment or at a specified percentage of the net profits of the Company or partly by one way and partly by the other.

The break-up of the pay scale, performance bonus and quantum of perquisites including, employer's contribution to P.F., pension scheme, medical expenses, club fees etc. shall be decided and approved by the Board on the recommendation of the Committee and shall be within the overall remuneration approved by the shareholders and Central Government, wherever required.

While recommending the remuneration payable to a Managing/ Whole-time Director, the Nomination and Remuneration Committee shall, inter alia, have regard to the following matters:

- Financial and operating performance of the Company
- Relationship between remuneration and performance
- Industry/ sector trends for the remuneration paid to executive directorate

Annual Increments to the Managing/ Whole-time Director(s) shall be within the slabs approved by the Shareholders. Increments shall be decided by the Nomination and Remuneration Committee at times it desires to do so but preferably on an annual basis.

Remuneration of Independent Directors

Independent Directors may receive remuneration by way of

- Sitting fees for participation in the Board and other meetings
- Reimbursement of expenses for participation in the Board and other meetings
- Commission as approved by the Shareholders of the Company

Independent Directors shall not be entitled to any stock options.

Based on the recommendation of the Nomination and Remuneration Committee, the Board may decide the sitting fee payable to independent directors. Provided that the amount of such fees shall not exceed the maximum permissible under the Companies Act, 2013.

Remuneration to Directors in other Capacity

The remuneration payable to the directors including Managing or Whole-time Director or Manager shall be inclusive of the remuneration payable for the services rendered by him in any other capacity except the following:

- (a) the services rendered are of a professional nature; and

- (b) in the opinion of the Nomination and Remuneration Committee, the director possesses the requisite qualification for the practice of the profession.

EVALUATION OF THE DIRECTORS

As members of the Board, the performance of the individual Directors as well as the performance of the entire Board and its Committees is required to be formally evaluated annually.

Section 178(2) of the Companies Act, 2013 also mandates the Nomination and Remuneration Committee to carry out evaluation of every director's performance.

In developing the methodology to be used for evaluation on the basis of best standards and methods meeting international parameters, the Board / Committee may take the advice of an independent professional consultant.

Assistance in conducting the process of evaluation shall be provided by a person as authorized by the Board and for this purpose, such person shall report to Board.

NOMINATION AND REMUNERATION OF THE KEY MANAGERIAL PERSONNEL (OTHER THAN MANAGING DIRECTORS/WHOLE TIME DIRECTORS), KEY EXECUTIVES AND SENIOR MANAGERMENTS

The executive management of a company is responsible for the day to day management of a company. The Companies Act, 2013 has used the term "key managerial personnel" to define the executive management.

The KMPs are the point of first contact between the company and its stakeholders. While the Board of Directors are responsible for providing the oversight, it is the key managerial personnel and the senior management who are responsible for not just laying down the strategies as well as its implementation.

The Companies Act, 2013 has for the first time recognized the concept of Key Managerial Personnel. As per section 2(51) "key managerial personnel", in relation to a company, means:

- (i) the Chief Executive Officer or the Managing Director or the Manager;
- (ii) the Whole-time Director;
- (iii) the Chief Financial Officer;
- (iv) the Company Secretary; and
- (v) such other officer as may be prescribed.

Among the KMPs, the remuneration of the CEO or the Managing Director and the Whole-time Director(s), shall be governed by the Section on REMUNERATION OF THE DIRECTORS of this Policy dealing with "Remuneration of Managing Director and Whole-time Director".

Apart from the directors, the remuneration of

- All the Other KMPs such as the company secretary or any other officer that may be prescribed under the statute from time to time; and
- "Senior Management" of the Company defined in the SEBI Listing Regulations i.e. personnel who are members of its core management team excluding the Board of Directors.

Senior executives' one level below the Board shall be determined by the Human Resources Department of the Company in consultation with the Managing Director and/ or the Whole-time Director.

The remuneration determined for all the above said senior personnel shall be in line with the Company's philosophy to provide fair compensation to key - executive officers based on their performance and contribution to the Company and to provide incentives that attract and retain key executives, instill a long-term commitment to the Company, and develop a pride and sense of Company ownership, all in a manner consistent with shareholders interests.

The break-up of the pay scale and quantum of perquisites including, employer's contribution to P.F., pension scheme, medical expenses, club fees etc. shall be decided by the Company's HR department.

Decisions on Annual Increments of the Senior Personnel shall be decided by the Human Resources Department in consultation with the Managing Director and/ or the Whole-time Director of the Company.

REMUNERATION OF THE EMPLOYEES

Apart from the Directors, KMPs and Senior Management, the remuneration for rest of the employees is determined on the basis of the role and position of the individual employee, including professional experience, responsibility, job complexity and local market conditions.

The Company considers it essential to incentivize the workforce to ensure adequate and reasonable compensation to the staff. The Human Resources Department shall ensure that the level of remuneration motivates and rewards high performers who perform according to set expectations for the individual in question.

The various remuneration components, basic salary, allowances, perquisites etc. may be combined to ensure an appropriate and balanced remuneration package.

The annual increments to the remuneration paid to the employees shall be determined based on the annual appraisal carried out by the HODs of various departments. Decisions on Annual Increments shall be made on the basis of this annual appraisal.

GENERAL

This Policy shall apply to all future employment of Company's Senior Management including Key Managerial Personnel and Board of Directors.

Any or all the provisions of this Policy would be subject to the revision/ amendment in the Companies Act, 2013, related rules and regulations, guidelines and the Listing Agreement on the subject as may be notified from time to time. Any such amendment shall automatically have the effect of amending this Policy without the need of any approval by the Nomination and Remuneration Committee and/or the Board of Directors.

**ANNEXURE III
FORM NO. AOC-2**

(Pursuant to clause (h) of sub-section (3) of section 134 of the Act and Rule 8(2) of the Companies (Accounts) Rules, 2014)

Form for Disclosure of particulars of contracts/arrangements entered into by the company with related parties referred to in sub section (1) of section 188 of the Companies Act, 2013 including certain arm's length transaction under third proviso is given below:

1. Details of contracts or arrangements or transactions not at Arm's length basis:

There were no contracts or arrangements or transactions entered during the year ended March 31, 2017 which were not at arm's length basis.

2. Details of material contracts or arrangements or transactions at Arm's length basis:

Sr. No.	Name of the related party	Nature of relationship	Nature of contracts or arrangements or transaction	Duration of contracts or arrangements or transactions	Salient Terms	Amount (in Rs.)
1	News24 Broadcast India Limited	Subsidiary	Leasing and Television Programming	Continuing	As per Related Party Transaction Policy	98,466,218
2	E24 Glamour Limited	Subsidiary	Leasing and Television Programming	Continuing	As per Related Party Transaction Policy	38,333,420
3	Anuradha Prasad	Chairperson cum Managing Director	Managerial Remuneration	Continuing	As per Agreement	100,00,000
4	B.A.G. Live Entertainment Limited	Promoter Group	Television Programming	Continuing	As per Related Party Transaction policy	104,741,489

For and on behalf of the Board of Directors
B.A.G. Films and Media Limited

Anuradha Prasad
Chairperson cum Managing Director
(DIN:00010716)

Date : May 29, 2017
Place : Noida

ANNEXURE IV

Form No. MR-3

**SECRETARIAL AUDIT REPORT
FOR THE FINANCIAL YEAR ENDED 2016-17**

[Pursuant to section 204(1) of the Companies Act, 2013 and Rule No.9 of the Companies (Appointment and Remuneration of Managerial Personnel) Rules, 2014]

**To,
The Members,
B.A.G Films and Media Limited**

We have conducted the Secretarial Audit of the compliance of applicable statutory provisions and the adherence to good corporate practices by **B.A.G. Films and Media Limited [CIN L74899DL1993PLC051841]** (hereinafter called "the Company"). Secretarial Audit was conducted in a manner that provided us a reasonable basis for evaluating the corporate conducts/statutory compliances and expressing our opinion thereon.

Based on our verification of the Company's books, papers, minute books, forms and returns filed and other records maintained by the Company and also the information provided by the Company, its officers, agents and authorized representatives during the conduct of Secretarial Audit, we hereby report that in our opinion, the company has, during the audit period covering the financial year commencing from 1st April, 2016 and ended on 31st March, 2017 ("Audit Period") complied with the statutory provisions listed hereunder and also that the Company has proper Board-processes and compliance-mechanism in place to the extent, in the manner and subject to the reporting made hereinafter:

We have examined the books, papers, minute books, forms and returns filed and other records maintained by the Company for the financial year ended March 31, 2017 according to the provisions of:

- 1) The Companies Act, 2013 (the Act) and the rules made thereunder to the extent notified and came into force;
- 2) The Securities Contracts (Regulation) Act, 1956 ('SCRA') and the rules made there under;
- 3) The Depositories Act, 1996 and the Regulations and Bye-laws framed thereunder;
- 4) Foreign Exchange Management Act, 1999 (FEMA) & the Rules and Regulations made thereunder to the extent of Foreign Direct Investment, Overseas Direct Investment and External Commercial Borrowings;
- 5) The following Regulations and Guidelines as amended prescribed under the Securities and Exchange Board of India Act, 1992 ('SEBI Act'):-
 - a) The Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011;
 - b) The Securities and Exchange Board of India (Prohibition of Insider Trading) Regulations, 2015;
 - c) The Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2009;
 - d) The Securities and Exchange Board of India (Listing Obligation and Disclosure Requirement) Regulations, 2015;

During the Audit Period under review, the Company has complied with the provisions of the Acts, Laws and Regulations and guidelines, to the extent applicable, as mentioned above.

- 6) As informed by the management, being a programs and content provider, there is no sector specific law applicable to the Company.

We have also examined compliance with the applicable clauses of the following:

- i. Secretarial Standards issued by the Institute of Company Secretaries of India.
- ii. The Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015.

We further report that

The Board of Directors of the Company is duly constituted with proper balance of Executive Directors, Non-Executive Directors and Independent Directors. The changes in the composition of the Board of Directors and Committees thereof that took place during the period under review were carried out in compliance with the provisions of the Act.

Adequate notice is given to all directors to schedule the Board Meetings. Agenda and detailed notes on agenda were sent at least seven days in advance, and a system exists for seeking and obtaining further information and clarifications on the agenda items before the meeting and for meaningful participation at the meeting.

Majority decisions were carried out with unanimous consent and therefore no dissenting views were captured and recorded as part of the minutes

We further report that there are adequate systems and processes in the company commensurate with the size and operations of the Company to monitor and ensure compliance with applicable laws, rules, regulations and guidelines as stated above.

We further report that during the audit period, there were no instances of:

- (i) Redemption / buy-back of securities.
- (ii) Major decisions taken by the Members in pursuance to Section 180 of the Companies Act, 2013.
- (iii) Merger / amalgamation / reconstruction etc.
- (iv) Foreign technical collaborations.

We further report that during the Audit Period, there were no instances that the members of the Company has passed the Special Resolution.

**For Balika Sharma & Associates
Company Secretaries**

Balika Sharma
Proprietor
FCS No: 4816
C P No: 3222

Place : Noida
Date : 29.05.2017

This report is to be read with our letter of even date which is annexed as **Annexure 1** and forms an integral part of this report.

Annexure 1

**To,
The Members,
B.A.G. Films and Media Limited**

Our report of even date is to be read along with this letter:

1. Maintenance of Secretarial record is the responsibility of the management of the Company. Our responsibility is to express an opinion on these secretarial records based on our audit.
2. We have followed the audit practices and processes as were appropriate to obtain reasonable assurance about the correctness of the contents of the Secretarial Records. The verification was done on test basis to ensure that correct facts are reflected in secretarial records. We believe that the processes and practices we followed, provide a reasonable basis for our opinion.
3. We have not verified the correctness and appropriateness of financial records and Books of Accounts of the Company.
4. Wherever required, we have obtained the Management representation about the compliance of laws, rules and regulations & happening of events etc.
5. The compliance of the provisions of Corporate and other applicable laws, rules, regulations, standards is the responsibility of management. Our examination was limited to the verification of procedure on test basis.
6. The Secretarial Audit Report is neither an assurance as to the future viability of the Company nor of the efficacy or effectiveness with which the management has conducted the affairs of the Company.

**For Balika Sharma & Associates
Company Secretaries**

Balika Sharma
Proprietor
FCS No: 4816
C P No: 3222

Place : Noida
Date : 29.05.2017

ANNEXURE V

DETAILS PERTAINING TO REMUNERATION

(As required under section 197(12) of the Companies Act, 2013 read with Rule 5(1) of the Companies (Appointment and Remuneration of Managerial Personnel) Rules, 2014)

- i) The percentage increase in remuneration of each Director, Chief Financial Officer and Company Secretary during the financial year 2016-17, ratio of the remuneration of each Director to the median remuneration of the employees of the Company for the financial year 2016-17:

S. No.	Name of the Director/ KMP	Designation	% Increase in Remuneration in the FY 2016-17	Ratio of remuneration of each Director to median remuneration of employees.
1.	Ms. Anuradha Prasad	Chairperson cum Managing Director	18.87	19.89
2.	Mr. Ajay Jain	Chief Financial Officer	11.93	N.A.
3.	Mr. Rajeev Parashar	Company Secretary	Nil	N.A.

(Note: No remuneration is paid to Non-executive Directors except sitting fee).

- ii) The median remuneration (per annum) of employees of the Company during the financial year was Rs. 5.02 Lacs;
- iii) In the financial year, there was an increase of 9.83% in the median remuneration of employees;
- iv) There were 32 permanent employees on the roll of Company as on March 31, 2017;
- v) Average percentage increase made in the salaries of employees other than the managerial personnel in the last financial year i.e. 2016-17 was 12.01% whereas the increase in the managerial remuneration for the same financial year was 18.87%.
- vi) It is hereby affirmed that the remuneration paid is as per the Remuneration Policy for Directors, Key Managerial Personnel and senior management.

Corporate Governance Report 2016-2017

Creating an ethical culture means instilling and maintaining a commitment to doing the right thing, this time and every time-so much so that it becomes entwined in the essential DNA of the firm

1. COMPANY'S PHILOSOPHY ON CODE OF CORPORATE GOVERNANCE

The Company is in compliance with the requirements stipulated under the SEBI (Listing Obligations and Disclosure Requirement) Regulations, 2015 (the "SEBI Listing Regulations") with regard to corporate governance.

Corporate Governance is an ethically driven business process and practices to ensure that the affairs of the Company are being managed in a way which ensures accountability, transparency, fairness in all its transactions in the widest sense and meet its stakeholders' aspirations and societal expectations. The Company's philosophy on Corporate Governance is to conduct business and its dealings with all stakeholders in compliance with laws and high standard of business ethics for effective control and management system in organizations, which leads to enhancement of shareholders and other stakeholders' value. The Board of directors ("the Board") considers itself as a Trustee of its shareholders and acknowledges its responsibilities towards them for creating and safeguarding their wealth.

The Management of the Company believes that Corporate Governance is the commitment for compliance with all Laws, Rules and Regulations that apply to it with the spirit and intent of high business ethics, honesty and integrity resulting in the effective control and management system in the organization leading towards the enhancement of shareholders and other stakeholders' value. It brings into focus the fiduciary and the trusteeship role of the Board to align and direct the actions of the organization towards creating wealth and shareholder's value.

B.A.G. firmly believes in adopting the 'best practices' for sustainable development, increasing productivity and competitiveness within the sector. The essence of corporate governance lies in promoting and maintaining transparency and accountability in the higher echelons of management. The demands of corporate governance require professionals to raise their competence and capability levels to meet the expectations in managing the enterprise and its resources effectively with the highest standards of ethics. Good governance practices stem from the culture and mindset of the organization and at B.A.G. we are committed to meet the aspirations of all our stakeholders. Your Company's essential charter is shaped by the objectives of transparency, professionalism and accountability. The Company continuously endeavors to improve on these aspects on an ongoing basis.

2. BOARD OF DIRECTORS

The Board represents a healthy blend of knowledge and experience. The Board of Directors is entrusted with the ultimate responsibility of the management, general affairs, direction and performance of the Company and has been vested with the requisite powers, authorities and duties.

(i) Size and Composition of Board of Directors

The Board comprises such number of Executive, Non-Executive and Independent Directors with women director as required under applicable legislation. As on date of this Report, the Company has 5 (five) Directors consisting of one is Executive Director and four Non-Executive Directors out of which three are Independent Directors. The composition of the Board is in conformity with Regulation 17 of the SEBI Listing Regulations read with Section 149 of the Companies Act, 2013 (the Act).

The rich and vast professional expertise of Independent Directors gives immense benefits to the Company. The number of Non-Executive Independent Directors on the Board is more than 50% of the total number of Directors. Ms. Anuradha Prasad, Chairperson cum Managing Director is the only Executive Director of the Company. The composition of the Board represents an optimal mix of professionalism, knowledge and experience which enables the Board to discharge its responsibilities efficiently and provide effective leadership in the business. Non-executive Directors do not have any specific term, but retire by rotation in accordance with the provisions of the Companies Act, 2013 and Rules made there under.

Independent Directors are non-executive directors as defined under Regulation 16(1)(b) of the SEBI Listing Regulations read with Section 149(6) of the Act. The maximum tenure of independent directors is in compliance with the Act. All the Independent Directors have confirmed that they meet the criteria as mentioned under Regulation 16(1)(b) of the SEBI Listing Regulations read with Section 149(6) of the Act.

(ii) Appointment of Directors

In terms of Article 89 of Articles of Association of the Company and pursuant to section 152 of the Companies Act, 2013, Mr. Sudhir Shukla (DIN 01567595), retires at the ensuing Annual General Meeting and is eligible for re-appointment.

Mr. Pankaj Chaturvedi was appointed as an Independent Director for a period of five year by the Members of the Company at its 23rd Annual General Meeting held on September 28, 2016.

(iii) Directors' Attendance Records and Committee Positions:

The names and categories of the Directors on the Board, their attendance at Board Meetings held during the year and the number of Directorships and Committee Chairmanships / Memberships held by them in other public companies are given herein below:

Name of Director	Category	Attendance*		Number of Directorship in other public companies**	Number of committee positions ***	
		Board Meeting	Last AGM		Members	Chairman/ Chairperson
Ms. Anuradha Prasad	Chairperson cum Managing Director (Promoter, Executive Director)	5	Present	4	2	-
Mr. Sudhir Shukla	Promoter, Non-Executive Director	5	Present	5	2	-
Dr. Anuradha Mishra	Non-Executive Independent Director	1	Present	2	-	2
Ms. Urmila Gupta	Non-Executive Independent Director	5	Present	3	1	-
Mr. Pankaj Chaturvedi	Non-Executive Independent Director	4	Present	1	-	-

Notes:

*Leave of absence was granted to the Director(s) for the Board Meeting(s), in which they did not attend and sought the leave of absence from the meeting.

**Excludes private limited companies, foreign companies and companies registered under section 8 of the Companies Act, 2013 and B.A.G. Films and Media Limited.

***Committees considered for the purpose are those prescribed under explanation to Regulation 26(1)(b) of the SEBI Regulations viz. Audit Committee and Stakeholders' Relationship Committee of public limited companies excluding B.A.G. Films and Media Limited.

None of the Directors are members of more than 10 (Ten) Committees and Chairman of 5 (Five) Committees across all the listed Companies in which they are Directors. None of the Directors held directorship in more than 10 public limited companies.

None of the Independent Directors of the Company served as Independent Director in more than 7 listed companies.

The necessary disclosures regarding other Directorship(s)/Committee Membership(s)/ Chairmanship(s) have been made by all the Directors in the first Board Meeting of the financial year which began on 1st April, 2017.

There is no relation between the directors of the company.

(iv) Number of Board Meetings

The Board meets at regular intervals to discuss and decide on Company policy and strategy apart from other regular business. The Board/Committee meetings are pre scheduled and a tentative calendar of Board and Committee meeting is circulated to the Directors well in advance to facilitate them to plan their schedule and to ensure meaningful participation in the meeting. The meetings of the Board are generally held at the Corporate Office of the Company at FC-23, Film City, Sector-16A, Noida -201301, Uttar Pradesh.

Reviews: The Board regularly reviews inter-alia, industry environment, annual business plans and performance against the plans, business opportunities including investments/ divestment, compliance processes including material legal issues, strategy, risk management practices, approval of quarterly/annual results and compliance reports on applicable laws. Senior executives are invited to provide additional inputs at the Board meetings for the items discussed by the Board of Directors, as and when required.

Meetings: Five Board Meetings were held during the year and the gap between two meetings did not exceed one hundred and twenty days. The dates on which the said meetings were held: on May 30, 2016; August 12, 2016; September 28, 2016; November 14, 2016; and February 14, 2017.

The necessary quorum was present for all the meetings.

(v) Independent Directors

In terms of definition of Independent Director as prescribed under the SEBI Listing Regulations and Section 149(6) of the Companies Act, 2013 and based on the confirmation/ disclosures received from the Directors, the following Non-Executive Directors are Independent Directors:

1. Dr. Anuradha Mishra
2. Ms. Urmila Gupta
3. Mr. Pankaj Chaturvedi

The Company issued formal letters of appointment to Independent Directors in the manner as provided in the Companies Act, 2013. The terms and conditions of appointment are disclosed on the website of the company www.bagfilms.com.

During the year, one meeting of the Independent Directors was held on February 14, 2017. The Independent Directors, *inter-alia*, reviewed the performance of non-independent directors, Chairperson of the Company and the Board as a whole.

Whenever new Non-executive and Independent Directors are inducted in the Board they are introduced to the Company's culture through appropriate

orientation session and they are also introduced to the organization structure, our business, constitution, board procedures, major risks and management strategy.

The Board has evaluated the performance of Non-executive and Independent Directors. All the Non-executive and Independent Directors are eminent personalities having wide experience in the field of business, industry and administration. Their presence on the Board is advantageous and fruitful in taking business decisions.

The details of the familiarization programmes of the Independent Directors are available on the website of the Company (<http://www.bagfilms.com/investors>).

(VI) Performance Evaluations:

Pursuant to the provisions of the Companies Act, 2013 and Regulation 17 of the SEBI Listing Regulations a separate exercise was carried out to evaluate the performance of individual Directors including the Chairperson of the Board who were evaluated on parameters such as level of engagement and contribution and independence of judgment thereby safeguarding the interest of the Company. The performance evaluation of the Independent Directors was carried out by the entire Board. The performance evaluation of the Chairperson and the Non Independent Directors was carried out by the Independent Directors.

3. COMMITTEES OF THE BOARD

The Board Committees play a crucial role in the governance structure of the Company and have been constituted to deal with specific areas/activities which concern the Company and needs a closer review. The Board Committees are set up under the formal approval of the Board to carry out clearly defined roles which are considered to be performed by members of the Board. The terms of reference of Board Committees are determined by the Board from time to time. All decisions and recommendations of the Committees are placed before the Board for information or approval.

We have six Committees of the Board as at March 31, 2017:

1. Audit Committee
2. Stakeholders Relationship Committee
3. Risk Management Committee
4. ESOP Compensation Committee
5. Nomination and Remuneration Committee
6. Securities Committee

In addition, the Board also constitutes specific committees, from time to time, depending on the business exigencies. The terms of reference of the Committees are reviewed and modified by the Board from time to time. Meetings of each Committee are convened by the respective Committee Chairman.

A) AUDIT COMMITTEE

The Audit Committee of the Company is constituted in line with provisions of Regulation 18 of the SEBI Listing Regulations read with Section 177 of the Companies Act, 2013.

i) Terms of reference

The broad terms of reference of the Audit Committee are as under:

- Oversight of the Company's financial reporting process and the disclosure of its financial information to ensure that the financial statement is correct, sufficient and credible;
- Recommendation for appointment, re-appointment, remuneration and terms of appointment of auditors of the Company;
- Approval of payment to statutory auditors for any other services rendered by the statutory auditors;
- Reviewing, with the management, the annual financial statements and auditors' report thereon before submission to the board for approval, with particular reference to:
 - Matters required to be included in the Director's Responsibility Statement to be included in the Board's report in terms of clause (c) of sub-section 3 of section 134 of the Act.
 - Changes, if any, in accounting policies and practices and reasons for the same.
 - Major accounting entries involving estimates based on the exercise of judgment by management.
 - Significant adjustments made in the financial statements arising out of audit findings.
 - Compliance with listing and other legal requirements relating to financial statements.
 - Disclosure of any related party transactions.
 - Modified opinion(s) in the draft audit report.
- Reviewing, with the management, the quarterly financial statements before submission to the board for approval;
- Reviewing, with the management, the statement of uses / application of funds raised through an issue (public issue, rights issue, preferential issue, etc.), the statement of funds utilized for purposes other than those stated in the offer document / prospectus / notice and the report submitted by the monitoring agency monitoring the utilization of proceeds of a public or rights issue, and making appropriate recommendations to the Board to take up steps in this matter;
- Review and monitor the auditors' independence and performance, and effectiveness of audit process;
- Approval or any subsequent modification of transactions of the Company with related parties;
- Scrutiny of inter-corporate loans and investments;
- Examination of the financial statement and the auditors' report thereon;
- Valuation of undertakings or assets of the company, wherever it is necessary;
- Evaluation of internal financial controls and risk management systems;
- Establish a vigil mechanism for directors and employees to report genuine concerns in such manner as may be prescribed;
- Reviewing the findings of any internal investigations by internal auditors into matters where there is suspected fraud or irregularity or failure of internal control systems of a material nature and reporting the matter to the Board;
- Discussion with statutory auditors before the audit commences, about the nature and scope of audit, as well as post-audit discussions to ascertain any area of concern;
- Reviewing with the management, performance of statutory and internal auditors, adequacy of the internal control systems;
- Reviewing the adequacy of internal audit function, if any, including the structure of the internal audit department, staffing and seniority of the official heading the department, reporting structure coverage and frequency of internal audit;
- to review the functioning of the whistle blower mechanism;
- Discussion with internal auditors of any significant finding and follow up thereon;
- Approval of appointment of CFO after assessing the qualifications, experience and background, etc. of the candidate; and

- Such other functions as may be delegated by the Board from time to time.
- The audit committee shall review the information required as per the SEBI Listing Regulations.

(ii) Composition and number of meetings attended by the Members:-

Presently, the Audit Committee of the Company comprises of four Non-executive Directors. Mr. Pankaj Chaturvedi, Chairman of the Committee is a Non-Executive Independent Director. Other members are Mr. Sudhir Shukla, Non-Executive Director, Dr. Anuradha Mishra, Non-Executive Independent Director and Ms. Urmila Gupta, Non-Executive Independent Director. All the members possess financial, management and accounting knowledge/ expertise and have held or hold senior positions in several reputed organizations.

During financial year 2016-17, four Audit Committee Meetings were held on May 30, 2016, August 12, 2016, November 14, 2016 and February 14, 2017 respectively. The Meeting attended by its members is given below:

Name of the Director	Category	No. of meetings attended
Mr. Pankaj Chaturvedi	Non-executive Independent Director	2
Mr. Sudhir Shukla	Non-Executive Director	4
Ms. Urmila Gupta	Non-executive Independent Director	4

The meetings of Audit Committee are also attended by Chief Financial officer, Statutory Auditors and Internal Auditors of the Company. The Company Secretary acts as the Secretary to the Committee. The minutes of each Audit Committee meeting are placed and discussed in the meeting of the Board. Chairman of the Audit Committee was also present in the previous Annual General Meeting.

B) NOMINATION AND REMUNERATION COMMITTEE

The Company has constituted a Nomination and Remuneration Committee (NRC) of Directors in compliance with provisions of the Act, and Regulation 19 of the SEBI Listing Regulations as amended from time to time.

All the matters relating to finalization of remuneration to executive director is being taken in the meeting of said Committee for their consideration and approval.

Terms of Reference

Brief terms of reference of Nomination and Remuneration Committee are as under:

- Formulation of the criteria for determining qualifications, positive attributes and independence of a director and recommend to the Board a policy, relating to the remuneration of the directors, key managerial personnel and other employees;
- Formulation of criteria for evaluation of Independent Directors and the Board;
- Devising a policy on Board diversity;
- Identifying persons who are qualified to become directors and who may be appointed in senior management in accordance with the criteria laid down, and recommend to the Board their appointment and removal.
- Such other matters as may be required under the Act/the SEBI Listing Regulations.

Composition and Attendance at the Meeting

Nomination and Remuneration Committee comprises of three Non-executive Directors. The Chairperson of the Committee is Dr. Anuradha Mishra, a Non-executive Independent Director and other members of the Committee are Mr. Sudhir Shukla, Non-executive Director and Ms. Urmila Gupta, Non Executive Independent director. The Company Secretary act as the Secretary of the Committee.

The detail of meeting of NRC held during the year on August 12, 2016 is given below:

Name of Director	Category	No. of meetings attended
Ms. Urmila Gupta	Non-executive Independent Director	1
Mr. Sudhir Shukla	Non-Executive Director	1

Nomination and Remuneration Policy and Details of Remuneration Paid to the Directors

The Remuneration policy of the Company is performance driven and is structured to motivate employees, recognize their merits and achievements and promote excellence in their performance. In line with this requirement, the Remuneration Policy is attached as part of Board Report.

The Board of Directors/Nomination and Remuneration Committee of Directors is authorized to decide the remuneration of the Managing Director/Executive Director's, subject to the approval of the Members

and Central Government, if required. Remuneration comprises of fixed Component viz. salary, perquisites and allowances and a variable component

Apart from receiving sitting fees, independent directors do not have any other material pecuniary relationship or transactions with the Company, its promoters, and its management, which in the judgment of the Board may affect independence of judgment of directors.

Company does not pay any remuneration to the non-executive directors except sitting fee. During the year the Company duly paid sitting fees to Non-Executive Directors for attending meeting. The Company has not granted any stock option to any of its Non-Executive Directors. The sitting fees paid for the year ended March 31, 2017 to the Directors are as follows:-

Name of the Directors	Sitting Fees (in Rs.)
Dr. Anuradha Mishra	15,000
Mr. Sudhir Shukla	1,05,000
Ms. Urmila Gupta	1,05,000
Mr. Pankaj Chaturvedi	75,000

Besides above, the Company does not pay any other commission or remuneration to its Non-Executive Directors. Company is not paying any sitting fee to Ms. Anuradha Prasad- Executive Director of the Company. Rs. 10,000,000/- per annum was paid as consolidated remuneration to Ms. Anuradha Prasad, as Chairperson cum Managing Director of the Company for the financial year 2016-17. The Company has not granted any stock option to Ms Anuradha Prasad.

None of the Independent Directors or their relatives has any material pecuniary relationship with the Company, its holding, subsidiary Company or their promoters or directors during the two immediately preceding financial years or during the current financial year.

C) STAKEHOLDERS RELATIONSHIP COMMITTEE

The Stakeholders Relationship Committee is constituted in line with the provisions of Regulation 20 of the SEBI Listing Regulations read with section 178 of the Act.

Terms of Reference

The broad terms of reference of the Stakeholders' Relationship committee are as under:

- Consider and resolve the grievances of security holders of the Company including redressal of investor complaints such as transfer or credit of securities, non-receipt of dividend / notice / annual reports, etc. and all other securities-holders related matters.

- Consider and approve issue of share certificates (including issue of renewed or duplicate share certificates), transfer and transmission of securities, the dematerialisation, rematerialisation etc.

The Board has delegated the power of redressal of Investor Grievances to Registrar and Share Transfer Agent who specifically looks into redressing of shareholders' and investors' complaints and queries and generally processes the grievance within the prescribe period from the date of receipt.

Presently, the Committee consists of three Members viz. Mr. Sudhir Shukla-Chairman, Non-executive Director, Dr. Anuradha Mishra, Non-executive Independent Director and Ms. Urmila Gupta, Non- executive Independent Director. The Board has designated Mr. Rajeev Parashar, Company Secretary as the Compliance Officer.

During the financial year 2016-17, four Stakeholders Relationship Committee Meetings were held on May 30, 2016; August 12, 2016; November 14, 2016; and February 14, 2017 respectively. The details of Meeting attended by its members are given below:

Name of the Director	Category	No. of meetings attended
Mr. Sudhir Shukla	Non-Executive Director	4
Ms. Urmila Gupta	Non-executive Independent Director	4

During the period under review, Company received 23 complaints/queries from shareholders, relating to non receipt of dividend and/or annual reports posted by the company, change of address and bank details, all of them have been redressed/ answered to the satisfaction of shareholders. There was no investor grievance remaining unattended or pending as on March 31, 2017.

Name, designation and address of Compliance Officer:

Mr. Rajeev Parashar
Company Secretary
Corporate Office: FC-23, Sector-16A,
Film City, Noida-201301
Tel: 91 120 39 11 444
Fax: 91 120 39 11 401

The shareholders may directly e-mail to the company at info@bagnetwork.in for early redressal of their queries.

D) RISK MANAGEMENT COMMITTEE

The Risk Management Committee ("the RMC") of the Board of Directors of the Company has been framed in compliance with the erstwhile Listing Agreement

to ensure that the affairs of the Company are carried out in a sound and a prudent manner by managing its business, operating, strategic and financial risk by adopting appropriate risk identification, assessment, control and mitigation measures.

(i) Purpose & Objectives

The purpose of the RMC of the Board of Directors of the Company is to assist the Board in fulfilling its Corporate Governance oversight responsibilities with regard to the identification, evaluation and mitigation of business, operating, strategic and financial risk. The RMC has overall responsibility for monitoring and approving the risk policies and associated practices of the Company.

The Policy is uploaded on the website of the company www.bagfilms.com.

(ii) Composition of the Committee

Committee comprises of three Non-executive Directors. The Chairman of the Committee is Mr. Sudhir Shukla, a Non-executive Director and other members of the Committee are Dr. Anuradha Mishra, Non-executive Independent Director and Ms. Urmila Gupta, Non Executive Independent director. The Company Secretary acts as the secretary of the Committee.

E) SECURITIES COMMITTEE

During the year under review the Company has constituted new Committee called as Securities Committee.

(i) Composition of the Committee

Securities Committee comprises of three Non-executive Directors. The Chairman of the Committee is Mr. Sudhir Shukla, a Non-executive Director and other members of the Committee are Mr. Pankaj Chaturvedi, Non-executive Independent Director and Mrs. Urmila Gupta, Non Executive Independent director. The Company Secretary acts as the secretary of the Committee.

(ii) Terms of Reference

The broad terms of reference of the Securities Committee are to allot of equity shares, warrants, and other securities and such other things as decide by the Board. No meeting was held during the year under review.

F) ESOP COMPENSATION COMMITTEE

The Committee for allotment of shares under ESOPs has been constituted as per the requirement of relevant regulations to expedite the process of allotment and issue of eligible shares to the employee of the Company under the BAG ESOP Scheme of the Company.

The ESOP Compensation Committee comprises three

Directors of the Board. They are Ms. Anuradha Prasad, Chairperson and Dr. Anuradha Mishra and Mr. Sudhir Shukla as a member. The Committee is constituted for approval, issue and allotment of shares under the ESOP, pursuant to and in terms of "the BAG ESOP Scheme". No meeting was held during the year under review.

4. GENERAL BODY MEETINGS:-

(i) The details of Annual General Meetings (AGMs) of shareholders held in last three years are as under:-

Year	Date	Location	Time
21 st AGM 2013-14	June 25, 2014	FICCI Auditorium, Tansen Marg, Mandi House, New Delhi-110001	4.00 P.M.
22 nd AGM 2014-15	September 23, 2015	MPCU, Shah Auditorium, Shree Delhi Gujarati Samaj Marg, Delhi-110054	4.30 P.M.
23 rd AGM 2015-16	September 28, 2016	MPCU, Shah Auditorium, Shree Delhi Gujarati Samaj Marg, Delhi-110054	4.00 P.M.

(ii) Details of Special Resolutions passed in the previous three AGMs:

Date of AGM	Number of Special Resolution Passed	Details of Special Resolution Passed
June 25, 2014	2	1. Increase in the Authorized Share Capital of the Company; and 2. Issue of warrants with an option to convert into equity shares on preferential basis.
September 23, 2015	2	1. Re-appointment of Ms Anuradha Prasad (DIN : 00010716) as Chairperson cum Managing Director of the Company; and 2. Approval of Related Party Transactions
September 28, 2016	0	No Special Resolution passed.

- (iii) **No special resolution was passed through postal ballot during the Financial Year 2016-17. None of the businesses proposed to be transacted require passing a special resolution through postal ballot.**

5) MEANS OF COMMUNICATION

(a) Results:

The quarterly and annual financial results of the Company's performance are published in leading English newspaper like Business Standard and in regional language daily Business Standard.

The Company has its own web-site and all vital information relating to the Company and its performance, including quarterly and yearly financial results and presentation or official news and release, if any, to analysts are posted on the website www.bagfilms.com.

(b) Website

The Company's website www.bagfilms.com contains a separate dedicated section "Investor Relations" where shareholders' information is available. The Company's Annual Report is also available in a user friendly and downloadable form.

The Company files electronically the quarterly results, Corporate Governance report, Share holding pattern, etc in the BSE Listing Centre and NSE Electronic Application Processing System (NEAPS).

(c) Annual Report

The Annual Report containing, inter alia, Audited Financial Statement, Consolidated Financial Statements, Board's Report, Auditors' Report and other important information is circulated to members. The Management's Discussion and Analysis Report forms part of the Annual Report.

(d) SEBI Complaints System (SCORES)

The investor complaints are processed in a centralized web based complaints redress system. The salient features of this system are: Centralized database of all complaints and online viewing by investors of actions taken on the complaint and its current status.

(6) DISCLOSURES

(i) Related Party Transactions

All related party transactions that were entered into during the financial year were on an arm's length basis and were in the ordinary course of business. There are no materially significant related party transactions made by the Company with Promoters, Directors, Key Managerial Personnel or other designated persons which may have a potential conflict with the interest of the Company at large.

Details of all related party transactions is available on <http://bagnet24.in/images/Related%20Party%20Transactions%20Policy.pdf>.

The Company has adopted policy for determining material subsidiaries and is available on <http://bagnet24.in/Document/2015/Policy%20for%20Determining%20Material%20Subsidiaries.pdf>.

- (ii) **Details of non-compliances by the Company, penalties and strictures imposed on the Company by Stock Exchanges or SEBI, or any other statutory authority on any matter related to capital markets, during the last three years:**

There has been no instance of non-compliance by the Company on any matter related to capital markets during last three years.

(iii) Whistle Blower Policy

The Board has laid down a Vigil Mechanism' ("Whistle Blower Policy") for all the Directors and employees to report to the management instances of unethical behavior, actual or suspected fraud or violation of the employment rules, working of the Company or ethics policy, genuine concerns and grievances. No personnel have been denied access to the Audit Committee. The said policy has been posted on the Company's website www.bagfilms.com.

(iv) Disclosure of Accounting Treatment

These financial statements have been prepared under the historical cost convention on a going concern basis, on the accrual basis of accounting in accordance with the Generally Accepted Accounting Principles (GAAP) in India. Indian GAAP comprises mandatory accounting standards as specified under the section 133 of the Companies Act, 2013 read with Rule 7 of Companies (Accounts) Rules, 2014 and other accounting pronouncements of the Institute of Chartered Accountants of India. There are no audit qualifications in the Company's financial statements for the year under review.

(v) Insider Trading Code in terms of SEBI (Insider-Trading) Regulations, 2015

The Securities and Exchange Board of India (SEBI) vide notification dated 15 January, 2015 has put in place a new framework for prohibition of Insider Trading in Securities and to strengthen the legal framework thereof. These new regulations of the SEBI under the above notification have become effective from 15 May, 2015. Accordingly, the Board at its meeting held on 29 May, 2015 has formulated the Code of Practice for Fair Disclosure of Unpublished Price Sensitive Information in accordance with Regulation 8 of Insider Trading Regulations 2015 and the Code of Conduct, as per Regulation 9 for regulating, monitoring and reporting of Trading of Shares by Insiders.

(vi) Compliances by the Company with Mandatory Requirements

Your Company has complied with all the mandatory corporate governance requirements under the Listing Regulations. Specifically, your Company confirms compliance with corporate governance requirements specified in regulation 17 to 27 and clauses (b) to (i) of sub regulation (2) of regulation 46 of the SEBI Listing Regulations.

(vii) Compliance Report on Non-mandatory requirements

Compliance Report on non-mandatory requirements as adopted/complied by the Company's under Regulation 27(1) of the SEBI Listing Regulation are given below:

(a) The Board

The Company has an Executive Chairperson. None of the Independent Directors has a tenure exceeding those as prescribed under the Listing Regulations. All the Directors of the Company possess requisite qualification to contribute effectively to the Company in their respective capacity as Director.

(b) Shareholders' Rights

The quarterly financial results are published in the newspapers as mentioned under the heading "Means of Communication" herein below and also displayed on the website of the Company. The quarterly/half yearly results are not separately circulated to the shareholders. The NEAPS/BSE Listing Centre is a web-based application designed by NSE/BSE for corporate. All periodical compliance filings like shareholding pattern, corporate governance report, media releases, among others are filed electronically on NEAPS/ BSE Listing Centre platform.

(c) Auditors' Qualifications

The Company's financial statements for the financial year 2016-17 do not contain any audit qualification.

(d) Separate post of Chairman and CEO

The company does not have a CEO and therefore there is no separate post.

(e) Report of Internal Auditor's

The Internal Auditors of the Company make presentation to the Audit Committee on their reports.

(viii) Commodity Price Risk or Foreign Exhcnage Risk and Hedging Activities

The details of foreign currency exposure are disclosed in Note No. 24 of consolidated financial statements.

7. GENERAL SHAREHOLDER INFORMATION

i) Annual General Meeting

Details of Annual General Meeting for the Financial Year 2016-17 will be mentioned in the Notice of the 24th AGM of the Company.

As required under Regulation 36(3) of the SEBI Listing Regulations, particulars of Director seeking appointment and/or re-appointment at the forthcoming AGM to be given in the Notice of the AGM.

ii) Financial Year

The Financial year of the Company starts from 1st April of a year and ends on 31st March of the following year.

(iii) Date of Book Closure/Record Date:-

Date of Book Closure/Record date will be mentioned in the Notice of the 24th AGM of the Company.

(iv) Dividend Payment Date:-

The Company has not declared any dividend during the financial year 2016-17.

(v) Listing on Stock Exchanges:- :

- (a) National Stock Exchange of India Limited ("NSE")
Exchange Plaza, C-1, Block G
Bandra Kurla Complex
Bandra (East), Mumbai 400 051
- (b) BSE Limited ("BSE")
25th floor, P. J. Towers, Dalal Street
Mumbai 400 001

The Company has paid the requisite Annual Listing Fees to the above Stock Exchanges for the financial year 2017-18. The Securities have not been suspended from trading.

For the year ended on 31.03.2018, the results will be announced on following tentative dates:

For Quarter Ending	On or Before
30 June, 2017	14 August, 2017
30 September, 2017	14 November, 2017
31 December, 2017	14 February, 2018
31 March, 2018	30 May, 2018

(vi) Stock Code:

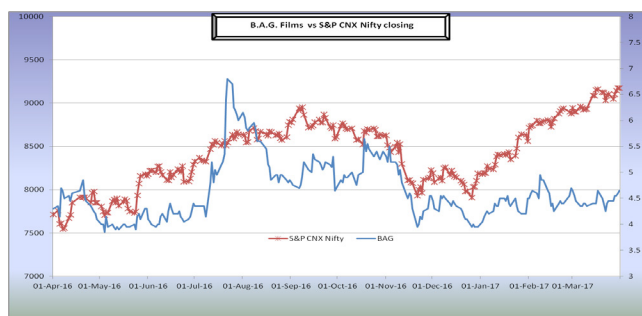
ISIN (Equity Shares) for Fully Paid Up Share	INE116D01028
ISIN (Equity Shares) for Partly Paid Up Share	IN9116D01018
BSE Code :	532507
NSE Code :	BAGFILMS

(vii) Market Price Data

The details of monthly highest and lowest quotations of the equity shares of the Company during financial year 2016-2017 are as under:-

Month	(NSE)		(BSE)	
	High	Low	High	Low
	Rates (Rs.)	Rates (Rs.)	Rates (Rs.)	Rates (Rs.)
April 2016	4.95	3.70	4.95	4.00
May 2016	4.60	3.20	5.00	3.79
June 2016	4.55	3.80	4.60	3.85
July 2016	7.30	3.50	7.29	4.12
August 2016	6.50	4.70	6.44	4.75
September 2016	5.55	4.25	5.57	4.27
October 2016	5.90	4.65	5.94	4.65
November 2016	5.80	3.75	5.84	3.81
December 2016	4.75	3.80	4.75	3.88
January 2017	4.75	4.00	4.78	4.00
February 2017	5.25	4.10	5.23	4.20
March 2017	4.85	4.20	4.89	4.25

(viii) Performance of the Share Price of the Company in comparison to S&P CNX Nifty



(ix) Registrar and Transfer Agent :-

Alankit Assignments Limited
 Alankit Heights, 1E/13, Jhandewalan Extension,
 New Delhi-110055
 Tel: 011-42541234, 23541234
 Fax: 011-23552001
 Web: www.alankit.com e-mail: info@alankit.com

(x) Share Transfer System

The Company has appointed M/s Alankit Assignments Limited as Registrar and Transfer Agent of the Company. The Company ensures a predetermined process to expedite the share transfers. The shares for transfers received in physical form are transferred expeditiously. The share certificates duly endorsed are returned immediately to shareholders.

In compliance with the SEBI Listing Regulations, every six months, the share transfer system is audited by the Practicing Company Secretary M/s Balika Sharma & Associates and the certificates to that effect are issued by her.

(xi) Distribution of Shareholdings as on March 31, 2017

Category	No. of Shareholders		No. of Shares	
	From - To	Number	%Total	Number
1 - 100	27047	52.26	579360	0.31
101 - 500	11989	23.16	3952615	2.10
501 - 1000	5058	9.77	4467983	2.38
1001 - 5000	5584	10.79	14088393	7.49
5001 - 10000	1089	2.10	8385126	4.46
10001 - 20000	503	0.97	7351953	3.91
20001 - 30000	163	0.32	4117987	2.19
30001 - 40000	74	0.14	2643049	1.40
40001 - 50000	66	0.13	3111027	1.65
50001 - 100000	98	0.19	6871823	3.65
100001 - 500000	72	0.14	13966792	7.42
500001 - & Above	15	0.03	118581982	63.04
Total	51758	100.00	188118090	100.00

(xii) Shareholding of Non- Executive Directors in the Company as on March 31, 2017

Name of Non-Executive Director	No. of shares	Percentage of holding
Dr. Anuradha Mishra	-	-
Mr. Sudhir Shukla	26700	0.01
Ms. Urmila Gupta	-	-
Mr. Pankaj Chaturvedi	-	-

(xiii) Dematerialization of shares and liquidity

As on March 31, 2017, 99.84 % of fully paid up Equity Share Capital and 78.87 % of partly paid Equity Share Capital are held in electronic form with NSDL and CDSL.

(xiv) Outstanding GDRs/ ADRs/ Warrants/ Convertible Instruments

During the year review, the Company did not have any outstanding securities or other convertible instruments.

(xvi) Address for correspondence

Registered Office:

352, Aggarwal Plaza, Plot No. 8, Kondli,
New Delhi-110096

Corporate Office

FC-23, Sector 16A, Film City,
Noida- 201 301 (Uttar Pradesh)
Tel: 91 120 3911 444 Fax: 91 120 39 11 401
E-mail: info@bagnetwork.in

(xvii) Plant Location

N.A.

(xviii) Unclaimed Dividend

During the year under review, the Company did not have any unclaimed or unpaid dividend.

8. DECLARATION

The declaration by the Chairperson cum Managing Director stating that all the Board Members and senior management personnel have affirmed their compliance with the laid down code of conduct for the year ended March 31, 2017, is annexed to the Corporate Governance Report.

9. COMPLIANCE CERTIFICATE

The Compliance Certificate as required under Regulation 17(8) of the SEBI Listing Regulations from Chairperson cum Managing Director (CMD) and Chief Financial Officer (CFO) of the Company is annexed to the Corporate Governance Report.

10. AUDITOR'S CERTIFICATE ON CORPORATE GOVERNANCE

As stipulated in Regulation 34 of the SEBI Listing Regulations read with clause E of Schedule V of the SEBI Listing Regulations, the auditor's certificate regarding compliance of conditions of corporate governance is annexed to the Board's Report.

DECLARATION BY MANAGING DIRECTOR

I, Ms. Anuradha Prasad, Chairperson cum Managing Director of B.A.G. Films and Media Limited, hereby confirm pursuant to Regulation 34(3) read with Schedule V (D) of the SEBI, (Listing Obligations and disclosure Requirements) Regulations, 2015 that:

The Board of Directors of the B.A.G. Films and Media Limited has laid down a code of conduct for all Board members and senior management of the Company. The said code of conduct has also been posted on the Company's website viz. www.bagfilms.com. All the Board members and senior management personnel have affirmed their compliance with the said code of conduct for the year ended March 31, 2017.

Place : Noida

Date : May 29, 2017

Anuradha Prasad
Chairperson cum Managing Director
(DIN: 00010716)

CMD AND CFO CERTIFICATION

We, Ms. Anuradha Prasad, Chairperson cum Managing Director (CMD) and Mr. Ajay Jain, Chief Financial Officer (CFO) of B.A.G. Films and Media Limited ('the Company') to the best of our knowledge and belief certify that:

- a. We have reviewed the financial statements and the cash flow statement for the year ended 31st March, 2017 and that to the best of our knowledge and belief:
 - (1) these statements do not contain any materially untrue statement or omit any material fact or contain statements that might be misleading;
 - (2) these statements together present a true and fair view of the Company's affairs and are in compliance with existing accounting standards, applicable laws and regulations.
- b. There are to the best of our knowledge and belief, no transaction entered into by the company during the year which is fraudulent, illegal or violative of the Company's code of conduct.
- c. We accept responsibility for establishing and maintaining internal controls for financial reporting and we have evaluated the effectiveness of internal control systems of the company pertaining to financial reporting and we have disclosed to the auditors and the Audit Committee, wherever applicable, deficiencies in the design or operation of such internal controls, if any, of which we are aware and the steps we have taken or propose to take to rectify these deficiencies.
- d. We further certify that we have indicated to the auditors and the Audit Committee
 - i) There are no significant changes in internal control over financial reporting during the year;
 - ii) There is no significant changes in accounting policies during the year and that the same have been disclosed in the notes to the financial statements; and
 - iii) There is no instance of significant fraud of which we have become aware and the involvement therein, of the management or an employee having a significant role in the company's internal control system over financial reporting.
- e. We, further declare that all Board members and senior managerial personnel have affirmed compliance with the code of conduct for the current year.

Place : Noida

Date : May 29, 2017

Anuradha Prasad
(Chairperson cum Managing Director)
(DIN: 00010716)

Ajay Jain
(Chief Financial Officer)

AUDITORS' CERTIFICATE ON CORPORATE GOVERNANCE

To

The Members of B.A.G. Films and Media Limited

We have examined the compliance of the conditions of Corporate Governance by B.A.G. Films and Media Limited (herein after referred to as "the Company") for the year ended on March 31, 2017 as stipulated in:

- Regulation 23(4) of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 (SEBI Listing Regulations). and
- Regulations 17 to 27 [excluding regulation 23 (4)] and clauses (b) to (i) of regulation 46 (2) and paragraphs C, D and E of Schedule V of the SEBI Listing Regulations.

The compliance of conditions of Corporate Governance is the responsibility of the management. Our examination was limited to review of the procedures and implementation thereof, adopted by the Company for ensuring the compliance of the conditions of the Corporate Governance. It is neither an audit nor an expression of opinion on the financial statements of the Company.

In our opinion and to the best of our information and according to the explanations given to us, and representations made by Directors and the Management, we certify that the Company has complied with the conditions of Corporate Governance as stipulated in the above-mentioned SEBI Listing Regulations.

We further state that such compliance is neither an assurance as to the future viability of the Company nor the efficiency or effectiveness with which the management has conducted the affairs of the Company.

Place : Noida

Date : May 29, 2017

For Joy Mukherjee & Associates

Chartered Accountants

Joy Mukherjee

Partner

Membership No. 074602

FRN : 006792C

MANAGEMENT DISCUSSION AND ANALYSIS REPORT

A. INDUSTRY STRUCTURE AND DEVELOPMENTS

The year 2016 was a mixed bag for the Media and Entertainment (M&E) industry. While the digital ecosystem penetrated further into the citizens' day to day lives and opened up new avenues of consumption and revenue. It was time for introspection for many part of the Industry. In 2016, the Indian (M&E) industry grew at 9.1 per cent on the back of advertising growth of 11.2 per cent. This was aided by strong fundamentals and a steady growth in consumption, although demonstration shaved off 150 to 250 basis points in terms of growth across all sub segments at the end of the year.

Television had a steady run in 2016, with another year of double digit growth despite headwinds on account of demonetisation. The growth in subscription revenues was impacted due to the slow pace of digitisation and Average Revenue Per User (ARPU) realization from the addressable Cable and Satellite (C&S) base. The year again saw several new channels launches and the industry's adoption of a brand new ratings system – Broadcast Audience Research Council (BARC). The coverage of rural viewership by BARC opened up whole new marketing opportunities for broadcaster and advertisers in 2016. Digital and new media continues to be the fastest growing segment in the Indian M&E industry.

It was year 2016 where radio began with a lot of expectations-the previous year witnessed robust growth, fuelled by an octane charge e-commerce environment flush with private equity funds, economic growth increase government spending and overall positive outlook from the economy. The completion of first batch of Phase III actions further provided strong tail winds to the Radio Industry. Overall, radio in India remains an industry with a very bright future, with double digit growth rates forecast – at least for the next five years.

INDUSTRY SIZE & PROJECTIONS

Television, the largest segment in the M&E industry in terms of deal value and volume saw rise in deal activity in 2016. Television constituted 77 per cent of the total deal value in 2016. Television industry in India stand at an estimated size of INR 588 billion in 2016 a growth of 8.5% per cent over 2015 and is envisaged to register a Compound Annual Growth Rate (CAGR) of 14.7 per cent to reach INR 1.66 billion in 2021. The advertising revenue is expected to grow at a healthy CAGR of 14.4 per cent despite, an early double digit growth in 2016 and 2017 and subscription revenues are expected to register a slightly higher CAGR of 14.8 per cent driven by the intended benefits of digitisation flowing in post 2017.

THE INDIAN MEDIA AND INDUSTRY: SIZE

Overall Industry Size (Rs. Billion)	2011	2012	2013	2014	2015	2016	Growth in 2016 over 2015 (%)
TV	329	370.1	417.2	474.9	542.2	588.3	8.5
Print	208.8	224.1	243.2	263.4	283.4	303.3	7.0
Films	92.9	112.4	125.3	126.4	138.2	142.3	3.0
Radio	11.5	12.7	14.6	17.2	19.8	22.7	14.6
Music	9.0	10.6	9.6	9.8	10.8	12.2	13.0
OOH	17.8	18.2	19.3	22.0	24.4	26.1	7.0
Animation &VFX	31.0	35.3	39.7	44.9	51.1	59.5	16.4
Gaming	13.0	15.3	19.2	23.5	26.5	30.8	16.2
Digital Advertising	15.4	21.7	30.1	43.5	60.1	76.9	28.0
Total	728.4	821.0	918.1	1025.5	1156.5	1262.1	9.1

Source: KPMG in India's analysis and estimates 2016-17

ADVERTISING REVENUES: SIZE

Overall Industry Size (Rs. Billion)	2011	2012	2013	2014	2015	2016	Growth in 2016 over 2015 (in %)
TV	116.0	124.8	135.9	154.9	181.3	201.2	11.0
Print	139.4	149.6	162.6	176.4	189.3	201.3	6.3
Radio	11.5	12.7	14.6	17.2	19.8	22.7	14.6
OOH	17.8	18.2	19.3	22.0	24.4	26.1	7.0
Digital Advertising	15.4	21.7	30.1	43.5	60.1	76.9	28.0
Total	300.1	327.0	362.5	414.0	474.9	528.2	11.2

Source: KPMG in India's analysis and estimates 2016-17

Television witnessed slower growth in 2016 at 8.5 per cent, primarily due to lackluster year for subscription revenues and a speed bump in advertisement revenue growth. Though the advertisement revenue growth at 11 per cent was steady, it was lower than last year's estimates primarily due to slower than the expected domestic consumption, BARC data recalibration and impact of demonetisation.

Compared to 2016, the industry is projected to grow at a faster pace of 14 per cent over the period of 2017-21, with advertising revenues expected to increase at a CAGR of 15.3 per cent. The year 2017 is likely to witness a marginally slower rate of 13.1 per cent as the economy recovers from the lingering effects of demonetisation and initial uncertainties arising from GST implementation.

The ongoing cable digitisation is bringing a paradigm shift in the overall operations of the television sector, however, constant delays in Set-Top-Box (STBs) supply seeding and challenges pertaining to addressability, gross billing, per subscriber billing and roll out of packaging remain a major concern among the stakeholders. It is now expected that digitisation would be largely completed in 2017 with related benefit flowing through gradually, though at a slow pace based on historical indicator.

Distribution:

The number of TV households in India increased to 181 million in 2016 resulting in a TV penetration of 63 per cent. The industry witnessed net addition of 9 million Cable & Satellite (C&S) subscriber in 2016 ending with a C&G base of 169 billion. TV household estimated to reach 203 million by 2021, implying a total TV penetration of 67 per cent. The overall TV subscription revenue growth was tepid at 7 per cent in 2016 with a size of INR 387 billion lower than the 13 per cent growth projected in last year's report.

DTH is expected to take the larger share of analog subscribers in Phases III and IV than they did in Phases I and II given the advantage of DTH in sparsely populated areas and also due to

their finances being healthier than those of MSOs. The benefits of digitization in these phases in terms of improved addressability and ARPU is expected to take much longer. At the end of 2020, we expect Digital cable subs and DTH subscribers to be in the ratio of 53:47, with 90 million digital cable subscribers and 79 million DTH subscribers by 2020.

Broadcasting:

The television advertising was steady at an 11 per cent growth in 2016 aided by strong performance of sports properties like Indian Premier League (IPL) and T20 Cricket world Cup and the launch of 4G services in the second half of the year. The emergence of Free to Air Channels as a major source of reach and viewership has the potential to translate in to a large advertising market in the future, albeit with risk around cannibalization of subscription revenues. Even though factors like slow consumption pickup, Broadcast Audience Research Council (BARC) data recalibration and the November event of demonetisation pulled down advertising spends, the blip is not likely to last beyond 2017 with demonetisation being a short time impact.

Looking ahead to 2017, the advertising revenue are likely to see similar growth levels as in 2016 on account of the first quarter impact of demonetisation and economic calibrating to Goods and Sales Tax (GST) later in the year. The long term forecast for advertising growth remain robust at 14.4 per cent CAGR over 2016-21 due to economic fundamentals remaining sound and India remaining a mass market consumption story.

HIGHLIGHTS

The Indian Media & Entertainment Industry is projected to grow at a faster pace of 14 per cent over the period of 2016-21 with advertising revenue expected to increase of 15.3 per cent during the same. However, in 2017 advertising revenues are expected to grow at a marginally slower rate of 13.1 per cent due to the lingering effects of demonetisation and initial volatilities arising from GST implementation. Some of the highlights of M&E Industry are here under:

1. **Television:** In the television sector, the ongoing digitization of cable continued to progress. However, the promise of addressability, greater transparency and higher ARPU is yet to be realized. This was chiefly on account of implementation challenges and hence delays in putting in place tiered packages and billing. On the other hand, DTH operators continued improve realisations by increasing penetration of HD channels, premium channels and value added services.

Television is expected to grow at a CAGR of 14.7 Per cent over the next five years as both advertisement and subscription revenues are projected to be exhibit strong growth at 14.4 per cent and 14.8 per cent, respectively.

2. **Films sector:** The Films segment is expected to bounce back and is forecast to grow at a CAGR of 7.7 per cent, as the revenue streams broaden, driven by the growing depth of regional content, expansion in overseas market and higher contribution of digital revenue streams. However, slow growth in screen count, along with inconsistency in content quality would act as the primary limiting factors.
3. **Digital Media:** Digital advertising is expected to grow at a CAGR of 31 per cent to reach INR 294.5 billion by 2021, contributing 27.3 per cent to the total advertising revenues by that point. As digital infrastructure continues to develop and data cost are driving down, digital consumption is likely to become more frequent and more mainstream. The resultant growths in investment by advertisers supported by evolution of the audience measurement technology are likely to drive growth over the next five years.
4. **Print Media:** Print is projected to continue its growth at 7.3 per cent, largely on the back of continued readership growth in vernacular markets and advertisers, confidence in the medium, especially in the tier II and tier-III cities. However, rising digital content consumption is perceived to be a long-term risk to the industry.
5. **Radio:** Radio is expected to grow the fastest amount the traditional sectors at a CAGR of 16.1 per cent, with operationalisation of new stations in both existing and new cities, introduction of new genres and radio transitioning into a reach medium. Release of additional inventory from launch of new stations will stabiles rates but result in continued advertisement inventory pick up.
6. **Out of home Media:** In 2016, the Out of Home (OOH) industry in India received a boost by a combination of factors including new categories spending on OOH media, E-commerce and M-commerce. The OOH is projected to grow at a CAGR of 11.8 per cent primarily due to development of regional airports, privatization of railway stations, growth in smart cities, setting up of business industrial centers, and growing focus on digital OOH. The new Metro lines, malls, corporate parks and world class airports have given a new boost to OOH advertising.

7. **Animation:** The demand of animation content from TV as well as digital channels has been on the rise in India. In light of this, studios in India are upping their efforts in developing high quality shows and utilizing them to create a perpetual revenue stream.

The animation industry in India registered a growth of 8 per cent in 2016, with revenues amounting to INR15 billion. Although animation services have always accounted for a lion's share of revenue, animation IP production in fast coming to the forefront growing at a CAGR of close to 8 per cent during 2011 to 2016. In 2016, animation Intellectual Property (IP) production recorded a year-on-year growth of 8.7 per cent.

8. **Live Events:** Live Event (LE) industry experienced a healthy growth of 20-25 per cent in 2016 over 2015. Some of the emerging trends of 2015 continue to drive growth in 2016, includes increased expenditure on event by several governments, greater penetration into tier II and III cities by industry players and improved consumer spending. The last year witnessed a significant increase (nearly 98 per cent) in the number of IP events organized. According to industry experts, the estimated industry revenue could be in the range of INR55000 to 65000 million.

BAG NETWORK MARCHES AHEAD

B.A.G. Network's production house 'Studio 24' holds the unique distinction of producing programmes of all genres for a range of channels and audience.

Your Company plans to create and deliver popular, high-quality programming for catering to not only domestic but also to the demands of international viewership and expects to earn high returns for its stakeholders.

It produced successful programmes like U Me aur TV, Haqiqat, UP Yatra, Aaj Ka Agenda, Kalchakra, and Jago India across different channels and strengthened its presence.

News24, a 24 hours National Hindi news channel operating through one of its subsidiary, i.e. News24 Broadcast India Limited has been very well received by the audiences. It is available throughout India on cable and DTH platforms.

Programs like National News Centre, Aaj Ka Raaz, Aamne Saamne, Sabse Bada Sawal, News Shatak, Itihaas Gawah Hai and 100 Shahar 100 Khabrein, Panch Ki Panchyat, amongst others cover a gamut of genres in news reporting and have been received exceptionally well with the audiences across the nation. "**Sabse Bada Sawal**" and "**Aamne Saamne**" are most liked program on News 24.

These shows continue to reflect the innovative ways of reporting news that has given the maximum viewership and rating to our channel making its marked presence felt in the whole Media Industry. During the year, News24 organized conclave on different places in India in the name of "Manthan" to cover all

segment of current affairs.

'E24' a 24 hours Bollywood Entertainment channel operating through its subsidiary E24 Glamour Limited has also been growing at a rapid pace and has garnered healthy channel shares. E 24's ratings have seen consistent throughout year. It has consistently maintained 15 percent market share and is available throughout India on cable and DTH platforms.

E24 managed to attract audiences of all age groups and succeeded in creating a new genre in television entertainment. The channel had not only successfully been able to entertain its audience but had also been educating the youth by sending important messages and uplifting the lifestyle up-to to the global standard at same time not forgetting its culture and traditions.

In the past, E24 launched a slew of new shows while continuing with its flagship shows like Bollywood Reporter, E Special, It's Controversial, Breaking Beats, E review and U Me & TV, thus strengthening its programming line-up further.

Your FM radio station, on frequency 106.4 in the name of "Dhamaal24 - Har Khushi hai Jahan" is now the voice of the regions and its many shows are household names in all ten cities where it is operational i.e.Hissar, Karnal, Patiala, Ranchi, Muzaffarpur, Dhule, Jalgaon, Ahemednagar, Simla and Jabalpur.

Dhamaal24 believes that life must be lived to the fullest and celebrated. Dhamaal24 is a channel with a slice of life and approach to the infotainment & entertainment programming. Various programming are purposely aligned for maximum listenership. Our content entices regional listeners.

Your Company has also revamped its radio station 'Dhamaal24' with revitalized, novel and popular shows like Dil Ke Mareez Hazir Ho, Zindagi Live, Zara Hat Ke Zara Bachke, Omkar, Yad Kiya Dil Ne, Aamne-Saamne, Gee Se Gee, Good Morning, AGOG, Bollywood Reporter, Bollywood Flash Back and Back to Back are aired on Dhamaal24 keeping the regional flavor in each of its programmes offered to its listeners.

'Darshan24' is a devotional channel which is made for masses and all age groups. It is the source of all wisdom, the home of all knowledge, focusing on the elevation and awakening of the soul, the enhancement of the power within us.

The programmes on this channel range from bhajans, kirtans, aartis, aradhanas and spiritual discourses by prominent, respected saints to Good healthy living - programs on yoga, general well being, special educational programming highlighting ayurveda along with documentaries on places of worship, temples, cities, on the various festivals of India.

B. OPPORTUNITIES AND THREATS

Your Company has a diversified business model in media and entertainment sector and the revenue is expected to come from various segments across various levels of the value chain. The diversified business model of the Company will provide

scalability apart from spreading the risk profile of the overall business. The key focus areas would continue to be (1) Television content (2) Broadcasting services, and (3) FM radio.

Upcoming regulations that can impact the industry

While the M&E industry is currently one of the fastest growing industries in India, Industry players are facing various issues due do ambiguity in tax laws, conflicting ruling and retrospective amendments. Some of the key expectations are elimination of dual levy of tax (service tax and value added tax) on acquisition of copyright on content, clarity on applicability of provisions relating to withholding tax (WHT) on various expenses (placement fees satellite transponder payments, discount on set-top boxes, etc.) extending benefit of set-off and carry forward of tax losses.

Deduction of Expenses:

Rule 9A & 9B of the Income Tax Act Rules, 1962 permit deduction of expenditure incurred on production of films/ acquisition of distribution rights therein, either in the first year of release or over the period of two years, based on when the copyrights/distribution rights in the films are exploited or depending on the date of release of the film. There are several ambiguities surrounding applicability of Rule 9A & 9B, including whether it extends to satellite, music, home video, whether it is discretionary or mandatory, whether tax has been deducted at source or not, deductibility of expenses that are not covered by these rules. A government circular clarify the above aspects could help dispel this uncertainty.

Withholding Tax (WHT) on Various Payments by TV Channel Companies

Television Broadcasting Companies make significant payments to software production houses towards production of TV programmes. They also pay placement/ carriage fees to DTH operators, multi system operators and cable operators toward placement/carriage of the channels. Broadcasters are of the view that such payments attract WHT under section 194C of the Income Tax at the rate of 2%. However the tax authorities contended that such payments are liable for WHT at 10% on the premise that the payment are towards technical services/royalty. This has resulted in protected litigation.

Taxation on Advertisement Revenues

Under Income Tax Act, 1962, Advertisement Revenues of Foreign Telecasting Companies (FTCs) are taxable in India in case a FTC has a business connection in India. In case a FTC operates from a country with which India has a treaty, the advertisement revenues will be taxable in India only if the FTC has a permanent establishment in India. The taxability in such cases is only on the income which is attributable to the permanent establishment/operations carried out in India. The circumstances in which FTCs constitute a permanent

establishment/business connection in India and the determination of income attributable to such permanent establishment/operation carried out in India, continue to be continuous issues between FTCs and the tax authorities.

General Anti-Avoidance Rules (GAAR)

Finally, India is going ahead with the implementation of GAAR from the intended date of April 1, 2017. GAAR will be applicable to arrangements which are regarded as 'impermissible avoidance arrangements' which could result in, amongst others, recharacterisation of such arrangements, denial of tax benefits or treaty benefits etc. Specific relief is provided for investments made before April 1, 2017.

Service Tax on License Fee Paid to the Ministry of Information and Broadcasting (MIB)

All services provided by the government or local authority have been brought under the service tax net with effect from April 1, 2016. Further, the government has been defined to mean departments of central government, state government and its departments, union territories and its departments.

In view of the above, it is likely that license fees payable by broadcasters and DTH service providers to the MIB will be subject to service tax under the reverse charge mechanism in the hand of broadcasters and DTH service providers. This may result into significant CENVAT credit accumulation for the broadcasters and DTH service providers.

The Indian M&E industry has started making its mark on the global map. Lucrative tax benefits and transparent tax policies could further further help the industry to strength its foothold in the global market. Needless to say, the government is providing impetus to the M&E industry by putting effort in digitalization of the economy. However divergent ruling and aggressive tax policies are hampering the confidence of investors and its imperatives to curb this situation by issuing clarifications on the vexed issues, and creating a more investor friendly approach.

DTH Licensing

TRAI in its recommendations on DTH licenses has addressed the two main issues that have been looming over the sector namely, continuity of DTH licenses and license fees. TRAI has recommended that the licenses will be issued for 20 years instead of the earlier 10 years, with one-time entry fee proposed to be retained at INR200 million. The license fee is proposed to be reduced from 10 per cent of gross revenue to 8 per cent of adjusted gross revenue (excl. service, entertainment and sales tax) in line with telecom license.

Impact of Goods and Services Tax (GST)

Goods and Services Tax (GST), one of the biggest indirect tax reforms in the history of India is a comprehensive tax proposed to be levied on manufacturer, sale and

consumption of goods and services with a mechanism for allowance of input tax credit paid at each stage of supply. GST, which is generally described as 'one tax one nation' will subsume all existing indirect taxes such as Excise Duty, Service Tax, Countervailing Duty (CVD), Value Added Tax (VAT), Entertainment Tax at state level, Entry Tax, etc. and only one tax i.e. GST will be levied and collected on value additions at each stage of supply of goods and services at national level. In India, there would be dual levy of GST i.e. on all inter-state supplies, Integrated Goods and Service Tax (IGST) would be levied and on all intra-state supplies, Central Goods and Services Tax (CGST) and State Goods and Services Tax (SGST) would be levied.

As per the Model of GST Law, it appears that Place of Supply (POS) for broadcasting services would be determined based on the location where the cable connection or dish antenna is installed (however, due to absence of specific mention of broadcasting service in the said Rules, POS still remains an ambiguous issue for the broadcasting business). It would be important that the broadcasters determine the location where the cable connection/dish antenna is installed or customers i.e. cable operators/Direct to Home (DTH) operators location(in case it falls under the general rule of location of recipient) appropriately for classifying the transaction as intra/inter-state supplies in each case.

Under the current tax scenario, transfer of theatrical rights is exempted from service tax and VAT (in certain states). Such exemption is in view of the entertainment tax levied on the theatrical exhibition of movies. However, under GST regime, state level entertainment tax will be subsumed. The exemption of theatrical rights will not continue and be subject to GST and the local levy of the entertainment tax shall be continued to be levied.

All in all, GST is expected to have a positive fiscal impact on all M&E sector on account of simplified tax structure, reductions in costs due to availability of tax input credits at various stage of supply etc.

C. SEGMENT WISE PERFORMANCE

The segment wise performance has been shown elsewhere in the Annual Report.

D. OUTLOOK

We are content producers and innovators. We create content that is relevant to diverse audiences and available across multiple platforms. We continue to make concrete strategies to ensure we leverage our leadership market position. We continue to create capabilities, infrastructure, content and platforms aligned to emerging consumer preferences and audience behavior. We are aligning our strategic priorities and tangible goals that will place us in a different orbit. Actions are geared towards not just thinking of what is, but thinking what can be. Our main businesses are:

1. Creating original and diverse show content;
2. Exploring opportunities across channels, languages;
3. Building our marketing and distribution capabilities;
4. Creating newer show formats for television content;
5. Leveraging opportunities in regional markets by expanding network.

We will leverage our expertise across facets, target the audiences and make a digitally connected society. We will strengthen our existing platforms and building new ones, gauging viewer preferences. We will continue to align our content offerings, making a borderless and seamless world of entertainment, targeting growth in viewership and content consumption.

E. RISK AND CONCERNS

Being a content driven entity, we are strengthening our intellectual property to ensure cost optimization at all levels. We continue to have a readily available database of our IP, such as scripts, dialogues, clips and other content. The following risks and challenges are affecting our business:

1. **Piracy:** The issue of piracy remains a critical issue for the Indian film industry. However, there are some changes that have helped the industry battle this issue aggressively. Also, with the shift in consumer preference to the Internet, the business of piracy has also transformed. The physical format (VCDs and DVDs) is disappearing and pirates are therefore shifting online.

Despite the growth opportunities, the Indian M&E sector faces multiple challenges. All the segments of the M&E sector especially film, television, and music face one common issue piracy. The music sector piracy alone results in an annual loss of about USD4 billion to the sector. In this digital era, we witness higher levels of online piracy as compared to the traditional modes of piracy. The technically advanced digital world experiences online piracy perpetration through peer-to-peer (P2P) sharing, where thousands of active internet links can be created for a single file, resulting in mass distribution. This not only causes illegal streaming and distribution, but also amounts to huge revenue and market share losses suffered by intellectual property right owners.

2. **Under-penetration of theatre screens:** While India leads world averages in terms of the number of films produced each year and attendance, the under penetration of theatre screens in India remains the biggest challenge for the industry.

A few years back, China had less than half the number of theatre screens in India; however with an addition of almost 18 screens a day, it has left India way behind.

3. **Regulatory hurdles:** High entertainment tax acts as a major impediment to the growth of exhibition industry, as the overall tax implication is as high as 40-50 percent in states like Maharashtra, Uttar Pradesh, Bihar and Karnataka.

Regulatory changes will be the catalyst to growth in the television and radio space. Digitalization, Phase III licensing for radio and 4G rollout will provide the required impetus to the industry. Higher penetration of internet will, especially in the mobile space, continue to drive the investment in the digital media space. This will have an impact on the advertising as well as print and publishing sector in the coming years.

Impact of Demonetisation

Demonetisation had a significant impact on our media and entertainment sector, both directly and indirectly. The severity of the impact varied from one segment to another, based on their business modal and structure. Cash crunch resulted in slowdown in consumption which in turn impacted both spends and consumption in the M&E industry.

In the third quarter of a financial year, which coincides with the festive season in India, advertiser usually spends higher amounts on advertising to capture consumers' mind space. Since demonetisation was announced after Diwali, the impact on revenues in December quarter was partially mitigated. According to industry discussions, the estimated loss of advertisement revenues on account of demonetisation for calendar year 2016 is in the range of INR 15 to 16 billion.

The television industry has been struggling with under reporting of subscriber base for a long time. Post demonetisation, the cable operators who were forced to clean-up their operations may see it as an incentive to be more transparent (given the fact that cable digitisation is anyway in its last leg of implementation in India).

With the advent of digitisation in various sectors and governing bodies, the impact is expected to be short lived. Although the industry expects full recovery to pre-demonetisation levels to take four to six months, the situation is seen to have improved since January 2017 as cash crunch is seen to have ebbed. M&E sector is proving to be more resilient than expected during these difficult times. Increased digital advertising spends, could lay high emphasis on making the medium more accountable. The dependency on cash for ad revenues is expected to decline, and thus curbing the long term effect of demonetisation.

F. INTERNAL CONTROL SYSTEMS AND THEIR ADEQUACY

The CMD/CFO Certification provided elsewhere in the report discusses about the adequacy of our internal control systems and procedures. Your Company has adequate

internal control system commensurate with the size and nature of its business.

Your Company's internal audit process is being handled by well experienced and learned management and often if required assistance is sought from one of the Leading and renowned Audit firms, which also helps in monitoring the adequacy and effectiveness of the internal control system and the status of compliance of operating systems and policies.

Your Company's Internal Control system is designed to:

- Safeguard the company's assets and to identify liabilities and managed it accordingly.
- Prevention and detection of Fraud and Errors
- Ensure that transactions are properly recorded and authorized.
- Ensure maintenance of proper records and processes that facilitates relevant and reliable information.
- Ensure compliance with applicable Laws and Regulations.

G. DISCUSSION ON FINANCIAL PERFORMANCE WITH RESPECT TO OPERATIONAL PERFORMANCE

The details of the financial performance of the Company are appearing in the Balance Sheet, Profit & Loss Account and other financial statements appearing separately.

H. MATERIAL DEVELOPMENT IN HUMAN RESOURCES

BAG Network considers Human Resources to be one of the key elements to sustain competitive advantage in the News Media Sector. Media organizations are human driven; its growth depends upon the quality contribution made by the people in the organization. Therefore, your Company recognizes human resources as a key component for facilitating organizational growth. Your Company has continuously worked to create and nurture an organization that is highly motivated, result oriented and adaptable to the changing business environment and that is why that in this slowdown your company has managed to sustain its leadership in the electronic media.

BAG Network aims to recruit, nurture and retain quality professionals and provide them with a high performance environment. Knowledge and intellectual assets are being strategically shared across BAG Network. The company has 32 permanent employees on the roll of the company as on March 31, 2017. At BAG, we have understood the potential of the human resource and its contribution to the financial standing of your company. Therefore, the human asset is highly valued and regarded by your company. No effort is spared to provide the employees with a healthy work environment and all assistance is rendered in order to bring-out the best in each one of them. BAG Network is reassessing traditional notions about employment and experimenting with broad-based employee ownership.

Cautionary statement

Statements in the Management Discussion and Analysis and the annual report describing the Company's objectives, projections, estimates, expectations may be "forward-looking statements" within the meaning of applicable securities laws and regulations in India and other countries. Actual results could differ materially from those expressed or implied. Important factors that could make a difference to the Company's operations include economic conditions affecting the domestic market, in which the Company operates, changes in the Government regulations, tax laws and other statutes and other incidental factors and unforeseen circumstances.

(*Source of information: FICCI-KPMG Indian Media and Entertainment Industry Report, 2017)

INDEPENDENT AUDITOR'S REPORT

To
The Members of
B.A.G. Films and Media Limited

Report on the Standalone Financial Statements

We have audited the accompanying Standalone Financial Statements of B.A.G. Films and Media Limited ("the Company"), which comprise the Balance Sheet as at 31 March 2017, the Statement of Profit and Loss and the Cash Flow Statement for the year then ended, and a summary of significant accounting policies and other explanatory information.

Management's Responsibility for the Standalone Financial Statements

The Company's Board of Directors is responsible for the matters stated in Section 134(5) of the Companies Act, 2013 ("the Act") with respect to the preparation of these standalone financial statements that give a true and fair view of the financial position, financial performance and cash flows of the Company in accordance with the accounting principles generally accepted in India, including the Accounting Standards specified under section 133 of the Act, read with Rule 7 of the Companies (Accounts) Rules, 2014. This responsibility also includes maintenance of adequate accounting records in accordance with the provisions of the Act for safeguarding of the assets of the Company and for preventing and detecting frauds and other irregularities; selection and application of appropriate accounting policies; making judgments and estimates that are reasonable and prudent; and the design, implementation and maintenance of adequate internal financial controls, that were operating effectively for ensuring the accuracy and completeness of the accounting records, relevant to the preparation and presentation of the financial statements that give a true and fair view and are free from material misstatement, whether due to fraud or error.

Auditor's Responsibility

Our responsibility is to express an opinion on these standalone financial statements based on our audit. We have taken into account the provisions of the Act, the accounting and auditing standards and matters which are required to be included in the audit report under the provisions of the Act and the Rules made thereunder.

We conducted our audit in accordance with the Standards on Auditing, issued by the Institute of Chartered Accountants of India, as specified under Section 143(10) of the Act. Those Standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of

the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal financial control relevant to the Company's preparation of the financial statements that give a true and fair view in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on whether the Company has in place an adequate internal financial controls system over financial reporting and the operating effectiveness of such controls. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of the accounting estimates made by the Company's Directors, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion on the standalone financial statements.

Opinion

In our opinion and to the best of our information and according to the explanations given to us, the aforesaid standalone financial statements give the information required by the Act in the manner so required and give a true and fair view in conformity with the accounting principles generally accepted in India, of the state of affairs of the Company as at 31 March 2017 its loss and its cash flows for the year ended on that date.

Report on Other Legal and Regulatory Requirements

- As required by the Companies (Auditor's report) Order, 2016 ("the Order") issued by the Central Government of India in terms of sub-section (11) of section 143 of the Act, we give in the Annexure A, a statement on the matters specified in paragraphs 3 and 4 of the Order, to the extent applicable.
- As required by section 143 (3) of the Act, we report, to the extent applicable, that:
 - We have sought and obtained all the information and explanations which to the best of our knowledge and belief were necessary for the purpose of our audit;
 - In our opinion, proper books of account as required by law have been kept by the Company so far as it appears from our examination of those books;
 - The Balance Sheet, the Statement of Profit and Loss and the Cash Flow Statement dealt with by this Report are in agreement with the books of account;
 - In our opinion, the aforesaid standalone financial statements comply with the Accounting Standards specified under section 133 of the Act, read with Rule 7 of the Companies (Accounts) Rules, 2014;
 - On the basis of the written representations received from the directors as on 31 March 2017, and taken on record by the Board of Directors, none of the directors is disqualified as on 31 March 2017, from being appointed as a director in terms of section 164(2) of the Act;
 - With respect to the adequacy of the internal financial controls over financial reporting of the Company and

the operating effectiveness of such controls, refer to our separate Report in "Annexure B", which is based on the Auditors' Reports of the Company. Our report expresses an unmodified opinion on the adequacy and operating effectiveness of the internal financial controls over financial reporting of the Company.

- (g) With respect to the other matters to be included in the Auditor's Report in accordance with Rule 11 of the Companies (Audit and Auditors) Rules, 2014, in our opinion and to the best of our information and according to the explanations given to us:
- i. The Company has disclosed the impact of pending litigations on its financial position in its financial statements;
 - ii. The Company has made provision, as required under the applicable law or accounting standards, for material foreseeable losses, if any, on long-term contracts including derivative contracts;
 - iii. There were no amounts which were required to be transferred to the Investor Education and Protection Fund by the Company.
 - iv. The Company has provided requisite disclosure in its standalone financial statement as to holdings as well as dealing in Specified Bank Notes (SBNs) during the period from 8th November 2016 to 30th December 2016 and these are in accordance with books of account maintain by the Company. Refer Note No. 20.22 of standalone financial statements.

For Joy Mukherjee & Associates
Chartered Accountants
Firm Registration No. 006792C

Joy Mukherjee
Partner

Place : Noida
Dated : May 29, 2017

Membership No.074602

ANNEXURE A TO THE INDEPENDENT AUDITORS' REPORT

In respect of the Annexure referred to in paragraph 1 of our report to Members of B.A.G Films and Media Limited ("the Company") for the year ended March 31, 2017, we report that:

- i. (a) The Company has maintained proper records showing full particulars, including quantitative details and situation of fixed assets.
- (b) The Company has a regular programme of physical verification of fixed assets which, in our opinion, is reasonable having regard to the size of the Company and the nature of its assets. In accordance with this programme, certain fixed assets were physically verified by the management during the year and we are

informed that no material discrepancies were noticed on such verification.

- (c) According to the information and explanations given to us and on the basis of our examination of the records of the Company, title deeds of immovable properties are held in the name of the Company.
- ii. (a) The inventory of video tapes and films have been physically verified by the management during the year and no material discrepancies were noticed on physical verification. In our opinion, the frequency of verification is reasonable.
- (b) In our opinion, the procedures of physical verification of inventory of video tapes and films followed by the management are reasonable and adequate in relation to the size of the Company and the nature of its business.
- (c) On the basis of our examination of the inventory records, in our opinion, the Company is maintaining proper records of inventory. As explained to us, there were no material discrepancies noticed on physical verification of inventory as compared to the book records.
- iii. According to the information and explanations given to us, the Company has not granted any loans, secured or unsecured to companies, firms, Limited Liability Partnerships or other parties covered in the register maintained under section 189 of the Companies Act, 2013. Accordingly, the provisions of clause 3(iii)(a), (b) and (c) of the Order are not applicable to the Company and hence not commented upon.
- iv. In our opinion and according to the information and explanations given to us, the Company does not have any transactions to which the provisions of Section 185 apply. The Company has complied with the provisions of Section 186 of the Act, with respect to the loans, investments, guarantees and security.
- v. The company has not accepted any deposits within the meaning of Sections 73 to 76 of the Act and the Companies (Acceptance of Deposits) Rule, 2014 (as amended). Accordingly, the provisions of clause 3(V) of the order are not applicable.
- vi. To the best of our knowledge and as explained, the Central Government has not specified the maintenance of cost records under clause 148(1) of the Companies Act, 2013, for the products/ services of the Company.
- vii. (a) According to the information and explanations given to us and on the basis of our examination of the records of the Company, amounts deducted/ accrued in the books of account in respect of undisputed statutory dues including provident fund, employees' state insurance, income-tax, sales-tax, service tax, duty of customs, duty of excise, value added tax, cess and other material statutory dues have generally been regularly deposited

during the year by the Company with the appropriate authorities.

- (b) According to the information and explanations given to us, no undisputed amounts payable in respect of provident fund, employees' state insurance, income tax, sales-tax, service tax, duty of customs, duty of excise, value added tax, cess and other material statutory dues were in arrears as at March 31, 2017 for a period of more than six months from the date they became payable.
 - (c) According to the information and explanations given to us, there are no dues of Income Tax, Wealth Tax, Service Tax, Sales Tax, Customs Duty, Excise Duty and Cess on account of any dispute, which have not been deposited.
- viii. In our opinion and according to the information and explanations given to us, the Company has not defaulted in repayment of dues to banks. The Company does not have any outstanding dues in respect of a financial institution or debenture holders or government.
- ix. The Company has not raise any moneys by way of initial public offer or further public offer (including debt instruments) during the year. In our opinion and according to the information and explanations given to us, the term loans taken by the Company have been applied for the purposes for which they were raised.
- x. In our opinion and in according to the information and explanation given to us, no fraud on the company by its officer or employees nor any fraud by the Company has been noticed or reported during the year, that causes the financial statement to be materially miss-stated.
- xi. According to the information and explanations give to us and based on our examination of the records of the Company, the Company has paid/provided for managerial remuneration in accordance with the requisite approvals mandated by the provisions of Section 197 read with Schedule V to the Act.
- xii. In our opinion and according to the information and explanations given to us, the Company is not a Nidhi company and hence reporting under clause 3(xii) of the Order is not applicable.
- xiii. According to the information and explanations given to us and based on our examination of the records of the Company, transactions with the related parties are in compliance with Sections 177 and 188 of the Companies Act, 2013 where applicable and details of such transactions have been disclosed in the financial statements, as required by the applicable accounting standards.
- xiv. According to the information and explanations given to us and based on our examination of the records of the Company, the Company has not made any preferential allotment and private placement of shares or fully or partly convertible debenture during the year under review and hence, reporting requirement under clause 3 (xiv) are not applicable to the company and, not commented

upon.

- xv. According to the information and explanations given to us and based on our examination of the records of the Company, the Company has not entered into non-cash transactions with directors or persons connected with them and hence provisions of Section 192 of the Act are not applicable.
- xvi. According to the information and explanations given to us, the Company is not required to be registered under Section 45 IA of the Reserve Bank of India Act, 1934.

For Joy Mukherjee & Associates

Chartered Accountants
Firm Registration No. 006792C

Joy Mukherjee

Place : Noida
Dated : May 29, 2017

Partner
Membership No.074602

ANNEXURE 'B' TO THE INDEPENDENT AUDITORS' REPORT

(Referred to in paragraph 1(f) under 'Report on Other Legal and Regulatory Requirements' section of our report of even date)

Report on the Internal Financial Controls Over Financial Reporting under Clause (i) of Sub-section 3 of Section 143 of the Companies Act, 2013 ('the Act')

We have audited the internal financial controls over financial reporting of B.A.G Films and Media Limited ('the Company') as of March 31, 2017 in conjunction with our audit of the standalone financial statements of the Company for the year ended and as on that date.

Management's Responsibility for Internal Financial Controls

The Company's management is responsible for establishing and maintaining internal financial controls based on the internal control over financial reporting criteria established by the Company considering the essential components of internal control stated in the Guidance Note on Audit of Internal Financial Controls Over Financial Reporting issued by the Institute of Chartered Accountants of India (the 'Guidance Note'). These responsibilities include the design, implementation and maintenance of adequate internal financial controls that were operating effectively for ensuring the orderly and efficient conduct of its business, including adherence to Company's policies, the safeguarding of its assets, the prevention and detection of frauds and errors, the accuracy and completeness of the accounting records, and the timely preparation of reliable financial information, as required under the Companies Act, 2013.

Auditors' Responsibility

Our responsibility is to express an opinion on the Company's internal financial controls over financial reporting based on our audit. We conducted our audit in accordance with the Standards on Auditing, issued by the Institute of Chartered Accountants of India (ICAI) and deemed to be prescribed under

Section 143(10) of the Act, to the extent applicable to an audit of Internal Financial Controls Over Financials Reporting(IFCoFR) and the Guidance Note on Audit of Internal Financial Control Over Financial Reporting (the "Guidance Note") issued by the ICAI . Those Standards and the Guidance Note require that we comply with the ethical requirements and plan and perform the audit to obtain reasonable assurance about whether adequate internal financial controls over financial reporting was established and maintained and if such controls operated effectively in all material respects.

Our audit involves performing procedures to obtain audit evidence about the adequacy of the internal financial controls system over financial reporting and their operating effectiveness. Our audit of internal financial controls over financial reporting included obtaining an understanding of internal financial controls over financial reporting, assessing the risk that a material weakness exists, and testing and evaluating the design and operating effectiveness of internal control based on the assessed risk. The procedures selected depend on the auditors' judgment, including the assessment of the risks of material misstatement of the standalone financial statements, whether due to fraud or error.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion on the Company's internal financial controls system over financial reporting.

Meaning of Internal Financial Controls Over Financial Reporting

A company's internal financial control over financial reporting is a process designed to provide reasonable assurance regarding the reliability of financial reporting and the preparation of financial statements for external purposes in accordance with generally accepted accounting principles. A company's internal financial control over financial reporting includes those policies and procedures that (1) pertain to the maintenance of records that, in reasonable detail, accurately and fairly reflect the transactions and dispositions of the assets of the company; (2) provide reasonable assurance that transactions are recorded as necessary to permit preparation of financial statements in accordance with generally accepted accounting principles, and that receipts and expenditures of the company are being made only in

accordance with authorisations of management and directors of the company; and (3) provide reasonable assurance regarding prevention or timely detection of unauthorised acquisition, use, or disposition of the company's assets that could have a material effect on the financial statements.

Inherent Limitations of Internal Financial Controls Over Financial Reporting

Because of the inherent limitations of internal financial controls over financial reporting, including the possibility of collusion or improper management override of controls, material misstatements due to error or fraud may occur and not be detected. Also, projections of any evaluation of the internal financial controls over financial reporting to future periods are subject to the risk that the internal financial controls over financial reporting may become inadequate because of changes in conditions, or that the degree of compliance with the policies or procedures may deteriorate.

Opinion

In our opinion, to the best of our information and according to the explanations given to us, the Company has, in all material respects, an adequate internal financial controls system over financial reporting and such internal financial controls over financial reporting were operating effectively as at March 31, 2017, based on the internal control over financial reporting criteria established by the Company considering the essential components of internal control stated in the Guidance Note on Audit of Internal Financial Controls Over Financial Reporting issued by the Institute of Chartered Accountants of India.

For Joy Mukherjee & Associates
Chartered Accountants
Firm Registration No. 006792C

Joy Mukherjee

Partner

Place : Noida
Dated : May 29, 2017

Membership No.074602

B.A.G Films and Media Limited
Balance Sheet as at March 31, 2017

Particulars	Note No.	March 31, 2017		March 31, 2016	
		Amount in ₹	Amount in ₹	Amount in ₹	Amount in ₹
I. Equity and Liabilities					
1. Shareholder's funds					
(a) Share Capital	1	376,065,839		376,065,839	
(b) Reserves and Surplus	2	2,257,400,027		2,283,628,985	
Total of shareholders' funds			2,633,465,866		2,659,694,824
2. Non-current liabilities					
(a) Long-term borrowings	3	134,251,717		332,549,399	
(b) Long-term Provisions	4	5,724,377		4,856,170	
			139,976,094		337,405,569
3. Current Liabilities					
(a) Short term borrowings	5	404,014,169		414,706,758	
(b) Trade payables		14,399,955		22,238,841	
(c) Other current liabilities	6	430,995,294		247,562,371	
(d) Short term provisions	7	-		11,075,479	
			849,409,418		695,583,449
Total			3,622,851,378		3,692,683,842
II Assets					
1. Non-current assets					
(a) Fixed assets					
(i) Tangible assets	8	527,301,859		417,663,361	
(ii) Capital work-in-progress		6,608,599		196,377,735	
(b) Non-current investments	9	2,702,319,442		2,597,206,942	
(c) Deferred tax assets (net)		16,805,738		13,234,345	
			3,253,035,638		3,224,482,383
2. Current assets					
(a) Inventories	10	190,031,589		212,649,467	
(b) Trade receivables	11	112,015,009		171,077,729	
(c) Cash and Cash equivalents	12	33,887,368		34,862,785	
(d) Short-term loans and advances	13	33,881,774		49,611,478	
			369,815,740		468,201,459
Total			3,622,851,378		3,692,683,842

The Notes referred to above form an integral part of these financial statements.

For and on behalf of the Board of Directors

As per our report of even date
For Joy Mukherjee & Associates
Chartered Accountants
Firm Registration No. 006792C

Anuradha Prasad
Chairperson cum Managing Director
DIN : 00010716

Sudhir Shukla
Director
DIN : 01567595

Ajay Jain
CFO

Rajeev Parashar
Company Secretary

Joy Mukherjee
Partner
Membership No. 074602

Place : Noida
Date : May 29, 2017

B.A.G Films and Media Limited
Statement of Profit and Loss for the Year ended March 31, 2017

Particulars	Note No.	March 31, 2017		March 31, 2016	
		Amount in ₹	Amount in ₹	Amount in ₹	Amount in ₹
I Revenue from operations	14	244,046,123		231,158,433	
II Other Income	16	3,424,342		7,014,948	
III Total Revenue (I + II)			247,470,465		238,173,381
IV Expenses					
Changes in inventories of finished goods, work in progress and Stock-in-trade		22,617,878		18,191,900	
Employee benefits expense	17	20,793,427		17,606,582	
Finance Costs	15	106,890,574		131,968,011	
Depreciation and amortization expense		78,570,592		92,863,320	
Other expense	18	48,392,756		47,029,316	
Total Expense			277,265,227		307,659,129
V Profit before exceptional and extraordinary items and tax (III-IV)			(29,794,762)		(69,485,748)
VI Exceptional Items					
VII Profit before extraordinary items and tax (V-VI)			(29,794,762)		(69,485,748)
VIII Extraordinary items					
IX Profit before tax (VII-VIII)			(29,794,762)		(69,485,748)
X Tax expense:					
Current tax/Wealth Tax			-		-
Deferred tax		(3,571,393)		(8,455,710)	
			(3,571,393)		(8,455,710)
XI Profit/(Loss) for the period from continuing operations (IX - X)			(26,223,369)		(61,030,038)
XII Earnings per equity share:					
(1) Basic			(0.14)		(0.31)
(2) Diluted			(0.14)		(0.31)

The Notes referred to above form an integral part of these financial statements.

For and on behalf of the Board of Directors

As per our report of even date
For Joy Mukherjee & Associates
Chartered Accountants
Firm Registration No. 006792C

Anuradha Prasad
Chairperson cum Managing Director
DIN : 00010716

Sudhir Shukla
Director
DIN : 01567595

Ajay Jain
CFO

Rajeev Parashar
Company Secretary

Joy Mukherjee
Partner
Membership No. 074602

Place : Noida
Date : May 29, 2017

B.A.G Films and Media Limited
Cash Flow Statement for the year ended March 31, 2017

Particulars	For the Year ended March 31, 2017		For the Year ended March 31, 2016	
	Amount in ₹	Amount in ₹	Amount in ₹	Amount in ₹
A. Cash flow from operating activities				
Net Profit / (Loss) before extraordinary items and tax		(29,794,762)		(69,485,748)
<u>Adjustments for:</u>				
Depreciation and amortisation	78,570,592		92,863,320	
(Profit) / loss on sale / write off of assets	66,201		-	
Finance costs	106,890,574		131,968,011	
Interest income	(3,289,142)		(6,422,953)	
Liabilities / provisions no longer required written back	(135,200)		(202,517)	
Other non-cash charges				
Adjustment relating to earlier year	(5,589)		4,433,178	
		182,097,436		222,639,039
Operating profit / (loss) before working capital changes				
Changes in working capital:				
<u>Adjustments for (increase) / decrease in operating assets:</u>				
Inventories	22,617,878		18,191,900	
Trade receivables	59,062,717		(11,989,055)	
Short-term loans and advances	15,729,705		71,457,561	
Adjustments for increase / (decrease) in operating liabilities:				
Trade payables	(7,703,686)		4,462,093	
Other current liabilities	183,432,923		98,228,426	
Short-term provisions	(11,075,479)		(1,352,710)	
Long-term provisions	868,207	262,932,265	429,282	179,427,497
Cash generated from operations		415,234,939		332,580,788
Net cash flow from / (used in) operating activities (A)		415,234,939		332,580,788
B. Cash flow from investing activities				
Capital expenditure on fixed assets, including capital advances	(188,538,090)		(59,779,412)	
Proceeds from sale of fixed assets	190,031,936		80,116,573	
Purchase of long-term investments				
- Subsidiaries	(105,112,500)		(66,275,000)	
Interest received				
- Subsidiaries	269,559		3,392,552	
- Others	3,019,583		3,030,401	
		(100,329,512)		(39,514,886)
Net cash flow from / (used in) investing activities (B)		(100,329,512)		(39,514,886)
C. Cash flow from financing activities				
Proceeds from issue of equity shares	-		31,960,000	
Proceeds from issue of share warrants			(7,990,000)	
Repayment of long-term borrowings	(198,297,682)		(221,967,859)	
Repayment of other short-term borrowings	(10,692,588)		10,161,847	

B.A.G Films and Media Limited
Cash Flow Statement for the year ended March 31, 2017

Particulars	For the Year ended March 31, 2017		For the Year ended March 31, 2016	
	Amount in ₹	Amount in ₹	Amount in ₹	Amount in ₹
Finance cost	(106,890,574)		(131,968,011)	
		(315,880,844)		(319,804,023)
Net cash flow from / (used in) financing activities (C)		(315,880,844)		(319,804,023)
Net increase / (decrease) in Cash and cash equivalents (A+B+C)		(975,417)		(26,738,121)
Cash and cash equivalents at the beginning of the year		34,862,785		61,600,906
Cash and cash equivalents at the end of the year		33,887,368		34,862,785
Reconciliation of Cash and cash equivalents with the Balance Sheet:				
Cash and cash equivalents as per Balance Sheet		33,887,368		34,862,785
Cash and cash equivalents at the end of the year *		33,887,368		34,862,785
* Comprises:				
(a) Cash on hand		394,930		75,555
(b) Balances with banks				
(i) In current accounts		6,017,277		2,919,682
(ii) In deposit accounts with original maturity of less than 3 months		23,294,357		26,941,014
(iii) In earmarked accounts		3,819,000		3,819,000
(c) Others				
Staff Imprest		361,804		1,107,534
		33,887,368		34,862,785

The Notes referred to above form an integral part of these financial statements.

For and on behalf of the Board of Directors

As per our report of even date
For Joy Mukherjee & Associates
 Chartered Accountants
 Firm Registration No. 006792C

Anuradha Prasad
 Chairperson cum Managing Director
 DIN : 00010716

Sudhir Shukla
 Director
 DIN : 01567595

Ajay Jain
 CFO

Rajeev Parashar
 Company Secretary

Joy Mukherjee
 Partner
 Membership No. 074602

Place : Noida
 Date : May 29, 2017

Notes to Financial Statements

Note-1

(Amount in ₹)

Particulars	March 31, 2017	March 31, 2016
Share Capital		
Equity Share Capital		
Authorised Share Capital		
275,000,000 Equity Shares of Rs. 2/- each	550,000,000	550,000,000
(Previous Year 275,000,000 Equity Shares @ Rs 2/- each)		
Total	550,000,000	550,000,000

Particulars	March 31, 2017	March 31, 2016
Issued, Subscribed and Fully Paid Share Capital		
188,118,090 Equity Shares of Rs. 2/- per share (Previous year 188,118,090 Equity Shares @ Rs. 2/- each)	376,236,180	376,236,180
Calls unpaid (170,341 Equity Shares @ Rs. 1/- each)	170,341	170,341
Total	376,065,839	376,065,839

Details of share holding in excess of 5% of share capital:

Name of Shareholders	March 31, 2017
	No. of Shares
Anuradha Prasad	21,479,190
ARVR Communications Private Limited	38,194,868
High Growth Distributors Private Limited	13,078,000
Sameer Gehlaut	20,250,900
Skyline Tele Media Services Limited	13,650,000

Details of issued, subscribed and fully paid up share capital:

Particulars	March 31, 2017	March 31, 2016
	Number of Shares	Number of Shares
Equity share capital		
- Number of shares held	188,118,090	188,118,090
- Number of share holders [including their nominees]	51,758	52,461

Details of issued, subscribed and not fully paid up share capital:

Particulars	March 31, 2017	March 31, 2016
	Number of Shares	Number of Shares
Equity capital		
- Number of shares held	170,341	170,341
- Number of share holders [including their nominees]	285	286

Details of Call unpaid

Particulars	March 31, 2017		March 31, 2016	
	Number of Shares	Amount in ₹	Number of Shares	Amount in ₹
Equity Shares with Voting rights				
Aggregate of calls unpaid				
- by others	170,341	170,341	170,341	170,341

Reconciliation of the number of shares and amount outstanding at the beginning and at the end of the March 2017
Issued , subscribed and fully paid up share capital:-

Particulars	Number of Shares	Amount in ₹
Equity share with Voting Rights		
Opening Balance	188,118,090	188,118,090
Fresh Issue	-	-
Closing Balance	188,118,090	188,118,090

Issued , subscribed and not fully paid up:-

Particulars	Number of Shares	Amount in ₹
Equity share with Voting Rights		
Opening Balance	170,341	170,341
Conversion	-	-
Closing Balance	170,341	170,341

Rights, preferences and restrictions attached to shares
Equity shares

The Company has one class of equity shares having a par value of Rs 2 per share. Each shareholder is eligible for one vote per share held. The dividend proposed , if any, by the Board of Directors is subject to the approval of the shareholders in the ensuing Annual General Meeting, except in case of interim dividend. In the event of liquidation, the equity shareholders are eligible to receive the remaining assets of the Company after distribution of all preferential amounts, in proportion to their shareholding.

The company has not allotted any bonus shares or bought back any shares during the current year or for a period of five years immediately preceding the balance sheet date.

Note-2

Particulars	March 31, 2017	March 31, 2016
Reserves and Surplus		
Capital Reserves		
Opening Balance	112,935,000	60,150,000
Add: Additions during the year	-	52,785,000
Sub Total	112,935,000	112,935,000

Particulars	March 31, 2017	March 31, 2016
General Reserves		
Opening Balance	37,927,284	37,927,284
Add: Transferred from surplus in Statement of Profit and Loss	-	-
Sub Total	37,927,284	37,927,284
Securities Premium Reserves		
Opening Balance	2,434,328,449	2,421,168,449
Add : Premium on Shares Issued during the year	-	13,160,000
	2,434,328,449	2,434,328,449
Less: Calls Unpaid (170,341 Equity Shares @ Rs.4/- each)	681,364	681,364
Sub Total	2,433,647,085	2,433,647,085
Surplus		
Opening Balance	(300,880,384)	(244,283,524)
Add: Profit / (Loss) for the year	(26,223,369)	(61,030,038)
Adjustment relating to earlier year	(5,589)	4,433,178
Sub Total	(327,109,342)	(300,880,384)
Total	2,257,400,027	2,283,628,985

Note-3

Particulars	March 31, 2017	March 31, 2016
Long- Term Borrowings		
Secured Loans		
A. Vehicle Loans		
- From Bank	532,162	790,652
B. Term loans		
- From Bank	133,569,555	331,593,747
C. Deposits	150,000	165,000
Total	134,251,717	332,549,399

Details of terms of repayment for the long-term borrowings and security provided in respect of the secured other long-term borrowings:

A. Term loan from banks:

Term loans are secured by exclusive Charge on Land and Building at the Film city Noida , all current assets and all other moveable fixed assets of B.A.G. Films and Media Limited.

B. Vehicle Loans from banks:

Vehicle Loan taken from HDFC Bank and Bank of India secured by vehicle financed by bank and repayable as per repayment schedule issued by the Bank.

C. Security Deposit:

Security deposit received against letting out of building premises , Studio for office use and Shooting purpose ,repayment as per agreed terms of the contract.

Disclosure in relation to defaulted in repayment of loans and interest in respect of the following:

A. Term loans from banks:

No default has been made in repayment of Principal and interest on term loan during the quarter ended 31 March 2017.

B. Vehicle Loans from banks:

No default has been made in repayment of Principal and interest on Vehicle loan during the quarter ended 31 March 2017.

Note-4

Particulars	March 31, 2017	March 31, 2016
Long-Term provisions		
Provision for Employee Benefits		
- Provision for Gratuity	4,309,537	3,474,584
Others		
- Provision for Leave encashment	1,414,840	1,381,586
Total	5,724,377	4,856,170

Note-5

Particulars	March 31, 2017	March 31, 2016
Short-Term Borrowings		
Secured		
Loans repayable on demand		
From Bank	404,014,169	414,706,758
Total	404,014,169	414,706,758

Details of security for the secured short-term borrowings:

Particulars	Nature of Security
Loan repayable on demand	
From Bank	Immovable Property

Note-6

Particulars	March 31, 2017	March 31, 2016
Other Current liabilities		
Current maturities of long term debt	220,204,002	220,204,002
Other payables		
Statutory remittances payable	201,623	54,060
Other Liability	208,340,756	25,104,422
Employee Cost	2,248,913	2,199,887
Total	430,995,294	247,562,371

Note-7

Particulars	March 31, 2017	March 31, 2016
Short-Term Provisions		
Provision for Income Tax	-	11,075,479
Total	-	11,075,479

Note 8 - Fixed assets schedule as per Companies Act, 2013 for the Year ended on March 31, 2017.

Tangible Fixed Assets

(Amount in ₹)

Particulars	Gross Block			Depreciation				Net Block		
	Cost as at 01.04.2016	Addition during the year	Sale/Adj during the year	Cost as at 31.03.2017	Accumulated Depreciation as at 01.04.2016	Depreciation for the year	Adjustment for the year	Accumulated Depreciation as at 31.03.2017	W.D.V as at 31.03.2017	W.D.V as at 31.03.2016
Land & Site Development	57,825,219	-	-	57,825,219	-	-	-	-	57,825,219	57,825,219
Building	176,255,435	-	-	176,255,435	70,210,110	6,061,238	-	76,271,348	99,984,087	106,045,324
Plant & Machinery	659,174,535	1,323,895	952,500	659,545,930	534,113,394	33,872,632	623,500	567,362,526	92,183,404	125,061,141
Computers & Peripherals	222,225,981	204,059	-	222,430,040	220,571,576	590,661	-	221,162,237	1,267,803	1,654,406
Vehicle	27,412,255	-	-	27,412,255	25,927,350	503,746	-	26,431,096	981,159	1,484,906
Furnitures & Fixtures	367,548,142	94,796,320	-	462,344,462	242,991,963	37,184,593	-	280,176,556	182,167,906	124,556,179
Office Equipments	35,394,644	92,213,816	-	127,608,460	34,358,457	357,722	-	34,716,179	92,892,281	1,036,186
Total	1,545,836,211	188,538,090	952,500	1,733,421,801	1,128,172,850	78,570,592	623,500	1,206,119,942	527,301,859	417,663,361

Note-9

Particulars	March 31, 2017	March 31, 2016
Non-Current Investments		
Trade Investments at cost		
Quoted		
5,000 Equity Shares of Mukta Arts Limited	500,000	500,000
Having Face Value of Rs. 5/- per share fully paid up Purchased @ RS.100/- Per Equity Share (Market Value as on 31-03-2017 is Rs. 100.25) (Previous Year Rs. 58.80)		
Investment in Mutual Funds	2,562,596	62,596
Non Trade Investment at Cost		
Unquoted		
485,000 Equity Shares(Previous Year 485,000 Equity Shares) of B.A.G. Business Ventures Limited Having Face Value of Rs 1/- per share fully paid-up	485,000	485,000
296,006 Optionally Fully Convertible Debenture (Previous Year 296,006) of B.A.G. Business Venture Limited Having Face Value of Rs 100/- per Optionally Fully Convertible Debenture	29,600,600	29,600,600
255,512 Optionally Fully Convertible Debenture (Previous Year 255,512) of Approach Films and Television Limited Having Face Value of Rs 100/- per Optionally Fully Convertible Debenture	25,551,200	25,551,200
900,000 Optionally Fully Convertible Debenture (Previous Year Nil) of B.A.G Live Entertainment Limited Having Face Value of Rs 100/- per Optionally Fully Convertible Debenture	90,000,000	-
In Subsidiaries at cost		
Unquoted		
20,614,100 Equity Shares (Previous Year 20,614,100 Equity Shares) of Skyline Radio Network Limited (includes Share application money) Having Face Value of Rs 10/- per Share fully paid up	424,999,534	412,387,034
19,031,847 Equity Shares (Previous Year 19,031,847 Equity Shares) of News24 Broadcast India Limited Having Face value of Rs 10/- per share fully paid up	1,100,374,749	1,100,374,749
18,671,703 Equity Shares (Previous Year 18,671,703 Equity Shares) of E24 Glamour Limited Having face Value of Rs. 10/- per Shares fully Paid up	1,028,130,309	1,028,130,309
In Foreign Subsidiaries at cost		
Unquoted		
Investments in B.A.G. Network Limited	115,454	115,454
Total	2,702,319,442	2,597,206,942

Particulars	As at 31 March, 2017		As at 31 March, 2016	
	Quoted	Unquoted	Quoted	Unquoted
A. Trade				
i) Investment in equity instruments	500,000	-	500,000	-
ii) Investment in mutual funds				
1. Principal Cash Management Fund	62,596	-	62,596	-
2. BOI AXA Short Term Income Fund	2,500,000	-	-	-
B. Other Investment				
Investment in equity instruments				
(i) of subsidiaries	-	2,553,620,046	-	2,541,007,546
(ii) of other entities	-	145,636,800	-	55,636,800
Total	3,062,596	2,699,256,846	562,596	2,596,644,346

Note-10

Particulars	March 31, 2017	March 31, 2016
Inventories		
Raw Materials	741,550	866,000
Work in Progress	10,423,506	15,769,176
Finished Goods	178,866,533	196,014,291
Total	190,031,589	212,649,467

Note-11

Particulars	March 31, 2017	March 31, 2016
Trade Receivables		
Unsecured, considered good		
Trade receivables outstanding for a period exceeding six months from the date they were due for payment	-	1,732,589
	-	1,732,589
Less: Provision for doubtful trade receivables	-	-
Sub Total	-	1,732,589
Other Trade receivables	112,015,009	169,345,140
	112,015,009	169,345,140
Less: Provision for doubtful trade receivables	-	-
Sub Total	112,015,009	169,345,140
Total	112,015,009	171,077,729

Note-12

Particulars	March 31, 2017	March 31, 2016
Cash and Cash Equivalents		
Cash in hand	394,930	75,555
Balance with Banks		
- In current accounts	6,017,277	2,919,682
- In deposit accounts	23,294,357	26,941,014
- Balances held as security against guarantees"	3,819,000	3,819,000
Imprest with Staff	361,804	1,107,534
Total	33,887,368	34,862,785

Note-13

Particulars	March 31, 2017	March 31, 2016
Short Term loans and advances		
Unsecured , Considered Good		
A. Loans and advances to related parties (Secured/Unsecured/ Doubtful)"	395,679	395,679
	395,679	395,679
Less: Provision for doubtful loans and advances	-	-
Sub Total	395,679	395,679
B. Balances with government authorities		
Advance Taxes	16,545,060	34,349,852
Sub Total	16,545,060	34,349,852
C. Earnest Money & Security Deposits	7,129,334	6,829,334
	7,129,334	6,829,334
Less: Provision for doubtful loans and advances	-	-
Sub Total	7,129,334	6,829,334
D. Prepaid Expenses	2,286,957	2,661,300
Sub Total	2,286,957	2,661,300
E. Loans and advances to employees		
Unsecured, considered good	3,715,580	1,295,088
	3,715,580	1,295,088
Less: Provision for doubtful loans and advances	-	-
Sub Total	3,715,580	1,295,088
F. Others		
Advances to others	3,809,164	4,080,225
Sub Total	3,809,164	4,080,225
Total	33,881,774	49,611,478

Note-14

Particulars	March 31, 2017	March 31, 2016
Revenue from Operations		
Revenue from- Sale of Services		
Audio-Video Productions	185,967,239	172,667,545
Sub Total	185,967,239	172,667,545
Other Operating Revenues		
Income from Leasing of Equipment	55,573,884	55,573,888
Income from Rent	2,505,000	2,917,000
Sub Total	58,078,884	58,490,888
Total	244,046,123	231,158,433

Note-15

Particulars	March 31, 2017	March 31, 2016
Finance Cost		
A. Interest expense on		
Borrowing	106,337,951	129,899,132
B. Other borrowing cost		
Bank Charges	74,123	33,629
Processing Fees	478,500	2,035,250
Total	106,890,574	131,968,011

Note-16

Particulars	March 31, 2017	March 31, 2016
Other Income		
Interest income from Bank		
Deposit	3,019,583	3,030,401
Other Interest	269,559	3,392,552
	3,289,142	6,422,953
Other Non-Operating Income(net of expenses directly attributable to such income)		
Miscellaneous income	-	389,478
Sundry balance written back	135,200	202,517
	135,200	591,995
Total	3,424,342	7,014,948

Note-17

Particulars	March 31, 2017	March 31, 2016
Employee Benefit Expense		
Salaries , Wages and Bonus	19,179,482	16,247,407
Contribution to Provident and other funds	1,495,558	791,498
Staff Welfare Expenses	118,387	567,677
Total	20,793,427	17,606,582

Note-18

Particulars	March 31, 2017	March 31, 2016
Other Expenses		
Power and fuel	7,102,535	7,182,874
Lease Rent	574,405	1,856,529
Repairs to Machinery	5,144,449	4,979,262
Insurance	2,188,123	3,159,616
Rates and Taxes, Excluding Taxes on Income	1,859,657	3,274,488
Loss on foreign currency transaction	38,486	37,796
Loss on sale of Assets	66,201	-
Payment to auditors		
- As Auditor	250,000	250,000
- For Taxation Matters	165,000	75,000
- For Management Services	25,000	25,000
- For Reimbursement of Expenses	107,222	87,204
Professional Charges Artist, Directors, Technicians	10,184,484	6,735,129
Shooting Expenses	2,684,492	2,431,315
Production travellings & conveyance	1,446,127	693,307
Publicity & Content expenses	2,814,256	2,168,439
Consultancy & Legal charges	3,064,726	2,903,424
Miscellaneous Expenses	10,677,593	11,169,933
Total	48,392,756	47,029,316

Notes Forming part of the Financial Statements

Note-19

Corporate Information

The Company was incorporated on January 22, 1993. It is a Public Limited Company domiciled in India and is Listing on the Bombay stock Exchange [BSE] and National Stock Exchange [NSE]. It is one of the largest television content house in India under the brand name " Studio 24 "

Note - 20

Significant Accounting Policies

20.1 Basis of accounting and preparation of financial statements

These financial statements have been prepared under the historical cost convention on a going concern basis, on the accrual basis of accounting in accordance with the Generally Accepted Accounting Principles (GAAP) in India. Indian GAAP comprises mandatory accounting standards as specified under the section 133 of the Companies Act, 2013 read with Rule 7 of Companies (Accounts) Rules, 2014 and other accounting pronouncements of the Institute of Chartered Accountants of India.

20.2 Use of Estimates

The preparation of the financial statements is in accordance with Generally Accepted Accounting Principles. It requires the management to make estimates and assumptions that affect the reported amounts of assets and liabilities, disclosures relating to contingent liabilities as at the date of the financial statements and reported amounts of revenues and expenses during the year. Examples of such estimates include provisions for doubtful receivables, employee benefits, provision for income taxes, accounting for contract costs expected to be incurred, the useful lives of depreciable fixed assets and provision for impairment. Future results could differ due to changes in these estimates and the difference between the actual result and the estimates are recognised in the period in which the results are known / materialise.

20.3 Current-non-current classification

All assets and liabilities are classified into current and non-current.

Assets

An asset is classified as current when it satisfies any of the following criteria:

- it is expected to be realised in, or is intended for sale or consumption in, the Company's normal operating cycle;
- it is held primarily for the purpose of being traded;
- it is expected to be realised within 12 months after the reporting date; or
- it is cash or cash equivalent unless it is restricted from being exchanged or used to settle a liability for at least 12 months after the reporting date.

Current assets include the current portion of non-current financial assets. All other assets are classified as non-current.

Liabilities

A liability is classified as current when it satisfies any of the following criteria:

- it is expected to be settled in the Company's normal operating cycle;
- it is held primarily for the purpose of being traded;
- it is due to be settled within 12 months after the reporting date; or
- the Company does not have an unconditional right to defer settlement of the liability for at least 12 months after the reporting date. Terms of a liability that could, at the option of the counterparty, result in its settlement by the issue of equity instruments do not affect its classification.

Current liabilities include current portion of non-current financial liabilities. All other liabilities are classified as non-current.

Operating cycle

Operating cycle is the time between the acquisition of assets for processing and their realisation in cash or cash equivalents.

20.4 Inventories

Stock of Tapes, Cassettes, Discs and Electronic Devices

Inventories of raw stock consists of tapes, cassettes, compact discs and other electronic devices which are valued at lower of cost or estimated net realizable value. Cost is taken on First in First Out basis (FIFO).

Inventories Related to Television Software and Programme Pilots

The entire cost of the programme is charged to income when the programme is first exploited. The inventory thus

comprises of unamortized cost of such programmes. In case of Programme Pilots, the cost is expensed-off on first telecast or on after the review of realisability.

Inventories Related to Movies (Feature Films)

Movies under production (WIP) – at actual unamortized cost or net realizable value whichever is lower.

The company amortizes 75% of the cost of movie rights acquired or produced by it, on the first theatrical release of the movie. The said amortization is made proportionately on Domestic Theatrical Rights, International Theatrical Rights and Video Rights based on Management estimate of revenues from each of these rights. In case of aforesaid rights are not exploited along with or prior to the first theatrical release, proportionate appropriated cost of the said right is carried forward to be written off as and when such right is commercially exploited or at the end of one year from the date of first theatrical release, whichever occurs earlier. Balance 25% is amortised over the balance license period or based on management estimate of future revenue potential, as the case may be. Thus inventory comprises of unamortized cost of such movie rights.

Appropriate adjustments are made to the carrying value of damaged, slow moving and obsolete inventories based on management's current best estimate.

20.5 Cash and cash equivalents

Cash comprises cash on hand and demand deposits with banks. Cash equivalents are highly liquid investments that are readily convertible into known amounts of cash and which are subject to insignificant risk of changes in value.

20.6 Cash flow statement

Cash flows are reported using the indirect method, whereby profit / (loss) before extraordinary items and tax is adjusted for the effects of transactions of non-cash nature and any deferrals or accruals of past or future cash receipts or payments. The cash flows from operating, investing and financing activities of the Company are segregated based on the available information.

20.7 Depreciation

Depreciation on fixed asset is provided on Written down Value method over the use lives of the assets as prescribed in schedule II of the Companies Act, 2013. Depreciation and amortization methods, useful lives and residual values are reviewed periodically at each financial year.

20.8 Revenue Recognition

In respect of Commissioned programmes, revenue is recognized as and when the relevant Software programme is delivered to the customers. Production expenses are net of recoveries, if any.

Lease rental on equipment is recognized as revenue as per the terms of the lease agreement.

Sale of Rights recognized as revenue as per the terms of the lease agreement.

Income from infrastructure support, building rent and royalty income is recognised based on the terms of the underlying agreement.

In all other cases, revenue is recognized when no significant uncertainty as to its determination or realization exists.

20.9 Other Income

Interest income is recognised using the time proportion method, based on the transactional interest rates.

Dividend income is recognised when the right to receive payment is established.

20.10 Fixed Assets and Capital Work-in-Progress

Tangible fixed assets

The Fixed assets are stated at cost less accumulated depreciation and impairment. The cost of fixed assets includes interest on borrowings attributable to acquisition of qualifying fixed assets up to the date the asset is ready for its intended use and other incidental expenses incurred up to that date. Cost includes capital cost, freight, installation cost, duties and taxes and other incidental expenses incurred during the construction/installation and attributable to bringing the asset to its intended use. Fixed assets are further adjusted by the amount of CENVAT credit available, wherever applicable. Subsequent expenditure relating to fixed assets is capitalized only if such expenditure results in an increase in the future benefits from such asset beyond its previously assessed standard of performance.

Depreciation on fixed assets is provided as per WDV basis, based on the rates as per useful life prescribed in Schedule II to the Companies Act, 2013.

Depreciation is provided on a pro-rata basis i.e. from the date on which asset is ready for use.

Depreciation for the year is recognised in the Statement of Profit and Loss.

A fixed asset is eliminated from the financial statements on disposal or when no further benefit is expected from its use and disposal.

Losses arising from retirement or gains or losses arising from disposal of fixed assets which are carried at cost are recognized in the Statement of Profit and Loss.

Capital work-in-progress

Capital work in progress comprises of cost of fixed assets that are not yet ready for their intended use and outstanding advances paid to acquire fixed assets, at the balance sheet date.

20.11 Intangible Fixed Assets

The Intangible assets are stated at cost less accumulated depreciation and impairment. Cost includes capital cost, freight, installation cost, duties and taxes and other incidental expenses incurred during the construction/ installation and attributable to bringing the asset to its intended use. Fixed assets are further adjusted by the amount of CENVAT credit available, wherever applicable.

Subsequent expenditure is capitalised only when it increases the future economic benefits from the specific asset to which it relates.

An intangible asset is derecognized on disposal or when no future economic benefits are expected from its use and disposal.

Losses arising from retirement and gains or losses arising from disposal of an intangible asset are measured as the difference between the net disposal proceeds and the carrying amount of the asset and are recognised in the Statement of Profit and Loss.

20.12 Foreign Currency Transactions

- a) Transactions in foreign currency are recorded at the rates of exchange in force at the time the transactions are effected. All monetary assets and liabilities denominated in foreign currency are restated at the year-end exchange rate. All nonmonetary assets and liabilities are stated at the rates prevailing on the dates of the transactions. Gains / (losses) arising out of fluctuations in the exchange rates are recognised as income / expense in the period in which they arise
- b) In the cases of exchange difference on reporting long term monetary items, the company has opted to avail the option provided under paragraph 46A of Accounting Standard 11 "The Effects of Changes

in Foreign Exchange Rates" inserted vide notification dated 29 December 2011. Consequently, the exchange differences arising on reporting of long term foreign currency monetary items on account of a depreciable asset is adjusted in the cost of depreciable asset and would be depreciated over the balance life of the asset.

In cases other than the depreciable assets exchange differences is accumulated in a Foreign Currency Monetary Item Translation Difference Account, and amortized over the balance period of such long term asset or liability.

- c) Investments in foreign entities are recorded at the exchange rate prevailing on the date of making the investments.
- d) The Company does not have any outstanding foreign exchange forward contracts or other derivative instruments for the purpose of hedging the risk associated with foreign exchange exposures as at the year end.

20.13 Investments

Non Current investments are stated at cost less other than temporary diminution in the value of such investments, if any. On disposal of the investment, the difference between its carrying amount and net disposal proceeds is charged or credited to the statement of profit and loss.

20.14 Employee Benefits

The company has contributed to employee's provident fund as per provisions of the Employee's Provident Fund Act, 1952 and is charged to Statement of Profit and Loss.

The company has contributed to employee's state insurance fund as per provisions of the ESI Act, 1948 and is charged to Statement of Profit and Loss.

As per the Company's policy, the gratuity is payable as per the provisions of the payment of Gratuity Act 1972. The Company provides for a lump sum payment to eligible employees, at retirement or termination of employment based on the last drawn salary and years of employment with the Company. Liability in respect of Gratuity is provided for on the basis of an actuarial valuation as at the date of Balance Sheet.

Bonus is paid and charged to Statement of Profit and Loss as per the provisions of "The Payment of Bonus Act, 1965".

20.15 Borrowing Cost

Borrowing cost that is attributable to the acquisition or construction of a qualifying asset is capitalized as part of the cost of that asset when first put to use. Other borrowing costs are recognized as an expense in the period in which they are incurred.

20.16 Segmental Reporting

Primary segments: The company has three primary reportable business segments i.e. audio-video production, movies and leasing of property & broadcasting equipments.

Secondary segments: The Company caters to the needs of Indian market representing singular economic environments with similar risks and rewards and hence there are no reportable geographical segments.

Identifiable expenses are accounted for directly in respective segments. Overheads are apportioned pro-rata on revenues.

20.17 Operating Lease

The Company has given broadcasting equipments under operating leases. These lease agreements are normally renewable on expiry. The rental income on operating leases is credited to Statement of Profit and Loss.

20.18 Earnings per Share (EPS)

Basic:

The Company reports Basic Earning per equity share in accordance with the Accounting Standard-20 issued by the Institute of Chartered Accountants of India. Basic Earnings per equity share has been computed by dividing the net profit after tax by the weighted average number of equity shares outstanding during the year.

Diluted

The number of equity shares used in computing diluted earnings per share comprises the weighted average number of equity shares considered for deriving basic earnings per share, and also the weighted average number of equity shares that could have been issued on the conversion of all dilutive potential equity shares.

Dilutive potential equity shares are deemed converted proportionately during the period, unless issued at a later date. The number of equity shares and potentially dilutive equity shares are adjusted for any stock splits and bonus shares issued.

20.19 Taxation

Income-tax expense comprises current tax (i.e. amount of tax for the period determined in accordance with the income-tax law) and deferred tax charge or credit (reflecting the tax effects of timing differences between accounting income and taxable income for the period). Income-tax expense is recognised in Statement of Profit or Loss except that tax expense related to items recognised directly in reserves is also recognized in those reserves.

Current tax is measured at the amount expected to be paid to (recovered from) the taxation authorities, using the applicable tax rates and tax laws. Deferred tax is recognised in respect of timing differences between taxable income and accounting income i.e. differences that originate in one period and are capable of reversal in one or more subsequent periods. The deferred tax charge or credit and the corresponding deferred tax liabilities or assets are recognised using the tax rates and tax laws that have been enacted or substantively enacted by the balance sheet date. Deferred tax assets are recognised only to the extent there is reasonable certainty that the assets can be realised in future; however, where there is unabsorbed depreciation or carried forward loss under taxation laws, deferred tax assets are recognised only if there is a virtual certainty supported by convincing evidence that sufficient future taxable income will be available against which such deferred tax assets can be realised. Deferred tax assets are reviewed as at each balance sheet date and written down or written-up to reflect the amount that is reasonably/virtually certain (as the case may be) to be realised.

Minimum Alternative Tax ('MAT') under the provisions of the Income-tax Act, 1961 is recognised as current tax in the Statement of Profit and Loss. The credit available under the Act in respect of MAT paid is recognised as an asset only when and to the extent there is convincing evidence that the Company will pay normal income tax during the period for which the MAT credit can be carried forward for set-off against the normal tax liability. MAT credit recognised as an asset is reviewed at each balance sheet date and written down to the extent, the aforesaid convincing evidence no longer exists.

Deferred tax assets and liabilities are recognised for the future tax consequences attributable to timing differences that result between the profit offered for income taxes and the profit as per the financial statements of each entity in the group of the Company.

The Company offsets deferred tax assets and deferred tax liabilities if it has a legally enforceable right and these relate to taxes on income levied by the same governing taxation laws.

20.20 Impairment of Assets

The carrying values of all assets are reviewed at each reporting date to determine if there is an indication of any impairment. If any indication exists, the asset's recoverable amount is estimated. For assets that are not yet available for use, the recoverable amount is estimated at each reporting date. An impairment loss is recognized whenever the carrying amount of an asset, or its cash generating unit exceeds its recoverable amount. Impairment losses are recognised in the Statement of Profit and Loss. An impairment loss is reversed if there is a change in the estimate used to determine the recoverable amount. An impairment loss is reversed only to the extent the carrying amount of the asset that does not exceed the carrying amount that would have been determined net off depreciation or amortisation, if no impairment loss had been recognised.

20.21 Service tax input credit

Service tax input credit is accounted for in the books in the period in which the underlying service received is accounted and when there is no uncertainty in availing / utilizing the credits.

20.22 Disclosure on Specified Bank Notes

During the year the Company had Specified Bank Notes (SBNs) or other demonization notes as defined in the MCA notification, G.S.R.308(E), dated 31st March 2017 . The details of SBNs held and transacted during the period from November 8, 2016 to December 30,2016. The denomination – wise SBNs and other notes as per notification are as follows:-

(Amount in ₹)

	SBNs*	Other denomination	Total
Notes			
Closing cash in hand as on 08.11.2016	39,500	500	400,000
Add: Permitted receipts	-	620,000	620,000
Less: Permitted payments	-	457,970	457,970
Less: Amount deposited in Banks	39,500	-	39,500

	SBNs*	Other denomination	Total
Closing cash in hand as on 30.12.2016	-	162,530	162,530

*For the purposes of this clause, the term 'Specified Bank Notes' shall have the same meaning provided in the notification of the Government of India, in the Ministry of Finance, Department of Economic Affairs number S.O. 3407(E), dated the 8th November, 2016."

21. As per Accounting Standard (AS)-17 issued by the Institute of Chartered Accountants of India, segment information has been provided in the Notes to Consolidated Financial Statements.

A provision is recognised if, as a result of a past event, the Company has a present obligation that can be estimated reliably, and it is probable that an outflow of economic benefits will be required to settle the obligation. Provisions are recognised at the best estimate of the expenditure required to settle the present obligation at the balance sheet date. The provisions are measured on an undiscounted basis.

Contingencies

Provision in respect of loss contingencies relating to claims, litigation, assessment, fines, penalties, etc. are recognised when it is probable that a liability has been incurred, and the amount can be estimated reliably.

Contingent Liabilities and Commitments

A contingent liability exists when there is a possible but not probable obligation, or a present obligation that may, but probably will not, require an outflow of resources, or a present obligation whose amount cannot be estimated reliably. Contingent liabilities do not warrant provisions, but are disclosed unless the possibility of outflow of resources is remote. Contingent assets are neither recognised nor disclosed in the financial statements. However, contingent assets are assessed continually and if it is virtually certain that an inflow of economic benefits will arise, the asset and related income are recognised in the period in which the change occurs.

(Amount in ₹)

Particulars	As at March 31, 2017	As at March 31, 2016
Contingent liabilities		
a) Claims against the Company not acknowledged as debt	Nil	Nil
b) Guarantees		
-to Bank	6,06,000	6,06,000
(Guarantee given to bank amounting to Rs. 6,06,000 (Previous year Rs. 6,06,000) secure by fixed deposit.)		
-on behalf of subsidiaries companies		
News24 Broadcast India Limited	27,00,000	27,00,000
(Guarantee given on behalf of subsidiary company, News24 Broadcast India Limited) amounting to Rs. 27,00,000 (Previous year Rs. 27,00,000).		
E24 Glamour Limited	9,80,00,000	9,80,00,000
(Corporate Guarantee given on behalf of subsidiary company, E24 Glamour Limited amounting to Rs. 9,80,00,000 to Dena Bank, G-35, Connaught Circus, New Delhi-110001 (Previous year Rs. 9,80,00,000).		
Skyline Radio Network limited	7,85,00,000	9,85,00,000
(Corporate Guarantee given on behalf of subsidiary company, Skyline Radio Network Limited amounting to Rs. 9,85,00,000 to Dena Bank, G-35, Connaught Circus, New Delhi-110001 (Previous year Rs. 9,85,00,000)		
-on behalf of Other		
ARVR Education Society	25,00,00,000	25,00,00,000
Corporate Guarantees given in favour of Yes bank by creating charge on land situated at Plot No. HS-20, Sector-B-7, Greater Noida amounting to Rs. 25,00,00,000 (Previous year Rs. 25,00,00,000) on behalf of ARVR Education Society(Formerly Known as B.A.G. Education Society).		
c) Other money for which the Company is contingently liable	Nil	Nil

23. Employee Benefits as per Accounting Standard 15 (revised) 'Employees Benefits', the disclosures of employee benefits are given below:

a) Defined Contribution Plans :

Contribution to Defined Contribution Plan recognized as expense for the year is as under:

Employer's Contribution to Provident Fund :	Rs. 271,143 (Previous Year Rs. 262,416)
Employer's Contribution to ESI :	Rs. 26,193 (Previous Year Rs. 21,144)

Defined Benefit Plans:

The present value of obligation is determined based on actuarial valuation using the Projected Unit Credit method, which recognizes each period of service as giving rise to additional unit of employee benefit entitlement and measures each unit separately to build up the final obligation. The obligation for leave encashment is recognized in the same manner as gratuity.

a. Change in present value of obligation

(Amount in ₹)

Particulars	Gratuity		Leave Encashment	
	March31,2017	March31,2016	March31,2017	March31,2016
Present value of obligation as at the beginning of the period	34,74,584	32,51,548	13,81,586	11,75,340
Current Service Cost	5,15,071	4,77,157	1,51,695	1,87,020
Interest Cost	2,77,967	2,51,995	1,10,527	91,089
Expected Return on Plan Assets	NIL	NIL	NIL	NIL
Actuarial (gain)/loss	3,39,030	(4,59,385)	(2,28,968)	(71,863)
Past Service Cost	NIL	NIL	NIL	NIL
Curtailment and settlement Cost/(credit)	NIL	NIL	NIL	NIL
Benefits Paid	(2,97,115)	(46,731)	NIL	NIL
Present value of obligation as at the end of the period	43,09,537	34,74,584	14,14,840	13,81,586

b. Expense recognized in the statement of profit and loss

(Amount in ₹)

Particulars	Gratuity		Leave Encashment	
	March31,2017	March31,2016	March31,2017	March31,2016
Current service cost	5,15,071	4,77,157	1,51,695	1,87,020
Past service cost	--	--	--	--
Interest cost	2,77,967	2,51,995	1,10,527	91,089
Expected return on plan assets	--	--	--	--
Curtailment cost / (Credit)	--	--	--	--
Settlement cost / (credit)	--	--	--	--
Net actuarial (gain)/ loss recognized in the period	3,39,030	(4,59,385)	(2,28,968)	(71,863)
Expenses recognized in the statement of profit & losses	11,32,068	2,69,767	33,254	2,06,246

c. Actuarial gain / loss recognized

(Amount in ₹)

Particulars	Gratuity		Leave Encashment	
	March31,2017	March31,2016	March31,2017	March31,2016
Actuarial gain/(loss) for the period-obligation	(3,39,030)	4,59,385	2,28,968	71,863
Actuarial (gain)/loss for the period - plan assets	-	-	-	-
Total (gain)/loss for the period	3,39,030	(4,59,385)	(2,28,968)	(71,863)
Actuarial (gain) / loss recognized in the period	3,39,030	(4,59,385)	(2,28,968)	(71,863)
Unrecognized actuarial (gains) losses at the end of period	-	-	-	-

d. The amounts to be recognized in balance sheet and related analysis (Amount in ₹)

Particulars	Gratuity		Leave Encashment	
	March31,2017	March31,2016	March31,2017	March31,2016
Present value of obligation as at the end of the period	43,09,537	34,74,584	14,14,840	13,81,586
Fair value of plan assets as at the end of the period	-	-	-	-
Funded status / Difference	(43,09,537)	(34,74,584)	(14,14,840)	(13,81,586)
Excess of actual over estimated	-	-	-	-
Unrecognized actuarial (gains)/losses	-	-	-	-
Net asset/(liability) recognized in balance sheet	(43,09,537)	(34,74,584)	(14,14,840)	(13,81,586)

e. Actuarial Assumptions

i) Economic Assumptions

The principal assumptions are the discount rate & salary growth rate. The discount rate is generally based upon the market yields available on Government bonds at the accounting date with a term that matches that of the liabilities & the salary growth rate takes account of inflation, seniority, promotion and other relevant factors on long term basis. Valuation assumptions are as follows which have been agreed by the company:

(Amount in ₹)

Particulars	Gratuity		Leave Encashment	
	March31,2017	March31,2016	March31,2017	March31,2016
Discount Rate (%)	7.50	8.00	7.50	8.00
Expected Rate of increase in Compensation Levels (%)	5.50	5.50	5.50	5.50
Expected Rate of Return on Plan Assets	NIL	NIL	NIL	NIL
Expected Average remaining working lives of employees (years)	18.19	17.97	18.19	17.97

ii) Demographic Assumption

(Amount in ₹)

Particulars	Gratuity		Leave Encashment	
	March31,2017	March31,2016	March31,2017	March31,2016
i) Retirement Age (Years)	60	60	60	60
ii) Mortality Table	IALM (2006 - 08)	IALM (2006 - 08)	IALM (2006 - 08)	IALM (2006 - 08)
iii) Ages	Withdrawal Rate(%)	Withdrawal Rate(%)	Withdrawal Rate(%)	Withdrawal Rate(%)
Up to 30 Years	3.00	3.00	3.00	3.00
From 31 to 44 years	2.00	2.00	2.00	2.00
Above 44 years	1.00	1.00	1.00	1.00

Short term employee benefits

All employee benefits payable wholly within twelve months of rendering the services are classified as short-term employees benefits. Benefits such as salaries , wages and bonus, etc., are recognized in the statement of Profit and Loss in the period in which the employee renders the related service.

Actuarial gains and losses are recognized in the Statement of Profit and Loss.

Termination benefits

Termination benefits are recognised as an expense when, as a result of a past event, the Company has a present obligation that can be estimated reliably, and it is probable that an outflow of economic benefits will be required to settle the obligation.

24. (i) The aggregate managerial remuneration : (Amount in ₹)

Particulars	Year Ended March 31 , 2017	Year Ended March 31 , 2016
Managing Directors Remuneration and Other Allowances	1,00,00,000	83,33,330
Total	1,00,00,000	83,33,330

(ii) (Amount in ₹)

Particulars	Year Ended March 31 , 2017	Year Ended March 31 , 2016
Sitting Fees,	3,10,500	225,225

25. The Company is engaged in business of Media and Entertainment . Such services are not capable of being expressed in any generic unit and hence, it is not possible to give the quantitative details required under paragraphs 5(viii)(c) of general instructions for preparation of the statement of profit and loss as per Schedule III to the Companies Act, 2013.

26. Activity in Foreign Currency (Amount in ₹)

Particulars	Year Ended March 31 , 2017	Year Ended March 31 , 2016
Earnings in Foreign Currency		
Income from Content & Sale of Rights	-	1,55,00,000
Expenditure in Foreign Currency		
Travel Expenses	-	284,255
Import of Services	3,033,408	2,805,000

27. The Deferred Tax Liability (Net) comprises of the following: (Amount in ₹)

Particulars	Year Ended March 31 , 2017	Year Ended March 31 , 2016
Opening Balance of Deferred Tax Assets (Net)	1,32,34,345	47,78,635
A. Tax effects of items constituting Deferred Tax Liability		
On difference between book balance and tax balance of fixed Assets	3,211,309	83,08,622
B. Tax effects of items constituting Deferred Tax Assets		
Related to Gratuity & Leave Encashment	360,084	147,088
Disallowance under the Income Tax Act	Nil	Nil
Closing Balance of Deferred Tax Assets (Net)	16,805,738	13,234,345

28. The Company has not received any intimation from suppliers regarding their status under the Micro, Small and Medium Enterprise Development (MSMED) Act, 2006 and hence discloses Section 22 of The Micro, Small and Medium Enterprise Development (MSMED) Act, 2006 regarding:

- Amount due and outstanding to suppliers as at end of accounting year;
- Interest paid during the year;
- Interest payable at the end of the accounting year; and
- Interest accrued and unpaid at the end of the accounting year have not been given.

29. Disclosure under Regulation 34(3) of the SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015 Interest free Loans and Advances in the nature of Loan given to wholly owned foreign subsidiary :

(Amount in ₹)

Name of Subsidiary	Balance as at March 31, 2017	Maximum outstanding During the year 2016-17
B.A.G Network Limited	395,679	395,679

30. Related Parties Disclosures as per Accounting Standard (AS-18) are as follows:

1. List Of Related Parties

Name of Related Parties	Description of Relationship
Ms. Anurradha Prasad	Chairperson cum Managing Director
Skyline Radio Network Limited News24 Broadcast India Limited E24 Glamour Limited	Subsidiary
E24 Entertainment Limited	Fellow Subsidiary
B.A.G Network Limited	Wholly owned foreign subsidiary
Skyline Tele Media Services Limited ARVR Communications Pvt. Limited B.A.G Live Entertainment Limited	Promoter and Promoter Group / Enterprises over which Key Management Personnel or their relative ahve significant influence

2. Detail of Related party Transactions during the year ended March 31, 2017

(Amount in ₹)

Particulars	Chairperson cum Managing Director Year Ended March, 31		Subsidiaries Year Ended March, 31		Associates Year Ended March, 31		Fellow Subsidiaries Year Ended March, 31	
	2017	2016	2017	2016	2017	2016	2017	2016
Salary	10,000,000	8,333,330	-	-	-	-	-	-
Lease rent on equipments received	-	-	55,573,888	55,573,888	-	-	-	-
Income from Television Programming	-	-	81,225,750	93,764,519	104,741,489	-	-	-
Advertisement Expenses	-	-	1,525,500	-	-	-	-	-
Expenses incurred	-	-	49,543,196	52,139,641	-	-	-	-
Loan & Advances	-	-	-	146,298	-	-	-	-
Share's Issued	-	-	-	-	-	31,960,000	-	-

31. Earnings Per Share (EPS) is Computed in Accordance with Accounting Standard-20:-
(Amount in ₹)

Particulars	For the year ended	For the year ended
	March 31, 2017	March 31, 2016
i) Net Profit after tax as per Statement of profit and loss account	(26,223,369)	(61,030,038)
ii) short provision for tax of earlier years	(5,589)	4,433,178
iii) Net Profit attributable to Equity Shareholders	(26,228,958)	(56,596,860)
iv) Net Profit before Exceptional Item	(26,228,958)	(56,596,860)
v) Weighted Average number of equity shares used as denominator for calculating Basic EPS	188,118,090	180,670,003
vi) Basic Earnings per share	(0.14)	(0.31)
vii) Weighted Average number of equity shares used as denominator for calculating Diluted EPS	188,118,090	180,670,003
viii) Diluted Earnings per share	(0.14)	(0.31)
ix) Basic Earnings (before exceptional item) per share	(0.14)	(0.31)
x) Diluted Earnings (before exceptional item) per share	(0.14)	(0.31)
xi) Face Value per equity share	2.00	2.00

32. Previous year's figures have been regrouped/reclassified to be comparable with current year's classification/disclosures.

For Joy Mukherjee & Associates

Chartered Accountants
Firm Registration No. 006792C

Joy Mukherjee

Partner
Membership No. 074602

Place : Noida
Date : May 29, 2017

For and on the behalf of Boars of Directors
Anuradha Prasad

(Chairperson Cum Managing Director)
DIN 00010716

Ajay Jain

(CFO)

Sudhir Shukla

(Director)
DIN 01567595

Rajeev Parashar

(Company Secretary)

Independent Auditors' Report on Consolidated Financial Statements

To

To the members of
B.A.G Films and Media Limited

We have audited the accompanying consolidated financial statements of BAG Films and Media Limited (hereinafter referred to as "the Holding Company") and its subsidiaries (the Holding Company and its subsidiaries together referred to as "the Group"), which comprise the consolidated balance sheet as at 31 March 2017, the consolidated statement of profit and loss and consolidated cash flows statement for the year ended 31st March 2017, and a summary of significant accounting policies and other explanatory information (hereinafter referred to as 'the consolidated financial statements').

Management's Responsibility for the Consolidated Financial Statements

The Holding Company's Board of Directors is responsible for the preparation of these consolidated financial statements in terms with the requirement of the Companies Act, 2013 ("the Act") that give a true and fair view of the consolidated financial position, consolidated financial performance and consolidated cash flows of the Group, in accordance with the accounting principles generally accepted in India, including the Accounting Standards specified under Section 133 of the Act, read with Rule 7 of the Companies(Accounts) Rules, 2014. The respective Board of Directors of the companies included in the Group are responsible for maintenance of adequate accounting records in accordance with the provisions of the Act for safeguarding the assets of the Group and for preventing and detecting frauds and other irregularities; the selection and application of appropriate accounting policies; making judgments and estimates that are reasonable and prudent; and the design, implementation and maintenance of adequate internal financial controls, that were operating effectively for ensuring the accuracy and completeness of the accounting records, relevant to the preparation and presentation of the financial statements that give a true and fair view and are free from material misstatements, whether due to fraud or error, which have been used for the purpose of preparation of the consolidated financial statements by the Directors of the Holding Company, as aforesaid. These financial statements have been prepared on the basis of separate financial statements and other financial information regarding subsidiaries.

Auditor's Responsibility

Our responsibility is to express an opinion on these consolidated financial statements based on our audit. While conducting the audit, we have taken into account the provisions of the Companies Act, 2013 ("the Act"), the accounting and auditing standards and matters which are required to be included in the audit report under the provisions of the Act and the Rules made there under.

We conducted our audit in accordance with the standards on Auditing, issued by the Institute of chartered Accountants of India, as specified under section 143(10) of the Act. Those Standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the consolidated financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and the disclosures in the consolidated financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the consolidated financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal financial control relevant to the Holding Company's preparation of the consolidated financial statements that give a true and fair view in order to design audit procedures that are appropriate in the circumstances. An audit also includes evaluating the appropriateness of the accounting policies used and the reasonableness of the accounting estimates made by the Holding Company's Board of Directors, as well as evaluating the overall presentation of the consolidated financial statements. We believe that the audit evidence obtained by us is sufficient and appropriate to provide a basis for our audit opinion on the consolidated financial statements.

Opinion

In our opinion and to the best of our information and according to the explanations given to us and based on the consideration of reports on separate financial statements and on the other financial information of the subsidiaries, the aforesaid consolidated financial statements give a true and fair view in conformity with the accounting principles generally accepted in India.

- 1) in the case of Consolidated Balance Sheet, of the consolidated state of affairs of the Group as at 31 March 2017;
- 2) in the case of the Consolidated Profit and Loss Account, of the consolidated profit for the year ended on that date; and
- 3) in the case of the Consolidated Cash Flow Statement, of the consolidated cash flows for the year ended on that date.

Report on Other Legal and Regulatory Requirements

As required by section 143 (3) of the Act, we report , to the extent applicable, that:

- (a) We have sought and obtained all the information and explanations which to the best of our knowledge and belief were necessary for the purpose of our audit of the aforesaid consolidated financial statements;
- (b) In our opinion, proper books of account as required by law relating to preparation of the aforesaid consolidated financial statements have been kept by the Company so far as it appears from our examination of those books;
- (c) The Consolidated Balance Sheet, the Consolidated Statement of Profit and Loss and the Consolidated Cash Flow Statement dealt with by this Report are in agreement with the relevant books of account maintained for the purpose of preparation of Consolidated financial statement;
- (d) In our opinion, the aforesaid Consolidated financial statements comply with the Accounting Standards specified under section 133 of the Act, read with Rule 7 of the Companies (Accounts) Rules, 2014;
- (e) On the basis of written representations received from Directors of the Company as on March 31, 2017, taken on record by the Board of Directors of the Company and the reports of its subsidiary companies incorporated in India, none of the Directors of the Group companies, incorporated in India is disqualified as on March 31, 2017 from being appointed as a Director of that company in terms of sub-section 2 of Section 164 of the Act.
- (f) With respect to the adequacy of the internal financial controls over financial reporting and the operating effectiveness of such controls, refer to our report in "Annexure A", which is based on the Auditors' Reports of the Company and its subsidiary companies incorporated in India. Our report expresses an unmodified opinion on the adequacy and operating effectiveness of the internal financial controls over financial reporting of the Company and its subsidiary companies incorporated in India.
- (g) With respect to the other matters to be included in the Auditor's Report in accordance with Rule 11 of the Companies (Audit and Auditors) Rules, 2014, in our opinion and to the best of our information and according to the explanations given to us:
 - i. The Consolidated financial statement disclose the impact of pending litigations on the consolidated financial position of the Group;
 - ii. Provision has been made in the consolidated financial statements, as required under the applicable law or accounting standards, for material foreseeable losses, if any, on long-term contracts including derivative contracts .
 - iii. There has been no delay in transferring amounts, required to be transferred, to the Investor Education and Protection Fund by the Holding Company and its subsidiary companies.
 - iv. The Company has provided requisite disclosure in its standalone financial statement as to holdings as well as dealing in Specified Bank Notes (SBNs) during the period from 8th November 2016 to 30th December 2016 and these are in accordance with books of account maintain by the Company. Refer Note No. 24(xx) of consolidated financial statements.

For Joy Mukherjee & Associates

Chartered Accountants

Firm Registration No. 006792C

Joy Mukherjee

Partner

Membership No.074602

Place : Noida

Date : May 29 , 2017

ANNEXURE 'A' TO THE INDEPENDENT AUDITORS' REPORT

(Referred to in paragraph (f) under 'Report on Other Legal and Regulatory Requirements' section of our report of even date)

Report on the Internal Financial Controls Over Financial Reporting under Clause (i) of Sub-section 3 of Section 143 of the Companies Act, 2013 ("the Act")

To the Members of B.A.G Films and Media Limited

We have audited the internal financial controls over financial reporting of B.A.G Films and Media Limited ('the Company') and its subsidiary companies incorporated in India as at March 31, 2017 in conjunction with our audit of the consolidated financial statements of the Company for the year ended and as on that date.

Management's Responsibility for Internal Financial Controls

The respective Board of Directors of the Company and its subsidiary companies, which are incorporated in India, are responsible for establishing and maintaining internal financial controls based on the respective internal control over financial reporting criteria established by the Company and its subsidiary companies incorporated in India considering the essential components of internal control stated in the Guidance Note on Audit of Internal Financial Controls Over Financial Reporting issued by the Institute of Chartered Accountants of India (the 'Guidance Note'). These responsibilities include the design, implementation and maintenance of adequate internal financial controls that were operating effectively for ensuring the orderly and efficient conduct of its business, including adherence to the respective company's policies, the safeguarding of its assets, the prevention and detection of frauds and errors, the accuracy and completeness of the accounting records, and the timely preparation of reliable financial information, as required under the Companies Act 2013.

Auditors' Responsibility

Our responsibility is to express an opinion on the Holding Company, its subsidiaries companies, which are incorporated in India internal financial controls over financial reporting based on our audit. We conducted our audit in accordance with the Standards on Auditing prescribed under Section 143(10) of the Act and the Guidance Note, to the extent applicable to an audit of internal financial controls over financial reporting. Those Standards and the Guidance Note require that we comply with the ethical requirements and plan and perform the audit to obtain reasonable assurance about whether adequate internal financial controls over financial reporting was established and maintained and if such controls operated effectively in all material respects.

Our audit involves performing procedures to obtain audit evidence about the adequacy of the internal financial controls system over financial reporting and their operating effectiveness. Our audit of internal financial controls over financial reporting included obtaining an understanding of internal financial controls over financial reporting, assessing the risk that a material weakness exists, and testing and evaluating the design and operating effectiveness of internal control based on the assessed risk. The procedures selected depend on the auditors' judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion on the Company's internal financial controls system over financial reporting.

Meaning of Internal Financial Controls Over Financial Reporting

A company's internal financial control over financial reporting is a process designed to provide reasonable assurance regarding the reliability of financial reporting and the preparation of financial statements for external purposes in accordance with generally accepted accounting principles. A company's internal financial control over financial

reporting includes those policies and procedures that (1) pertain to the maintenance of records that, in reasonable detail, accurately and fairly reflect the transactions and dispositions of the assets of the company; (2) provide reasonable assurance that transactions are recorded as necessary to permit preparation of financial statements in accordance with generally accepted accounting principles, and that receipts and expenditures of the company are being made only in accordance with authorisations of management and directors of the company; and (3) provide reasonable assurance regarding prevention or timely detection of unauthorised acquisition, use, or disposition of the company's assets that could have a material effect on the financial statements.

Inherent Limitations of Internal Financial Controls Over Financial Reporting

Because of the inherent limitations of internal financial controls over financial reporting, including the possibility of collusion or improper management override of controls, material misstatements due to error or fraud may occur and not be detected. Also, projections of any evaluation of the internal financial controls over financial reporting to future periods are subject to the risk that the internal financial control over financial reporting may become inadequate because of changes in conditions, or that the degree of compliance with the policies or procedures may deteriorate.

Opinion

In our opinion to the best of our information and according to the explanations given to us, the Company and its subsidiary companies, which are incorporated in India, have, in all material respects, an adequate internal financial controls system over financial reporting and such internal financial controls over financial reporting were operating effectively as at March 31, 2017, based on the internal control over financial reporting criteria established by the Company and its subsidiary companies, which are incorporated in India considering the essential components of internal control stated in the Guidance Note on Audit of Internal Financial Controls Over Financial Reporting issued by the Institute of Chartered Accountants of India.

For Joy Mukherjee & Associates
Chartered Accountants
Firm Registration No. 006792C

Joy Mukherjee
Partner
Membership No.074602

Place : Noida
Date : May 29 , 2017

B.A.G Films and Media Limited
Consolidated Balance Sheet as at March 31, 2017

Particulars	Note No.	March 31, 2017		March 31, 2016	
		Amount in ₹	Amount in ₹	Amount in ₹	Amount in ₹
I. Equity and Liabilities					
1. Shareholder's funds					
(a) Share Capital	1	376,065,839		376,065,839	
(b) Reserves and Surplus	2	712,305,899		695,375,684	
Total of shareholders' funds			1,088,371,738		1,071,441,523
2. Minority interest		535,148,400	535,148,400	507,722,150	507,722,150
3. Non-current liabilities					
(a) Long-term borrowings	3	515,414,216		751,155,345	
(b) Long-term Provisions	4	14,960,500		12,685,671	
			530,374,716		763,841,016
4. Current Liabilities					
(a) Short term borrowings	5	812,375,990		529,138,247	
(b) Trade payables		102,188,424		171,730,642	
(c) Other current liabilities	6	600,234,344		450,962,421	
(d) Short term provisions	7	-		11,075,479	
			1,514,798,758		1,162,906,789
TOTAL			3,668,693,612		3,505,911,478
II Assets					
1. Non-current assets					
(a) Fixed assets					
(i) Tangible assets	8	670,539,208		599,878,560	
(ii) Intangible assets	9	94,850,727		104,669,321	
(iii) Capital work-in-progress		23,405,888		210,850,054	
(b) Non-current investments	10	1,234,621,596		1,063,921,421	
(c) Deferred tax assets (net)		13,297,291		12,655,399	
(d) Other non-current assets	11	-		266,426	
			2,036,714,710		1,992,241,181
2. Current assets					
(a) Inventories	12	315,441,390		339,405,568	
(b) Trade receivables	13	667,418,812		650,841,640	
(c) Cash and Cash equivalents	14	131,461,420		154,180,435	
(d) Short-term loans and advances	15	517,657,280		369,242,654	
			1,631,978,902		1,513,670,297
TOTAL			3,668,693,612		3,505,911,478

The Notes referred to above form an integral part of these financial statements.

For and on behalf of the Board of Directors

Anuradha Prasad
Chairperson cum Managing Director
DIN : 00010716

Sudhir Shukla
Director
DIN : 01567595

Ajay Jain
CFO

Rajeev Parashar
Company Secretary

As per our report of even date
For Joy Mukherjee & Associates
Chartered Accountants
Firm Registration No. 006792C

Joy Mukherjee
Partner
Membership No. 074602

Place : Noida
Date : May 29, 2017

B.A.G. Films and Media Limited
Consolidated Statement of Profit and Loss for the Period ended March 31, 2017

Particulars	Note No.	March 31, 2017		March 31, 2016	
		Amount in ₹	Amount in ₹	Amount in ₹	Amount in ₹
I Revenue from operations	16	1,366,840,282		1,173,674,204	
II Other Income	18	9,284,277		14,492,304	
III Total Revenue (I + II)			1,376,124,559		1,188,166,508
IV Expenses					
Changes in inventories of finished goods, work in progress and Stock-in- trade		23,964,178		(22,222,020)	
Employee benefits expense	19	208,903,448		200,353,881	
Finance Costs	17	163,494,572		152,113,128	
Depreciation and amortization expense		129,914,714		151,502,521	
Other expense	20	814,633,322		711,518,015	
Total Expense			1,340,910,234		1,193,265,525
V Profit before exceptional and extraordinary items and tax (III-IV)			35,214,325		(5,099,017)
VI Exceptional Items			-		-
VII Profit before extraordinary items and tax (V-VI)			35,214,325		(5,099,017)
VIII Extraordinary items			-		-
IX Profit before tax (VII-VIII)			35,214,325		(5,099,017)
X Tax expense:					
(1) Current tax/Wealth Tax			-		-
(2) Deferred tax			(641,892)		(5,355,525)
			(641,892)		(5,355,525)
XI Profit/(Loss) for the period (IX - X)			35,856,217		256,508
XII Earnings per equity share:					
(1) Basic			0.24		(0.03)
(2) Diluted			0.20		(0.03)

The Notes referred to above form an integral part of these financial statements.

For and on behalf of the Board of Directors

Anuradha Prasad
Chairperson cum Managing Director
DIN : 00010716

Sudhir Shukla
Director
DIN : 01567595

Ajay Jain
CFO

Rajeev Parashar
Company Secretary

Joy Mukherjee
Partner
Membership No. 074602

As per our report of even date
For Joy Mukherjee & Associates
Chartered Accountants
Firm Registration No. 006792C

Place : Noida
Date : May 29, 2017

B.A.G. Films and Media Limited
Consolidated Cash Flow Statement for the year ended March 31, 2017

Particulars	For the year ended March 31, 2017		For the year ended March 31, 2016	
	Amount in ₹	Amount in ₹	Amount in ₹	Amount in ₹
A. Cash flow from operating activities				
Net Profit / (Loss) before extraordinary items and tax		35,214,325		(5,099,018)
Adjustments for:				
Depreciation and amortisation	129,914,715		151,502,521	
(Profit) / loss on sale / write off of assets	(144,400)		(33,222)	
Finance costs	163,494,572		152,113,128	
Interest income	(8,160,635)		(13,192,421)	
Liabilities / provisions no longer required written back	(256,923)		(414,343)	
Other non-cash charges				
Adjustment relating to earlier year	8,500,247		(4,631,940)	
		<u>293,347,576</u>		<u>285,343,723</u>
Operating profit / (loss) before working capital changes				
Changes in working capital:				
Adjustments for (increase) / decrease in operating assets:				
Inventories	23,964,181		(22,222,017)	
Trade receivables	(16,320,249)		(143,707,965)	
Short-term loans and advances	(148,414,626)		(69,900,135)	
Other non-current assets	266,426		266,448	
Adjustments for increase / (decrease) in operating liabilities:				
Trade payables	(69,542,218)		89,221,415	
Other current liabilities	149,271,923		189,283,536	
Short-term provisions	(11,075,479)		(1,352,710)	
Long-term provisions	2,274,829		2,021,832	
		<u>(69,575,213)</u>		<u>43,610,404</u>
Cash generated from operations		258,986,688		323,855,109
Net cash flow from / (used in) operating activities (A)		<u>258,986,688</u>		<u>323,855,109</u>
B. Cash flow from investing activities				
Capital expenditure on fixed assets, including capital advances	(191,085,768)		(214,568,237)	
Proceeds from sale of fixed assets/Work-in-progress	187,917,565		136,414,609	
Purchase of long-term investments				
- Others	(170,700,175)		(83,333,626)	
Interest received				
- Others	8,160,635		13,192,421	
		<u>(165,707,743)</u>		<u>(148,294,833)</u>
Net cash flow from / (used in) investing activities (B)		<u>(165,707,743)</u>		<u>(148,294,833)</u>
C. Cash flow from financing activities				
Proceeds from issue of equity shares	-		31,960,000	
Proceeds from issue of share warrants	-		(7,990,000)	
Share application money received / (refunded)	-		(10,000,000)	
Proceeds from long-term borrowings	(235,741,129)		(265,251,715)	
Proceeds from other short-term borrowings	283,237,743		168,780,109	
Finance cost	(163,494,574)		(152,113,128)	
		<u>(115,997,960)</u>		<u>(234,614,734)</u>

B.A.G. Films and Media Limited
Consolidated Cash Flow Statement for the year ended March 31, 2017

Particulars	For the year ended March 31, 2017		For the year ended March 31, 2016	
	Amount in ₹	Amount in ₹	Amount in ₹	Amount in ₹
Net cash flow from / (used in) financing activities (C)		(115,997,957)		(234,614,734)
Net increase / (decrease) in Cash and cash equivalents (A+B+C)		(22,719,015)		(59,054,458)
Cash and cash equivalents at the beginning of the year		154,180,435		213,234,893
Cash and cash equivalents at the end of the year		131,461,420		154,180,435
Reconciliation of Cash and cash equivalents with the Balance Sheet:				
Cash and cash equivalents as per Balance Sheet		131,461,420		154,180,435
Cash and cash equivalents at the end of the year *		131,461,420		154,180,435
* Comprises:				
(a) Cash on hand		1,263,478		645,075
(b) Cheques, drafts on hand		15,716,776		19,359,241
(c) Balances with banks				
(i) In current accounts		59,902,926		43,964,216
(ii) In deposit accounts		23,351,638		62,511,912
(iii) In earmarked accounts		28,337,302		25,022,509
(d) Others				
Staff Imprest		2,889,300		2,677,482
		131,461,420		154,180,435

The Notes referred to above form an integral part of these financial statements.

For and on behalf of the Board of Directors

As per our report of even date
For Joy Mukherjee & Associates
Chartered Accountants
Firm Registration No. 006792C

Anurradha Prasad
Chairperson cum Managing Director
DIN : 00010716

Sudhir Shukla
Director
DIN : 01567595

Ajay Jain
CFO

Rajeev Parashar
Company Secretary

Joy Mukherjee
Partner
Membership No. 074602

Place : Noida
Date : May 29, 2017

Notes to Consolidated Financial Statement
Note-1

Amount in ₹

Particulars	March 31,2017	March 31,2016
Share Capital		
Equity Share Capital		
Authorised Share Capital		
275,000,000 Equity Shares of Rs. 2/- each (Previous Year 275,000,000 Equity Shares @ Rs. 2/- each)	550,000,000	550,000,000
Total	550,000,000	550,000,000

Particulars	March 31,2017	March 31,2016
Issued, Subscribed and Fully Paid Share Capital		
188,118,090 Equity Shares of Rs. 2/- per share (Previous year 188,118,090 Equity Shares @ Rs. 2/- each)	376,236,180	376,236,180
Less: Calls unpaid (170,341 Equity Shares @ Rs. 1/- each)	170,341	170,341
Total	376,065,839	376,065,839

Details of share holding in excess of 5% of share capital:
Equity shares with voting rights

Name of Shareholders	March 31, 2017
	No. of Shares
Anuradha Shukla	21,479,190
ARVR Communications Private Limited	38,194,868
High Growth Distributors Private Limited	13,078,000
Sameer Gehlaut	20,250,900
Skyline Tele Media Services Limited	13,650,000

Details of issued ,subscribed and fully paid up share capital:

Particulars	March 2017	March 2016
	Number of Shares	Number of Shares
Equity share capital		
- Number of shares held	188,118,090	188,118,090
- Number of share holders [including their nominees]	51,758	52,461

Details of issued and subscribed and not fully paid up share capital:

Particulars	March 2017	March 2016
	Number of Shares	Number of Shares
Equity share capital		
- Number of shares held	170,341	170,341
- Number of share holders [including their nominees]	285	286

Details of Call unpaid

	March 2017		March 2016	
	Number of Shares	Total	Number of Shares	Total
Equity Shares with Voting rights				
Aggregate of calls unpaid				
'- by others	170,341	170,341	170,341	170,341

Reconciliation of the number of shares and amount outstanding at the beginning and at the end of the March 2017
Issued, subscribed and fully paid up share capital:-

Amount in ₹

Particulars	March 2017	March 2016
Equity share with Voting Rights		
Opening Balance	376,236,180	357,436,180
Conversion	-	18,800,000
Closing Balance	376,236,180	376,236,180

Issued, subscribed and not fully paid up shares:-

Particulars	Number of Shares	Total
Equity share with Voting Rights		
Opening Balance	170,341	170,341
Fresh Issue	-	-
Conversion	-	-
Closing Balance	170,341	170,341

Rights, preferences and restrictions attached to equity shares

The parent company has only one class of equity shares having par value of Rs. 2 per share. Each shareholder is entitled to one vote per share held. The dividend proposed by the Board of Directors is subject to the approval of the shareholders in the ensuing Annual General Meeting. In the event of liquidation, the equity shareholders are eligible to receive the remaining assets of the parent company after distribution of all preferential assets, in proportion to their shareholding.

The parent company has not allotted any bonus shares or bought back any shares during the current year or for a period of five years immediately preceding the balance sheet date.

Note-2

Particulars	March 31,2017	March 31,2016
Reserves and Surplus		
Capital Reserves		
Opening Balance	77,754,054	24,969,054
Add: Additions during the year	-	52,785,000
Sub Total	77,754,054	77,754,054
General Reserves		
Opening Balance	37,927,284	37,927,284
Add: Transferred from surplus in Statement of Profit and Loss	-	-
Sub Total	37,927,284	37,927,284

Particulars	March 31,2017	March 31,2016
Securities Premium Reserves		
Opening Balance	3,673,339,899	3,660,179,899
Add : Premium on Share Issued during the year	-	13,160,000
	3,673,339,899	3,673,339,899
Less: Calls Unpaid (170341 Equity Shares @ Rs.4/-)	681,364	681,364
Sub Total	3,672,658,535	3,672,658,535
Surplus		
Opening Balance	(3,092,964,189)	(3,058,327,485)
Add: Profit / (Loss) for the year	35,856,217	256,508
Minority Interest	(27,426,249)	(29,188,844)
Adjustment relating to earlier year	8,500,247	(5,704,368)
Sub Total	(3,076,033,974)	(3,092,964,189)
Total	712,305,899	695,375,684

Note-3

Particulars	March 31,2017	March 31,2016
Long- Term Borrowings		
Secured Loans		
A. Vehicle Loans		
- From Bank	532,162	790,652
B. Term loans		
- From Bank	133,569,555	352,927,414
C. Deposits	150,000	165,000
D. Others Loan & advances	97,564,932	97,564,932
E. Finance lease obligation	28,076,992	44,186,773
Unsecured Loans		
A. Optionally fully convertible debentures	250,000,000	250,000,000
B. Other borrowings (from entities other than Banks)	5,520,574	5,520,574
Total	515,414,215	751,155,345

Details of terms of repayment for the long-term borrowings and security provided in respect of the secured other long-term borrowings:

A. Term loans from banks:

Term loans taken by B.A.G Films and Media Limited are secured by exclusive Charge on Land and Building at the Film city Noida , all current assets and all other moveable fixed assets of B.A.G. Films and Media Limited and Term Loan availed by subsidiaries from Dena Bank are secured by exclusive charge on property at Mumbai and Manesar.

B. Vehicle Loans from banks:

Vehicle Loan taken from HDFC Bank and Bank of India secured by vehicle financed by bank are secured against hypothecation of respective vehicle financed by them and repayable as per repayment schedule issued by the Bank.

C. Security Deposit:

Security deposit received against letting out of building premises, Studio for office use and Shooting purpose, repayment as per agreed terms of the contract.

D. Others Loan & advances

The amount of Rs 43,362,192(Previous year Rs. 43,362,192) availed by E24 Glamour Limited is secured by pledging 411,430 equity shares held by B.A.G. Films & Media Limited in E24 Glamour Limited. The amount is convertible into equity shares after a period mutually agreed between the parties.

The amount of Rs 54,202,740(Previous year Rs. 54,202,740) availed by News24 Broadcast India is secured by pledging 514,286 equity shares held by B.A.G. Films & Media Limited in News24 Broadcast India Limited. The amount is convertible into equity shares after a period mutually agreed between the parties.

E. Finance Lease

Assets acquired under lease are secured by way of respective assets taken on lease."

* For current portion of long term borrowings refer note no. 06 'other current liabilities'

Disclosure in relation to default in repayment of loans and interest in respect of the following:

A. Term loans from banks:

No default has been made in repayment of principal and interest on term loan during the financial year ended March 31, 2017.

B. Vehicle Loans from banks:

No default has been made in repayment of principal and interest on term loan during the financial year ended March 31, 2017.

Disclosure in relation to Convertible Debenture

E24 Glamour Limited and News24 Broadcast India Limited had issued 1,250,000 optionally fully convertible debenture (OFCDs) of face value Rs 100/-each. The OFCDs fully convertible into equity shares at any time after the expiry of 4 years of issue at a conversion price arrived at a Fair valuation mutually agreeable to the both parties.

Note-4

(Amount in ₹)

Particulars	March 31,2017	March 31,2016
Long-Term provisions		
Provision for Employee Benefits		
- Provision for Gratuity	11,828,998	9,643,308
Others		
- Provision for Leave encashment	3,131,502	3,042,363
Total	14,960,500	12,685,671

Note-5

Particulars	March 31,2017	March 31,2016
Short-Term Borrowings		
Secured		
Loans repayable on demand		
From Bank	812,375,990	523,797,904
Unsecured		
Other loans and advances	-	5,340,343
Total	812,375,990	529,138,247

Details of security for the secured short-term borrowings:

Particulars	Nature of Security
Loan repayable on demand	
From Bank	Immovable Property

Note-6

Particulars	March 31,2017	March 31,2016
Other Current liabilities		
Current maturities of long term debt*	249,367,458	266,439,294
Other payables		
Statutory remittances	8,640,869	5,671,078
Other Liability	281,680,553	84,421,093
Employee Cost	18,106,005	18,475,243
Advances from customers	40,839,459	74,355,713
Security deposits received	1,600,000	1,600,000
Total	600,234,344	450,962,421

Note-7

Particulars	March 31,2017	March 31,2016
Short-Term Provisions		
Provision for Income Tax	-	11,075,479
Total	-	11,075,479

Note 8 - Fixed Assets Schedule as per Companies Act, 2013 for the year ended on March 31, 2017

Tangible Fixed Assets

Amount in ₹

Particulars	Gross Block		Addition during the year	Sale/Adj During the Year	Cost as on 31-03-2017	Depreciation		Adjustment for the year	Accumulated Depreciation as at 31-03-2017	Adjustment as per Company Act 2013	Net Block	WDV as at 31.03.2016
	Cost as on 01.04.2016	Cost as on 31-03-2017				Accumulated Depreciation as at 01.04.2016	Depreciation for the year					
Land & Site Development	57,825,219	57,825,219	-	-	-	-	-	-	-	-	57,825,219	57,825,219
Building	176,255,435	176,255,435	-	-	176,255,435	70,210,111	6,061,238	-	76,271,349	-	99,984,086	106,045,324
Plant & Machinery	1,068,622,684	1,069,381,065	1,710,881	952,500	1,069,381,065	766,807,964	73,814,784	623,500	839,999,248	-	229,381,817	301,814,720
Computers & Peripherals	387,360,329	388,604,320	1,243,991	-	388,604,320	383,213,443	1,974,540	-	385,187,983	-	3,416,337	4,146,886
Vehicle	29,443,298	29,443,298	-	-	29,443,298	27,714,277	613,774	-	28,328,052	-	1,115,246	1,729,021
Furniture's & Fixtures	414,208,461	414,208,461	94,796,320	-	509,004,781	286,447,741	38,813,343	-	325,261,084	-	183,743,697	127,760,720
Office Equipments	120,446,414	213,780,990	93,334,576	-	213,780,990	117,362,749	1,345,435	-	118,708,188	-	95,072,806	3,083,665
Total	2,254,161,840	2,444,295,108	191,085,768	952,500	2,444,295,108	1,651,756,285	122,623,114	623,500	1,773,755,900	-	670,539,208	602,405,555

Note 9 - Fixed Assets Schedule as per Companies Act, 2013 for the year ended on March 31, 2017

Intangible Fixed Assets

Amount in ₹

Particulars	Gross Block		Addition during the year	Sale/Adj During the Year	Cost as on 31-03-2017	Depreciation		Adjustment for the year	Accumulated Depreciation as at 31-03-2017	Adjustment as per Company Act 2013	Net Block	WDV as at 31.03.2016
	Cost as on 01.04.2016	Cost as on 31-03-2017				Accumulated Depreciation as at 01.04.2016	Depreciation for the year					
Radio Licences Fees	109,453,903	109,453,903	-	-	109,453,903	7,311,576	7,291,600	-	14,603,176	-	94,850,727	102,142,326
Total	109,453,903	109,453,903	-	-	109,453,903	7,311,577	7,291,600	-	14,603,176	-	94,850,727	102,142,326

Note-10

Particulars	March 31,2017	March 31,2016
Non-Current Investments		
Trade Investments at cost		
Quoted		
5,000 Equity Shares of Mukta Arts Limited	500,000	500,000
Having Face Value of Rs. 5/- per share fully paid up		
Purchased @ Rs.100/- Per Equity Share		
(Market Value as on 31-03-2017 is Rs. 100.25)		
(Previous Year Rs. 58.80)		
Investment in Mutual Funds	5,962,496	5,262,321
Non Trade Investment at Cost		
Unquoted		
485,000 Equity Shares(Previous Year 245,000 Equity Shares) of B.A.G. Business Ventures Limited	485,000	485,000
Having Face Value of Rs 1/- per share fully paid-up		
296,006 Optionally Fully Convertible Debenture (Previous Year 296,006 Optionally Fully Convertible Debenture) of B.A.G. Business Venture Limited	29,600,600	29,600,600
Having Face Value of Rs 100/- per Optionally Fully Convertible Debenture		
255,512 Optionally Fully Convertible Debenture (Previous Year 255,512 Optionally Fully Convertible Debenture) of Approach Films and Television Limited	25,551,200	25,551,200
Having Face Value of Rs 100/- per Optionally Fully Convertible Debenture		
1,495,419 Optionally Fully Convertible Debenture (Previous Year 1,495,419 Optionally Fully Convertible Debenture) of B.A.G Convergence Pvt. Ltd	149,541,900	149,541,900
Having Face Value of Rs 100/- per Optionally Fully Convertible Debenture		
3,156,315 Optionally Fully Convertible Debenture (Previous Year 1,456,315 Optionally Fully Convertible Debenture) of B.A.G Live Entertainment Limited	315,631,500	145,631,500
Having Face Value of Rs 100/- per Optionally Fully Convertible Debenture		
6,292,150 Optionally Fully Convertible Debenture (Previous Year 6,292,150 Optionally Fully Convertible Debenture) of Oscar Software Private Limited	629,215,000	629,215,000
Having Face Value of Rs 100/- per Optionally Fully Convertible Debenture		
Having Face Value of Rs 100/- per Optionally Fully Convertible Debenture		
781,339 Optionally Fully Convertible Debenture (Previous Year 781,339 Optionally Fully Convertible Debenture) of Skyline Tele Media Limited	78,133,900	78,133,900
Having Face Value of Rs 100/- per Optionally Fully Convertible Debenture		
Total	1,234,621,596	1,063,921,421

Particulars	As at March 31, 2017		As at March 31, 2016	
	Quoted	Unquoted	Quoted	Unquoted
A. Trade				
i) Investment in equity instruments	500,000	-	500,000	-
ii) Investment in mutual funds				
1. Principal Cash Management Fund	62,596	-	62,595	-
2. Canara Robeco Short Term - Regular Fund	5,899,900		5,199,726	
B. Other Investment				
(i) of other entities	-	1,228,159,100	-	1,058,159,100
	6,462,496	1,228,159,100	5,762,321	1,058,159,100

Note-11

Particulars	March 31,2017	March 31,2016
Other Non-Current Assets		
Unamortised expenses		
Preliminary Expenses		
Opening Balance	266,424	532,874
Add: Incurred during the year	-	-
	266,424	532,874
Less: Written off	266,424	266,448
Total	-	266,426

Note-12

Particulars	March 31,2017	March 31,2016
Inventories		
Raw Materials	741,550	866,000
Work in Progress	10,423,506	15,769,176
Finished Goods	304,276,334	322,770,392
Total	315,441,390	339,405,568

Note-13

Particulars	March 31,2017	March 31,2016
Trade Receivables		
Unsecured, considered good		
Trade receivables outstanding for a period exceeding six months from the date they were due for payment	114,843,771	27,797,691
	114,843,771	27,797,691
Less: Provision for doubtful trade receivables	-	-
Sub Total	114,843,771	27,797,691
Other Trade receivables	552,575,041	623,043,949
	552,575,041	623,043,949
Less: Provision for doubtful trade receivables	-	-
Sub Total	552,575,041	623,043,949
Total	667,418,812	650,841,640

Note-14

Particulars	March 31,2017	March 31,2016
Cash and Cash Equivalents		
Cash in hand	1,263,478	645,075
Cheques , Draft in hand	15,716,776	19,359,241
Balance with Banks		
-In current accounts	59,902,926	43,964,216
- In deposit accounts	23,351,638	62,511,912
- Balances held as security against guarantees	28,337,302	25,022,509
Imprest with Staff	2,889,300	2,677,482
Total	131,461,420	154,180,435

Note-15

Particulars	March 31,2017	March 31,2016
Short Term loans and advances		
Unsecured , Considered Good		
A. Balances with government authorities		
Advance Taxes	48,761,471	83,199,970
Sub Total	48,761,471	83,199,970
B. Earnest Money & Security Deposits	31,025,838	25,475,583
	31,025,838	25,475,583
Less: Provision for doubtful loans and advances	-	-
Sub Total	31,025,838	25,475,583
C. Prepaid Expenses	55,243,492	58,814,681
Sub Total	55,243,492	58,814,681
D. Loans and advances to employees		
Unsecured, considered good	4,914,511	2,997,188
	4,914,511	2,997,188
Less: Provision for doubtful loans and advances	-	-
Sub Total	4,914,511	2,997,188
E. Others		
Advances to others	377,711,968	198,755,232
Sub Total	377,711,968	198,755,232
Total	517,657,280	369,242,654

Note-16

Particulars	March 31,2017	March 31,2016
Revenue from Operations		
Revenue from- Sale of Services		
Audio-Video Productions	104,741,489	172,667,545
Advertisement sales revenue	1,258,941,153	992,823,779
Sub Total	1,363,682,642	1,165,491,324
Other Operating Revenues		
Income from Equipment Hiring	652,640	5,265,880
Income from Rent	2,505,000	2,917,000
Sub Total	3,157,640	8,182,880
Total	1,366,840,282	1,173,674,204

Note-17

Particulars	March 31,2017	March 31,2016
Finance Costs		
A. Interest expense on		
Borrowing	151,542,249	149,164,340
Other	6,467,737	-
B. Other borrowing costs		
Bank Charges	279,955	315,170
Processing Fees	5,204,631	2,633,618
Total	163,494,572	152,113,128

Note-18

Particulars	March 31,2017	March 31,2016
Other Income		
Interest Income		
Deposit	6,476,374	7,622,563
Other Interest	1,684,261	5,569,858
	8,160,635	13,192,421
Other Non-Operating Income(net of expenses directly attributable to such income)		
Profit on Sale of Fixed Assests	144,400	33,222
Profit on Sale of Investment	323,385	-
Miscellaneous income	398,934	852,318
Sundry balance written back	256,923	414,343
	1,123,642	1,299,883
Total	9,284,277	14,492,304

Note-19

Particulars	March 31,2017	March 31,2016
Employee Benefit Expense		
Salaries , Wages and Bonus	195,941,519	186,789,102
Contribution to Provident and other funds	9,698,067	8,693,831
Staff Welfare Expenses	3,263,862	4,870,948
Total	208,903,448	200,353,881

Note-20

Particulars	March 31,2017	March 31,2016
Other Expenses		
Power and fuel	34,953,347	35,959,036
Rent	7,606,276	5,992,400
Repairs to Building	72,971	49,459
Repairs to Machinery	8,122,529	8,539,199
Insurance	3,150,079	3,201,347
Rates and Taxes, Excluding Taxes on Income	5,812,856	11,498,364
Loss on foreign currency transaction	8,877,186	237,393
Loss on sale of assets	66,201	-
Payment to auditors		
- As Auditor	550,000	550,000
- For Taxation Matters	315,000	225,000
- For Management Services	100,000	100,000
- For Reimbursement of Expenses	328,688	177,972
Professional Charges Artist, Directors, Technicians	30,536,858	37,894,154
Corporate Social Responsibility Expenditure	1,630,500	900,000
Travellings & conveyance	24,544,589	21,322,619
Royalty	102,546,787	48,788,894
License & Other Operational Fees	26,914,507	20,379,112
Carriage Charges	345,774,325	332,569,585
Advertisement , Publicity & Content	113,714,437	71,217,912
Miscellaneous Expenses	99,016,186	111,915,569
Total	814,633,322	711,518,015

Notes forming part of the Consolidated Financial Statements

Note-22

Corporate Information

The Company was incorporated on January 22, 1993. It is a Public Limited Company domiciled in India and is listed on the Bombay stock Exchange [BSE] and National Stock Exchange [NSE]. It is one of the largest television content house in India under the brand name Studio 24"

Significant Accounting Policies

Note-23

i) Basis of preparation and consolidation

The consolidated financial statements of the Company and its subsidiaries (together the 'Group') have been prepared in accordance with the Generally Accepted Accounting Principles in India (Indian GAAP) to comply with the Accounting Standards notified under Section 133 of the Companies Act, 2013, read with Rule 7 of the Companies (Accounts) Rules, 2014 and the relevant provisions of the Companies Act, 2013 ("the 2013 Act") / Companies Act, 1956 ("the 1956 Act") and other accounting pronouncements of the Institute of Chartered Accountants of India.

As per the Accounting Standard Interpretation (ASI-15) on "Notes to the Consolidated Financial Statements", only the notes involving items which are material, need to be disclosed. Materiality for the purpose is assessed in relation to the information contained in the consolidated financial statements. Further, additional statutory information disclosed in separate financial statements of the subsidiaries or of the parent having no bearing on the true and fair view of the consolidated financial statements need not be disclosed in the consolidated financial statements.

ii) Principles of Consolidation

The Consolidated financial statement relate to the BAG Films & Media Limited (hereinafter referred to as "the Holding Company") and its subsidiaries (the Holding Company and its subsidiaries together referred to as "the Group"). The Consolidated financial statement have been prepared in accordance with the principles and procedures for the preparation and presentation as laid down in Accounting Standard-21.

The consolidated financial statements have been prepared on the following basis:

- a) The consolidated Financial statements include the Financial statements of BAG Films and Media Limited and all its subsidiaries, which are more than 50% owned or controlled. The Financial statements of the parent company and its majority owned/ controlled subsidiaries which are drawn up to the same reporting date have been combined on a line by line basis by adding together the book values of all items of assets, liabilities, incomes and expenses after eliminating

all intra-group balances/transactions and resulting unrealized gain/loss.

- b) The excess of the cost to the parent of its investments in a subsidiary over the parent's portion of equity at the date on which investment in the subsidiary is made, is recognised as 'Goodwill'. When the cost to the parent of its investment in a subsidiary is less than the parent's portion of equity of the subsidiary at the date on which investment in the subsidiary is made, the difference is treated as 'Capital Reserve' in the consolidated financial statements.
- c) Minority interest in the net assets of consolidated subsidiaries consists of:
 - a) the amount of equity attributable to the minorities at the dates on which investment in a subsidiary is made; and
 - b) the minorities share of movements in equity since the date, the parent subsidiary relationship came into existence.

Minority interest in share of net result for the year is identified and adjusted against the profit after tax. Excess of loss, if any, attributable to the minority over and above the minority interest in the equity of the subsidiaries is absorbed by the Company.

- d) The consolidated financial statements are prepared using uniform accounting policies for similar transactions and other events in similar circumstances.

24. The accounting policies set out below have been applied consistently to the periods presented in these financial statements.

i) Use of estimates

The preparation of consolidated financial statements in conformity with Generally Accepted Accounting Principles (GAAP) requires management to make judgments, estimates and assumptions that affect the application of accounting policies and reported amounts of assets, liabilities, income and expenses and the disclosure of contingent liabilities on the date of the consolidated financial statements. Actual results could differ from those estimates. Estimates and underlying assumptions are reviewed on an ongoing basis. Any revision to accounting estimates is recognized prospectively in current and future periods.

ii) Current-non-current classification

All assets and liabilities are classified into current and non-current.

Assets

An asset is classified as current when it satisfies any of the following criteria:

- (a) it is expected to be realised in, or is intended for sale or consumption in, the group's normal operating cycle;

- (b) it is held primarily for the purpose of being traded;
- (c) it is expected to be realised within 12 months after the reporting date; or
- (d) it is cash or cash equivalent unless it is restricted from being exchanged or used to settle a liability for at least 12 months after the reporting date.

Current assets include the current portion of non-current financial assets. All other assets are classified as non-current.

Liabilities

A liability is classified as current when it satisfies any of the following criteria:

- (a) it is expected to be settled in the group's normal operating cycle;
- (b) it is held primarily for the purpose of being traded;
- (c) it is due to be settled within 12 months after the reporting date; or
- (d) the group does not have an unconditional right to defer settlement of the liability for at least 12 months after the reporting date. Terms of a liability that could, at the option of the counterparty, result in its settlement by the issue of equity instruments do not affect its classification.

Current liabilities include current portion of non-current financial liabilities. All other liabilities are classified as non-current.

Operating cycle

Operating cycle is the time between the acquisition of assets for processing and their realisation in cash or cash equivalents.

iii) Fixed Assets and Capital Work-in-Progress

Tangible fixed assets

The Fixed assets are stated at cost less accumulated depreciation and impairment. The cost of fixed assets includes interest on borrowings attributable to acquisition of qualifying fixed assets up to the date the asset is ready for its intended use and other incidental expenses incurred up to that date. Cost includes capital cost, freight, installation cost, duties and taxes and other incidental expenses incurred during the construction/installation and attributable to bringing the asset to its intended use. Fixed assets are further adjusted by the amount of CENVAT credit available, wherever applicable. Subsequent expenditure relating to fixed assets is capitalized only if such expenditure results in an increase in the future benefits from such asset beyond its previously assessed standard of performance.

Depreciation on fixed assets is provided as per WDV basis, based on the rates as per useful life prescribed in Schedule II to the Companies Act, 2013.

Depreciation is provided on a pro-rata basis i.e. from the date on which asset is ready for use.

Depreciation for the year is recognised in the Statement of Profit and Loss.

A fixed asset is eliminated from the financial statements on disposal or when no further benefit is expected from its use and disposal.

Losses arising from retirement or gains or losses arising from disposal of fixed assets which are carried at cost are recognized in the Statement of Profit and Loss.

Capital work-in-progress

Capital work in progress comprises of cost of fixed assets that are not yet ready for their intended use and outstanding advances paid to acquire fixed assets, at the balance sheet date.

iv) Intangible Fixed Assets

The Intangible assets are stated at cost less accumulated depreciation and impairment. Cost includes capital cost, freight, installation cost, duties and taxes and other incidental expenses incurred during the construction/installation and attributable to bringing the asset to its intended use. Fixed assets are further adjusted by the amount of CENVAT credit available, wherever applicable.

Subsequent expenditure is capitalized only when it increases the future economic benefits from the specific asset to which it relates.

An intangible asset is derecognized on disposal or when no future economic benefits are expected from its use and disposal.

Losses arising from retirement and gains or losses arising from disposal of an intangible asset are measured as the difference between the net disposal proceeds and the carrying amount of the asset and are recognised in the Statement of Profit and Loss.

v) Impairment of assets

The carrying values of all assets are reviewed at each reporting date to determine if there is an indication of any impairment. If any indication exists, the asset's recoverable amount is estimated. For assets that are not yet available for use, the recoverable amount is estimated at each reporting date. An impairment loss is recognized whenever the carrying amount of an asset or its cash generating unit exceeds its recoverable amount and is recognized in the Consolidated Statement of Profit and Loss. An impairment loss is reversed if there has been a change in the estimates used to determine the recoverable amount. An impairment loss is reversed only to the extent that the asset's carrying amount does not exceed the carrying amount that would have been determined net of depreciation or amortisation, if no impairment loss had been recognized.

vi) Depreciation

Depreciation on fixed asset is provided on Written down Value method over the useful life as prescribed in schedule II of the Companies Act, 2013.

vii) Employee benefits

(a) Short term employee benefits

Employee benefits payable wholly within twelve months of receiving employee services are classified as short-term employee benefits. These benefits include salaries and wages, bonus and ex-gratia. The undiscounted amount of short-term employee benefits to be paid in exchange for employee services is recognized as an expense as the related service is rendered by employees.

(b) Post employment benefits

Defined contribution plans

Provident Fund and ESI: Eligible employees of Indian entities receive benefits from the provident fund and ESI, which is a defined contribution plan. Both the employees and the Indian entity make monthly contributions to the provident fund (with Regional Provident Fund Commissioner) equal to specified percentage of the covered employee's basic salary. The entities have no further obligation under the plan beyond its monthly contributions.

Defined benefit plan

The Group's gratuity benefit scheme is a defined benefit plan. The Group's net obligation in respect of a defined benefit plan is calculated by estimating the amount of future benefit that employees have earned in return for their service in the current and prior periods; that benefit is discounted to determine its present value. The fair value of plan assets is reduced from the gross obligation under the defined benefit plans, to recognize the obligation on net basis. The calculation of the Group's obligation under each of the two plans is performed annually by a qualified actuary using the projected unit credit method.

The Group recognizes all actuarial gains and losses arising from defined benefit plans immediately in the Consolidated Statement of Profit and Loss. All expenses related to defined benefit plans are recognized in employee benefits expense in the Consolidated Statement of Profit and Loss. The Group recognizes gains and losses on the curtailment or settlement of a defined benefit plan when the curtailment or settlement occurs.

Actuarial gains and losses are recognized immediately in the Consolidated Statement of Profit and Loss.

Termination benefits

Termination benefits are recognized as an expense when, as a result of a past event, the Group has a present obligation that can be estimated reliably, and it is probable that an outflow of economic benefits will be required to settle the obligation.

Long-term employee benefits

Compensated absences which are not expected to occur within twelve months after the end of the period in which the employee renders the related service are recognised as a liability at the present value of the defined benefit obligation as at the Balance Sheet date less the fair value of the plan assets out of which the obligations are expected to be settled.

viii) Revenue Recognition

In respect of Commissioned programmes, revenue is recognized as and when the relevant Software programme is delivered to the customers. Production expenses are net of recoveries, if any.

Lease rental on equipment is recognized as revenue as per the terms of the lease agreement.

Sale of Rights recognized as revenue as per the terms of the lease agreement.

Income from infrastructure support, building rent and royalty income is recognised based on the terms of the underlying agreement.

Advertisement revenue from sale of advertising time is recognized on the accrual basis when advertisements are telecast in accordance with contractual obligations.

Revenue is reported net of discounts.

In all other cases, revenue is recognized when no significant uncertainty as to its determination or realization exists.

ix) Other Income

Interest income is recognised on time proportion basis taking into account the amount outstanding and the rate applicable. Dividend income is recognised when the right to receive payment is established.

x) Foreign Currency Transactions

a) Transactions in foreign currency are recorded at the rates of exchange in force at the time the transactions are effected. All monetary assets and liabilities denominated in foreign currency are restated at the year-end exchange rate. All nonmonetary assets and liabilities are stated at the rates prevailing on the dates of the transactions. Gains / (losses) arising out of fluctuations in the exchange rates are recognised as income / expense in the period in which they arise

- b) In the cases of exchange difference on reporting long term monetary items, the company has opted to avail the option provided under paragraph 46A of Accounting Standard 11 "The Effects of Changes in Foreign Exchange Rates" inserted vide notification dated 29 December 2011. Consequently, the exchange differences arising on reporting of long term foreign currency monetary items on account of a depreciable asset is adjusted in the cost of depreciable asset and would be depreciated over the balance life of the asset.

In cases other than the depreciable assets exchange differences is accumulated in a Foreign Currency Monetary Item Translation Difference Account, and amortized over the balance period of such long term asset or liability.

- c) Investments in foreign entities are recorded at the exchange rate prevailing on the date of making the investments.
- d) Transactions in foreign currencies (other than the entity's functional currency) entered into by the Company are accounted at the exchange rates prevailing on the date of the transaction or at rates that closely approximate the rate at the date of the transaction.
- e) Integral foreign operations: Transactions in foreign currencies entered into by the Company's integral foreign operations are accounted at the exchange rates prevailing on the date of the transaction or at rates that closely approximate the rate at the date of the transaction.
- f) Net investment in non-integral foreign operations: Net investment in non-integral foreign operations is accounted at the exchange rates prevailing on the date of the transaction or at rates that closely approximate the rate at the date of the transaction.
- g) Non-integral foreign operations: Transactions of non-integral foreign operations are translated at the exchange rates prevailing on the date of the transaction or at rates that closely approximate the rate at the date of the transaction.
- h) The Company does not have any outstanding foreign exchange forward contracts or other derivative instruments for the purpose of hedging the risk associated with foreign exchange exposures as at the year end.

xi) Investments

Non-current investments are stated at cost less other than temporary diminution in the value of such investments, if any. Current investments are valued at lower of cost and fair value determined by category of investment. The fair value is determined using quoted market price/market observable information adjusted

for cost of disposal. On disposal of the investment, the difference between its carrying amount and net disposal proceeds is charged or credited to the statement of profit and loss.

xii) Taxation

Income Tax:

The current charge for income taxes is calculated in accordance with the relevant tax regulations. Tax liability for domestic taxes was computed under Minimum Alternate Tax (MAT). MAT credit are being recognized if there is convincing evidence that the Company will pay normal tax after the tax holiday period and the resultant asset can be measured reliably. The excess tax paid under MAT provisions being over and above regular tax liability can be carried forward for a period of ten years from the year of recognition and is available for set off against future tax liabilities computed under regular tax provisions, to the extent of MAT liability.

Deferred tax:

Deferred tax assets and liabilities are recognised for the future tax consequences attributable to timing differences that result between the profit offered for income taxes and the profit as per the financial statements of each entity in the group.

Deferred taxes are recognised in respect of timing differences which originate during the tax holiday period but reverse after the tax holiday period. For this purpose, reversal of timing difference is determined using first in first out method.

Deferred tax assets and liabilities are measured using the tax rates and tax laws that have been enacted or substantively enacted by the balance sheet date. The effect on deferred tax assets and liabilities of a change in tax rates is recognised in the period that includes the enactment/substantive enactment date.

Deferred tax assets on timing differences are recognised only if there is a reasonable certainty that sufficient future taxable income will be available against which such deferred tax assets can be realized. However, deferred tax assets on the timing differences when unabsorbed depreciation and losses carried forward exist, are recognised only to the extent that there is virtual certainty that sufficient future taxable income will be available against which such deferred tax assets can be realized.

Deferred tax assets are reassessed for the appropriateness of their respective carrying amounts at each balance sheet date.

Advance taxes and provisions for current income taxes are presented in the balance sheet after off-setting advance tax paid and income tax provision arising in the same tax jurisdiction for relevant tax paying units

and where the Group is able to and intends to settle the asset and liability on a net basis.

The Company offsets, on a year on year basis, its current and non-current tax assets and liabilities, where it has a legally enforceable right and where it intends to settle such assets and liabilities on a net basis.

xiii) Leases

a) Operating leases

Leases in which a significant portion of the risks and rewards of ownership are retained by the lessor are classified as operating leases. The Group is both a lessee and a lessor under such arrangements. Payments and receipts under such leases are charged or credited to the Statement of Profit and Loss.

b) Finance leases

The Group companies lease some assets where the risks and rewards incidental to ownership are largely

transferred to the Group. These assets are capitalised and recognised in the balance sheet at the lower of the fair value of the asset and the discounted value of the minimum lease instalments. The lease instalments payable are broken down into repayment and interest components, based on a fixed interest rate and equal instalments. The lease commitments are carried under liabilities exclusive of interest. The interest component is recognised in the statement of profit and loss in accordance with the lease instalments. The relevant assets are depreciated over the remaining useful lives or the lease term, whichever is less.

xiv) Cash and cash equivalents

Cash comprises cash on hand and demand deposits with banks. Cash equivalents are highly liquid investments that are readily convertible into known amounts of cash and which are subject to insignificant risk of changes in value.

xv) Cash flow statement

Cash flows are reported using the indirect method, whereby profit / (loss) before extraordinary items and tax is adjusted for the effects of transactions of non-cash nature and any deferrals or accruals of past or future cash receipts or payments. The cash flows from operating, investing and financing activities of the Company are segregated based on the available information.

xvi) Inventories

Stock of Tapes, Cassettes, Discs and Electronic Devices

Inventories of raw stock consists of tapes, cassettes, compact discs and other electronic devices which are

valued at lower of cost or estimated net realizable value. Cost is taken on First in First Out basis (FIFO).

Inventories Related to Television Software and Programme Pilots

The entire cost of the programme is charged to income when the programme is first exploited. The inventory thus comprises of unamortized cost of such programmes. In case of Programme Pilots, the cost is expensed-off on first telecast or on after the review of realisability.

Inventories Related to Radio Software and Programme Pilots

The entire cost of the programme is charged to income when the programme is first exploited. The inventory thus comprises of unamortized cost of such programmes. In case of Programme Pilots, the cost is expensed-off on first telecast or on after the review of realisability.

Inventories Related to Movies (Feature Films)

Movies under production (WIP) – at actual unamortized cost or net realizable value whichever is lower.

The company amortizes 75% of the cost of movie rights acquired or produced by it, on the first theatrical release of the movie. The said amortization is made proportionately on Domestic Theatrical Rights, International Theatrical Rights and Video Rights based on Management estimate of revenues from each of these rights. In case of aforesaid rights are not exploited along with or prior to the first theatrical release, proportionate appropriated cost of the said right is carried forward to be written off as and when such right is commercially exploited or at the end of one year from the date of first theatrical release, whichever occurs earlier. Balance 25% is amortised over the balance license period or based on management estimate of future revenue potential, as the case may be. Thus inventory comprises of unamortized cost of such movie rights.

Appropriate adjustments are made to the carrying value of damaged, slow moving and obsolete inventories based on management's current best estimate.

xvii) Trade receivables and Loans and advances

Trade receivables and Loans and advances are stated after making adequate provisions for doubtful balances.

xviii) Earnings per share

Basic:

The number of equity shares used in computing basic earnings per share is the weighted average number of shares outstanding during the year excluding equity shares held by controlled trust.

Diluted:

The number of equity shares used in computing diluted earnings per share comprises the weighted average number of equity shares considered for deriving basic earnings per share, and also the weighted average number of equity shares that could have been issued on the conversion of all dilutive potential equity shares.

Dilutive potential equity shares are deemed converted as of the proportionate during the period, unless issued at a later date. The number of equity shares and potentially dilutive equity shares are adjusted for any stock splits and bonus shares issued.

xix) Provisions and contingent liabilities

The Group recognizes a provision when there is a present obligation as a result of a past event and it is more likely than not that there will be an outflow of resources embodying economic benefits to settle such obligations and the amount of such obligation can be reliably estimated. Provisions are not discounted to their present value and are determined based on the management's estimation of the outflow required to settle the obligation at the balance sheet date. These are reviewed at each balance sheet date and adjusted to reflect current management estimates.

Contingent liabilities are disclosed in respect of possible obligations that have arisen from past events and the existence of which will be confirmed only by the occurrence or non-occurrence of future events, not wholly within the control of the Company.

When there is an obligation in respect of which the likelihood of outflow of resources is remote, no provision or disclosure is made.

i) Commitments & Contingent Liabilities

(Amount in ₹)

Particulars	As at March 31, 2017	As at March 31, 2016
Contingent liabilities		
a) Guarantees		
-to Bank	15,046,931	82,97,200
-on behalf of Other ARVR Education Society	250,000,000	250,000,000

xx) Disclosure on Specified Bank Notes

During the year the Company had Specified Bank Notes (SBNs) or other demonization notes as defined in the MCA notification, G.S.R.308(E), dated 31st March 2017 . The details of SBNs held and transacted during the period from November 8, 2016 to December 30,2016.

The denomination – wise SBNs and other notes as per notification are as follows:-

(Amount in ₹)

	SBNs*	Other denomination Notes	Total
Closing cash in hand as on 08.11.2016	306,500	110,972	417,472
Add: Permitted receipts	-	1,693,402	1,693,402
Less: Permitted payments	-	1,122,521	1,122,521
Less: Amount deposited in Banks	306,500	-	306,500
Closing cash in hand as on 30.12.2016	-	681,853	681,853

*For the purposes of this clause, the term 'Specified Bank Notes' shall have the same meaning provided in the notification of the Government of India, in the Ministry of Finance, Department of Economic Affairs number S.O. 3407(E), dated the 8th November, 2016."

25. The Group is engaged in business of Media and Entertainment. Such services are not capable of being expressed in any generic unit and hence, it is not possible to give the quantitative details required under paragraphs 5(viii) (c) of general instructions for preparation of the statement of profit and loss as per Schedule III to the Companies Act, 2013.

26. Activity in Foreign Currency

(Amount in ₹)

Particulars	Year ended March 31, 2017	Year ended March 31, 2016
Expenditure in Foreign Currency	6,527,282	6,564,788
Earnings in Foreign Currency	-	52,020,000
CIF Value of Imports	-	68,000

27. The Deferred Tax Liability (Net) comprises of the following:

(Amount in ₹)

Particulars	Year ended March 31, 2017	Year ended March 31, 2016
Opening Balance of Deferred Tax Assets (Net)	12,655,399	7,299,874
A. Tax effects of items constituting Deferred Tax Liability On difference between book balance and tax balance of fixed Assets	(403,703)	4,516,957

Particulars	Year ended March 31 , 2017	Year ended March 31 , 2016
B. Tax effects of items constituting Deferred Tax Assets		
Related to Gratuity & Leave Encashment	987,632	780,595
Disallowance under the Income Tax Act	57,963	57,973
Closing Balance of Deferred Tax Asset(Net)	13,297,291	12,655,399

28. The Group has not received any intimation from suppliers regarding their status under the Micro, Small and Medium Enterprise Development (MSMED) Act, 2006 and hence disclosures Section 22 of The Micro, Small and Medium Enterprise Development (MSMED) Act, 2006 regarding:
- (a) Amount due and outstanding to suppliers as at end of accounting year;

- (b) Interest paid during the year;
(c) Interest payable at the end of the accounting year; and
(d) Interest accrued and unpaid at the end of the accounting year have not been given.

29. Segment reporting

The accounting policies adopted for segment reporting are in conformity with the accounting policies adopted for the Group. Further,

- a) Inter segment revenue has been accounted for based on the transaction price agreed to between segments which is primarily market based.
- b) Revenue and expenses have been identified to segments on the basis of their relationship to the operating activities of the segment. Revenue and expenses, which relate to the Group as a whole and are not allocable to segments on a reasonable basis, have been included under "Un-allocated corporate expenses net of un-allocated income".

The business segments have been considered as the primary segment. The company is organized into five main Business namely Audio- Visual production, Movies, Leasing, FM Radio & Television Broadcasting. The above Business segments have been identified considering the different nature of activities carried on by these business divisions. Segments revenue, results, assets, and liabilities have been accounted for on the basis of their relationship to the related business activities of the segment and amounts allocated on a reasonable basis to the business segment.

(Amount in ₹)

S. No.	Particulars	Year ended March 31 , 2017	Year ended March 31 , 2016
1	Segment Revenue		
	a) Audio -Visual Production	137,538,429	172,667,545
	b) Leasing	2,505,000	2,917,000
	c) FM Radio	100,748,535	80,264,180
	d) Television Broadcasting	1,126,048,318	917,825,479
	Total	1,366,840,282	1,173,674,204
	Less: Inter Segment Revenue	-	-
	Net Sales/Income from Operations	1,366,840,282	1,173,674,204
2.	Segment Results		
	a) Audio -Visual Production	52,155,524	89,882,470
	b) Leasing	(31,971,474)	(38,384,357)
	c) F.M.Radio	33,927,483	13,513,937
	d) Television Broadcasting	315,337,539	237,966,816
	Total	369,449,073	302,978,866
	Less:		
	I) Interest	163,494,572	152,113,128
	II) Other Un-allocable Expenditure Net off unallocable income	170,741,928	155,964,755
	Total Profit Before Tax	35,212,573	(5,099,017)

S. No.	Particulars	Year ended March 31, 2017	Year ended March 31, 2016
3.	Capital Employed		
	a) Audio -Visual Production	469,087,447	621,372,799
	b) Leasing	213,564,183	245,616,438
	c) F.M.Radio	195,112,705	480,259,304
	d) Television Broadcasting	383,629,978	162,642,245
4.	Segment Depreciation		
	a) Audio -Visual Production	39,285,296	46,431,660
	b) Leasing	31,428,237	37,145,328
	c) F.M. Radio	20,752,152	28,023,452
	d) Television Broadcasting	30,591,971	30,615,750

30. Related Parties disclosures as per Accounting Standard (AS-18) are as follows:

- i) Related parties with whom transactions have taken place during the year/previous year and the nature of related party relationship

Name of the subsidiary	Proportion of Interest
News24 Broadcast India Limited	53.82%
E24 Glamour Limited	69.23%
Skyline Radio Network Limited	71.05%
BAG Network Limited	100.00%
E24 Entertainment Limited (Fellow Subsidiary)	69.23%

Other related parties with whom Group had transactions during the year;

Name of related party	Nature of relationship
Anurradha Prasad	Chairperson cum Managing Director
Skyline Tele Media Services Limited	Promoter Company/ Enterprises over which key management personnel or their relatives have significant influence
B.A.G Live Entertainment Limited	Promoter Company
ARVR Communications Pvt. Ltd.	Promoter Company

- ii) **Disclosure of transactions between the Group and Related Parties;**

(Amount in ₹)

Particulars	Chairperson cum Managing Director Year Ended March, 31		Enterprises over which key management personnel or their relatives have significant influence Year Ended March, 31	
	2017	2016	2017	2016
Salary	10,000,000	83,33,330	-	-
Income from Television Programming	-	-	104,741,489	-
Income from Ad Sale	-	-	38,615,400	-
Uplinking Recurring Charges	-	-	22,684,511	19,940,012
Content & Programming Expenses	-	-	139,714,351	-
Expense Reimbursed	-	-	3,016,392	3,159,954
Share's Issued	-	-	-	31,960,000

31. Employee Benefits as per Accounting Standard 15 (revised) 'Employees Benefits', the disclosures of employee benefits are given below:

a) Defined Contribution Plans :

Contribution to Defined Contribution Plan recognized as expense for the year is as under:

Employer's Contribution to Provident Fund :	Rs. 56,23,960 (Previous Year Rs. 53,03,935)
Employer's Contribution to ESI :	Rs. 718,159 (Previous Year Rs. 4,96,074)

Defined Benefit Plans:

Gratuity is payable to all eligible employees of the Group on retirement/exit, death or permanent disablement in terms of the provisions of the Payment of Gratuity Act, 1972.

The present value of obligation is determined based on actuarial valuation using the Projected Unit Credit method, which recognizes each period of service as giving rise to additional unit of employee benefit entitlement and measures each unit separately to build up the final obligation. The obligation for leave encashment is recognized in the same manner as gratuity.

a. Change in present value of obligation

(Amount in ₹)

Particulars	Gratuity		Leave Encashment	
	March 31, 2017	March 31, 2016	March 31, 2017	March 31, 2016
Present value of obligation as at the beginning of the period	9,643,310	81,57,606	3,042,363	2,506,233
Current Service Cost	2,118,241	19,26,779	502,474	579,017
Interest Cost	771,465	6,32,214	243,389	194,233
Expected Return on Plan Assets	-	-	-	-
Actuarial (gain)/loss	179,205	(5,15,288)	(656,724)	(237,120)
Past Service Cost	-	-	-	-
Curtailment and settlement Cost/(credit)	-	-	-	-
Benefits Paid	(883,223)	(5,58,001)	-	-
Present value of obligation as at the end of the period	11,828,998	96,43,310	31,31,502	3,042,363

b. Expense recognized in the statement of profit and loss

(Amount in ₹)

Particulars	Gratuity		Leave Encashment	
	March 31, 2017	March 31, 2016	March 31, 2017	March 31, 2016
Current service cost	2,118,241	19,26,779	5,02,474	579,017
Past service cost	-	-	-	-
Interest cost	771,465	6,32,214	2,43,389	194,233
Expected Return on Plan Assets	-	-	-	-
Curtailment cost / (Credit)	-	-	-	-
Settlement cost / (credit)	-	-	-	-
Net actuarial (gain)/ loss recognized in the period	179,205	(5,15,288)	(656,724)	(237,120)
Expenses recognized in the statement of profit & losses	3,068,911	20,43,705	89,139	536,130

c. Actuarial gain/loss recognized

(Amount in ₹)

Particulars	Gratuity		Leave Encashment	
	March 31, 2017	March 31, 2016	March 31, 2016	March 31, 2016
Actuarial gain/(loss) for the period- obligation	(179,205)	515,288	656,724	237,120
Actuarial (gain)/loss for the period - plan assets	-	-	-	-
Total (gain)/loss for the period	179,205	(515,288)	(656,724)	(237,120)
Actuarial (gain) / loss recognized in the period	179,205	(515,288)	(656,724)	(237,120)
Unrecognized actuarial (gains) losses at the end of period	-	-	-	-

d. The amounts to be recognized in balance sheet and related analysis

(Amount in ₹)

Particulars	Gratuity		Leave Encashment	
	March 31, 2017	March 31, 2016	March 31, 2017	March 31, 2016
Present value of obligation as at the end of the period	11,828,998	96,43,310	31,31,502	3,042,363
Fair value of plan assets as at the end of the period	-	-	-	-
Funded status / Difference	(11,828,998)	(96,43,310)	(31,31,502)	(3,042,363)
Excess of actual over estimated	-	-	-	-
Unrecognized actuarial (gains)/ losses	-	-	-	-
Net asset/(liability) recognized in balance sheet	(11,828,998)	(96,43,310)	(31,31,502)	(3,042,363)

e. Actuarial Assumptions
i) Economic Assumptions

The principal assumptions are the discount rate & salary growth rate. The discount rate is generally based upon the market yields available on Government bonds at the accounting date with a term that matches that of the liabilities & the salary growth rate takes account of inflation, seniority, promotion and other relevant factors on long term basis. Valuation assumptions are as follows which have been agreed by the company:

Particulars	Gratuity		Leave Encashment	
	March 31, 2017	March 31, 2016	March 31, 2017	March 31, 2016
Discount Rate (%)	7.50	8.00	7.50	8.00
Future salary increase	5.50	5.50	5.50	5.50
Expected Rate of Return on Plan Assets	0.00	0.00	0.00	0.00

ii) Demographic Assumption

Particulars	Gratuity		Leave Encashment	
	March 31, 2017	March 31, 2016	March 31, 2017	March 31, 2016
i) Retirement Age (Years)	60	60	60	60
ii) Mortality Table	IALM (2006-08)	IALM (2006-08)	IALM (2006-08)	IALM (2006-08)
iii) Ages				
Up to 30 Years	3.00	3.00	3.00	3.00
From 31 to 44 years	2.00	2.00	2.00	2.00
Above 44 years	1.00	1.00	1.00	1.00

Short term employee benefits

All employee benefits payable wholly within twelve months of rendering the services are classified as short-term employees benefits. Benefits such as salaries , wages and bonus, etc., are recognized in the statement of Profit and Loss in the period in which the employee renders the related service.

Actuarial gains and losses are recognized in the Statement of Profit and Loss.

Termination benefits

Termination benefits are recognised as an expense when, as a result of a past event, the Company has a present obligation that can be estimated reliably, and it is probable that an outflow of economic benefits will be required to settle the obligation.

32. Earning Per Share (EPS) is computed in Accordance with Accounting Standard-20 :-

(Amount in ₹)

Particulars	2016-17	2015-16
i) Net Profit/(loss) after tax as per Statement of profit and loss account	35,856,217	256,508
ii) Short provision for tax of earlier years	8,500,247	(5,704,368)
iii) Net Profit/(loss) attributable to Equity Shareholders	44,356,464	(5,447,860)
iv) Net Profit/(loss) before Exceptional Item	44,356,464	(5,447,860)
v) Weighted Average number of equity shares used as denominator for calculating Basic EPS.	188,118,090	180,670,003
vi) Basic Earnings per share	0.24	(0.03)
vii) Weighted Average number of equity shares used as denominator for calculating Diluted EPS	222,874,583	215,978,553
viii) Diluted Earnings per share	0.20	(0.03)
ix) Basic Earnings (before exceptional item) per share	0.24	(0.03)
x) Diluted Earnings (before exceptional item) per share	0.20	(0.03)
xi) Face Value per equity share	2.00	2.00

33. Previous year's figures have been regrouped/reclassified to be comparable with current year's classification/disclosures.

For Joy Mukherjee & Associates

Chartered Accountants
Firm Registration No. 006792

Joy Mukherjee

Partner
Membership No. 074602

Place : Noida
Date : May 29, 2017

For and on Behalf of the Board of Directors

Anuradha Prasad
(Chairperson Cum Managing Director)
DIN 00010716

Rajeev Parashar
(Company Secretary)

Sudhir Shukla
(Director)
DIN 01567595

Ajay Jain
(CFO)

Additional information as required under schedule III to the Companies Act, 2013, of enterprises consolidated as Subsidiary/ Associate /Joint Ventures

Name of the entity	As at March 31, 2017		As at March 31, 2017	
	Net Asset, i.e. total assets minus total liabilities		Share in Profit or (Loss)	
	As % of consolidated net assets	Amount (in Lakh)	As a % of consolidated Profit & Loss	Amount (in Lakh)
Parent Company				
B.A.G. Films and Media Limited	61.86	26,334.66	(73.13)	(262.23)
Subsidiaries				
E24 Glamour Limited	24.72	10,524.30	43.50	155.96
News24 Broadcast India Limited	8.96	3814.30	136.65	489.96
Skyline Radio Network Limited	3.09	1,316.74	(6.60)	(23.65)
Foreign				
E24 Entertainment Limited (Fellow Subsidiary)	1.38	584.48	(0.42)	(1.49)
Bag Network Limited	(0.01)	(3.89)	-	-
Total	100	42,570.59	100	358.56
Minority Interest		(5,351.48)		(274.26)
Adjustment due to consolidation		(26,335.40)		-
Consolidated Net Asset/Profit after tax		10,883.71		84.29

The information in respect of these entities are extracted from the financial summary considered in the consolidated financial statements.

Form AOC-1

(Pursuant to first proviso to sub-section (3) of section 129 read with rule 5 of Companies (Accounts) Rules, 2014)
Statement containing salient features of the financial statement of subsidiaries/ associate companies/joint ventures

(Amount in Lakh)

Name of Subsidiary	News24 Broadcast India Limited		E24 Glamour Limited		Skyline Radio Network Limited		E24 Entertainment Limited (Fellow Subsidiary)	
	As on March 31		As on March 31		As on March 31		As on December 31	
	2017	2016	2017	2016	2017	2016	2016	2015
Share Capital	3536.43	3536.43	2696.89	2696.89	2901.41	2901.41	595.04	595.04
Reserve & Surplus	277.87	(212.05)	7827.41	7671.45	(2577.62)	(2639.07)	(10.56)	(9.08)
Total Assets	9677.67	7525.47	15,601.56	14932.84	2532.00	2652.84	589.95	589.95
Total Liabilities	5863.37	4201.10	5,077.26	4564.50	1215.26	1727.75	5.47	3.99
Investment	2301.10	2115.02	10841.00	10041.00	-	-	-	-
Turnover	9001.30	6800.86	2914.79	3479.73	1007.49	802.64	-	-
Profit/(Loss) before taxation	479.79	218.08	153.18	598.30	18.60	(169.02)	(1.49)	(2.03)
Provision for taxation	(10.17)	(9.82)	(2.79)	(8.34)	42.25	49.16	-	-
Profit/(Loss) after taxation	489.96	227.90	155.96	606.64	(23.65)	(218.18)	(1.49)	(2.03)
Proposed Dividend	-	-	-	-	-	-	-	-
% of shareholding	53.82	53.82	69.23	69.23	71.05	71.05	69.23	69.23

The following Subsidiary is yet to commence operation:

1. BAG Network Limited

For and on Behalf of the Board of Directors

Anuradha Prasad
(Chairperson Cum Managing Director)
DIN : 00010716

Sudhir Shukla
(Director)
DIN : 01567595

Rajeev Parashar
(Company Secretary)

Ajay Jain
(CFO)

Place: Noida
Date: May 29, 2017



B.A.G. FILMS AND MEDIA LIMITED

Corporate Office: FC-23, Sector-16A,
Film City, Noida - 201 301 (U.P.)