

VIAAN INDUSTRIES LTD

RACING TOWARDS A BILLION HEARTS



Index



Q1FY19 Performance Highlights



Company Overview



Business Overview



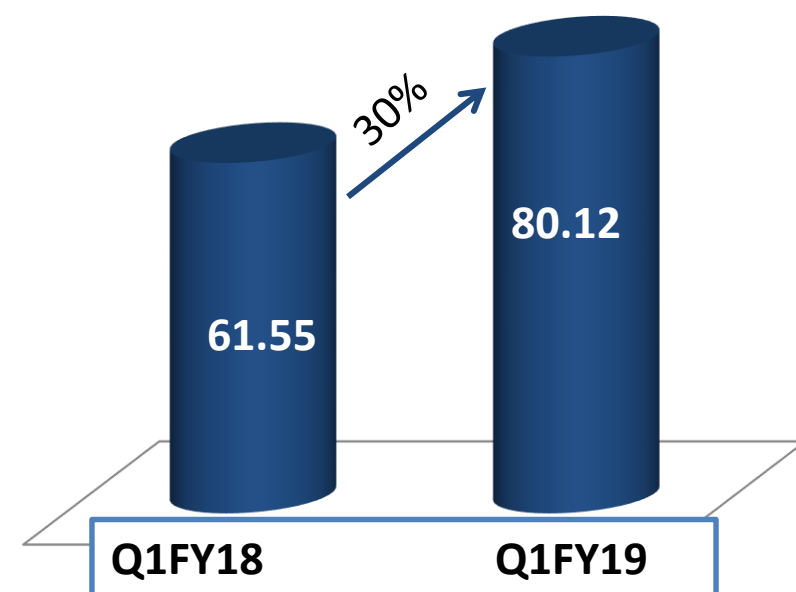
Way Forward

Q1FY19 Performance Highlights

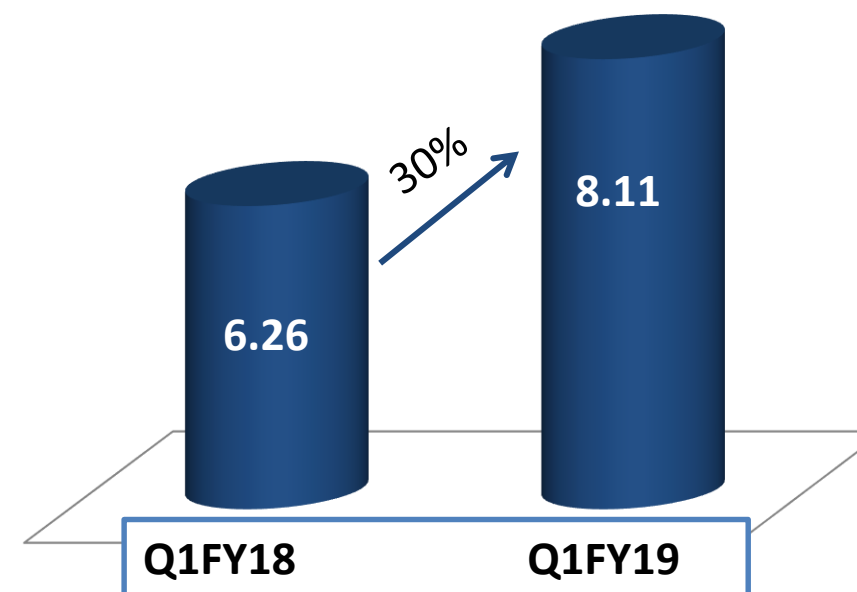
Financial Highlight- Q1FY19

Rs. Cr

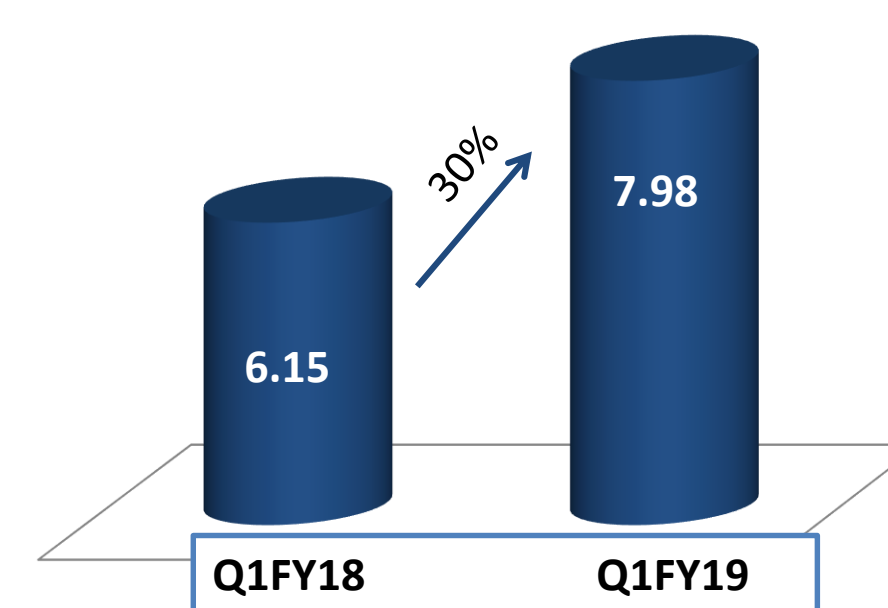
Total Revenue



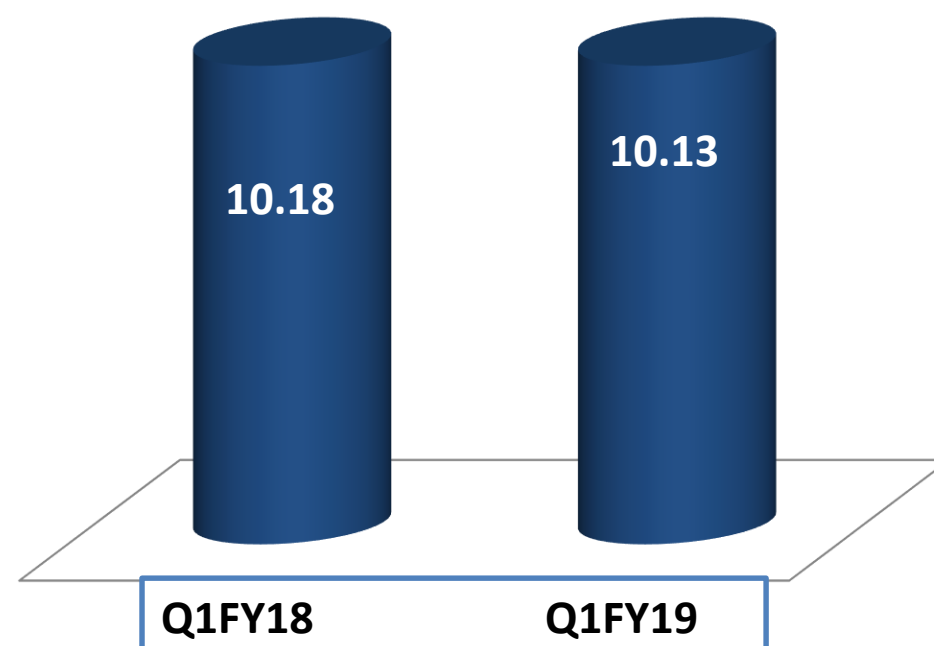
EBITDA



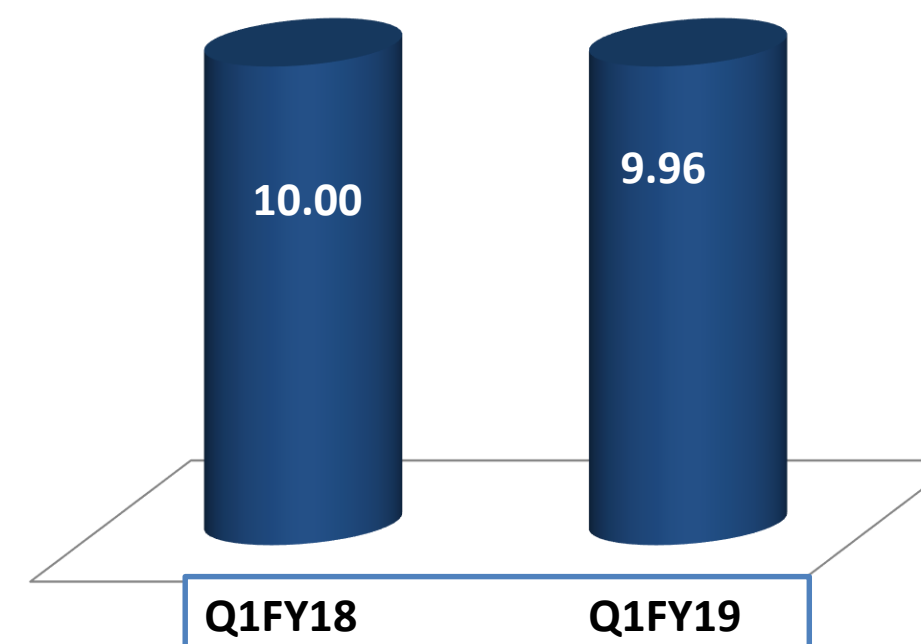
PAT



EBITDA Margin (%)



PAT Margin(%)



*All figures are on Consolidated basis
EBIDTA is inclusive of other income*

PROFIT & LOSS – Q1FY19

Rs. mn	Q1FY19	Q1FY18	Y-o-Y (%)	Q4FY18	Q-o-Q (%)
Income from operations	800.27	614.72		705.99	
Other Income	0.97	0.77		0.41	
Total Income	801.24	615.49	30%	706.40	13%
Raw Materials	680.41	533.39		538.84	
Employee Cost	8.08	9.13		10.20	
Other Cost	31.6	10.32		79.02	
Total Operating Expenditure	720.09	552.83		628.05	
EBITDA	81.14	62.66	30%	78.35	4%
EBIDTA margin (%)	10.1%	10.2%		11.1%	
Interest	0.23	0.17		0.00	
Depreciation	1.09	0.83		0.89	
Profit Before Tax	79.83	61.66		77.45	
Tax	0.00	0.13		2.28	
Profit After Tax	79.83	61.53	30%	75.17	6%
PAT Margin (%)	10.0%	10.0%		10.6%	
EPS in Rs.	0.74	0.57		0.71	

Note : Financials on consolidated basis as per INDAS
EBITDA includes other income

VIAAN STUDIOS- Unique & engaging, lowest unique bid, competitive auction platform

1
CHASEBID

VIAAN

2
LICENSING

3
GAMING

MATCH IPL- Team sport incorporating regular Texas Hold 'em Poker structure

Developing games for masses

4
MOBILES

VIAAN MOBILES- Major supplier of feature phones to CIS countries

COMPANY OVERVIEW

1

Gaming & Animation

- Viaan Studios offers unique and unmatched game play elements to gamers across the globe. These are IP based quality games for Mobiles, PC & consoles. The games are of both variety, Real money based skill games and Social games
- “Adventures of Ali baba” This is a 3D high end animation series crafted for the worldwide market. The adventures of Ali Baba is a children's TV series based on two orphaned boys, Ali and Baba, with special powers; born to protect the secrets of the dungeons under the care home.

2

Licensing & Technology

- Viaan Mobiles, value for money products, ranging from feature phones to hi- tech smart phones are exported to CIS countries
- Launched India's first match Indian Poker League – Match IPL in collaboration with Switzerland – based International Federation of Poker (IFP)

BOARD OF DIRECTORS



SHILPA SHETTY

Chairperson
Bollywood actor &
Entrepreneur. Launched
multiple successful brands
in India.



DARSHIT SHAH

CFO/Executive Director
MBA Finance with over 7
years of experience in
portfolio Investments,
precious metal trading.



M KWADHWA

Independent Director
A Science graduate and a
Chartered Accountant Served in
the past as a professional in
NTC in a senior position.



RAJ KUNDRA

Managing Director
Over 20 years of
experience in mobile
phones, mining, real
estate, renewable
energy, entertainment,
hospitality and precious
metal trading



NANDAN MISHRA

Independent Director
Retired Chief
Commissioner of Income
Tax. Over 36 years of
experience in Indian
revenue service



SATYENDRA SARUPRIA

Independent Director
A Chartered Accountant with
over 33 years of experience in
the field of Statutory as well as
Internal Audit of
Companies. He is also on the
board of ADAG group

Gaming

GAMING

Viaan offers unique and unmatched game play elements to gamers across the globe



IP based quality games for mobiles, pc & consoles.

Develops real money skill based games & social games.



State of art production facility with In-house studio, motion capture, music & dubbing etc.

Strong creative talent pool of 30+ developers



GLOBAL TOURNAMENT IS LIVE!



**Gaming: Real money
based skill games**



CHASEBID: INTERACTIVE GAME

ChaseBid.com

ChaseBid™ - a bidding revolution designed by the team at Viaan Studios

Allows the player globally to participate via a single intelligent action-packed, lowest unique bid, competitive auction platform

Enables this using wit and strategy, to win auctions at a fraction of their retail value wherein the player with the lowest unique bid in an auction wins

Bids can be placed through chasebid.com portal as well as mobile app – chasebid across the globe

All bids are encrypted

Provides an exciting opportunity to bid for brand new products ranging from Electronics, Exclusive Gift cards to Luxury Holidays and 'Money Can't Buy' experiences through daily, weekly and monthly Mega Auctions

“Aunty Boli Lagao Boli”

“Aunty Boli Lagao Boli” is a live interactive game show with a unique concept where viewers can BID LIVE for a new car from the comfort of their home via the chasebid app

When a bid qualifies as lowest and unique, the bidders photograph along with name and location is displayed on the television

Season 1 of the game was aired on Viacom 18 from 12 to 1 PM every Sunday

Season 2 of the game will soon be launched, with renewed format, and would be aired for entire year on Viacom 18



STEPS FOR LOWEST UNIQUE BID

1. Download Mobile App



2. Register

Login Detail

First Name

Last Name

User Name

Email

vivek27jain

Password

Gender

☒ Male ☐ Female ☐ Other

Personal Details

Country

India

State

Select a state

City

Date Of Birth

Day

Month

Year

Mobile Number

+91

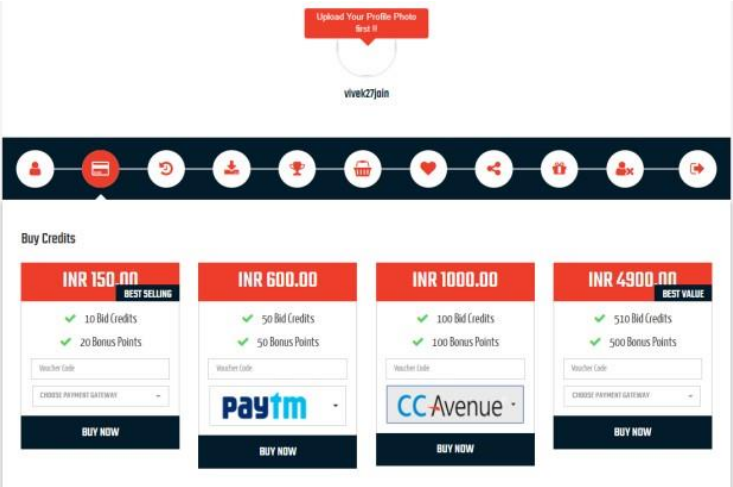
Enter your Verification Code

Enter OTP Here

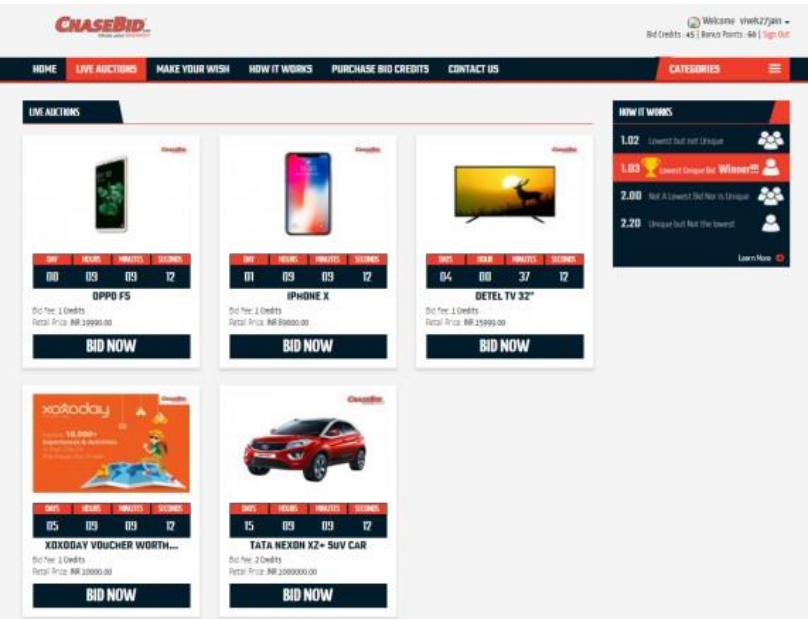
☐ I confirm that I am above 18 years of age and agree to the terms & conditions of ChaseBid.Com.

SIGN UP

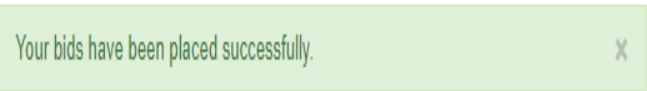
3. Purchase Bids



4. Select the product



8. Discover Unique/Not unique



Date	Bid	Status
2017-12-29 15:34:58	INR 201.12	Unique, Too High
2017-12-29 15:21:04	INR 21.00	Not Unique
2017-12-29 15:02:37	INR 7.51	Not Unique

7. Re-Bid

201.12

OPPO F5

Bid Fee : 1 Credits

Retail Price: INR 19990.00

REMAINING TIME

08 · 24 · 26

Single Price

Enter a price to bid on. Each price counts as a bid.

201.12

BID NOW

Price Range

Maximum 10 bids can be placed at a time.

ex 0.01

to

ex 0.10

BID NOW

Share on Social media

G+

GOOGLEPLUS

f

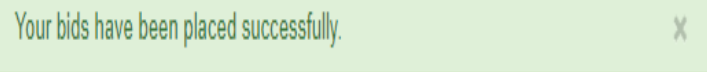
FACEBOOK

CURRENTLY WINNING



BHUSHAN PRASAD SAHU
Bihar, Darbhanga

6. Discover Unique/Not unique



Date	Bid	Status
2017-12-29 15:02:37	INR 7.51	Not Unique

5. Place the bid

OPPO F5

Bid Fee : 1 Credits

Retail Price: INR 19990.00

REMAINING TIME

09 · 00 · 03

7.51

Single Price

Enter a price to bid on. Each price counts as a bid.

7.51

BID NOW

Price Range

Maximum 10 bids can be placed at a time.

ex 0.01

to

ex 0.10

BID NOW

Share on Social media

G+

GOOGLEPLUS

f

FACEBOOK

CURRENTLY WINNING



BHUSHAN PRASAD SAHU
Bihar, Darbhanga

Unique but too high: Indicates a price point, somewhere below Rs.201.12, which could make the bid lowest and unique

G.O.D (Game of Dot)

Game Concept

- Players have to spot the position of the ball in the picture of the batsman – playing cricket where the ball has been removed.
- The game tests the skill, analysis and logic of the player who has to use his experience and knowledge in guessing the imaginary placement of ball
- Players have to buy packages ranging from 1,5,11 or 28 dots @INR 20/- per dot and then play the game
- The winner is the one whose dot is CLOSEST to the judges/sports experts position.
- A daily cash prize game of Rs. 28,499/- to be distributed among 20 winners instantly as per their ranking
- The game is supported by strong backend technology to provide best user experience





MatchIPL



MATCH IPL

Opportunity

Winning Team gets opportunity for representing TEAM INDIA at International POKER Leagues hosted by IFP

Match Poker

Match Poker is a team sport incorporating regular Texas Hold'em albeit typically with a pot-limit pre-flop and no-limit post-flop Structure

Business Revenue

First 7 teams were sold for 50 Lakhs per team and new 3 teams were sold for 75 Lakhs per team

Match Poker App user registration at Rs. 1500 per download

Teams

MIPL hosted its season 2 sports poker league this year with 10 teams from 10 cities in India backed by 10 well known team owners

Association

Match IPL IP owned by Viaan Industries Ltd & International Federation of Poker (IFP)

Match IPL

Match Indian Poker League (MIPL) is a regulated sports poker tournament, approved and backed by both the IFP and its Indian Federation

Technology

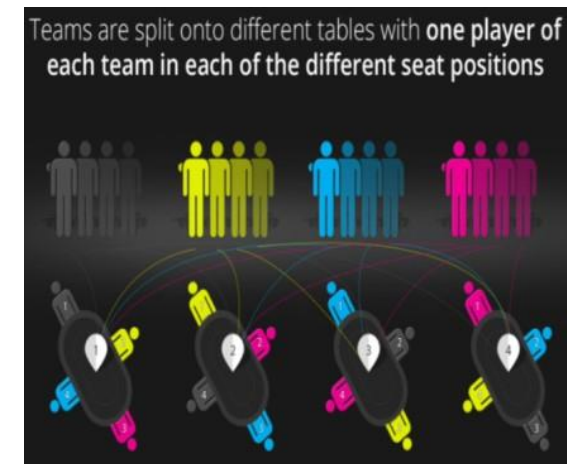
Mobile based Technology developed by International Federation of Poker



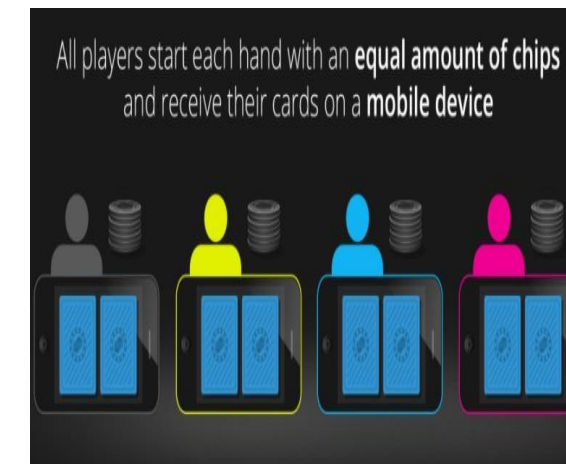
MATCH IPL : LEAGUE FORMAT



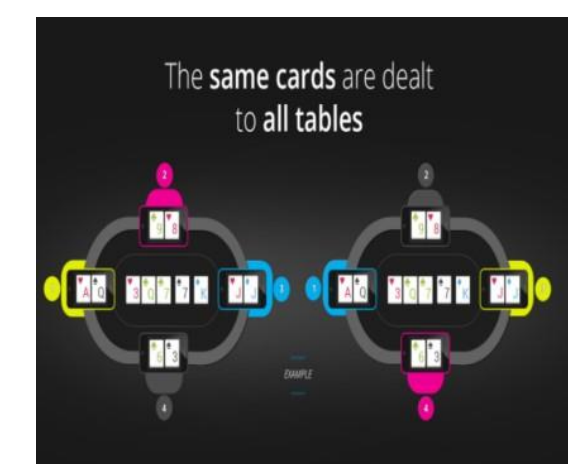
Match Poker is a team sport incorporating regular Texas Hold'em



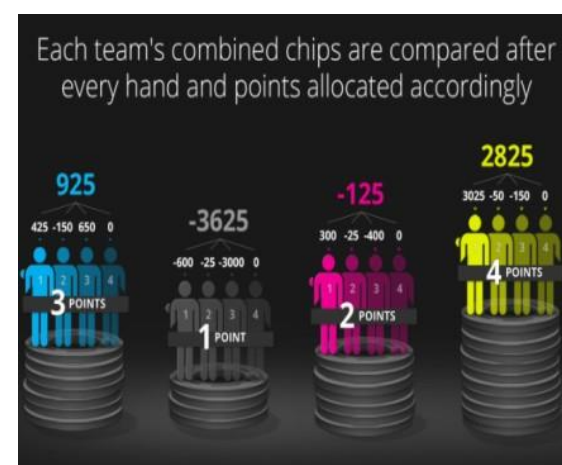
Teams are split onto different tables with one player from each team in each of the different seat positions



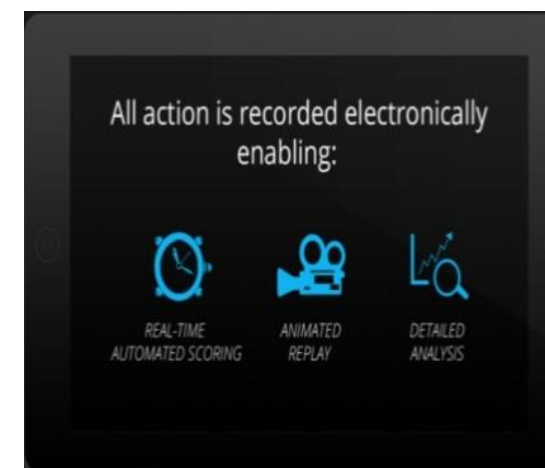
All players start each hand with an equal number of chips and receive their cards on a digital device.



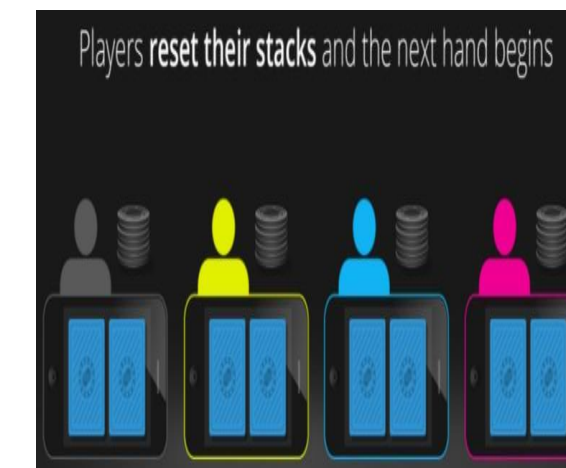
The same cards are dealt at all tables This means that every player in seat 1 (each from a different team) has identical cards. The same is true in every other seat



Each team's combined chips are compared after every hand and points allocated accordingly.



All action is recorded electronically enabling real-time automated scoring, animated replay and detailed analysis.



Players reset their stacks and the next hand begins. After a pre-determined number of hands the team with the most points wins

MATCH IPL

SEASON ONE

- The In-augral season was held on November'17
- Season-1 was an action packed two day event held in Mumbai
- Seven teams representing different cities from across the countries spent two days competing for prize money totalling Rs25 mn
- Winning team Mumbai All Stars, represented India at the Match Poker World Cup held in Oxford later in December



SEASON TWO

- Season-2 of Match-IPL was concluded on March 31st, 2018
- Season-2 witness 10 teams, wherein 3 new teams were added in season 2 at 50% higher franchisee fees
- Ten teams representing different cities from across the countries spent two days competing for prize money totalling Rs9 mn
- The Event was aired on MTV in the month of April
- Winning team, team Haryana, represented India at the Match Poker Asia Cup held in Bangkok



MATCH IPL SEASON THREE

- The highly anticipated Match Indian Poker League (Match IPL) Season -3, will be hosted in October ' 2018
- Ten teams representing different cities from across the country would spent the two days competing for prize money totalling Rs 3.75 Crores.
- Event Format: 2 DAYS EVENT
 - 4 Sessions of 36 hands each on day 1 with all 10 teams
 - 2 Sessions of 36 hands each on day 2 with all 10 teams
 - Bottom 4 teams are then eliminated
 - Top 6 Teams will play 2 Sessions of 48 hands each



The Winning Team of Match IPL Season 3 will represent Team India in the **MATCH POKER NATIONS CUP** to be held in DECEMBER 2018

Gaming: Social games

VOW GAME



Vow is so much more than a farming game. It lets you into the world of Real Time farming. Be a real farmer & grow REAL CROPS!

Grow your farm and expand it your way. Explore a huge variety of crops, plant trees, raise animals and much more!



Join clubs and work together to win superb rewards!

Get your Real Time Farming harvest delivered at your doorstep!



DOMESTIC DIVA

- “Shilpa Shetty - Domestic Diva” is an addictive fun cooking game with lots of Recipes and Stories inside a casual game, where anyone can cook all kinds of dishes
- Own your food court, cook food and serve customers as quick as possible to earn maximum profits.
- It tests your time & resource management skills.
- Travel the world and explore varieties of recipes around the globe.



Animation

ANIMATION

The series “Adventures of Ali Baba”, is a 3D high end animation series crafted for the worldwide market.

The adventures of Ali Baba is a children's TV series based on two orphaned boys, Ali and Baba, with special powers; born to protect the secrets of the dungeons under the care home.

Season -1 of 13 episodes, would be launched in this financial year

The company has already sold India rights, for Hindi and English, to a leading broadcaster

The company retains the IP for the franchise and the right for other regional languages in India, rights for other countries and other delivery platforms like OTT etc.



LICENSING & TECHNOLOGY

VIAAN MOBILES



Viaan Mobiles - Value for money products, ranging from feature phones to hi- tech smart phones

Quality Service and Value in consumer electronic space

Strong tie-ups with leading manufacturers for technology import & distribution

Increasing lead position in CIS Countries

Expand to new geographies in Middle East, Asia

STRENGTHS

VIAAN INDUSTRIES

Strengths



First Mover Advantage

Innovative products and games offered

In house product development team permits early market launch



Non linear business Model

The gaming industry, in a story based format, have proved to more engaging than regular games

On-demand viewing is a non-linear business model



Established media presence

Easy access to celebrity network for marketing and brand initiatives



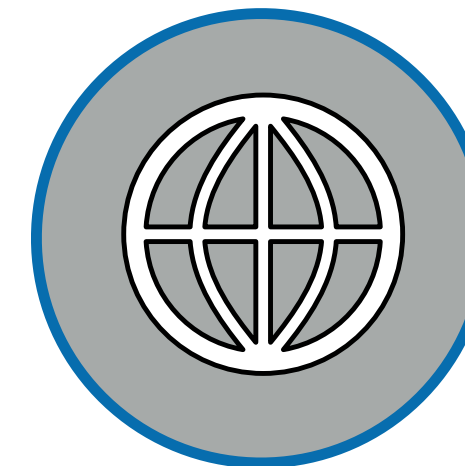
Working Capital

Most of the companies business segments are negative working capital in nature



Tie-ups

Tie-up with leading broadcasters to showcase content developed in-house



Global Presence

Headquartered in Mumbai with nationwide distributor network

Offices in London and Dubai

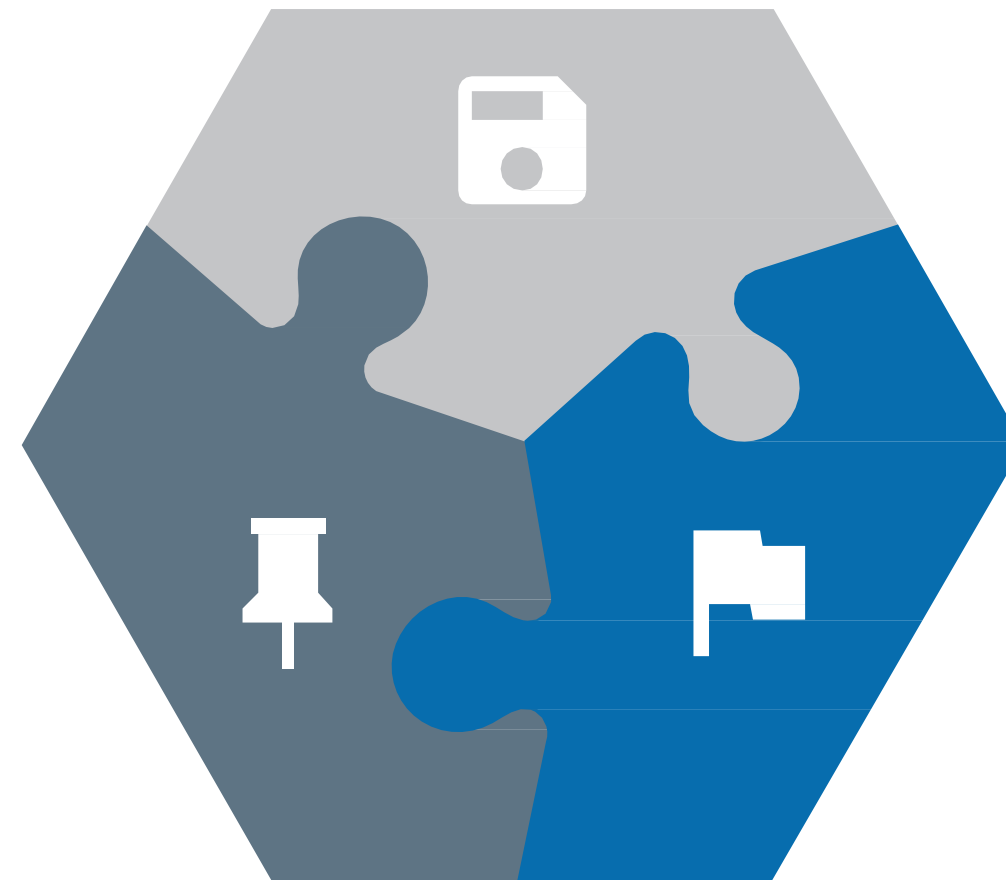
OPPORTUNITY

INDUSTRY OPPORTUNITY

Indian Gaming Industry

- World's largest youth population, 2/3rd below 35 years
- Media & Entertainment sector to grow at CAGR (2014-2019) 13.9% (almost double global growth)
- ~9% revenues from domestic market; foreign developers and games dominate app store rankings
- ~ 40- 50 mn people play games on smart phones and & feature phones; growing rapidly at CAGR of 40- 50%
- Mobile gaming revenues estimated at USD 150 mn - across all revenue models including premium, freemium and ad supported
- ~ 300k – 500k 'high-end gaming' PCs and laptops & ~100,000 high-end graphics cards being sold per annum
- ~5-7mn PC gamers; ~ 1 – 1.5mn “hard core gamers”

Source: NASSCOM Gaming Forum



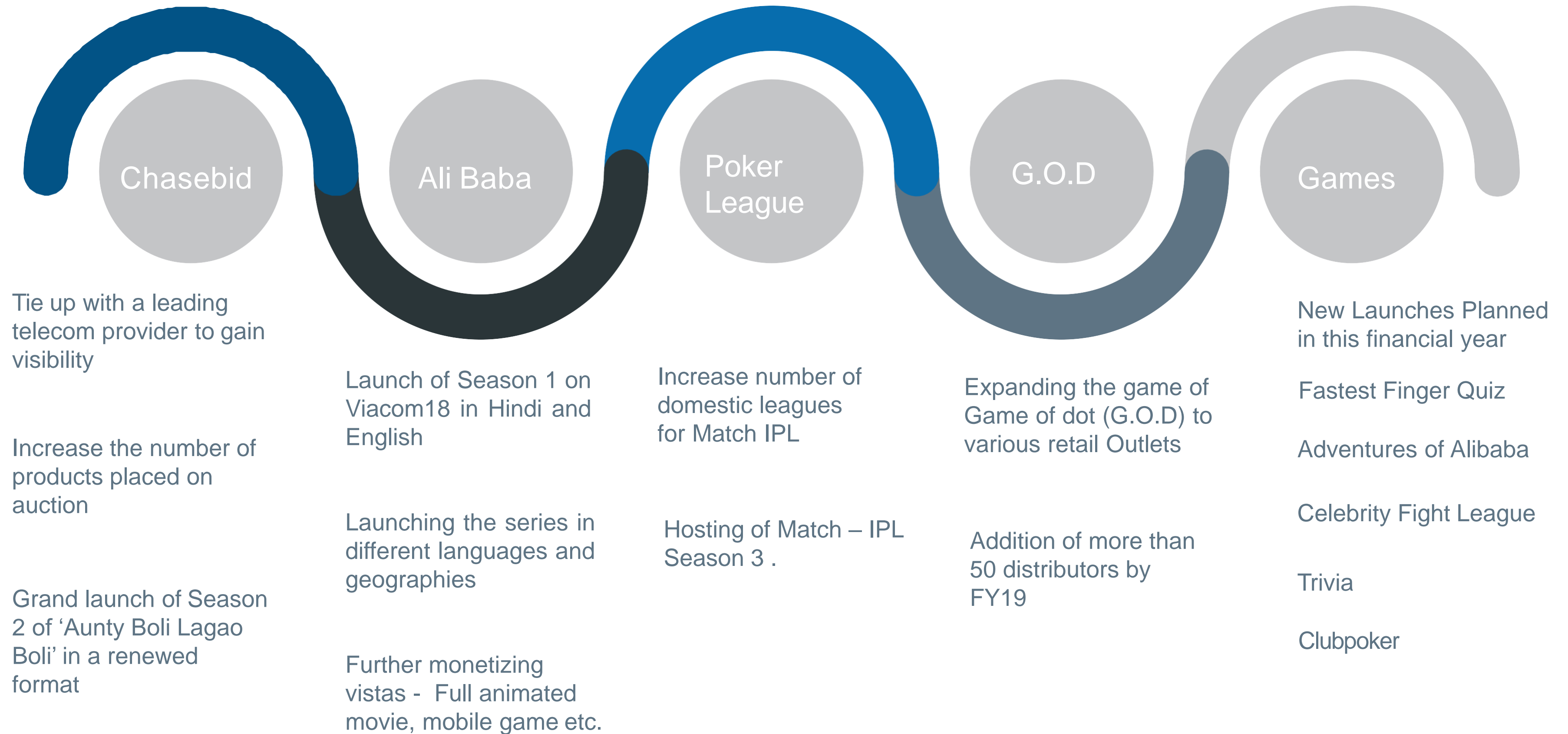
Indian Animation Industry

- Higher demand for aspirational products & services on account of
- Rising incomes & evolving lifestyles
- Higher penetration & a rapidly growing young population
- Increased usage of 3G, 4G & portable devices would augment demand
- Surge in 3D/HD animated movies in theatres
- Use of animation and VFX in TV, advertising and gaming
- Among largest broadcasting industries in the world - ~892 private satellite television channels
- Total subscriber base for television industry – expected to increase to 187 million by 2019 from 175 million in 201
- Animation & VFX industry estimated to grow at a CAGR of 16.7% during 2016-20 & reach to about INR 114 billion by the end of 2020

Source: KPMG – FICCI Report on Indian Media & Entertainment Industry

WAY FORWARD

WAY FORWARD



Financial Statements

PROFIT & LOSS – FY18

Rs. mn	FY18	FY17	Y-o-Y (%)
Income from operations	2685.54	1,346.91	
Other Income	9.4	10.37	
Total Income	2694.94	1,357.28	99%
Raw Materials	2137.1	1,187.95	
Employee Cost	35.6	30.02	
Other Cost	236.98	33.19	
Total Operating Expenditure	2409.68	1,249.86	
EBITDA	285.41	111.12	157%
EBIDTA margin (%)	10.6%	8.19%	
Interest	0.19	0.50	
Depreciation	3.51	3.20	
Profit Before Tax	281.71	107.05	163%
Tax	3.31	0.0	
Profit After Tax	278.4	107.05	160%
PAT Margin (%)	10.3%	7.89%	
EPS in Rs.	2.61	3.50	

Note : Financials on consolidated basis as per INDAS
EBITDA includes other income

Balance Sheet- FY18

Rs. mn	As on 31 st Mar-18	As on 31 st Mar-17
Shareholder's Funds	600.26	236.16
Share capital	108.17	106.65
Reserves & Surplus	492.09	129.51
Non-current liabilities	1.46	0.00
Long term borrowings	1.46	0.00
Defer Tax liabilities	0.00	0.00
Other Long-Term liabilities	0.00	0.00
Long-Term Provisions	0.00	0.00
Current liabilities	402.96	505.38
Short Term Borrowings	0.00	13.75
Trade Payables	386.50	476.14
Other Current liabilities	9.43	13.49
Short-term provisions	7.03	1.99
Total Equities & Liabilities	1004.66	741.54

Rs. mn	As on 31 st Mar-18	As on 31 st Mar-17
Non-current assets	11.66	8.06
Fixed assets	6.70	6.91
Non-current Investments	2.04	0.45
Deferred Tax Assets/ (Liability)	0.12	0.06
Other non-current assets	2.80	0.65
Current assets	993.00	733.48
Current investments	5.72	9.28
Inventories	99.51	4.20
Trade receivables	799.31	624.03
Cash & Cash equivalents	2.37	0.83
Short-term loans & Advances	86.09	95.15
Other Current Assets	0.00	0.00
Total Assets	1004.66	741.54

Note : On consolidated basis

DISCLAIMER

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