

## Annual Report for Shareholders 2000-01

REPORT [www.researchandmarkets.com](http://www.researchandmarkets.com)

Dil Hai Hindustani Aakhir Dil Hai Hindustani Aakhir Dil Hai Hindustani Aakhir Dil Hai Hindustani

### Clarification on 'forward looking statements'

This annual report (including the Management Discussion and Analysis) contains statements relating to the future results of the company that are 'forward looking statements'. Readers are cautioned not to place an undue reliance on these forward-looking statements and such forward-looking statements are qualified in their entirety by reference to the following cautionary statements : all forward-looking statements speak only as things stood on a particular date. They are based on current expectations and involve a number of assumptions, risks and uncertainties. The latter could cause the actual results to differ materially from such forward-looking statements. We have tried wherever possible to identify such statements by using words such as 'anticipate', 'estimate', 'expects', 'intends' , and words and terms with similar substance in connection with any discussion of future operating or financial performance



### Contents

ETC Network Limited - the company 1 CEO's strategy for future 11 A few minutes with the Director 11 Vision and Highlights 11  
 Corporate description 15 **etc's** value driver - programming 16 **etc's** value driver - distribution 17 **etc's** value driver - marketing 18 **etc's** value driver - sales 19 **etc's** value driver - Management discussion & analysis 20 Risk management 20 Directors' report 40 Auditors' report 51 Annexure to Auditors' Report 51 Balance Sheet 52 Profit & Loss Account 52 Schedules 52 Balance Sheet Abstract 63 Cash Flow Statement 64 Auditors' Certificate 64 How **etc** brightens up your life 67

**Board of Directors**

Yogesh Shah  
Yogesh Radhakrishnan  
Jagjit Singh Kohli

**Senior Management Team**

Pradeep Dixit	Chief Executive Officer
Vijay A. Shah	Head - Legal and Finance
P. R. Balasubramanian	General Manager - Human Resource
Rabindra Narayan	President - <b>etc</b> Channel Punjabi
Sam Mall	Vice President - Sales
Warren Souto	Head - Programming & Creative
Rajeev M Shinde	Head - Programming - <b>etc</b> Channel Punjabi
Afzal Lakdawala	Head - Post Production and Uplinking
Neelam Gupta	Head - Corporate Communications
Kishore Rane	Head - Production
Ishwar Iyer	General Manager - Sales
Denzil Pinto	General Manager - Finance

**Company Secretary**

Vijay A. Shah

**Auditors**

Deloitte Haskins & Sells  
Chartered Accountants

Jogish Mehta & Co.  
Chartered Accountants

**Bankers**

ICICI Bank Ltd.  
Global Trust Bank Ltd.  
Samata Sahakari Bank Ltd.

**Solicitors**

Thakore Jariwala & Associates  
Solicitors and Advocates

**Registrar & Share Transfer Agents**

R & D Consultants Ltd.  
610 Dalamal Towers, 211 Nariman Point  
Mumbai 400 021  
Telephones: +91-22-283 4347  
Fax: +91-22 285 5759

**Registered Office**

7 - B, Shah Industrial Estate  
Off Veera Desai Road  
Andheri (W)  
Mumbai 400 053  
INDIA  
Telephones: +91-22 639 0080  
Fax: +91-22 639 5280

**Website**

[www.entertainmenttv.com](http://www.entertainmenttv.com)

By thinking different.



For instance, take the relationship between a television broadcaster and the distribution network. Most would have created a business relationship with their cable & satellite operators from scratch. **etc** merely cemented a longstanding friendship.

Report  junction.com

Aakhir

Dil Hai Hindustani Aakhir Dil Hai Hindustani Aakhir  
Dil Hai Hindustani Aakhir Dil Hai Hindustani Aakhir D



Simply because **etc**'s promoters enjoy over a decade-long industry experience. And that's why before thinking about fancy programming, core audience and television rating strategies, they decided to put distribution in place so that the viewers could have the opportunity to see the channel.

So while most of the channels saw subscription as an added source of revenue, ETC Networks Ltd. decided not to jump on the bandwagon. While most turned pay channel, **etc** remained free to air.

**etc**'s increased availability transformed into tremendous viewership, stronger channel share and better television rating points.

Thanks to the enthusiastic support of thousands of cable & satellite operators, you will find **etc** not only the exclusive prime band, but also in more than 30 million households across the country.

ii Hindustani  
ii Hindustani

**B**efore we launched **etc**, the wise men decreed that only extravagant soaps, live events, grand mythological serials and blockbuster films could glue viewers to their television sets. We thank them for our motivation. Because that's just the kind of pronouncement that **etc** proved wrong in 2000-01



**etc** succeeded because it gave viewers what they fundamentally cannot live without.

Music.

**etc** succeeded because 85 per cent of its content specifically comprised Indian music (Hindi film, devotional, Indipop and basic albums).

**etc** succeeded because viewers could recall the songs we show on screen - anywhere, anytime.

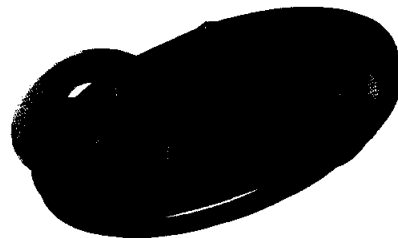
Providing **memorable** entertainment to families.

Brightening their lives.



Aakhir

tani? Aakhir Dil Hai Hindustani Aakhir Dil Hai  
tani Aakhir Dil Hai Hindustani Aakhir Dil Hai



industani  
industani





Think of music television channels and your first recall is glamour. Eye-straining focus on shocking colours and angles. Attractive veejays in skimpy clothes and foreign accents. More talk. Less music. Funny! You don't find anything of the sort at **etc.**

Aakhir Dil Hai Hindustani Aakhir Dil Hai Hindustani Aakhir Dil Hai Hindustani Aakhir Dil Hai Hindustani Aakhir



Because **etc's** channel has been constructed with as much of a respect for tradition as modern-day realism.

Leading to audience acceptability. And a high visibility at a low cost.

In 2000-01, only 12 per cent of the company's total programming was outsourced.

The rest - the vast majority - comprised a low-cost programming model that incorporated a back-to-back compilation of Hindi film songs and Indipop releases.

As a result, **etc's** content cost finished way below the industry average in 2000-01.



i Hindustani  
i Hindustani