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We believe in doing things differently. Taking the road less travelled. We like to question the constant. We like to think lateral. We are not just any other company.  
*Come. Discover. And grow with us...*

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... we are the uncompany!

Look around. We see a new India. Young. Confident. And evolved. 600 million under the age of 30 years who are likely to change India. Demographically. Socially. And economically. New India has opened up new opportunities. Radio, Out of Home Media and Events are some of them. Opportunities that did not exist. Opportunities that required lateral thinking. Opportunities that required a radical approach. Nothing usual. Need for an **Uncompany**! A company that does things, differently. A Company with **unconventional** people. Who adopt an **uncommon** approach. Because a pre-requisite of our business is to think fresh. Without boundaries. In the last 11 months, we rolled out 22 new stations. Grew our OOH business by 320%. Launched one more 'Owned Event'. And this is just the beginning. Because we see an **unparalleled** opportunity out there. We dare to dream. And deliver. Expect the unexpected. That's Uncompany!




**unconventional**

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**talent**





Nivisha, previous experience, Coca Cola. Today, Marketing Manager, Lucknow, ENIL.

Kunal Sawant, previous experience, Citibank. Today, Radio Jock.

Prior experience in radio? None!

Why did we do this?

Because we prefer it that way.

FM Radio being a new business required fresh thinking. And that came from fresh talent. We took it to the other extreme. We started Radio Mirchi with people who didn't have any previous experience in radio!

An unconventional approach.

What we focused on more was

passion. Passion to excel. Passion to succeed. Passion to take music where it always belonged, to the masses. Passion to create an Uncompany! And we provided them with optimism and courage.

And the result?

Radio Mirchi is the most listened-to brand in India, thanks to this bunch of ordinary people that set out to achieve the unordinary. A team that believed in itself.

*And that's why we have stayed ahead of the rest. Seen unfamiliar environment, unusual times. Yet we not just survived, but flourished.*

Today, we are proud of having the

best talent in the industry. Talent that has made us thought leaders. Because we care. Because we run a mile to recruit but five to retain.

We build leaders. We offer top positions to the young from within the organization. We keep our organization flat. An unconventional, non-hierarchical environment.

We are a people's company first. Our business is people. Talent is the differentiator. We focus on talent and empower them. The rest follows.

Guess what? One of our senior HR team members will now be heading one of our radio stations! And one of our young marketing managers is becoming a programming head!





# un common approach

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An Uncommon company requires an Uncommon approach.

In every business that we have created, our endeavor is to be a thought leader. Not just lead in numbers, but in thought as well. Think radio and you think Radio Mirchi. Think OOH and you think Times OOH. Think Events and you think 360°. And that's because of our approach.

We like to focus on execution. And expansion. To take all our brands, Radio Mirchi, Times OOH and 360° to every part of the country.

In 2007-08, despite strong

competition, Radio Mirchi retained its leadership position in Delhi, Mumbai and Kolkata. We rolled out 22 new stations in just 11 months. We are now operational in 32 of the most important cities across India. In 10 languages. Its easier said than done. Because all radio stations are different. What works in Surat will not work in Patna. Each station gives an impression that the head office of ENIL is in that city.

Similarly, the Times OOH division has gathered momentum. Moved from bus-shelters to airports. We expanded our footprint beyond Delhi, Mumbai, Kolkata and Pune,

to include Bangalore, Hyderabad, Chandigarh and Jaipur.

In Events too, we are set to accomplish much larger goals. Having successfully executed the second editions of our popular properties, Mr. World Pageant and Smart Living Awards, 360° launched the Teen Diva Contest, a first-of-its-kind beauty pageant for teenagers.

*We like to stretch. Push ourselves. Think fresh. Without boundaries. So that we deliver more.*

Because our business is uncommon, so is our approach.





# unparalleled opportunity

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Think!

The largest young population in the world. The Entertainment & Media industry growing at a rate faster than the GDP. One of the lowest Ad to GDP ratios globally.

Think again!

These are strong tailwinds. Time is in our favor.

The opportunity, as we see it, is unparalleled. And we are determined to make the most of it. To take ENIL into the next orbit.

We were the first large broadcaster to complete the national network rollout in Phase II.

Radio Mirchi has grown into a successful brand. Times OOH and 360° are not far behind. And we are just getting started.

With TRAI's recommendations for the Phase III rollout having highlights like district level licenses, multiple frequencies (in the same city), tradability of licenses and broadcasting of news and current affairs, expect more from us.

Considered to be one of the fastest growing media segments second only to online advertisements, the Out-of-Home industry in India offers limitless opportunity. Times OOH, one of the few organized players, is set to lead this space. We are confident that the

Times OOH brand will yet again set new milestones.

We sense a similar opportunity in the Events management space. We transferred the Event management business and brand 360° to a new company, Alternate Brand Solutions Limited (ABSL) to give it a renewed thrust. From largely 'managing' Events we are now *creating and owning* new Event brands.

Think!

Three businesses. Three thought leaders. Three great brands. Talent. Approach. And execution.

All facing strong tailwinds.

Unparalleled!



# Behind the uncompany



## Founded

in 1999, Entertainment Network (India) Limited (ENIL) is one of India's leading Entertainment and Media companies. ENIL operates in the Entertainment and Media space through broadcasting of FM radio, participating in the Out-of-Home Media and Experiential Marketing.

ENIL is a subsidiary of Times Infotainment Media Limited (TIML), the holding company promoted by Bennett, Coleman & Company Limited (BCCL) – the flagship company of The Times of India Group. The Group is India's largest media conglomerate.

ENIL in turn has two subsidiaries – Times Innovative Media Limited and Alternate Brand Solutions Limited.

The Company accessed the capital markets in 2006 and its shares are listed on the Bombay Stock Exchange Limited and the National Stock Exchange of India Limited.

## Operations

We carry out FM Radio broadcasting across the country under the brand name 'Radio Mirchi'. As per the latest RAM research covering Delhi, Mumbai and Bangalore, on a cumulative basis Radio Mirchi is the number one brand.



Operating since 2001, ENIL today operates 32 stations across the country across 14 states in as many as 10 different languages.



Experiential Marketing or Event Management is carried out under the brand '360°'. In order to achieve scalability and profitability, this business was transferred to our new wholly-owned subsidiary, Alternate Brand Solutions Limited (ABSL). It manages large format Events as well as own Event brands.

## Out-of-Home Media



operations are carried under our subsidiary Times Innovative Media Limited. Operating under the brand name 'Times OOH', it owns some of the prime Out-of-Home properties in the country including space at the Mumbai and Delhi Domestic and International Airport Terminals. Today, Times OOH is present in several cities which include Delhi, Mumbai, Kolkata, Bangalore, Hyderabad, Pune, Chandigarh and Jaipur.