



ENTERTAINMENT NETWORK (INDIA) LTD.

ANNUAL EPIC RT 09-10

Disclaimer

In this Annual Report we have disclosed forward-looking information to enable investors to comprehend our prospects and take informed investment decisions. This report and other statements - written and oral - that we periodically make contain forward-looking statements that set out anticipated results based on the management's plans and assumptions. We have tried wherever possible to identify such statements by using words such as 'anticipate',

'estimate', 'expects', 'projects', 'intends', 'plans', 'believes' and words of similar substance in connection with any discussion of future performance.

We cannot guarantee that these forward-looking statements will be realized, although we believe we have been prudent in our assumptions. The achievement of results is subject to risks, uncertainties and even inaccurate assumptions. Should

known or unknown risks or uncertainties materialize, or should underlying assumptions prove inaccurate, actual results could vary materially from those anticipated, estimated or projected. Readers should bear this in mind. We undertake no obligation to publicly update any forward-looking statements, whether as a result of new information, future events or otherwise.

A culture of doing things differently.

This Annual Report opens the other way round.

Much like the culture at ENIL



ENT^ERPRI^ESING
EXCIT^EING
ENTERTAIN^EING
EXCE^EL^ELING

Expect nothing less!

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AT ENIL, WE THINK DIFFERENTLY.

WE LOOK AT THINGS DIFFERENTLY.

**IN DOING SO, WE ARE CREATING A DIFFERENCE FOR
OURSELVES. THAT'S WHY WE HAVE THE HIGHEST
LISTENERSHIP IN THE PRIVATE FM RADIO BUSINESS.
ORDINARY PEOPLE THINKING DIFFERENTLY AND
ACHIEVING EXTRAORDINARY THINGS.**

WELCOME TO AN EXCITINGLY **DIFFERENT COMPANY.**

**ENIL – ENTERPRISING. EXCITING. ENTERTAINING.
EXCELLING.**

EXPECT NOTHING LESS!





A BENGALI FROM KOLKATA CAN NOW LISTEN TO MIRCHI KOLKATA EVEN IN MUMBAI...

Music is local. Music is regional. And music is universal. At Radio Mirchi, we worship music. We are a passionate young team that is dedicated to delivering what our listeners want, where they want. FM Radio provides us that platform to universalize music.

At Radio Mirchi, we constantly look at newer ways of taking music closer to listeners. For e.g., our path breaking first-of-its-kind initiative with Spice Digital Limited ensures that an Airtel customer in one city can listen to a Mirchi station of another city. This has been a game changer for the radio industry.

Another first was our innovation with Vodafone, which enables a subscriber listening to a song on Mirchi to set that as his/her caller tune. The subscriber simply needs to dial a predefined number, while listening to a song on Mirchi to set it as the caller tune.

Not just music, we also brought classic theatre and drama to Radio Mirchi listeners. We launched a new show called Sunday Suspense in Kolkata wherein Mirchi RJs read out Satyajit Ray classics for our listeners. We kept the narration verbatim but by adding voice modulation, sound effects and ambient background music, we brought the classics to life. Yet another Mirchi difference.

Another innovation was mood based programming. In the afternoons when the mood is mellow, we play music from the 70s and the 80s, but in the evening when the mood is upbeat, we

deliver high energy contemporary music. Thus bringing to the fore the music of the entire nation.

Our advertisers also partnered us in all the innovative activities we did. They gave the innovative Mirchi programming team an opportunity to promote their brands differently - not merely as advertising, but as a holistic integration with the on-air product. Giving us higher market shares, while themselves getting a lot more out of radio.

Some interesting concepts worked on during the year:

1. Slice partnered with us for the Slice Mumbai Launch - where we created 'pure listening pleasure' across the day by replacing ads with music. A great example of creating synergies between a client brand and editorial content.
2. Pepsi partnered with us for Pepsi 'Youngistan Ka Wow' - wherein the Pepsi wow anthem was created live in a single day across the Hindi-speaking stations of Mirchi. Eminent composers Vishal and Shekhar were in the studio while

Youngistanis were scripting the anthem with their mantra that showcased their audacious self belief. This illustrates seamless integration of a brand with programming content.

3. 'Idea - Use Mobile, Save Paper Campaign' where Idea subscribers (mobile users) could travel on one day across the Bandra Worli Sea Link in Mumbai and the Delhi-Noida-Delhi flyover with paperless sms tickets. The entire activity was promoted on Mirchi.
4. 'Hero Honda Earth Hour' - where as part of an overall campaign to save electricity, the Mirchi studios also shut power and instead played out music from live bands.

ENTERTAINING



EXCITING



and the second **mirchi music** award
for best album goes to...

OUR BUSINESS IS ABOUT CREATING EXCITEMENT FOR OUR LISTENERS... THUS GENERATING STICKINESS FOR OUR BRAND.



One such exciting step was the Mirchi Music Awards which were launched in 2009. This year's event (the 2nd edition) was bigger and even more successful. We added new categories like the non-film category to the awards. The film and music industry came out in even larger numbers to support this unique award - an award dedicated exclusively to the music artists. The music awards reinforced Radio Mirchi's commitment to music in general and the music artists in particular.

Another Mirchi exciting moment was creating something new and unique that excited listeners. Radio stations are generally known for airing music from various albums which are launched by labels. We did something even more exciting. We partnered with Universal Music to launch the 'Purani Jeans Kishore Collection' - a compilation of 28 of the most popular tracks of Kishore Kumar with a Mirchi RJ talking about the legend, his movies, songs and anecdotes from his friends and fans alike.

And that's what we are in business for. To think different. To do something new. Music is music is music. That doesn't change. But what changes is the way music is delivered. And presented. That's the cause we are dedicated to.