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Annual Report
2000-2001

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'Nothing human is alien to us'! There is nothing more appropriate in introducing ourselves to the ultimate arbiters of our performance: our Shareholders.

To our Shareholders we present this 'curtain raiser' to our report for the Financial Year 2000-2001. It aims to give you a closer view of Padmalaya Telefilms, the rationale of our being, the verity of our premises, the validity of our perspectives and the dependability of our promises.

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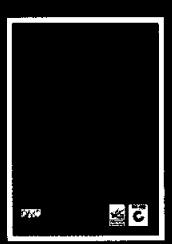

Padmalaya Teleflims is the first integrated media Company in Asia to receive ISO 9002 certification for quality standards in systems, processes and outputs.

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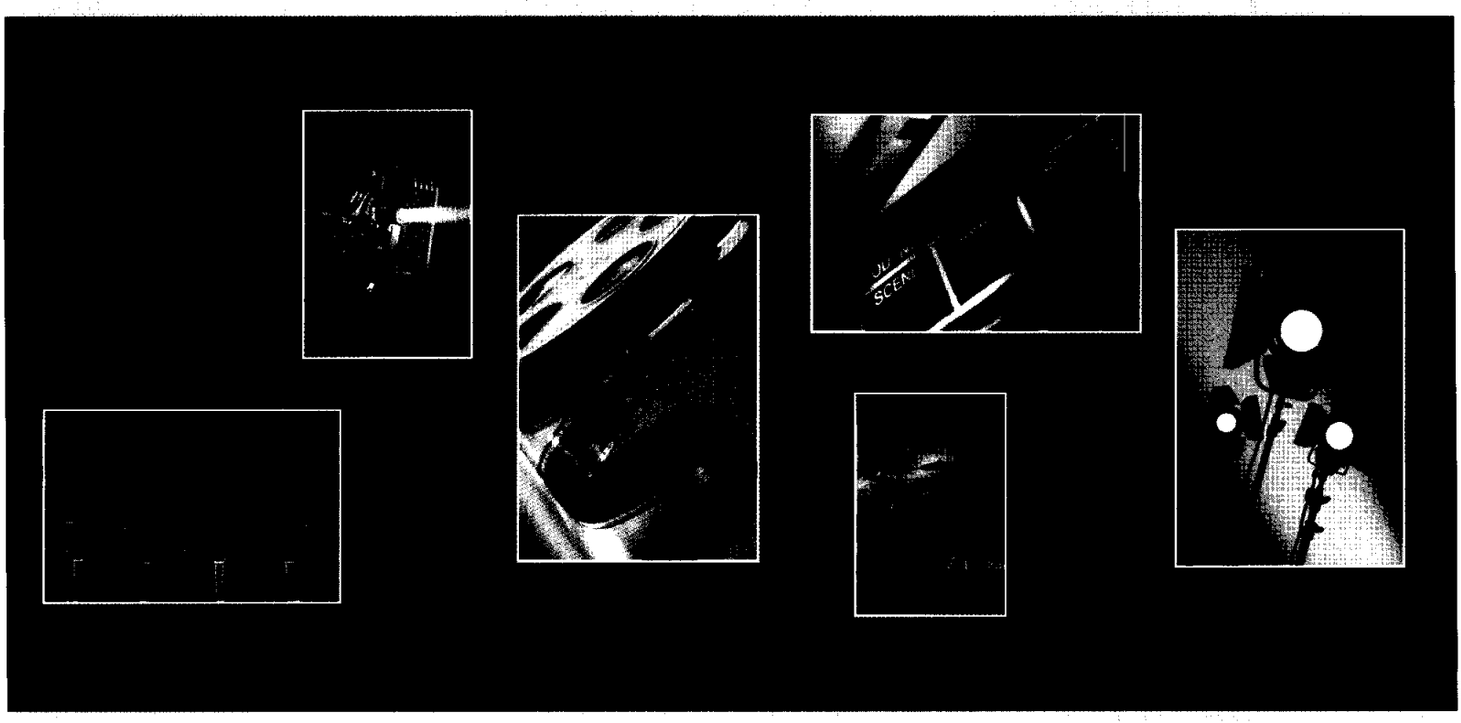

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Convergence, divergence and the realities of Virtuality.

As archaeologists unravel and interpret the ochre frenzy of cave paintings from humanity's remote history as a struggling species on a lonely planet, they have repeatedly harped upon the strange interdependence of 'make-believe' and its impact on realization of the possible.

Whether these cave paintings represented ritual pre-enactments that ensured a good hunt or wish-fulfillments with cosmic significances, we do not know!

However, we do know, from tales around tribal hearths to the art of story-tellers, troubadors and ritual enactments – out of which were born dance and theatre, humanity has employed diverse media to imitate, mime, retell and foretell, analyze, evaluate and transmit to succeeding generations the anchorages of human destiny.

Today, along the tides of fashions in cliches, 'Infotainment' may not be the most fashionable of words.

Human. All too human!

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However, at Padmalaya Telefilms Ltd., our interpretation of this conceptual 'hold-all' has far reaching significances for our rationale and purpose as a business entity in the entertainment space. It provides the very coordinates of our confidence in meeting investor expectations by first satisfying viewer needs.

The myriad forms of 'art' that human societies take pride in have their origin in the shared memories and aspirations of societies highly circumscribed in space and time.

The unfolding of the new millennium, with key words such as 'convergence' and 'global village', strangely enough, take us to a new plane of the 'local'. While the 'medium is no more the message' and 'content reigns supreme', entertainment is perhaps set to move from 'broadcasting' to 'narrowcasting'. All the world's a stage? For anyone who has the content... but as any content provider with imagination knows, content... is no 'walkman' or 'MP3 Player'.

That is why PTL's global business model leverages on tradition and its core-competencies in addressing the post-modern aesthetics. That is why, in the age of convergence, we seek the higher realms of perception and cognition. Because, the significances of CONTENT go beyond technology. It requires a competence that can address hearts and minds in local contexts with universal appeal. It requires a mastery of nuances that go beyond the convergence of media. **It requires a Padmalaya.**

ICE (Information, Communication, Entertainment) has reached its melting point. It takes us beyond the internet and WAP back to the basics of Hearts n' Minds, albeit on terrains unimaginable before! In its over three decade odyssey as a major Indian infotainment brand, Padmalaya has traversed the transitions in sensibilities and technologies to lay a foundation that spans the extended reaches of the senses and human perception. Countermanding technologies to yield perception to the larger horizons of human destiny.

PTL leverages its origins, anchorages in tradition and cutting-edge technological competencies to address mass audiences in entertainment and information across the globe. We also deploy our evolutionary grasp of infotainment to 'narrowcast' – to address community specific content requirements and consumer segments defined by ethnicity, gender and age.

In theatres, in print, in programming, performance, encrypting and decoding, **addressing aspirations and interests in information and entertainment is our forte.**

In this we shall be a mirror reflecting the times and a lamp throwing light on the possibles of the human destiny.

As mirror and lamp, to our Shareholders we pledge ethical standards, transparency and performance standards that they can take pride in.

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From 'narrowband' and broadcasting to broadband and 'narrowcasting'

The explosions and meltdowns in technology, socio-cultural structures and the steady evolution of a 'global village' that increasingly makes redundant the notion of political boundaries, is ushering forth new paradigms and farscapes in media, communication, information and entertainment.

What religions and philosophies despaired of doing – Art, culture and platforms that express the commonalities of the human heart and mind are achieving today. The 'convergence of media' and 'simultaneity of perception' afforded by technology are creating new paradigms that bond and relate the diversity of communities on planet earth.

Information, Communication, Entertainment – ICE

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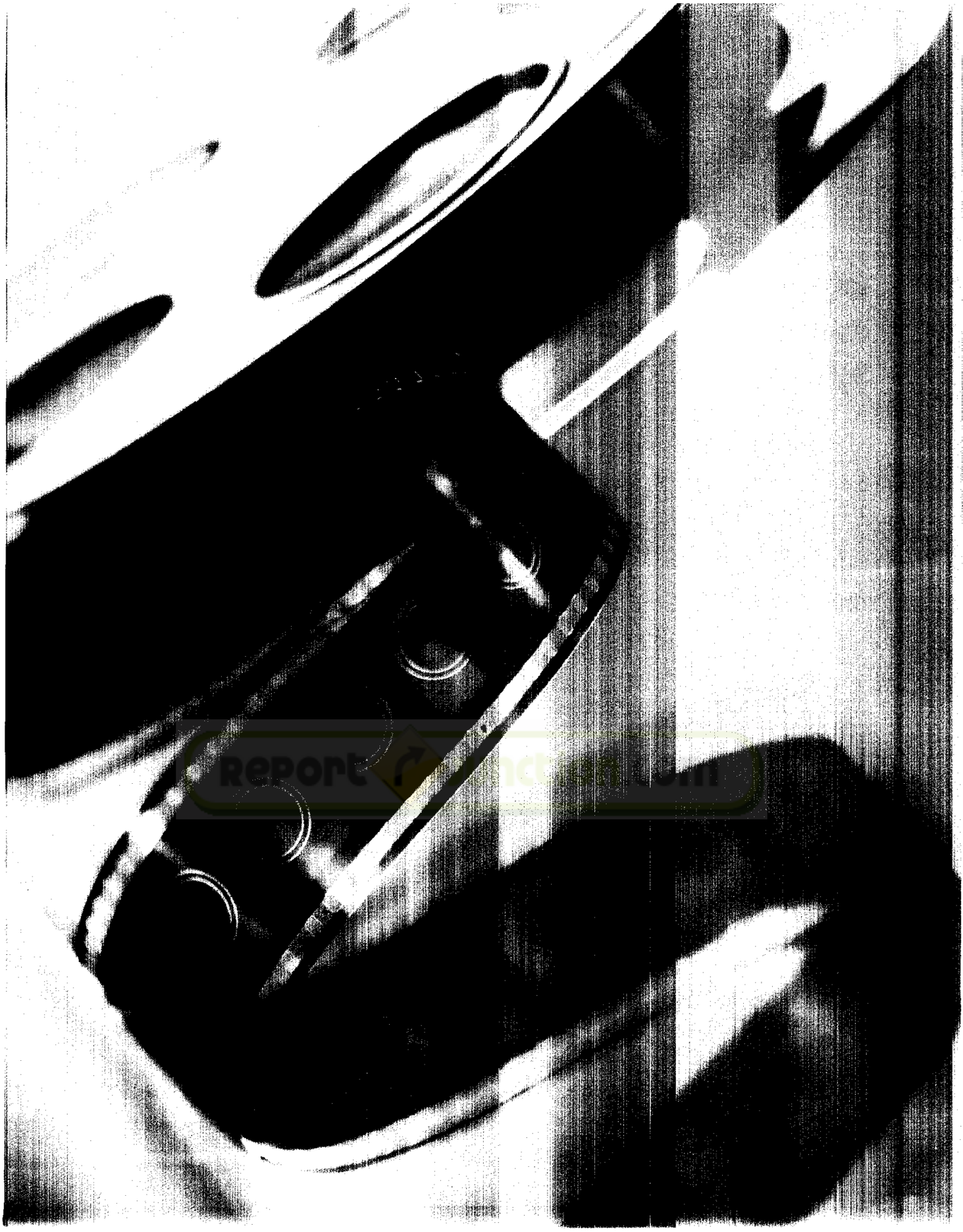

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The levels of interdependence of human communities is what 'globalization' represents beyond mere economic 'power-plays'?

Old borders and barriers are eliminated. And, unlike the age of colonization and slavery, this does not represent either subjugation or homogenization.

In fact, the media revolution is seeing the strengthening of indigenous cultures and their demand for recognition and creative expression. The demand for 'international' content of a new order grows alongside an explosive demand for 'local content', driven by rising incomes and growing awareness.

It would be interesting to have a share of the Hollywood pie. But that isn't all there is to media any more.

Nations outside the US collectively spent the equivalent of US$ 226 billion on film, music, television and print advertising in 1997, outspacing the US spending of US$ 165 billion.

International media spending is forecast to grow at 44% to US$ 325 billion by 2002. Global multi channel television advertising and subscription revenues are projected to grow at 92% over 1997 figures to US$ 136 billion by 2002.

The growth curve of 33% between 1991 and 1997 in the sales of local repertoire indicates the growing influence of local tastes in the music industry. Local artists generate more than half of all recorded music sales in many countries outside the US.

'Infotainment', much as the dotcom dismissed it as a passe cliche in their ebullience, is at the core of the media business. And, it is no more a one-way traffic dictated by imaginary aspirations values of 'el dorados' in the western world.

Today, it is a cluttered world in the media business. The Japanese and other controllers of western media recognize the commercial value and appeal of films and media content from Asia and other regions. An Amitabh Bachchan or a Brucelee have as much global audience as a Schwarznegger or Britney Spears.

Media today has to deliver more choices to more audiences than ever before in history. Consumers have the power and the means to turn to what is better, more immediate and recognizable, what is tauntingly familiar... they have the means to turn to media brands they trust, to content that uniquely addresses their expectations.

Against this global context, Padmalaya Telefilms represents the evolution of a three decade old motion picture enterprise into a specialized and fully integrated GLOBAL entertainment company that spans films, television, animation and all business avenues engendered by these such as celebrity management, merchandising and infrastructure provision.

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