







# INSIDE THE REPORT

**pvp**  
CINEMA

**6** Indian cinema

Corporate philosophy  
and identity **9**

**10** Key financial highlights

From the  
Managing Director's desk **12**

**17** Outlook

Our business model **21**

**23** Managing risks

Corporate information **25**

**26** Notice

Director's report **34**

**40** Management discussion  
and analysis

Report on  
corporate governance **45**

**59** Auditor's report on  
standalone financials

Standalone  
financial statements **64**

**67** Notes on accounts to  
standalone financials

Auditor's report consolidated  
financial statements **82**

**84** Consolidated  
financial statements

Notes on accounts to  
consolidated financials **87**

The background image is a dimly lit film set. In the foreground, a person is seen from the back, looking at a laptop on a desk. The laptop screen displays a colorful image. To the right, there is a large studio light on a stand. In the background, other crew members and equipment are visible, creating a sense of a busy production environment. The overall color palette is dark with blue and yellow tones.

The Indian film industry is where  
the Indian automobile sector  
was in the early-Eighties and  
the country's housing sector  
was in the early-Nineties.  
At an inflection point.

When your son or daughter aped a movie actor of the silver screen for fun at home, it's watched with fun. As the child grew up, a typical mom or dad always chided and dissuaded their ward saying cinema could never become a career. But, as the years passed by, people slowly began seeing its positives. No matter what their profession or economic class has been, people have patronized cinema as it is the best way of entertainment.

Nothing else can replace a motion picture.

Movie industry grew by leaps and bounds over the years. From silent movies to talkies to special effects; from black and white to colour movie to RGB; from 16mm to 35mm to 70 mm to cinemascope to i-Max and 3D to YouTube and Smartphone videos; cinema has undergone a circle of metamorphosis.

Multiple concepts, a myriad of story lines and numerous nuances like animation, short film, and cartoon also crept into the cinema as a business.

Now the big picture is unveiled. Picturehouse Media Ltd, the lone listed entity in this realm, is at its core. From movie production & financing, PML is set to become the magnifier and amplifier of the big picture it is visualizing, for it wants to be seen larger and heard louder.

From investment to shareholding, from financing to reaping dividends, from windfall to market risks, investors have got used to staying longer and stronger in the play with the Big Picture visualized by PML.



## Vision

To be a game changer in the media and entertainment sector.

## Mission

Deliver trendsetting solutions for capital requirements of the media and entertainment sector and create a value chain that benefits every stakeholder.



## Corporate Philosophy and Identity

Picturehouse Media Limited.

South India's first and only organized film media capital provider in a country which is one of the largest producer of films in the world.

## Legacy

- Picturehouse Media was acquired in 2007 by Mr Prasad V. Potluri, a serial global entrepreneur. One of the youngest first generation serial Indian entrepreneurs to have built and sold three companies the world over - Procon, Albion Orion LLC and Irevna - before he was 35.
- The earlier name of the Company was Telephoto Entertainments Ltd.
- Following a comprehensive market survey, the Company identified film production & financing as an attractive niche, marked by the absence of organized financiers. Capital provision or a simple term of financing of films was one of the few scalable initiatives in the Indian entertainment industry.

## Business

- As a media capital house, Picturehouse Media finances the end-to-end process in film-making – from film ideation germination to its successful completion.

- Within just three years, the Company has evolved into a dependable one-stop-shop for film financing through PVP Capital (100 percent subsidiary) as well as film production under the banner of PVP Cinema.

## Presence

- Picturehouse Media enjoys a leadership position in the financing of Tamil and Telugu cinema.
- The Company has produced and financed over 50 films since commencement of business.

## Financial Highlights

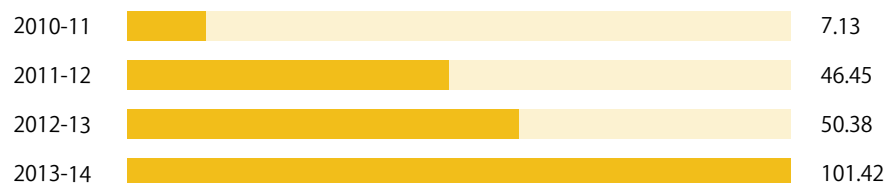
Portfolio (number of films financed and produced)



Loan book (₹ crore)



Turnover (₹ crore)



Operating Profit (₹ crore)

