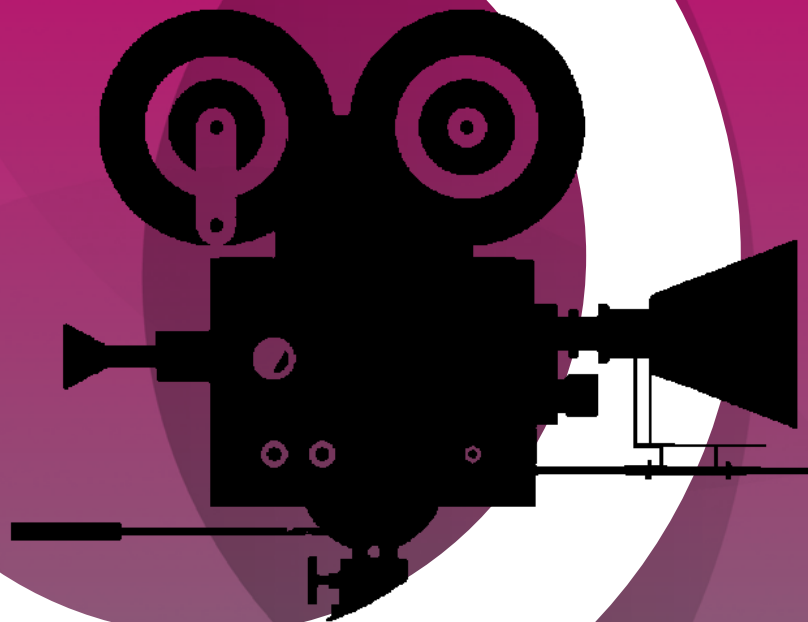




# PICTUREHOUSE MEDIA LIMITED

CIN: L92191TN2000PLC044077



**ANNUAL  
REPORT  
2020-21**

# CONTENTS

Chairman's Message \_\_\_\_ 2

Corporate Information \_\_\_\_ 3

Notice \_\_\_\_ 4

Director's Report \_\_\_\_ 12

Management Discussion and Analysis \_\_\_\_ 21

Report on Corporate Governance \_\_\_\_ 22

Standalone Financial Section \_\_\_\_ 42

Consolidated Financial Section \_\_\_\_ 81

# Managing Director's message

## Dear Shareholders,

In this time of crisis, I hope you and your family are safe. The recent crisis has pushed the boundaries of every individual and business to acknowledge the disruption and exhibit responsiveness at all levels. During these unusual times, your Company has faced the challenge of the pandemic by immediately mobilizing efforts to protect employees and our immediate communities. At this point, a new normal in day-to-day activities has been put in place to operationalize the activities in the Company. I take this opportunity to thank the teams for their adaptability and resilience. As we acknowledge that the pandemic has impacted the economic activity, we are also resolute in emerging stronger from this challenge.

Emerging consumption pattern of media amongst the Indian consumer has been key driver of growth of the Indian Media and Entertainment industry. Demand for content has peaked with the deepening penetration of various OTT platforms aligned with the increasing data consumption across India. In line, Indian Film Industry has also continued to dominate as world leader in terms of the movies produced and tickets sold.

During the year, your company has planned to release a few telugu movies, however could not achieve the same due complete restrictions on Movie Industry. After the release of the lockdown your Company is in the process of making a Telugu dubbed movie which is expected to release this year.

Your company had also been actively pursuing opportunities by acquiring Telugu remake rights of other regional language films and is planning to release them after careful evaluation of the readiness of the distribution channels, to maximize revenues for the company.

Going forward, we expect the immediate economic conditions to present newer challenges and your company continues its cautious tread in evaluating special situations with innovative content and secured distribution channels. We are also strategizing various emerging opportunities from digital distribution platforms and shall endeavor to make the best use of them.

Best Regards,

Sd/-

**Prasad V. Potluri**  
Managing Director

# CORPORATE INFORMATION

## BOARD OF DIRECTORS

Mr. Prasad V. Potluri	– Managing Director
Mr. Narayanaswamy Seshadri Kumar (N.S. Kumar)	– Independent Director
Mr. Sohrab Chinoy Kersasp	– Independent Director
Mr. Nandakumar Subburaman	– Independent Director
Mrs. Poonamallee Jayavelu Bhavani (P J Bhavani)	– Non-Executive and Non-Independent Director (Woman)

## BOARD COMMITTEES

### Audit Committee

Mr. N. S. Kumar	– Chairman
Mr. Sohrab Chinoy Kersasp	– Member
Mr. Prasad V. Potluri	– Member

### Stakeholders Relationship Committee

Mr. Sohrab Chinoy Kersasp	– Chairman (w.e.f. 06-11-2020)
Mr. N. S. Kumar	– Member (w.e.f. 06-11-2020)
Mr. Prasad V. Potluri	– Member

\*Mr. N S Kumar - Chairman till 05-11-2020  
Mr. Sohrab Chinoy Kersasp – Member till 05-11-2020

### Nomination and Remuneration Committee

Mr. Sohrab Chinoy Kersasp	– Chairman (w.e.f. 06-11-2020)
Mr. N. S. Kumar	– Member (w.e.f. 06-11-2020)
Mrs. PJ Bhavani	– Member

\*Mr. N S Kumar - Chairman till 05-11-2020  
Mr. Sohrab Chinoy Kersasp – Member till 05-11-2020

### Corporate Social Responsibility Committee

Mr. N. S. Kumar	– Chairman
Mr. Sohrab Chinoy Kersasp	– Member
Mr. Prasad V. Potluri	– Member

## KEY MANAGERIAL PERSONNEL (KMP)

Mr. Prasad V. Potluri	– Managing Director
Mr. A. Praveen Kumar	– Chief Financial Officer
Mr. Saiteja Ivaturi	– Company Secretary & Compliance Officer

## STATUTORY AUDITORS

M/s. Sundaram & Srinivasan  
Chartered Accountants  
23, C.P. Ramaswamy Road,  
Alwarpet, Chennai – 600 018.

## BANKERS

Kotak Mahindra Bank Limited  
HDFC Bank

## REGISTERED OFFICE

KRM Centre, 9<sup>th</sup> Floor, Door No. 2  
Harrington Road,  
Chetpet, Chennai 600 031  
T +91 44 3028 5570  
F +91 44 3028 5571  
E [ir.telephoto@pvpglobal.com](mailto:ir.telephoto@pvpglobal.com)

## CORPORATE OFFICE

4<sup>th</sup> Floor, Punnaiah Plaza  
Plot No. 83 and 84, Road No. 02  
Banjara Hills, Hyderabad 500 034  
T +91 40 6730 9999  
F +91 40 6730 9988

## STOCK EXCHANGES WHERE COMPANY'S SECURITIES ARE LISTED

The BSE Limited

## REGISTRAR AND SHARE TRANSFER AGENTS

M/s. Cameo Corporate Services Limited,  
Subramanyam Building, 1, Club House Road, Chennai-600 002  
T +91 44 2846 0390  
F +91 44 2846 0129  
E [investor@cameoindia.com](mailto:investor@cameoindia.com)

# NOTICE

**NOTICE IS HEREBY GIVEN THAT THE 22<sup>nd</sup> ANNUAL GENERAL MEETING OF THE MEMBERS OF PICTUREHOUSE MEDIA LIMITED "COMPANY" WILL BE HELD ON MONDAY, 27<sup>th</sup> DAY OF SEPTEMBER, 2021 AT 12.00 NOON. THROUGH VIRTUAL CONFERENCE/OTHER AUDIO VIDEO MEDIA (OAVM) TO TRANSACT THE FOLLOWING BUSINESS. THE VENUE OF MEETING SHALL BE DEEMED TO BE THE REGISTER OFFICE AT KRM CENTRE, 9TH FLOOR, DOOR NO. 2 HARRINGTON ROAD, CHETPET – 600031, TAMILNADU**

## **ORDINARY BUSINESS**

1. To receive, consider and adopt the Audited Financial Statements (including consolidated financial statements) for the financial year ended March 31, 2021 and the Reports of the Board of Directors and the Auditors thereon.
2. **APPOINTMENT OF MRS. POONAMALLEE JAYAVELU BHAVANI (DIN: 08294839), LIABLE TO RETIRE BY ROTATION**  
To appoint a Director in place of Mrs. Poonamallee Jayavelu Bhavani (DIN: 08294839), who retires by rotation in terms of Section 152 (6) of the Companies Act, 2013 and being eligible offers herself for re-appointment

## **SPECIAL BUSINESS:**

3. **TO RE-APPOINT MR. PRASAD V. POTLURI AS MANAGING DIRECTOR (DIN: 00179175) OF THE COMPANY**

To consider and if thought fit, to pass with or without modifications, the following resolution as an Ordinary Resolution:

**"RESOLVED THAT** pursuant to provisions of Sections 178, 196, 197 and 203 read with Schedule V and other applicable provisions, if any, of the Companies Act 2013, (including any statutory modifications or reenactment(s) thereof, for the time being in force), the consent of the members, be and is hereby, accorded for the re-appointment of Mr. Prasad V. Potluri as Managing Director of the Company for a period of five years from 11<sup>th</sup> August 2021 to 10<sup>th</sup> August, 2026 without any remuneration.

**"RESOLVED FURTHER THAT** the Directors, CFO and Company Secretary of the Company be and are hereby authorized to file requisite form with the Registrar of Companies, Tamil Nadu and to do all such acts, deeds, matters and things and take all such steps as may be necessary, proper or expedient to give effect to this resolution."

By order of the Board of Directors  
**FOR PICTUREHOUSE MEDIA LIMITED**

Place: Chennai  
Date : August 11, 2021

Sd/-  
**Saiteja Ivaturi**  
Company Secretary & Compliance officer

---

## NOTES

1. Considering the present Covid-19 pandemic, the Ministry of Corporate Affairs ("MCA") has vide its circular dated 5<sup>th</sup>, May, 2020 and 13<sup>th</sup> January, 2021 vide General Circular No. 02/2021 read together with circulars (collectively referred to as "MCA Circulars") permitted convening the Annual General Meeting ("AGM" / "Meeting") through Video Conferencing ("VC") or Other Audio Visual Means ("OAVM"), without the physical presence of the members at a common venue. In accordance with the MCA Circulars, provisions of the Companies Act, 2013 ('the Act') and the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("SEBI Listing Regulations"), the AGM of the Company is being held through VC / OAVM. The deemed venue for the AGM shall be the Registered Office of the Company.  
KFin Technologies Private Limited, (earlier known as Karvy Fintech Private Limited) ("KFin" or "KFintech") shall be providing facility for remote e-voting, facility for participation in the AGM through VC/OAVM and e-voting during the AGM. The instructions for participation by Members are given in the subsequent paragraphs. Participation at the AGM through VC/OAVM shall be allowed on a first-come-first-serve basis.
2. Generally, a member entitled to attend and vote at the meeting is entitled to appoint a proxy to attend and vote on resolution(s) by poll instead of himself and the proxy need not be a member of the Company. Since this AGM is being held through VC/OAVM pursuant to the MCA Circulars, physical attendance of members has been dispensed with. Accordingly, the facility for appointment of proxies by the members will not be available for the AGM and hence the Proxy Form and Attendance Slip are not annexed hereto.
3. Members attending the AGM through VC/OAVM will be reckoned for the purpose of quorum under Section 103 of the Act.

4. Since the AGM will be held through VC/OAVM, the route map of the venue of the Meeting is not annexed hereto.
5. Upto 1000 members will be able to join on FIFO basis to the e-AGM.
6. Since the AGM will be held through VC/OAVM, the route map of the venue of the meeting is not annexed hereto.
7. The Register of Members and Share Transfer Books of the Company will remain closed from Friday 24<sup>th</sup> September, 2021 to Monday 27<sup>th</sup> September, 2021 (both days inclusive) for the purpose of Annual General Meeting.
8. Dispatch of Annual Report through electronic mode:  
In accordance with the MCA General Circular No. 02/2021 dated 13<sup>th</sup> January, 2021 and SEBI Circular No. SEBI/HO/CFD/CMD2/CIR/P/2021/11 dated 15<sup>th</sup> January, 2021, in view of the prevailing situation and owing to the difficulties involved in dispatching physical copies of the financial statements (including Board's Report, Auditor's Report or other documents required to be attached therewith) for the financial year ended 31<sup>st</sup> March, 2021 pursuant to Section 136 of the Act and Notice calling the Annual General Meeting pursuant to Section 101 of the Act read with the Rules framed thereunder, such statements including the Notice of AGM are being sent only in electronic mode to those Members whose e-mail addresses are registered with the Company/ Cameo Corporate Services Limited or the Depository Participant(s). The Company will not be dispatching physical copies of such statements and Notice of AGM to any Member. A copy of the Notice of this AGM along with Annual Report for the Financial Year 2020-2021 is available on the website of the Company at [www.pvpcinema.com](http://www.pvpcinema.com), website of the Stock Exchanges where the shares of the Company are listed i.e. BSE Limited at [www.bseindia.com](http://www.bseindia.com) and on the website of KFin at <https://evoting.karvy.com>.
9. Members are requested to register/update their email addresses for receiving all communications (including Annual Report) from the Company electronically:
  - a) Members holding shares in physical form and who have not registered / updated their email addresses with the Company are requested to register / update the same by writing to the Company with details of folio number and attaching a self-attested copy of PAN card at [ir.telephoto@pvpglobal.com](mailto:ir.telephoto@pvpglobal.com) or to [cameo@cameoindia.com](mailto:cameo@cameoindia.com).
  - b) Members holding shares in dematerialised form are requested to register / update their email addresses with the relevant Depository Participant.
10. A statement pursuant to Section 102(1) of the Act, relating to the Special Business to be transacted at the AGM is annexed hereto.
11. In accordance with the proviso to Regulation 40(1) of the SEBI Listing Regulations, effective from April 1, 2019, transfers of securities of the Company shall not be processed unless the securities are held in dematerialized form with a depository. Accordingly, shareholders holding equity shares in physical form are urged to have their shares dematerialized so as to be able to freely transfer them and participate in corporate actions.

#### **NOTES FOR E-AGM and E-VOTING:**

- 1) Your Company is availing the service of KFin Technologies Private Limited for facilitating E-AGM and E-Voting
- 2) Generally, a Member entitled to attend and vote at a meeting is entitled to appoint a proxy to attend and vote on a poll instead of himself and the proxy need not be a Member of the Company. Since the AGM is being held through VC / OAVM, physical attendance of Members is dispensed with and consequently, the facility for appointment of proxies is not applicable. Hence proxy forms and attendance slips are not annexed to this Notice.
- 3) Corporate Members intending to authorise their representatives to attend the meeting pursuant to Section 113 of the Act, are requested to email certified copy of the Board / governing body resolution / authorisation etc. authorising their representatives to attend and vote on their behalf. The documents should be emailed to [ir.telephoto@pvpglobal.com](mailto:ir.telephoto@pvpglobal.com).
- 4) **DISPATCH OF ANNUAL REPORT, PROCESS FOR REGISTRATION OF EMAIL ID FOR OBTAINING COPY OF NOTICE AND ANNUAL REPORT:**
  1. In accordance with the provisions of the MCA and SEBI circulars, the AGM Notice along with the Annual Report are being sent through email only to Members whose email IDs are registered with KFin; National Securities Depository Limited ("NSDL") and / or Central Depository Services (India) Limited ("CDSL") (collectively referred to as Depositories or NSDL / CDSL).
  2. The AGM Notice and the Annual Report are available on the Company's website <http://pvpcinema.com/annual-reports/> the website of KFin <https://evoting.kfintech.com> and also on those of the BSE Limited [www.bseindia.com](http://www.bseindia.com).
  3. Members who have still not registered their email IDs are requested to do so at the earliest
    - Members holding shares in electronic mode can get their email ID registered by contacting their respective Depository Participant.
    - Members holding shares in physical mode are requested to register their email ID with the Company i.e., [ir.telephoto@pvpglobal.com](mailto:ir.telephoto@pvpglobal.com) or Cameo Corporate Services Limited i.e., [investor@cameoindia.com](mailto:investor@cameoindia.com) , for receiving the AGM Notice and Annual Report.

We urge Members to support this Green Initiative effort of the Company and get their email ID registered.

## 5. PROCEDURE FOR JOINING THE AGM THROUGH VC / OAVM:

- a) Members will be able to attend the AGM through VC / OAVM or view the live webcast of the AGM at <https://emeetings.kfintech.com/> by using their remote e-voting login credentials and selecting the 'Event' for Company's AGM.

Members who do not have the User ID and Password for e-voting or have forgotten the User ID and Password may retrieve the same by following the remote e-voting instructions mentioned in the AGM Notice. Further, Members can also use the OTP based login for logging into the e-voting system.

- b) Members may join the AGM through laptops, smartphones, tablets or ipads for better experience. Further, Members will be required to use internet with a good speed to avoid any disturbance during the AGM. Members will need the latest version of Chrome, Safari, Internet Explorer 11, MS Edge or Mozilla Firefox.

Please note that participants connecting from mobile devices or tablets or through laptops connecting via mobile hotspot may experience audio / video loss due to fluctuation in their respective network. It is therefore recommended to use stable Wi-Fi or LAN connection to mitigate any glitches.

Members will be required to grant access to the web-cam to enable two-way video conferencing.

- c) Facility of joining the AGM through VC / OAVM shall open 30 minutes before the time scheduled for the AGM and shall be kept open throughout the AGM. Members will be able to participate in the AGM through VC / OAVM on a first-come-first-serve basis.

Large Members (i.e., Members holding 2% or more shareholding), promoters, institutional investors, directors, key managerial personnel, the Chairpersons of the Audit Committee, Nomination Remuneration and Compensation Committee and Stakeholders Relationship Committee, Auditors, etc. will not be subject to the aforesaid restriction of first-come first-serve basis.

- d) Institutional Members are encouraged to participate at the AGM through VC / OAVM and vote thereat.

- e) Members, holding shares as on the cut-off date i.e. Monday, 20<sup>th</sup> September, 2021 and who would like to speak or express their views or ask questions during the AGM may register themselves as speakers at <https://emeetings.kfintech.com> and clicking on "Speaker Registration" during the period from Wednesday 22<sup>nd</sup> September, 2021 (9:00 a.m. IST) upto Saturday, 25<sup>th</sup> September, 2021 (05:00 p.m. IST). Those Members who have registered themselves as a speaker will only be allowed to speak / express their views / ask questions during the AGM. The Company reserves the right to restrict the number of questions and number of speakers, as appropriate for smooth conduct of the AGM.

Alternatively, Members holding shares as on the cut-off date may also visit <https://emeetings.kfintech.com> and click on the tab 'Post Your Queries' and post their queries / views / questions in the window provided, by mentioning their name, demat account number / folio number, email ID and mobile number. The window will be open on Wednesday 22<sup>nd</sup> September, 2021 (9:00 a.m. IST) and closes on Saturday, 25<sup>th</sup> September, 2021 (05:00 p.m. IST)

- f) Members who need assistance before or during the AGM, relating to use of technology, can contact KFin at 1800 309 4001 or write to them at [evoting@kfintech.com](mailto:evoting@kfintech.com).

## 6. PROCEDURE FOR REMOTE E-VOTING AND VOTING DURING THE AGM:

- a) Members are requested to attend and participate at the ensuing AGM through VC / OAVM and cast their vote either through remote e-voting facility or through e-voting facility to be provided during AGM.

- b) The facility of e-voting during the AGM will be available to those Members who have not cast their vote by remote e-voting. Members, who cast their vote by remote e-voting, may attend the AGM through VC / OAVM, but will not be entitled to cast their vote once again on the resolutions. If a Member casts votes by both modes i.e. voting at AGM and remote e-voting, voting done through remote e-voting shall prevail and vote at the AGM shall be treated as invalid.

- c) In case of any query and / or assistance required, relating to attending the AGM through VC / OAVM mode, Members may refer to the Help & Frequently Asked Questions (FAQs) and 'AGM VC / OAVM' user manual available at the download Section of <https://evoting.kfintech.com> at the email ID [evoting@kfintech.com](mailto:evoting@kfintech.com) or call KFin's toll free No.: 1800 309 4001 for any further clarifications / technical assistance that may be required.

- d) In compliance with the provisions of Section 108 of the Act, Rule 20 of the Companies (Management and Administration) Rules, 2014, as amended from time to time, Regulation 44 of the Listing Regulations read with SEBI circular no. SEBI/HO/CFD/CMD/CIR/P/2020/242 dated 9<sup>th</sup> December, 2020 relating to 'e-voting Facility Provided by Listed Entities' ("SEBI e-voting Circular"), the Company is pleased to provide to Members facility to exercise their right to vote on resolutions proposed to be considered at the AGM by electronic means through e-voting services arranged by KFin. Members may cast their votes using an electronic voting system from a place other than the venue of the AGM ("remote e-voting").

- e) The remote e-voting period commences on Friday, 24<sup>th</sup> September, 2021 (9:00 a.m. IST) and ends on Sunday, 26<sup>th</sup> September, 2021 (5:00 p.m. IST). During this period, Members of the Company holding shares either in physical form or in demat form, as on the cut-off date i.e. Monday, 20<sup>th</sup> September, 2021 may cast their vote by remote e-voting. The remote e-voting module shall be disabled by KFin for voting thereafter. Once the vote on a resolution is cast by a Member, the Member shall not be allowed to change it subsequently.

- f) The voting rights of Members shall be in proportion to their shares in the paid-up equity share capital of the Company as on the cut-off date.
- g) Any person holding shares in physical form and non-individual shareholders holding shares as of the cut-off date, may obtain the login ID and password by sending a request at [evoting@Kfintech.com](mailto:evoting@Kfintech.com). In case they are already registered with KFin for remote e-voting, they can use their existing User ID and password for voting.
- h) In terms of SEBI e-voting Circular, e-voting process has been enabled for all 'individual demat account holders', by way of a single login credential, through their demat accounts / websites of Depositories / Depository Participant(s) ("DP").
- i) Individual Members having demat account(s) would be able to cast their vote without having to register again with the e-voting service provider ("ESP") i.e. KFin, thereby not only facilitating seamless authentication but also ease and convenience of participating in the e-voting process. Members are advised to update their mobile number and e-mail ID with their DPs to access the e-voting facility.

The process and manner for remote e-voting and joining and voting at the AGM are explained below:





**Step 1 :** Access to Depositories e-voting system in case of individual Members holding shares in demat mode.

**Step 2 :** Access to KFin e-voting system in case of Members holding shares in physical and non-individual Members in demat mode.

**Step 3 :** Access to join the AGM on KFin system and to participate and vote thereat.

**Details on Step 1 are mentioned below:**

**i) Login for remote e-voting for Individual Members holding equity shares in demat mode.**

Type of Member	Login Method
Individual Members holding securities in demat mode with NSDL	<p><b>Existing Internet-based Demat Account Statement ("IDeAS") facility Users:</b></p> <ol style="list-style-type: none"> <li>1. Visit the e-services website of NSDL <a href="https://eservices.nsdl.com">https://eservices.nsdl.com</a> either on a personal computer or on a mobile.</li> <li>2. On the e-services home page click on the "Beneficial Owner" icon under "Login" which is available under 'IDeAS' section. Thereafter enter the existing user id and password.</li> <li>3. After successful authentication, Members will be able to see e-voting services under 'Value Added Services'. Please click on "Access to e-voting" under e-voting services, after which the e-voting page will be displayed.</li> <li>4. Click on company name i.e. "Picturehouse Media Limited" or e-voting service provider i.e. KFin.</li> <li>5. Members will be re-directed to KFin's website for casting their vote during the remote e-voting period and voting during the AGM.</li> </ol> <p><b>Those not registered under IDeAS:</b></p> <ol style="list-style-type: none"> <li>1. Visit <a href="https://eservices.nsdl.com">https://eservices.nsdl.com</a> for registering.</li> <li>2. Select "Register Online for IDeAS Portal" or click at <a href="https://eservices.nsdl.com/SecureWeb/IdeasDirectReg.jsp">https://eservices.nsdl.com/SecureWeb/IdeasDirectReg.jsp</a>.</li> <li>3. Visit the e-voting website of NSDL <a href="https://www.evoting.nsdl.com/">https://www.evoting.nsdl.com/</a>.</li> <li>4. Once the home page of e-voting system is launched, click on the icon "Login" which is available under 'Shareholder / Member' section. A new screen will open.</li> <li>5. Members will have to enter their User ID (i.e. the sixteen digit demat account number held with NSDL), password / OTP and a Verification Code as shown on the screen.</li> <li>6. After successful authentication, Members will be redirected to NSDL Depository site wherein they can see e-voting page.</li> <li>7. Click on company name i.e Picturehouse Media Limited or e-voting service provider name i.e KFin after which the Member will be redirected to e-voting service provider website for casting their vote during the remote e-voting period and voting during the AGM.</li> <li>8. Members can also download the NSDL Mobile App "NSDL Speede" facility by scanning the QR code mentioned below for seamless voting experience.</li> </ol> <div style="text-align: center;"> <p><b>NSDL Mobile App is available on</b></p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p><b>App Store</b></p> </div> <div style="text-align: center;">  <p><b>Google Play</b></p> </div> </div> <div style="display: flex; justify-content: space-around; align-items: center; margin-top: 10px;">   </div> </div>



<u>Individual Members holding securities in demat mode with CDSL</u>	<p><b>1. Existing user who have opted for Electronic Access To Securities Information (“Easi / Easiest”) facility:</b></p> <ol style="list-style-type: none"> <li>Visit <a href="https://web.cdslindia.com/myeasi/home/login">https://web.cdslindia.com/myeasi/home/login</a> or <a href="http://www.cdslindia.com">www.cdslindia.com</a></li> <li>Click on New System Myeasi.</li> <li>Login to MyEasi option under quick login.</li> <li>Login with the registered user ID and password.</li> <li>Members will be able to view the e-voting Menu.</li> <li>The Menu will have links of KFin e-voting portal and will be redirected to the e-voting page of KFin to cast their vote without any further authentication.</li> </ol> <p><b>2. User not registered for Easi / Easiest</b></p> <ol style="list-style-type: none"> <li>Visit <a href="https://web.cdslindia.com/myeasi/Registration/EasiRegistration">https://web.cdslindia.com/myeasi/Registration/EasiRegistration</a> for registering.</li> <li>Proceed to complete registration using the DP ID, Client ID (BO ID), etc.</li> <li>After successful registration, please follow the steps given in point no. 1 above to cast your vote.</li> </ol> <p><b>3. Alternatively, by directly accessing the e-voting website of CDSL</b></p> <ol style="list-style-type: none"> <li>Visit <a href="http://www.cdslindia.com">www.cdslindia.com</a></li> <li>Provide demat Account Number and PAN</li> <li>System will authenticate user by sending OTP on registered mobile and email as recorded in the demat Account.</li> <li>After successful authentication, please enter the e-voting module of CDSL. Click on the e-voting link available against the name of the Company, viz. ‘Picturehouse Media Limited’ or select KFin.</li> <li>Members will be re-directed to the e-voting page of KFin to cast their vote without any further authentication.</li> </ol>
<u>Individual Members login through their demat accounts / Website of Depository Participant</u>	<ol style="list-style-type: none"> <li>Members can also login using the login credentials of their demat account through their DP registered with the Depositories for e-voting facility.</li> <li>Once logged-in, Members will be able to view e-voting option.</li> <li>Upon clicking on e-voting option, Members will be redirected to the NSDL / CDSL website after successful authentication, wherein they will be able to view the e-voting feature.</li> <li>Click on options available against Picturehouse Media Limited or KFin.</li> <li>Members will be redirected to e-voting website of KFin for casting their vote during the remote e-voting period without any further authentication.</li> </ol>

**Important note:** Members who are unable to retrieve User ID / Password are advised to use Forgot user ID and Forgot Password option available at respective websites.

**Helpdesk for Individual Members holding securities in demat mode for any technical issues related to login through NSDL / CDSL:**

Login type	Helpdesk details
Securities held with NSDL	Please contact NSDL helpdesk by sending a request at <a href="mailto:evoting@nsdl.co.in">evoting@nsdl.co.in</a> or call at toll free no.: <b>1800 1020 990</b> and <b>1800 22 44 30</b>
Securities held with CDSL	Please contact CDSL helpdesk by sending a request at <a href="mailto:helpdesk.evoting@cdslindia.com">helpdesk.evoting@cdslindia.com</a> or contact at <b>022- 23058738</b> or <b>022-23058542-43</b>

**Details on Step 2 are mentioned below:**

**II) Login method for e-voting for Members other than Individual’s Members holding shares in demat mode and Members holding securities in physical mode.**

- (A) Members whose email IDs are registered with the Company / Depository Participants(s), will receive an email from KFin which will include details of e-voting Event Number (EVEN), USER ID and password.

They will have to follow the following process:

- Launch internet browser by typing the URL: <https://emeetings.kfintech.com/>
- Enter the login credentials (i.e. User ID and password). In case of physical folio, User ID will be EVEN (E-Voting Event Number) xxxx, followed by folio number. In case of Demat account, User ID will be your DP ID and Client ID. However, if a Member is registered with KFin for e-voting, they can use their existing User ID and password for casting the vote.
- After entering these details appropriately, click on “LOGIN”.
- Members will now reach password change Menu wherein they are required to mandatorily change the password. The new password shall comprise of minimum 8 characters with at least one upper case (A- Z), one lower case (a-z), one numeric value

(0-9) and a special character (@, #, \$, etc.). The system will prompt the Member to change their password and update their contact details viz. mobile number, email ID etc. on first login. Members may also enter a secret question and answer of their choice to retrieve their password in case they forget it. It is strongly recommended that Members do not share their password with any other person and that they take utmost care to keep their password confidential.

- v. Members would need to login again with the new credentials.
- vi. On successful login, the system will prompt the Member to select the "EVEN" i.e., 'Picturehouse Media Limited - AGM' and click on "Submit"
- vii. On the voting page, enter the number of shares (which represents the number of votes) as on the Cut-off Date under "FOR/AGAINST" or alternatively, a Member may partially enter any number in "FOR" and partially "AGAINST" but the total number in "FOR/AGAINST" taken together shall not exceed the total shareholding as mentioned herein above. A Member may also choose the option ABSTAIN. If a Member does not indicate either "FOR" or "AGAINST" it will be treated as "ABSTAIN" and the shares held will not be counted under either head.
- viii. Members holding multiple folios / demat accounts shall choose the voting process separately for each folio / demat account.
- ix. Voting has to be done for each item of the notice separately. In case a Member does not desire to cast their vote on any specific item, it will be treated as abstained.
- x. A Member may then cast their vote by selecting an appropriate option and click on "Submit".
- xi. A confirmation box will be displayed. Click "OK" to confirm else "CANCEL" to modify. Once a Member has voted on the resolution (s), they will not be allowed to modify their vote. During the voting period, Members can login any number of times till they have voted on the Resolution(s).

**(B) Members whose email IDs are not registered with the Company/Depository Participants(s), and consequently the Annual Report, Notice of AGM and e-voting instructions cannot be serviced, will have to follow the following process:**

- i. Members who have not registered their email address, thereby not being in receipt of the Annual Report, Notice of AGM and e-voting instructions, may temporarily write to Company to [ir.telephoto@pvpglobal.com](mailto:ir.telephoto@pvpglobal.com)
- ii. Members are requested to follow the process as guided to capture the email address and mobile number for receiving the soft copy of the AGM Notice and e-voting instructions along with the User ID and Password. In case of any queries, Members may write to [einward.ris@kfintech.com](mailto:einward.ris@kfintech.com).
- iii. Alternatively, Members may send an e-mail request at the email id [einward.ris@kfintech.com](mailto:einward.ris@kfintech.com) along with scanned copy of the request letter, duly signed, providing their email address, mobile number, self-attested PAN copy and Client Master copy in case of electronic folio and copy of share certificate in case of physical folio for sending the Annual report, Notice of AGM and the e-voting instructions.
- iv. After receiving the e-voting instructions, please follow all the above steps to cast your vote by electronic means.

**Details on Step 3 are mentioned below:**

**III) Instructions for all the shareholders, including Individual, other than Individual and Physical, for attending the AGM of the Company through VC/OAVM and e-voting during the meeting.**

- i. Members will be able to attend the AGM through VC / OAVM platform provided by KFin. Members may access the same at <https://emeetings.kfintech.com/> by using the e-voting login credentials provided in the email received from the Company / KFin.
- ii. After logging in, click on the Video Conference tab and select the EVEN of the Company.
- iii. Click on the video symbol and accept the meeting etiquettes to join the meeting. Please note that Members who do not have the user id and password for e-voting or have forgotten the same may retrieve them by following the remote e-voting instructions mentioned above.

**Other Instructions:**

- I. A person, whose name is recorded in the Register of Members or in the Register of Beneficial Owners maintained by the Depositories as on the cut-off date only shall be entitled to avail the facility of remote e-voting as well as voting at the AGM.
- II. The voting rights of Members shall be in proportion to their shares of the paid-up equity share capital of the Company as on the cut-off date i.e. Monday 20<sup>th</sup> September, 2021.
- III. Any person who acquires shares of the Company and becomes a Member of the Company after dispatch of the Notice of AGM and holding shares as of the cut-off date i.e. Monday 20<sup>th</sup> September, 2021 may obtain the User ID and Password in the manner as mentioned below:
  - a. If the mobile number of the Member is registered against Folio No. / DP ID Client ID, the Member may send SMS: MYEPWD<space>E-voting Event Number + Folio No. or DP ID Client ID to +91 9212993399