



SAHARA
INDIA PARIWAR

23

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SAHARA INDIA MASS COMMUNICATION LIMITED

Sahara India Mass Communication Limited

(Formerly Sahara India Media Communication Limited)

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BOARD OF DIRECTORS

SHRI SUBRATA ROY SAHARA
Chairman

SMT. SWAPNA ROY SHRI AMAR SINGH SMT. JAYA BACHCHAN

SHRI O. P. SRIVASTAVA

SHRI J. B. ROY

SHRI V. B. CHANDRA
(Whole Time Director)

SHRI MAHESH PRASAD

STATUTORY AUDITORS

M/S D. S. SHUKLA & CO.
Chartered Accountants

INTERNAL AUDITORS

M/S CHATURVEDI & CO.
Chartered Accountants

COMPANY SECRETARY

SHRI BIMAL KISHORE NANDA

BANKERS

THE BANK OF RAJASTHAN LIMITED

REGISTERED OFFICE

SAHARA INDIA POINT,
CTS 40 - 44, S. V. ROAD,
GOREGAON (WEST)
MUMBAI -400 104

SHARE TRANSFER AGENT

MCS LIMITED
SRI VENKATESH BHAVAN,
PLOT NO. 27, ROAD NO. 11,
MIDC AREA, ANDHERI (EAST),
MUMBAI-400 093

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BRANCH / DIVISION / UNITS

SAHARA INDIA BHAWAN,
1, KAPOORTHALA COMPLEX,
LUCKNOW -226 024

SAHARA INDIA COMPLEX,
C-2, C-3 & C-4, SECTOR XI,
NOIDA, U.P.- 201 301

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BOARD'S REPORT**TO THE MEMBERS**

Your Directors have pleasure in presenting the Twenty-Third Annual Report of the Company for the year ended 31st March 2004.

FINANCIAL / OPERATIONAL RESULTS

(Rs. In Lacs)

| For the year ended | 31st March 2004 | 31st March 2003 |
|---|-----------------------------------|-----------------------------------|
| Total Income | 14681.53 | 12736.51 |
| Total Expenses | 13742.40 | 13020.93 |
| Profit before Tax | 939.13 | -284.42 |
| Provision for Taxation written back | - | -450.00 |
| Provision for Taxation and Deferred Tax | 214.27 | 4.02 |
| Profit After Tax | 662.90 | 210.13 |
| Profit after Tax carried to the Balance Sheet | 2700.77 | 2037.87 |

During the year under review the total income from business was Rs. 14681.53 lacs, increase by Rs. 1945.02 lacs from last year. Increase in income is mainly due to increase in sales by Rs. 5544.19 lacs from last year. Profit after tax for the year was Rs. 662.90 lacs, increase by Rs. 452.77 lacs from the last year.

DIVIDEND

With a view to conserve resources with the Company the Directors have decided not to recommend any dividend for the year 2003- 2004.

CAPITAL ISSUE

During the year under review the Company has not allotted any fresh shares.

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PROGRAMMING AND FILMS**PROGRAMMING**

Indian television is no longer Bollywood's poor country cousin. Though the scale of an average production for television continues to be much smaller than that of a Bollywood blockbuster, it is now a powerful platform for the creation of national celebrities. Production values are higher than they have ever been before.

Quality content is the key factor for channel driving force. Television programming is driving channel loyalty and content reigns supreme. Television content is today in the enviable position of driving channel viewer ship in a scenario where the ad-pie is growing slower than before, channels are investing heavily in content in order to be differentiated. As television faces increasingly tough competition from other entertainment choices available to an increasingly informed consumer, content has become the hook with which a broadcaster can hope to engage audiences.

On a primary level, software for television can be pegged to either one of the following broad classifications by genre-Drama, Soap, Film based shows, Horror, Comedy, documentaries, mythological, animation and children based.

In today's competitive market conditions and mushrooming of entertainment channels, content plays a vital role in the success of any channel. We are creating content for the viewers by understanding their lifestyles and taking their aspirational values into consideration.

The company has a broad spectrum of quality entertainment programmes of varied genres like memorable soaps and serials, star-studded shows and mega events, feature films, film-based programmes and top-notch programmes for children.

ACHIEVEMENTS (AS OF TODAY)

An exciting range of fresh programmes of different genres are being produced by eminent production houses such as Sri Devi Productions, Cinevistaas, BAG Films, Clapstem Productions, Hats Off Productions, Fireworks Productions, Creative Eye and others. Some of them are as given below:-

- A bi-weekly comedy show featuring the comedy queen Sri Devi as 'Malini Iyer'

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- Another bi-weekly comedy show 'Bhagwan Bachae Inko'
- A daily period drama featuring Ravina Tandon, 'Sri Bimal Mitra's Saahib Biwi Aur Ghulam'
- A daily horror show 'Raat Hone Ko Hai'
- A daily rib-tickling kids comedy cum fantasy 'Ruby Duby Hub Dub... just funtashtic'
- A weekly Bollywood audio-video magazine 'Bollywood Aur Kya'
- Lata Mangeshkar 75th Birthday Celebration.

FUTURE PLAN

Driven by the cherished objective of playing a significant role in television nationally as well as globally, your company has designed a prolific future plan to achieve the same. A variety of entertainment shows in different genres produced by proficient production houses like:

- A cookery show 'Naram Garam'
- A daily soap on young romantic triangular saga of love 'Saathiya... pyar ka naya ehsaas'
- A weekly comical satire on the high society gossip culture 'Aao Bahen Chugli Karen'
- Another hilarious weekly comedy 'Main Office Tere Aangan Ki'
- A daily soap for the afternoon band 'Pratima'
- Kambakht Piracy, an event organized by the Cinema People's Academy and executed by Percept D'Mark, to curb piracy in film industry
- Kamini Damini by B R Chopra TV
- Zaroorat Hai Zaroorat Hai by Cinevistaas
- Baal Baal Bachche by DJ's Creative Unit
- Avishkaar Ek Rakshak by Contiloe Films
- No.13 *lucky for some – unlucky for...* by Two's Company
- Chandramukhi by Applause Entertainment
- Cinema Ghar - Telefilms of various genres by eminent producers
- Style Mantra by Percept Pictures
- Kuchh Kuchh Kabhi Kabhi by Clapstem Productions
- Roti, Kapda Aur Makaan by Rajshree Productions
- Khatta Meetha by Sachin Pilgaonkar
- College Days with Dj's Creative Unit
- Fame by Ken Ghosh

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A number of mega events have been lined up in the forthcoming year. Here are a few to name:

- It's the Time to Disco (New Year Bash)
- Kids Awards (Children's Day Special)
- Aishwarya Nite
- Yash Chopra

FILMS

Company has ventured into film making, with its characteristic passion & enthusiasm. A firm believer in the corporate structure of working, it aspires to infuse and encourage an attitude of professionalism, in Bollywood.

With approximately 50 films in various stages of production, **Sahara** has incorporated the crème de la crème of the industry, in its various film projects. The company is producing films with seasoned directors like Shyam Benegal, Ram Gopal Verma, Tinnu Anand, Priyadarshan, Feroz Khan, John Matthew, Prakash Jha, N. Chandra, Mahesh Manjrekar, Neeraj Vora ... the list is endless... Needless to say, a company that has lured names as huge as these, will have also ensnared the biggest actors, most of which are already affiliated with the '**Sahara Pariwar**'. Here too, the list is extensive and includes stars like Amitabh Bachchan, Dilip Kumar, Rishi Kapoor, Anil Kapoor, Akshay Kumar, Sunny Deol, Ajay Devgan, Vivek Oberoi, Arjun Rampal, Abhishek Bachchan, Sanjay Dutt, Shahid Kapur, Paresh Rawal, Johnny Lever, Aishwarya Rai, Sushmita Sen, Bipasha Basu, Mahima Choudary, Raveena Tandon, Jaya Prada, Diya Mirza etc...

Additionally, Company has also tied up with the ingenious Ram Gopal Verma, in its union with '**K Sera Sera/ Verma Corp**', to jointly produce 10 films. The very reputed '**Percept Picture Company**' has also been bought in, to create 15 films for **Sahara India Mass Communication Limited**.

Also, in collaboration with Percept, **Sahara** has entered the international film arena, with a 90 minute film on **Mother Teresa**. The film contains 'never seen before footage' and exclusive interviews of all those connected with the life of one of the most hallowed women, of this century. World renowned actress, Ms. Penelope Cruz, is also involved with this magnificent film. Films such as this and the grand epic production '**Netaji Subhas Chandra Bose- The Forgotten Hero**', shall earn Sahara international acclaim. The company hopes to venture into the global film arena and produce films that cater to world audiences.

All in all, the **Sahara India Pariwar** is looking to make a definite niche for itself in the film world & hoping to make quality cinema through the years to come, with the ultimate objective of 'Entertaining India', in every conceivable manner.

FUTURE PROJECTS

| <i>Title</i> | <i>Banner</i> | <i>Star Cast</i> | <i>Director</i> |
|-------------------------------|---------------------------------|--|------------------------|
| Sheen | Samay Creations | Raj Babbar, Samreen Tarun Arora | Ashok Pandit |
| Pehchaan | Reel Life Entertainment | Vinod Khanna Raveena Tandon Rati Agnithori | Shrabani Deodhar |
| Hanan | Makrand Deshpande Production | Manoj Bajpai, Sonali Kulkarni, Sayaji Shinde | Makrand Deshpande |
| Inteqam - The Perfect Game | Mazaa Films | Manoj Bajpai, Isha Koppikar, Nethra Raghuraman | Pankuj Parasher |
| Filmstar | Vishesh Entertainment | Mahima Choudhary, Pryanshu Chatterjee, Aryan Vaid, Vasundhara Das, Jatin Garewal | Tanuja Chandra |
| Thakkan | K Sera Sera | Johnny Lever, Resham Tipnis & Other | Ramesh Modi |
| Bevda daas | K Sera Sera | Johnny Lever, Tanaz Currim & Other | Rajan Waghdhare |
| Tum Ho Na | Dumroo Entertainment | Jackie Shroff, Riya Sen, Nethra Ranghuraman | Raj Bharat |
| Abhinetri | N. Chandra Global Info | Amitabh Bachchan, Jaya Prada, Diya Mirza, Akshaye Khanna | N. Chandra |

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| Title | Banner | Star Cast | Director |
|--------------|----------------------------|--|-----------------|
| Prateeksha | Basu Chatterjee Production | Jimmy Shergill, Diya Mirza, Anupam Prakash, Govind Namdeo | Basu Chatterjee |
| Neend | Bro & Sis Motion Pictures | Mahima Choudhary, Sunnidy Deol, Sanjay Suri, Mink | Santram Verma |
| Akeli | Vinod Pande Production | R. Madhavan, Nandini Ghosal, Anupam Shyam | Vinod Pande |

RAM GOPAL VERMA FILMS

| Title | Banner | Star Cast | Director |
|------------------------|--------------------------------|--|-----------------|
| Ab Tak Chappan | K Sera Sera Production Limited | Nana Patekar, Prasad Purandare, Hrishita Bhatt | Shimit Amin |
| Gayab | K Sera Sera Production Limited | Tusshar Kapoor, Antra Mali | Prawal Raman |
| Galtisay/ Jaanbujke | K Sera Sera Production Limited | Anil Kapoor, Nandna Sen, Suchitra Krishnamurty | Jijy Philip |
| Vaastu Shastra | K Sera Sera Production Limited | Sushmita Sen, J. D. Chakroborty | Saurabh Narang |
| Naach | K Sera Sera Production Limited | Abhishek Bachchan, Antra Mali | Ramgopal Varma |
| James | K Sera Sera Production Limited | Mohit, Priyanka | Rohiy Jugraj |