



Raise the volume a little?

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SAREGAMA INDIA LIMITED
ANNUAL REPORT 2000-01

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Clarification on Forward-looking statements

In our report we have disclosed forward-looking information so that investors can better understand a company's future prospects and make informed investment decisions. This annual report and other written and oral statements that we make from time to time contain such forward-looking statements that set out anticipated results based on 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 and terms of similar substance in connection with any discussion of future operating or financial performance.

We cannot guarantee that any forward-looking statement will be realized, although we believe we have been prudent in our plans and assumptions. Achievement of future results is subject to risks, uncertainties and 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.

Investors should bear this in mind as they consider forward-looking statements. We undertake no obligation to publicly update any forward-looking statements, whether as a result of new information, future events or otherwise.

Sure!



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In 2000-01 Saregama India Limited raised the
volume
of music cassettes and CDs sold by 17.3%

sa

re

ma

ga

sa

pa

dha

ni

chalte chalte yunhi rukh jaata hoon main baithe baithe kahin kho jaata hoon mein kya yahi pyaar hai...panchi nadiya pawan ke jho
yeh garv bhara mastak mera prabhu ch

isko chupa rahe ho...chingaari koi bhadke toh saawan use bujhaye saawan jo aag lagaye use kaun bujhaye...

sa
ma
ga
pa
dha
ni
sa

Jab anth samay aaya to, Keh gaye ke ab marde hain. Khush rehna desh ke pyaro. Ab hum to safar karte hain. Kya log the woh dee

**Kaho Naa Pyar Hai emerged as one of the biggest music
busters
of all time. Selling 21% of the NHF offtake in 2000-01.**

Yeh rakhti, yeh taajo ki duniya Yeh insaan ke dushman aur maine kya paaya insaan hoke...
The roke sarhadein insaanon ke liye hai socho tumhe aur maine kya paaya insaan hoke...
A de mann gyaan ki baaton mein khoya aur karmheen soya jab aapkh khuli toh mann roya ...





Saregama extracted attractive Value out of its performance in 2000-01.

Bichhad gaya har saathi dekar pal-do-pal ka saath. Kisko fursat hai jo thaadha humko apna saya tak aqsaar bezaar mila Humne to jab kaliyan maangi, kaanto ka h



Saregama posted the highest profit in its history.

The company also emerged as India's biggest music company with a market share of 19 per cent. It emerged with the highest market share in the high-risk national new Hindi film segment as two of the company's albums registered sales above 20 lac numbers. A great score by any measure.

Note: Profit refers to surplus prior to extraordinary, one-time write-offs.

a **122%**
increase in
operating profit*
would have been
symphony
to most
companies.



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★ pre VRS operating profit of Rs 16.17 cr.

Not Saregama.



Because honestly, the company did not realise its true **value** potential. It could have saved at least upto Rs 4 cr in operating expenses. Had better distribution resulted in products being placed just when customers wanted them, the company could have generated incremental profits of at least Rs 3 cr. That's more than the profit after tax the company actually reported in 2000-01.

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**Saregama's
operating
expenditure
was nearly
 $2\frac{1}{4}$ times
its operating profit*
for 2000-01.**

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* pre-VRS operating profit of Rs 16.17 cr.