

Raise the volume a little?

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Clarification on Forward-looking

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.

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

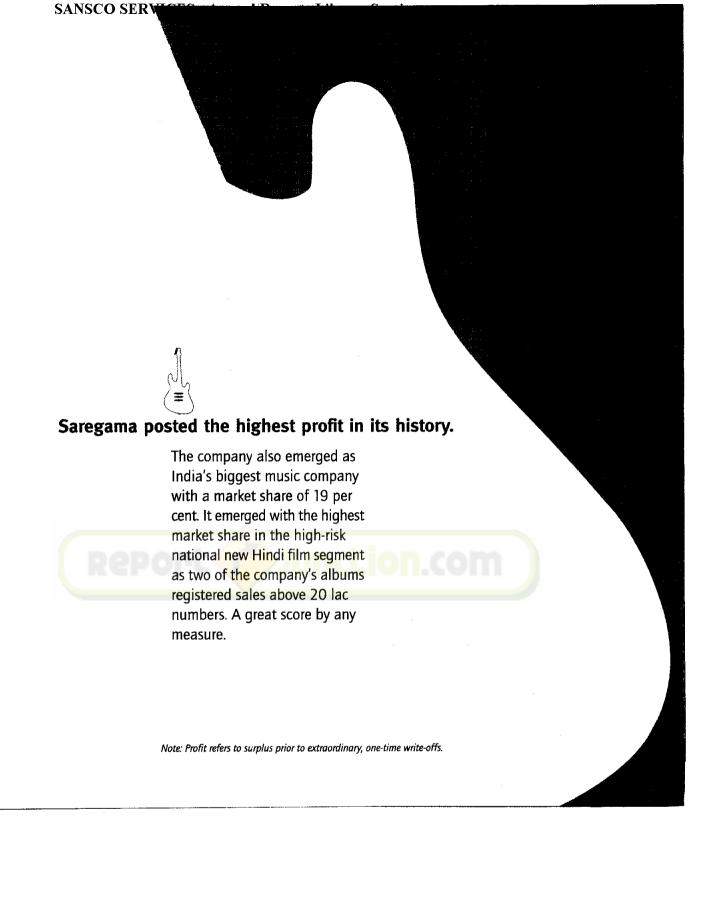
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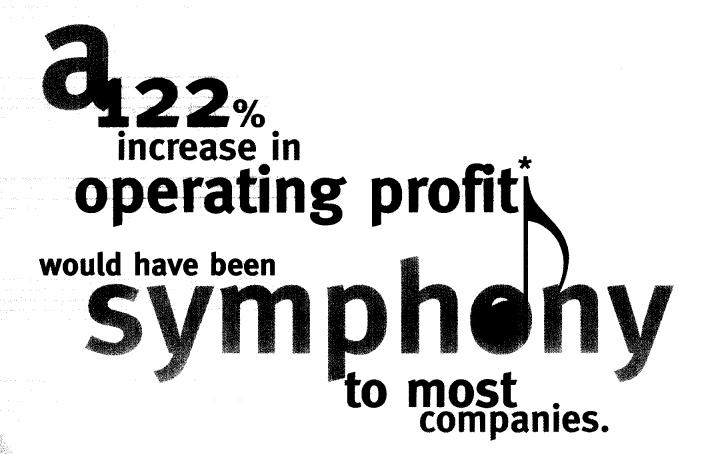
Chalte chalte yunhi rukh jaata hoon main baithe baithe kahin kho jaata hoon main kehte kehte hi chup ho jaata hoon mem kya yahi pyaar hai...panchi nadiya pawan ke jho

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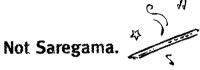
etype of the company of the parted share of 19 per cent. It amarquet with the highest man, and company also enterpolated and the highest based highest based highest had been as the office of the company also enterpolated that an the highest based highest had been than blint segment as two of the company, and the program of the company and the highest manifest base of the company and the highest manifest share of the company and the highest manifest share of the company and the highest manifest share of the company and energed as India's baggest manife company with a market share of 19 per share of 1



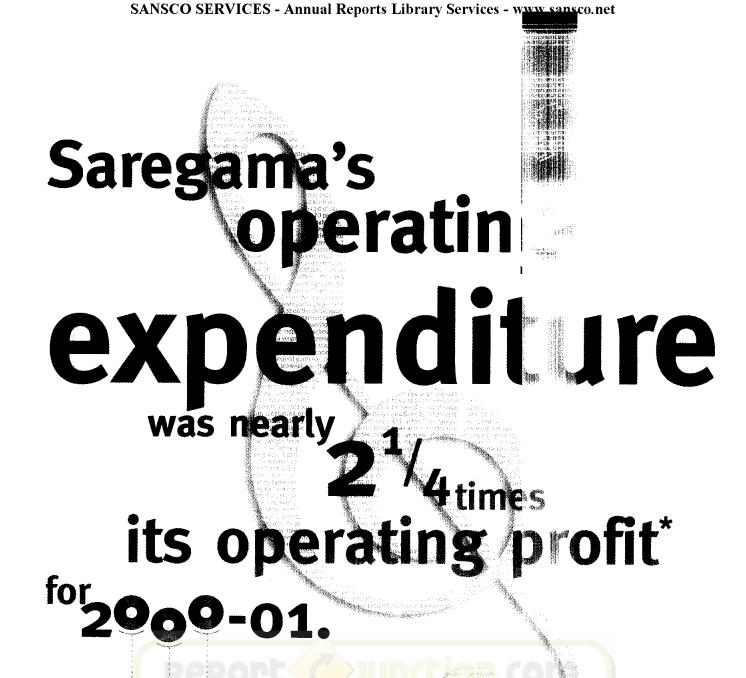




re VRS operating profit of Rs 16.17 cr.



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.



* pre-VRS operating profit of Rs 16.17 cr.