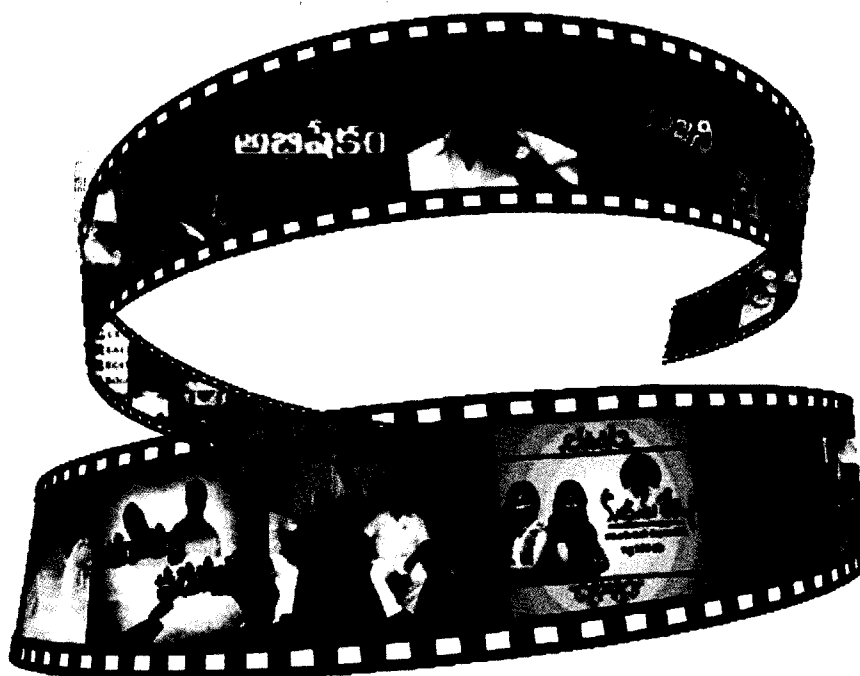
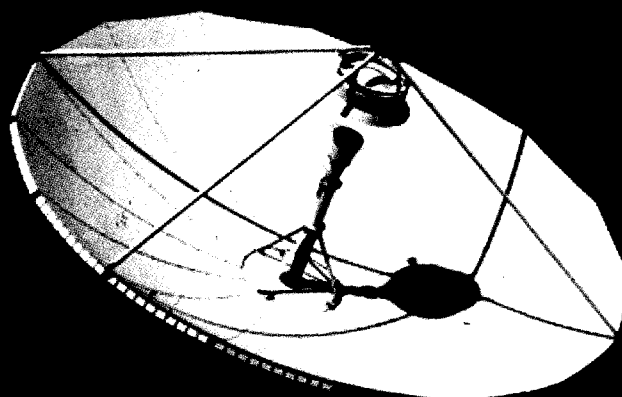
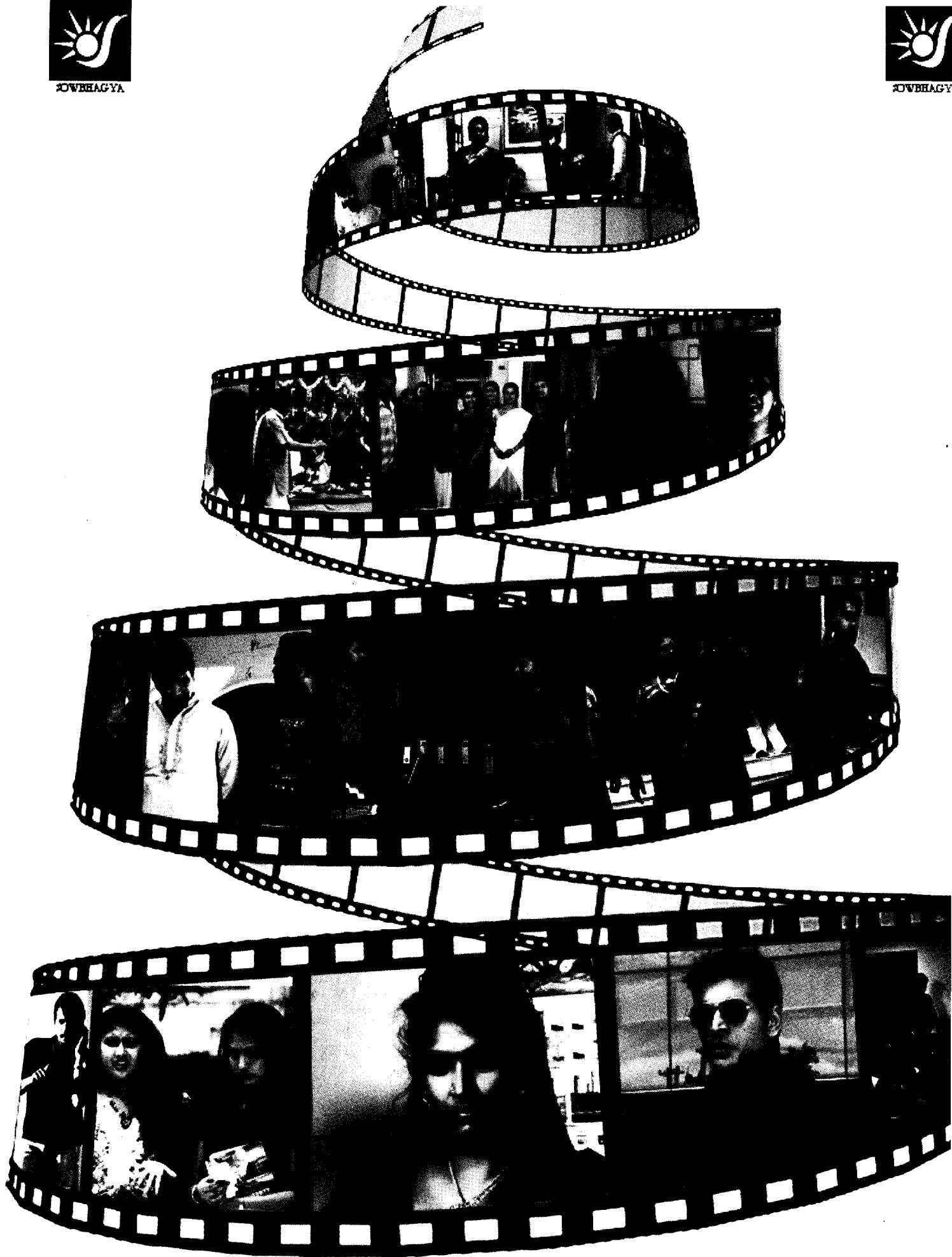


Sowbhagya Media Limited

*Sixteenth Annual report
2010-11*





Board of Directors
Sri K.Ramakrishna Prasad
Managing Director

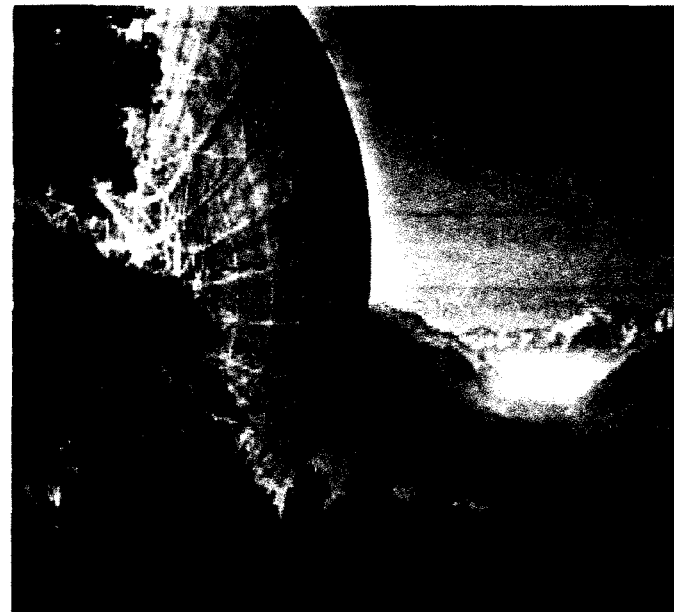
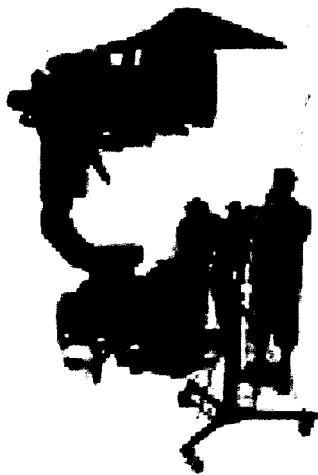
Sri E.V.Raja Reddy
Director

Sri V.Kishore
Director

Sri M.Madhusudhana Rao
Director

REGISTERED OFFICE
Plot No. 512,
Road No. 31,
Jubilee Hills,
Hyderabad-500 033

REGISTRARS
XL Softech Systems Limited
Plot No.3, Sagar Society,
Road No.2, Banjara Hills,
Hyderabad



BANKERS
Vijaya Bank, Hyderabad
Bank of India, Hyderabad
Corporation Bank- Nellore.

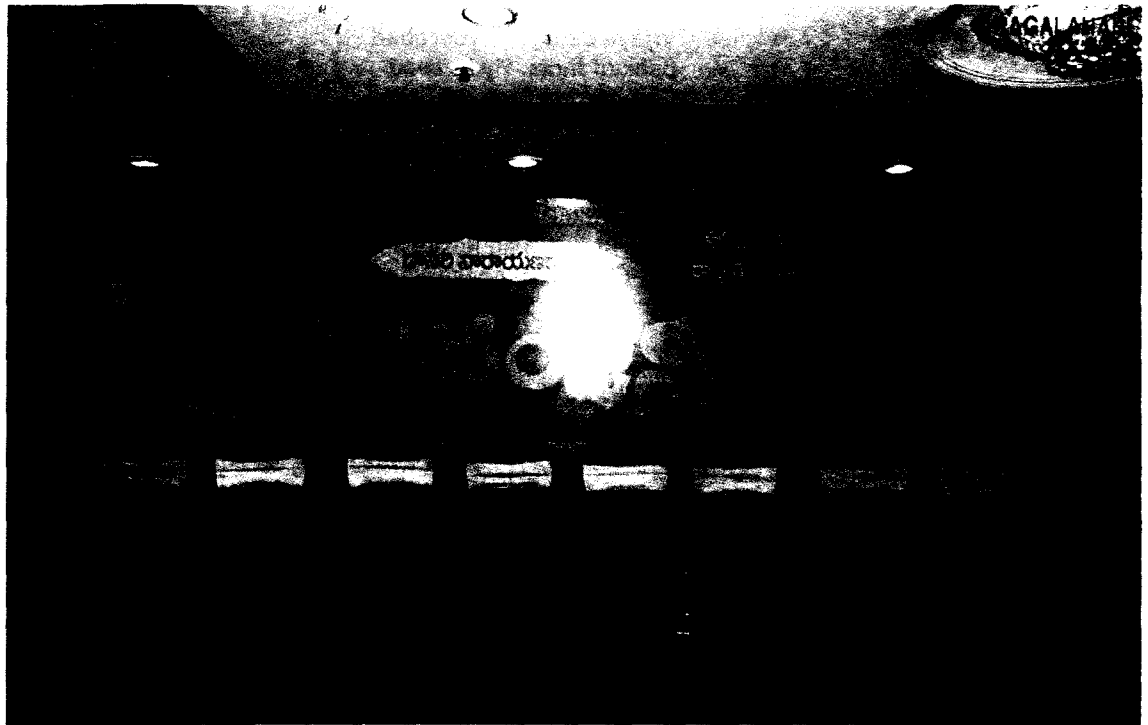
AUDITORS
M/s. GANESHVENKAT & Co,
CHARTERED ACCOUNTANTS
402, Ram Kishan Residency,
6-3-6009/150, Anand Nagar Colony, Khairathabad.
Hyderabad- 500004.

LISTING
The Bombay Stock Exchange Ltd
The Madras Stock Exchange Ltd



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www.sowbhagya.in

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Managing Director

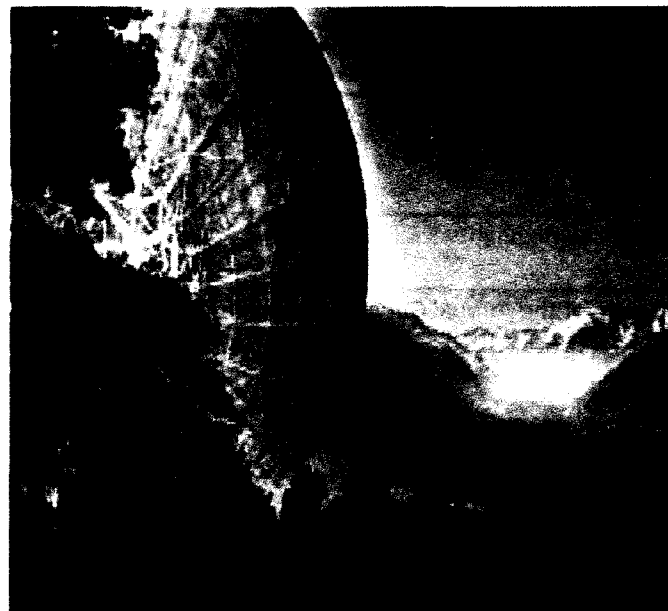
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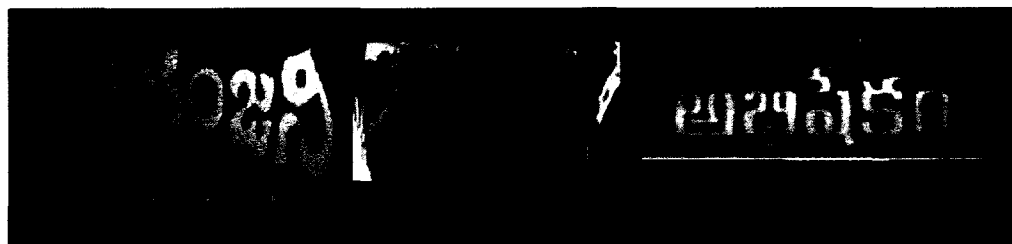
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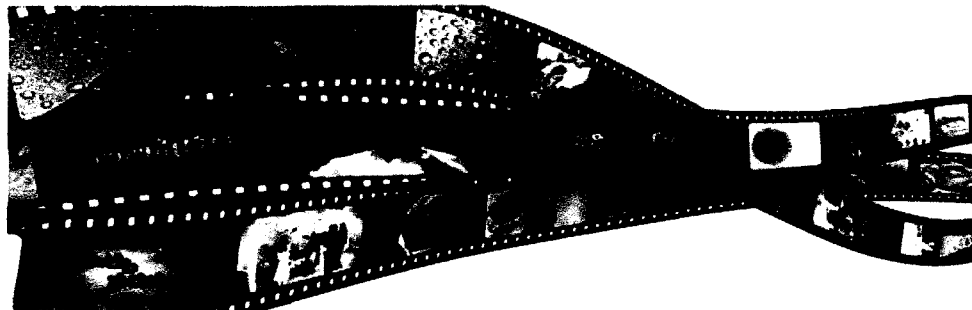
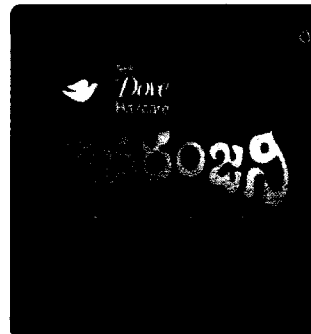
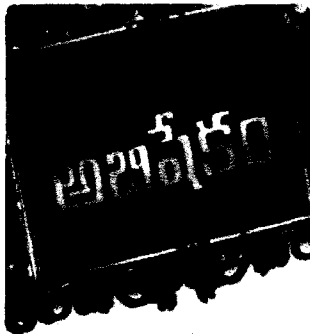
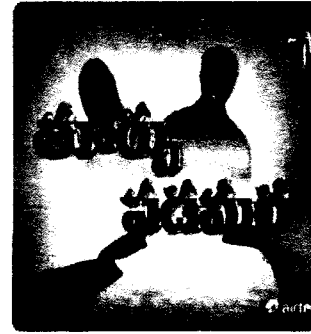


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LISTING
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FINANCIAL HIGHLIGHTS

INCOME FROM OPERATIONS (RS. IN LAKHS)

2010-2011	→	818.12
2009-2010	→	574.62
2008-2009	→	218.08

EBIDTA (RS. IN LAKHS)

221.03	←	2010-2011
38.44	←	2009-2010
39.21	←	2008-2009

PROFIT AFTER TAX (RS. IN LAKHS)

2010-2011	→	76.74
2009-2010	→	5.88
2008-2009	→	14.93

EARNINGS PER SHARE IN RUPEES

1.40	←	2010-2011
0.11	←	2009-2010
0.29	←	2008-2009

RESERVES (RS. IN LAKHS)

2010-2011	→	551.00
2009-2010	→	537.99
2008-2009	→	311.61

OPERATING PROFIT MARGIN

26.99%	←	2010-2011
6.66%	←	2009-2010
39.02%	←	2008-2009



TELEVISION

Sowbhagya remains audience most preferred content provider for the Telugu television industry. It is operating over two channels since last couple of years. . The result: the shows grabbed eyeballs with skyrocketing TRPs. The Company developed new primetime hours for family viewing, enhancing the television viewing hours of the Indian audience.

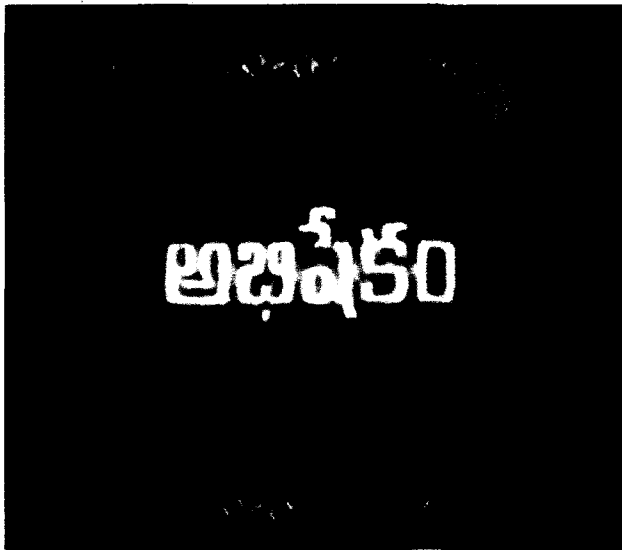
Besides, Sowbhagya possesses 3 editing suites, 2 Dubbing Suites and 1 Re-Recording Suite in Hyderabad



MOVIES

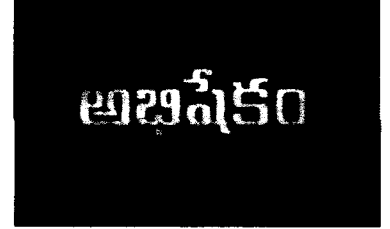
Sowbhagya has ventured into distribution of movies along with the Promoter Siri Media Private Limited. In the past it has distributed and promoted many movies like Deshamuduru, Krishna, Mysamma IPS, Aadi Vishnu, Bangaru Babu, Aadivarm adavariki selavu

In the Current Financial Year, the company has acquired rights for the Telugu Movie "Sakthi" Starring Sri N.T. Rama Rao, Kumari Illeana.





TV OPERATIONAL REVIEW



Serial	Channel	Time slot	Days of telecast	Went on air on
Toorpu Padmara	E TV	02:00 PM To 02: 30 PM	Monday to Saturday	20 th October, 2009
Shivaranjani	MAA TV	08:30 PM To 09:00 PM	Monday to Friday	12 th July, 2010
Abhisekham	E TV	07:00 PM To 07:30 PM	Monday to Friday	19 th January, 2009
Kumkuma Rekha	E TV	07:00 PM To 07:30 PM	Monday to Saturday	20 th June 2011
Abhimani Game show	E TV	09:30 PM To 10:30 PM	Tuesday	21 st June 2011





TELEVISION OPERATIONAL REVIEW

Commissioned programmes

These are the shows in which content is created by the Company at the behest of channel owners. Sowbhagya Media Limited creates the episodes for the channel and charges a fixed fee with a leeway for rate revision, depending on the success and popularity of the show. Hence, for the commissioned programming, the Company does not carry the risk of marketing or getting sponsors for the shows.



Contest on TV Serial

During FY 2010-11, with an intention to increase the viewership and the promotion of Business has conducted a contest on the TV Serial "Abhishekam" which earned a good response. The initiative has been well acknowledged by audience, media partners and Business Critics and thus increased our TRP Ratings.

