



## ANNUAL REPORT 2017-18

## CORPORATE INFORMATION

### BOARD OF DIRECTORS

Mr. Anindya Bikas Datta  
(DIN: 07274171), Managing Director

Ms. Sheetal Suresh Kale  
(DIN: 07762409), Independent Director

Mr. Vinod Kumar Agarwal  
(DIN: 08046056) Director

Mr. Sumit Bhoot  
(DIN: 08120225), Independent Director

### AUDITORS

M/s Bandyopadhyay & Dutt  
Chartered Accountants, Kolkata  
Statutory Auditors

### BANKERS

Axis Bank  
HDFC Bank

### REGISTRAR & SHARE TRANSFER AGENT

M/s Maheshwari Datamatics Private Limited  
6, Mangoe Lane, 2<sup>nd</sup> Floor  
Kolkata-700001, West Bengal  
Tel No. 033 2243 5809/5029, Fax No. 033 22484787  
Email Id: [mdpldc@yahoo.com](mailto:mdpldc@yahoo.com)

### REGISTERED OFFICE

68, R.K. Chatterjee Road (Kasba)  
Rash Behari Connector, 3<sup>rd</sup> Floor  
Kolkata-700042, West Bengal

### 6<sup>TH</sup> ANNUAL GENERAL MEETING

Day, Date & Time: Saturday, September 29, 2018 at 01:00 p.m.  
Venue: 68, R. K. Chatterjee Road (Kasba), Rash Behari Connector, 3<sup>rd</sup> Floor, Kolkata- 700042,

### BOOK CLOSURE

From Friday, September 21, 2018 to Saturday, September 29, 2018 (both days inclusive)

### STOCK EXCHANGES WHERE SHARES OF THE COMPANY ARE LISTED

BSE Limited

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## SEML AT A GLANCE

### *What you focus on will grow.....*

A media and entertainment Kolkata based company, **SPICY ENTERTAINMENT AND MEDIA LIMITED** (formerly known as Lahoti Entertainment and Media Limited) was incorporated on 15th November, 2012 under Companies Act, vide Certificate of Incorporation No. L22219WB2012PLC188312. Spicy offers end-to-end integrated services including Production, Post Production and Media & Creative Services to production houses, studios and broadcasters. Our Company's initial focus was on the entertainment industry, which was hitherto dominated by a few players. Despite stringent barriers to entry, Spicy managed to wedge its foot in the door. Our Company efforts are continually rewarded by way of commendations and recommendations from satisfied clients. Spicy is an efficiently run self-sufficient organization with its own facilities, equipment and several teams of highly talented, inspired

and loyal writers, directors, production, post-production and marketing personnel who are responsible for guiding every Spicy production from ideation to telecast, in a cost-effective yet quality conscious manner. Spicy recognizes that its people are its strength and are the reason behind Spicy's continued success. Although Spicy has been recognized as a tough act to follow, Spicy does not believe in resting on its laurels. Apart from



benchmarking itself with its competition, Spicy benchmarks itself with its own past performances and continually strives to improve upon the same.





## ***MISSION***

To become the world's leading global content company from the emerging markets. As a Corporate, we will be driven by content leadership based on innovation and creativity. Our focus will be on growth while delivering exceptional value to our customers, viewers and stakeholders.

## ***VISION***

Our vision is to emerge as a leading entertainment house and event management company that balances various platforms in a dynamically changing media environment, by establishing a sustainable connection with audiences and with our content library and its successful exploitation to ensure that it can be monetized through diversified platforms on a worldwide basis. Our strategy is designed to address predictability, scalability and sustainability, ultimately resulting in profitability.

## ***VALUES***

### **1) CUSTOMER FOCUS**

Our Company's strategies are driven by the needs of the customer. Our success can be measured by the satisfaction achieved by our customer.

### **2) EXCELLENCE**

We accord a high premium to maintaining superlative standards throughout our Company. We encourage our employees to come up with smarter ideas within the fastest possible time.

### **3) CREATIVITY**

Key to our value system is innovation and originality. We recognise and have a high regard for individual expression and creative freedom in our quest to provide customer satisfaction.

#### 4) INTEGRITY

We observe strict ethical standards through editorial independence and creative expression, in order to earn the trust of our viewers and subscribers.

#### 5) GROWTH DRIVEN

We are committed to delivering consistent revenue and cash flow growth in order to provide our shareholders a good return. Our objective is to grow our people, market and businesses around the world.

## EVENTS AND MILESTONES...

In a short span of time, we have successfully managed below mentioned events:

### ❖ NILACHOLEY KIRITI (2018)



Nilacholey Kiriti is a Bengali, thriller drama film directed by Mr. Anindya Bikash Datta, Managing Director of our Company and produced by Ms. Rupa Datta. The film version is based on Basanta Rajani, the story of Kiriti Roy by Nihar Ranjan Gupta. This film was released on 9 February 2018 with the banner of Camellia Films Private Limited. The movie starred Indraneil Sengupta and Rituparna Sengupta in the lead roles. The movie also stars Arunima Ghosh, Samadarshi Dutta, Shantilal Mukherjee and Abhishek Chatterjee. A glance of the premiere of the movie can be viewed in our youtube channel "Studio Spicy" at the following the link

<https://www.youtube.com/watch?v=1Mc0Eeqw16o&t=101s>

### ❖ SHOKUNER LOV (UPCOMING MOVIE)

"Shokuner Lov" is an upcoming full-length Cinematograph film in Bengali language, starring Parambrata Chattopadhyay in the lead role, directed by our very own Mr. Anindya Bikas Datta. The said film will be co-produced by Spicy Entertainment and Media Ltd and Eros International Media Limited.

### ❖ CODE NAME





"Code Name" is a short movie directed by our Managing Director, Mr. Anindya Bikas Datta. The film stars Mr. Mahesh Jalan in the lead role. Recently, the film has been selected for screening at "SEVEN HILLS INTERNATIONAL FILM FESTIVAL (SHIFF)", 2018. The film shall be screened from the 3<sup>rd</sup> Day of September, 2018 until the 10<sup>th</sup> Day of September, 2018 in Pecs & Komlo, Hungary. The short movie is among the 24 other short films from 20 different countries competing for the "Hills Award 2018".

❖ SHIV BHAJANS BY MR. VIMAL LAHOTI

"Studio Spicy" is our YouTube channel that offers various videos of songs and events organized for our clients. The studio is used for in-house purpose as well. The viewers may enjoy Lord Shiva bhajans sung by the very talented Mr. Vimal Lahoti by following the below mentioned links:

(a) Dam Dam Damru Bajana Hoga: <https://www.youtube.com/watch?v=vwD64Z5wgjQ>

(b) Bhole Nirale Bade: <https://www.youtube.com/watch?v=bMqOmhCbdR0>

(c) Bhola Baghambar Wala: <https://www.youtube.com/watch?v=fmWK9hY4s24>

(d) Kanwad Yatra: <https://www.youtube.com/watch?v=pXpSqb2Y6cQ>

❖ YASHVI AND YASHAS VIDEO ALBUM (STUDIO SPICY)

The viewers may view the baby video shoot starring less than a year old Yashvi and Yashas, by following the link mentioned here [https://www.youtube.com/watch?v=GF\\_LnkjXrl8&t=304s](https://www.youtube.com/watch?v=GF_LnkjXrl8&t=304s)

❖ CAR RALLY ORGANIZED BY THE LIONS CLUB, CALCUTTA

Lions Club International District 322B1 Centennial Car Rally 2018 in Association with Safe Drive Save Life with Treasure Hunt and Carnival was organized on 28<sup>th</sup> day of January, 2018. The same was shot by Studio Spicy and a glimpse of the same can be seen by following the link <https://www.youtube.com/watch?v=okW1DrjTLXc>





## **MESSAGE FROM THE MD...**



Dear Shareholders,

Financial Year 2017-18 was an interesting year by all accounts. As an industry, our resilience got challenged and as a Company, our strength and strategy were put to test. I am happy to say that both the industry and our Company emerged stronger from the challenges.

It is a matter of privilege to present the annual report of our company for Financial Year 2017-18. This year saw the strengthening and capacity building, both in terms of human resource as well as intangibles. The roadmap for the future has duly been planned.

I take this opportunity to inform all of you that your company has taken off in the entertainment business covering the television, movies and the digital business. We have invested largely on creation of high quality content to enable us to penetrate in the wide range of audiences running through all the three platforms.

The most valuable asset of our company is the creative team. I would like to thank the employees for their contribution and continued support. I also like to thank our shareholders for reposing faith in the company and look forward to your support to achieve our goals.

Regards

Anindya Bikas Datta  
Managing Director

## RISK MANAGEMENT FRAMEWORK

Your Company has a formal risk management process embedded within the business to identify and manage the risks. The market scenario is changing drastically owing to a dynamic competitive, legislative and financial environment. We have to face new business challenges, uncertainties and risks. Risk Management Framework provides organizational system for designing, implementing, monitoring, reviewing and improving risk management.

An effective risk management process requires consistent identification, prioritization, mitigation monitoring and communication of risk issues across the organization. Essential to this process is its alignment with corporate direction and objectives, specifically strategic planning and annual budgeting processes.



### Risk Identification

- Identify areas to be covered
- Establish context-internal and external factors
- Collate and categorise risks

### Risk Prioritization

- Develop a risk rating scale for prioritization based on potential impact, likelihood of occurrence and effectiveness of internal controls.
- Prioritise risks and identify risks that matter

### Risk Mitigation

- Assignment of risks to respective departments
- Formulate risk mitigation plan

### Risk Reporting

- Devise process for status update and reporting to management
- Periodically update the management