



ANNUAL REPORT 2018-19

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 & Chief Financial Officer (CFO)

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

AUDITORS

M/s RAK Champs & Co. LLP
Chartered Accountants, Mumbai
Statutory Auditors

BANKERS

Axis Bank
HDFC Bank

REGISTRAR & SHARE TRANSFER AGENT

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

REGISTERED OFFICE

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

7TH ANNUAL GENERAL MEETING

Day, Date & Time: Friday, September 23, 2019 at 12:30 p.m.
Venue: 68, R. K. Chatterjee Road (Kasba), Rash Behari Connector, 3rd Floor, Kolkata- 700042,

BOOK CLOSURE

From Monday, September 16, 2019 to Monday, September 23, 2019 (both days inclusive)

STOCK EXCHANGES WHERE SHARES OF THE COMPANY ARE LISTED

BSE Limited

CONTENTS

CORPORATE OVERVIEW

- ***SEML at a Glance***
- ***Mission, Vision and Values***
- ***Events and Milestones***
- ***Message from Managing Director***
- ***Risk Management Framework***
- ***Financial Highlights***
- ***Director's Report***
- ***Management Discussion & Analysis***

FINANCIAL STATEMENTS

- ***Independent Auditor's Report***
- ***Balance Sheet***
- ***Statement of Profit & Loss***
- ***Statement of Changes in Equity***
- ***Statement of Cash Flows***
- ***Notes Forming part of the Financial Statements***

*A media and entertainment Kolkata based company, **SPICY 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*

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:

❖ SHOKUNER LOV

“Shokuner Lov” is a 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.

❖ 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



From the desk of Managing Director...



Dear Shareholders,

Financial Year 2018-19 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 2018-19. 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*