

TEN YEAR PROFILE

	Year ended									
	31.3.99	31.3.00	31.3.01	31.3.02	31.3.03	31.3.04	31.3.05	31.3.06	31.3.07	31.3.08
	in Rs lakh									
PROFIT AND LOSS ACCOUNT										
Total turnover	855.58	1,409.68	1,560.62	2,039.21	4,136.54	3,188.08	3,586.43	3,480.25	3,950.07	3,384.11
Total expenditure	664.45	1,083.17	1,057.91	1,790.75	3,926.13	2,738.14	2,927.84	2,781.58	3,366.89	2,349.39
Profit before taxation	191.13	326.51	502.71	248.46	210.41	449.94	658.59	698.67	583.18	1,034.72
Provision for taxation	27.00	85.00	40.00	9.20	15.05	27.20	53.48	62.58	69.76	172.85
Net profit	164.13	241.51	462.71	239.26	195.36	422.74	605.11	636.09	513.42	861.87
Provision for deferred tax	0.00	0.00	0.00	64.12	32.43	162.82	194.06	234.12	236.71	200.66
Dividend (%)	20	20	20	10	7.5	10	10	10	10	10
BALANCE SHEET										
Net block	164.34	160.42	321.73	596.55	705.45	705.59	675.87	571.92	221.00	165.09
Investments	89.99	133.68	2,209.68	1,037.67	973.09	1,275.55	285.10	746.47	405.59	140.18
Current assets (net)	661.96	1,430.28	3,235.46	4,388.80	4,466.06	5,159.90	5,866.69	6,539.26	9,668.96	10,661.57
Miscellaneous expenditure	0.59	3.93	263.24	233.24	203.24	0.00	0.00	0.00	0.00	0.00
Total application of funds	916.88	1,728.31	6,030.11	6,256.26	6,347.84	7,141.04	6,827.66	7,857.65	10,295.55	10,966.84
Borrowings	310.47	0.00	16.23	118.85	131.98	827.62	188.30	703.35	161.68	139.45
Deferred tax liabilities	0.00	0.00	0.00	229.28	261.71	424.53	614.77	848.88	1,085.61	1,286.27
Paid up capital	100.00	785.00	1,046.70	1,046.70	1,046.70	1,046.70	1,046.70	1,046.70	1,446.70	1,446.70
Reserves	506.41	943.41	4,967.18	4,861.43	4,907.45	4,842.19	4,977.89	5,258.70	7,601.57	8,094.42
Net worth	605.82	1,724.48	5,750.64	5,674.89	5,750.91	5,888.89	6,024.59	6,305.40	9,048.27	9,541.12

‘Brand PNC was valued this year at Rs 2,653 million by internationally reputed brand valuation experts, the UK-based Brand Finance plc and Ernst & Young has computed the discounted cash flow value of our current content library at Rs 1,920.5 million for a potential overseas investor using an annual discount rate of 6% which was provided to E&Y by the investor. At a discount rate of 11%, which E&Y considers as the appropriate rate for this purpose, the value would be Rs 1,142 million. This reaffirms our belief in the intangible creative assets of our business.’

Excerpt from the Chairman's Statement, 2007