

Adlabs Films Ltd Announces its Financial Results for the year ended March 31, 2009

- **Revenues from Operations up by 57% to Rs. 662 Crore (US\$ 143 Million)**
- **EBITDA from Operations higher by 18% at Rs. 68 Crore (US\$ 15 Million)**

Mumbai, June 30, 2009: Adlabs Films Limited (Adlabs), India's fastest growing film and entertainment services company and a member of the Reliance ADA group today announced its consolidated financial results for the year ended March 31, 2009.

Key Highlights for FY 2008-09

- **Revenues from Operations up by 57% to Rs. 662 Crore (US\$ 143 Million)**
- **EBITDA from Operations Higher by 18% at Rs. 68 Crore (US\$ 15 Million)**
- **Cinema Division revenues grew by 103% to Rs. 345 Crore (US\$ 74 Million)**
- **Film and Media Services revenues grew by 51% to Rs. 135 Crore (US\$ 29 Million)**
- **BIG Synergy recorded growth of 38% to Rs. 40 Crore (US\$ 9 Million)**

During FY 2008-09, Adlabs has significantly scaled up its business operations. The highlights are as below:

BIG Cinemas

- BIG Cinemas established a dominant network of 428 screens spread across India, US, Malaysia and Mauritius.
 - In India, BIG Cinemas expanded its network to 201 screens spread across 60 cities.
 - BIG Cinemas added new markets in US and Malaysia.
- BIG Cinemas today contributes 11-15% to the box office in India and 25-35% of box office collections of the large hindi films from the US and over 70% of US collections of Tamil and Telugu films.
- BIG Cinemas was awarded 'International Exhibitor of the Year 2008' by CineAsia 2008 at Macau.

- During the current year, BIG Cinemas will expand footprint into Netherlands in Europe and Nepal.

Film and Media Services

- Adlabs Motion Picture Processing has continued to maintain market leadership.
- Adlabs' DI Lab, the only 4K facility in Asia with real time grading capabilities has established itself as a market leader in providing DI services within 9 months of commencing operations.
- Adlabs Digital Cinema was the first in the world to commercially distribute digital cinema films over the optic fiber cable (OFC), using Reliance Communications' FLAG network.
- Adlabs TV broadcast equipment rentals which pioneered tapeless solution in India, has established itself as the premium and dominant service provider in India catering to events, reality shows and game shows. The company will be expanding its scope to film equipment during the coming year.
- Adlabs has become the first motion picture services facility in Asia to be accredited by the UK's-industry body FACT (Federation Against Copyright Theft).

BIG Synergy

- BIG Synergy is widely regarded as a leader in non-fiction programming, and has enjoyed singular success in adapting international formats for Indian viewers. In FY 2008-09, BIG Synergy has produced Aap Ki Kacheri with Kiran Bedi which has received both critical and commercial acclaim. Its recent production includes the prestigious India's Got Talent on Colours in the current year.

The company recorded a net loss of Rs. 51 Crore (US\$ 11 Million), primarily on account of expenses related to scaling up, expansion and stabilization of various businesses and substantial interest financing charges.

Commenting on the performance, Anil Arjun, Chief Executive Officer said, "We have scaled our business operations significantly to provide a comprehensive range of quality services to the film and media

industry. All the business segments including the recent additions today hold dominant industry positions. The Indian media and entertainment industry is witnessing an unprecedented growth due to the strong evolution in the consumption patterns and the changing dynamics of production values. We are convinced of the strong values of our businesses and have made strategic investments in FY08-09 to become the leading service provider across the complete value chain. These investments would contribute substantially to our bottom line in the next financial year.”

FM Radio business

BIG 92.7 FM has a network of 45 stations and has established a premier position in network presence and listenership in key cities such as Mumbai and Bangalore. In order to unlock the potential of FM radio business, Adlabs has demerged its radio business under a new entity, Reliance Unicom Ltd.

About Adlabs Films Ltd.

Adlabs Films Limited (Adlabs) is India’s fastest growing film and entertainment services company and a member of the Reliance ADAG group

Adlabs operates BIG Cinemas, India's largest cinema chain with currently 440 screens spread across India, US, Netherlands and Malaysia.

Adlabs has a dominant and comprehensive presence in Film Services: Motion Picture Processing and DI; Visual Effects; Film Restoration and image enhancement; Digital Mastering; Studios and Equipment rentals with facilities located at US and India.

Adlabs' television venture, BIG Synergy, is among the top players in the television programming industry.

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