

Fame India Limited

(formerly Shringar Cinemas Limited)

Investor Update

for the quarter ending 30th June 2010

This presentation contains certain forward looking statements concerning future business prospects and business profitability, which are subject to a number of risks and uncertainties and the actual results could materially differ from those in such forward looking statements.

The risks and uncertainties relating to these statements include, but not limited to, risks and uncertainties, regarding fluctuations in earnings, our ability to manage growth, competition (both domestic and international), economic growth in India, government policies and actions with respect to investments, fiscal deficits, tax regimes, regulations, etc., interest and other fiscal cost generally prevailing in the economy.

The company does not undertake to make any announcement in case any of these forward looking statements become materially incorrect in future or update any forward looking statements made from time to time by or on behalf of company.

- Financial Performance
 - Performance analysis
 - Gross income analysis
 - Key operating parameters
 - Cost analysis

Financial Performance

UNAUDITED FINANCIAL RESULTS FOR THE QUARTER ENDED 30 JUNE 2010

Sr. No.	Particulars	Standalone			FY 10
		Q1 FY 11	Q1 FY 10	Growth YoY	
1	Revenue from operations	37.99	15.77	141%	144.89
2	Other operating income	0.91	0.48	88%	4.58
	Total Revenue	38.90	16.25	139%	149.47
3	Direct Cost	13.98	5.09	174%	53.12
4	Personnel cost	4.33	3.19	35%	13.40
5	Rent	10.32	7.18	44%	39.45
6	Other expenses	7.24	5.50	32%	27.14
	Total Expenditure	35.86	20.96	71%	133.12
	EBIDTA	3.04	(4.71)		16.35
7	Interest	2.25	1.47	53%	6.89
8	Depreciation	4.64	3.76	23%	16.98
9	Other income	0.18	0.45	-59%	1.27
	Profit/ (Loss) before Tax	(3.66)	(9.50)		(6.24)
10	Provision for taxation	-	0.04		-
	Profit/ (Loss) for the period	(3.66)	(9.53)		(6.24)

• YoY growth not comparable in view of strike in Q1 FY 10

Performance Analysis : Q1 FY 11 (Restated)

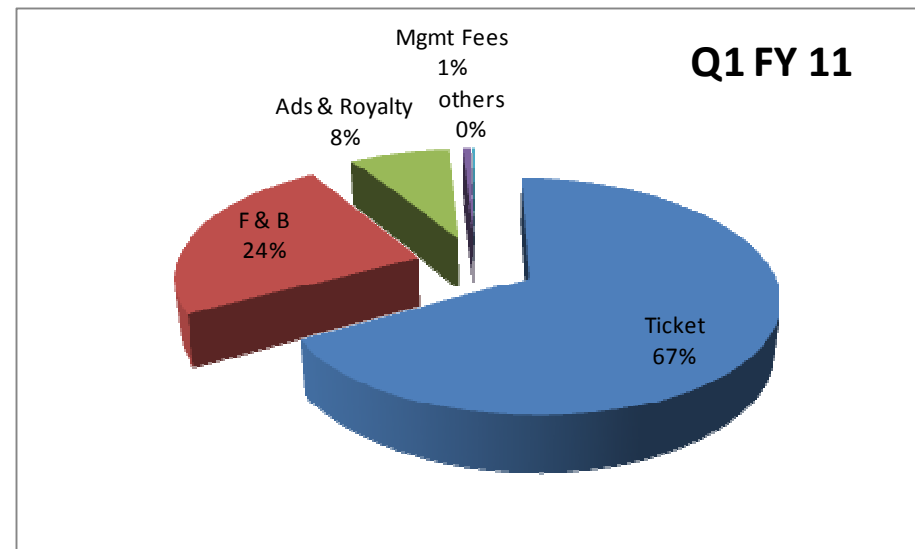
Standalone (restated)					
Sr. No.	Particulars	Q1 FY 11	Q1 FY 10	Growth YoY	FY 10
1	Revenue from operations	37.99	15.77	141%	144.89
2	Other operational income	0.91	0.43	110%	4.58
	Total operational revenue	38.90	16.20	140%	149.47
3	Direct Cost	13.98	5.09	174%	53.12
4	Personnel cost	4.33	3.19	35%	13.40
5	Rent	10.32	7.18	44%	39.45
6	Other Operational Expenses	7.32	5.50	33%	27.79
	Total Expenditure	35.94	20.96	71%	133.76
	Adjusted EBIDTA	2.96	(4.76)		15.71
	EBIDTA %age	8%	-29%		11%
7	Interest expenses	1.87	1.47	27%	6.89
8	Other non operational income / (expenses)	(0.29)	0.46		1.76
9	Depreciation	4.46	3.73	20%	16.83
	Profit/ (Loss) before Tax	(3.66)	(9.50)		(6.24)
10	Provision for taxation	-	0.04		-
	Profit/ (Loss) for the period	(3.66)	(9.53)		(6.24)
	Impact of MTM Gain / (Loss)	(0.48)	0.04		0.52
	PAT w/o MTM	(3.18)	(9.57)		(6.76)

- IPL impact in April 10 and low patron turnout for couple of big releases resulted in lower occupancies in Q1 FY 11

Gross Income Analysis

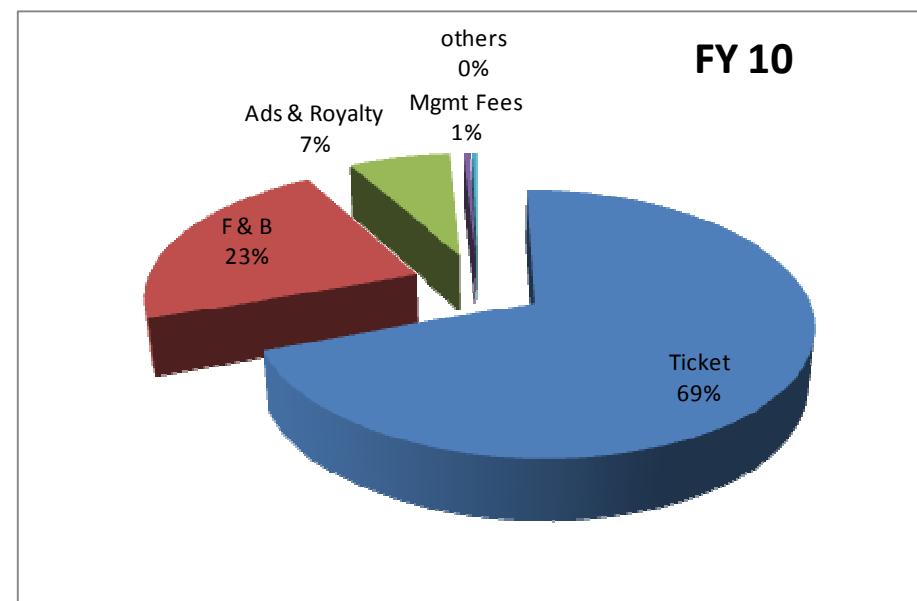
	Q1 FY 11	Q1 FY 10	YoY growth	FY 10
Gross Revenue from Operations #	3,799	1,577	141%	14,489
<i>Comprises : -</i>				
Ticket Revenue	2,540	1,055	141%	10,039
F & B Revenue	924	375	146%	3,273
Adsales & royalty	303	123	146%	1,056
Mgmt fees	24	5	365%	69
Others	9	18	-53%	52

Revenue stated above are net of tax and discount



	Q1 FY 11	Q1 FY 10	YoY growth	FY 10
Gross Tick Rev	3,277	1,258	161%	12,707
Less : Discount	124	34	267%	405
Ticket Revenue	3,153	1,224	158%	12,302
Less: E Tax *	527	131	303%	1,884
Net Tick Rev *	2,626	1,093	140%	10,418
Effective E- Tax rate on gross	16%	10%		15%
Discount %age on Gross Tick Rev	4%	3%		3%

* Adjusted for E Tax exemption of properties in West Bengal which is otherwise recorded as other income



“Comparable Plex” comprises of properties operating for full year in FY 10 and FY 11

- * Fame Malad
- * Fame Nashik
- * Fame Pune
- * Fame Aurangabad
- * Fame Anand
- * Fame Southcity - Kolkata
- * Fame Raghuleela - Vashi
- * Fame Bharuch
- * Fame Shankarnag - Bengaluru
- * Fame Kandvli
- * Fame Hiland Park - Kolkata
- * Fame Nakshatra
- * Thakur Movie - Kandivli
- * Thakur Fame - Dahisar
- * Fame Lido - Bengaluru
- * Fame Dhanbad
- * Fame Shalimar - Panchkula

“Non comparable Plex” comprises of properties operational for part of the year in FY 10

- * Fame Ghatkopar
- * Fame Kalyan
- * Fame Sevenseas, Baroda
- * Thakur Fame
- * Fame Prestige, Bengaluru
- * Fame FNS, Pune

Fame Ghatkopar in which 2 additional screens were launched in mid FY 10 & Thakur Fame which was operational only for part of the year in FY '10 are considered as non comparable

Key Operating Parameters



ATP (Rs)				SPH (Rs)			
Particulars	Q1 FY 11	Q1 FY 10	FY 10	Particulars	Q1 FY 11	Q1 FY 10	FY 10
Comparable plex	151	120	140	Comparable plex	46	39	39
Non comparable plex	144	115	129	Non comparable plex	43	35	35
New plex				New plex			
Average TP	149	120	138	Average SPH	46	39	39

- YoY growth in comparables at 26% in ATP & 18% in SPH

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Add Rs. 15/- for flavours

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Admits & Occupancy



Occupancy				Admits (in lacs)			
Particulars	Q1 FY 11	Q1 FY 10	FY 10	Particulars	Q1 FY 11	Q1 FY 10	FY 10
Comparable plex	20%	13%	23%	Comparable plex	16.36	9.87	71.72
Non comparable plex	22%	9%	28%	Non comparable plex	5.44	0.59	19.88
New Plex				New plex			
Average Occupancy	21%	13%	24%	Total	21.81	10.46	91.60

- Unsuccessful big releases impacting the occupancy in Q1 FY 11
- Lower admits in Q1 FY 10 lead by strike



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FAME

Cost Analysis

Dtb Share % to GTR			
Particulars	Q1 FY 11	Q1 FY 10	FY 10
Comparable plex	33%	30%	32%
Non comparable plex	34%	31%	33%
New plex			
Overall	33%	30%	32%

F&B cost %			
Particulars	Q1 FY 11	Q1 FY 10	FY 10
Comparable plex	29%	30%	31%
Non comparable plex	29%	32%	30%
New plex			
Overall	29%	30%	30%

F&B cost % computed on revenue net of VAI and discount

- Higher distributor share on account of revision in terms
- Improved F&B margins on the back of cost control

Other expenses (% of topline)			
Particulars	Q1 FY 11	Q1 FY 10	FY 10
Advertisement expenses	1%	2%	1%
Personnel expenses	11%	20%	9%
Rental expenses	27%	44%	26%
Electricity	8%	13%	7%
Other indirect expenses	10%	20%	11%

Thank you