

Fame India Limited

(formerly Shringar Cinemas Limited)

*Investor Update
for the quarter ending 30th June 2008*

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.

- Highlights of the quarter
- Expected rollout plan for FY 2008-09
- Financial Performance
 - Performance analysis for the quarter
 - Gross income analysis
 - Key operating parameters
 - Cost analysis
- Performance Analysis - Fame Adlabs and Fame Surat

Update on Properties

- Launch of Fame Raghuleela - Vashi, Mumbai on 11th July 2008 adding 6 screens and 1,015 seats
- Introduction of Gold Class in Nashik and Aurangabad
- Received handover for Kalyan (Mumbai)
- Ghatkopar (Mumbai) and Symphony (Bengaluru) etc. awaiting final approvals



Fame Symphony, Bengaluru

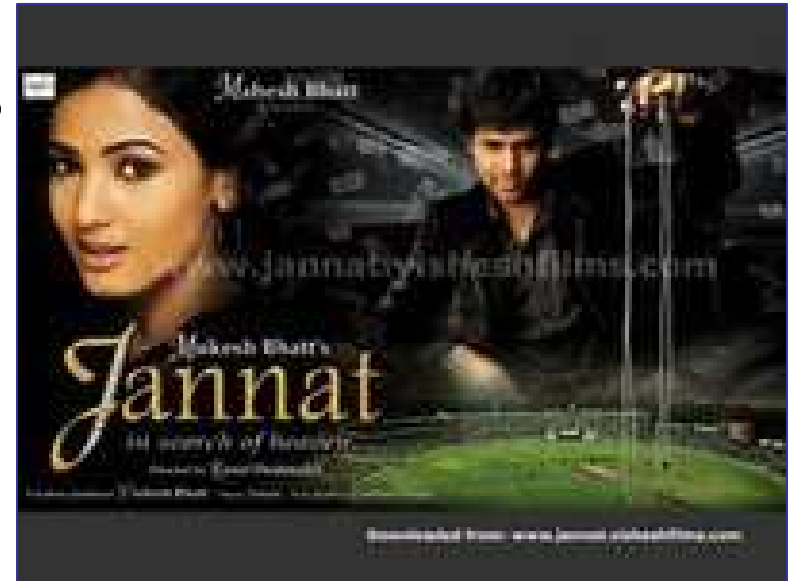


Gold Audi at Vashi



Gold Lounge at Vashi

- YoY Total Operational revenue growth at 26% to Rs 23.84 crores as against Rs 18.95 crores
 - Admits for comparables down by 22% lead by poor content flow and impact of IPL
 - ATP up for comparables at Rs 113 vs 108
 - SPH up for comparables at Rs 31 vs 27
- YoY Operational cost growth at 45% to Rs 22.44 crores as against Rs 15.45 crores
- YoY EBITDA (excluding non-operational income / expenses) down at Rs 1.4 crores Vs Rs 3.51 crores



Expected Rollout Plan for FY 08-09



A) Handedover properties

City	No. of screens	No. of seats	Exempt seats	E tax % on Net	Expected Commencement Date
------	----------------	--------------	--------------	----------------	----------------------------

Properties under FIL

1	Neelyog Ghatkopar	Mumbai	4	1,262	1,262	45%	Q2 FY 08-09
2	Fame Symphony	Bangalore	1	612		40%	Q2 FY 08-09
3	FNS Kumar Pune	Pune	3	1,010	1,010	40%	Q2 FY 08-09
4	Shriram Dhanbad	Dhanbad	4	1,032	1,032	112%	Q2 FY 08-09
5	Bharuch	Bharuch	3	909		25%	Q2 FY 08-09
6	Prabhat Thane	Mumbai	1	215		40%	Q3 FY 08-09
7	Shalimar Panchkula	Chandigarh	3	663		30%	Q3 FY 08-09
8	Emporio	Chandigarh	4	1,020		30%	Q3 FY 08-09
9	Westfield Kalyan	Mumbai	5	1,411		40%	Q3 FY 08-09
			28	8,134	3,304		

B) Properties not handed over but expected to commence this year

Properties under FIL

10	Seven Seas Vadodara	Vadodara	4	1,121		25%	Q4 FY 08-09
Total			32	9,255	3,304		

Financial Performance

UNAUDITED FINANCIAL RESULTS FOR THE QUARTER ENDED 30 JUNE 2008

Sr. No.	Particulars	Standalone					
		Q1 FY 08-09	Q1 FY 07-08	Growth YoY	Q4 FY 07-08	Growth QoQ	FY 07-08
1	Revenue from operations	23.61	18.44	28%	17.41	36%	77.72
2	Other income	0.65	4.74	-86%	0.82	-22%	12.64
	Total Revenue	24.26	23.17	5%	18.24	33%	90.36
3	Direct Cost	7.67	5.91	30%	5.54	39%	25.10
4	Personnel cost	3.27	2.36	38%	2.74	19%	10.38
5	Rent	4.93	2.44	102%	3.92	26%	12.50
6	Other expenses	10.44	4.74	120%	3.62	188%	19.06
	Total Expenditure	26.31	15.45	70%	15.82	66%	67.05
	EBIDTA	(2.05)	7.73		2.41		23.31
7	Interest	0.66	0.84	-22%	0.71	-7%	3.00
8	Depreciation	2.10	1.21	74%	1.90	11%	6.10
	Profit/ (Loss) before Tax	(4.81)	5.68		(0.19)		14.21
9	Provision for taxation	(1.14)	0.45	-352%	0.20	-661%	1.79
	Profit/ (Loss) for the period	(3.67)	5.22		(0.40)		12.42

- PBT includes Foreign Exchange Loss of Rs 3.87 crores in Q1 FY 08-09 and a Foreign Exchange Gain of Rs 3.37 crores in the same period of last year on account of restatement of outstanding FCCB

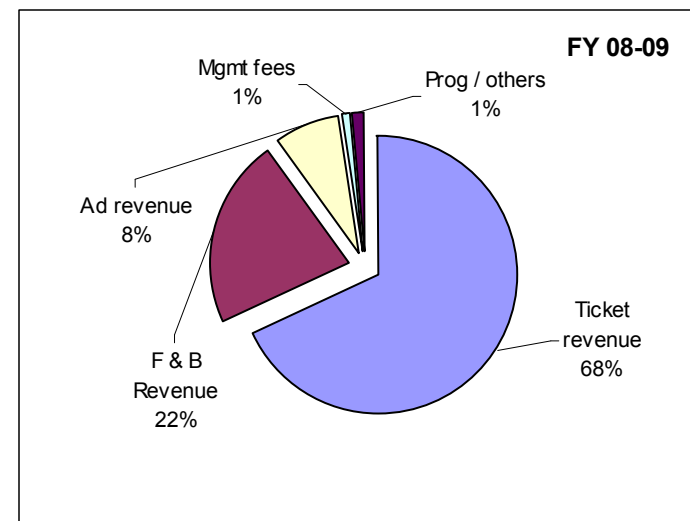
UNAUDITED FINANCIAL RESULTS FOR THE QUARTER ENDED 30 JUNE 2008

Sr. No.	Particulars	Standalone (restated)					
		Q1 FY 08-09	Q1 FY 07-08	Growth YoY	Q4 FY 07-08	Growth QoQ	FY 07-08
1	Revenue from operations	23.61	18.44	28%	17.41	36%	77.72
2	Other operational income	0.22	0.52	-57%	0.68	-67%	2.73
	Total operational revenue	23.84	18.95	26%	18.09	32%	80.45
3	Direct Cost	7.67	5.91	30%	5.54	39%	25.10
4	Personnel cost	3.27	2.36	38%	2.74	19%	10.38
5	Rent	4.93	2.44	102%	3.92	26%	12.50
6	Other Operational Expenses	6.57	4.74	39%	3.62	81%	19.06
	Total Expenditure	22.44	15.45	45%	15.82	42%	67.05
	Adjusted EBIDTA	1.40	3.51	-60%	2.26	-38%	13.40
	EBIDTA %age	6%	18%		13%		17%
7	Interest expenses	0.66	0.84	-22%	0.71	-7%	3.00
8	Other non operational income / (expenses)	(3.45)	4.22		0.15		9.91
9	Depreciation	2.10	1.21	74%	1.90	11%	6.10
	Profit/ (Loss) before Tax	(4.81)	5.68		(0.19)		14.21
10	Provision for taxation	(1.14)	0.45		0.20		1.79
	Profit/ (Loss) for the period	(3.67)	5.22		(0.40)		12.42

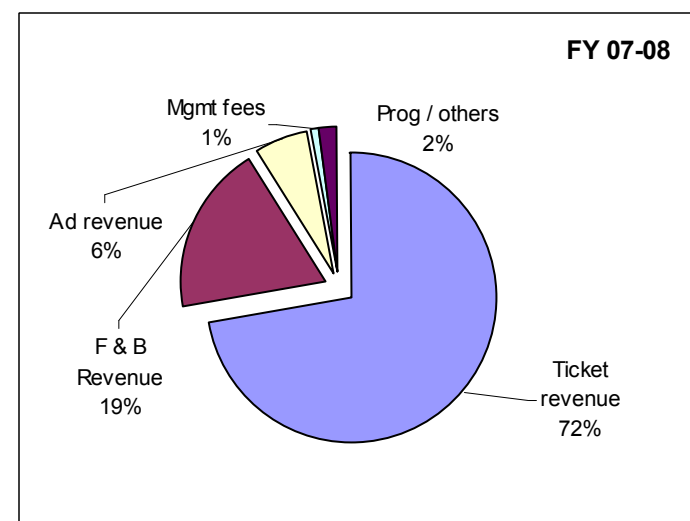
- Lower occupancy rates due to poor content flow coupled with IPL, severely impacting margins

Gross Income Analysis - Q1 FY 08-09

	Q1 FY 08-09	Q1 FY 07-08	YoY growth	Q4 FY 07-08	QoQ growth	FY 07-08
Gross Revenue from Operations	2,361	1,844	28%	1,741	36%	7,772
<i>Comprises : -</i>						
Ticket revenue	1,608	1,316	22%	1,214	32%	5,610
F & B Revenue	517	337	54%	342	51%	1,461
Ad revenue	185	122	52%	140	32%	486
Mgmt fees	19	17	9%	11	68%	71
Prog / others	31	52	-40%	33	-6%	143



	Q1 FY 08-09	Q1 FY 07-08	YoY growth	Q4 FY 07-08	QoQ growth	FY 07-08
Gross Tick Rev	1,952	1,478	32%	1,442	35%	6,480
Less : Discount	69	63	9%	73	-6%	301
Ticket Revenue	1,883	1,415	33%	1,369	38%	6,179
Less: E Tax	275	99	177%	155	77%	569
Net Tick Rev	1,608	1,316	22%	1,214	32%	5,610
Effective E- Tax rate on gross	14.07%	6.71%		10.77%		8.78%
Discount %age on Gross Tick Rev	3.51%	4.25%		5.04%		4.65%



- Greater focus on F&B and Adsales leading to improved revenue mix
- Awaiting Order of E Tax exemption for Southcity - Kolkata, to account for cumulative credit on receipt of final order
- Focusing on selected admits driver schemes to reduce overall discount

“Comparable Plex” comprises of properties operating for full year in 2007-08 and 2008-09

- * Fame Malad
- * Fame Nashik
- * Fame Pune
- * Thakur Fame
- * Fame Anand
- * Fame Kandvli
- * Fame Hiland Park - Kolkata
- * Fame Nakshatra
- * Fame Aurangabad

“Non comparable Plex” comprises of properties operational for part of the year in 2007-08

- * Thakur Fame - Dahisar
- * Fame Lido - Bengaluru
- * Thakur Movie - Kandivli
- * Fame Southcity - Kolkata

No. of shows

Particulars	Q1 FY 08-09	Q1 FY 07-08	Q4 FY 07-08	FY 07-08
Comparable plex	5.25	5.61	4.87	5.39
Non comparable plex	5.23	-	4.56	4.88
New Plex				
Avg no of shows	5.24	5.61	4.86	5.38

Occupancy

Particulars	Q1 FY 08-09	Q1 FY 07-08	Q4 FY 07-08	FY 07-08
Comparable plex	25%	30%	24%	30%
Non comparable plex	26%	-	22%	22%
New Plex				
Average Occupancy	25%	30%	23%	29%

Admits (in lacs)

Particulars	Q1 FY 08-09	Q1 FY 07-08	Q4 FY 07-08	FY 07-08
Comparable plex	10.70	13.64	9.48	52.00
Non comparable plex	5.61	-	2.91	6.11
New plex				
Total	16.31	13.64	12.39	58.12

- Lower admits in Q1 due to poor content flow and impact of IPL

Key Operating Parameters



ATP (Rs)

Particulars	Q1 FY 08-09	Q1 FY 07-08	Q4 FY 07-08	FY 07-08
Comparable plex	113	108	113	111
Non comparable plex	130	-	124	106
New plex				
Average ATP	119	108	116	111

- 5% YoY growth in Comparables
- Higher ATP flowing in from non-comparables

SPH (Rs)

Particulars	Q1 FY 08-09	Q1 FY 07-08	Q4 FY 07-08	FY 07-08
Comparable plex	31	27	29	27
Non comparable plex	42	-	37	31
New plex				
Average SPH	35	27	31	28

- 15% YoY growth in comparables
- Robust 'SPH to ATP Ratio' for comparables at 27%
- Non comparables delivering remarkable SPH

You don't have a 9-5 job so why a 9-12 movie.



Movies now from 7 am at Rs. 70/- flat from 11th July.

Call Centre employees, you can now watch movies after your night shift.

Only at Fame Mall, Inorbit Mall




Get a Free T-shirt with MERE BAAP PEHLE AAP COMBO

2 Xtra Large Popcorn + 2 x 650 ML Pepsi

Rs. 169/- only (SAVE RS. 51/-)



13 June

Only at Fame Mall, Inorbit Mall



Promotional Schemes



BID TO WIN
on www.ebay.in/fame

3 highest bidders get 2 outfits each from the movie
+ Music CDs & Posters autographed by
Sikandar Kher, Uvika Choudhary and Gul Panag
All proceeds will be donated to NGO 'Nishchay'

ADLABS PRESENTS
ATUL PRODUCTIONS

5 youngsters
A journey of a **lifetime**
A season of **change**

Summer 2007

Directed by SUHAIL TATAR | Produced by ATUL PANDEY
Story & Screenplay by SUHAIL TATAR | Screenplay by SUHAIL TATAR
Casting by BITESH SHARMA | Music by GURDEV DAS GUPTA

Brought to you by **FAME** makes my day | Partnered by **eBay**.in

**Shoppers,
Stop at Fame**

Shop for Rs. 1000 or more at Shoppers Stop
& get Rs. 100 off
at Fame South City Mall

Offer valid till 31st August 2007 at South City Mall, Hyderabad.

Presented by

SHOPPERS STOP | **FAME** SOUTH CITY MALL
makes my day

PREMIERES TONIGHT at Fame Adlabs
(Entry by invitation only)

FAME PREMIERE magic

Releasing tomorrow at **FAME** makes my day

- Fame Adlabs • Fame Malad • Fame Raghuleela - Kandivali
- Thakur Fame - Dahisar • Thakur Fame Movie - Kandivali • Fame Nakshatra - Dadar

Speedy Tickets: Call:6699 1212 • Internet:www.famecinemas.com

Woodstock Villa - Premiere

Arshad Warsi, Suresh Menon
& Director Jaideep Sen are at
Fame to make you **KRAZZY**

Win Autographed CD's
meet them
TODAY 2pm at

FAME Lido
makes my day

Fame Lido: Lido Mall Off. M. G. Road • For Showtimes & Tickets - Call 4061 4848 or log on to www.famecinemas.com

Krazy 4 - Star visit at Fame Lido



'Get Gorgeous 5' contestants at Fame Adlabs

Cost Analysis

Distributor Share (% of Gross ticket revenue)



Particulars	Q1 FY 08-09	Q1 FY 07-08	Q4 FY 07-08	FY 07-08
Comparable plex	29%	30%	29%	30%
Non comparable plex	32%		30%	30%
New plex				
Overall	30%	30%	29%	30%

Percentage split of Ticket Revenue across life of Film									
	Week					Week			
Q1 FY 08-09	1	2	3	4	Q1 FY 07-08	1	2	3	4
Comparable plex	60%	22%	10%	8%	Comparable plex	57%	24%	10%	9%
Non comparable plex	61%	23%	11%	6%	Non comparable plex				
New plex					New plex				
Overall	60%	22%	10%	7%	Overall	57%	24%	10%	9%
Percentage of Distributor Share on gross Ticket Revenue									
	Week					Week			
Q1 FY 08-09	1	2	3	4	Q1 FY 07-08	1	2	3	4
Comparable plex	33%	27%	21%	20%	Comparable plex	33%	28%	24%	20%
Non comparable plex	35%	29%	24%	22%	Non comparable plex				
New plex					New plex				
Overall	34%	28%	22%	21%	Overall	33%	28%	24%	20%

- Distributor terms under control

F&B cost %

Particulars	Q1 FY 08-09	Q1 FY 07-08	Q4 FY 07-08	FY 07-08
Comparable plex	33%	34%	34%	34%
Non comparable plex	31%	-	33%	35%
New plex				
Overall	32%	34%	34%	34%

Other expenses (% of topline)

Particulars	Q1 FY 08-09	Q1 FY 07-08	Q4 FY 07-08	FY 07-08
Advertisement expenses	6%	3%	3%	3%
Personnel expenses	14%	12%	15%	13%
Rental expenses	21%	13%	22%	16%
Electricity	7%	8%	1%	7%
Other indirect expenses	14%	14%	16%	14%

- F&B costs under control on the back of constant monitoring

Fame Adlabs	Q1 FY 08-09	Q1 FY 07-08	Q4 FY 07-08	FY 07-08
No of shows	5.66	6.06	5.41	5.84
Occupancy	27%	32%	24%	30%
Admits (lacs)	1.78	2.29	1.52	8.21
ATP	181	169	178	178
SPH	52	48	47	46
FIL's share of dividend Rs lacs	-	-	15.00	55.00

- Improved ATP & SPH

Fame Surat	Q1 FY 08-09	Q1 FY 07-08	Q4 FY 07-08	FY 07-08
No of shows	5.23	5.40	4.71	5.18
Occupancy	32%	35%	30%	35%
Admits (lacs)	2.81	3.13	2.35	12.18
ATP	102	90	104	98
SPH	29	24	28	25
Management fees Rs lacs	18.92	17.40	11.28	71.25

- 13% YoY growth in ATP
- 21% YoY growth in SPH

Thank you