

## CHAIRMAN & MANAGING DIRECTOR'S MESSAGE

Dear Shareholders,

It gives me pleasure to present you the 13<sup>th</sup> Annual Report of the Company.

Your Company even after having a hard-hitting period and despite of challenging market situation in the first 11 months of the FY 2020, it had planned various plans and prospects with the vendors, lenders and associates in the Media and Entertainment (M&E) Industry. But in the final days of the year the world has faced Covid-19 pandemic. In 100 years of history of mankind we have never experienced such an impact where every human on the planet feels unsafe to step out of their home. The impact of COVID-19 and its adverse effect are presently unmeasurable; however, the contribution that each one of us can make to either minimise the spread of the disease and/or help others to come out of it is of supreme importance.

During this pandemic, the Company has taken initiatives to help the weaker families and also started a program called "Hunar" - a unique one of its kind initiative by the Company to economically support migrant workers on the basis of their talent.

As an organization, the health and safety of the employees is kept at utmost importance and every step towards the same has been taken by us. The Company being a responsible corporate house announced a "No lay off, No salary cut" honouring the request made by our Hon'ble Prime Minister. The business of the Company is categorised as "Essential Services" during the lockdown period and accordingly, our Company & the employees relentlessly took all efforts against all odds to make sure that the Broadcast of the Company runs 24/7 as it should have been in normal course. In this challenging era, the employees are managing the work well from home with the help of the different collaborating tools.

With the determined efforts of the employees and the Management, MASTIII, the Hindi Music Channel continues to maintain the No. 1 position in the target market and is holding position of 'Unchallenged no. 1 Music & Youth channel since long. Hindi Music genre is a cluster of approx. 17 channels and Mastiii has emerged a clear leader in last three years. The regional Marathi channel 'MAIBOLI' has also rated as the No. 1 channel into the Marathi segment with its unique programming mix.

DABANGG, the Regional Entertainment Channel has continued its key position among its competitors. The Channel has completely added regional flavor in its programming while focusing on Bhojpuri content for the Channel. 'DHAMAAL' your Company's LC1 channel has been growing in its market from strength to strength.

In spite of challenges posed by the pandemic on the business, your Company is fully focused to sail through it as smoothly as possible and emerge on the path of growth.

I would like to convey my gratitude to all our employees, advertisers, producers, artists, bankers, business associates and all other stakeholders for their support during the difficult period and without your support and trust, this Company would not have been able to deliver the quality entertainment it has always produced.

I believe in investing in our team and have a long term perspective on the business. Together we must stand and emerge out stronger when the markets start looking up, post Covid-19.

I am confident that we shall successfully bypass these hard times and achieve many more milestones of success in our onward journey and take on the next level of growth.

With warm regards,

**Markand Adhikari**  
Chairman & Managing Director