

BAWEJA STUDIOS LTD

Company Presentation

A Legacy content production studio that specializes across a plethora of creative formats served to a global audience over various forms of media.

www.bawejastudios.com





OUR VISION

At Baweja Studios, our vision is to be a beacon of creativity and innovation in the entertainment industry, continually pushing the boundaries of storytelling.

We aspire to create cinematic experiences that not only entertain but also inspire, leaving a lasting impact on audiences around the globe.


With unwavering dedication and a commitment to excellence, we aim to shape the future of entertainment by crafting narratives that resonate with the audiences.

OUR MISSION

Our mission at Baweja Studios is to passionately craft and deliver exceptional content that propels us to becoming one of the leading Studios of the Country. We are driven by a relentless pursuit of storytelling excellence, leveraging the latest technologies and creative talents to produce content that stands the test of time.

We are committed to nurturing and collaborating with emerging and established talent, fostering an environment of creativity and innovation.

Through strategic partnerships, global expansion, and a deep understanding of audience preferences, we strive to be at the forefront of the entertainment industry, enriching lives through the magic of cinema and storytelling.



COMPANY SNAPSHOT

Having created iconic films over the years, Baweja Studios, founded by Harry Baweja and his wife, Pammi Baweja, is known for its dynamic quality of film-making and innovative storytelling practices.

Baweja Studios has since, diversified into Web Series, Television, Animation and more.

In this journey of creating path-breaking content, along with pushing technological advancements, Baweja Studios continues to collaborate and work with the biggest names in the industry, in India and Globally.

KEY HIGHLIGHTS: FY23

₹ 7379 lakh
Revenue

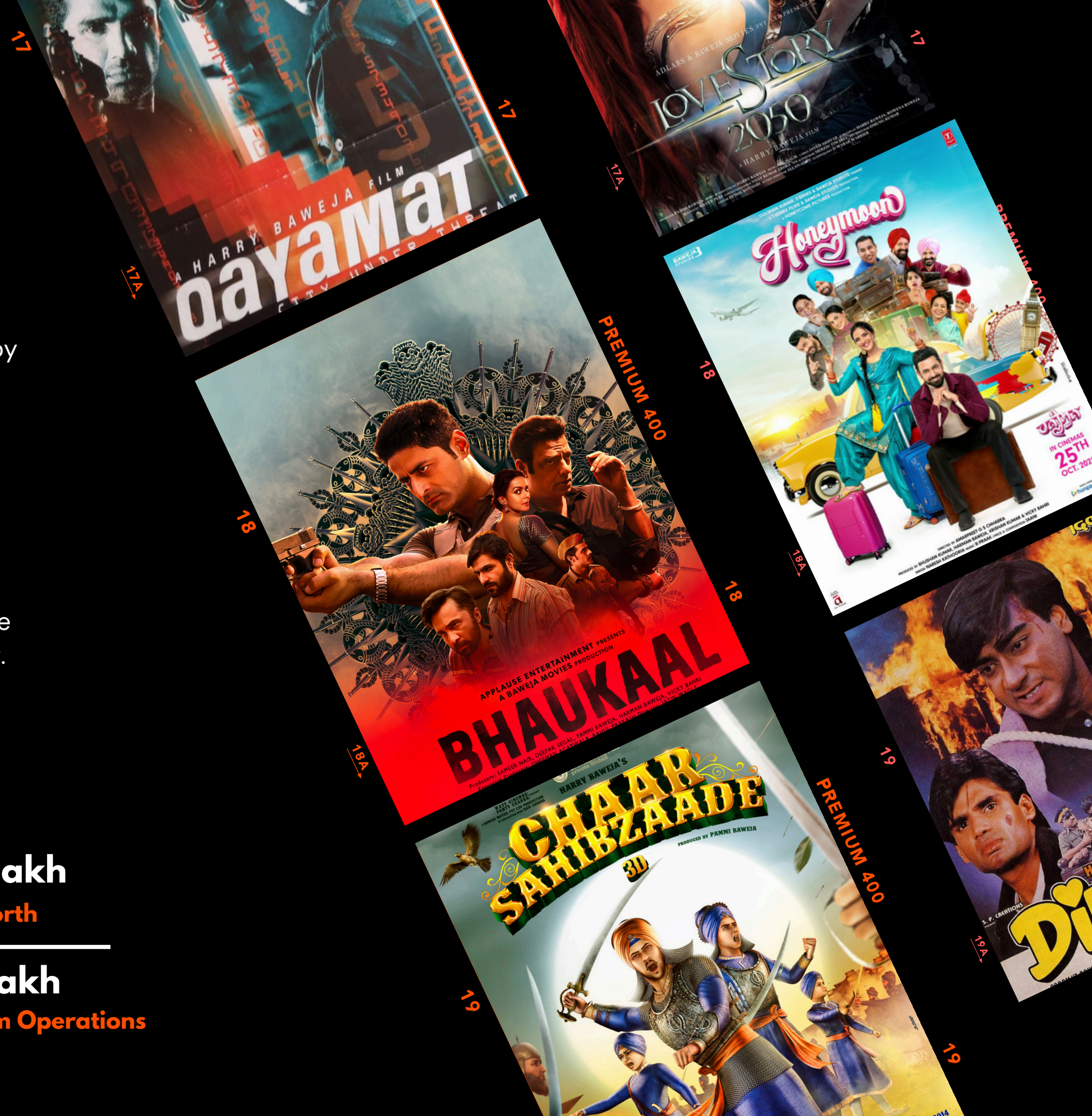
15%
Operating Profit Margins

₹ 1986 lakh
Net Worth

22
Films Produced

13
Upcoming Films

₹ 372 lakh
Cash Flow from Operations



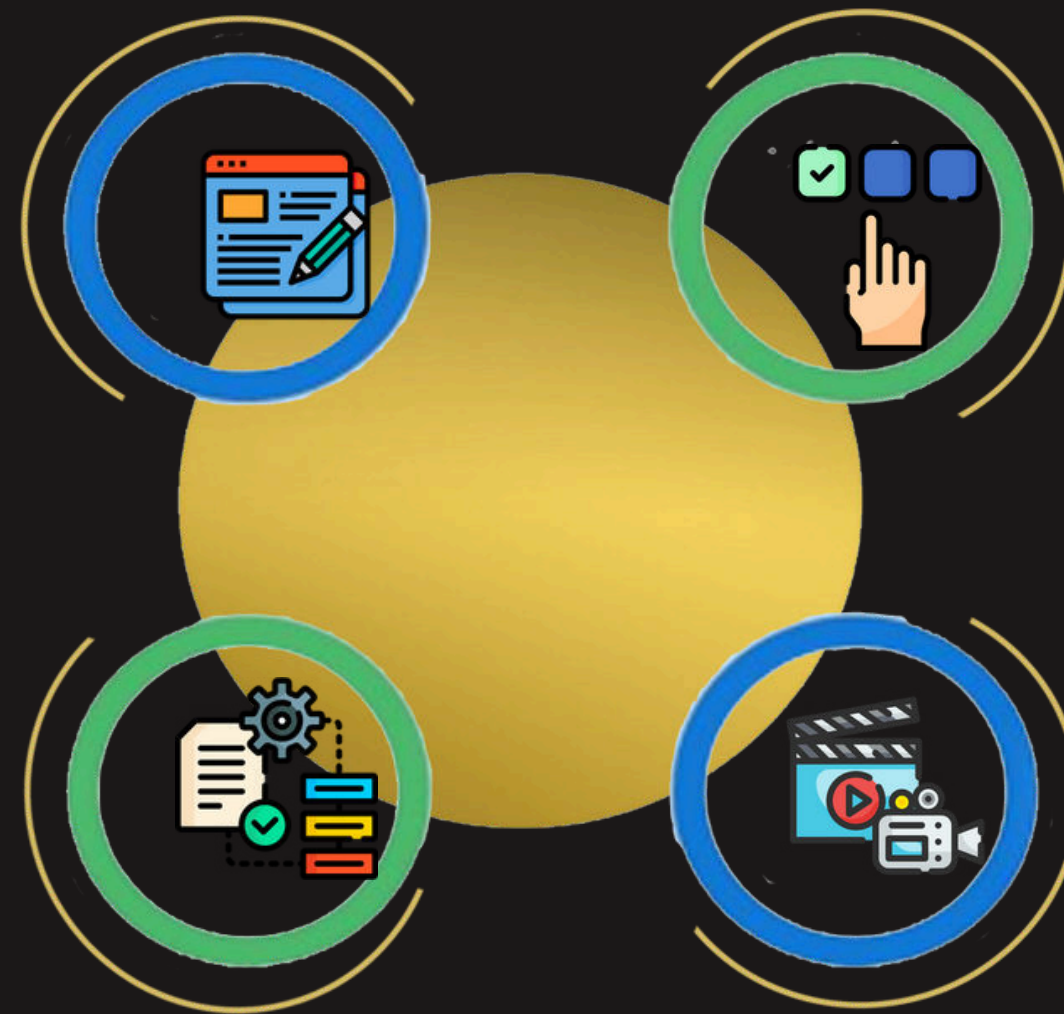
BUSINESS MODEL

1 Sourcing Content

Focused and research based approach in creating and developing scripts based on market demands.

2 Talent Pool

A wide range, cutting across very experienced to new age talent in, Writers, Directors, Actors and Key Management.



3 Model Selection & Distribution

Flexible producing models, from acquisition to co-production to production services, designed to mitigate risk and maximize profitability.

4 Production Capabilities

End to end execution by a highly experienced team. Process oriented and long standing relationships with vendors.

BUSINESS PROCESS

PRE-PRODUCTION

- Cast & Crew selection
- Green Lighting & Production Financing
- Budget Finalization

POST PRODUCTION

- Editing
- Audio/ Video Post
- VFX

DISTRIBUTION

- Distributor/ Platform Deals
- Agreement & Negotiations

DEVELOPMENT

- Rights, Acquisitions
- Script Development
- Initial Financing

PRODUCTION

- Shooting Schedule

MARKETING

- Trailer Drops
- On Ground Activations
- Publicity Across Media

MEET OUR MANAGEMENT TEAM



Harman Baweja
CEO

20 years of experience, strong business and creative vision.



Harry Baweja
Founder

Over 35 years of experience, strong creative vision.



Pammi Baweja
Chairperson

30 years of experience, deep industry relationships.



Rowena Baweja
Director

15 years of experience, proficient scripting & team management skills



Amar Raut
CFO

Over 20 years of experience, across budgets, taxations, fund management etc.



Smitha Baliga
COO

Over 25 years of experience, stronghold over production, creatives and business relationships.



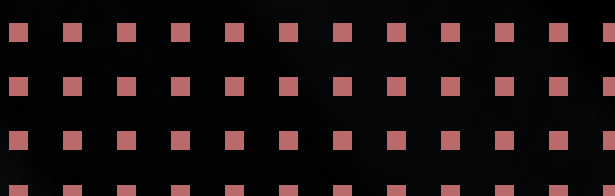
Meenakshi Pandey
Head - Production

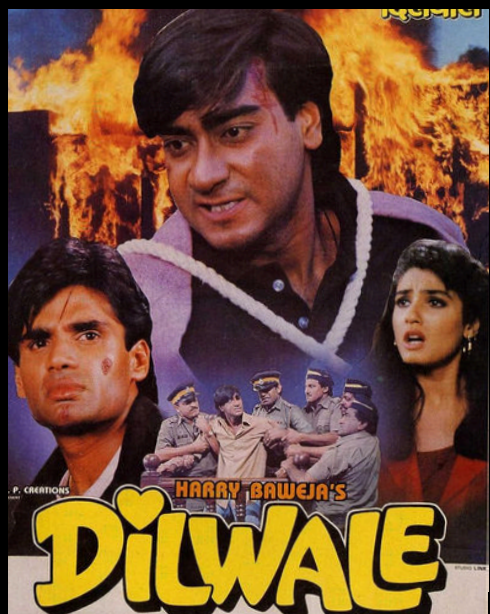
Over 20 years of experience, process oriented & team leader.



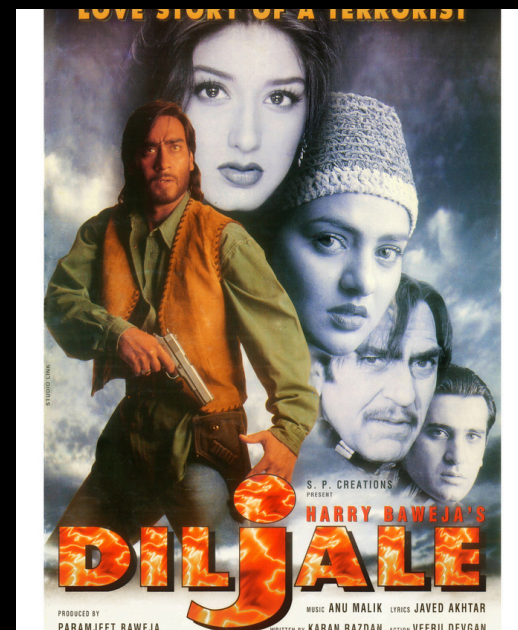
Sanjana Chatterjee
Head - Legal

8 years of experience, strong negotiator and jurisprudent.

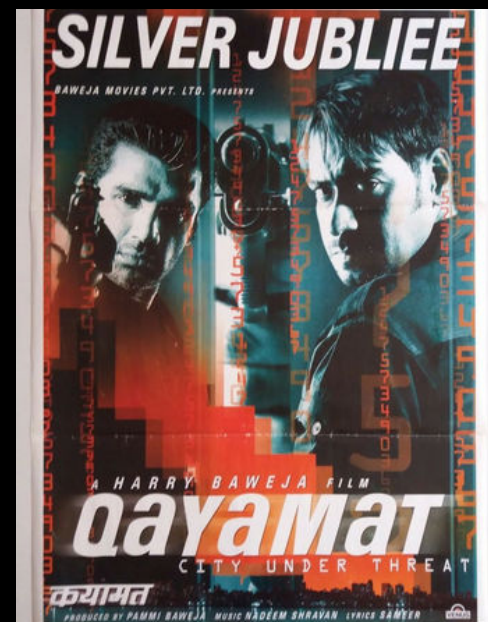




- One of the highest grossing movies of the year
- Diamond Jubilee (60 weeks in theatres)
- Double Platinum Music Album



- One of the highest grossing films of the year
- Silver Jubilee (25 weeks in theatres)
- Double Platinum Music Album



- Filmfare for Best Action
- One of the highest grossing films of the year
- Silver Jubilee (25 weeks in theatres)
- Platinum Music Album

OUR SUCCESS STORY SO FAR..



- The highest grossing Indian Animation films of all time.
- Ran across 42 countries Globally
- All Time Blockbuster in Punjabi Cinema



Based on: Virat Kohli

- 200 million+ viewers across Star Network India
- According to Parrot Analytics, Super V has higher demand than 93.2% of all Children titles in India



- One of the three most watched web shows of 2020
- Two successful seasons
- Over 550 million views combined



- Longest running Punjabi film in theatres when released.
- Assumed the 1st position (most watched) on Netflix India, a rare feat for a Punjabi film



OUR ASSOCIATIONS



CAPTAIN INDIA

Action-Drama

STARRING:
KARTIK AARYAN



TIGERRR

Action-Adventure

STARRING:
TIGER SHROFF



ASHIANA

Investigative Drama

STARRING:
PRITHVIRAJ SUKUMARAN

UPCOMING PROJECTS FILMS



BHAGWAT

Crime Thriller

STARRING:
ARSHAD WARSI
JITENDRA KUMAR



KHWABON KA JHAMELA

Romantic Comedy

STARRING:
PRATEIK BABBAR
SAYANI GUPTA



MRS.

Family Drama

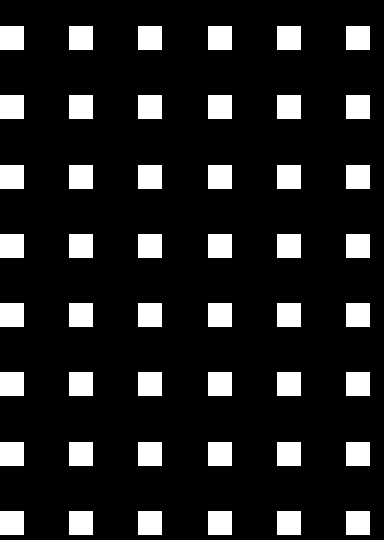
STARRING:
SANYA MALHOTRA



PEHCHAAN

Psychological Thriller

STARRING:
DIVVYENDU SHARMA
SOBHITA DHULIPALA



UPCOMING PROJECTS

WEB SERIES & ANIMATION



CHIDIYA UDD

Action-Drama

STARRING:

JACKIE SHROFF
SIKANDAR KHER

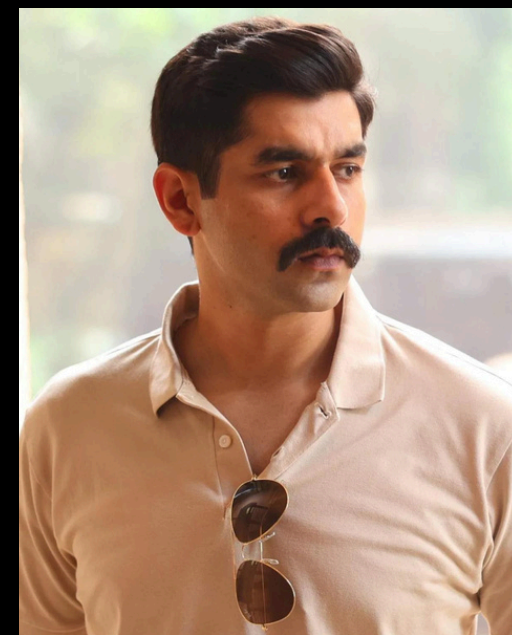


VICTIMS

Action-Drama

STARRING:

JAIDEEP AHLAWAT



BHUCHAAL

Crime-Drama

STARRING:

SURYA SHARMA

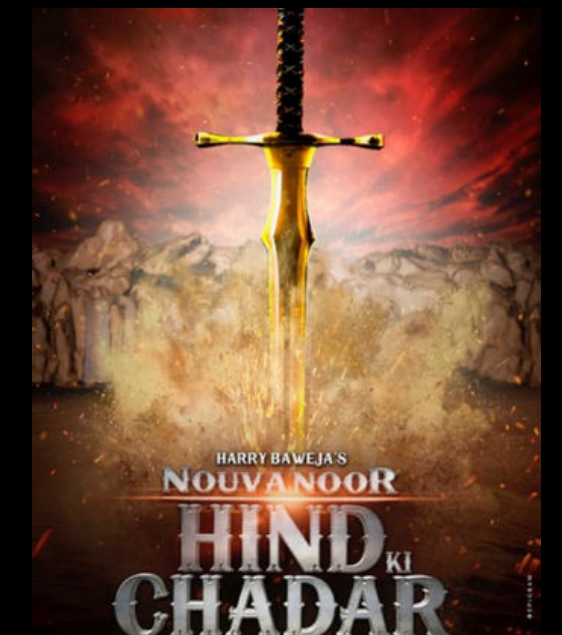


SUPER V

Super-Hero Adventure

INSPIRED FROM:

VIRAT KOHLI



NOUVA NOOR

Historical Drama

PREQUEL TO

CHAAR SAHIBZAADE

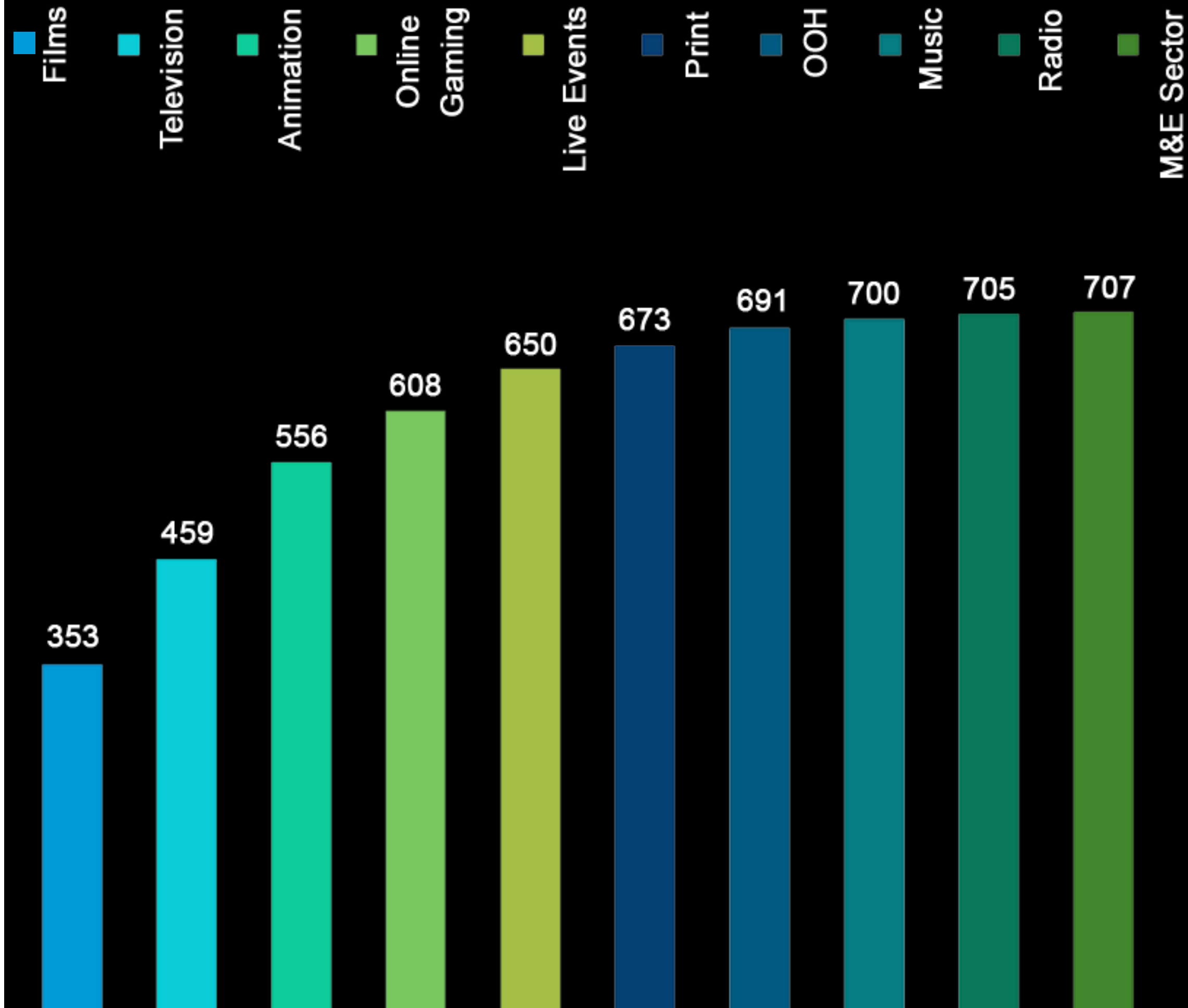


THE BAWEJA WAY

- Content First Approach
- Experienced Team
- Commitment to Quality
- Efficient Production Process
- Diverse Filmography
- Strong Industry Relationships
- Technological Advancements
- Proven Track Record

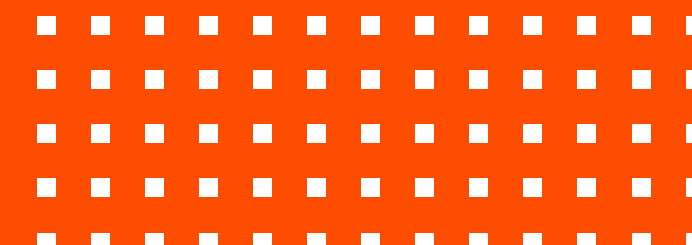


INDUSTRY OUTLOOK



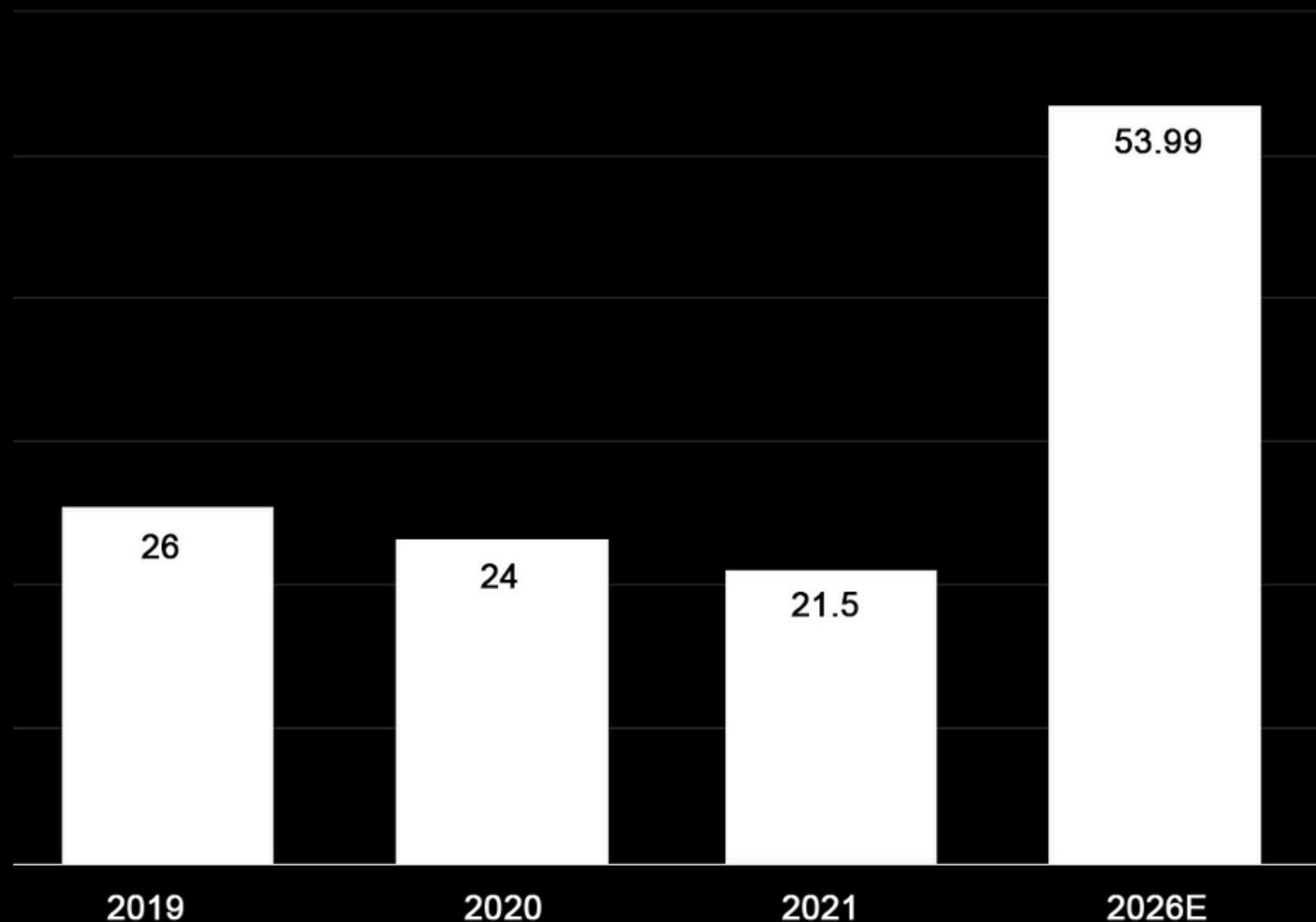
THE M&E SECTOR WILL GROW INR 707B TO REACH INR 2.3T IN 2024

- The Indian M&E sector will grow at a **CAGR of 13%** and add **INR707 Billion** in three years.
- The key contributors to this growth will be **Digital, Films and Television** together adding **65%** of the growth, followed by **Animation and VFX (14%)** and **Online Gaming (7%)**



INDUSTRY OUTLOOK

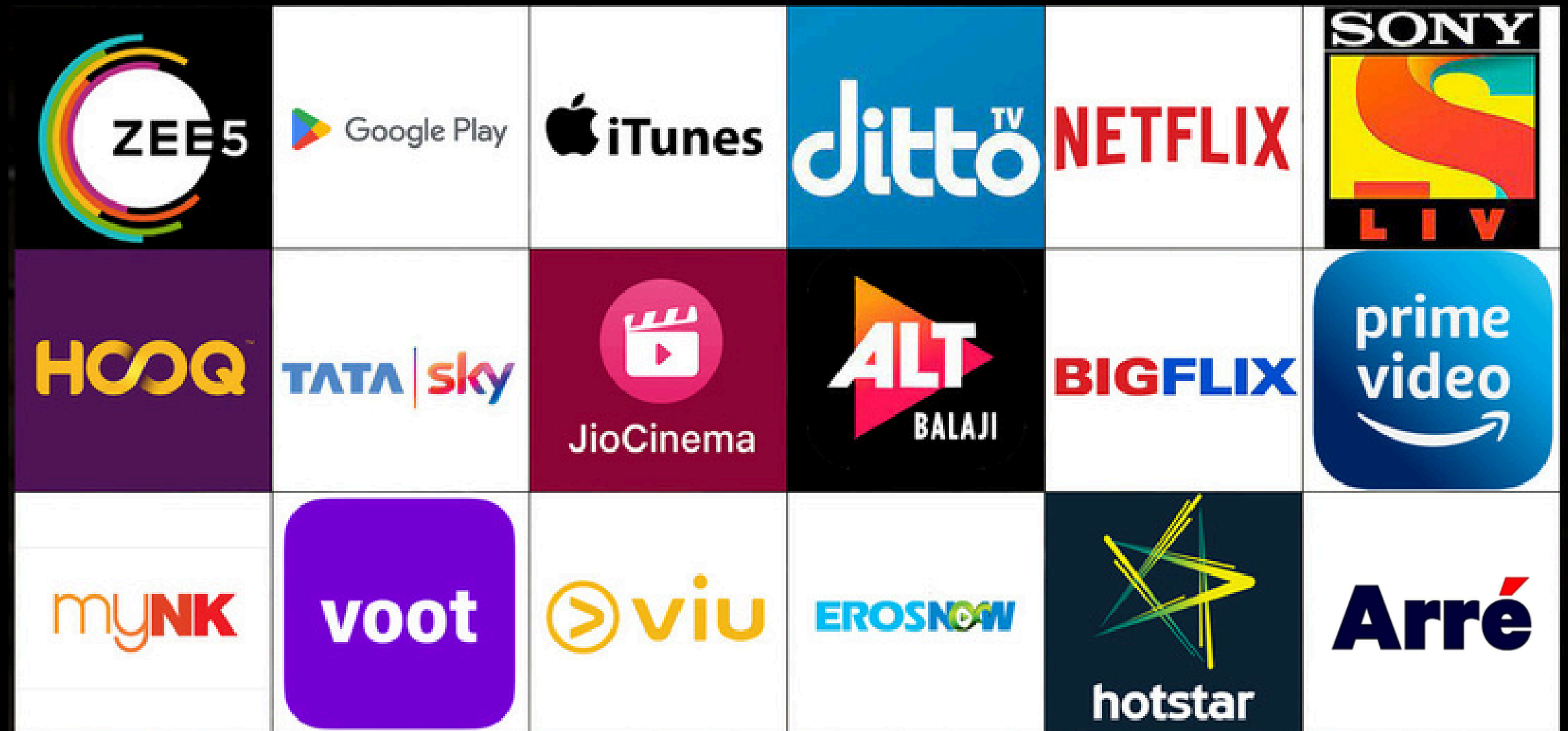
Market Size of M&E (US\$ billion)



- As per the latest report by the **PwC**, India's Media and entertainment Industry is expected to reach **Rs. 4,30,401 crores (US\$ 53.99 billion)** by **2026**.
- **India's OTT** industry is expected to reach **Rs. 21,032 crores (US\$ 2.63 billion)** by **2026**. • India's newspapers and consumer magazines industry is expected to reach **Rs. 29,945 crores (US\$ 3.756 billion)**.
- **Television** would account for **40%** of the Indian media market in **2024**, followed by **print media (13%)**, **digital advertising (12%)**, **cinema (9%)**, and **the OTT and gaming industries (8%)**.

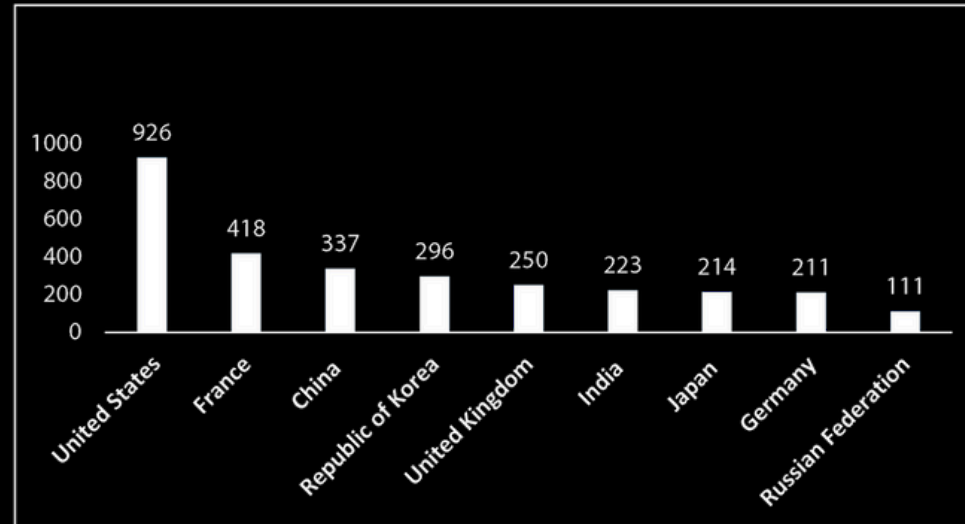
OTT PLATFORMS IN INDIA

As per the PwC report, Total OTT revenue more than doubled in 2020, partly driven by the absence of public entertainment and additional time at home. This trend continued in 2021, with revenue nearly doubling again. While growth rates will slow, the market will still expand at an impressive 14.1% CAGR to reach INR 21,032Cr in 2026. It is subscription services that are driving this rapid growth, accounting for 90.5% of revenue in 2021 and set to account for 95% in 2026.

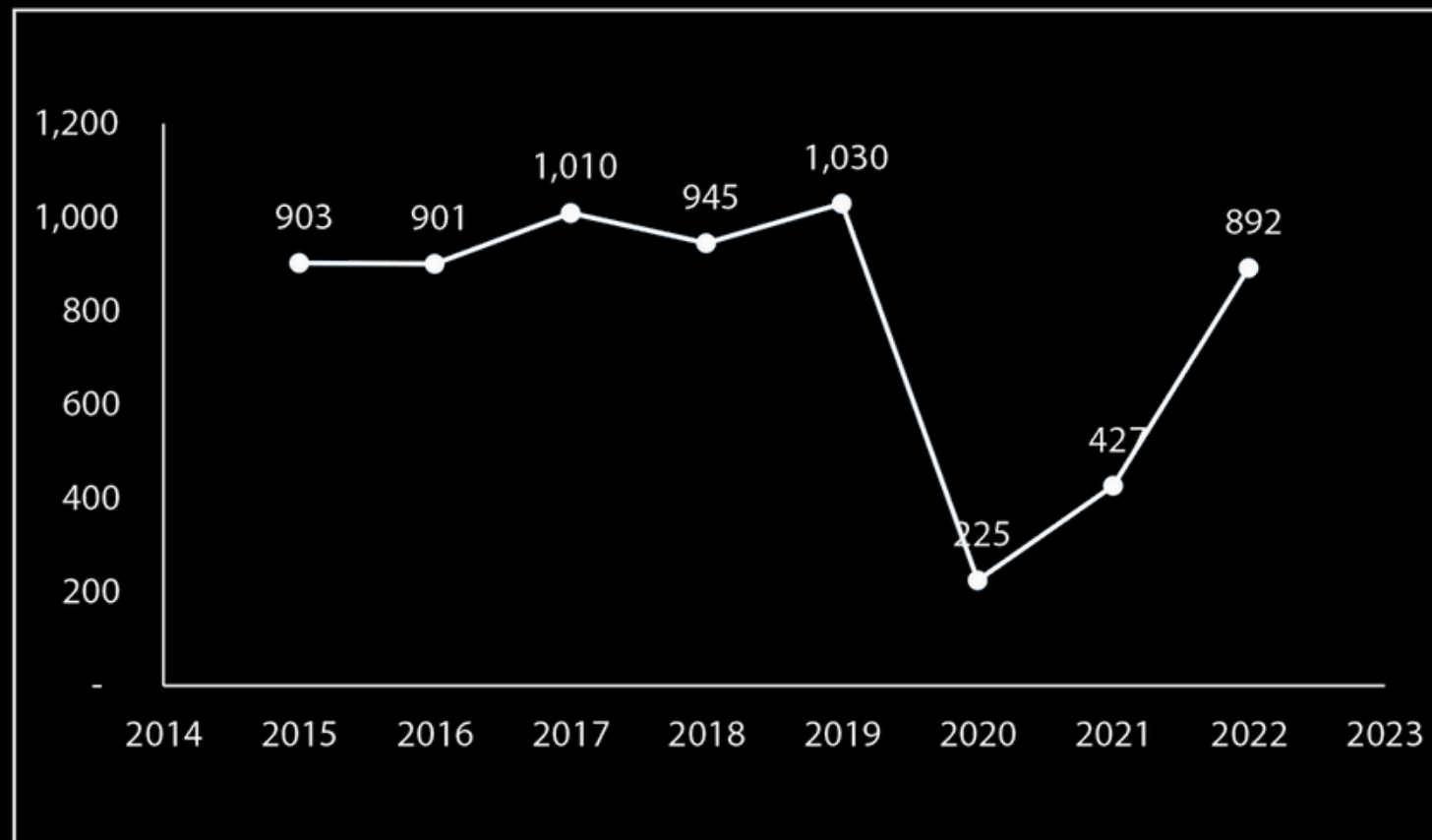


MOVIE THEATER INDUSTRY ANALYSIS

Base Year 2022



Movie theater market size exceeded **USD 63.2 Billion** in **2022** and it is anticipated to grow at **CAGR** of **over 4.9%** between **2023- 2032**. Consumer preferences for high quality Films, as well as advancement in VFX technology, are expected to fuel the Industry in the coming year. The market is further expected to expand owing to the proliferation of 3D movie theaters and the digitalization of Films. The rising per capita income and increased consumer spending on entertainment are also expected to drive the market over the next decade.



Base Year	2022
Market Size	USD 63.2 Billion
Forecast Period 2022-2032 CAGR	4.9%
2032 Value Projection	USD 100.7 Billion
Growth Drivers	<ul style="list-style-type: none"> • The demand for high-quality movies • Increasing number of 3D screens • The growing per capita income & rising consumer spending on entertainment

STRENGTHS (+)

- Leveraging the experience of our Promoters
- Flexible Producing Model
- Qualified Senior Management Team
- Long-standing relationships in the Industry
- Quality Assurance and Standards
- Diverse and growing Content Library
- Robust pipeline of Content
- Various verticals to tap into a growing market.



WEAKNESSES (-)

- The activity of the company, depends on the performance of the promoters
- Primary focus on Hindi and Punjabi content only

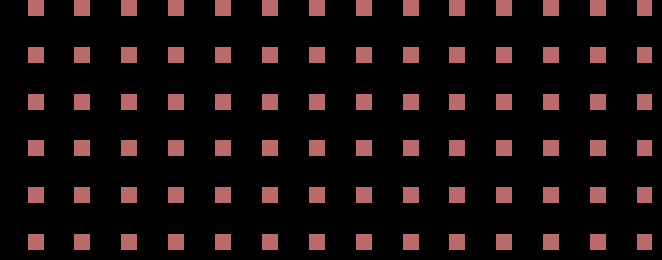
OPPORTUNITIES (+)

- Growing Demand for Content
- Technological Advancements aiding production
- Digital Transformation
- International Expansion
- Collaborations & Partnerships
- New Age Media and Short Form Content.

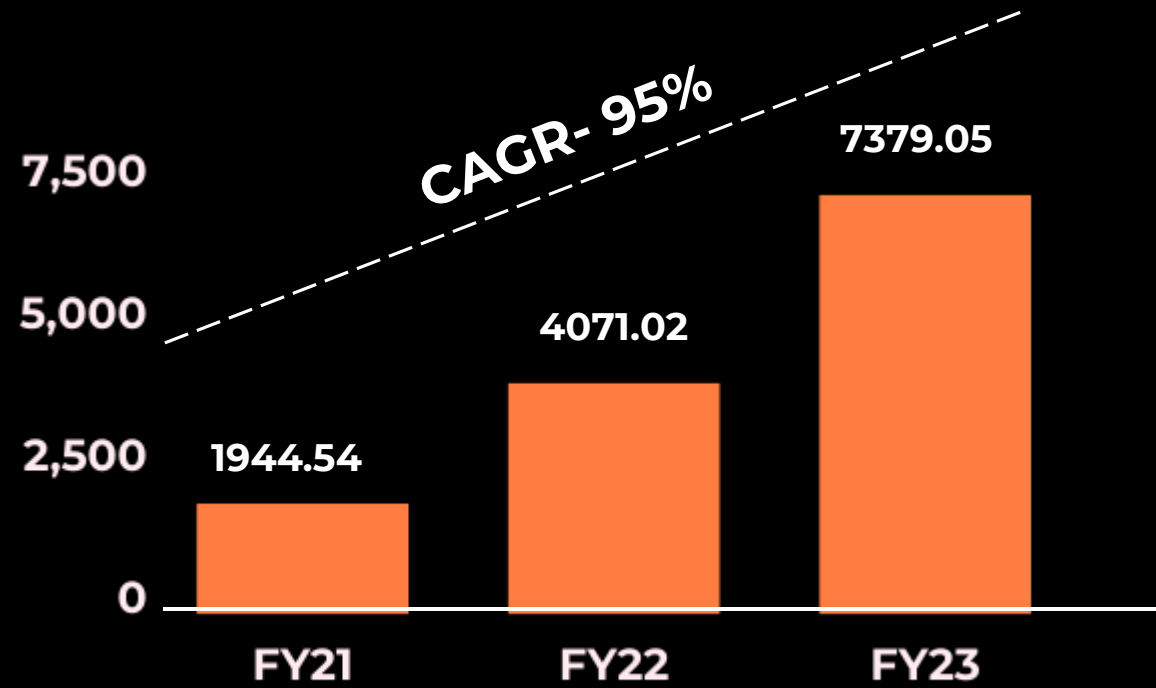
THREATS (-)

- Competition is growing with more demand for Content
- Change in tastes of film viewing in the domestic markets
- International and Regional Films

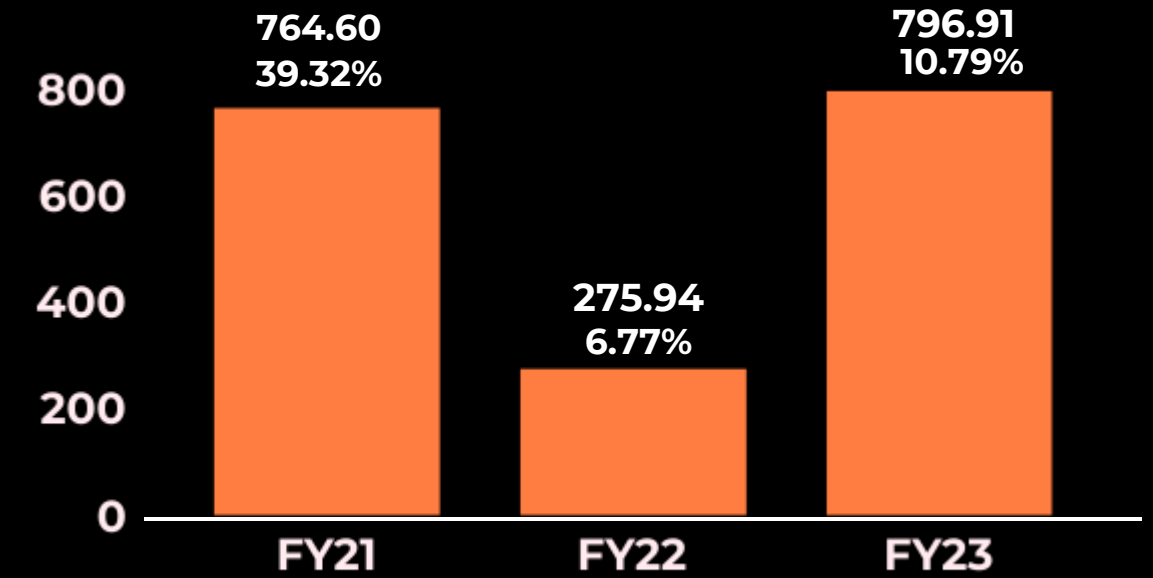
FINANCIALS



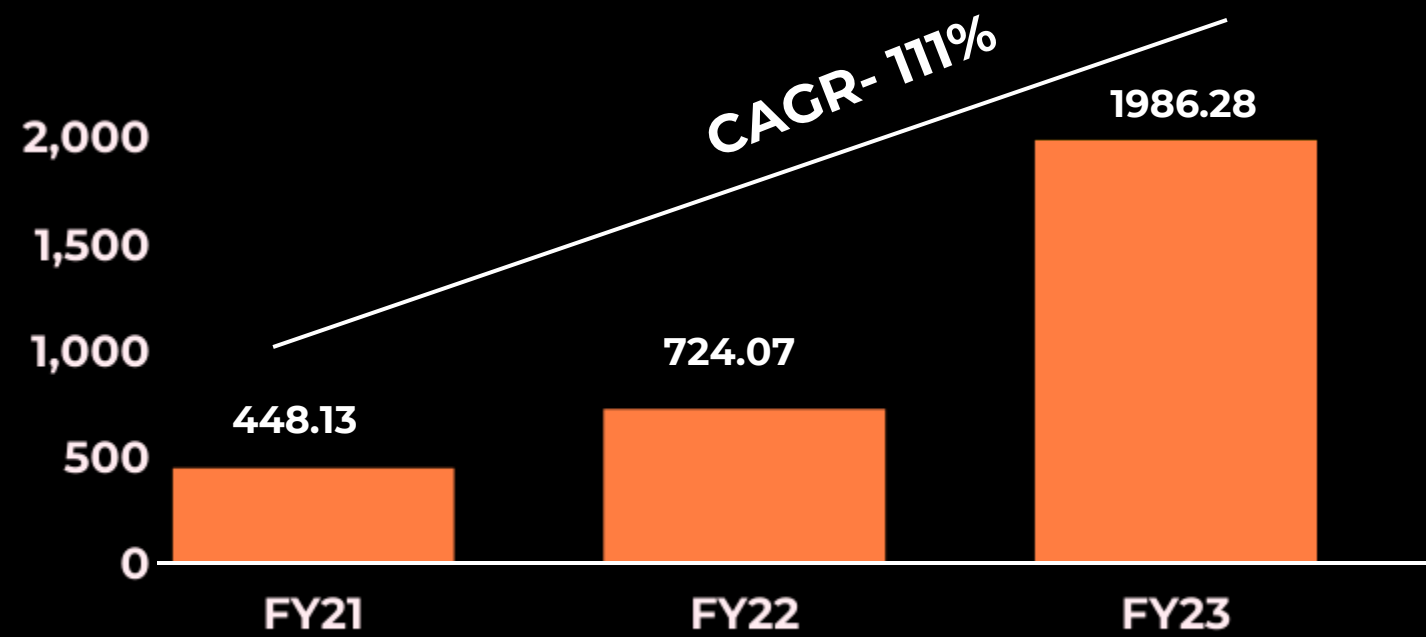
Revenue



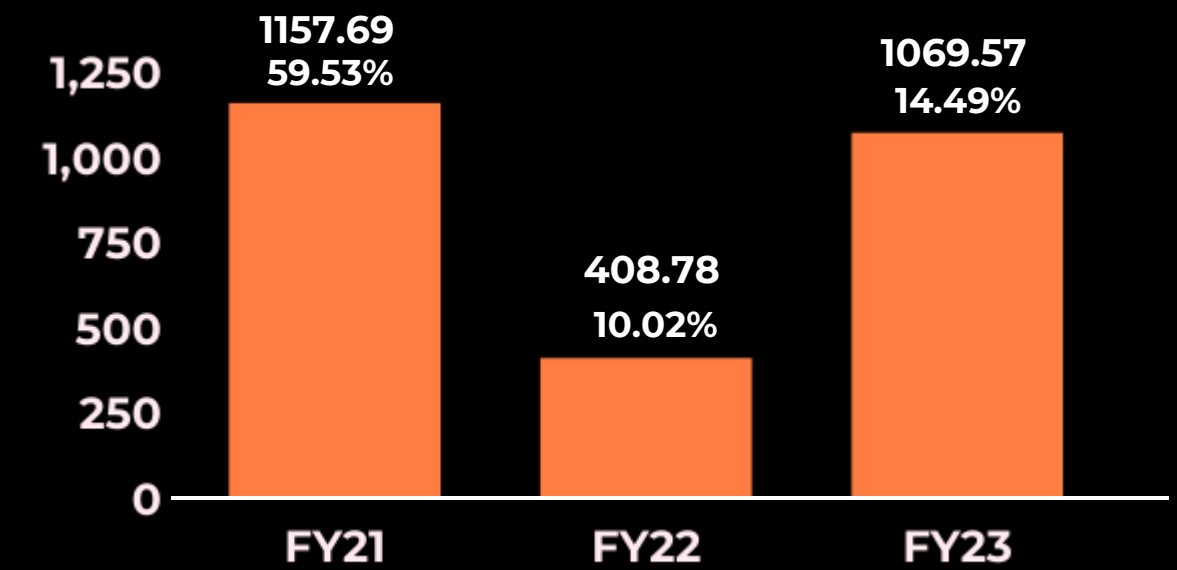
Net Profit



Networth

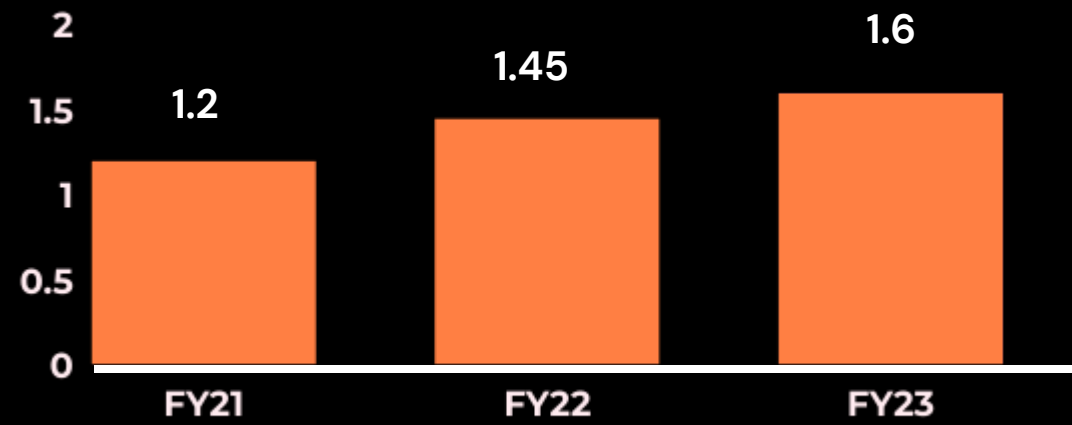


EBT

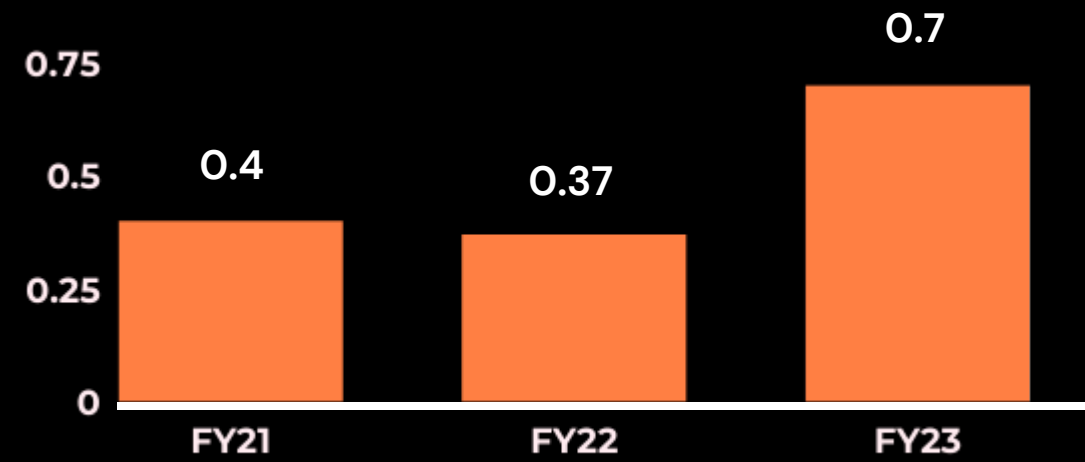


FINANCIALS

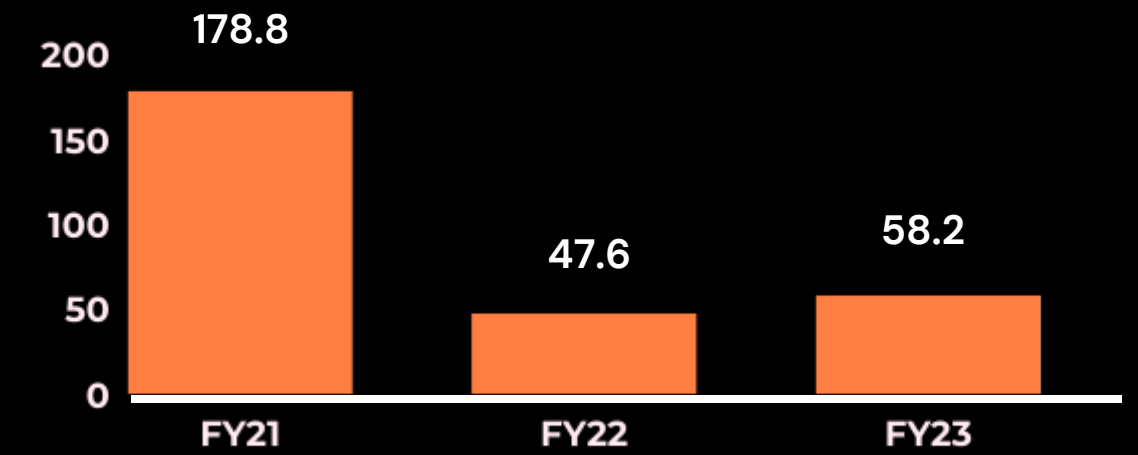
Current Ratio (In Times)



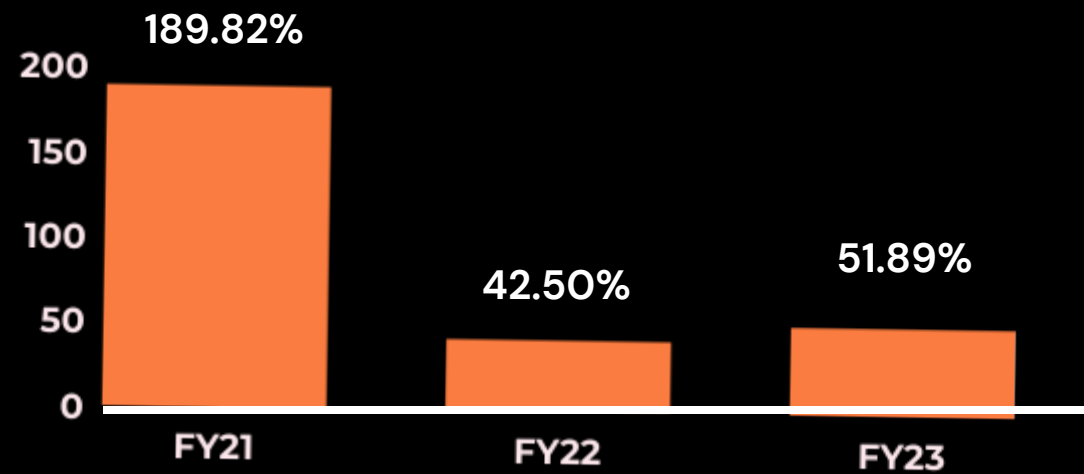
Debt to Equity Ratio



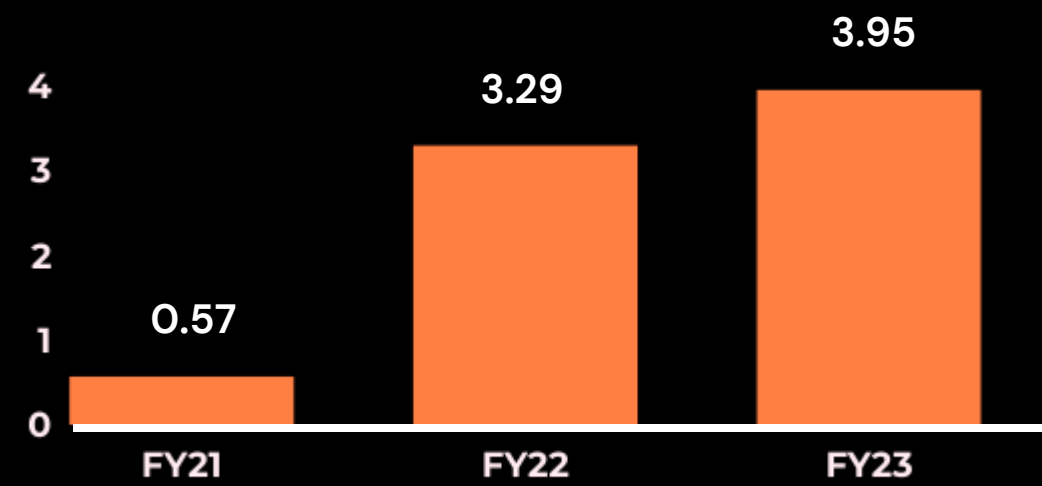
ROE %



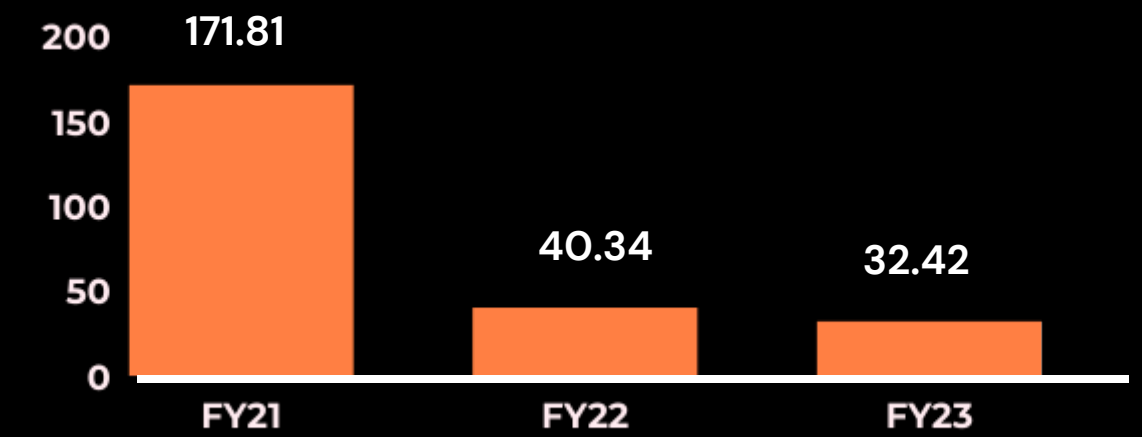
ROCE %



Inventory Turnover (In Times)



Debt Service Coverage Ratio



BALANCE SHEET STATEMENT

₹ in Lakhs

Particulars	FY23	FY22	FY21
ASSETS			
NON-CURRENT ASSETS			
Property, plant & equipment	162.49	49.22	10.46
Investments	499.64	0.42	72.42
Deferred tax assets	16.35	10.98	14.26
Total non current assets	678.48	60.62	97.14
CURRENT ASSETS			
Inventories	2,223.18	949.97	1,175.87
Financial Assets			
i. Trade receivables	742.04	574.87	775.66
ii. Cash & cash equivalents	131.94	61.35	15.15
iii. Loans	421.12	972.59	954.06
iv. Others	11.03	1	53.59
Current tax assets	231.19	156.6	70.47
Other current assets	51	279.03	81.74
Total current assets	3,811.50	2,995.41	3,126.54
TOTAL ASSETS	4,489.98	3,056.03	3,223.67

Particulars	FY23	FY22	FY21
EQUITY & LIABILITIES			
EQUITY			
Equity share Capital	1,442.70	543	3
Other equity	543.58	181.07	445.13
Total equity	1,986.28	724.07	448.13
NON-CURRENT LIABILITIES			
i. Borrowings	119.24	259.8	179.6
Provisions	8.8	NIL	NIL
Total non-current liabilities	128.04	259.8	179.6
CURRENT LIABILITIES			
Financial liabilities			
i. Borrowings	23.13	7.06	NIL
ii. Trade payables	1,362.94	832.95	560.91
Provisions	8.82	85.23	223.01
Other current liabilities	980.75	1,146.91	1,812.03
Total current liabilities	2,375.65	2,072.15	2,595.95
Total liabilities	2,503.69	2,331.95	2,775.55
TOTAL EQUITY & LIABILITIES	4,489.98	3,056.03	3,223.67

INCOME STATEMENT

₹ in Lakhs

Particular	FY 21	Y-O-Y Growth	FY 22	Y-O-Y Growth	FY 23
Revenue from operations	1944.54	109%	4071.02	81%	7379.05
Other income	9.57	169%	25.77	867%	249.26
Total Income (I + II)	1954.11	110%	4096.79	86%	7628.31
Expenses					
Operational Expenses	524.05	566%	3492.19	79%	6261.42
Employee Benefit Expenses	14.37	32%	18.95	201%	57.07
Other Expenses	195.10	-37%	122.12	23%	150.94
Finance Expenses	7.61	268%	28.02	75%	49.03
Depreciation	3.02	259%	10.84	202%	32.72
Loss on Sale of Investment	52.29	-92%	3.99		NIL
Preliminary Expenses	NIL		11.89	-36%	7.56
Total Expenses	796.43	363%	3688.00	78%	6558.74
Profit before Tax	1157.69	-65%	408.78	162%	1069.57
Tax Expense					
Current Tax	376.99	-69%	116.59	134%	273.34
Deferred Tax	(6.43)	-151%	3.28	-264%	(5.37)
Earlier year Tax	22.53	-42%	12.97	-62%	4.69
Profit after Tax for the period	764.60	-64%	275.94	189%	796.91

PEER COMPARISON

Companies	EPS (Basic) (₹)	EPS (Diluted) (₹)	PE ratio	RONW (%)	NAV	Face Value	Total Income (Lakhs)
Baweja Studios Limited	7.83	7.83	-	40.12	13.77	10	7,379.05
Listed Peers:							
Shemaroo Entertainment Limited	3.45	3.45	48.3	1.59%	216.11	10	55,660.70
Eros International Media Limited	-12.48	-12.48	-2.13	-11.34%	107.16	10	68,063
Zee Entertainment Enterprises Limited	0.50	0.50	500.10	0.45%	111.63	1	808,790
Mukta Arts Limited	8.33	8.33	11.24	90.99%	90.19	5	16,317.85
Vels Film International Limited	1.50	1.50	66.43	3.39%	41.81	10	5992.12

Source: All the financial information for listed industry peers mentioned above is on a consolidated basis (unless otherwise available only on standalone basis) and is sourced from the annual reports/ financial results as available of the respective company for the year ended March 31, 2023 submitted to stock exchanges or on company's website as available

Notes:

- The figures for Baweja Studios Limited are based on the Restated Financial Statements for the period ended March 31, 2023.
- The figures for the peer group are for the year ended March 31, 2023 and are based on their respective Standalone financial statements filed with Stock Exchange. CMP of the peer group is as per the closing price as on January ,12 2024 as available on www.bseindia.com and www.nseindia.com
- NAV is computed as the closing net worth divided by the closing outstanding number of equity shares. Net worth has been computed as the aggregate of share capital and reserves and surplus (excluding Revaluation Reserves) and as attributable to the owners of the Company.
- P/E Ratio for the peer has been computed based on the closing market price of respective equity shares as on March 31, 2023 sourced from website of Stock Exchange as divided by the Basic/diluted EPS as applicable.
- RoNW is computed as net profit after tax, as attributable to the owners of the Company divided by closing net worth. Net worth has been computed as the aggregate of share capital and reserves and surplus (excluding Revaluation Reserves) and as attributable to the owners of the Company.

INVESTOR RATIONALE

The company has grown over three folds in the last two years and has a robust pipeline of films under production.

01 LOW RISK HIGH RETURN

As a business strategy, the company continuously partners with reputed Production houses, major Studios, leading Platforms and eminent Distributors, thereby reducing risks and exponentially increasing Revenue.

02 EXPANDING REPUTATION

Our repeated partnerships with leading Studios, Platforms and Distributors has enhanced our production pipeline and growth across different verticals.

03 BANK OF SCRIPTS

“To make a good film you need 3 things- the script, the script and the script- Alfred Hitchcock. Our thorough development process is what we pride ourselves on. We focus on creating strong scripts of varying genres to stay abreast of the market demands.

04 IMPROVED PROFITABILITY

Our profitability & efficiency in generating returns from shareholders equity has improved significantly, underlining our ability in utilizing our assets and resources more effectively to generate profit.

05 FOCUS ON TECHNOLOGY

We pride ourselves on pioneering Films with CGI, VFX, & Animation, although upholding this level of sophistication is incredibly difficult, Baweja Studios is dedicated to doing so and keeps pushing the envelope.

06 ADDITIONAL VERTICALS

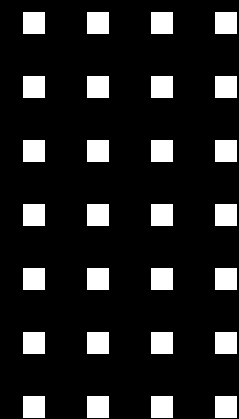
Baweja Studios continuously adapts to the dynamic Media Industry by exploring new Verticals successfully, like Digital and Animation.



DISCLAIMER

The materials presented herein are for informational purposes only and do not constitute an offer to sell, a solicitation to buy, or a recommendation for any securities of Baweja Studios Limited or any other entity. The information contained in this presentation is based on data available at the time of preparation and is subject to change without notice.

Investors should be aware that forward-looking statements are inherently uncertain and involve risks and uncertainties that could cause actual results to differ materially from those expressed or implied by such statements. Such risks and uncertainties include, but are not limited to, changes in economic conditions, industry trends, competitive dynamics, regulatory developments, and other external factors beyond Baweja Studios Limited's control.



THANK YOU



Email

info@bawejastudios.com



Social Media

[@bawejastudios](https://www.instagram.com/bawejastudios)



Website

www.bawejastudios.com

Production Office

1307, Peninsula Park,
Off Veera Desai Road,
Andheri West,
Mumbai – 400 053

Head Office

3rd Floor, Aashirwad,
Lokhandwala Complex,
Andheri West,
Mumbai-400 053