



Tel. : 022 -2612 1613 / 14  
Fax :022 - 2663 1275

# POOJA ENTERTAINMENT AND FILMS LTD.

**[FORMERLY KNOWN AS DEAL (INDIA) LTD.]**

Regd. Off. : Pooja House, 5th Floor, CTS No. 892-893, Juhu Tara Road, Opp. J. W. Marriott Hotel, Juhu, Mumbai - 400 049.  
Email : [pujafilms@hotmail.com](mailto:pujafilms@hotmail.com) • Website : [thepoojagroup.com](http://thepoojagroup.com)

Email : [poojaentertainment@gmail.com](mailto:poojaentertainment@gmail.com)

CIN No : L99999MH1986PLC040559

Ref: PEFL/BSE/COMP/15-16/19

14<sup>th</sup> November, 2015

To,  
The Manager (Listing)  
BSE Limited  
P.J. Towers, Dalal Street  
Mumbai - 400 001  
Ph: 022 2272 1233/34  
Fax: 022 2272 3719

**Sub: Outcome of Board Meeting held on 14<sup>th</sup> November, 2015**

**Ref: Scrip Code No. 532011**

Dear Sir/Madam,

We wish to inform you that the Board of Directors of the Company in its Meeting held on November 14, 2015 at its registered office, wherein, inter-alia, has approved and took on record the unaudited financial results of the Company for the quarter/half year ended September 30, 2015. Copy of the same alongwith the Limited Review Reports of the Company are enclosed herewith pursuant to the provisions of Clause 41 of the Listing Agreement.

Kindly acknowledge the receipt and taken on your record.

Thanking you,

Yours Faithfully,

**For Pooja Entertainment And Films Limited**

*V. N. Rathod*

**Vaishali Rathod  
Company Secretary**



Encl: a/a



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CIN No : L99999MH1986PLC040559

PART I							(Rs in lacs except as stated)
Statement of Unaudited Financial Results for the Quarter and Six months ended September 30, 2015							
	Particulars	Quarter Ended			Half Year Ended		Previous Year ended
		30.09.2015 Unaudited	30.06.2015 Unaudited	30.09.2014 Unaudited	30.09.2015 Unaudited	30.09.2014 Unaudited	31.03.2015 Audited
1	Income from operations						
	(a) Net sales / income from operations	4.39	-	-	4.39	2,443.81	2,443.84
	(b) Other operating income	-	-	8.70	-	8.70	-
	Total Income from operations (net)	4.39	-	8.70	4.39	2,452.51	2,443.84
2	Expenses						
	(a) Cost of Production and Distribution of Films	3.56	3.26	-	6.82	1,983.48	1,988.14
	(b) Change in Inventories of Finished Goods, Work-in-Progress and Stock-in-trade	-	-	-	-	-	-
	(c) Employee benefits Expense	13.33	11.72	9.75	25.05	20.16	41.08
	(d) Depreciation and amortization expense	1.16	1.17	2.33	2.33	4.66	9.32
	(e) Other expenses	60.20	7.96	33.87	68.16	71.55	192.46
	Total expenses	78.25	24.11	45.95	102.36	2,079.85	2,231.00
3	Profit / (Loss) from operations before other income, finance costs and exceptional items (1-2)	(73.86)	(24.11)	(37.25)	(97.97)	372.66	212.84
4	Other income	19.03	13.19	4.44	32.22	7.21	66.48
5	Profit / (Loss) from ordinary activities before finance costs and exceptional items (3 + 4)	(54.83)	(10.92)	(32.81)	(65.75)	379.87	279.32
6	Finance costs	34.21	36.31	62.79	70.52	123.16	224.02
7	Profit / (Loss) from ordinary activities after finance costs but before exceptional items (5 - 6)	(89.04)	(47.23)	(95.60)	(136.27)	256.71	55.30
8	a) Exceptional items	-	-	-	-	-	-
9	Profit / (Loss) from ordinary activities before tax (7 - 8)	(89.04)	(47.23)	(95.60)	(136.27)	256.71	55.30
10	Tax expense						
	(a) Current Tax	-	-	30.99	-	52.00	10.20
	(b) Deferred Tax	(3.15)	2.79	1.96	(0.36)	1.45	14.30
	Sub-Total	(3.15)	2.79	32.95	(0.36)	53.45	24.50
	Less MAT Credit	-	(50.02)	-	-	-	0.00
	Total Tax expenses	(3.15)	-	32.95	(0.36)	53.45	24.50
11	Net Profit / (Loss) from ordinary activities after tax (9 - 10)	(85.89)	(50.02)	(128.55)	(135.91)	203.26	30.81
12	Extra ordinary items	-	-	1.79	-	1.79	1.79
13	Net Profit / ( Loss) for the period (11-12)	(85.89)	(50.02)	(130.34)	(135.91)	201.47	29.01
14	(a) Paid-up equity share capital/Face value of the share Rs.10/- each)	385.71	385.71	359.79	385.71	359.79	385.71
15	Reserves excluding Revaluation Reserves as per balance sheet of previous accounting year	-	-	-	150.01	-	284.60
16(i)	Earnings per share of Rs. 10 /- each(EPS) (before extra-ordinary items) (not annualised) Basic and Diluted	(2.22)	(1.30)	(3.57)	(3.52)	5.65	0.80
16(ii)	Earnings per share of Rs. 10/- each (EPS) (after extra-ordinary items) (not annualised) Basic and Diluted	(2.22)	(1.30)	(3.62)	(3.52)	5.60	0.75





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Email : poojaentertainment@gmail.com

CIN No : L99999MH1986PLC040559

PART II								
Select Information for the Quarter and Six months ended September 30, 2015								
A	PARTICULARS OF SHAREHOLDING							
	1	Public Shareholding						
		- Number of shares	22,03,633	22,03,633	24,28,633	22,03,633	24,28,633	22,03,633
		- Percentage of Shareholding	44.07%	44.07%	48.57%	44.07%	48.57%	44.07%
	2	Promoters and Promoter Group Shareholding						
		(a) Pledged/ Encumbered						
		- Number of Shares	-	-	-	-	-	-
		- Percentage of shares ( as a % of the total shareholding of the promoter and promoter group)	-	-	-	-	-	-
		- Percentage of shares ( as a % of the total share capital of the Company)	-	-	-	-	-	-
		(b) Non encumbered						
		- Number of Shares	27,96,867	27,96,867	25,71,867	27,96,867	25,71,867	27,96,867
		- Percentage of shares ( as a % of the total shareholding of the promoter and promoter group)	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%
		- Percentage of shares ( as a % of the total share capital of the Company)	55.93%	55.93%	51.43%	55.93%	51.43%	55.93%

Particulars	Quarter ended September, 2015
B INVESTOR COMPLAINTS	
Pending at the beginning of the quarter	Nil
Received during the quarter	Nil
Disposed of during the quarter	Nil
Remaining unresolved at the end of the quarter	Nil

**Notes :**

- The above Unaudited Financial Results as reviewed by the Audit Committee have been approved by the board of directors at its meeting held on 14th November, 2015. The Statutory auditors have carried out the "Limited Review" of the above results.
- The Company is predominantly engaged in the business of film production, which constitute a single business segment and therefore, disclosure under Accounting Standard (AS-17) on "Segment Reporting".
- The previous period figures have been regrouped and reclassified wherever necessary.

By Order of the Board  
For Pooja Entertainment And Films Limited

Mr. Vashu Bhagnani  
Managing Director  
DIN: 00043481



Place: Mumbai  
Date: 14th November, 2015



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CIN No : L99999MH1986PLC040559

Statement of Assets and Liabilities as on September 30, 2015		(Rs in lacs)	
Particulars		As at	
		Half Year Ended	
		30.09.2015 Unaudited	31.03.2015 Audited
<b>A</b>	<b>EQUITY AND LIABILITIES</b>		
1	Shareholders' Funds		
	a) Share capital	385.71	385.71
	b) Reserves and surplus	150.01	284.60
	<b>Sub-total- Shareholders' funds</b>	<b>535.72</b>	<b>670.32</b>
2	Share application money pending allotment		
3	Non-current liabilities		
	a) Long-term borrowings	-	-
	b) Deferred tax liabilities (net)	159.81	160.17
	c) Other long-term liabilities	-	-
	d) Long-term provisions	-	-
	<b>Sub-total- Non-current liabilities</b>	<b>159.81</b>	<b>160.17</b>
4	Current liabilities		
	a) Short-term borrowings	1,303.28	1,232.50
	b) Trade payables	220.65	226.49
	c) Other current liabilities	808.98	99.06
	d) Short-term provisions	-	-
	<b>Sub-total- Current liabilities</b>	<b>2,332.91</b>	<b>1,558.04</b>
	<b>TOTAL-EQUITY AND LIABILITIES</b>	<b>3,028.44</b>	<b>2,388.53</b>
<b>B</b>	<b>ASSETS</b>		
1	Non-current assets		
	a) Fixed assets	10.62	12.96
	b) Non-current investments	59.35	59.35
	c) Deferred tax assets (net)	-	-
	d) Long-term loans and advances	3.25	3.25
	e) Other non-current assets	-	-
	<b>Sub-total- Non Current assets</b>	<b>73.22</b>	<b>75.56</b>
2	Current Assets		
	a) Inventories	722.10	722.67
	b) Trade receivables	63.67	67.38
	c) Cash and cash equivalents	42.55	5.88
	d) Short-term loans and advances	2,126.89	1,517.04
	e) Other current assets	-	-
	<b>Sub-total- Current assets</b>	<b>2,955.22</b>	<b>2,312.97</b>
	<b>TOTAL-ASSETS</b>	<b>3,028.44</b>	<b>2,388.53</b>

By Order of the Board  
For Pooja Entertainment And Films Limited

Vashu Bhagnani  
Managing Director  
DIN: 00043481



Place: Mumbai  
Date: 14.11.2015

**REVIEW REPORT TO THE BOARD OF DIRECTORS OF**  
**POOJA ENTERTAINMENT AND FILMS LIMITED**

We have reviewed the accompanying statement of unaudited financial results of **Pooja Entertainment and Films Limited** for the period ended 30<sup>th</sup> September, 2015 except for the disclosures regarding 'Public Shareholding' and 'Promoter and Promoter Group Shareholding' which have been traced from disclosures made by the management and have not been audited by us. This statement is the responsibility of the Company's Management and has been approved by the Board of Directors. Our responsibility is to issue a report on these financial statements based on our review.

We conducted our review in accordance with the Standard on Review Engagement (SRE) 2410, "Review of Interim Financial Information Performed by the Independent Auditor of the Entity" issued by the Institute of Chartered Accountants of India. This standard requires that we plan and perform the review to obtain moderate assurance as to whether the financial statements are free of material misstatement. A review is limited primarily to inquiries of company personnel and analytical procedures applied to financial data and thus provides less assurance than an audit. We have not performed an audit and accordingly, we do not express an audit opinion.

Based on our review conducted as above and as per the information and explanations given to us, nothing has come to our attention that causes us to believe that the accompanying statement of unaudited financial results prepared in accordance with applicable accounting standards and other recognised accounting practices and policies has not disclosed the information required to be disclosed in terms of Clause 41 of the Listing Agreement including the manner in which it is to be disclosed, or that it contains any material misstatement.

**For JAYANTILAL THAKKAR & CO.**  
**CHARTERED ACCOUNTANTS**  
**(FIRM REG. NO. 104133W)**



*V. A. Merchant*

**VIRAL A. MERCHANT**  
**PARTNER**  
**MEMBERSHIP NO. 116279**

PLACE: Mumbai

DATE: 14<sup>th</sup> November, 2015