

SANGUINE MEDIA LIMITED
CIN : L74210TN1995PLC032921

Amara Sri, Situated at Old No.313, New No.455, Block No.75, 7th Floor, Anna Salai, Teynampet, Chennai TN 600018 IN

Statement of Standalone Audited Results for the Quarter and Half-Year ended September 30, 2016
ANNEXURE I

Particulars	Rs in Lakhs					
	3 months ended 30.09.2016	Preceding 3 months ended 30.06.2016	Corresponding 3 months ended in the previous year 30.09.2015	Year to date figures for current period ended 30.09.2016	Year to date figures for Previous Year ended 30.09.2015	Year to date figures for the previous year ended 31.03.2016
	Unaudited	Unaudited	Unaudited	Unaudited	Unaudited	Audited
1. Income from Operations						
(a) Net Sales/Income from Operations (Net of excise duty)	125.77	123.75	337.66	249.52	489.40	3,279.45
(b) Other Operating Income	0.92	0.00	1.44	0.92	1.44	26.29
Total income from Operations (net)	126.69	123.75	339.10	250.44	490.84	3,305.74
2. Expenses						
(a) Cost of Materials consumed	0.00	0.00	303.51	0.00	428.05	0.00
(b) Purchase of stock-in-trade	111.34	114.26	0.00	225.60	0.00	4,492.00
(c) Changes in inventories of finished goods, work-in-progress and stock-in-trade	0.00	0.00	0.00	0.00	0.00	(1,291.49)
(d) Employee benefits expense	2.80	3.10	2.15	5.90	3.40	10.30
(e) Depreciation and amortisation expense	0.01	0.00	15.69	0.01	31.36	47.07
(f) Other expenses (Any item exceeding 10% of the total expenses relating to continuing operations to be shown separately)	6.93	2.83	4.98	9.76	8.10	15.73
Total Expenses	121.08	120.19	326.33	241.27	470.91	3,273.61
3. Profit / (Loss) from operations before other income, finance costs and exceptional items (1-2)	5.61	3.56	12.77	9.17	19.93	32.13
4. Other Income	0.10	0.00	0.00	0.10	0.00	0.00
5. Profit / (Loss) from ordinary activities before finance costs and exceptional items (3 + 4)	5.71	3.56	12.77	9.27	19.93	32.13
6. Finance Costs	0.00	0.04	0.10	0.04	0.15	0.43
7. Profit / (Loss) from ordinary activities after finance costs but before exceptional items (5 - 6)	5.71	3.52	12.67	9.23	19.78	31.70
8. Exceptional Items	0.00	0.00	0.00	0.00	0.00	0.00
9. Profit / (Loss) from ordinary activities before tax (7 + 8)	5.71	3.52	12.67	9.23	19.78	31.70
10. Tax expense						
a) Current Tax	1.50	0.00	4.00	1.50	5.00	9.00
b) Defferred Tax	0.00	0.00	0.00	0.00	0.00	0.00
11. Net Profit / (Loss) from ordinary activities after tax (9 - 10)	4.21	3.52	8.67	7.73	14.78	22.70
12. Extraordinary items (net of tax ` expense Re.1 Lakhs)	0.00	0.00	0.00	0.00	0.00	0.00
13. Net Profit / (Loss) for the period (11 + 12)	4.21	3.52	8.67	7.73	14.78	22.70
14. Share of Profit / (loss) of associates * *	0.00	0.00	0.00	0.00	0.00	0.00
15. Minority Interest*	0.00	0.00	0.00	0.00	0.00	0.00
16. Net Profit / (Loss) after taxes, minority interest and share of profit / (loss) of associates (13 + 14 + 15) *	4.21	3.52	8.67	7.73	14.78	22.70
17. Paid-up equity share capital (Face Value of the Share Re.1/-)	11,410.00	11,410.00	11,410.00	11,410.00	11,410.00	11,410.00
18. Reserve excluding Revaluation Reserves as per balance sheet of previous accounting year						1,126.13
19.i Earnings Per Share (before extraordinary items) (of ` Re.1/- each) (not annualised):						
(a) Basic	0.00	0.00	0.01	0.00	0.01	0.00
(b) Diluted	0.00	0.00	0.01	0.00	0.01	0.00
19.ii Earnings Per Share (after extraordinary items) (of ` Re.1/- each) :						
(a) Basic	0.00	0.00	0.01	0.00	0.01	0.00
(b) Diluted	0.00	0.00	0.01	0.00	0.01	0.00
See accompanying note to the Financial Results	0.00	0.00	0.01	0.00	0.01	0.00

* Applicable in the case of consolidated results.

Note:

- 1) The above result which are published in accordance with Regulation 33 of the SEBI (Listing Obligations & Disclosures Requirements), 2015 have been reviewed by the Audit Committee & approved by the Board of Directors at their meeting held on 11th November' 2016
- 2) Previous period figures have been regrouped or rearranged, wherever necessary.
- 3) The above results for the quarter and Half - year ended 30th September, 2016 are subject to 'Unaudited Report' by statutory auditor of the Company as per listing agreement entered with stock exchange.
- 4) Segment Reporting as required by AS - 17 is not applicable as the Company operator in one single primary business segment i.e business of Advertisement and Media Products

For SANGUINE MEDIA LIMITED

Dinesh U Munver
(Director)
DIN: 02782239



Date: 11th November' 2016
Place: Chennai

ANNEXURE IX

Statement of Assets and Liabilities for Companies (Other than Banks)

Standalone Statement of Assets and Liabilities Particulars	Rs. in Lakh	
	As at (Current half year end) 30.09.2016	As at (Previous year end) 31.03.2016
A EQUITY AND LIABILITIES		
1 Shareholders' funds		
(a) Share capital	11,410.00	11,410.00
(b) Reserves and surplus	1,133.86	1,126.13
(c) Money received against share warrants	0.00	0.00
Sub-total - Shareholders' funds	12,543.86	12,536.13
2 Share application money pending allotment	0.00	0.00
3. Non-current liabilities		
(a) Long-term borrowings	0.00	0.00
(b) Deferred tax liabilities (net)	255.23	255.23
(c) Other long-term liabilities	0.00	0.00
(d) Long-term provisions	0.00	0.00
Sub-total - Non-current liabilities	255.23	255.23
4. Current liabilities		
(a) Short-term borrowings	1,158.15	1,178.75
(b) Trade payables	4,216.09	4,469.29
(c) Other current liabilities	21.35	65.13
(d) Short-term provisions	19.10	17.60
Sub-total - Current liabilities	5,414.69	5,730.77
TOTAL - EQUITY AND LIABILITIES	18,213.78	18,522.13
B ASSETS		
1. Non-current assets		
(a) Fixed assets	0.08	0.08
(b) Non-current investments	1,871.68	2,114.75
(c) Long-term loans and advances	8,746.03	8,126.46
(d) Other non-current assets	186.50	186.50
Sub-total - Non-current assets	10,804.29	10,427.79
2 Current assets		
(a) Current investments	0.00	0.00
(b) Inventories	1,691.49	1,691.49
(c) Trade receivables	2,064.31	2,849.53
(d) Cash and cash equivalents	357.29	20.98
(e) Short-term loans and advances	3,184.02	3,412.52
(f) Other current assets	112.38	119.82
Sub-total - Current assets	7,409.49	8,094.34
TOTAL-ASSETS	18,213.78	18,522.13

For SANGUINE MEDIA LIMITED

D. U. Munver

Dinesh U Munver
(Director)
DIN: 02782239Date: 11th November' 2016
Place: Chennai