

# **Media Release**

## **New launches to propel growth**

**Q1FY19 Consolidated Revenue at Rs. 801 mn, YoY growth of over 30 %**

**Q1FY19 Consolidated EBITDA at Rs. 81 mn, YoY growth of 30 %**

**Q1FY19 Consolidated PAT at Rs. 80 mn, YoY growth of 30%**

**Mumbai, May 23, 2018:** Viaan Industries Ltd. (BSE: 537524), a popular licensing, entertainment & Gaming company promoted by leading entrepreneur, Raj Kundra, and celebrity Shilpa Shetty Kundra, announced its unaudited results for the quarter ended June 30, 2018.

## **Consolidated Financial Results Highlights**

### **Q1FY19 Vs. Q1FY18 Highlights: -**

- **YoY Revenue growth of over 30% - Rs. 801.2 million** reported in Q1FY19 as against Rs. 615.4 million in the Q1FY18
- **YoY EBITDA growth of over 30% - Rs. 81.1 million** reported in Q1FY19 as against Rs. 62.6 million in the Q1FY18
- **YoY PAT growth of over 30% - Rs. 79.8 million** reported in Q1FY19 as against Rs. 61.5 million in the Q1FY18

### **Key Developments till date:**

- **Game of Dot (G.O.D):**

The company recently launched Game of Dot (G.O.D) on May'18. Game of Dot (G.O.D), is a real money skill based game, players have to spot the position of the ball in the picture of the batsman – playing cricket where the ball has been removed. The game tests the skill, analysis and logic of the player who has to use his experience and knowledge in guessing the imaginary placement of ball. G.O.D is inspired from various 'Spot the ball' contents games. The game can be played on desktop and mobile web browser.

The Game used to offer weekly winning prize money of INR 2.00 Lacs in which players have to buy packages ranging from 1,5,11 or 28 dots @INR 20/- per dot and then play the game. The

company received a tremendous response for this game, with more than 10K+ active users and revenues of more than INR 7 mn since our recent launch, despite being a weekly game so far. Responding to this response and to better engage with our audience, the company has now launched a daily cash prize game of Rs. 28,499/- to be distributed among 20 winners as per their ranking

- **VOW:**

The company recently launched VOW this month, in association with game developer Mangala Green Infra Ventures Private Limited. VOW is a new farming game, wherein the game allows you to immerse yourself in the world of farming, you can grow you're our farm, explore huge variety of crops, plant trees, raise animals & much more.

Since its recent launch, the game has witnessed more than 75K downloads and growing. The game is available for download from Google play and iOS appstore globally.

- **Chase-Bid:**

Since its launch in September '17, ChaseBid can now boast of +1mn strong user base. The company's strategy to engage with international marketing agencies to ensure visibility amongst the global audience for Chase-Bid, ensures more global participants to bid for our products. The company expects significant improvement in bidding revenues going forward.

Chase-Bid, is a reverse price bid auction app. Under this mechanism, bidders with unique and lowest bids (at the time of auction closure) wins the product at the price at which he/she has bid for

- **Adventures of Ali Baba:**

The series "Adventures of Ali Baba" is all set to be launched in this financial year. This is a 3D high end animation series crafted for the worldwide market. The adventures of Ali Baba is a children's TV series based on two orphaned boys, Ali and Baba, with special powers; born to protect the secrets of the dungeons under the care home.

The company has already sold India rights, for Hindi and English, to a leading broadcaster. The company retains the IP for the franchise and the right for other regional languages in India, rights for other countries and other delivery platforms like OTT etc.

Commenting on this, **Mr. Raj Kundra, Chairman & Managing Director**, said *"We are on track to reap the benefits on the innovative journey, which began last year by increasing our presence across the promising sunrise sectors of Entertainment, Gaming, Licensing and Animation. We have already surpassed the proof of concept stage in many of our products/ business segments, which is evident with the increase in our margins and user base across the globe.*

*Our focus remains on innovation and introducing more games that enables us to stay connected to customer and remain ahead of time. Our recent decision to Introduce games like G.O.D and VOW, wherein the response have been tremendous, are few such example of staying ahead of the curve. We intend to capitalise on the growth opportunity provided in the gaming*

*segment, we are working on introducing further 5-6 games in this financial year. The company would soon launch the series "Adventures of Ali Baba" along with a leading broadcaster. We are also geared up and excited with the proposed launch of our well accepted season-2 of 'Aunty Boli lagao Boli'. This season would witness more products being auctioned live with small modifications in the format of the show, to improve audience engagement. We are quite kicked with the scale of opportunity available across various segment of our operations. All our efforts are intended to take the company to the next level."*

#### **About Viaan Industries Limited:**

Viaan Industries limited was founded in Mumbai, India by renowned entrepreneur Raj Kundra and top celebrity Shilpa Shetty Kundra. The Company has a strong and growing presence across the promising sunrise sectors of Entertainment (Gaming, Licensing & Animation). Viaan has launched many products across fast growing segments of Entertainment and Wellness. Both these verticals are spearheaded by Raj Kundra & Shilpa Shetty Kundra who has vast experience and knowledge across these segments.

The Company's vision is to drive a lifestyle change in masses through health, entertainment and technology offerings. Their unique business offerings enable the stakeholders, distributors, customers to be part of the Indian growth story.

To know more about Viaan Industries Limited, visit [www.v-ind.com](http://www.v-ind.com)

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