



EXTRACT OF STANDALONE UNAUDITED FINANCIAL RESULTS FOR THE QUARTER AND NINE MONTHS ENDED 31-12-2016

Particulars	₹. In lakhs)	Quarter ended	Quarter ended	Nine Months	Year ended
		31-12-2016	31-12-2015	ended 31-12-2016	31-03-2016
		Un-audited	Un-audited	Un-audited	Audited
Total Income from operations (net)		29742.91	22160.71	96674.64	98877.22
Net Profit for the period (before Tax, Exceptional and/or Extraordinary items)		4509.20	3154.64	14437.61	12396.72
Net Profit for the period before tax (after Exceptional and/or Extraordinary items)		4906.88	3154.64	14835.29	13186.61
Net Profit for the period after tax (after Exceptional and/or Extraordinary items)		3155.80	2046.28	9646.86	8659.85
Paid-up Equity Share Capital (Face Value Rs.2/-each)		2182.15	2,182.15	2,182.15	2,182.15
Reserves (excluding Revaluation Reserve)					21772.45
Earnings Per Share (before extraordinary items) (Face Value of Rs. 2/- each)					
Basic:		2.89	1.88	8.84	7.94
Diluted:		2.89	1.88	8.84	7.94

**Notes:**

- The above is an extract of the detailed format of Quarterly Financial Results filed with the Stock Exchange under Regulation 33 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015. The full format of the Quarterly/Financial Results is available on the Company's website at www.bodal.com and the Stock Exchange website www.nseindia.com and www.bseindia.com
- The above results have been reviewed by the Audit Committee and approved by the Board of Directors in its meeting held on 13th February, 2017. The Limited review for the quarter and nine months ended 31st December, 2016 has been carried out by the statutory auditors, as required under Regulations 33 of SEBI (LODR) regulation 2015.
- The Scheme of Amalgamation of Bodal Agrotech Ltd. ("Transferor Company") with Bodal Chemicals Ltd. ("Transferee Company" or "BCL") under section 391 to 394 of Companies Act, 1956, was sanctioned by the Hon'ble High Court of Gujarat, vide its order dated 11th day of November, 2016. The said order was filed with the Registrar of Companies (ROC) of Gujarat at Ahmedabad on 20th day of December, 2016. The Assets and liabilities of Bodal Agrotech Ltd. are transferred to and vested in the Bodal Chemicals Ltd with effect from Record date. As per the Court's Order, appointed date of the Amalgamation is 01st day of April, 2016. The Scheme has been given effect and erstwhile Bodal Agrotech Ltd.'s (Wholly owned Subsidiary of BCL) figures are clubbed to in the above results. Accordingly, the results for quarter ended September, 2016 have been restated and so that results for the current period are not comparable with the previous periods.
- As per the Accounting Standard (AS) 17, Bodal Chemicals Ltd. has only one segment of activity named 'Chemicals' i.e. Dyes, Dye Intermediates and Basic Chemicals.
- To facilitate comparison, re-grouping has been made, wherever necessary.

**35.2%** Y-o-Y REVENUE GROWTH

**39.7%** Y-o-Y EBITDA

**54.2%** Y-o-Y PAT

**For, BODAL CHEMICALS LTD.**  
Ankit S. Patel  
Executive Director  
DIN : 02173231

Date : 13<sup>th</sup> February, 2017  
Place : Ahmedabad

Reg. Office: Plot No. 123 & 124, Phase-I, G.I.D.C., Vatva, Ahmedabad-382 445.  
CIN: L24110GJ1986PLC009003

# IPL 10 on Sticky Wicket, No Major Marketing Deals Yet

BCCI turmoil hits tournament's marketability, note ban makes cos cautious on spends

Ratna Bhushan & Shambhavi Anand

New Delhi: Indian Premier League, the country's most lucrative sporting event, is missing the usual marketing buzz so far this year, and some advertisers and media firms blame it on demonetisation and the ongoing turmoil within the Indian cricket board.

"BCCI (Board of Control for Cricket in India) is itself in a flux and that has impacted IPL's marketability at least till now," said Ashish Bhasin, chairman, South Asia at ad agency Dentsu Aegis Network. "Besides, the currency ban has also made companies more cautious on spends," he said.

This year so far, no major sponsorship or marketing deal has been announced, unlike previous years when big ticket deals for the popular twenty20 tournament would start by early February, said executives of advertising and media buying firms, and companies that invest heavily in cricket.

"So far, the marketing buzz

## Subdued Marketing Buzz

₹2,500 crore: Revenue earned by IPL, inclusive of ad sales and sponsorships

₹1,000 crore: Revenue earned by broadcast rights holder Sony Pictures from ad sales

₹200-230 crore: Earnings of eight IPL franchisees from sponsors

₹220-250 crore: BCCI's earnings from on-ground sponsorships (for 2016)

₹6,700 crore: Earnings of BCCI from IPL media rights over the last 10 years

An official from beverage industry, a significant advertiser, said so far, the marketing buzz has been very subdued

Spykar, which spent ₹20 crore on IPL, said it would invest what was needed to 'optimise' the IPL association'



has been very subdued; that is unlike the previous years," said an official from the beverage industry, which is a significant advertiser during IPL because it coincides with peak summer season. "We have not yet finalised our plans," said

the person who requested not to be identified.

This will be the tenth edition of IPL that takes place during April-May.

A query sent to BCCI chief executive Rahul Johri remained unanswered till the time of going to print on Tuesday.

Rohit Gupta, president for ad sales and international business at Sony Pictures Networks, the official broadcaster of IPL, exuded confidence that its IPL revenues will match previous years.

# Gaming Startups Pull the Trigger as eSports Go Boom Now

Shashwati.Shankar @timesgroup.com

Bengaluru: Online gaming leagues are becoming big business in India, with mobile game publisher Nazara Games committing to invest ₹136 crore in its eSports venture and serial entrepreneur Ronnie Screwvala earmarking ₹80-100 crore for setting up a tournament. Online games that were once common in neighbourhood cafes and a part of local gaming tournaments are now bringing in big money with winners eyeing cash prize pools worth lakhs of rupees.

Nazara Games' eSports league will enable gamers hooked on online games such as Dota 2 and League of Legends to participate in tournaments, catch live webtv programs and chat on fo-

rums. The Mumbai-based company's investment in the venture will be spread over 5 years.

"The league will have two seasons per year and six teams will be selected through free online qualifier tournaments, primarily focusing on games like Dota, Counter Strike and League of Legends," said Manish Agarwal, chief executive of Nazara Games. "For mid-core and hard-core gamers we didn't have an offering, so this is to meet that set of users."

eSports is slowly picking up in India as a growing number of casual gamers are turning professionals, with nearly 2,000 Indian online gaming teams being sponsored by brands and wealthy individuals. The number of tournaments and cash prize pools are steadily increasing.

Domestic gaming startups including

Nova Gaming Ventures, Nodwin Gaming, eGamers Arena and leading international players such as ESL are making investments in setting up national-level tournaments every other month, a stark contrast from what the situation was like a few years ago.

Presently, three to four online and offline tournaments take place once a week in India, compared to two years ago when a tournament would take place once every few months.

Most recently, eGamers Arena exclusively partnered with World Cyber Arena (WCA), one of the largest gaming championships worldwide, to host the national qualifiers in India for a championship that will be held in China at the end of 2017. At stake is a \$28-million jackpot that winners of online games like Counter Strike and Overwatch get to take home.



Entering a new growth trajectory

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Table with 5 columns: Particulars, Quarter ended 31-12-2016, Quarter ended 31-12-2015, Nine Months ended 31-12-2016, Year ended 31-03-2016. Rows include Total Income from operations, Net Profit for the period, and Earnings Per Share.

Notes:

- 1. The above is an extract of the detailed format of Quarterly Financial Results filed with the Stock Exchange under Regulation 33 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.
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REVENUE GROWTH



EBITDA



PAT

Date : 13th February, 2017
Place : Ahmedabad

For,
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Extensive table of stock market data including company names, share prices, and financial metrics.