



CREATIVE EYE LIMITED



ANNUAL REPORT 2011-12

BOARD OF DIRECTORS

Mr. Dheeraj Kumar

Chairman & Managing Director

Mrs. Zubey Kochhar

Executive Director

Mr. M. R. Sivaraman

Non Executive Director

Mr. Shiv S. Sharma

Non Executive Director

Mr. T.K. Choudhary

Non Executive Director



CORPORATE DIRECTORY

Registered and Corporate Office

"Kailash Plaza", Plot No.12-A,
Opp. Laxmi Industrial Estate,
New Link Road, Andheri (West),
Mumbai- 400 053

Tel.: 022 26732613 (7 lines)

Fax: 022 2673 2296

E-Mail : contact@creativeeye.com

Website: www.creativeeye.com

COMPANY SECRETARY

Ms. Valentina D'Mello

AUDITORS

Uttam Abuwala & Co.,
Chartered Accountants, Mumbai

BANKERS

Oriental Bank of Commerce
Santacruz (west), Mumbai

REGISTRAR AND TRANSFER AGENTS

Karvy Computershare Pvt. Ltd.
46, Avenue-4, Street-1,
Banjara Hills, Hyderabad- 500 034
Tel.: 040 23312454
Fax: 040 23311968
Website: www.karvy.com

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ANNUAL GENERAL MEETING

Saturday, 29th September 2012
at 10.30 a.m.
at "GMS Community Centre Hall",
Sitladevi Complex, 1st Floor, D. N. Nagar,
Opp. Indian Oil Nagar, Link Road,
Andheri (West), Mumbai 400 053.



NOTICE

NOTICE is hereby given that the Twenty Sixth Annual General Meeting of the Members of **CREATIVE EYE LIMITED** ('the Company') will be held on Saturday, 29th September, 2012 at 10.30 a.m. at "GMS Community Centre Hall", Sitladevi Complex, 1st Floor, D. N. Nagar, Opp. Indian Oil Nagar, Link Road, Andheri (West), Mumbai - 400 053 to transact the following businesses:

ORDINARY BUSINESS :

1. To consider and adopt the audited Balance Sheet as at 31st March 2012, Profit and Loss Account and Cash Flow Statement for the year ended on that date and the Reports of the Board of Directors and Auditors thereon.
2. To appoint a Director in place of **Mr. M. R. Sivaraman**, who retires by rotation and being eligible offers himself for re-appointment.
3. To appoint a Director in place of **Mr. Shiv S. Sharma**, who retires by rotation and being eligible offers himself for re-appointment.
4. To appoint M/s. Uttam Abuwala & Co., Chartered Accountants, as the Auditors of the Company to hold office from the conclusion of this Annual General Meeting until the conclusion of the next Annual General Meeting and to fix their remuneration.

Registered office:

"Kailash Plaza", Plot No.12-A,
Opp. Laxmi Industrial Estate,
New Link Road, Andheri (West),
Mumbai 400 053.

By Order of the Board of Directors

Valentina D'Mello
Company Secretary

Date: 30th May, 2012

NOTES:

1. **A MEMBER ENTITLED TO ATTEND AND VOTE AT THE MEETING IS ENTITLED TO APPOINT A PROXY TO ATTEND AND VOTE INSTEAD OF HIMSELF AND THE PROXY NEED NOT BE A MEMBER OF THE COMPANY.**
2. The instrument appointing a proxy should be deposited at the registered office of the Company not less than forty-eight hours before the commencement of the meeting.
3. Members/ Proxies should fill the Attendance Slip for attending the meeting.
4. Brief resume of the directors seeking re-appointment is annexed herewith.
5. Shareholders are requested to bring their copy of Annual Report to the Meeting.
6. Members who hold their shares in dematerialized form are requested to write their client ID and DP ID number and those who hold shares in physical form are requested to write their Folio Number in the attendance slip for attending the meeting.



7. In case of joint holders attending the Annual General Meeting, only such joint holder who is higher in the order of names will be entitled to vote.
8. The Register of Members and Share Transfer books of the Company will remain closed from Saturday, 22nd September 2012 to Saturday, 29th September 2012 (both days inclusive).
9. While members holding shares in physical form may write to the Registrar and Transfer Agents, (M/s. Karvy Computershare Private Limited) for any changes in their addresses and bank mandates, members holding shares in electronic form may inform the same to their Depository Participants.
10. Corporate Members intending to send their authorized representatives are requested to send a duly certified copy of Board Resolution authorizing their representatives to attend and vote at the Annual General Meeting.
11. Consequent to the introduction of Section 109A of the Companies Act, 1956, shareholders are entitled to make nomination in respect of shares held by them in physical. Shareholders desirous of making nominations are requested to send their requests in Form 2B (which will be made available on request) to the Registrar and Transfer Agents, (M/s. Karvy Computershare Private Limited).

Registered office:

"Kailash Plaza", Plot No.12-A,
Opp. Laxmi Industrial Estate,
New Link Road, Andheri (West),
Mumbai 400 053.

By Order of the Board of Directors

Valentina D'Mello
Company Secretary

Date: 30th May, 2012

**BRIEF RESUME OF THE DIRECTORS SEEKING
RE-APPOINTMENT AT THE 26TH ANNUAL GENERAL MEETING**

Name	Mr. M. R. Sivaraman	Mr. Shiv S. Sharma
Date of Birth	31.03.1940	27.08.1933
Date of appointment	29.03.2001	30.01.2001
Qualifications	IAS (Retired)	B.A., M.A.
Expertise in specific functional areas	Ex-Union Revenue Secretary and Executive Director of IMF	Ex-Director General, Doordarshan
Directorship held in other public companies	Tanfac Industries Limited	Anil Special Steel Industries Limited
Chairmanship/ Membership of Committees across Public Companies	CEL Committees Chairmanship <ul style="list-style-type: none"> Remuneration Committee Share Transfer and Investors' Grievances Committee Membership <ul style="list-style-type: none"> Audit Committee 	CEL Committees Membership <ul style="list-style-type: none"> Remuneration Committee Share Transfer and Investors' Grievances Committee Audit Committee



Directors' Report

Dear Members,

Your Directors have pleasure in presenting the 26th Annual Report together with the audited statement of accounts of the Company for the year ended March 31, 2012.

Highlights of Financial Performance

	31.03.2012	31.03.2011
Sales	3101.02	1285.45
Less: Cost of Software	2579.98	1236.75
Gross Profit	521.04	48.70
Other Income	144.91	151.10
Total	665.95	199.80
Less: Other Expenses before interest and Depreciation	328.35	253.74
Operating Profit/(Loss)	337.60	(53.94)
Less: Interest	75.12	77.99
Less: Depreciation	54.98	191.21
Net Profit/(Loss) before Tax	207.50	(323.14)
Less: Provision for deferred Tax	0.00	0.00
Profit/(Loss) after tax	207.50	(323.14)
Earning per share		
Basic	1.03	(1.61)
Diluted	1.03	(1.61)
Dividend Rate	---	---

Review of Financial Operations

During the year under review, the Company attained the turnover from operations amounting to Rs. 3101.02 Lacs as compared to Rs. 1285.45 Lacs of the previous year with an increase of 141.24% over the last year. For the current year ended on 31st March, 2012, the Company earned Gross Profit and Net Profit of Rs. 521.04 Lacs and Rs. 207.50 Lacs respectively in comparison to the Gross Profit and Net Loss of Rs. 48.70 Lacs and Rs. 323.14 Lacs respectively for the previous year.

Dividend

The Directors are of the view that resources of the Company need to be conserved for its future growth plans and hence do not recommend any dividend for the year under review.

Business Performance

During the year under review your Company continues to be the most preferred television content producer on



leading Hindi channels on prime time slot. Your Company had launched three major serials on different channels apart from on going serial “Rishton Ke Bhawar Main Ulji...Niyati” on Sahara One Channel.

1. Sawaare Sabke Sapne.....Preeto launched on Imagine Channel in the month of July 2011.
2. Neem Neem Shehed Shehed (Tujh Sang Preet lagayi Sajna) on Sahara One Channel in the month of August 2011.
3. Babosa Mere Bhagwan on Sony Channel in the month of July 2011.

“Rishton Ke Bhawar Main Ulji...Niyati” and “Tujh Sang Preet Lagayi Sajna “ on Sahara One channel are doing well in terms of performance and are maintaining good position. However, “Sawaare Sabke Sapne.....Preeto” discontinued due to the closure of operations by Imagine Channel. It was maintaining No. 1 position in fiction genre across all programs run on Imagine Channel. “Babosa Mere Bhagwan” on Sony Channel went off the air due to the completion of the agreement.

Your Company had produced one comedy Tele-film titled “Bhola Bhagat” which aired successfully on SAB Channel.

Further your Company had shot a pilot titled “Pyaar Nibhayenge Hum” for Star Plus Channel.

Your Company also re-runs its mega mythological serials “Om Namah Shivay” in Hindi, Telugu and Oriya language and “Shree Ganesh” in Hindi and Marathi Languages and had made its brand stronger by exploiting these prominent mythological serials.

Fund Utilization

Up to the financial year ending 31st March, 2012, the Company has utilized Rs. 1408.70 Lacs from the funds received from the Initial Public Issue. The balance unutilized funds which have been invested in fixed deposits, will be utilized in the near future.

Company's Programmes

During the year under consideration, the major programs run by the Company were:-

No.	Name of the Serials/Programs	Name of the Channel
1.	Rishton Ke Bhawar Main Ulji...Niyati	Sahara One
2.	Sawaare Sabke Sapne.....Preeto	Imagine
3.	Babosa Mere Bhagwan	Sony
4.	Neem Neem Shehed Shehed (Tujh Sang Preet Lagayi Sajna)	Sahara One
5.	Bhola Bhagat (Telefilm)	SAB
6.	Om Namah Shivay (Re-run) – Hindi	DD - Lucknow
7.	Om Namah Shivay (Re-run) - Oriya	Lakshya
8.	Om Namah Shivay (Re-run) - Telugu	Rachana
9.	Shree Ganesh (Re-run) – Hindi	DD – Lucknow
10.	Shree Ganesh (Re-run) – Marathi	Saam



Future Plans

The outlook for the year 2012-2013 looks promising and challenging. The management of the Company is optimistic about the sustainable business opportunities in the future. The need of unusual and unique content/ story is increasing day by day amongst the broadcasters and viewers which is creating healthy competition in the market. The Company's focus on its core competence namely television content production will be further reinforced with consistency on quality programming targeting of higher TRPs for longer life of the programs and derisking through a wider channel presence.

Besides consolidating its position in Hindi language as the quality television content producer, your Company has aggressively commenced showcasing its programs on leading satellite television networks in other languages.

Your Company is widening its prospects. The Company's various projects are under consideration with various satellite channels and shall be launched shortly.

Another area of revenue acceleration for the year will be the production/co-production of Hindi feature films and events after due diligence and careful assessment of risks involved.



Achievement

Your Company's CMD has been honored by PTC Network by giving the **"Life Time Achievement Award"**. The award represents and will strengthen Creative Eye to expand its horizon in Punjab Television Industry.

Public Deposit

Your Company has not invited / accepted any deposits from public within the meaning of Section 58A & 58AA of the Companies Act, 1956.

Directors

The individual details of Directors seeking re-appointment at the ensuing Annual General Meeting of the Company are annexed to the notice of Annual General Meeting.

Directors' Responsibility Statement

Pursuant to Section 217 (2AA) of the Companies Act, 1956, your Directors hereby confirm that:

- a) In the preparation of the annual accounts, the applicable Accounting Standards have been followed;
- b) the accounting policies have been consistently applied and reasonable and prudent judgment and estimates have been made so as to give a true and fair view of the profit of the Company for the year ended 31st March, 2012 and the state of affairs of the Company as at 31st March, 2012 as disclosed in the enclosed accounts;
- c) proper and sufficient care has been taken for maintenance of adequate accounting records in accordance with the provisions of the Companies Act, 1956 for safeguarding the assets of the Company and for preventing and detecting fraud and other irregularities; and
- d) The annual accounts have been prepared on a 'going concern' basis.



Auditors

The Company's Auditors M/s. Uttam Abuwala & Co., Chartered Accountants, retires at the conclusion of the ensuing Annual General Meeting, and is eligible for re-appointment. The Company has received a letter to this effect from the Auditors. Your Directors recommend their re-appointment.

Conservation of energy, technology absorption and Foreign Exchange Earnings & outgo

Considering the nature of business of the Company, the particulars required to be furnished pursuant to Section 217 (1) (e) read with Companies (Disclosure of Particulars in the Report of Board of Directors) Rules, 1988, are not applicable to the Company.

There were no foreign exchange earnings and outgo during the current period.

Personnel

The provisions of section 217(2A) of the Companies Act, 1956, read with the Companies (Particulars of Employees) Rules, 1975 is not required to be given as none of the employee draws remuneration exceeding the ceiling prescribed therein.

Corporate Governance

Pursuant to clause 49 of the Listing agreement with the Stock exchanges, the following have been made part of the Annual Report.

- Management discussion and analysis
- Corporate Governance Report
- Certificate from the Auditors regarding compliance of conditions of Corporate Governance.
- Declaration on compliance with Code of Conduct

MANAGEMENT DISCUSSION AND ANALYSIS REPORT

Industry Structure & Development - Media and Entertainment Industry

2011 has been a challenging year not just for the Indian M&E industry, or even the Indian economy, but for the larger world economy. While India is still expected to grow at a healthy pace, growth is projected to be lower than earlier expectations.

In 2011, the Indian Media & Entertainment (M&E) industry registered a growth of 12 percent over 2010, to reach INR 728 billion, says the **FICCI-KPMG report**. The growth trajectory is backed by strong consumption in Tier 2 and 3 cities, continued growth of regional media, and fast increasing new media business. Overall, the industry is expected to register a CAGR of 15 percent to touch INR 1,457 billion by 2016.

While television continues to be the dominant medium, sectors such as animation and visual effects, digital advertising and gaming are fast increasing their share in the overall pie.

Your Company believes in SWOT analysis:

Strengths:

1. Focused on delivering quality content
2. Technological innovations
3. Successful Track Records
4. Brand Equity



Weaknesses:

1. No fixed formula to achieve ratings as audience views keep changing.
2. Government policies relating to broadcast license.
3. Currently addressing mainly Hindi programs.

Opportunities:

1. Emergence of new channels across all languages.
2. Increasing no. of TV homes.
3. Market existence both in India and abroad.

Threats:

1. Intensely competitive industry.
2. The competition and increasing prices may adversely affect our ability to acquire desired programming and artistic talent.
3. Entrance of small players.
4. Reduction in shelf life of programs.
5. Rapid re-shuffling of producers due to non attainment of the desired TRPs.
6. Changing tastes of the viewer's audience.

Segment-wise or product-wise performance:

The Major segment of the Company's turnover is from Commissioned Programs. Turnover of the segment is as follows:

(Amount in lacs)

	31st March 2012
Commissioned Programs	3101.02
Total	3101.02

Profitability of the segment of the Company is given hereunder:

(Amount in lacs)

Segment	Sales	Cost of Software	Gross Profit
Commissioned Programs	3101.02	2579.98	521.04
Total	3101.02	2579.98	521.04

Future Outlook

The television segment of the media and entertainment industry includes a large number of companies that compete directly and indirectly by offering various services to consumers. Today there are various offerings for television users including network television channels, cable networks and satellite television services. The latter two options are generally subscription based services which offer programming not available to non-subscribers. Furthermore, programming that was once exclusively available through television service subscriptions can be found (both legally and illegally) with the click of a mouse.



Risks and concerns

Your Company faces business challenges which are prevailing in the Industry and needs to continuously nurture attractive growth opportunities. Your Company adopts suitable business strategies to counter such challenges and surge ahead, inspite of them.

Internal control system and their adequacy

The Company has in place adequate internal control systems & procedures commensurate with the size and nature of its business. The Management also keeps close watch on the internal control system and consistently takes necessary corrective steps, wherever necessary, to further strengthen the Internal Control systems & procedures of the Company.

Financial performance with respect to operational performance

The highlights of the financial performance of the Company for the financial year 2011-2012 are as under:

(Rs. in lacs)

Particulars	31.03.2012	31.03.2011
Income	3245.93	1436.55
EBIDT	337.6	(53.94)
Interest	75.12	77.99
Depreciation	54.98	191.21
Profit/ (Loss) before tax	207.50	(323.14)
Profit/ (Loss) after tax	207.50	(323.14)

Human Resources

The Company fosters a performance oriented work culture and offers amongst the best opportunities in the industry for professional as well as personal growth of its employees. Over the years the Company has built up a strong human resource structure.

Cautionary Statement

Statements in the Management Discussion and Analysis describing the Company's objectives, estimates and expectations are "forward looking" statements within the meaning of applicable securities laws and regulations in India and other countries. The actual results may differ materially from those expressed or implied. Important factors that could make a difference to the Company's operations include economic conditions affecting the domestic market, in which the Company operates, changes in Government Regulations, tax laws and other statutes and other incidental factors and unforeseen circumstances.

Acknowledgement

Your Directors value the professionalism and commitment of all employees of the Company and place on record their appreciation of the contribution made by employees of the Company at all levels, that has contributed to your Company's success. Your Directors thank and express their gratitude for the support and co-operation received from the Governments / regulatory authorities, SEBI, Stock Exchanges, Depositories and other stakeholders including viewers, Bankers and vendors.

On behalf of the Board of Directors of
Creative Eye Limited

Sd/-

Dheeraj Kumar

Chairman & Managing Director

Mumbai
30th May, 2012



Report on Corporate Governance

(Pursuant to Clause 49 of the Listing Agreement)

Corporate Philosophy on Code of Governance

Responsible corporate conduct is integral to the way we do our business. Our actions are governed by our values and principles, which are emphasized at all levels within the Company. In line with this philosophy Creative Eye Limited is committed to enhance shareholders value through level of efficiency, integrity, innovation and excellence in everything it does. The Company will enhance shareholders value by harmonizing the needs and interest of all its stakeholders, viz., customers, employees, lenders, governments and community at large.

The Company strongly believes that good Corporate Governance ultimately leads to growth and competitive strength, and the corporate governance norms are the foundations of procedure at the Board and operational levels.

Board of Directors

The Chairman & Managing Director of the Company is Executive & Promoter Director. The Board consists of total Five (5) Directors out of which Two (2) are Executive Directors and Three (3) are Independent & Non Executive Directors.

Details as on date, of the composition of the Board, category of the Directors and their attendance at the Board meetings and the last Annual General Meeting, their Directorship in other companies and Membership and Chairmanship on the committees of other companies are as under:

Name of Directors	Category	Attendance Particulars		Number of other Directorships and Committee Member / Chairpersonships		
		Board Meetings	Last AGM	Other Directorship (Excluding the alternate directorships & directorship in Pvt. Ltd. Companies)	Committee Memberships (Excluding the Company)	Committee Chairpersonships (Excluding the Company)
Mr. Dheeraj Kumar Chairman & Managing Director	CMD	4	Yes	1	Nil	Nil
Mrs. Zubey Kochhar Whole-time Director	E.D	3	No	1	Nil	Nil
Mr. M.R. Sivaraman Director	I.N.E.D	3	Yes	1	Nil	Nil
Mr. Shiv S. Sharma Director	I.N.E.D	4	Yes	1	Nil	Nil
Mr. T.K. Choudhary Director	I.N.E.D	3	Yes	0	Nil	Nil

CMD - Chairman & Managing Director, E.D - Executive Director, I.N.E.D – Independent Non-Executive Director



The Board meetings are scheduled well in time and Board members are given notice well in advance before the meeting date. The Board members are provided with well structured and comprehensive agenda papers. All major agenda items are backed by in-depth background information and analysis, wherever possible, to enable the Board to take appropriate and informed decisions.

During the year Four (4) Board Meetings were held on 25th May, 2011, 11th August, 2011, 12th November, 2011 and 31st January, 2012.

Audit Committee

The Board of Directors constituted an Audit Committee. The Audit Committee of the Company comprises of Independent Non-Executive Directors only. All the members of the Committee have the relevant experience in financial matters. The Audit Committee of the Company is entrusted with the responsibility to supervise the Company's internal Control and Financial Reporting process. The composition of the Audit Committee and the attendance of each member of the committee is given below:

Name of the Members	Designation	Category #	Committee Meetings	
			Held	Attended
Mr. T. K. Choudhary	Chairman	I.N.E.D	4	3
Mr. M. R. Sivaraman	Member	I.N.E.D	4	3
Mr. Shiv S. Sharma	Member	I.N.E.D	4	4

I.N.E.D – Independent Non-Executive Director

The Managing Director, Mr. Dheeraj Kumar is a permanent invitee to the meetings of the Audit Committee. The Company Secretary acts as Secretary of the Audit Committee. The meetings of the Audit Committee were also attended by the Statutory Auditors, Internal Auditors and Chief Financial Officer of the Company to provide information and answer the queries raised by the Committee members.

The powers and role of the Audit Committee are as per Guidelines set out in Clause 49 of the Listing Agreement with the BSE & NSE and Section 292A of the Companies Act, 1956. The salient features of powers and role of the Audit Committee are:

The Audit Committee is vested with the necessary powers as follows:

- To investigate any activity of the Company;
- To seek and obtain any information and explanation;
- To achieve its objectives.

The terms of reference of Audit Committee are briefly described as follows:

- Meeting once in every quarter to review performance of the Company along with the financial results of the Company.
- Reviews with the management, statutory auditors and internal audit system, the adequacy and the compliances of internal control systems.
- Reviewing the Company's financial and risk management policies.

The Chairman of the Audit Committee was present at the 25th Annual General Meeting of the Company held on 26th September, 2011.



Remuneration Committee

Board of Directors has constituted Remuneration Committee. The Committee is empowered to approve remuneration of Directors of the Company and to ensure compliance of the Companies Act, 1956, Listing Agreement, etc. In this regard, One Meeting of the members of Remuneration Committee was held on 25th May, 2011 and all Members of the committee attended the meeting. The present composition of Remuneration Committee is given below:

Name	Designation	Category #
Mr. M. R. Sivaraman	Chairman	I.N.E.D
Mr. Shiv S. Sharma	Member	I.N.E.D
Mr. T. K. Choudhary	Member	I.N.E.D

I.N.E.D – Independent Non-Executive Director

The Company Secretary of the Company acts as the Secretary of the Committee.

Remuneration policy and details of remuneration paid

The remuneration structure comprises of sitting fees to Non-Executive Directors and Salary & Perquisites paid to Executive Directors within the limit approved by the Members.

The Non-Executive Directors are paid sitting fees. The same is decided broadly on the basis of meetings attended by the Non-Executive Directors and their respective contribution to the Company. Apart from receiving sitting fees, there is no pecuniary transaction by the Company with the Non-Executive Directors.

Details of the remuneration to the Directors for the year ended 31st March, 2012:

Name	Designation	Remuneration for 2011-12 (in Rs.)				No. of shares held
		Salary	Sitting fees	Employer contribution to provident fund	Total	
Mr. Dheeraj Kumar	Chairman & Managing Director	3409250	Nil	188820	3598070	3901290
Mrs. Zubey Kochhar	Whole-time Director	1703000	Nil	94320	1797320	7140150
Mr. M.R. Sivaraman	Director	Nil	21000	Nil	21000	Nil
Mr. Shiv S. Sharma	Director	Nil	28000	Nil	28000	Nil
Mr. T. K. Choudhary	Director	Nil	21000	Nil	21000	Nil

The Company does not have any scheme for grant of stock options.

Share Transfer & Investors' Grievances Committee

During the year Three (3) Share Transfer & Investors' Grievances Committee meetings were held namely on 25.05.2011, 11.08.2011 & 31.01.2012 respectively. There is no transfer of shares in physical form. The present composition of the Share Transfer & Investors' Grievances Committee is as follows:



Name	Designation	Category #	Committee Meetings	
			Held	Attended
Mr. M. R. Sivaraman	Chairman	I.N.E.D	3	3
Mr. Shiv S. Sharma	Member	I.N.E.D	3	3

I.N.E.D – Independent Non-Executive Director

The Company Secretary of the Company acts as the Secretary of the Committee.

The Company Secretary, being the Compliance Officer, is entrusted with the responsibility, to look into the redressal of the shareholders and investors complaints and report the same to Share Transfer & Investors' Grievances Committee. All the investor complaints that are not settled by the Registrar and Transfer Agents and / or the Compliance Officer are required to be forwarded to this committee for final settlement.

During the year under review, all requests/ complaints were attended promptly and resolved to the satisfaction of the shareholders.

No request for transfer and no request for dematerialization were pending for approval as on 31st March, 2012.

1. General Body Meetings

Location and time of last three Annual General Meetings:

Year	Location	Date	Time	Special Resolutions	Postal Ballot
2008-2009	"GMS Community Centre Hall", Sittladevi Complex, 1st Floor, D. N. Nagar, Opp. Indian Oil Nagar, Link Road, Andheri (West), Mumbai 400053	22.09.2009	10.30 a.m.	Nil	N. A.
2009-2010	"GMS Community Centre Hall", Sittladevi Complex, 1st Floor, D. N. Nagar, Opp. Indian Oil Nagar, Link Road, Andheri (West), Mumbai 400053	24.09.2010	10.30 a.m.	Nil	N.A.
2010-2011	"GMS Community Centre Hall", Sittladevi Complex, 1st Floor, D. N. Nagar, Opp. Indian Oil Nagar, Link Road, Andheri (West), Mumbai 400053	26.09.2011	10.30 a.m.	1	N.A.

None of the resolutions proposed to be passed at the ensuing 26th Annual General Meeting requires to be put through postal ballot.

2. Disclosures

a) Related parties transactions

There are no materially significant related party transactions made by the Company with its Promoters, Directors or Management, etc. that may have potential conflict with the interest of the Company at large. Transactions with related parties are disclosed in Note No. 26 in 'Notes to the Accounts' in the Annual Report of the year and the same are not in conflict with the interest of the Company.

b) Compliances by the Company

The Company has complied with all the requirements of the Listing Agreement entered into with the Stock Exchanges as well as the regulations and guidelines of SEBI. Consequently, there were no penalties / strictures imposed on the Company by the Stock Exchanges or SEBI or any statutory authority, for any non-compliance on any matter relating to capital markets, during the last three years.



c) Whistleblower policy

Employees of the Company may report violations of laws, rules, regulations and unethical conduct of their immediate supervisor. The reports received from employees will be reviewed by the Audit Committee. The Directors and Management Personnel are obliged to maintain confidentiality of such reporting and ensure that the whistle blowers are not subjected to any discriminatory practices.

d) Code of conduct

The Board of Directors has laid down the Code of Conduct for Board Members and Senior Management of the Company. Requisite annual affirmations of compliance with the respective Codes have been made by the Directors and Senior Management of the Company. Copy of Code of conduct is available on Company's website. A declaration signed by Managing Director affirming the compliance of code of conduct by Board Members and senior management executives is also annexed separately in this Annual Report.

3. Means of Communication

Information like quarterly, half-yearly and yearly financial results and press releases on significant developments in the Company has been made available from time to time to the Press and has been submitted to the Stock Exchanges to enable them to put them on their web sites. The Financial Results are published in The Free Press Journal (English) and Navshakti (Marathi) newspapers. The Company has its own website and all the vital information relating to the Company is displayed on the said website. The address of the website is www.creativeeye.com.

4. General Shareholder Information

A. Annual General Meeting:	26th Annual General Meeting
Date:	29th September, 2012
Time:	10.30 a.m.
Venue:	"GMS Community Centre Hall", Sitladevi Complex, 1st Floor, D. N. Nagar, Opp. Indian Oil Nagar, Link Road, Andheri (West), Mumbai 400 053
B. Financial Calendar:	2012-2013 (Tentative)
Adoption of Quarterly Results	
Ist Quarter	Within 45 days of the end of June, 2012
IIInd Quarter	Within 45 days of the end of September, 2012
IIIrd Quarter	Within 45 days of the end of December, 2012
IVth Quarter	Within 60 days of the end of March, 2013
AGM for the year ending 31st March, 2013	September, 2013
C. Book Closure Dates:	22nd September, 2012 to 29th September, 2012 (both days inclusive)
D. Listing on Stock Exchanges:	Bombay Stock Exchange Limited The National Stock Exchange of India Ltd
E. Trading Symbol at Bombay Stock Exchange National Stock Exchange	Scrip Code – 532392, Scrip ID - CREATIVE Scrip Symbol - CREATIVEYE
F. Demat ISIN Number (NSDL & CDSL)	INE230B01021



Annual listing fees for the year 2012-2013 have been paid to all the Stock Exchanges where the Company's shares are listed.

G. Stock Market Data

Month	Bombay Stock Exchange (BSE) In (Rs.)		National Stock Exchange (NSE) In (Rs.)	
	Month's High Price	Month's Low Price	Month's High Price	Month's Low Price
April, 2011	6.25	5.15	6.85	4.65
May, 2011	6.40	5.08	6.50	4.60
June, 2011	6.25	5.05	6.40	4.15
July, 2011	6.18	5.26	6.25	5.35
August, 2011	6.34	4.91	6.85	4.55
September, 2011	5.80	5.00	6.00	5.00
October, 2011	5.75	4.85	5.75	4.90
November, 2011	5.40	4.65	5.50	4.00
December, 2011	5.55	3.25	5.50	3.20
January, 2012	5.65	3.65	5.80	3.60
February, 2012	6.40	4.60	6.40	4.05
March, 2012	5.65	3.40	5.40	3.20

H. Registrar and Transfer Agents: M/s. Karvy Computershare Pvt. Ltd.

(Unit: Creative Eye Limited)
Karvy House, 46, Avenue 4, Street No.1,
Banjara Hills, Hyderabad 500034
Phone No. 040-23312454

I. Share Transfer System

Share transfer is normally affected within one month from the date of receipt, if the documents are clear in all respects. The Share Transfer Committee meets as often as required. There were no share transfers in physical form during 2011 -12 and no share transfer pending as on 31st March, 2012.

J. Dematerialisation of equity shares

The trading in Company's Shares is mandatory in demat form only through the two depositories NSDL and CDSL. The status of dematerialisation as on 31st March, 2012 was as under:

Particulars	No. of Shares	% to Capital
NSDL	17711400	88.30
CDSL	2211473	11.03
Total Shares under Demat	19922873	99.33
Physical	135377	0.67
Total Capital	20058250	100.00



K. Distribution of Shareholdings as on 31st March, 2012

Shareholding of Nominal value of	Shareholders		Share Amount	
	Numbers	% to Total Nos.	In (Rs.)	% of Total Amount
1 – 5000	7242	85.93	11429850.00	11.40
5001 – 10000	555	6.59	4516365.00	4.50
10001 – 20000	287	3.41	4223260.00	4.21
20001 – 30000	125	1.48	3112070.00	3.10
30001 – 40000	56	0.66	1979355.00	1.97
40001 – 50000	42	0.50	1968380.00	1.96
50001 – 100000	67	0.79	4638520.00	4.63
100001 and Above	54	0.64	68423450.00	68.22
Total	8428	100.00	100291250.00	100.00

L. Shareholding Pattern as on 31st March, 2012

Category of Shareholders	Holding %
Promoters / Directors/Relatives – Indian	57.73
International Investors (FIIs/NRIs/OCBs)	0.18
Bodies Corporates	6.25
Resident Indians	35.73
Others	0.11
Total	100.00

M. Address for Investors Correspondence: M/s. Karvy Computershare Pvt. Ltd
(For transfer/dematerialisation of Shares and any other query) (Unit: Creative Eye Ltd.)
Karvy House, 46, Avenue 4,
Street No.1, Banjara Hills,
Hyderabad 500 034

Email Id for investor's correspondence: investorscel@yahoo.com

N. Any query on Annual Report: Registered Office of the Company

On behalf of the Board of Directors of
Creative Eye Limited

Sd/-
Dheeraj Kumar
Chairman & Managing Director

Mumbai
30th May, 2012



Compliance Certificate of Corporate Governance

To
The Members of
CREATIVE EYE LIMITED
"Kailash Plaza", Plot No.12-A,
New Link Road, Andheri (West),
Mumbai 400 053

Dear Shareholders,

We have examined the compliance of the conditions of Corporate Governance by Creative Eye Limited, for the year ended on 31st March, 2012 as stipulated in Clause 49 of the Listing Agreement of the Company with Stock Exchanges in India.

The compliance of conditions of Corporate Governance is the responsibility of the Management. Our examination was limited to procedures and implementation thereof, adopted by the Company for ensuring the compliance of the conditions of the Corporate Governance. It is neither an audit nor an expression of opinion on the financial statements of the Company.

In our opinion and to the best of our information and according to the explanations given to us,

- i) We certify that the Company has complied with conditions of Corporate Governance as stipulated in the above-mentioned Listing Agreement.
- ii) We state that no investor grievances is pending for a period exceeding one month against the Company as per the records maintained by the Shareholders/ Investor Grievance Committee.

Further, the report of the Directors on Corporate Governance read with the Management Discussions and Analysis Report discloses all the relevant information in accordance with Clause 49 of the Listing Agreement with the Stock Exchange.

We further state that such compliance is neither an assurance as to the future viability of the Company nor the efficiency or effectiveness with which the management has conducted the affairs of the Company.

For Uttam Abuwala & Co.

Chartered Accountants

Firm Regn. No. : 111184W

Sd/-

CA M.B. Agarwal

(Partner)

M.No.109143

Place: Mumbai
Dated: 30th May, 2012



Statement of Disclosure by Audit Committee to the Shareholders

To,
The Shareholders of
Creative Eye Limited

In terms of Clause 49 of the Listing Agreement regarding Corporate Governance, we the members of the Audit Committee disclose in respect of the Financial Year 2011-2012 that;

- 1) the Audit Committee has reviewed the Audited Financial Statement of the Company and held discussions on the quality of the accounting principles as applied and significant judgments affecting Company's financial statements.
- 2) the Audit Committee has discussed the quality of those principles as applied and judgments referred on (1) above under the circumstances.
- 3) the Chairman of the Audit Committee and its members after initial discussions amongst themselves, invited the Chairman & Managing Director and Executive Director of the Company along with the Internal Auditor to discuss the various issues related to Audited Financial Statements of the Company. The Members of the Audit Committee discussed with the Management on the various issues pertaining to the Audited Financial Statements.
- 4) the Audit Committee, in reliance on the review and discussion conducted with Management in (1), (2) and (3) above, believed that the Company's financial statements are fairly presented in conformity with the generally accepted accounting principles in all material respects.

For and on Behalf of Audit Committee of
Creative Eye Limited

Sd/-
T. K. Choudhary
Chairman, Audit Committee

Place: Mumbai
Dated: 30th May, 2012



Certification by Chief Executive Officer & Chief Financial Officer of the Company

We, Dheeraj Kumar, Chairman & Mg. Director and Sunil Gupta, Chief Financial Officer of Creative Eye Limited, to the best of our knowledge and belief certify that;

1. We have reviewed the Balance Sheet and Profit and Loss Account of the Company for the year ended 31st March, 2012 and all its schedule and notes on accounts, as well as the Cash Flow Statement.
2. To the best of our knowledge and information;
 - a) these statements do not contain any materially untrue statement or omit to state a material fact or contains statement that might be misleading.
 - b) these statements together present a true and fair view of the Company's affairs and are in compliance with existing accounting standards, applicable laws and regulations.
3. We also certify, that based on our knowledge and the information provided to us, there are no transactions entered into by the Company, which are fraudulent, illegal or violate the Company's code of conduct.
4. The Company's other certifying officers and we are responsible for establishing and maintaining internal controls and procedures for the Company, and we have evaluated the effectiveness of the Company's internal controls and procedures.
5. The Company's other certifying officers and we have disclosed, based on our most recent evaluation, wherever applicable, to be applicable, to the Company's auditors and through them to the audit committee of the Company's Board of Directors.
 - a) All significant deficiencies in the design or operation of internal controls, which we are aware and have taken steps to rectify these deficiencies,
 - b) Significant changes in Internal control during the year;
 - c) Any fraud, which we have become aware of and that involves Management or other employees who have a significant role in the Company's internal control system.
 - d) Significant changes in accounting policies during the year.

We further declare that all board members and senior management have affirmed compliance with the code of conduct.

For Creative Eye Ltd.

Sd/-
Dheeraj Kumar
Chairman & Mg. Director

For Creative Eye Ltd.

Sd/-
Sunil Gupta
Chief Financial Officer

Place: Mumbai
Dated: 30th May, 2012



Auditor's Report

To the Shareholders of Creative Eye Limited

1. We have audited the attached Balance Sheet of Creative Eye Limited as at 31st March 2012 and also the Profit & Loss Account and Cash Flow Statement for the year ended on that date, annexed thereto. These financial statements are the responsibility of the Company's management. Our responsibility is to express an opinion on these financial statements based on our audit.
2. We conducted our audit in accordance with auditing standards generally accepted in India. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. An audit includes examining, on test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principals used and significant estimates made by management, as well as evaluating the overall financial statement presentation. We believe that our audit provides a reasonable basis for our opinion.
3. As required by the companies (Auditor's Report) Order, 2003 ("the order") issued by the central government of India in term of section 227(4A) of the Companies Act 1956, we annex hereto a statement on the matters specified in paragraphs 4 and 5 of the said Order, to the extent applicable to the Company.
4. On the basis of written representation received on 31st March, 2012 from the directors of the company and taken on record by the Board of directors, we report that none of the directors is disqualified as on 31st March, 2012 from being appointed as a director in term of clause (g) of sub section (1) of section 274 of Companies Act, 1956.
5. Further to our comments in the Annexure to in paragraph 3 above, we report that:
 - a. We have obtained all the information and explanations, which to the best of our knowledge and belief were necessary for the purpose of our audit;
 - b. In our opinion, proper books of account as required by law have been kept by the Company so far as appears from our examination of those books;
 - c. The Balance Sheet, the Profit and Loss Account and the Cash Flow Statement dealt with by this report are in agreement with the books of account;
 - d. In our opinion, the Balance Sheet, the profit and Loss Account and the Cash Flow Statement dealt with by this report comply with the accounting standards referred to in sub section (3C) of section 211 of the Companies Act, 1956;
 - e. In our opinion, and to the best of our information and according to the explanations given to us, the said account, read together with the Significant Accounting Policies and the Notes to account give the information required by the Companies Act, 1956, in the manner so required and give a true and fair view in conformity with the accounting principles generally accepted in India:
 - i) in the case of the Balance Sheet, of the state of affairs of the Company as at 31st March 2012;
 - ii) in the case of the Profit and Loss Account, of the profit for the year ended on that date; and
 - iii) in the case of Cash Flow Statement, of the cash flows for the year ended on that date.

For Uttam Abuwala & Co.

Chartered Accountants

Firm Regn. No. 111184W

Sd/-

CA M.B. Agarwal

(Partner)

M.No.109143

Place : Mumbai

Date : 30th May, 2012



Annexure to the Auditor's Report

(Referred to in paragraph 3 of our report of even date to the members of **CREATIVE EYE LIMITED** on the accounts for the year ended 31st March, 2012)

In terms of the information and explanations given to us and on the basis of the books and records examined by us in the normal course of audit and to the best of our knowledge and belief we state that:-

- i. a. The Company has maintained proper records showing full particulars including quantities, details and situation of fixed assets.
b. Fixed Assets have been physically verified by the management according to the regular programme of periodical verification in phased manner which in our opinion is reasonable, considering the size of the Company and nature of its assets. No material discrepancies were noticed on such verification.
c. The Company has not disposed off any substantial part of its fixed assets during the year, so as to affect its going concern status.
- ii. a. As explained to us, the inventories have been physically verified by the management during the year. In our opinion, the frequency of such verification is reasonable.
b. As per the information given to us, the procedures of physical verification of inventory followed by the management are, in our opinion, reasonable and adequate in relation to the size of the Company and the nature of its business.
c. The Company is maintaining proper records of inventory and no material discrepancies were noticed on physical verification.
- iii. a. According to the information and explanations given to us, the Company has not granted any loans, secured or unsecured, to companies, firms and other parties covered in the register maintained under section 301 of the Companies Act, 1956.
b. Accordingly, paragraphs 4 (iii) (b), (c) & (d) of the Order are not applicable to the Company. According to the information and explanations given to us, the Company has not taken any loans, secured or unsecured, from companies, firms and other parties covered in the register maintained under section 301 of the Companies Act, 1956. Accordingly, paragraphs 4 (iii) (f) & (g) of the Order are not applicable to the Company.
- iv. In our opinion, and according to the information and explanations given to us, there is adequate internal control system commensurate with the size of the Company and nature of its business, for purchases of inventory and fixed assets and for the sale of goods and services. During the course of audit, we have neither come across nor have been informed of any continuing failure to correct major weakness in the aforesaid internal control system.
- v. a. According to the information and explanations given to us, we are of the opinion that the particulars of contracts or arrangements that need to be entered in the register maintained under Section 301 of the Companies Act, 1956, have been so entered.
b. In our opinion and according to the information and explanations given to us, the transactions made in pursuance of such contracts or arrangements entered in the register maintained under Section 301 of the Companies Act, 1956 and exceeding the value of Rupees Five lakhs in respect of any party during the year, have been made at prices which are reasonable having regard to the prevailing market prices at the relevant time.
- vi. The Company has not accepted any deposits from the public within the meaning of Section 58A and 58AA of the Companies Act, 1956.
- vii. In our opinion, the Company has an internal audit system commensurate with the size of the Company and nature of its business.
- viii. As explained to us, the Central Government has not prescribed the maintenance of cost records under section 209(1)(d) of the Companies Act, 1956, for any products of the Company.
- ix. In our opinion according to the information and explanations given to us in respect of statutory and other dues.



- a. The Company is regular in depositing Provident Fund and Employees' State Insurance Dues with the appropriate authorities and there were no arrears outstanding for a period of more than 6 months as at 31st March 2012.
- b. The Company has been regular in making payment of its income tax, wealth tax, service tax, sales tax (CST & MVAT), customs duty and excise duty dues during the year, there were no undisputed amounts payable in respect of income tax, wealth tax, service tax, sales tax (CST & MVAT), customs duty and excise duty that were outstanding, as at 31st March 2012 for a period of more than six months from the date they became payable.
- x. The Company had accumulated losses of Rs. 973.35 Lacs as at the end of the financial year which is less than 50% of its net worth as on 31st March 2012. The Company has not incurred cash losses in the current financial year however there was cash loss of Rs.131.93 Lacs during the immediately preceding financial year.
- xi. The company has not defaulted in payment of any dues to financial institution or banks.
- xii. According to the information and explanations given to us and the records examined by us, the company has not granted any loans and advances on the basis of security by way of pledge of shares, debenture and other securities.
- xiii. The Company is not a chit fund or a nidhi/mutual fund/society, therefore clause (xiii) of paragraph 4 of the Companies (Auditor's Report) Order, 2003(the Order) is not applicable to the Company.
- xiv. According to the information and explanations given to us and the records examined by us, the Company is not dealing or trading in shares, securities, debentures and other investment. However the company has invested in shares and the same is closely monitored and proper records are being maintained. All the shares and funds have been held in its own name. Therefore the provision of clause 4 (xiv) of the Order are not applicable to the Company.
- xv. According to the information and explanations given to us and the records examined by us, the Company has not given any guarantee for loans taken by others from banks or financial institutions.
- xvi. According to the information and explanations given to us and the records examined by us, the Company has not availed any term loan during the year.
- xvii. According to the information and explanations given to us and on an overall examination of the balance sheet of the company, we report that no funds raised on short term basis have been used for long term investment by company.
- xviii. According to the information and explanations given to us and the records examined by us, the Company has not made any preferential allotment of shares to any parties or companies covered in register maintained under Section 301 of the Companies Act, 1956 during the year.
- xix. According to the information and explanations given to us and the records examined by us, the Company has not issued any debentures that were outstanding at any time during the year.
- xx. According to the information and explanations given to us and the records examined by us the Company has not raised any money through a public issue during the year.
- xxi. Based upon the audit procedure performed and on the basis of information and explanation provided by the management, we report that no frauds on or by the company has been noticed or reported during the course of the audit.

For Uttam Abuwala &Co.
Chartered Accountants
Firm Regn. No. 111184W

Sd/-
CA M.B.Agarwal
(Partner)
M.No.109143

Place : Mumbai
Date : 30th May, 2012



BALANCE SHEET AS AT 31ST MARCH 2012

Particulars	Note No.	As At 31st March 2012		As At 31st March 2011	
		Amount Rs.	Amount Rs.	Amount Rs.	Amount Rs.
EQUITY AND LIABILITIES :					
Shareholders' Funds					
Share Capital	1	100,291,250		100,291,250	
Reserves & Surplus	2	254,269,307	354,560,557	235,001,280	335,292,530
Non-Current Liabilities					
Long-term Provisions	3		3,175,853		1,770,115
Current Liabilities					
Short-term Borrowings	4	53,835,015		40,926,114	
Trade payables	5	61,614,828		39,706,714	
Other Current Liabilities	6	10,412,121		7,133,401	
Short-term Provisions	7	103,842		-	
			125,965,806		87,766,229
Total			483,702,216		424,828,874
ASSETS :					
Non-Current Assets					
Fixed Assets	8	31,232,198		36,716,267	
Non-Current Investments	9	526,546		526,546	
Long-terms Loans and Advances		-		-	
			31,758,744		37,242,813
Current Assets					
Inventories	10	145,318,328		174,893,150	
Trade Receivable	11	125,807,297		28,090,942	
Cash and Bank Balance	12	111,265,250		111,578,378	
Short-terms Loans and Advances	13	40,415,753		41,367,999	
Others current assets	14	29,136,844		31,655,592	
			451,943,472		387,586,061
Total			483,702,216		424,828,874
Significant Accounting Policies					
Notes on Financial Statements					
	1 to 29				

As per our report of even date attached

For **Uttam Abuwala & Co.**
Chartered Accountants
Firm Regn. No. 111184W

CA. M. B. Agarwal
Partner
M.No. 109143

Mumbai
30th May, 2012

For and on behalf of the Board

Dheeraj Kumar	Chairman & Managing Director
Zuby Kochhar	Director
M.R. Sivaraman	Director
Shiv S. Sharma	Director
T.K. Choudhary	Director
Valentina D'mello	Company Secretary



PROFIT & LOSS ACCOUNT FOR THE YEAR ENDED ON 31ST MARCH 2012

Particulars	Note No.	As at 31st March 2012		As at 31st March 2011	
		Amount	Amount	Amount	Amount
		Rs.	Rs.	Rs.	Rs.
INCOME :					
Revenue from Operations	15	310,101,765		128,545,224	
Other Income	16	14,490,814		15,110,095	
Total			324,592,579		143,655,319
EXPENDITURE :					
Cost of Production	17	257,997,992		123,675,133	
Employee Benefits Expense	18	11,047,783		10,967,162	
Financial Cost	19	7,511,803		7,799,163	
Depreciation	20	5,497,871		19,120,906	
Other Expenses	21	21,787,100		14,406,569	
			303,842,549		175,968,933
Profit Before Tax			20,750,030		(32,313,614)
Tax Expenses					
Current Tax			-		-
Deferred Tax			-		-
Profit After Tax			20,750,030		(32,313,614)
Basic and diluted earnings per share of Rs. 5/- each			1.03		(1.61)
Significant Accounting Policies					
Notes on Financial Statements	1 to 29				

As per our report of even date attached

For **Uttam Abuwala & Co.**
Chartered Accountants
Firm Regn. No. 111184W

CA. M. B. Agarwal
Partner
M.No. 109143

Mumbai
30th May, 2012

For and on behalf of the Board

Dheeraj Kumar	Chairman & Managing Director
Zuby Kochhar	Director
M.R. Sivaraman	Director
Shiv S. Sharma	Director
T.K. Choudhary	Director
Valentina D'mello	Company Secretary



CASH FLOW STATEMENT

Particulars	Current year March 31,2012 (Rs.)	Previous year March 31,2011 (Rs.)
A. Cash Flow From Operating Activities		
Net Profit Before Tax	20,750,030	(32,313,614)
Adjustments for:-		
Depreciation	5,497,871	19,120,906
Loss/ (Profit) on sale of Fixed Assets	267,044	93,934
Loss/ (Profit) on sale of Investment / Mutual Funds	-	(705,939)
Interest & Dividend Received	(12,231,137)	(13,442,100)
Adjustment for Gratuity from Opening Reserves and Surplus	(1,482,003)	-
Operating Profit Before W/C Changes	12,801,805	(27,246,813)
Decrease (Increase) in Inventories	29,574,822	19,630,772
Decrease (Increase) in Trade Receivable	(97,716,355)	75,536,823
Decrease (Increase) in Short Term Loans & Advances	952,246	5,394,675
Decrease (Increase) in Other Current Assets	(1,733,764)	(476,512)
Increase (Decrease) in Trade Payables	21,908,114	(65,382,615)
Increase (Decrease) in Short Term Loans & Advances	3,278,719	(19,623,888)
Increase (Decrease) in Long Term Provision	1,405,738	143,296
Increase (Decrease) in Short Term Provision	103,842	-
Operating Profit After W/C Changes	(29,424,833)	(12,024,262)
Income Tax - Received (Paid)	4,252,512	35,439,888
Net Cash Flow From Operating Activities-(A)	(25,172,320)	23,415,626
B. Cash Flow From Investing Activities		
Purchases of Fixed Assets	(940,847)	(21,000)
Sale of Fixed Assets	660,000	70,000
Change in Investments / Sale of Mutual Funds	-	30,000,000
(Loss) / Profit on sale of Investment/ Mutual Funds	-	705,939
Interest & Dividend Received	12,231,137	13,442,100
Net Cash Flow From Investing Activities-(B)	11,950,290	44,197,039
C. Cash Flow From Financing Activities		
Proceeds from Loan Fund	12,908,902	(37,729,118)
Net Cash Flow From Financing Activities-(C)	12,908,902	(37,729,118)
Net Increase in Cash and cash Equivalents (A+B+C)	(313,128)	29,883,547
Add: op. Balance of cash and cash Equivalents	111,578,378	81,694,831
Closing Cash and cash Equivalents	111,265,250	111,578,378

As per our report of even date attached

For **Uttam Abuwala & Co.**
Chartered Accountants
Firm Regn. No. 111184W

CA. M. B. Agarwal
Partner
M.No. 109143

Mumbai
30th May, 2012

For and on behalf of the Board

Dheeraj Kumar	Chairman & Managing Director
Zuby Kochhar	Director
M.R. Sivaraman	Director
Shiv S. Sharma	Director
T.K. Choudhary	Director
Valentina D'mello	Company Secretary



Auditor's Certificate

We have verified the above Cash Flow Statement of Creative Eye Limited derived from the audited financial statements for the year ended 31st March, 2012 and found the same to be drawn in accordance therewith and also the requirements of the amended Clause 32 of the Listing Agreement with Stock Exchange.

For **Uttam Abuwala & Co.**
Chartered Accountants
Firm Regn. No. 111184W

CA. M. B. Agarwal
Partner
M.No. 109143

Mumbai
30th May, 2012



SIGNIFICANT ACCOUNTING POLICIES

1. Basis of Presentation:

- a. The Company maintains its accounts on accrual basis following the historical cost convention, in accordance with the Generally Accepted Accounting Policies (GAAP) and in compliance with the Accounting Standards referred to in Section 211 (3C) and other provisions of the Companies Act, 1956.
- b. The preparation of accounts under GAAP requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosures of contingent liabilities as at the date of the financial statements and the reported amounts of revenues and expenses during the year. Examples of such estimates include the useful lives of fixed assets and intangible assets, provision for doubtful debts/advances, future obligation in respect of retirement benefit plans, etc. Actual result could differ from these estimates. Any revisions to accounting estimates are recognized prospectively in the current and future periods.

2. Fixed Assets:

- a. Fixed Assets are stated at the cost net of tax/duty credit availed, if any.
- b. Fixed Assets are stated at cost less accumulated depreciation. The cost of assets includes direct/indirect and incidental cost incurred to bring the assets to its use.

3. Investments:

Investments are stated at cost. Dividend on Investments is accounted on cash basis.

4. Inventories:

Stock in Trade include work in progress, completed T. V. content valued at cost and usage value of rights of Hindi feature films and residual right of films, as certified by the management. However, Net Realisable value cannot be estimated.

5. Foreign Currency Transactions, Forward contracts & Derivatives:

- a. The reporting currency of the Company is Indian Rupee.
- b. Foreign currency transactions are recorded on initial recognition in the reporting currency, using the exchange rate at the date of transaction. Exchange differences that arise on settlement of monetary items are: -
 - i. Adjusted in the cost of fixed assets specifically financed by the borrowings to which the exchange differences relate.
 - ii. Recognized as income or expense in the period in which they arise in other cases.The above treatment is in accordance with AS – 11 (Revised) issued by ICAI.

6. Retirement Benefits:

- a. Short Term Employee Benefits:
Short Term Employee Benefits include salaries, wages, bonus, exgratia, leave salary etc., and the same are recognized as an expenses at the undiscounted amount in the profit & loss account of the year in which the relevant service is rendered.
- b. Post Employment Benefits:
 - i. Defined Contribution Plan:-
In accordance with the provisions of Employees Provident Funds and Miscellaneous Provisions Act, 1952, eligible employees of the Company are entitled to receive benefits with respect to provident fund. The Company contribution towards Provident Fund and Family Pension Fund is charged to Profit & Loss Account.
 - ii. Defined Benefits Plan:-
Gratuity liability has been provided on the basis of Actuarial Valuation done by the independent actuary.



7. Depreciation:

Depreciation on Fixed Assets has been provided on Straight Line Method as prescribed in Schedule XIV of the Companies Act, 1956 except on office flat. Depreciation on additions to assets during the year is provided on pro-rata basis. Brands are amortized over a period of 10 years.

8. Revenue Recognition:

- Sales and Services are stated at net of agency commission, if any.
- In respect of sponsored programs, revenue is recognized as on date of telecast, if any.
- In respect of commissioned programs, revenue is recognized as on date of delivery.
- Interest income is accounted on accrual basis.

The above treatment is in accordance with AS – 9 issued by ICAI.

9. Taxes on Income:

- Tax on income for the current period is determined on the basis of estimated taxable income and tax credits computed in accordance with the provisions of the Income Tax Act, 1961 and based on the expected outcome of assessments/appeals.
- Deferred tax is recognized, subject to the consideration of prudence in respect of deferred tax assets, on timing differences, being the difference between taxable income & accounting income that originate in one period and are capable of reversal in one or more subsequent periods.
- Deferred tax assets are recognized & carried forward only to the extent that there is reasonable certainty supported by convincing evidence that sufficient future taxable income will be available against which such deferred tax assets can be realized.
- Deferred tax is qualified using the tax rates and laws enacted or substantively enacted as on balance sheet date.

The above treatment is in accordance with AS – 22 issued by ICAI.

10. Events occurring after the balance sheet date :

Events occurring after the date of balance sheet, where material, are considered up to the date of approval of the accounts by the Board of Directors.

11. Provisions, Contingent liabilities & Contingent assets:

Provisions are recognized for liabilities that can be measured only by using a substantial degree of estimation, if

- the company has a present obligation as a result of past event:
 - a probable outflow of resources is expected to settle the obligation: and
 - the amount of the obligation can be reliably estimated:
 - Reimbursements by another party, expected in respect of expenditure required to settle a provision, is recognized when it is virtually certain that reimbursement will be received if obligation is settled.
 - Contingent liability is disclosed in the case of :-
 - a present obligation arising from a past event, when it is not possible that an outflow of resources will be required to settle the obligation;
 - a possible obligation, unless the probability of outflow of resources is remote.
 - Contingent assets are neither disclosed nor recognized.
 - Provisions, contingent liabilities and contingent assets are reviewed at each balance sheet date.

12. Borrowing Cost :

Interest and other cost in connection with borrowing of funds to the extent related/attribution to the acquisition/construction of qualifying fixed asset are capitalized up to the date when such assets are ready for its intended use and other borrowing cost are charged to profit and loss account.



NOTES FORMING PART OF THE BALANCE SHEET AND PROFIT AND LOSS ACCOUNT FOR THE YEAR ENDED ON 31ST MARCH 2012

Particulars	As at 31 st March 2012		As at 31 st March 2011	
	Amount Rs.	Amount Rs.	Amount Rs.	Amount Rs.
1. SHARE CAPITAL				
Authorised Share Capital :				
2,20,00,000 Equity Shares of Rs. 5/- each		110,000,000		110,000,000
90,00,000 Un-classified shares of face value of Rs. 10/- each		90,000,000		90,000,000
		<u>200,000,000</u>		<u>200,000,000</u>
Issued Subscribed and Paid up capital :				
Issued & Subscribed Capital :				
2,00,58,250 Equity Shares of Rs.5/- each		100,291,250		100,291,250
Paid up capital :				
2,00,58,250 Equity Shares of Rs.5/- each		100,291,250		100,291,250
		<u>100,291,250</u>		<u>100,291,250</u>

1.1. The company has only one class of equity shares having a par value of Rs. 5/- per share. Each holder of equity shares is entitled to one vote per share.

1.2. The details of Shareholders holding more than 5% shares:

Name of the Shareholder	As at 31 st March, 2012		As at 31 st March, 2011	
	No. of shares	% held	No. of shares	% held
Mr. Dheeraj Kumar Kochhar	3,901,290	19.45	3,879,913	19.34
Mrs. Zubey Kochhar	7,140,150	35.59	7,104,150	35.59

2. RESERVES AND SURPLUS :				
Securities Premium Reserve				
As per last Balance Sheet		340,104,490		340,104,490
General Reserve				
As per last Balance Sheet		11,500,000		11,500,000
Profit & Loss Account				
As per last Balance Sheet	(116,603,210)		(84,289,596)	
Add:- Profit / (Loss) for the Year	20,750,030		(32,313,614)	
Less:-Increase in liability due to transition to Revised AS-15	(1,482,003)		-	
	<u>(97,335,183)</u>			(116,603,210)
	<u>254,269,307</u>			<u>235,001,280</u>



Particulars	As at 31st March 2012		As at 31st March 2011	
	Amount Rs.	Amount Rs.	Amount Rs.	Amount Rs.
3. LONG TERM PROVISIONS :				
Provision for Employee Benefits		3,175,853		1,770,115
4. SHORT TERM BORROWINGS :				
Secured				
Vehicle Loan	96,856		255,588	
Cash Credit Limit / Facility	53,738,159	53,835,015	40,670,526	40,926,114
4.1. Vehicle loan availed from Kotak Mahindra Prime Ltd against hypothecation of the vehicle.				
4.2. Cash Credit Limit / facility availed from Oriental bank of commerce for working capital purpose against hypothecation of trade receivable and personal guarantee of Managing Director and Executive Director of the company.				
5. TRADE PAYABLES :				
Micro, Small and Medium Enterprises	-		-	
Others	61,614,828		39,706,714	
		61,614,828		39,706,714
5.1. As per information available with the Company, none of the creditors have confirmed that they are registered under the Micro, Small & Medium Enterprises Development Act, 2006. Accordingly, disclosure as required by the said Act is made on that basis.				
6. OTHERS CURRENT LIABILITIES :				
Security Deposit	20,000		20,000	
Other Current Liability*	10,392,121		7,113,401	
		10,412,121		7,133,401
*Includes statutory dues and advance from customers.				
7. SHORT TERM PROVISIONS :				
Provision for Employee Benefits	103,842		-	
		103,842		-
		125,965,806		87,766,229



8. FIXED ASSETS

Sr. No.	Asset		Gross Block				Depreciation				Net Block	
	Particulars	Rate of Depreciation	As on 01.04.11	Addition During the year	Sale During the year	Total As on 31.03.12	Up to 31.03.11	Depreciation During the year	Deduction During the year	Total Depreciation 31.03.12	W.D.V. As on 31.03.12	W.D.V. As on 31.03.11
		%	Rs.	Rs.	Rs.	Rs.	Rs.	Rs.	Rs.	Rs.	Rs.	Rs.
	TANGIBLE ASSETS											
1	OFFICE BUILDING	1.63	20,050,076	-	-	20,050,076	3,739,084	327,712	-	4,066,796	15,983,280	16,310,992
2	OFFICE FLAT	-	459,701	-	-	459,701	-	-	-	-	459,701	459,701
3	PLANT & MACHINERY	7.07	56,824,557	-	-	56,824,557	40,734,720	4,028,503	-	44,763,223	12,061,334	16,089,837
4	MOTOR CARS	9.50	7,349,001	940,847	2,193,509	6,096,339	5,897,716	634,022	1,266,465	5,265,273	831,066	1,451,285
5	FURNITURE & FITTINGS	6.33	7,943,816	-	-	7,943,816	5,557,939	504,221	-	6,062,160	1,881,656	2,385,877
6	COMPUTERS	16.21	4,644,431	-	-	4,644,431	4,625,856	3,413	-	4,629,269	15,162	18,575
7	FIRE EXTINGUISHER	16.21	69,420	-	-	69,420	69,420	-	-	69,420	-	-
	TOTAL (A)		97,341,002	940,847	2,193,509	96,088,340	60,624,735	5,497,871	1,266,465	64,856,141	31,232,198	36,716,267
	PREVIOUS YEAR (a)		98,350,694	21,000	1,030,692	97,341,002	42,370,587	19,120,906	866,758	60,624,734	36,716,267	55,980,107
	INTANGIBLE ASSETS											
8	BRANDS	10.00	135,000,180	-	-	135,000,180	135,000,180	-	-	135,000,180	-	-
	TOTAL (B)		135,000,180	-	-	135,000,180	135,000,180	-	-	135,000,180	-	-
	PREVIOUS YEAR (b)		135,000,180	-	-	135,000,180	135,000,180	-	-	135,000,180	-	-
	TOTAL (A+B)		232,341,182	940,847	2,193,509	231,088,520	195,624,915	5,497,871	1,266,465	199,856,321	31,232,198	36,716,267
	PREVIOUS YEAR (a+b)		233,350,874	21,000	1,030,692	232,341,182	177,370,767	19,120,906	866,758	195,624,914	36,716,267	55,980,107



9. NON-CURRENT INVESTMENTS :

(Long-term Investments)

QUOTED EQUITY SHARES (OTHER THAN TRADE) FULLY PAID UNLESS OTHERWISE STATED :

Particulars	Face Value	Current Year		Previous Year	
		Holding	Amount Book value	Holding	Amount Book value
A) Reliance Industries Ltd.	10	800	58,602	800	58,602
B) Reliance Capital Ltd. *	10	20	-	20	-
C) Reliance Communication Ventures Ltd.*	10	400	-	400	-
D) Reliance Infrastructure Ltd.*	10	30	-	30	-
E) Reliance Power Ltd. *	10	100	-	100	-
F) Ambuja Cement Ltd.	2	2,490	16,600	2,490	16,600
G) S. Kumars Nationwide Ltd.	10	1,000	35,000	1,000	35,000
H) Brand House Retails Ltd. *	10	200	-	200	-
I) Glaxo Smithkline Pharma Ltd.	10	672	82,400	672	82,400
J) De Nora India Ltd.	10	300	3,000	300	3,000
K) Godrej Consumer Products Ltd.	1	1,028	19,744	1,028	19,744
L) Godrej Industries Ltd.	1	1,350	6,000	1,350	6,000
M) Selan Exploration Technology Ltd.	10	2,728	39,200	2,728	39,200
N) Oriental Bank of Commerce Ltd.	10	1,100	66,000	1,100	66,000
O) GIVO Ltd.	10	10,000	100,000	10,000	100,000
			<u>426,546</u>		<u>426,546</u>

Note- * The marked shares have been allotted in lieu of merger/demerger of the related company and hence the cost of acquisition is NIL.

UN QUOTED EQUITY SHARES (OTHER THAN TRADE) FULLY PAID UNLESS OTHERWISE STATED :

Particulars	Face Value	Current Year		Previous Year	
		Holding	Amount Book value	Holding	Amount Book value
A) Brahma Steyr Tractors Ltd.	10	5,000	50,000	5,000	50,000
B) Software Mart India Ltd.	10	5,000	50,000	5,000	50,000
			<u>100,000</u>		<u>100,000</u>
		Book Value As on		Market Value As on	
		31.03.2012	31.03.2011	31.03.2012	31.03.2011
Aggregate amount of quoted Investment		426,546	426,546	4,609,295	4,777,142
Aggregate amount of unquoted Investment		100,000	100,000	-	-
		<u>526,546</u>	<u>526,546</u>	<u>4,609,295</u>	<u>4,777,142</u>



Particulars	As at 31st March 2012		As at 31st March 2011	
	Amount Rs.	Amount Rs.	Amount Rs.	Amount Rs.
10. INVENTORIES				
(As Valued and Certified by the Management)				
Stock in Trade		145,318,328		174,893,150
11. TRADE RECEIVABLES				
Over Six Months	5,338,324		12,521,082	
Others	120,468,973		15,569,860	
		125,807,297		28,090,942
12. CASH AND BANK BALANCE				
Cash in hand	1,140,619		1,494,346	
Balance with Scheduled Banks in :				
Current account	49,631		9,032	
Deposit account	110,075,000	111,265,250	110,075,000	111,578,378
13. SHORT TERM LOANS AND ADVANCES				
(Unsecured and consider good)				
Loans and advances to Related Parties (Refer note No. 26)	350,000		350,000	
Deposits	2,119,525		1,454,923	
CENVAT Credit receivable	794,932		1,968,252	
Others	37,151,296	40,415,753	37,594,824	41,367,999
14. OTHERS CURRENT ASSETS				
Income Tax paid (net of provisions and TDS)	24,650,308		28,902,820	
Prepaid Expenses	179,883		135,789	
Interest Accrued on FDRs	3,882,513		2,610,983	
Others	424,140	29,136,844	6,000	31,655,592
		451,943,472		387,586,061
15. REVENUE FROM OPERATIONS				
Sales	341,647,556		141,237,811	
Less:- Service Tax / VAT	31,545,791	310,101,765	12,692,587	128,545,224



Particulars	As at 31st March 2012		As at 31st March 2011	
	Amount Rs.	Amount Rs.	Amount Rs.	Amount Rs.
16. OTHER INCOME				
Interest				
From Bank on FDRs		10,410,544		6,361,325
From Others		1,759,573		5,733,601
Dividend				
From Long term Investment		61,020		1,347,174
Net gain on Sale of Investment				
From Long term Investment		-		705,939
Others-				
Rent	15,000		24,000	
Royalty	4,862		10,072	
Sundry Amount / Balance written back	2,239,815	2,259,677	927,984	962,056
		<u>14,490,814</u>		<u>15,110,095</u>
17. COST OF PRODUCTION				
Cost incurred during the year		228,423,170		104,044,361
(Increase) / Decrease in Inventories		29,574,822		19,630,772
		<u>257,997,992</u>		<u>123,675,133</u>
18. EMPLOYEE BENEFITS EXPENSE				
Salaries and Wages		9,318,500		9,242,668
Contribution to Provident Fund and Other Fund		578,346		584,738
Gratuity		82,633		188,005
Staff Welfare		1,068,304		951,751
		<u>11,047,783</u>		<u>10,967,162</u>

18.1 As per Accounting Standard 15 "Employee benefits", the disclosures as defined in the Accounting Standard are given below :

Defined benefits plan:

The present value of obligation is determined based on actuarial valuation using the Projected Unit Credit Method, which recognises each period of service as giving rise to additional unit of employee benefit entitlement and measures each unit separately to build up the final obligation.



I. Reconciliation of opening and closing balance of Defined Benefit Obligation

	For the year 2011-12	For the year 2010-11
Defined Benefit obligation at beginning of year	3,252,118	-
Current Service Cost	146,228	-
Interest Cost	269,787	-
Actuarial (gain) / loss	(334,905)	-
Benefits paid	(53,533)	-
Defined Benefit obligation at year end	3,279,695	* 3,252,118

*Includes an amount of Rs 14,82,003 which is adjusted in the opening balance of revenue reserves and surplus of the current year being the difference on account of transition to the Revised AS -15

II. Reconciliation of opening and closing balances of fair value of Plan Assets

Fair value of Plan assets at beginning of year	-	-
Expected return on plan assets	-	-
Actuarial gain / (loss)	-	-
Employer contribution	53,533	-
Benefits paid	(53,533)	-
Fair value of Plan assets at year end	-	-
Actual return on plan assets	-	-

III. Reconciliation of fair value of assets and obligations

Fair value of Plan assets	-	-
Present value of obligation	3,279,695	3,252,118
Amount recognised in Balance Sheet	3,279,695	* 3,252,118

* Includes an amount of Rs 14,82,003 which is adjusted in the opening balance of revenue reserves and surplus of the current year being the difference on account of transition to the Revised AS -15

IV. Expense recognised in the profit and loss account

Current service cost	146,228	-
Interest cost	269,787	-
Expected return on plan assets	-	-
Actuarial gains/(losses)	(334,905)	-
Expense charged to profit & loss a/c	81,110	-

V. Return on plan assets

Expected return on plan assets	-	-
Actuarial gains/(losses)	-	-
Actual return on plan assets	-	-

VI. Actuarial assumptions

Mortality table (LIC)	1994-96	1994-96
Discount rate (per annum)	8.50%	8.50%
Expected rate of return on plan assets	0%	0%
Rate of escalation in salary (per annum)	7%	7%

The discount rate is based on the prevailing market yields of Indian government securities as at the balance sheet date for the estimated term of the obligations.

The estimates of rate of escalation in salary considered in actuarial valuation, take into account inflation, seniority, promotion and other relevant factors including supply and demand in the employment market.



Particulars	As at 31st March 2012		As at 31st March 2011	
	Amount Rs.	Amount Rs.	Amount Rs.	Amount Rs.
19. FINANCE COSTS				
Interest - Cash Credit		7,489,495		7,740,443
Interest - Vehicles		22,308		58,720
		<u>7,511,803</u>		<u>7,799,163</u>
20. DEPRECIATION AND AMORTISATION EXPENSE				
Depreciation		5,497,871		19,120,906
21. OTHER EXPENSES :				
Rent		370,434		770,400
Electricity Expenses		1,213,097		1,023,126
Printing & Stationery		510,604		372,289
Conveyance		381,985		284,470
Travelling Expenses		310,656		1,042,074
Telephone Expenses		413,348		434,203
Membership Fees & Subscription Meeting		91,754		20,949
Fees	70,000		84,000	
Expenses	<u>26,100</u>	<u>96,100</u>	<u>20,000</u>	<u>104,000</u>
Security charges		411,667		406,400
Repairs & Maintenance		2,715,682		1,845,333
Bank Charges		253,111		255,065
Postage, Telegram & Stamp Expenses		150,062		121,366
Legal & Professional Charges		1,489,072		2,096,960
Marketing & Consultancy Charges		-		320,000
Books & Periodicals		15,509		11,433
Advertising & Publicity Expenses		207,119		66,514
Fees & Taxes		1,906,606		86,802
Insurance Charges		1,465,038		1,212,991
Depository Expenses		77,888		77,176
Listing Fees		97,500		75,000
Registrar Expenses		92,712		93,268
Auditors - Remuneration		300,000		450,000
Information & Technology		125,482		99,975
Loss on Sale of Car		267,044		93,934
Other Expenses		8,824,630		3,042,841
		<u>21,787,100</u>		<u>14,406,569</u>
21.1 - Auditors' Remuneration :				
Audit Fees		200,000		300,000
Other Services (Excluding Service Tax)		100,000		150,000



Particulars	As at 31st March 2012		As at 31st March 2011	
	Amount Rs.	Amount Rs.	Amount Rs.	Amount Rs.
22. Contingent Liabilities :				
a. Bank Guarantees Outstanding		300,000		300,000
b. Claim against the company not acknowledged as Debt		140,800,000		140,800,000
The National Broadcaster claimed a sum of Rs. 1408.00 lacs which is under dispute. The arbitration proceedings into the matter is under process. The amount disclosed is the minimum liability on this count excluding interest thereon which is presently not quantifiable				
23. Expenditure / Earnings in Foreign Currency :				
There is no expenditure and earnings in foreign currency during the year.				
24. The following Premises are yet to be transferred in the name of the Company :				
6/7 Blue Diamond at Juhu Tara Road, Mumbai				
25. Earning per share				
Profit After Tax (Rs. '000)		20,750		(32,314)
Weighted average number of Equity Shares outstanding		20,058,250		20,058,250
Basic earning per share		1.03		(1.61)
Diluted earning per share		1.03		(1.61)
Nominal value of share (Rs.)		5		5

26. Related party disclosure :

Related party disclosure as required by AS - 18 issued by the Institute of Chartered Accountants of India.

a) Relationship :

Key Management Personnel

Mr. Dheeraj Kumar
Mrs. Zuby Kochhar

Chairman & Managing Director
Executive Director

Other Directors

Mr. Shiv S. Sharma
Mr. M.R. Sivaraman
Mr. T.K. Choudhary

Non Executive Director
Non Executive Director
Non Executive Director



b) Transactions with related parties are furnished below :

	Balance as on 01/04/2011	Remuneration payable for the year 2011-12	Paid during the Year	Outstanding Balance as on 31/03/2012
(i) Director's Remuneration				
Mr. Dheeraj Kumar	524,500	3,409,250	3,409,250	524,500
Mrs. Zuby Kochhar	262,000	1,703,000	1,703,000	262,000
(ii) Advance Outstanding (Creative FX and Animation Factory India (Pvt.) Ltd.)	350,000	-	-	350,000

Note : The Company has paid to its Non Executive Directors the sitting fees @ Rs. 7,000/- per Meeting Fees

27. Arbitration proceeding with National Broadcaster (Doordarshan)

Others Short Term Loans & Advances includes Rs.3,34,78,831/-, Rs.2,00,00,000/- paid to PBBCI and Rs.1,34,78,831/- towards cost of acquisition of programmes acquired by Prasar Bharti Broadcasting Corporation of India / The Directorate General, Doordarshan, and Trade Receivable includes Rs.3,00,000/-, receivable from Prasar Bharati Broadcasting Corporation of India respectively.

As per the order of Hon'ble arbitrator, the Company will pay an amount of Rs. 2,00,00,000/- to Prasar Bharti Broadcasting Corporation of India (PBBCI). And also PBBCI/The Directorate General, Doordarshan will acquire programmes from the existing library of the company and cost of acquisition of programmes payable, shall not be paid directly to CEL but shall be adjusted / credited / treated as amount received in kind by PBBCI / The Directorate General, Doordarshan on behalf of Creative Eye Limited.

The final accounting / financial implication in the respective account shall be reflected / adjusted at the time of final outcome of the arbitration proceedings.

28. Amounts Written Off/ Written Back: -

During the financial year an amount of Rs.78,87,008/- has been written off as bad debts on account of Advances and Trade Receivables which became irrecoverable in spite of best efforts for recovery.

An amount of Rs.22,39,815/- has been written back as it became no longer payable.

29. Figures of previous year have been regrouped/ reclassified/ rearranged wherever necessary.

As per our report of even date attached	For and on behalf of the Board	
For Uttam Abuwala & Co. Chartered Accountants Firm Regn. No. 111184W	Dheeraj Kumar	Chairman & Managing Director
CA. M. B. Agarwal Partner M.No. 109143	Zuby Kochhar	Director
Mumbai 30th May, 2012	M.R. Sivaraman	Director
	Shiv S. Sharma	Director
	T.K. Choudhary	Director
	Valentina D'mello	Company Secretary



BALANCE SHEET ABSTRACTS AND COMPANY'S GENERAL BUSINESS PROFILE

I. Registration Details

Registration No.: 1 2 5 7 2 1

State Code : 1 1

Balance Sheet Date : 3 1 - 0 3 - 2 0 1 2

II. Capital Raised During The Year (Amount In Rs. Thousand)

Equity Share Capital 0 0 0 0 N I L

Share Premium 0 0 0 0 N I L

III. Position of Mobilisation and Development of Fund (Amount In Rs. Thousands)

Total Liabilities 4 8 3 7 0 2

Total Assets 4 8 3 7 0 2

Sources of Funds

Paid up Capital 1 0 0 2 9 1

Reserves & Surplus 2 5 4 2 6 9

Secured Loans 5 3 8 3 5

Unsecured Loans N I L

Application of Funds

Net Fixed Assets 3 1 2 3 2

Investments 5 2 7

Net Current Assets 3 7 9 8 1 3

Deferred Tax Assets N I L

Accumulated Losses 9 7 3 3 5

IV. Performance of the Company (Amount in Rs. Thousands)

Turnover 3 2 4 5 9 3

Total Expenditure 3 0 3 8 4 3

Profit Before Tax 2 0 7 5 0

Profit After Tax 2 0 7 5 0

Earning Per Share in Rs. 1 . 0 3

Dividend Rate % N I L

V. Generic Names of three Principal Products/Services of the Company : (As Per Monetary Terms)

Product Description

Item Code

Advertisement & Television Production

-



CREATIVE EYE LIMITED

Registered Office: "Kailash Plaza", Plot No.12-A, New Link Road, Andheri (W), Mumbai 400 053.

PROXY FORM

Annual General Meeting 2011-2012

Folio No..... DP ID No..... Client ID

I/We.....of
.....in the district of being a member/ members of the above named Company hereby appoint
Mr./Ms./Kum..... in the district of
..... as my / our Proxy to attend and vote for me/ us on my/ our behalf at
the 26th Annual General Meeting of the Company to be held at "GMS Community Centre Hall", Sitladevi Complex, 1st Floor,
D. N. Nagar, Opp. Indian Oil Nagar, Link Road, Andheri (West), Mumbai 400 053 on Saturday, the 29th September, 2012 at
10.30 a.m. and at any adjournment thereof .

Signed thisday of ,2012

Address

Member's Signature.....

Affix
Re.1
Revenue
Stamp

Note: The Proxy form duly completed must be deposited at the Registered Office of the Company not less than 48 hours before the time for holding the Meeting. A proxy need not be a member.



CREATIVE EYE LIMITED

Registered Office: "Kailash Plaza", Plot No.12-A, New Link Road, Andheri (W), Mumbai 400 053.

ATTENDANCE SLIP

Annual General Meeting 2011-2012

I hereby record my presence at the 26th Annual General Meeting of the Company at "GMS Community Centre Hall", Sitladevi Complex, 1st Floor, D. N. Nagar, Opp. Indian Oil Nagar, Link Road, Andheri (West), Mumbai 400 053 on Saturday, the 29th September, 2012 at 10.30 a.m.

.....
Full Name of the Shareholder (in Block Letters)

.....
Signature

Folio No. /DP ID & Client ID

No. of Shares held

.....
Full Name of the Proxy (in block letters)

.....
Signature

Note: Shareholders attending the meeting in person or by proxy are requested to complete the attendance slip and hand it over at the entrance of the meeting place.



babosa mere bhagwan

bhola bhagat



*neem neem
shehed shehed
(tujh sang preet
lagayi sajna)*

*rishton ke bhawar
main ulji.....niyati*



*sawaare sabke
sapne....preeto*



CREATIVE EYE LIMITED

"Kailash Plaza", Plot No.12-A, Opp. Laxmi Industrial Estate, New Link Road, Andheri (West), Mumbai- 400 053
Tel.: 022 26732613 (7 lines), Fax: 022 2673 2296. E-Mail : contact@creativeeye.com, Website: www.creativeeye.com