



COMPANY OVERVIEW

DISNEY WORLDWIDE

For over 90 years, The Walt Disney Company has been the preeminent name in the field of family entertainment; the Disney name has symbolized creativity, innovation, trust, decency, optimism and quality.

The Walt Disney Company is the world's biggest family entertainment company powered by the biggest brands in storytelling: Disney, Pixar, Marvel, ABC, ESPN and Lucasfilm.

Together with its subsidiaries and affiliates, Disney is a leading diversified international family entertainment and media enterprise with four business segments:

- **Media Networks** – Disney Channels, Disney Media Distribution, ESPN
- **Disney Consumer Products and Interactive Media** - Consumer Products, Disney Store, Publishing, Disney English; Disney Interactive Studios, Disne.com, Disney Mobile and Disney Interactive Media
- **Studio Entertainment** – Walt Disney Studios Motion Pictures International, Walt Disney Studios Home Entertainment, Disney Music Group, Disney Theatrical Group, Marvel Productions & Lucas Films
- **Parks and Resorts** – Disney Destinations International

Disney is a Dow 30 Company, and had annual revenues of over US\$48.8 billion in its most recent fiscal year. Worldwide, The Walt Disney Company has approximately 180,000 employees. In 2014, Forbes named Disney #1 when ranking the World's Most 100 Reputable Companies. Most recently, The Walt Disney Company was ranked #6 Most Admired company in 2015 Fortune Magazine's Annual World's Most Admired Companies survey and ranked #1 in the category of effectiveness in conducting a global business – a testament to the Company's strategy to successfully expand the brand and its franchises beyond North America.

Continuing its strategy of delivering exceptional creative content to audiences around the world, in November 2012, Disney acquired Lucasfilm, which includes the legendary Star Wars franchise (with over 17,000 characters and epic storyline) and all of its operating businesses, including Industrial Light & Magic and Skywalker Sound. The addition of Lucasfilm follows Disney's very successful acquisitions of Pixar (2006) and Marvel (2009), demonstrating the Company's unique ability to fully develop and expand the financial potential of high quality creative content.

DISNEY'S STRATEGIC PRIORITIES

Since its founding in 1923, Disney has remained faithful to its commitment to produce unparalleled entertainment experiences for families. Across all of our businesses and core brands the company is focused on three strategic priorities:

- Creating quality and innovative content that continues to differentiate Disney as best-in-class;
- Deploying cutting edge technologies to showcase our content for early competitive advantage while enhancing the customer experience; and
- Expanding and adding depth to our global presence, particularly in emerging markets. International expansion is a priority at The Walt Disney Company and India is one of the key market where Disney has invested significantly

DISNEY INDIA VISION AND STRATEGY:

Disney India started in operations in July 2004 with its head office located in Mumbai and has significantly expanded its footprint in the country since then. Today the company is one of the leading film studios and film distributors in India; one of the largest TV networks with eight popular channels targeting kids, youth and families; a leading player in the digital, interactive and games segment and the largest licensor in the consumer products space. Building around core brands like Disney, Marvel, UTV, bindass, hungama, and Star Wars the organization is dedicated to developing and distributing the best in branded entertainment for Indian consumers across all age groups through films, television, digital and consumer products.

Our vision in India is to deliver the highest quality branded entertainment franchises on all relevant platforms, employing the most effective technology in service of our customers with a focus on developing the Disney brand.

BUSINESSES IN INDIA:

CONSUMER PRODUCTS



Disney is the largest retail character licensor in the world with US\$45 billion in character merchandising retail sales globally in 2013. Consumer Products (CP) works with over 130 licensees across all categories in India to develop Disney franchises into everyday product opportunities for consumers of all ages and lifestyles. CP's lines of business include: Toys; Fashion & Home; Food, Health & Beauty (FHB); Consumer Electronics; Stationery; Publishing and Retail Sales and Marketing (RSM). Today, Disney products are available across a million stores in India. In modern trade Disney has presence in close to 500+ doors including hypermarkets and has more than 2500 SKUs across categories. In an endeavor to provide consumers with the best choice, the greatest convenience and flexibility, Disney and Net Distribution Services launched www.shopatdisney.in, extending Disney's reach beyond large cities and making Disney merchandise available online and just a few clicks away. CP has also leveraged the growing e-commerce market in India, by making Disney branded products available across all the key online portals with shop-in-shops on Flipkart and Jabong and strategic presence in portals like Myntra, Amazon, Snapdeal, First Cry and more.

Disney Publishing Worldwide (DPW), also the biggest publisher of children's books in the world, has over 500 titles published through local licensees.

MEDIA NETWORKS:

With a bouquet of eight channels, Disney India's Media Network is one of the leading entertainment destinations in India, reaching more than 160+ million viewers each week. Super-serving the entertainment needs of kids, the youth and families in India, the media networks has been successful at engaging consumers across different geographies by offering branded and distinctive content that has wide appeal across different segments of audiences. With kids channels – Hungama TV, Disney Junior, Disney XD, youth network – bindass and bindass PLAY, movie channels- UTV Action and UTV Movies along with the family destination – Disney Channel, the network entertains audiences with unique storytelling and compelling campaigns.

- **Disney Channel India** offers quality entertainment that celebrates togetherness and heartwarming moments with Indian families. From quality and distinctive animation content to uplifting live-action stories, Disney Channel captures the emotions, laughter, evolving aspirations and even the smallest of joys of a progressive Indian family, interspersed with humor to enhance the entertainment quotient. For more information, log on to www.disney.in
- **Disney XD** is a multi-platform brand showcasing a compelling mix of live-action and animated programming for kids age 6-14, targeting boys and their quest for discovery, accomplishment, sports, adventure and humor. Disney XD branded content includes series, movies, short-form, as well as sports-themed programming, and was the first kid's channel available in Hindi, English, Tamil, Telugu. For more information on Disney XD, please visit www.disneyxd.in
- **Hungama TV**, India's first 24-hour kids channel, brings entertainment which is typical of childhood and follows the core philosophy of creating an experience that energizes kids with laughter. With a tagline '*Hungama Machaya Kya?*', the channel brings alive emotions that every kid experiences in his/her life centered around unbridled fun and an unapologetic spirit of mischief. The channel's broad range of compelling content includes local animated shows, Japanese anime and movie premieres that appeal to all sub segments. For more information on Hungama TV, log on to www.hungamatv.com
- **Disney Junior** reflects the emotional connection generations of consumers have to Disney storytelling and Disney characters, both classic and contemporary. Disney Junior's programming invites parents, grandparents and caregivers to join children in the Disney experience of magical, musical and heartfelt stories and characters, while incorporating specific learning and development themes designed for kids age 2-7. Disney Junior's animated and live action series blend Disney's unparalleled storytelling and characters kids love deeply with learning, including early math, language skills, healthy eating and lifestyles, and social skills.
- **bindass** is the leading homegrown youth entertainment brand in India that mirrors the lives and aspirations of Young India. Understanding the pulse of India's largest demographic, bindass is their friend and reflects of the dynamic lives and realities of the world they live in. Reaching over 60% (Jan14-Aug14) of Indian youth, bindass offers a unique blend of storytelling which is purposive and themed around love & relationships and is home to the best known home grown youth oriented shows as Yeh Hai Aashiqui, Love By Chance along with as well as old favorites in their new avataars such as Emotional Atyachaar. (For more information, log on to www.bindass.com)
- **bindass PLAY:** Since 2007, bindass has defined youth entertainment by celebrating their hopes, dreams and aspirations and has been gratified with an overwhelming response and the loyalty of its fans. In keeping with this theme, bindass has created another immersive experience with bindass PLAY. The channel continues to celebrate the everyday lives of Young India while



entertaining them with a unique blend of music and musically themed content. The vision for bindass play is to celebrate moments, to entertain and to inspire. And like all good friends, to understand them and offer them the power of choice through interactivity that is both meaningful and personal. (For more information, log on to www.bindass.com/bplay)

- **UTV Movies** is a new age Hindi movie channel which draws on the universal passion for Bollywood fare. The channel promises to deliver instant doses of unrestrained entertainment that encourages the viewer to relax and unwind, expressed creatively through the brand philosophy of 'Sooch Mat, Seethi Maar'. UTV Movies is available internationally in over 20 countries, including the US, on the Direct TV platform
- **UTV Action** marked the trend of maturity in the generic movie platform and realizing the potential of genre specific offerings. The channel showcases the best of action flicks including Hollywood in Hindi and blockbuster Bollywood action titles and provides viewers the one stop destination to enjoy the best of high octane content starring the world's biggest heroes.

INTERACTIVE:

Disney India's Interactive business is a hub for creation and distribution of high-quality digital content reaching out to millions of users in India. It is responsible for development and delivery of multiplatform games and digital products including apps for multi-brands under The Walt Disney Company - Indiagames, UTV, Disney, Marvel, and Disney.Pixar and distributes the content via all mobile operators and various OEM app stores in India and also internationally. The team has created innovative and popular products including the bestselling 'Cricket Fever game franchise' (with over 20 million downloads), 'Chennai Express game' (with over 10 million downloads), Disney favorites - Mickey Skating Frenzy, Aladdin, Cars and more. The business also provides an interactive gaming experience across television screens through various DTH operators. Leading gaming companies like Electronic Sports and Gameloft work closely with Disney India to distribute their content to Indian consumers. The business believes in making Interactive moments into Disney Memories for the Indian audience.

STUDIOS

Bringing together the best of both worlds, The Walt Disney Studios and UTV Motion Pictures have formed one of the leading film studios in India whose activities span across creative development, production, marketing, distribution, licensing, merchandising and syndication of films in India and worldwide.

UTV Motion Pictures as a dominant player in the Indian film industry has been in the forefront of bringing Indian films to a global audience and the last decade in Indian cinema has seen UTV delivering some of the most iconic films including Swades, Rang De Basanti, Jodhaa Akbar, A Wednesday, Dev D, Khosla Ka Ghosla, The Namesake, Life in a Metro, Oye Lucky! Lucky Oye!, Fashion, Kaminey, No One Killed Jessica, Raajneeti, Udaan, Peepli Live, Delhi Belly, Ek Main Aur Ekk Tu, Paan Singh Tomar, Rowdy Rathore, Barfi!, Race 2, AnyBody Can Dance (ABCD), Kai Po Che!, Yeh Jawaani Hai Deewani, Ship of Theseus, Chennai Express, The Lunchbox, Shahid, Kick, Highway, 2 States, Heropanti, Filmistaan, Haider, Khoobsurat, PK and ABCD 2.

The studio has to its credit 4 films that have been selected to represent India at the Academy awards; Rang De Basanti (2006), Harishchandrachi Factory (2009), Peepli Live (2010) and Barfi! (2012). UTV has a library of over 100 films which have been showcased in over 50 festivals across 50 countries, receiving almost 400 awards in the last 10 years which also includes 35 National Awards.

The Walt Disney Studios witnessed an unprecedented box office success in India in 2015 with Marvel's Avengers Age of Ultron which was distributed and marketed in India by UTV Motion Pictures. The film emerged as the 4th highest grosser of all-time amongst Hollywood films in India. Disney.Pixar's Inside Out released in 2015 is now the highest grossing animation film for the studio.

With the aim to build the Disney brand and understanding the local market the studio ventured into production of Disney branded Hindi movies in India. The first being Khoobsurat a quintessential Disney story which released last year. We followed that with and ABCD2, a fun, family film, with dance at its core and catering to a wide cross section of the audience.

ABCD 2 in fact is our first homegrown franchise and we led the film right from its inception on to screenplay, casting, production, marketing and distribution. We deepened the salience of the brand by launching ABCD 2 inspired merchandise, a dance-based reality TV show called Naach which was showcased on bindass, and even a mobile game based on the film.



Going forward, we have the biggest local talent working on our Disney branded movies which includes Ranbir Kapoor and Katrina Kaif in Jagga Jasoos, Hrithik Roshan in Mohenjo Daro and Aamir Khan in Dangal which are slated for a 2016 release.

Coming up is an inimitable slate with films that span a wide variety of genres from drama, action to romance, comedy and thriller including films like Saala Khadoos, Fitoor, Baaghi, Jagga Jasoos, Mohenjo Daro and Dangal in Hindi. The Hollywood slate in 2016 consists of some of the most talked about movies that are already being hugely anticipated. The line-up comprises Zootopia, The Jungle Book, Alice Through The Looking Glass, Pete's Dragon and Moana, Marvel's Captain America: Civil War and Doctor Strange and Disney.Pixar's Finding Dory and Lucas' Star Wars: Rogue One

Disney Media Distribution distributes more than 30,000 hours of programming in multiple languages to over 1,300 platform partners in 240 territories worldwide. In India, DMD works closely with Indian broadcasters to provide international content which appeals to local audiences.

LIVE ENTERTAINMENT

For the first time ever Disney presented the timeless classic Beauty and the Beast to the Indian stage. Based on the Academy Award-winning animated feature film, this classic musical love story was presented to Indian audiences on the same scale as the mega-productions seen on New York's Broadway and on London's West End. Over 100 of the best musical theatre performers in India presented the story of Beauty and the Beast alive on stage, with world class production values, lavish sets and gorgeous costumes. Having won hearts across 28 countries, the Beauty and the Beast musical was completely developed locally in India, while retaining the original script and memorable music of the Broadway show. The production was in English at 130 minutes in duration, with select shows across Mumbai and Delhi from October to December 2015.

Disney India got on board the very best of local talent, who worked closely with these renowned International artists to recreate the musical in India. Some eminent names involved in the Indian production included - Vikranth Pawar (Show Director and Creative Head, Live Entertainment at Disney India), Leslie Lewis (Music Direction), Terence Lewis (Choreography), Varsha Jain (Set Design), Gavin Miguel (Costume Design), Pallavi Devika (Hair & Make-up) and Suzanne D'Mello (Vocal Training).

After having achieved stupendous success and rave reviews in Mumbai, with all ten shows sold-out, the show will now travel to Delhi in December 2015.

CORPORATE CITIZENSHIP

Being a good corporate citizen is a time-honored Disney tradition everywhere around the world. Disney plays an active role in the communities where its employees work and live. In India, Disney's corporate citizenship efforts focus on three key areas: Compassion, Conservation, and Creativity. In 2014, Disney VolunTEARs contributed more than 3,000 hours of service through key projects.

Disney Corporate Citizenship focuses on three key principles: act and create in an ethical manner; champion the happiness and well-being of kids and families; and inspire those around us to make a lasting, positive change in the world. Being a good corporate citizen is a time-honored Disney tradition. We strive to support that goal through quality entertainment, strategic philanthropy, environmental conservation, respectful workplaces, and community engagement.