

July 22, 2021

<p>1. <b>National Stock Exchange of India Ltd.</b> Exchange Plaza, 5<sup>th</sup> Floor Plot No. C/1, G Block; Bandra (East) Mumbai 400 051</p> <p>NSE Scrip Code: RADIOCITY ISIN: INE919I01024</p>	<p>2. <b>BSE Limited</b> Corporate Relationship Department Phiroze Jeejeebhoy Towers Dalal Street; Fort Mumbai 400 001 BSE Scrip Code: 540366 ISIN: INE919I01024</p>
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Dear Sirs,

**Sub: Investor Presentation**

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are enclosing herewith a copy of Investor Presentation on financial results of the Company for quarter ended June 30, 2021.

The aforesaid Investor Presentation will also be uploaded on the website of the Company i.e. [www.radiocity.in](http://www.radiocity.in)

Kindly take the above on record and oblige.

Yours faithfully  
**For Music Broadcast Limited**



**Chirag Bagadia**  
Company Secretary and Compliance Officer

Encl: a/a



# Music Broadcast Limited

## Investor Presentation

RAG RAG MEIN  
DAUDE CITY.



July 2021



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## Radio City

- Maintains its leadership position at 21%\* market share in Q1FY22
- YoY 71% growth in volumes for Q1 FY22
- 43% of the total clients on the Radio platform advertised on Radio City – Highest in the Industry
- 37% of New clients on Radio platform advertised on Radio City – Highest in the Industry
- Collection of Rs. 35 Crores during the quarter of which collection from Government was Rs. 5 Crores
- Cash and Cash Equivalents of Rs. 242 Crores as on June 30th, 2021



## Radio Industry

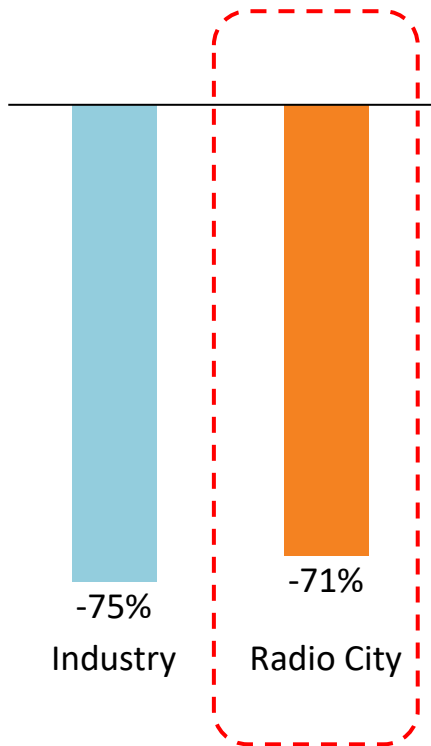
- YoY 67% growth in volumes for Q1 FY22
- ~26% growth in client count for Q1 FY22 as compared to Q1 FY21
- 2.4K clients advertised on Radio in Q1 of which 1.1k clients used the radio platform for the 1<sup>st</sup> time

# Radio City Consistently Outperforming the Industry

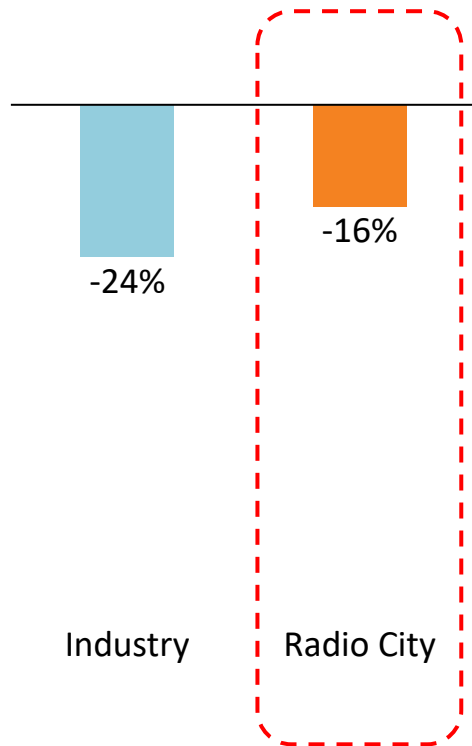
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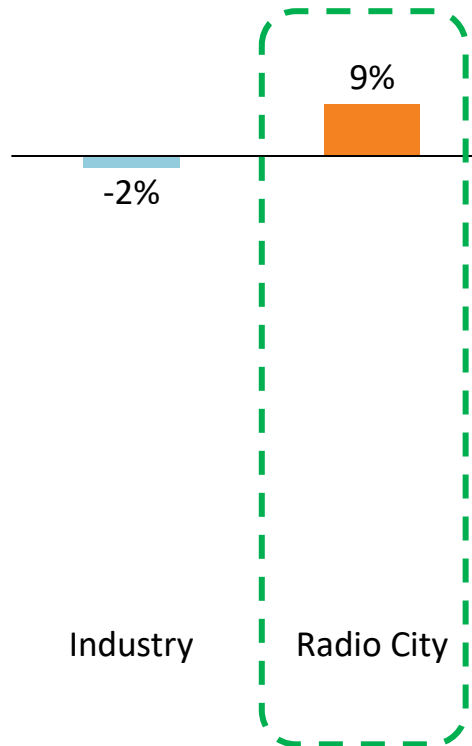
Q1 FY21 Radio Industry Performance YoY



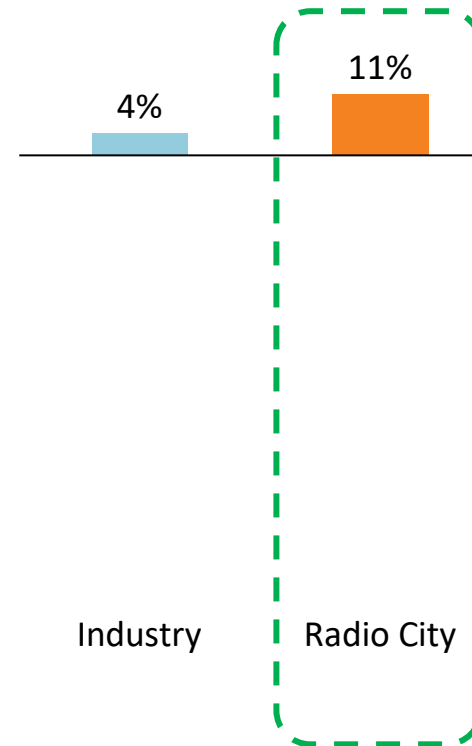
Q2 FY21 Radio Industry Performance YoY



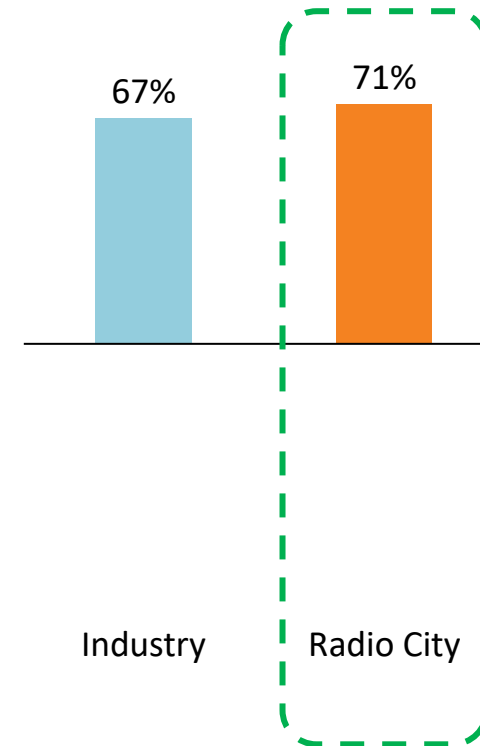
Q3 FY21 Radio Industry Performance YoY



Q4 FY21 Radio Industry Performance YoY



Q1 FY22 Radio Industry Performance YoY



# Maintained Leadership Market Share

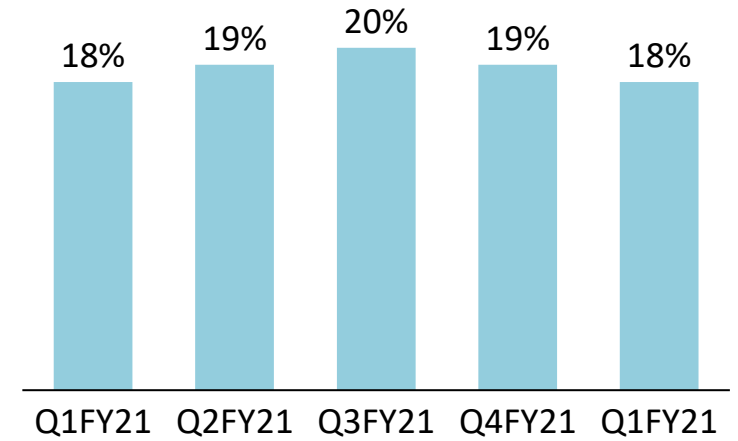
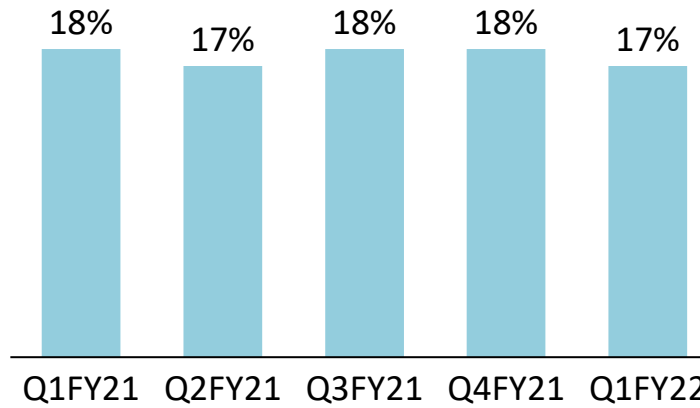
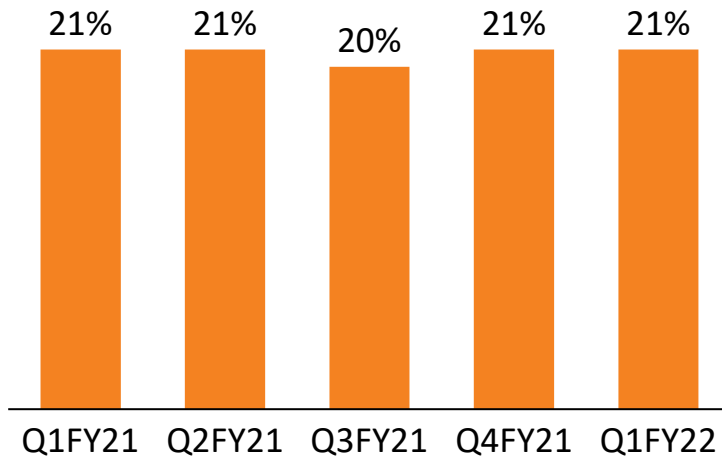
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Radio City

Peer 1

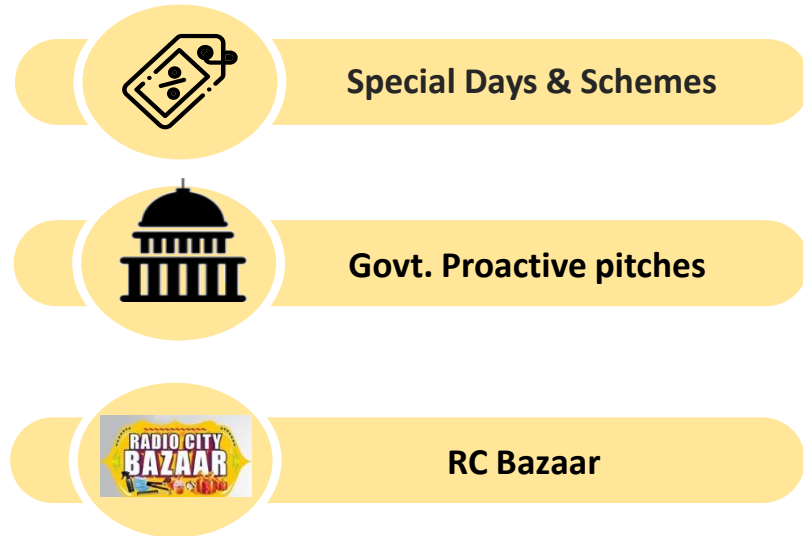
Peer 2



**Radio City continues to be at highest Volume Market Share across all operator's main frequencies in Q1 FY22**

# Initiatives Driving Ad-Volumes

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- New Revenue Opportunities contributed Rs. 11 crores of revenue for Q1 FY22
- Leaders in NEW client addition for the quarter with 37% share
- Highest client share in the Industry with 43% as on 30<sup>th</sup> June 2021



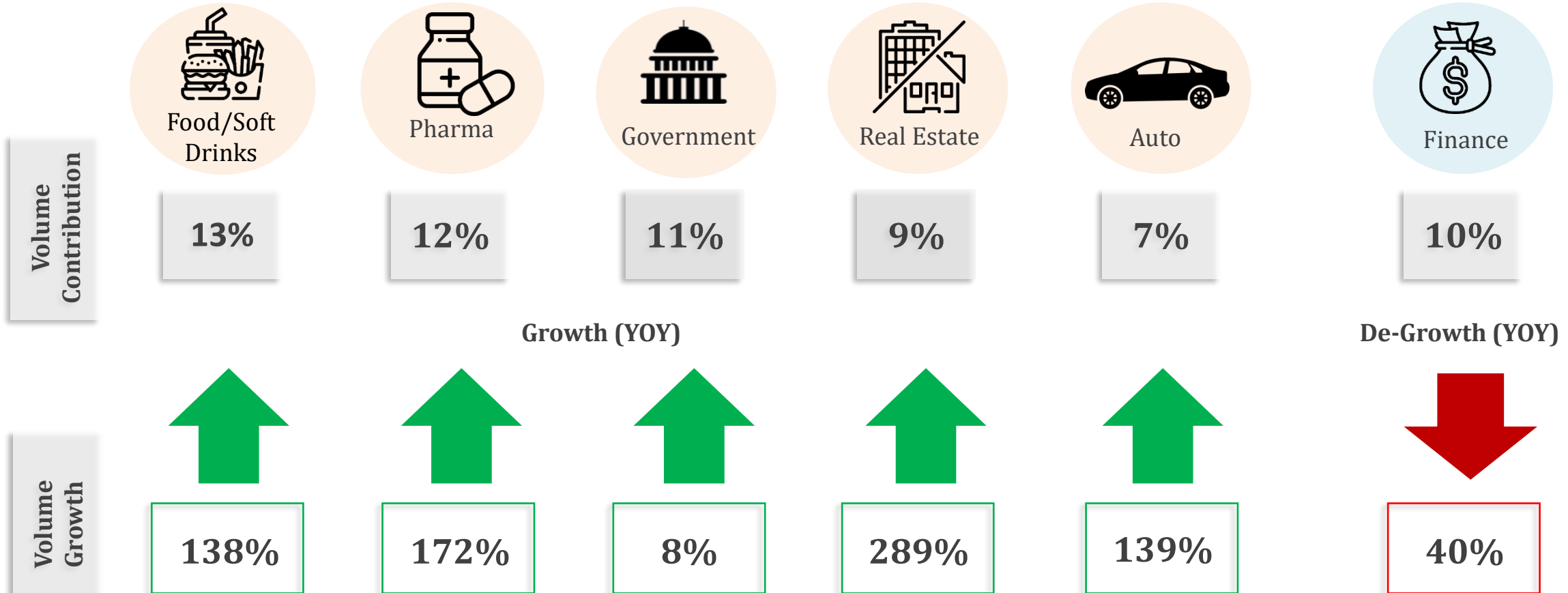
# Radio Industry – Q1FY22 Category Trend

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## Growth Categories

## De-Growth Categories







# Radio City Programming & Digital Performance & Initiatives

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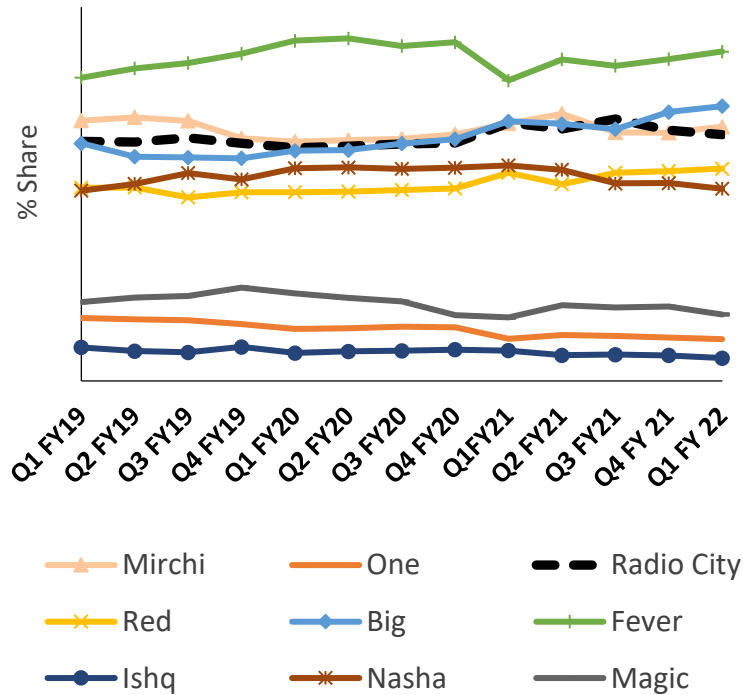
# Radio City Listenership trends in Mumbai, Delhi and Bengaluru

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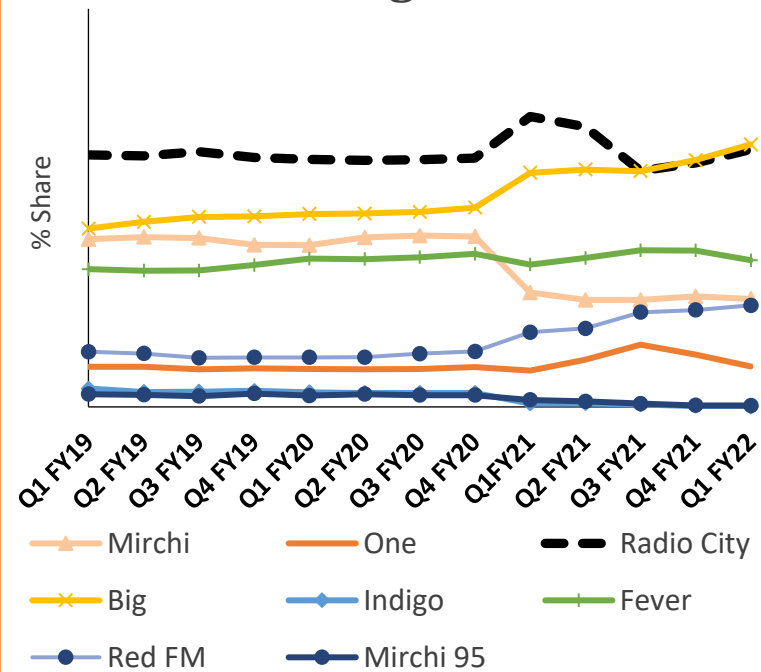


## Listenership Market Share Data

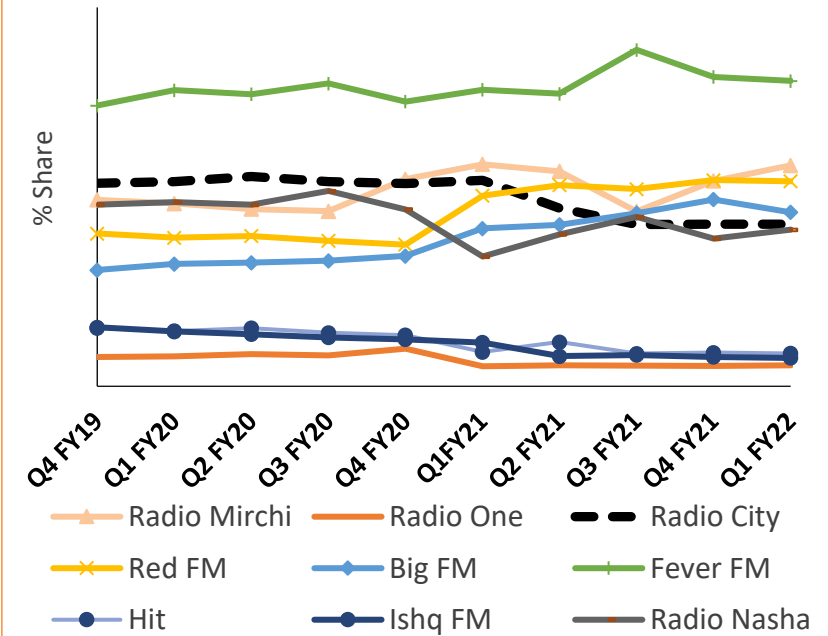
### Mumbai



### Bengaluru



### Delhi



# High Focus on Digital Integrations

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## Social Media Reach

Digital reach of **182 Mn** through social media apps like Youtube, Facebook, Twitter, Instagram and Web Radio



Rank #1  
4.2 Mn Likes



Rank #2  
3.2 Lakhs



Rank #3  
3.6 Lakhs



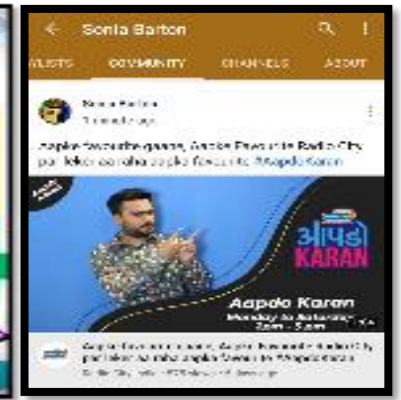
Rank #3  
Views – 270 Mn  
Subscribers – 1.2 Mn

- Strategic integration of RC initiatives on various Social Media platforms through well know influencers & celebrities.
- All RC initiatives like Dabbewalo ka Dabba Bharo, Ghar se na Niklenge, Concert from Home, AROI Research, Badal Daal Hyderabad, Love Guru, Kaam Wapsi, Mumbai Relaunch, etc. were promoted.

RC brand across all Platforms

For all RC Initiatives

Cum reach 26.6 Cr





# Initiatives in the Quarter

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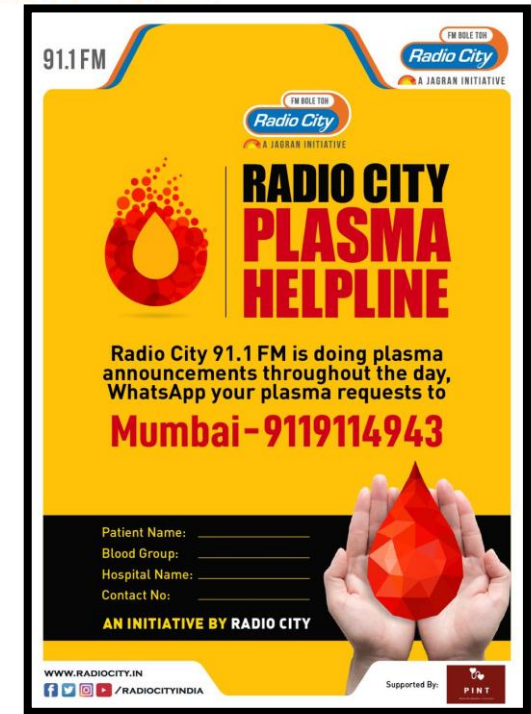
## Radio City Podcast

Radio City, launched an eponymous podcast initiative 'Radio City podcast' to entertain listeners across its 39 stations. The podcast is being played on-air every hour across Radio City. The podcast is being aired for 5-7 mins from 11 am to 5 pm on Radio City and a repeat of all podcasts is being played on Sunday from 1 pm to 3 pm across 39 markets.



## Radio City & Mumbai Indians Partnership

Radio City announced its partnership with one of the world's favourite cricket teams, Mumbai Indians. Radio City has been signed as one of the official partners of Mumbai Indians. To mark its decade-long association with the 5 times champions, Radio City has amplified Mumbai Indian's campaign thought of Yeh hai har Indian ki family across on air and digital.



## Radio City Plasma Helpline

Radio City launched the 'Plasma Helpline' initiative in Delhi. Through this initiative, the brand aimed to connect COVID-19 patients and their families with plasma donors. Radio City RJs shared credible information and leads with their audience who are in dire need of plasma across the Delhi-NCR region round the clock.

# Initiatives in the Quarter

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## Radio City Indie

Radio City, recently launched YouTube channel - Radio City Indie - to promote the Indie music genre and artists. The YouTube channel is a digital extension of Radio City's web radio station, Radio City Freedom - a platform that honours independent music 24x7. Shalmali, one of the brightest singing talents that our country has, launched Radio City Indie channel, and is also the 'Artist Of The Month'.



## Radio City Par Scam

Radio City, launched their latest campaign 'Radio City Par Scam' with Pratik Gandhi to urge people to get themselves vaccinated on priority. Pratik Gandhi who recently essayed the character of Harshad Shantilal Mehta in Scam 1992 tweaked the original dialogue from, 'risk hai to ishq hai' to 'Vaccine hai to ishq hai, nahi to risk hai' to inspire people to get vaccinated



## Radio City o2

Radio City executed RadiO2 City, and provided oxygen related helpline for the citizens of Bangalore, Chennai and Mumbai to help in the pandemic situation. Through this helpline, the patients could be connected with the right person/ hospital who could help them avail oxygen support.



# Initiatives in the Quarter

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## Little Shots

Radio City, recently launched 'Little Shots by RJ Sheetal' with Telly sensation, Rubina Dilaik. The stories in the show are narrated by RJ Sheetal featuring short stories of people who have struggled, overcome, and recovered from Covid-19, with an aim to serve as an inspiration for people. Through the show, Radio City urges people to stay positive and happy as well as focus on the meaningful and deeper aspects of life.



## Aji Sunte Ho

Radio City, launched its new show 'Aji Sunte Ho' hosted by RJ Raghav and Ayushi. Celebrity couple Kareenvir Bohra and Teejay Sidhu graced the show with their fun banter, anecdotes, and advice, setting the perfect example of an ideal couple who have lasted over 16 years through thick and thin with sheer love, respect, and support for each other.



## Word music Day

Radio City launched its special World Music Day activities in some of the biggest cities in the country; namely Mumbai, Bangalore, Chennai, Hyderabad, Vizag, Coimbatore, and Madurai. Radio City's special event is centred on coming together and experiencing healing through the power of music.

# Initiatives in the Quarter

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## Khayalon Wali Khidki

Radio City, recently launched its new show, 'Khayalon Wali Khidki' with RJ Jiah. The channel kickstarted the show with multi-talented actor, influencer and former RJ, Mostly Sane aka Prajakta Koli who recently won the prestigious Daytime Emmy Awards for Outstanding Daytime Non-fiction Special which focusses on Michelle Obama. The show features celebrity guests sharing inspiring anecdotes of their journey, struggle and what kept them going.



## Mask Podu

Radio City culminated the Mask Podu campaign in Chennai, through the campaign Radio City team and RJ's initiated a mask distribution drive amongst the citizens to help protect themselves from Covid.



## Shaan -e- city

Radio City in association with I-next imitated Shaan -e-City across UP, Ranchi and Jamshedpur. As a part of this activity, the best spots in the cities are rated across various parameters.



# Profit and Loss Statement

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In Rs. Crs	Q1FY22	Q1FY21	YoY	Q4FY21	QoQ	FY21	FY20	YoY
<b>Revenue</b>	<b>20.5</b>	<b>14.4</b>	<b>43%</b>	<b>42.5</b>	<b>-52%</b>	<b>127.6</b>	<b>247.8</b>	<b>-49%</b>
Other Income	3.9	4.7		2.3		14.9	16.3	
<b>Total Income</b>	<b>24.4</b>	<b>19.1</b>		<b>44.7</b>		<b>142.5</b>	<b>264.1</b>	
Licenses Fees	4.6	4.5		4.8		18.6	19.7	
Employee Expenses	12.9	11.6		12.2		47.4	55.4	
Other Expenses	16.3	13.5		22.6		72.8	115.6	
<b>EBITDA</b>	<b>-9.3</b>	<b>-10.5</b>	<b>NA</b>	<b>5.2</b>	<b>NA</b>	<b>3.7</b>	<b>73.5</b>	<b>-95%</b>
<b>EBITDA Margin</b>	<b>-38.3%</b>	<b>-55.1%</b>		<b>11.5%</b>		<b>2.9%</b>	<b>29.6%</b>	
Depreciation/Amortization	8.2	8.5		8.2		33.2	34.8	
<b>EBIT</b>	<b>-17.5</b>	<b>-19.0</b>	<b>NA</b>	<b>-3.0</b>	<b>NA</b>	<b>-29.5</b>	<b>38.7</b>	<b>NA</b>
<b>EBIT Margin</b>	<b>-71.9%</b>	<b>-99.7%</b>		<b>-6.8%</b>		<b>-23.1%</b>	<b>15.6%</b>	
Finance costs	0.7	0.7		0.7		3.2	9.8	
<b>PBT</b>	<b>-18.2</b>	<b>-19.7</b>	<b>NA</b>	<b>-3.8</b>	<b>NA</b>	<b>-32.7</b>	<b>28.9</b>	<b>NA</b>
Tax	-5.3	-5.8		0.1		-8.5	0.7	
<b>PAT</b>	<b>-12.9</b>	<b>-13.9</b>	<b>NA</b>	<b>-3.9</b>	<b>NA</b>	<b>-24.1</b>	<b>28.2</b>	<b>NA</b>
<b>PAT Margin</b>	<b>-53.1%</b>	<b>-72.8%</b>		<b>-8.7%</b>		<b>-18.9%</b>	<b>11.4%</b>	
Other Comprehensive Income	-0.1	0.4		0.1		2.2	0.3	
<b>Total Comprehensive Income</b>	<b>-13.1</b>	<b>-13.5</b>	<b>NA</b>	<b>-3.8</b>	<b>NA</b>	<b>-22.0</b>	<b>28.5</b>	<b>NA</b>

**Due to Covid-19, the figures do not represent normal quarter/operations and to that extent are not strictly comparable with last year or preceding quarter**

# Contact Us

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DAUDE CITY.



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