

November 1, 2017

1. National Stock Exchange of India Ltd. Exchange Plaza, 5 th Floor Plot No. C/1, G Block; Bandra (East) Mumbai 400 051 NSE Scrip Code: RADIOCITY ISIN: INE919I01016	2. BSE Limited Corporate Relationship Department Phiroze Jeejeebhoy Towers Dalal Street; Fort Mumbai 400 001 BSE Scrip Code: 540366 ISIN: INE919I01016
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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 Un-audited Financial Results of the Company for quarter and half year ended September 30, 2017.

The aforesaid Investor Presentation will also be uploaded on the website of the Company i.e. 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.



November 2017



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Q2FY18 & H1FY18 Performance

**RAG RAG MEIN
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Strategic Choices made; Delivering Results!

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*With the **Right Approach** and **Right Market Positioning**, **Leadership** maintained*

Focussed Approach

- Focus on **Listenership**
- High quality **Operational Excellence**
- Creating **Customer Delight**



Efficient Reach Expansion

- **Right Price** for right markets
- **Geographical Expansion**
- Efficient network build up @ **62% of FM reach**
- Avoiding **Long Tail Markets**



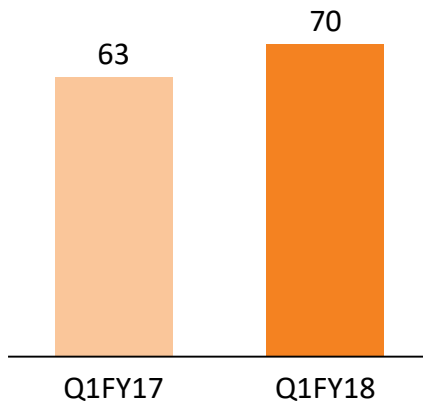
Maintaining Leadership Position

- **More than industry** volume growth
- **Consistent Revenue Growth**
- **Sustainable EBITDA Margins**
- **Improving PAT Margins**

Consistent Revenue Growth; despite of the Current Macro Economic Scenario

Q1FY18

In Rs. Crs

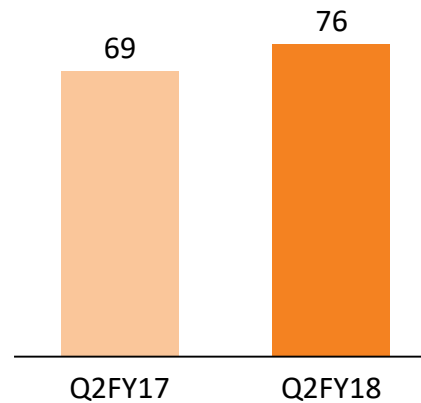


Revenue
Growth

↑ **12%**

Q2FY18

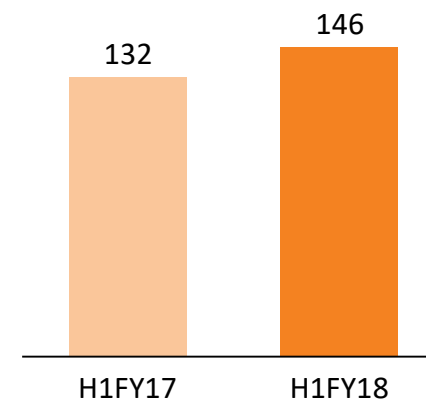
In Rs. Crs



↑ **10%**

H1FY18

In Rs. Crs



↑ **11%**

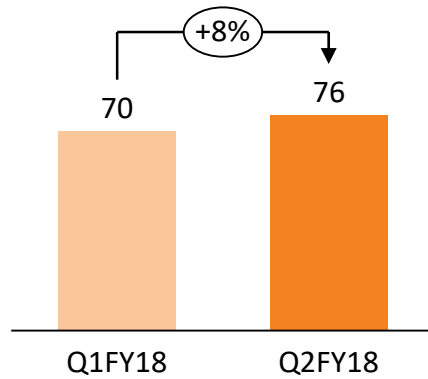
Key Highlights – Q2FY18

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Revenues

In Rs. Crs

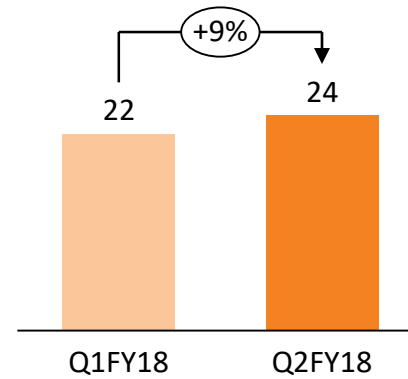


Yield Improvement in legacy markets at 5%

Consistent Revenue Growth

EBITDA

In Rs. Crs

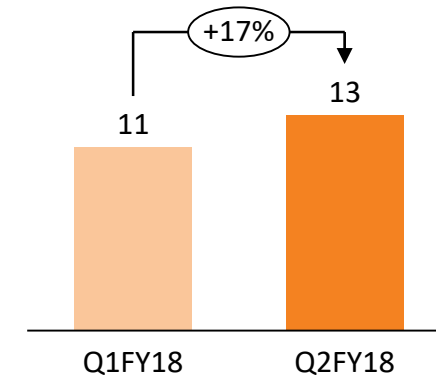


Consistent EBITDA Margin of 32%

Sustained EBITDA Margins

PAT

In Rs. Crs



PAT Margin of 17%

Improving PAT Margins

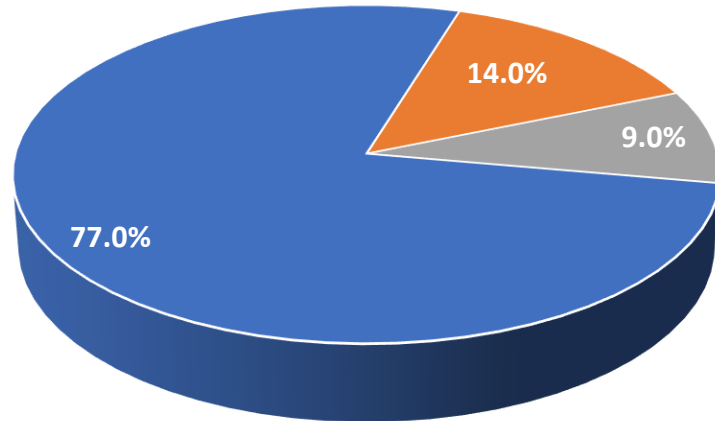
Note: Q2FY18 Numbers are not directly comparable with Q2FY17 Numbers, Q2FY18 numbers includes Phase III Stations acquisition

Industry Growth for the Quarter

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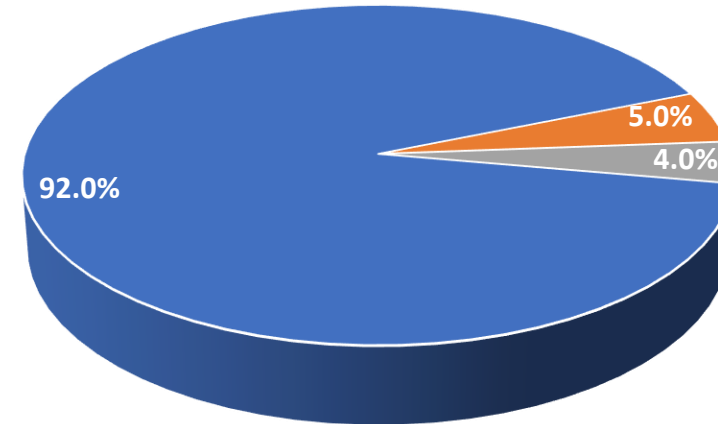
Channel Count



- Phase 2 - Old Stations
- Multiple Frequency
- New Expansions

Particulars	Phase II	Phase III		Phase II + III
		Multiple	Expansion	
Channel Count	73	13	9	95

Volume Breakup - H1FY18



- Phase 2 - Old Stations
- Multiple Frequency
- New Expansions

Particulars	Phase II	Phase III		Phase II + III
		Multiple	Expansion	
H1 Volume (L)	1552	78	65	1695
Average Volume Per Channel	21.3	6.0	7.3	

Initiatives in the Quarter

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Radio City Super Singer Season 9 got grander this year with the contest reaching across all 39 markets. This season witnessed a participation of approx 6 lakhs

Radio City Super Singer 9



Radio City Cine Awards 2017 Tamil to glorify highfliers in Kollywood. Radio City Cine Awards Tamil 2017, over 8 days witnessed stupendous success in Tamil Nadu with ~7 million votes from listeners

Radio City Cine Awards Tamil



India's first singing talent hunt for budding young talent on radio. In its first year the activity received a very good response in 39 markets, with total participation of 39,856

Radio City Super Singer Junior



Initiatives in the Quarter

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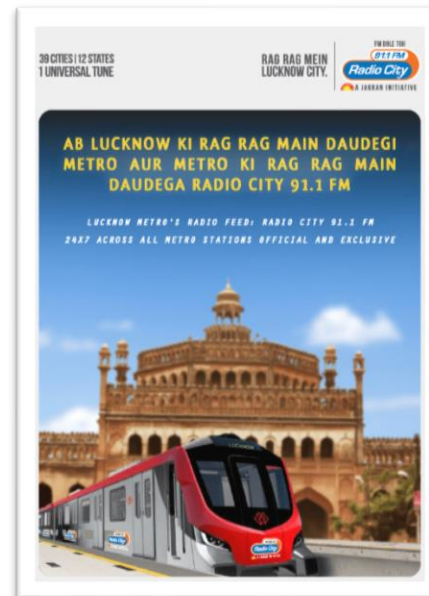
In an exclusive collaboration with Apple Music, Radio City Becomes the First Indian Radio Network to Offer Curated Playlists on Apple Music

Radio City's exclusive tie-up with Apple Music



Radio City partnered with LMRC to offer specialized content across all Lucknow Metro stations. The metro was inaugurated by the Home Minister Sri. Rajnath Singh and the Chief Minister of U.P Yogi Aditya Nath

Radio City partnered with LMRC (Lucknow Metro Rail Corporation)



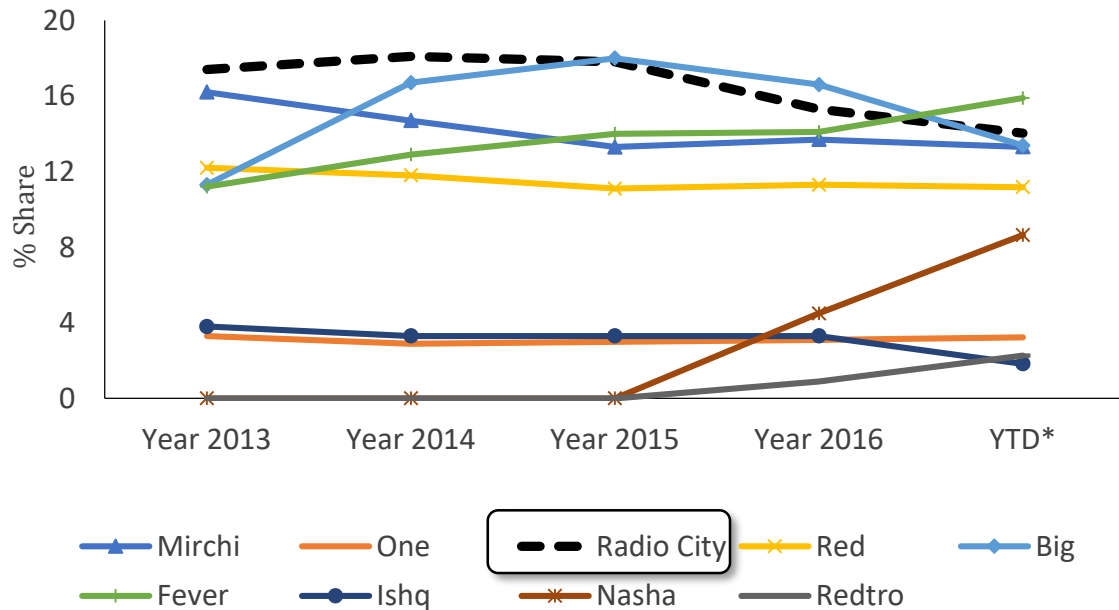
Radio City won Gold, Silver and Bronze at the ACEF CSR and Marketing awards 2017. This year Radio City won 44 awards nationally and internationally till now

Radio City Reigns the awards season 2017

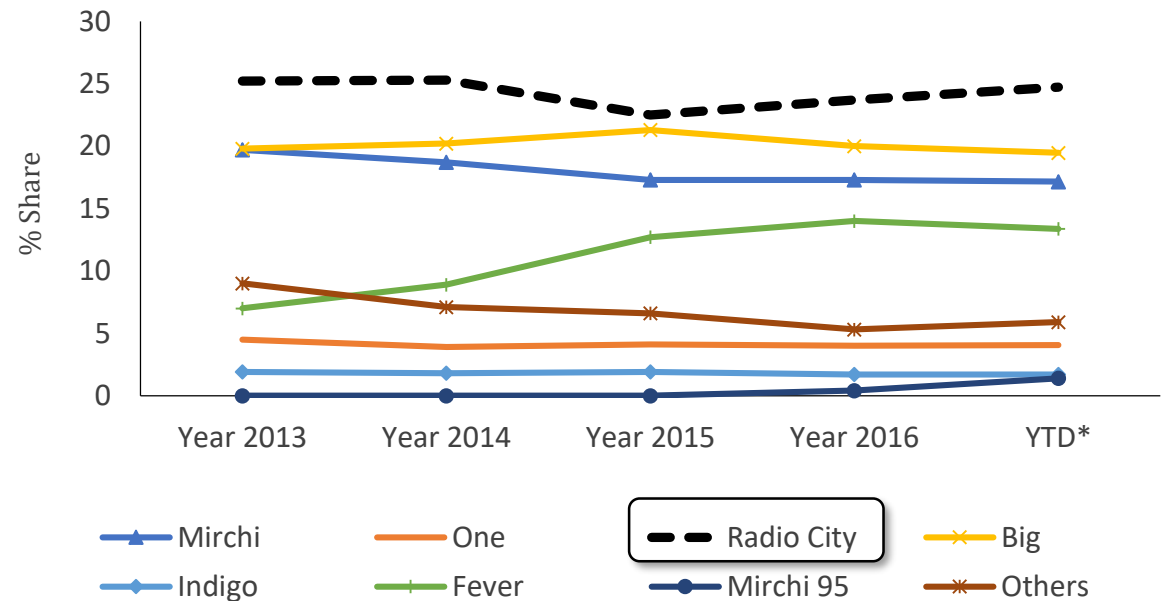


Listenership Market Share Data

Mumbai



Bengaluru



Amongst the highest average listenership share percentage in Mumbai and Bengaluru



Listenership market share represents the percentage of the total radio listeners that are tuned to a particular station in a given time period. It depends both on the number of individuals who are exposed to the station and the average amount of time spent listening to the station over a defined time period

New Age Digital Media

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46 Radio stations in 8 languages & 400+ playlists have generated a listenership of 33 Million



3.24 Mn Likes



2.77 Lac Followers



0.44 Lac Followers



22.25 Mn Views

Web Presence



hindi.radiocity.in

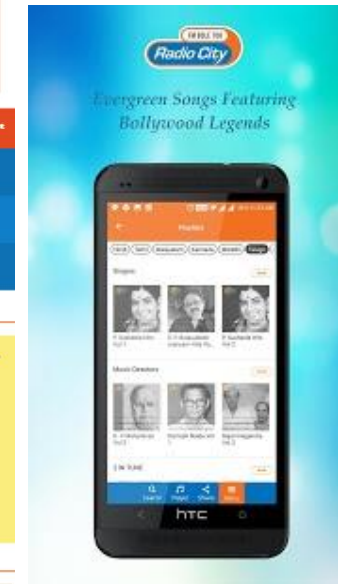


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Applications Launched:



1.94 Lac Installs



Profit and Loss – Quarterly

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In Rs. Crs	Q2FY18	Q2FY17	YoY	Q1FY18	QoQ	H1FY18	H1FY17	YoY
Revenue	75.8	69.2	10%	70.3	8%	146.1	132.1	11%
Licenses Fees	5.4	4.7		5.2		10.6	9.4	
Employee Expenses	17.1	15.7		17.1		34.3	31.2	
Other Expenses*	29.1	19.9		25.8		54.9	43.4	
EBITDA	24.2	28.9	-16%	22.2	9%	46.4	48.0	-3%
EBITDA Margin	31.9%	41.7%		31.5%		31.7%	36.4%	
Other Income	5.0	0.8		4.7		9.7	1.9	
Depreciation/Amortization	6.7	4.5		6.4		13.1	9.0	
EBIT	22.5	25.2	-11%	20.4	10%	43.0	40.9	5%
EBIT Margin	29.7%	36.4%		29.1%		29.4%	31.0%	
Finance costs	3.8	4.1		3.9		7.7	8.2	
PBT	18.7	21.1		16.6		35.3	32.8	
Tax	6.0	6.8		5.7		11.7	10.8	
PAT	12.7	14.3	-11%	10.8	17%	23.6	21.9	7%
PAT Margin	16.8%	20.7%		15.4%		16.1%	16.6%	
Other Comprehensive Income	-0.4	-0.7		0.0		-0.4	-0.7	
Total Comprehensive Income	12.3	13.6	-9%	10.8	14%	23.2	21.2	9%

*Note: In Q2FY17 there was an exceptional saving of Rs. 3.7 Crs because of the change in policy regarding provision towards government receivables. Accordingly, our normalised EBITDA for Q2FY17 is ~36.4% and for H1FY17 is 33.6%

Balance Sheet

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Assets (In Rs. Crs)	Sept 17	Mar 17	Liabilities (In Rs. Crs)	Sept 17	Mar 17
Total Non Current Assets	470.2	361.9	Shareholders Fund	571.3	548.1
Fixed Assets	301.5	311.6	Share Capital	57.1	57.1
Tangible Assets	35.1	35.3	Other Equity	514.2	491.1
Intangible Assets	266.0	276.3	Total Non Current Liabilities	56.8	55.3
Intangible Assets Under Development	0.4	-	Long Term Borrowings	49.9	49.9
Financial Assets			Long Term Provisions	6.9	5.4
Investments	120.5	-	Total Current Liabilities	159.9	157.7
Other Financial Asset	13.1	12.2	Short Term Borrowings	-	-
Deferred Tax Asset(Net)	21.5	25.2	Trade Payables	28.1	32.9
Other Non Current Assets	11.2	11.1	Other Financial Liabilities	112.4	113.2
Non Current Tax Assets	2.5	1.7	Short Term Provisions	1.4	1.5
Total Current Assets	317.8	399.2	Other Current Liabilities	18.0	10.2
Current Investments	-	26.7	TOTAL EQUITY & LIABILITIES	788.0	761.1
Trade Receivables	109.1	81.7			
Cash & Cash Equivalents	18.1	85.5			
Bank Balances	167.9	182.4			
Other Financial Assets	1.3	3.6			
Other Current Assets	21.5	19.3			
TOTAL ASSETS	788.0	761.1			

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