

January 24, 2018

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 ended December 31, 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.



January 2018



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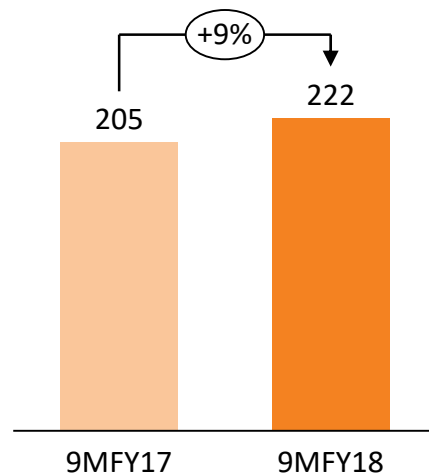
Q3FY18 & 9MFY18 Updates

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Revenue

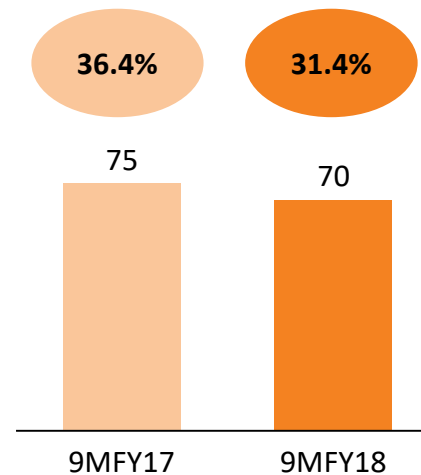
In Rs. Crs



- Yield Increase in 12 Stations
- Rapid Volume growth in 11 New Stations

EBITDA & Margins

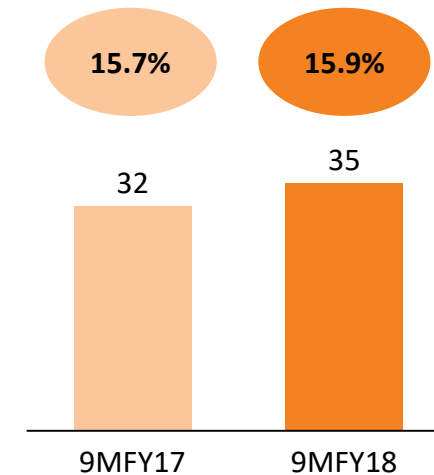
In Rs. Crs



Investments in the the 11 New Stations

PAT & Margins

In Rs. Crs



Despite of the investments
Maintained PAT Margins with YoY growth of 10%

Note: 9MFY17 and 9MFY18 are not directly comparable as all 11 new stations were operational in Q4FY17

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 9M FY17 is at 34.6%

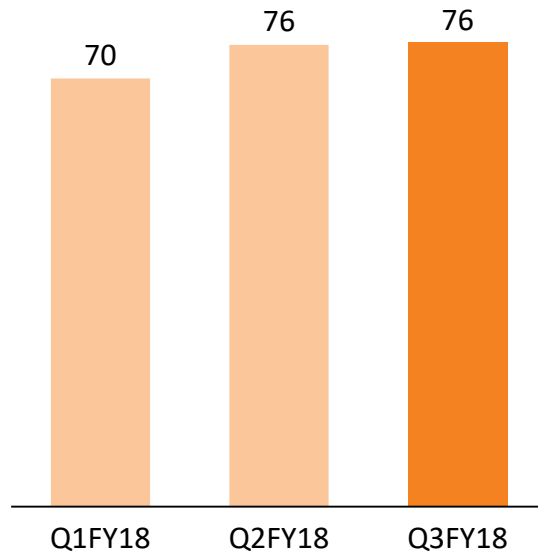
Sustainable Performance over quarters

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Revenues

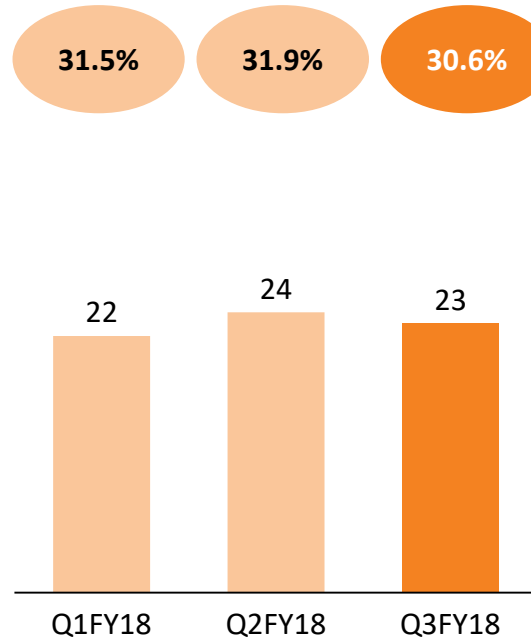
In Rs. Crs



Consistent Revenue
increase

EBITDA & Margins

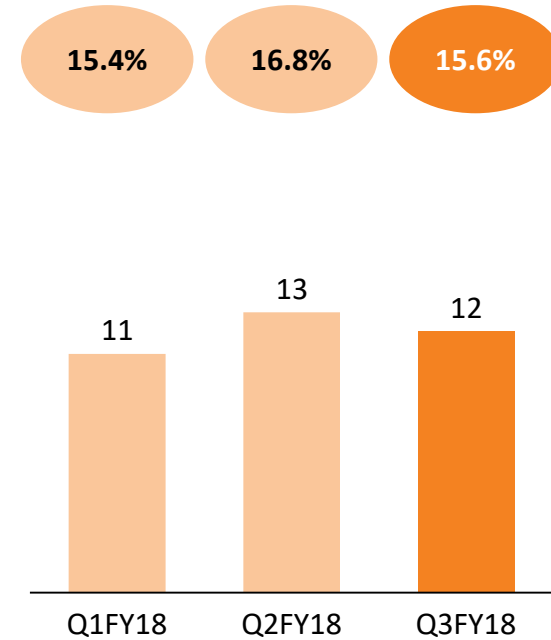
In Rs. Crs



Maintained EBITDA
Margins at over 30%

PAT & Margins

In Rs. Crs



PAT Margins are
sustainable

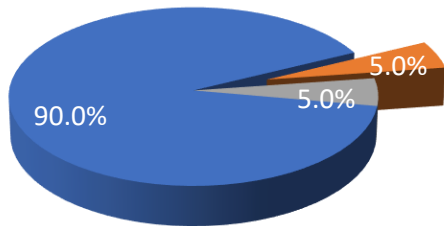
At Right Market with Strong Growth Potential

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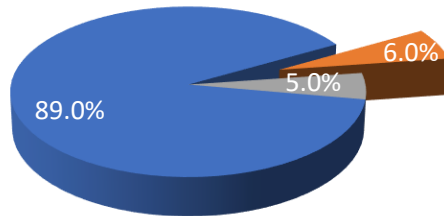


Industry Data

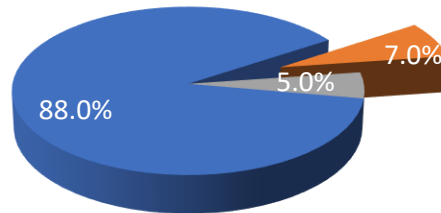
Q1FY18 - Volume Share



Q2FY18 - Volume Share

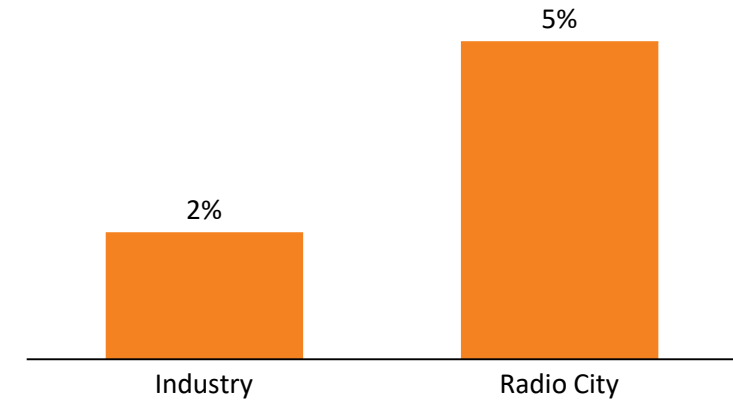


Q3FY18 - Volume Share



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

Industry vs RC Volume Growth (YTD)



Radio City maintained Market Share at **21% for 9M FY18**

Initiatives in the Quarter

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On 3rd October 2017, Radio City launched Star Express in Chennai, Coimbatore and Madurai after a success story in Hyderabad and Vizag. Star Express is for 365 days with 365 Stars. It is an annual property where one star every day from the Kollywood industry was featured in the mid-morning show

After the success of Radio City Cine Awards Tamil and Kannada, Radio City launched Radio City Cine awards Telugu to applaud Telugu film Fraternity. It was launched by Telugu Leading Stars of Tollywood - Ram Pothineni, Lavanya Tripati, Anupama Parameswaran and Kishore Tirumala

McDowell's No.1 Soda and Radio City presented the No. 1 Yaari Jam concert at Gig City LIVE with the musical duo Salim Sulaiman and Rajasthan's own folk artist Mame Khan in Delhi, Kanpur, Jaipur and Udaipur

Initiatives in the Quarter

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Radio City 91.1FM, this Children's Day conducted a mega talent hunt for kids – "Just Kidding" in all 39 markets. The kids between 6 and 14 years were given a chance to participate and become a Radio Jockey for a day

Radio City 91.1FM, announced Beta launch of India's first video FM Video City - a platform that allows listeners to consume FM in a video format. The latest innovation aims to transform radio from being a listener-only medium to an experiential digital multimedia platform by giving a sneak peek into the fun and masti inside the radio studio

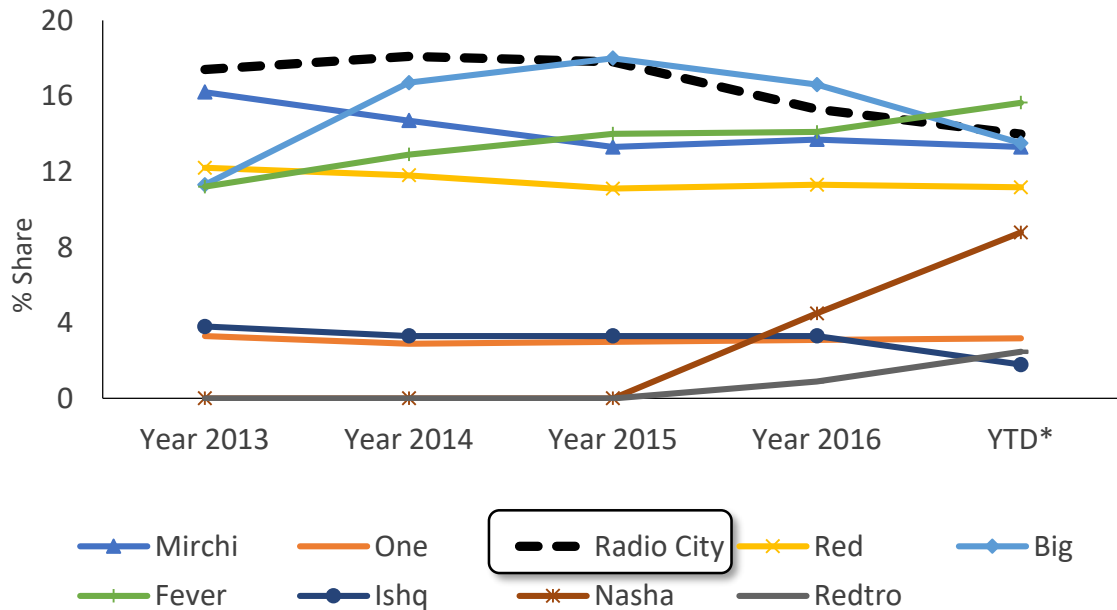
Radio City launched its first newsletter called TRENDING CITY. The newsletter was showcased at the HUL Content Day 3.0, with HUL MD and CEO Sanjiv Mehta along with Radio City's popular RJs Salil and Archana. TRENDINGCITY takes us through Radio City's trending moves with 11 station launches in Phase III, winning 44 awards nationally and internationally, streaming 47 web radio stations on radiocity.in and influencing 5.25 crore listeners nationally

Radio City announced the launch of a version 2.0 of its brand ideology of 'Rag Rag Mein Daude City'. With a new brand campaign, Radio City unveiled a brand film, Taxi Driver, which took listeners on a sensorial journey of the city. The campaign garnered coverage across leading trade, regional and online portals and has received an overwhelming response across social media portals

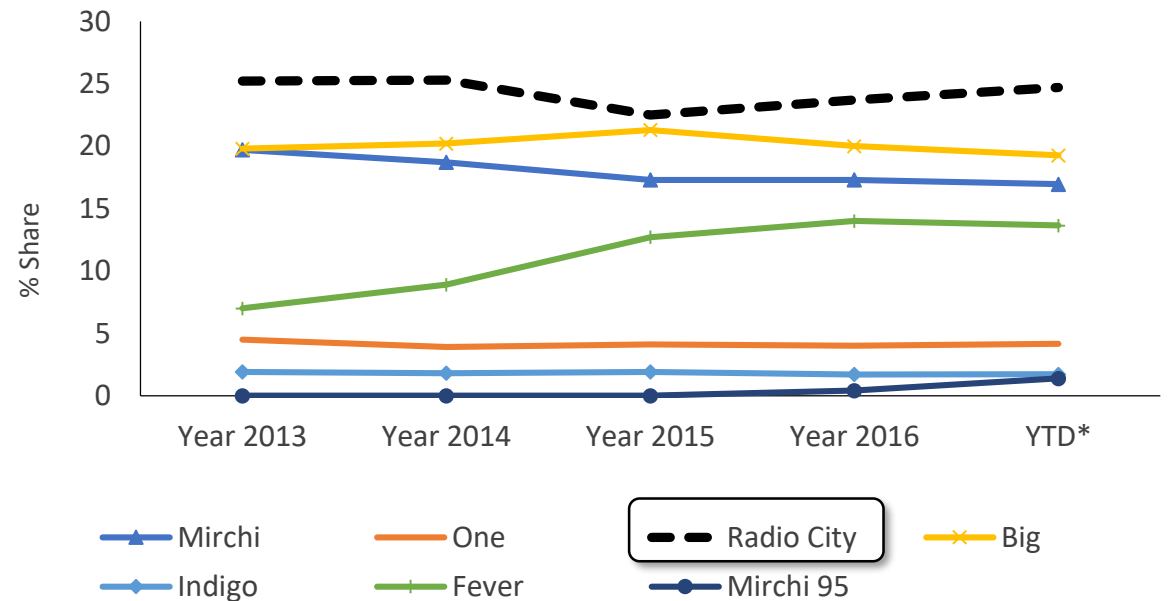


Listenership Market Share Data

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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48 Radio stations in 9 languages & 900+ playlists have generated a listenership of 30 Million



3.37 Mn Likes



3.10 Lac Followers



0.46 Lac Followers



34.20 Mn Views

Web Presence



hindi.radiocity.in

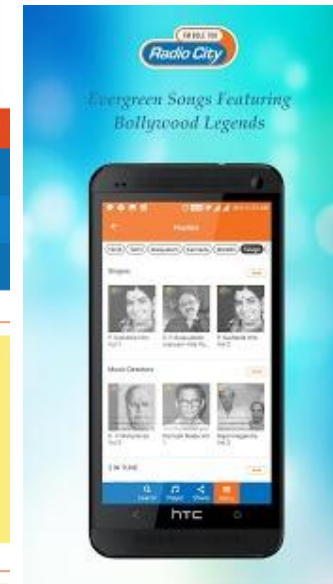


www.radiocity.in

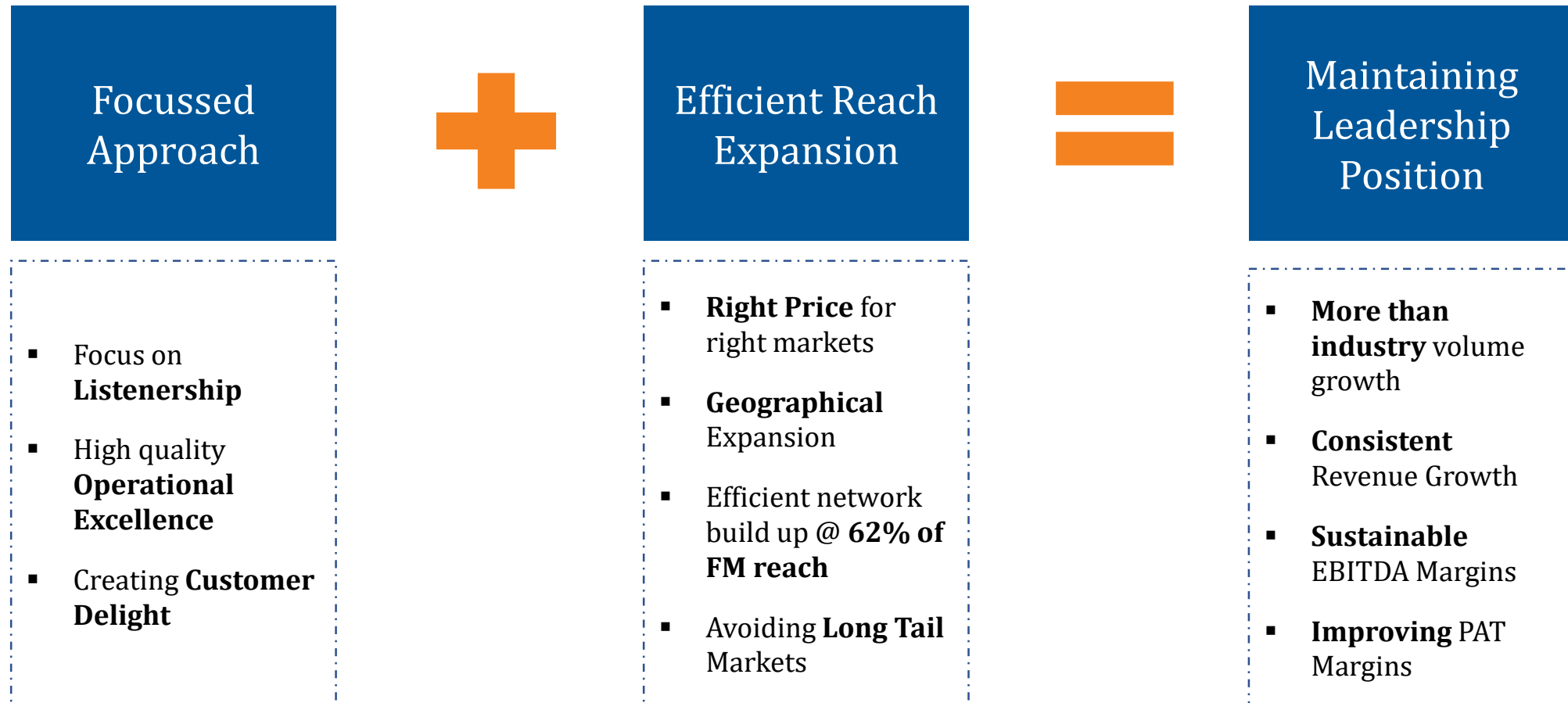
Applications Launched:



3.00 Lac Installs



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



Profit and Loss – Quarterly

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In Rs. Crs	Q3FY18	Q3FY17	YoY	Q2FY18	QoQ	9MFY18	9MFY17	YoY
Revenue	76.2	72.8	5%	75.8	0%	222.3	204.9	9%
Licenses Fees	5.4	5.0		5.4		16.0	14.4	
Employee Expenses	17.6	16.8		17.1		51.8	48.1	
Other Expenses*	29.9	24.4		29.1		84.8	67.8	
EBITDA	23.3	26.6	-12%	24.2	-4%	69.7	74.7	-7%
EBITDA Margin	30.6%	36.6%		31.9%		31.4%	36.4%	
Other Income	4.3	0.9		5.0		14.0	2.8	
Depreciation/Amortization	6.5	5.0		6.7		19.6	14.0	
EBIT	21.1	22.4	-6%	22.5	-6%	64.1	63.4	1%
EBIT Margin	27.7%	30.8%		29.7%		28.8%	30.9%	
Finance costs	3.9	5.0		3.8		11.6	13.1	
PBT	17.2	17.5		18.7		52.5	50.2	
Tax	5.3	7.3		6.0		17.0	18.1	
PAT	11.9	10.2	16%	12.7	-7%	35.5	32.2	10%
PAT Margin	15.6%	14.0%		16.8%		15.9%	15.7%	
Other Comprehensive Income	-0.3	0.0		-0.4		-0.7	-0.7	
Total Comprehensive Income	11.6	10.2	14%	12.3	-6%	34.8	31.4	11%

*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 normalized EBITDA for 9MFY17 is 34.6%

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			

Contact Us

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