

October 25, 2018

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  NSE Scrip Code: RADIOCITY ISIN: INE919I01016	2.	<b>BSE Limited</b> 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 financial results of the Company for quarter ended September 30, 2018.

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.



October 2018



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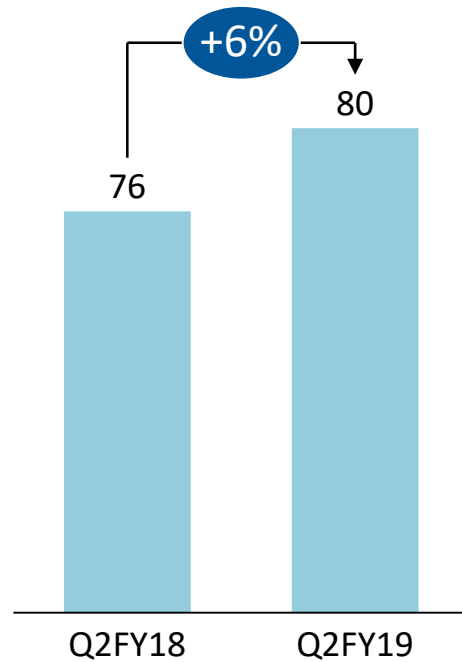
# Key Highlights - QUARTERLY

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## Revenue

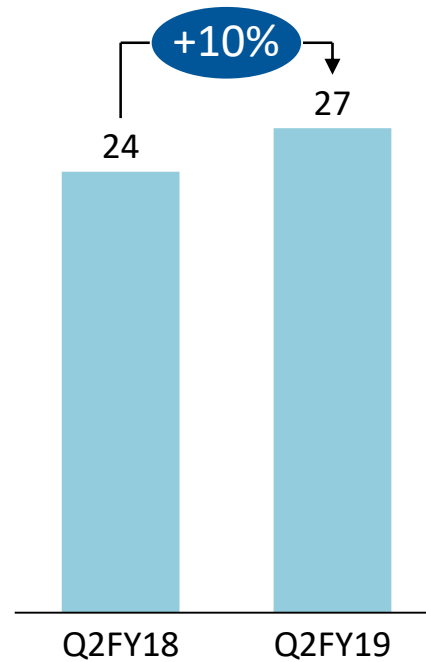
In Rs. Crs



## EBITDA & Margins

31.9%

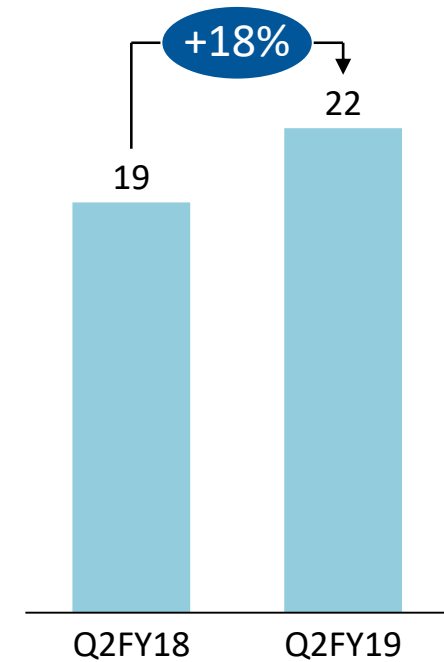
33.2%



## PBT & Margins

24.7%

27.6%



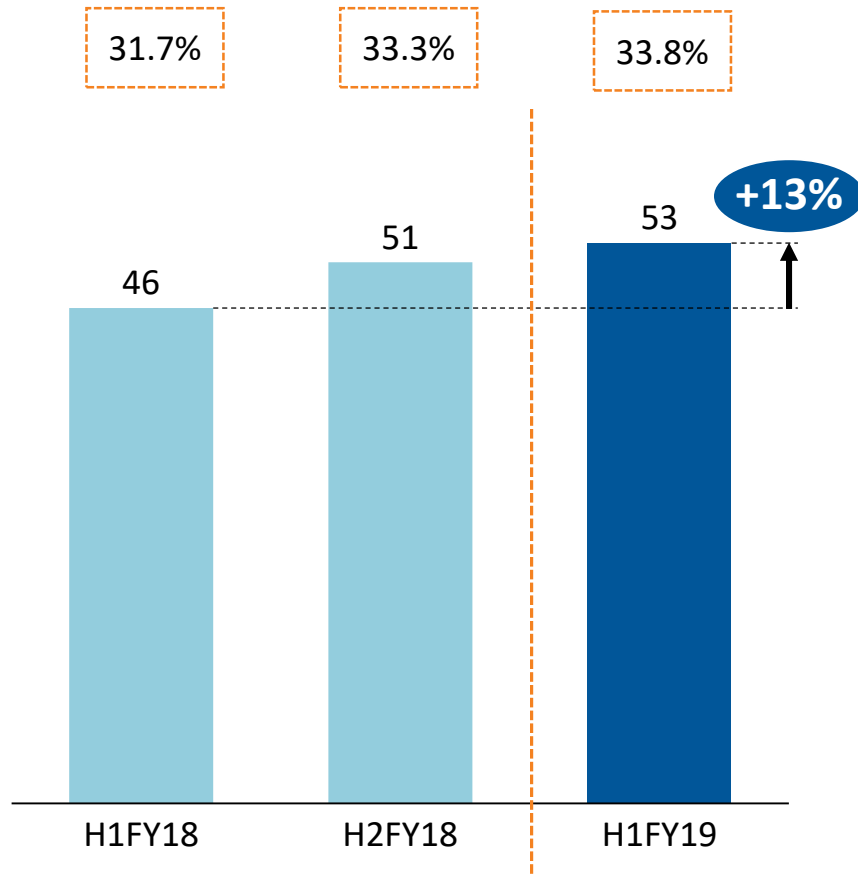
# Operating leverage delivers consistency in Margins

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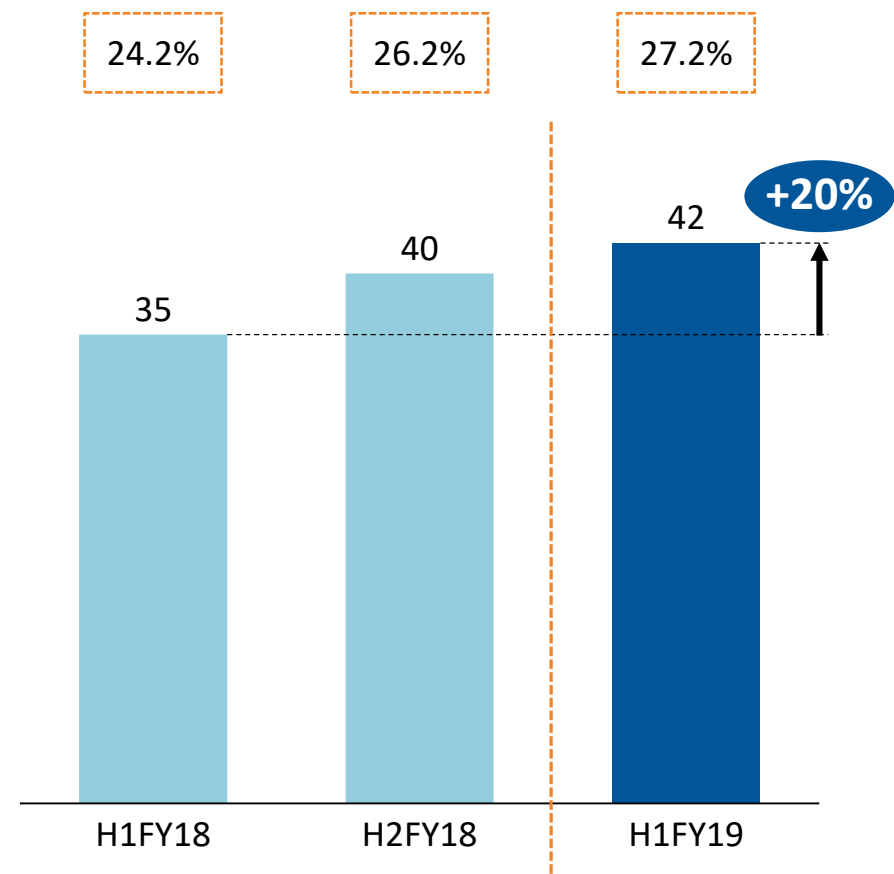


In Rs. Crs

## EBITDA & Margins



## PBT & Margins

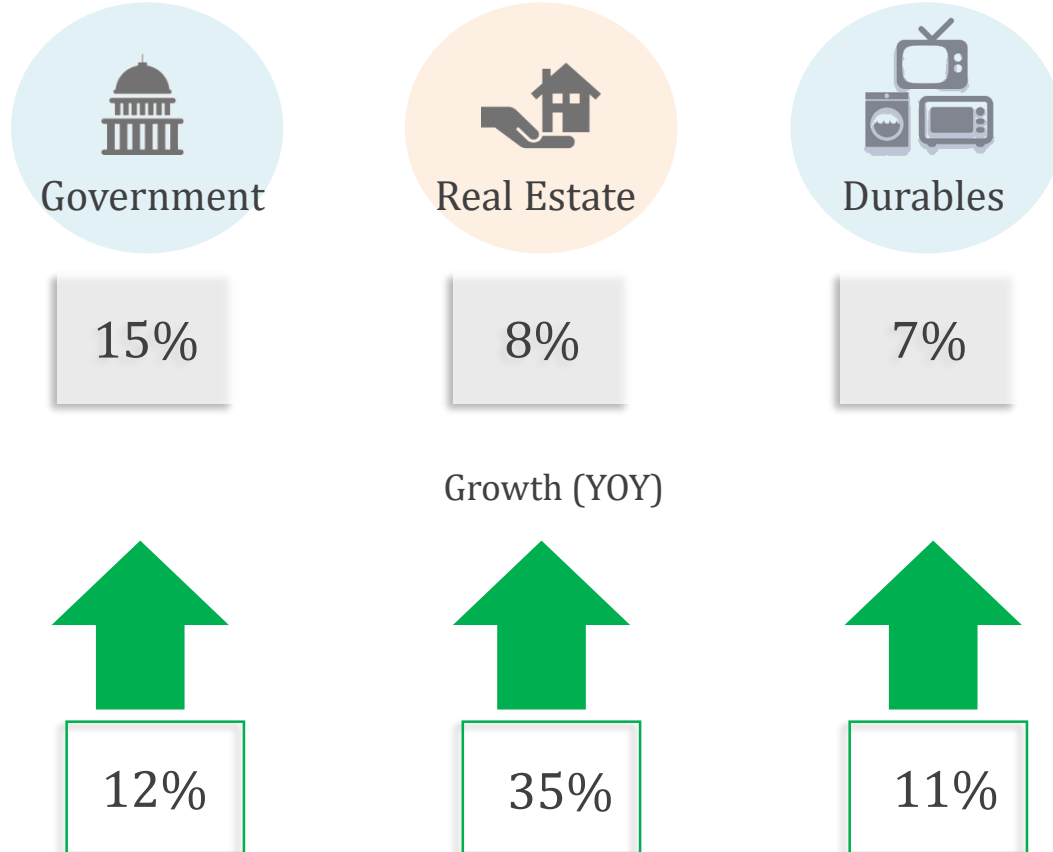


# GEOGRAPHICAL EXPANSION STRATEGY working out

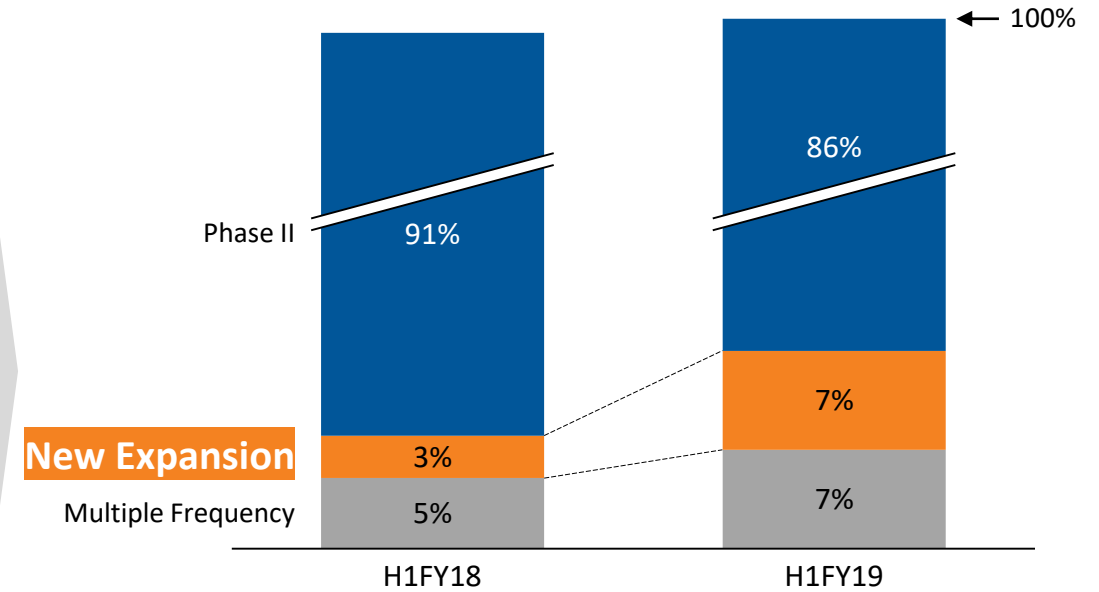
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## H1 FY19 Industry Volume breakup:



## Radio Industry : Advertising Volume Share



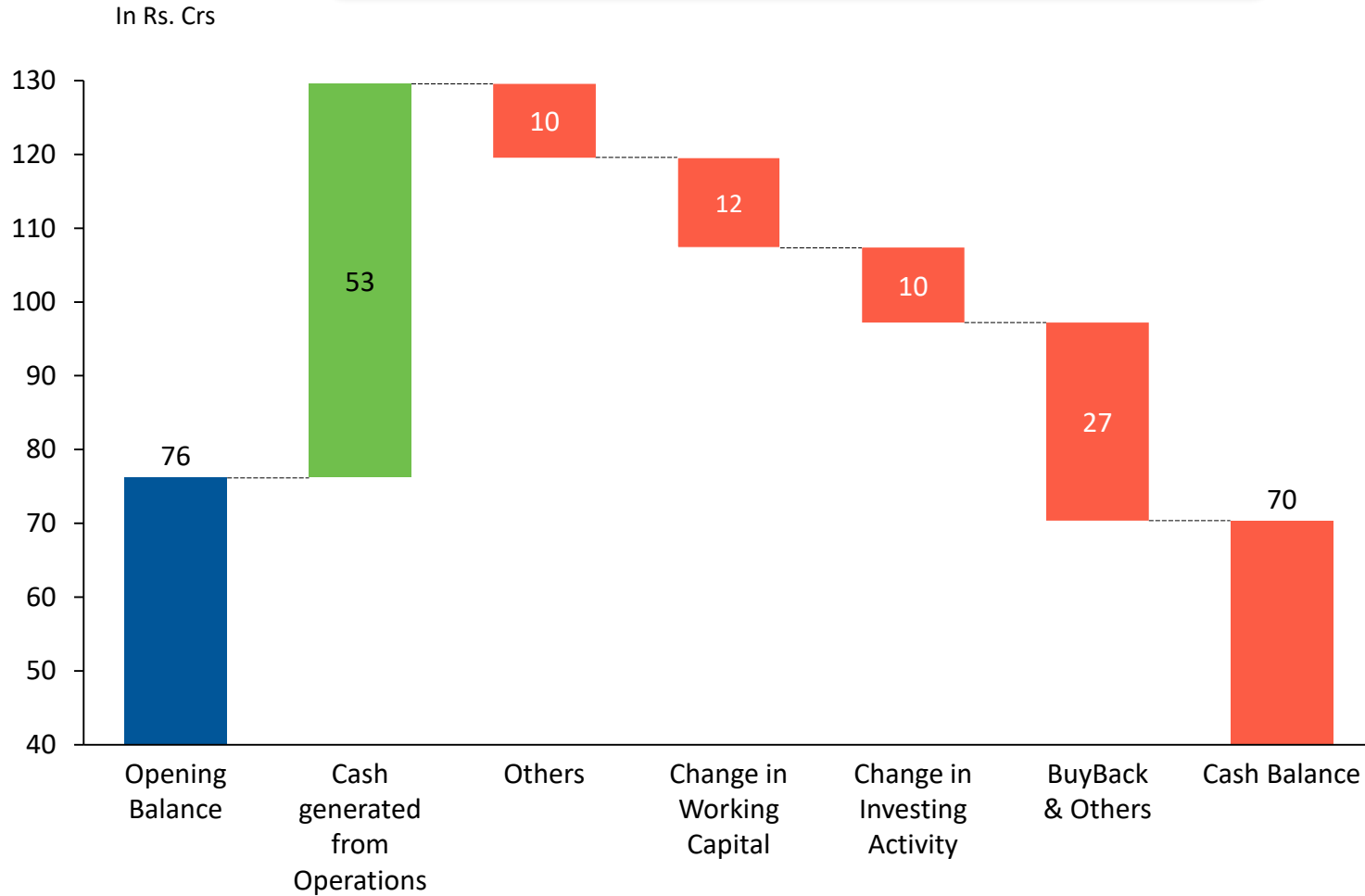
New Expansion Markets have **grown 3x faster** as compared to Multiple Frequency Markets

# Creating Value for FUTURE GROWTH

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Period (From April 2018 – Sept 2018)



**~179** Cr  
Cumulative Operating  
cash in past 3 years

**~230** Cr  
of Cash, Cash Equivalents  
& Investments  
(as on September 2018)

# Other Updates

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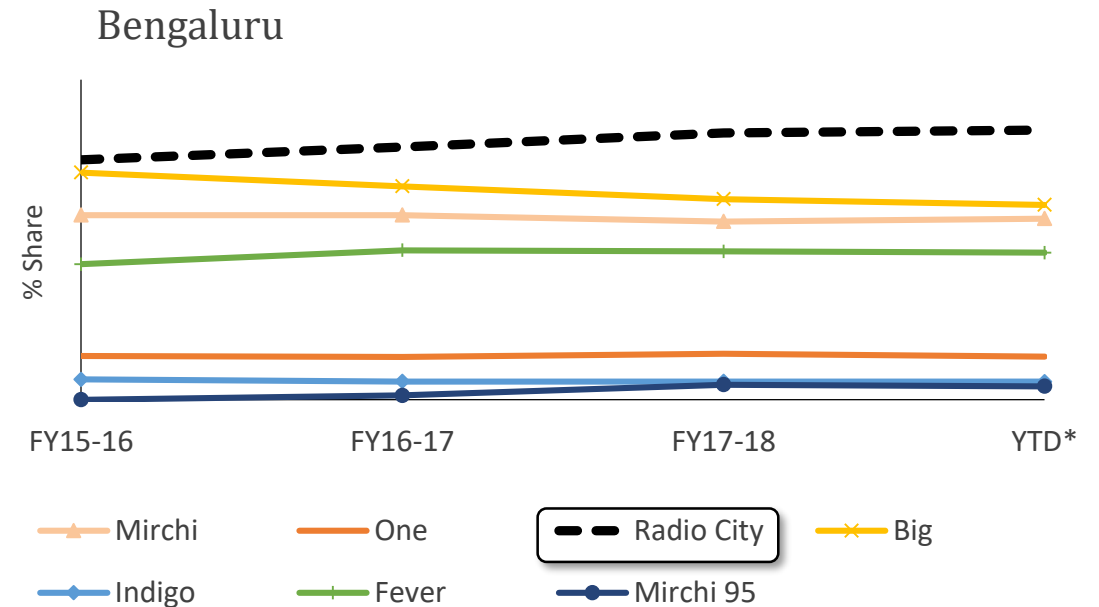
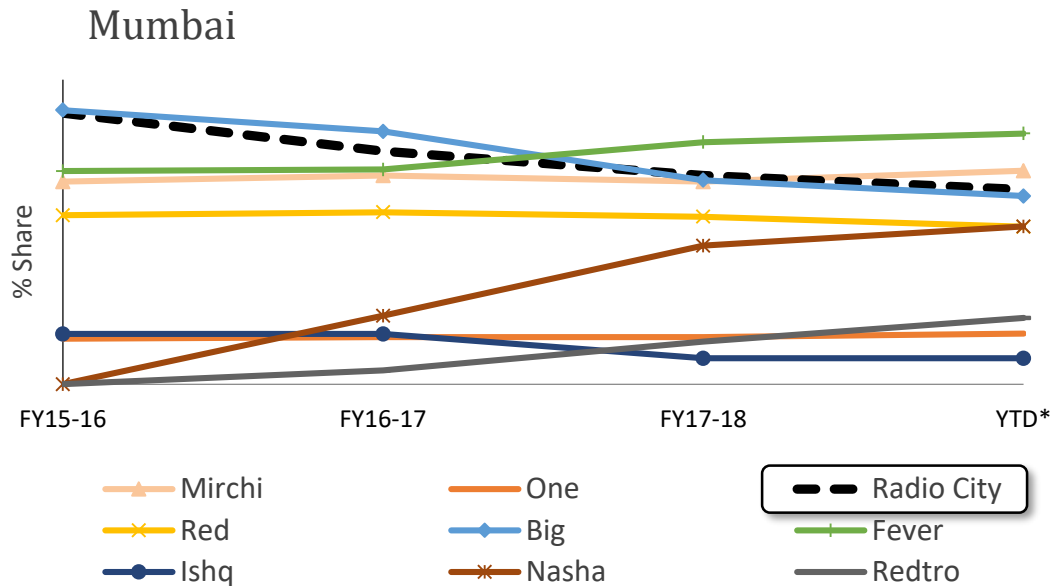


# Listenership trends in Mumbai and Bengaluru

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## Listenership Market Share Data



Average of FY16 - YTD	Single Frequency	Multiple Frequency
Market Share	12.1%	3.5%

Average of FY16 - YTD	Single Frequency	Multiple Frequency
Market Share	13.4%	0.8%

## Radio City Super Singer – Season 10



Total Participation:  
4.06 lacs

## City Icon Award



Where excellence in business  
was awarded across various  
categories.  
Cities: Mumbai, Thane, Jaipur,  
Delhi, Chennai & Hyderabad

## Ganpati Activity



### City Cha Bappa

- Pune – 20 RWA, 1 Mall , 2 Pandals
- Nagpur- 10 RWA/Pandals
- Nashik – 10 RWA/Pandals
- Kolhapur – 10 RWA/Pandals
- Mumbai – 10 RWA | 1 Mall | 10 Pandals
- ROM – 10 RWA and Pandals

## Kar Mumbaikar



Through Kar Mumbaikar we  
continued to take issues  
concerning Mumbaikars head-on  
Many bollywood celebrities like  
Shankar Mahadevan, Manish  
paul, joined us during this  
campaign filling potholes with Rj  
Salil & Archana


## City Cine Awards





- RC City cine awards season 2 was  
again loaded with big movies &  
tremendous response. Extended  
on-air property to on-ground this  
time to enhance the response  
lever
- Received over 1 Cr votes &  
nomination responses.


# Digital Performance

 52 Radio stations in 11 languages & 900+ playlists have generated a listenership of 45 Million

 3.9 Mn Likes

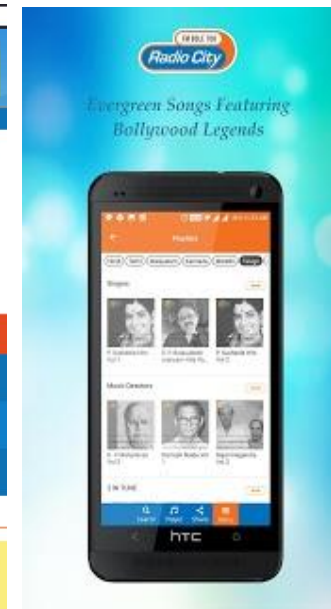
 3.04Lac Followers

 0.73 Lac Followers

 83 Mn Views



The screenshot shows the Radio City website interface. At the top, there's a navigation bar with 'CITIES', 'PODCAST', 'VIDEOS', 'ONLINE RADIO', 'SONGS', 'PHOTOS', 'CORPORATE', and 'INVESTORS'. Below this, a large banner features 'SHEIN' with 'cash on delivery' and 'SHOP NOW' buttons. A 'PODCAST' section lists 'Geetmala Ki Chhaon Mein', 'Joke Studio - Kishore Kaka', and 'Fundo Duniya Fultoo Facts with RJ Nikki'. The 'BEST OF RADIO CITY' section includes logos for 'gold HIT HAMESHA', 'Radio City LOVE GURU', and 'SUPER SINGER Junior'. A 'VIDEOS' section at the bottom shows thumbnails for 'Yeh Hai Meri Kahaani: Shatrughan...', 'Lucknow Central-Official Trailer...', 'Hawayein-Jab Harry Met Sejal...', and 'RJ Archana discovers Toilet Ek...'.



## Applications Launched:



**Facebook** - Vidooly ranked Radio City no.1 against Radio Competition



**Twitter** - Gig City featured in the Top 10 India trends on Twitter

**Over 4.9 Lac Installs**

**Web Presence**

[hindi.radiocity.in](http://hindi.radiocity.in) [www.radiocity.in](http://www.radiocity.in)

# Profit and Loss

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In Rs. Crs	Q2FY19	Q2FY18	YoY	Q1FY19	QoQ	H1FY19	H1FY18	YoY
<b>Revenue</b>	<b>80.1</b>	<b>75.8</b>	<b>6%</b>	<b>75.7</b>	<b>6%</b>	<b>155.8</b>	<b>146.1</b>	<b>7%</b>
Licenses Fees	5.6	5.4		5.3		10.9	10.6	
Employee Expenses	17.9	17.1		18.0		35.9	34.3	
Other Expenses	30.1	29.1		26.3		56.4	54.9	
<b>EBITDA</b>	<b>26.6</b>	<b>24.2</b>	<b>10%</b>	<b>26.1</b>	<b>2%</b>	<b>52.6</b>	<b>46.4</b>	<b>13%</b>
<b>EBITDA Margin</b>	<b>33.2%</b>	<b>31.9%</b>		<b>34.4%</b>		<b>33.8%</b>	<b>31.7%</b>	
Other Income	3.6	5.0		2.4		6.0	9.7	
Depreciation/Amortization	6.7	6.7		6.7		13.4	13.1	
<b>EBIT</b>	<b>23.5</b>	<b>22.5</b>	<b>4%</b>	<b>21.7</b>	<b>8%</b>	<b>45.2</b>	<b>43.0</b>	<b>5%</b>
<b>EBIT Margin</b>	<b>29.3%</b>	<b>29.7%</b>		<b>28.7%</b>		<b>29.0%</b>	<b>29.4%</b>	
Finance costs	1.4	3.8		1.4		2.8	7.7	
<b>PBT</b>	<b>22.1</b>	<b>18.7</b>	<b>18%</b>	<b>20.4</b>	<b>8%</b>	<b>42.4</b>	<b>35.3</b>	<b>20%</b>
Tax	8.7	6.0		6.9		15.6	11.7	
<b>PAT</b>	<b>13.4</b>	<b>12.7</b>	<b>5%</b>	<b>13.5</b>	<b>-1%</b>	<b>26.9</b>	<b>23.6</b>	<b>14%</b>
<b>PAT Margin</b>	<b>16.7%</b>	<b>16.8%</b>		<b>17.8%</b>		<b>17.3%</b>	<b>16.1%</b>	
Other Comprehensive Income	0.0	-0.4		0.0		0.0	-0.4	
<b>Total Comprehensive Income</b>	<b>13.4</b>	<b>12.3</b>	<b>9%</b>	<b>13.5</b>	<b>-1%</b>	<b>26.9</b>	<b>23.2</b>	<b>16%</b>

# Balance Sheet

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Assets (In Rs. Crs)	Sep-18	Mar-18	Liabilities (In Rs. Crs)	Sep-18	Mar-18
<b>Total Non Current Assets</b>	<b>435.5</b>	<b>490.2</b>	<b>Shareholders Fund</b>	<b>602.6</b>	<b>599.9</b>
Fixed Assets	285.6	296.9	Share Capital	56.3	57.1
Tangible Assets	40.0	41.2	Other Equity	546.3	542.8
Intangible Assets	245.6	255.7	<b>Total Non Current Liabilities</b>	<b>54.5</b>	<b>53.5</b>
Intangible Assets Under Development	0.0	0.0	Long Term Borrowings	49.9	49.9
Financial Assets			Long Term Provisions	4.5	3.6
Investments	108.4	155.9	<b>Total Current Liabilities</b>	<b>44.9</b>	<b>45.2</b>
Other Financial Asset	11.6	10.8	Short Term Borrowings		
Deferred Tax Asset(Net)	11.7	18.2	Trade Payables	22.2	22.3
Other Non Current Assets	15.6	6.7	Other Financial Liabilities	11.3	11.7
Non Current Tax Assets	2.6	1.7	Short Term Provisions	0.7	0.7
<b>Total Current Assets</b>	<b>266.5</b>	<b>208.5</b>	Other Current Liabilities	10.7	10.5
Current Investments	51.9	-	<b>TOTAL EQUITY &amp; LIABILITIES</b>	<b>702.0</b>	<b>698.6</b>
Trade Receivables	127.1	110.4			
Cash & Cash Equivalents	14.0	13.1			
Bank Balances	56.4	63.0			
Other Financial Assets	0.7	3.6			
Other Current Assets	16.4	18.2			
<b>TOTAL ASSETS</b>	<b>702.0</b>	<b>698.6</b>			

# Contact Us

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DAUDE CITY.



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