

January 23, 2024

National Stock Exchange of India Limited Exchange Plaza, 5 th Floor Plot No. C/1, G Block; Bandra (East) Mumbai 400 051			BSE Limited Corporate Relationship Department Phiroze Jeejeebhoy Towers Dalal Street; Fort, Mumbai 400 001		
Equity	Scrip Code	RADIOCITY	Equity	Scrip Code	540366
	ISIN	INE919I01024		ISIN	INE919I01024
NCRPS	Scrip Code	RADIOCITY	NCRPS	Scrip Code	717504
	ISIN	INE919I04010		ISIN	INE919I04010

Sub: Investor Presentation on Un-audited Financial Results of the Company for the third quarter and nine months ended December 31, 2023

Dear Sir/Ma'am,

In accordance with Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith a copy of presentation to Analysts/ Investors on the financial performance of the Company for Un-audited Financial Results of the third quarter and nine months ended December 31, 2023 for the Financial Year 2023-24.

The aforesaid Analysts/ Investors Presentation is also available on the website of the Company <https://www.radiocity.in>

Kindly take the above on your record.

Thanking you
For Music Broadcast Limited

Arpita Kapoor
Company Secretary and Compliance Officer
Encl: as above





Music Broadcast Limited
Investor Presentation
Q3 FY24



Safe Harbor



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Key Highlights – Q3FY24



Radio City

- Recorded Revenue growth of 11% on YoY basis for Q3FY24
- 39% of the total clients on the Radio platform advertised on Radio City
- 31% of New clients on Radio platform advertised on Radio City



Radio Industry

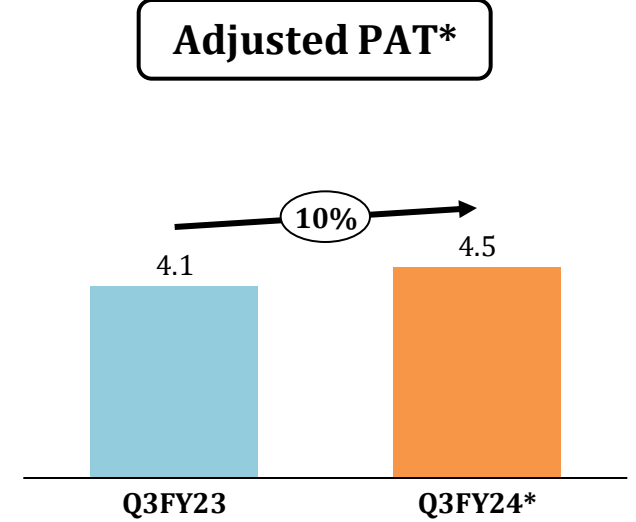
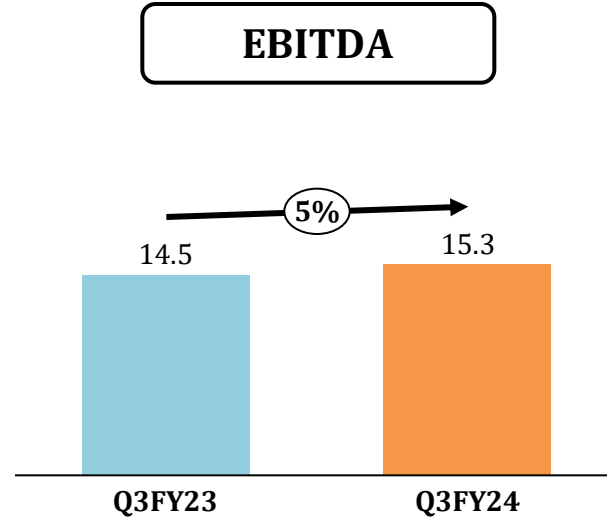
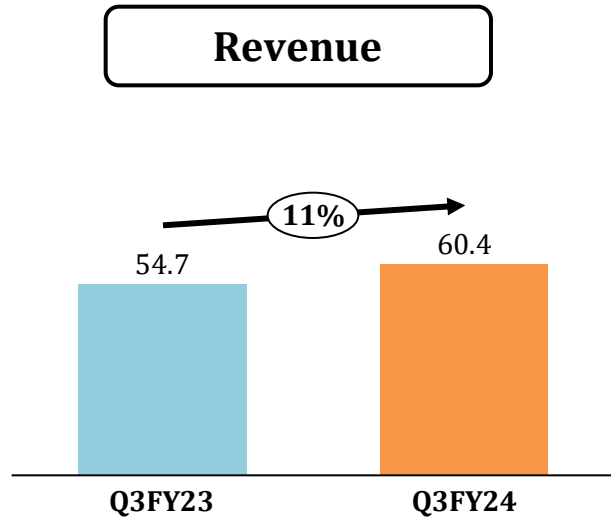
- 12% YoY growth in volumes for Q3FY24
- 2.4 K clients are new in Q3FY24 out of 4.8 K total clients advertised on Radio platform



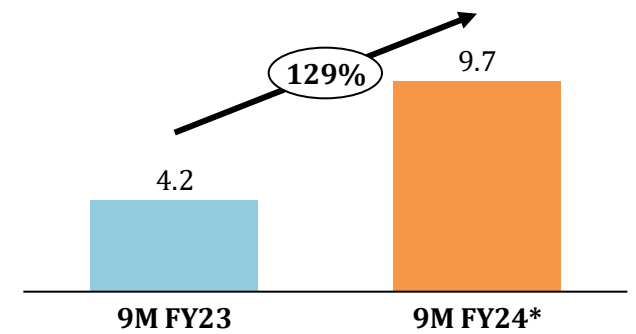
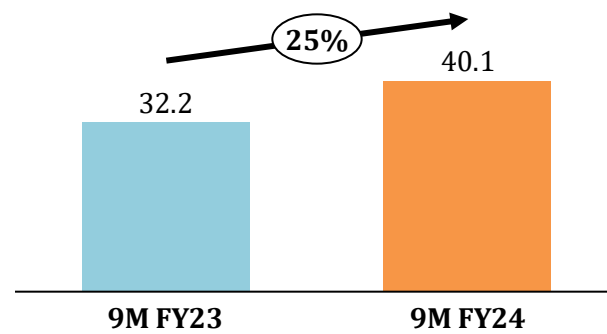
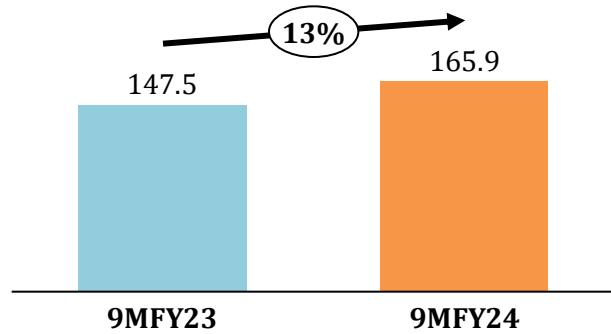
Key Numbers for Q3 & 9MFY24

Figures (Rs. in Cr)

Q3FY24



9MFY24

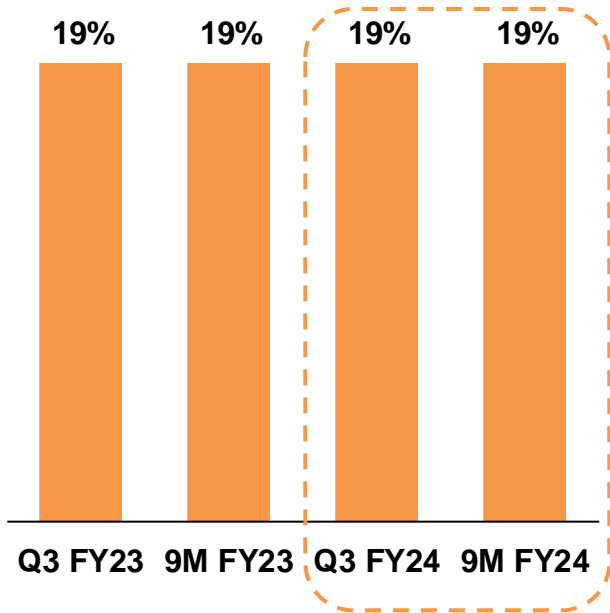


*Q3FY24 & 9MFY24 PAT Adjusted for Interest on NCRPS

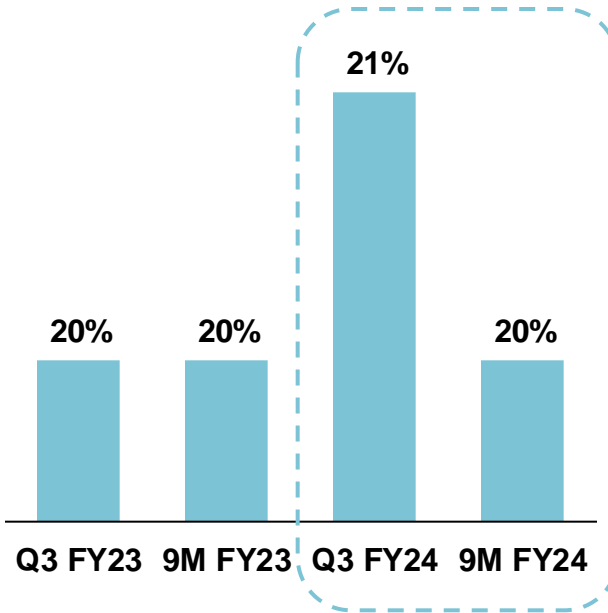


Market Shares

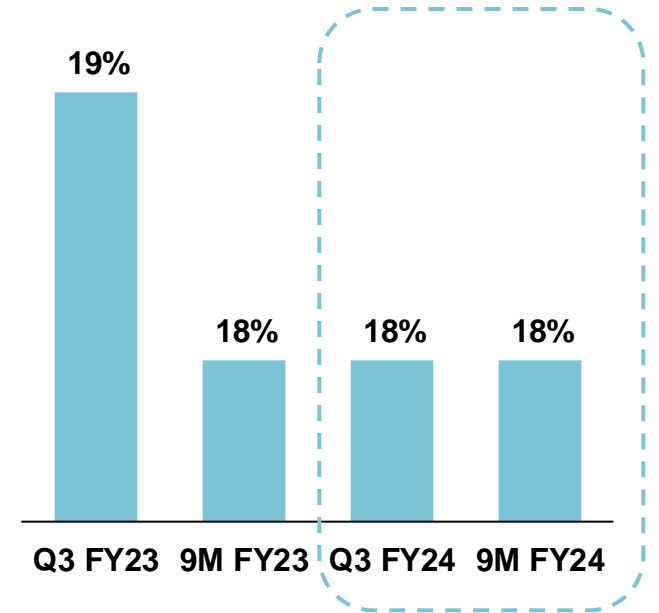
Radio City



Peer 1



Peer 2



Radio City's Market share is 19% in Q3 FY24



Key Initiatives



National
IPs

Show
Sponsorship

Regional
Properties

Local
Initiatives

Digital First
Integrations

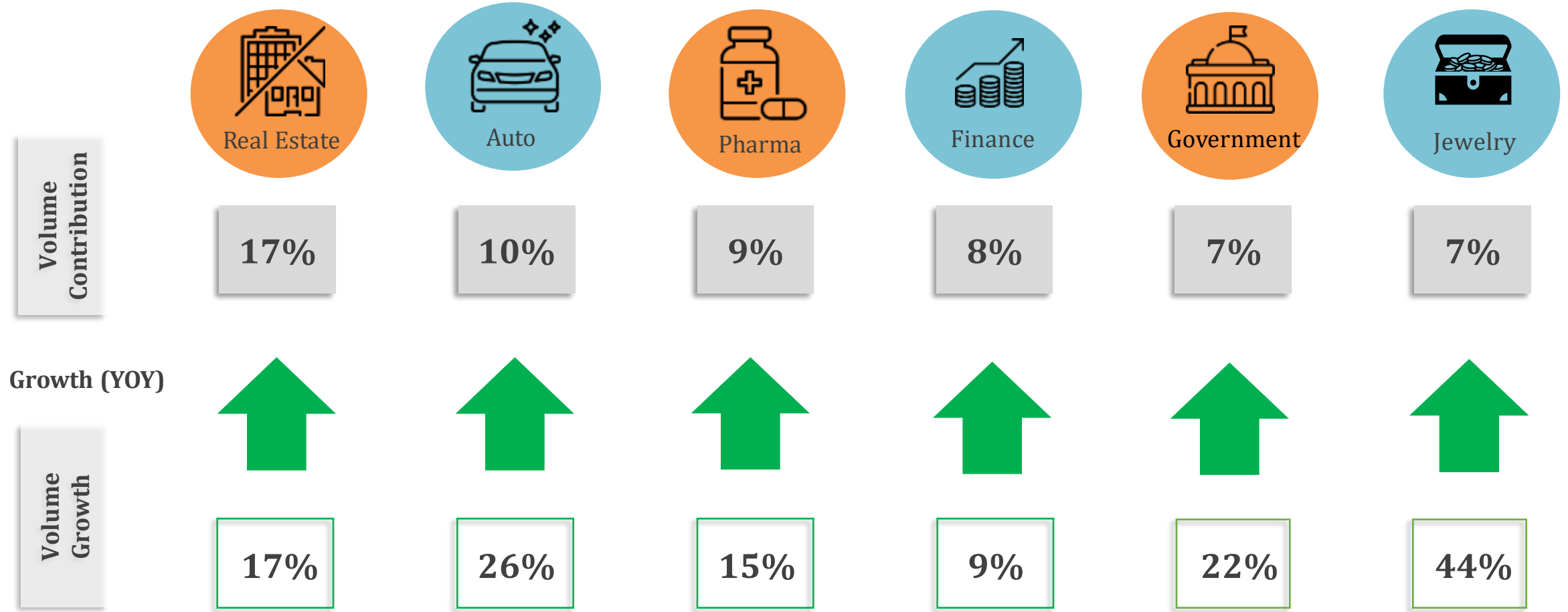
Big Ticket
Content Integration

Government
Proactive Pitches

- 31% of Revenue generated from a variety of offerings: Proactive proposals, Digital initiatives, Sponsorships, and Special events
- Q3FY24 Digital revenue has grown by **27%** over Q3FY23
- Second Highest client count share in the Industry with **40%** in 9MFY24

Radio Industry – Q3FY24 Category Trend

Radio Categories



Source: Aircheck 15 Markets





Radio City Programming & Digital Initiatives



Programming & Marketing Initiatives

BLOCKBUSTER SUNDAY

In an effort to offer our listeners a diverse range of content, Radio City curated a blend of shows spanning cookery, OTT, sports, spirituality, and an AI-led program the fourth consecutive year

SAY NA SIA

WANT TO MAKE YOUR SUNDAY A BLOCKBUSTER? CHECK OUT THESE SHOWS

KISMAT CONNECTION 08AM-10AM	GAME POINT 10am-11am	SUNDAY AUTO MODE 11am-12pm	FOOD CAST 12PM-1PM	TECHNO EXPERT 01PM-02PM
SHOW SHA 02PM-03PM	CITY BUZZ 03PM-04PM	GINNIE KI LIBRARY 04pm-05pm	FREEDOM GARAGE 05pm-06pm	OTT & CHILL 06PM-07PM
SAY NA SIA 07PM-08PM	STAR EXPRESS 08pm-09pm	CITY TOP 10 09PM-10PM		

CLICK HERE

Blockbuster SUNDAY

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CRICKET KA BLOCKBUSTER

In collaboration with ex-Indian cricketer/commentator Sanjay Manjrekar

NISSAN

Cricket Ka BLOCKBUSTER

SANJAY MANJREKAR KE SAATH CATCH KIJIYE CRICKET KI PURI VIBE SIRF YAH!

NISSAN'S CRICKET KA BLOCKBUSTER 2023!

PREDICT WIN **MATCH SCHEDULE**

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MUSIC FEST –DESI VIBES

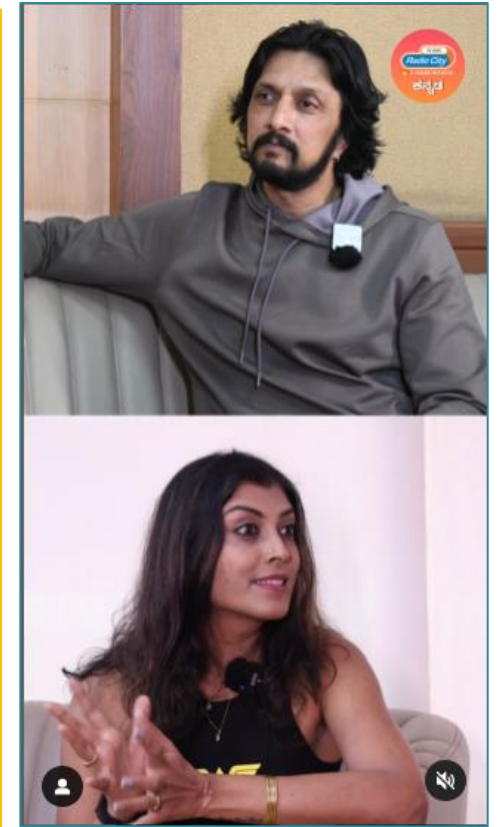
Following the triumph of season 1, Radio City introduced Music Fest Desi Vibe, showcasing artists known for their fusion and music resonating with Indian folk sounds

MUSIC FEST DESI VIBE

DESI SUR & COOL BEATS, GET READY TO GROOVE ON TO INDIE HITS

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Programming & Marketing Initiatives



To enhance our brand visibility and engagement, Radio City engaged with influencers spanning diverse categories. This strategic approach has proven to be a powerful tool for expanding our reach and strengthening our brand's connection with a broad and engaged online community.

Programming & Marketing Initiatives

91.1 FM

HONOURING BUSINESSES WITH ROARING GROWTH

AN EVENING TO RECOGNISE THE REMARKABLE PROGRESS OF BUSINESSES THAT HAVE ACHIEVED OUTSTANDING SUCCESS

FM BOLE TOH
Radio City
A JAGRAN INITIATIVE

PRIDE OF GUJARAT

Celebrating extraordinary success stories



Venue: Eulogia Inn, Gota BRIDGE, opp. Safal Vivan, Beside Prime Status, Gota, Ahmedabad, Gujarat 382481

9th December 2023, 06:30 PM Onwards

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STAY TUNED TO RADIO CITY 91.1 FM FOR MORE INFO

91.9 FM

RECOGNISING THE CONTRIBUTIONS OF THE CHANGE MAKERS OF UDAIPUR

FM BOLE TOH
Radio City
A JAGRAN INITIATIVE



UDAIPUR ICON AWARDS 2023-24

JOIN US TO HONOUR THE ACHIEVEMENTS OF UDAIPUR'S PROMINENT INDIVIDUALS AT THE RADIO CITY UDAIPUR ICON AWARDS.

DATE: JANUARY 12, 2024 | TIME: 7:00 PM ONWARDS | VENUE: THE ROYAL RETREAT RESORT, UDAIPUR

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TUNE INTO RADIO CITY FOR MORE INFORMATION.

Digital Initiatives

Digital Highlights

Digital reach of **388 Mn** through social media apps like Youtube, Facebook, Twitter, Instagram and Web Radio



Rank #1
4.1 Mn



Rank #2
335.7 K



Rank #3
370.8 K



Rank #4
1.4 Mn



RADIO CITY SUPER SINGER

Strong Participation across multiple touchpoints Season 15 of Radio City Super Singer has received a whopping 4.64 Lakh registrations across the country

#1 ROI - 15th season of our flagship property is the most sought-after singing talent hunt by a radio platform

Radio City made a significant mark on the Future of Radio when it introduced the India's Smartest AI Radio Jockey, SIA

Profit and Loss Statement

Particulars (Rs. in Cr)	Q3FY24	Q3FY23	YoY	Q2FY24	QoQ	9MFY24	9MFY23	YoY
Revenue	60.4	54.7	11%	52.4	15%	165.9	147.5	13%
Other Income	5.8	5.2		5.7		17.2	14.5	
Total Income	66.2	59.9	11%	58.2	14%	183.1	162.0	13%
Licenses Fees	5.1	4.9		5.0		15.1	14.5	
Employee Expenses	17.5	15.7		17.3		51.1	45.2	
Other Expenses	28.3	24.8		23.8		76.7	70.1	
EBITDA	15.3	14.5	5%	12.1	27%	40.1	32.2	25%
EBITDA Margin	25.3%	26.6%		23.1%		24.2%	21.8%	
Depreciation/Amortization	8.4	8.2		8.3		24.9	24.6	
EBIT	6.9	6.4	8%	3.8	81%	15.2	7.6	101%
EBIT Margin	11.4%	11.6%		7.3%		9.1%	5.1%	
Adjusted Finance costs*	0.5	0.5		0.5		1.5	1.6	
PBT	6.4	5.8	9%	3.3	95%	13.6	6.0	127%
Tax	1.9	1.7		1.0		4.0	1.8	
Adjusted PAT	4.5	4.1	10%	2.3	96%	9.7	4.2	129%
Adjusted PAT Margin	7.5%	7.5%		4.4%		5.8%	2.9%	
Interest on NCRPS	1.9	0.0		1.9		5.8	0.0	
Final PAT	2.6	4.1	-37%	0.4	602%	3.9	4.2	-8%
Other Comprehensive Income	0.0	0.1		0.0		0.0	0.2	
Total Comprehensive Income	2.6	4.2	-38%	0.3	680%	3.8	4.4	-13%

*Adjusted for interest on NCRPS in Q2 FY24, Q3 FY24 & 9M FY24

Thank You

Contact Us



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