

October 31, 2022

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

Sub: Investor Presentation on Un-audited Financial Results of the Company for the second quarter and half year ended September 30, 2022

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 second quarter and half year ended September 30, 2022.

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 and disseminate the same on your website.

Thanking you
For Music Broadcast Limited

Arpita Kapoor
Company Secretary and Compliance Officer

Encl: as above



Music Broadcast Limited

Investor Presentation

RAG RAG MEIN
DAUDE CITY.



October 2022



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Radio City

- Company has registered a 18.3% EBITDA Margin
- Recorded a market share of 18%* in Q2FY23, primarily due to refusal of low ER Clients
- 40% of the total clients on the Radio platform advertised on Radio City
- 37% of New clients on Radio platform advertised on Radio City
- Collection of Rs. 56.47 Crores during the quarter, of which collection from Government was Rs. 5.18 Crores
- Cash and Cash Equivalents of Rs. 284 Crores as on September 30th, 2022



Radio Industry

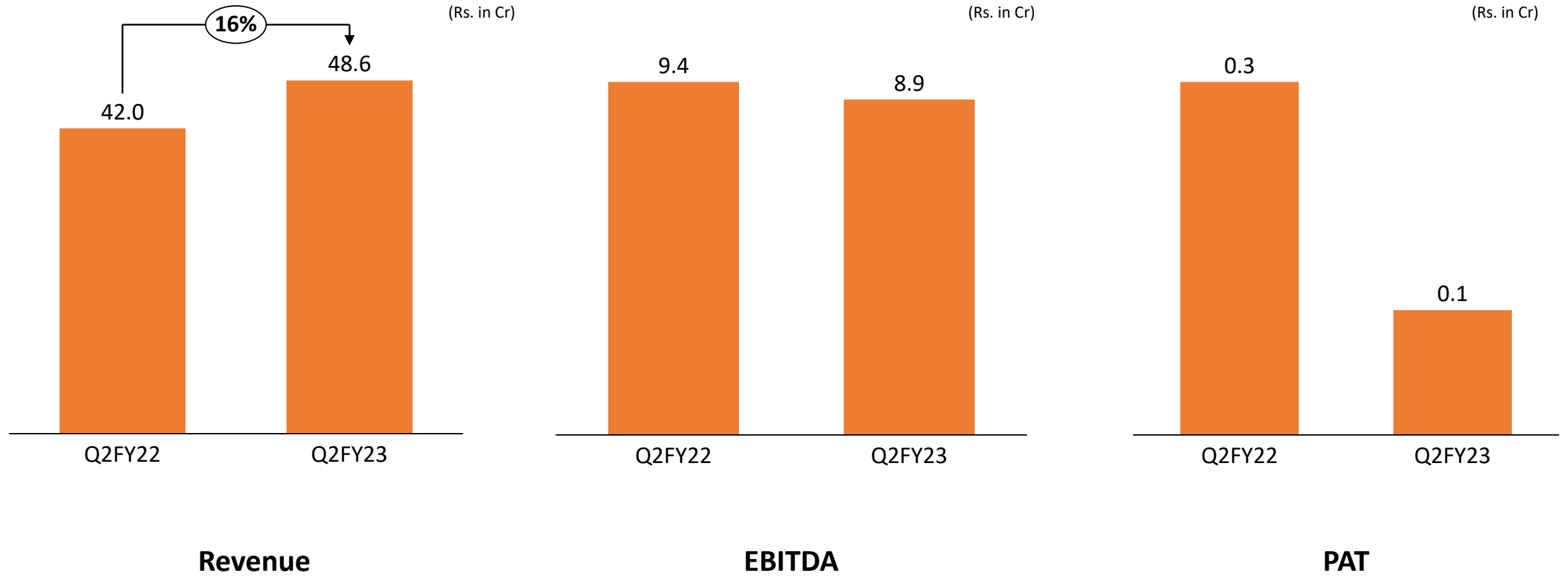
- 20% YoY growth in volumes for Q2FY23
- 33% growth in client count for Q2FY23 as compared to Q2FY22
- 2.22K clients are new in Q2FY23 out of 4.75K total clients advertised on Radio platform

Strong Recovery to continue

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Quarterly

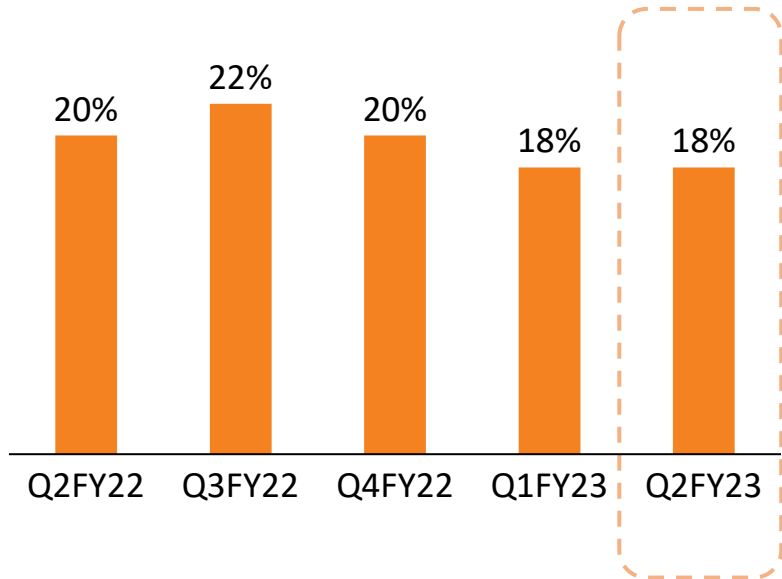


Maintained Market Share

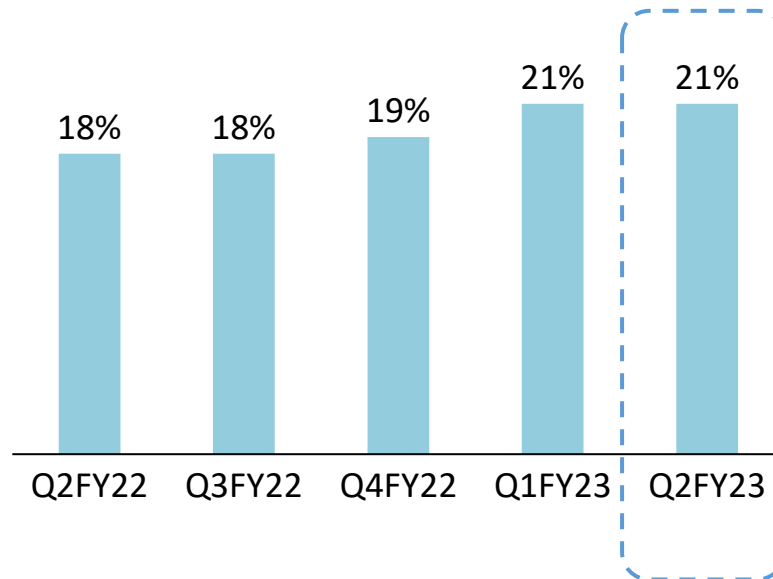
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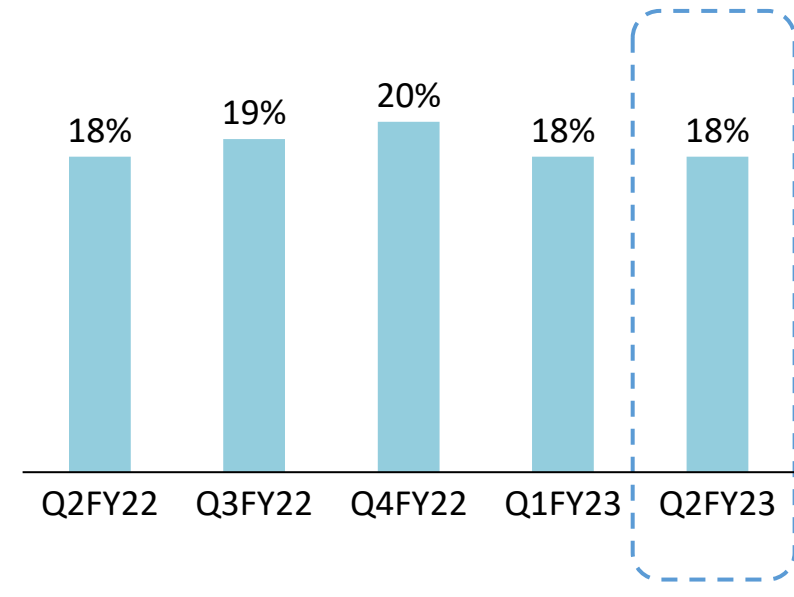
Radio City



Peer 1



Peer 2



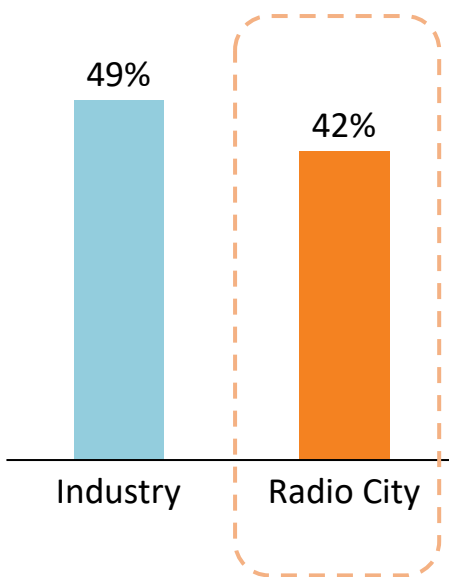
Dip in Volume Shares from 20% of Q4FY22 to 18% is primarily due to refusal of low ER Volumes

Volume performance in line with Strategy

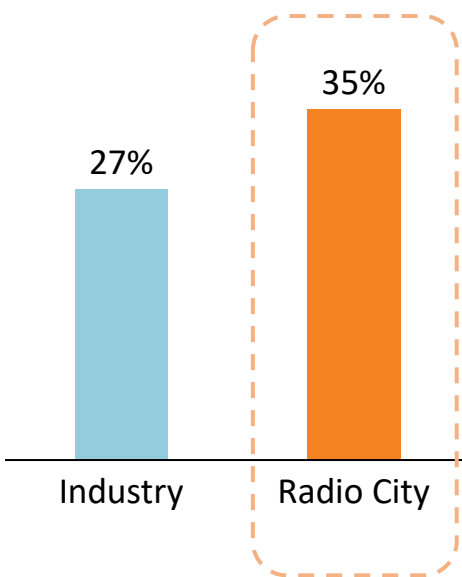
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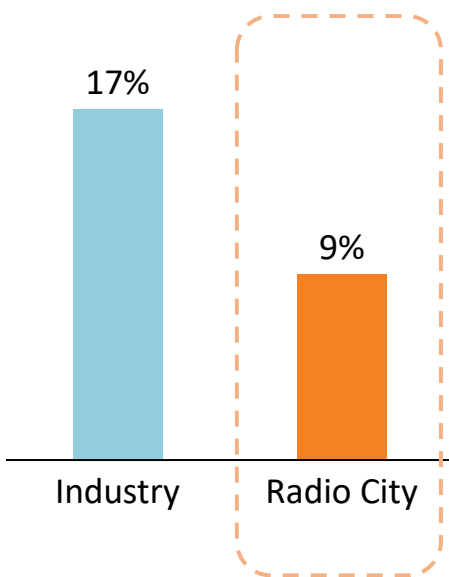
Q2 FY22 Radio Industry
Performance YoY



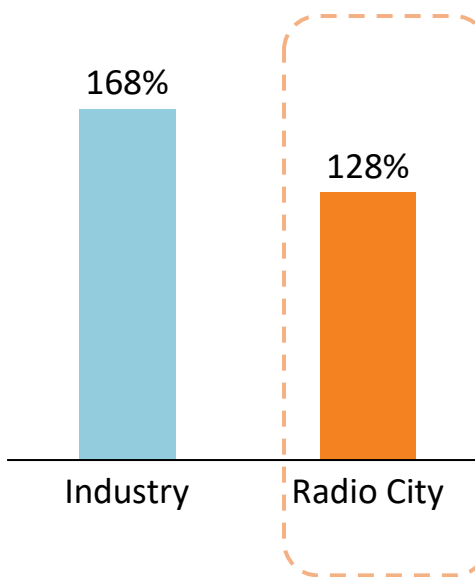
Q3 FY22 Radio Industry
Performance YoY



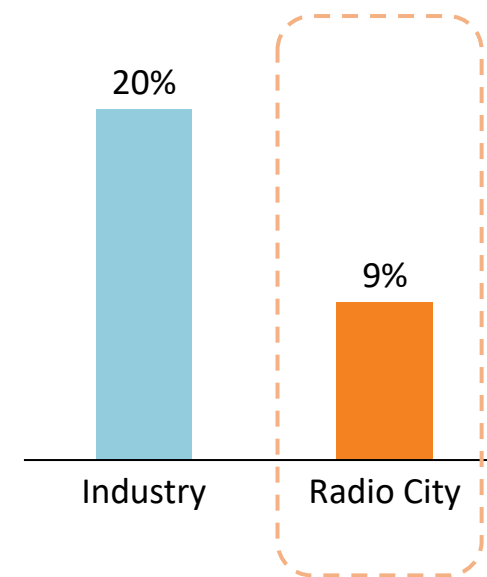
Q4 FY22 Radio Industry
Performance YoY



Q1 FY23 Radio Industry
Performance YoY

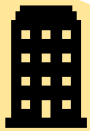


Q2 FY23 Radio Industry
Performance YoY



Initiatives Driving Ad-Volumes

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Bole Toh Property



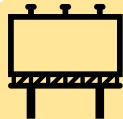
Special Days & Schemes



Govt. Proactive pitches



Regional Property



FCT Proactive pitches

Initiatives



Long Term Deals



Local Initiatives



Digital First Integrations



Big Ticket Content Integrations



Satellite Revenue

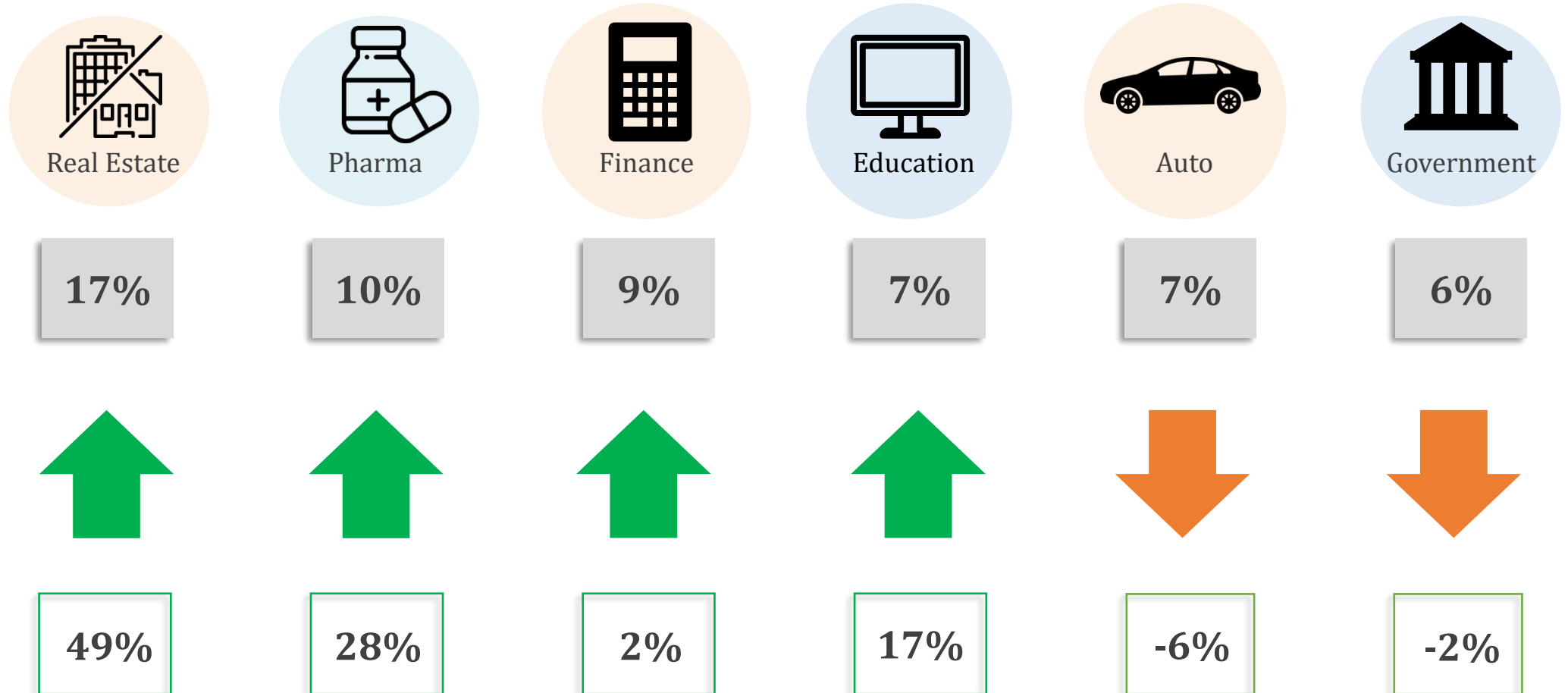
- **35%** Revenue Garnered from Created Business - Properties, Proactive pitches, Digital, Satellite & Special days
- Q2FY23 Digital revenue has grown by 60% over Q2FY22
- 2nd Highest client count share in the Industry with 40% in Q2FY23

Radio Industry – Q2FY23 Category Trend

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Categories





Radio City Programming & Digital Performance & Initiatives

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Digital Highlights

Digital reach of **233 Mn** through social media apps like Youtube, Facebook, Twitter, Instagram and Web Radio



Rank #1
4.1 Mn



Rank #2
3.2 Lakhs



Rank #3
3.6 Lakhs



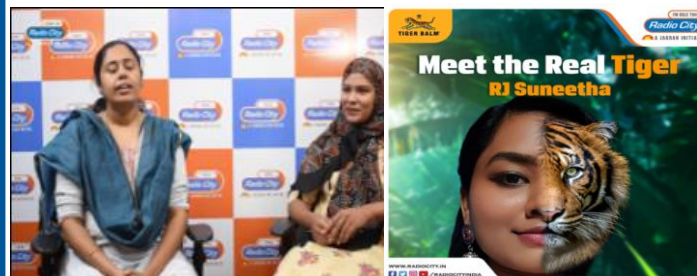
Rank #3
1.3 Mn

Lifestyle



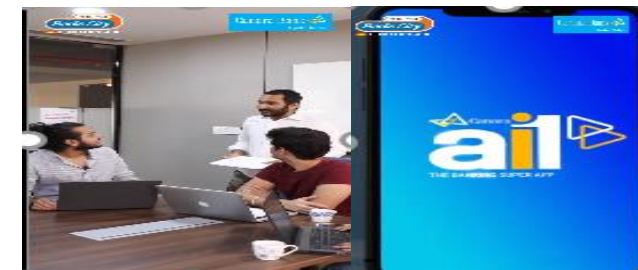
RJ integrated reel videos Lifestyle stores in Mumbai, Pune, and Ahmedabad were covered for the same. RJs visited the Lifestyle store to create hype around its 'flat 50% off a campaign urging people to shop from their nearest lifestyle stores

Tiger Balm



A digital-first idea campaign, #MeetTheRealTIGER Radio city showcased social heroes, who have done good for the country & the society The campaign consisted of digital interviews, videos, statics & podcast

Canara Bank



A series of entertaining sketch reels were created depicting real life scenarios such as conversations between a house help and owner, husband and wife, office boy and employee, etc. to highlight services provided by Canara Bank's AI 1 App.

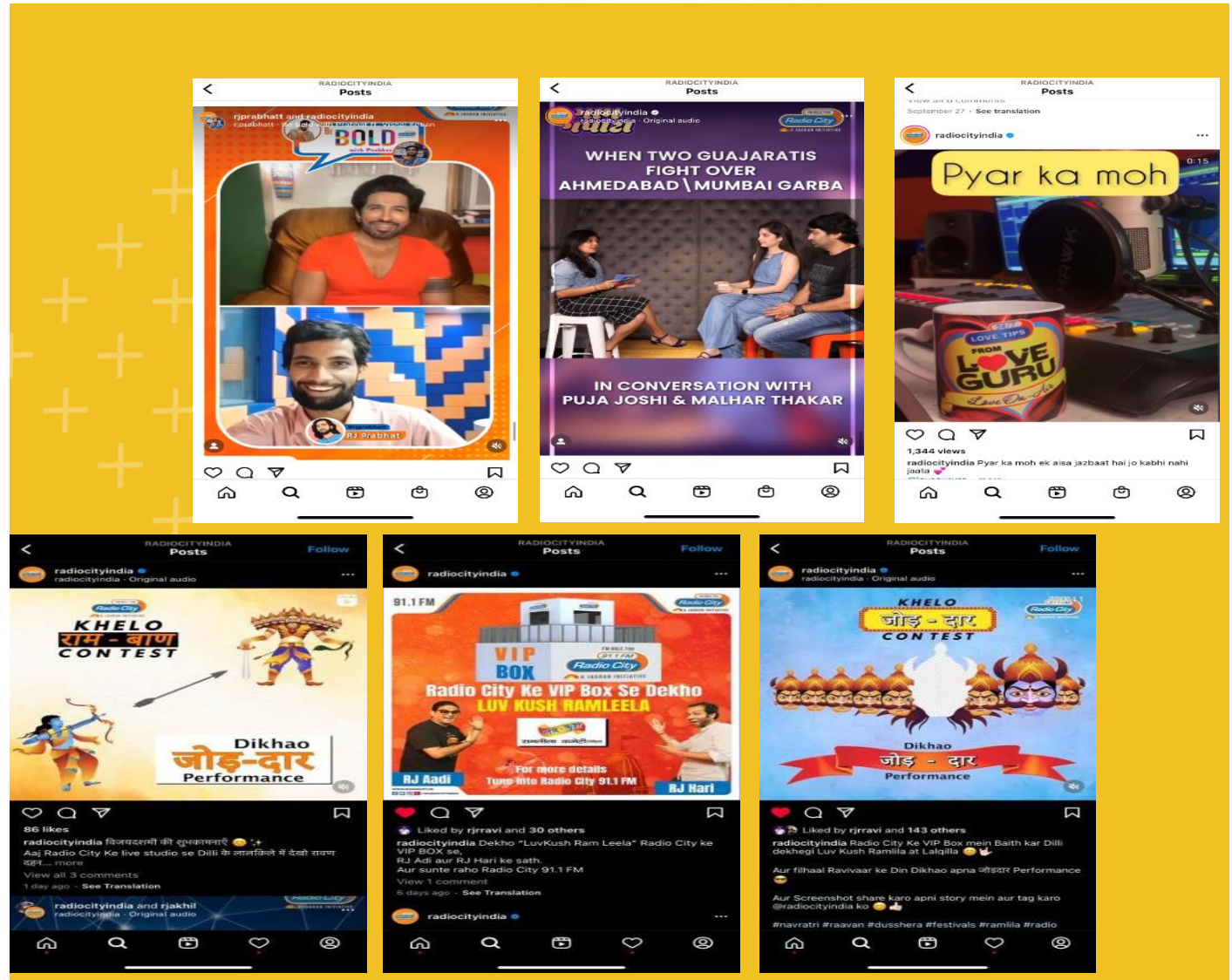
Digital Cross Promotions

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Integration with social media influencers & content creators, posting fun content and collaborative postings on each others handles, getting us reach out to their followers.

We have hosted influencers from various categories like food
Neha Ranglani. Just_Neel_Things Dr.Sidhant, Kashima Kapoor and many more - Total Outreach 10M plus



Radio City Business Titans - Chapter Dubai

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FM ROLE TOH
Radio City
A JAGRAN INITIATIVE

**An international event to recognize Indian business leaders who have strived and thrived to attain success through resilience and consistent innovation.
Event was great success both in terms of revenue and perception**



Radio City

Digital

ET Now

Print

Programming & Marketing Initiatives

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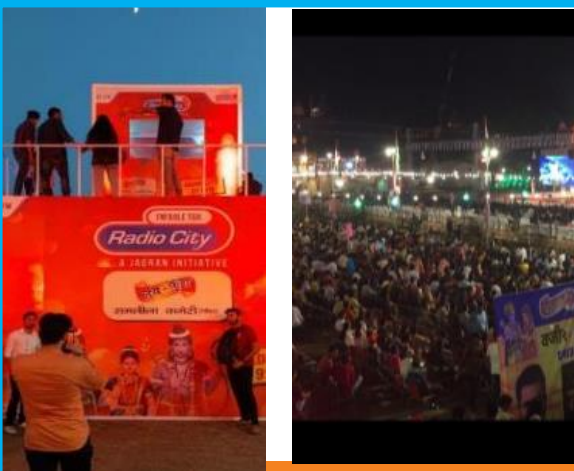
City Cha Bappa



Cricket ka Blockbuster



Icon Awards



Luv Kush Ramlila

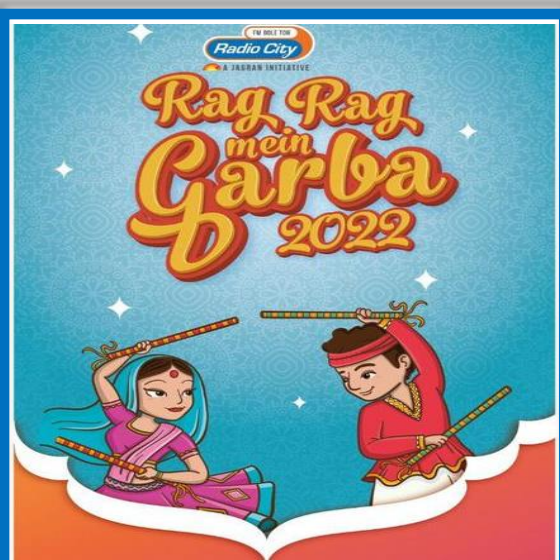


City Ki Kitty



Viral City Influencer Connect

Brand Communication Initiatives



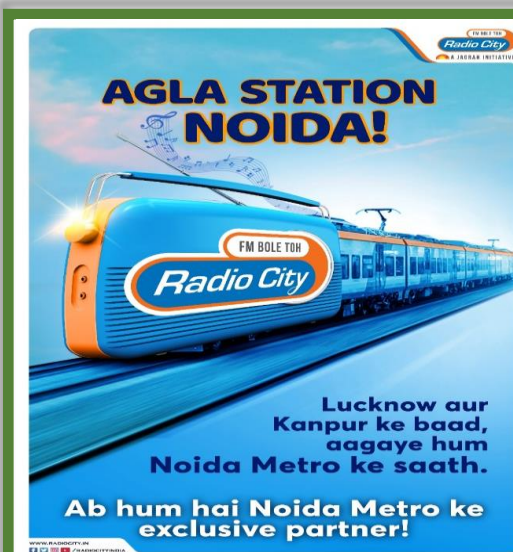
Navratri 2022

Radio City celebrated Navratri in 10 markets across India – Surat, Baroda, Ahmedabad, Varanasi, Patna, Ranchi, Jalandhar, Karnal, Pune, and Nashik. It was a large-scale activity where Radio City focused to show its presence in the Industry to the end consumer.



Launch of Radio City Cineverve

Radio City presents 'Cineverve' for pan India promotion of movies combining the power of Radio and Digital. Cineverve brings Radio City's top RJ influencers from different parts of the country to support regional films



Partnership with Noida Metro Station

Radio City has associated with Noida Metro Rail Corporation (NMRC) to deliver a daily dose of entertainment to the in-transit listeners.

Radio City shines at Golden Mikes 2022 with whopping 21 awards

Radio City achieves another milestone by bagging **21 awards** at E4M Golden Mikes Radio Advertising Awards 2022.

Out of the total **21 awards**, Radio City has received 5 Gold, 6 Silver and 10 Bronze awards across varied categories and one RJ of the year award.

RJ Shonali has received the excellence award in the 'RJ of the Year'

Radio City's beloved show 'Love Guru' has won the "Best Late Night Show award". Love Guru is one of the longest running show with over two decades of existence.



e4m HOME ADVERTISING MARKETING PR & CORP COMM MEDIA PEOPLE MOVEMENT

Radio Mirchi & Music Broadcast Ltd bag maximum metals; Princy Parikh of Mirchi Love adjudged RJ of the Year (Hindi/English Language)

by exchange4media Staff
Published: Aug 3, 2022 6:23 PM | 1 MIN READ

Returning after a space of two years, the 10th edition of the e4m Golden Mikes Radio Advertising Awards came to a spectacular end in Mumbai on Wednesday. The ceremony saw the coming together of some of the most well-known voices in the country - radio jockeys, channel leaders and other industry luminaries.

Adgully ADVERTISING MARKETING MEDIA PR EXCLUSIVES EVENTS UPCOMING EVENTS INTERNATIONAL

Radio City shines at Golden Mikes 2022 with whopping 21 awards

MEDIA

MINUTES TO READ
AUG 08, 2022

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News in the domain of Advertising, Marketing, Media and Business of Entertainment

Radio City, India's leading radio network, achieves another milestone by bagging 21 awards at E4M Golden Mikes Radio Advertising Awards 2022. The radio station's **RJ Shonali** has received the excellence award in the 'RJ of the Year' category. The glamorous award ceremony took place in Mumbai on August 3rd, 2022. Since its inception, Golden Mikes has been honoring excellence and acknowledging stupendous radio campaigns and the magnificent work done in the radio advertising domain.

Radio City's strength lies on designing hyperlocal campaigns that are relatable to the audience. During the COVID-19 pandemic, Radio City RJs have touched upon some of the most vital topics through their shows. Campaigns such as 'Kaam Wapsi with RJ Ginlie'; '20 Second Hand Wash'; 'Corona Help Corner'; 'Concert from Home'; 'Maskbandhan' and many others have been focused on providing audience with COVID related advisories and support. Additionally, campaigns such as 'Radio City Free Hit'; 'Gadha Pehelwaan'; 'Radio City Joke Studio'; 'Radio City Naya hai'; 'Rangmanch'; 'Chali Kahani'; 'Khamosh Taali', etc. have been admired by the audience and has left a lasting impression on them.

[IMPACT] HAPPENINGS

16 Rashmi Thosar, Nikhil Taneja, and Abhijeet Powdwal with the winning team of 104.8 Isha FM
17 Shashi Sinha, Nawal Ahuja, Samyukta Iyer and Shreya Rana presenting the RJ of the year award (other language) to RJ Shonali from Radio City 91.1 FM
18 Nikhil Taneja, Rashmi Thosar and Abhijeet Powdwal with the winning team of Fever Network
19 Nikhil Taneja, Rashmi Thosar and Abhijeet Powdwal with the winning team of Music Broadcast Ltd.

Profit and Loss Statement

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Particulars (Rs. in Cr)	Q2FY23	Q2FY22	YoY	Q1FY23	QoQ	H1FY23	H1FY22	YoY
Revenue	48.6	42.0	16%	44.1	10%	92.8	62.5	48%
Other Income	4.8	4.8		4.5		9.3	8.7	
Total Income	53.5	46.8		48.6		102.1	71.2	
Licenses Fees	4.8	4.7		4.8		9.6	9.3	
Employee Expenses	14.8	12.5		14.7		29.5	25.4	
Other Expenses	24.9	20.2		20.4		45.3	36.5	
EBITDA	8.9	9.4	-5%	8.8	2%	17.6	0.0	62899%
EBITDA Margin	18.3%	22.2%		19.8%		19.0%	0.0%	
Depreciation/Amortization	8.2	8.2		8.2		16.4	16.4	
EBIT	0.7	1.2	-43%	0.5	21%	1.2	-16.4	NA
EBIT Margin	1.3%	2.7%		1.2%		1.3%	-26.2%	
Finance costs	0.5	0.7		0.5		1.0	1.3	
PBT	0.1	0.5	-71%	0.0	897%	0.2	-17.7	NA
Tax	0.0	0.2		0.0		0.0	-5.0	
PAT	0.1	0.3	-65%	0.0	934%	0.1	-12.6	NA
PAT Margin	0.2%	0.7%		0.0%		0.1%	-20.2%	
Other Comprehensive Income	0.1	0.0		0.0		0.1	-0.1	
Total Comprehensive Income	0.3	0.3	-16%	0.0	2406%	0.3	-12.8	NA

Balance Sheet

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Assets (Rs. in Cr)	Sep-22	Mar-22	Liabilities (Rs. in Cr)	Sep-22	Mar-22
Total Non Current Assets	497.5	501.5	Shareholders Fund	603.9	603.6
Fixed Assets	240.4	255.0	Share Capital	69.1	69.1
Tangible Assets	63.9	65.2	Other Equity	534.7	534.5
Intangible Assets	162.3	172.7	Total Non Current Liabilities	12.7	15.3
Right of use asset	14.2	17.1	Long Term Borrowings	0.0	0.0
Financial Assets			Lease Liabilities	10.6	13.5
Investments	203.0	192.3	Employee Benefit Obligation	2.1	1.9
Other Financial Asset	24.3	24.2	Total Current Liabilities	33.8	35.1
Deferred Tax Asset(Net)	20.0	19.7	Short Term Borrowings	0.0	0.0
Other Non Current Assets	3.4	3.3	Trade Payables	16.4	16.5
Non Current Tax Assets	6.4	7.1	Lease Liabilities	6.0	6.0
Total Current Assets	152.9	152.6	Other Financial Liabilities	2.5	2.2
Current Investments	36.3	26.8	Employee Benefit Obligation	1.2	1.1
Trade Receivables	67.2	75.6	Other Current Liabilities	7.7	9.4
Cash & Cash Equivalents	3.6	7.6	Current tax liabilities (net)	0.0	0.0
Bank Balances	18.5	18.4	TOTAL EQUITY & LIABILITIES	650.4	654.1
Other Financial Assets	9.6	6.3			
Other Current Assets	17.6	17.9			
TOTAL ASSETS	650.4	654.1			

Cashflow Statement

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Particulars (Rs. in Cr)	Half Year ended 30-Sep-22	Half Year ended 30-Sep-21
Profit before tax	0.2	-17.7
<i>Adjustments</i>	10.1	9.5
Operating Profit Before Working Capital Changes	10.3	-8.2
<i>Change in operating assets and liabilities</i>	6.6	10.6
Cash generated from operations	16.9	2.4
<i>Income taxes paid</i>	0.3	2.5
Net cash inflow from operating activities (A)	17.2	4.9
Net cash inflow/(outflow) from investing activities (B)	-17.3	-8.9
Net cash outflow from financing activities (C)	-3.9	-3.5
Net increase/(decrease) in cash and cash equivalents (A+B+C)	-4.0	-7.5
Cash and cash equivalents at the beginning of the year	7.6	9.9
Cash and cash equivalents at the end of the year	3.6	2.4

Contact Us

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