

Music Broadcast Limited

Investor Presentation

RAG RAG MEIN
DAUDE CITY.



October 2021



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Radio City

- Maintains its leadership position at 20%* market share in Q2FY22
- Company has registered a turnaround at PAT Level and reported a 22% EBIDTA Margin
- 43% of the total clients on the Radio platform advertised on Radio City – Highest in the Industry
- 35% of New clients on Radio platform advertised on Radio City – Highest in the Industry
- Collection of Rs. 35 Crores during the quarter of which collection from Government was Rs. 6.5 Crores
- Cash and Cash Equivalents of Rs. 245 Crores as on September 30th, 2021



Radio Industry

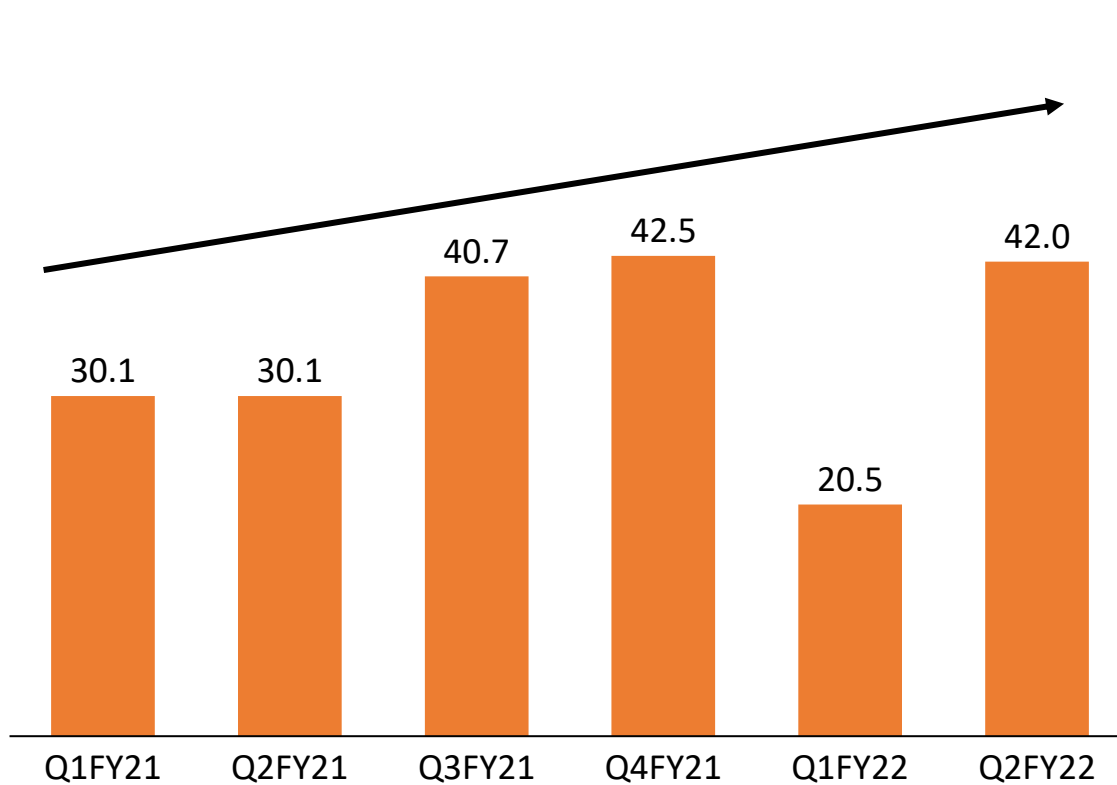
- YoY 49% growth in volumes for Q2 FY22
- ~5% growth in client count for Q2 FY22 as compared to Q2 FY21
- 3.58K clients advertised on Radio in Q2 of which 1.85k clients used the radio platform for the 1st time

Strong Recovery to continue

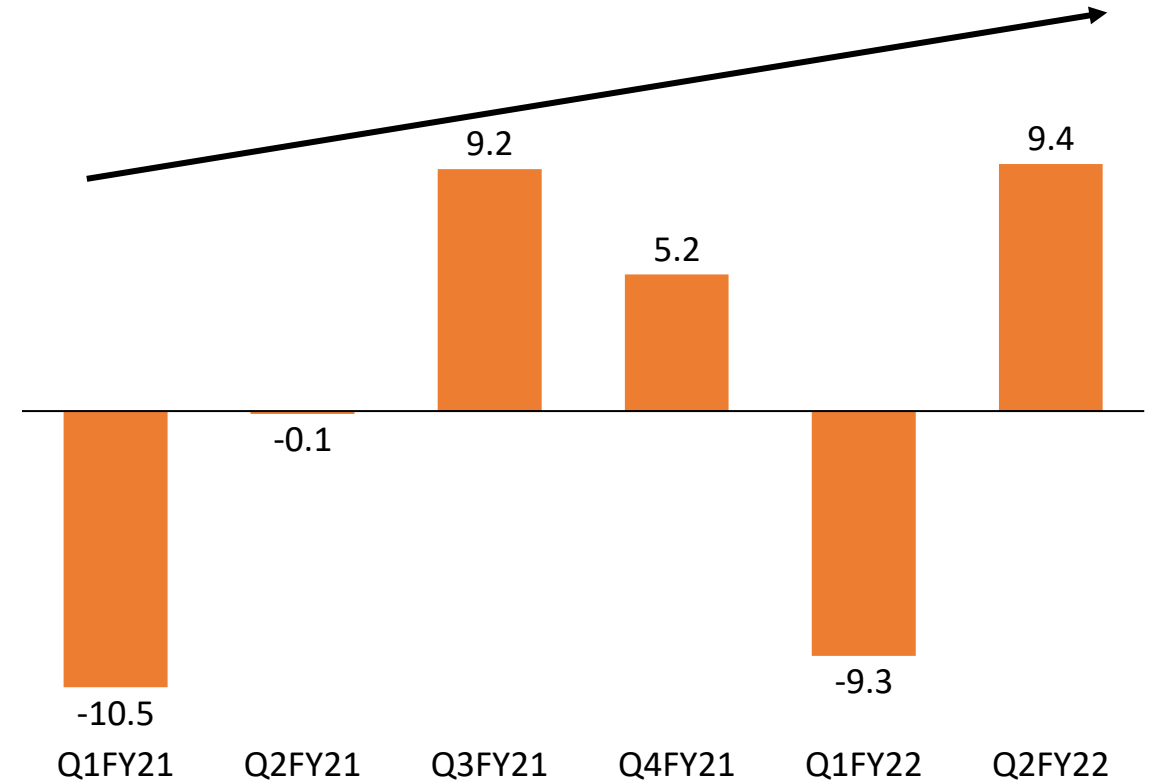
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Significant Revenue Recovery



Reversing trends towards Profitability



Maintained Leadership Market Share

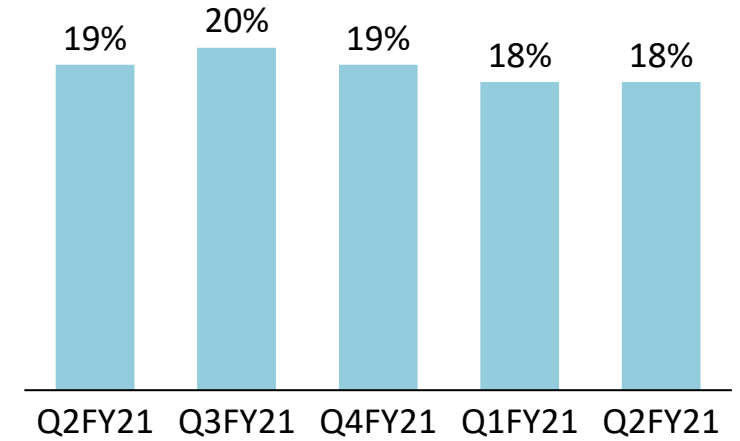
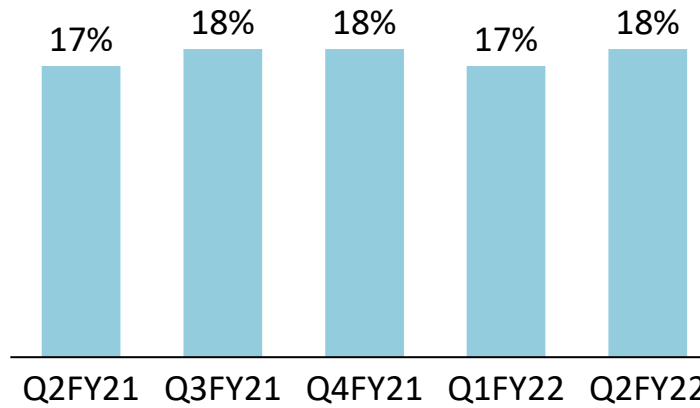
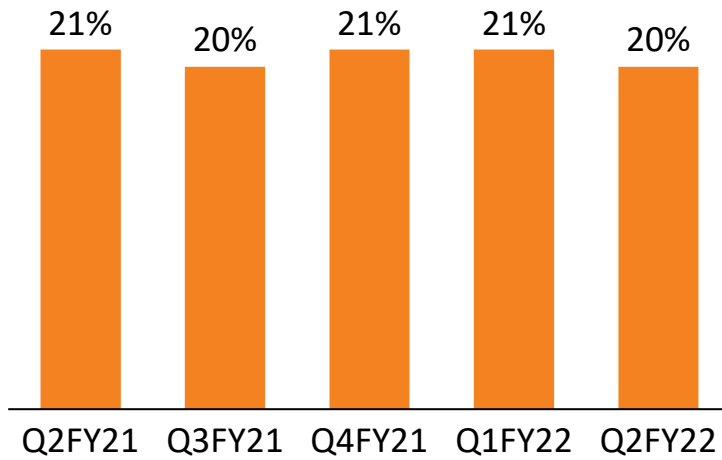
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Radio City

Peer 1

Peer 2



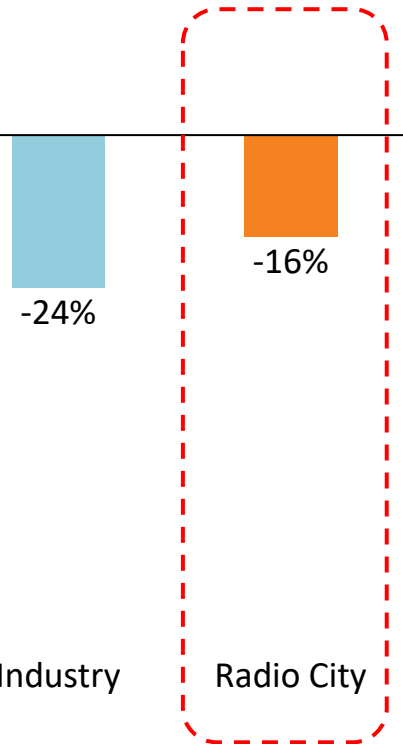
Radio City continues to be at highest Volume Market Share across all operator's main frequencies in Q2 FY22

Consistent Volume Growth Trajectory

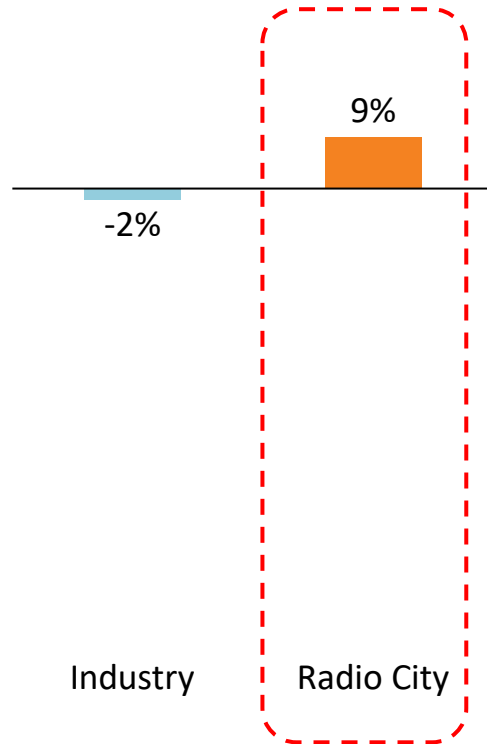
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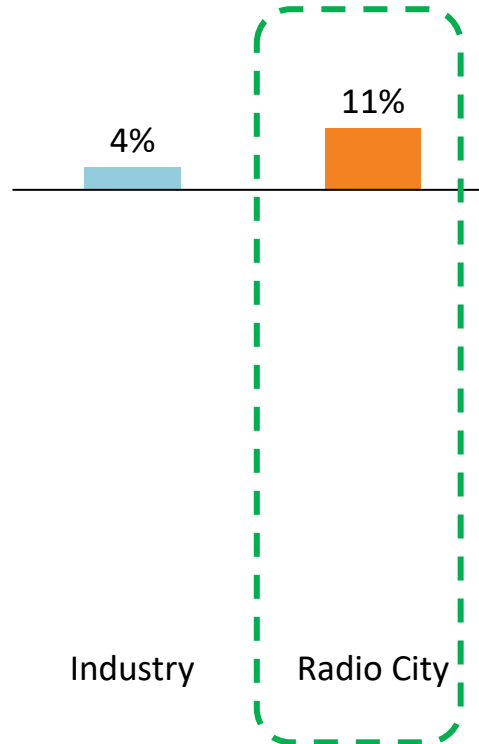
Q2 FY21 Radio Industry Performance YoY



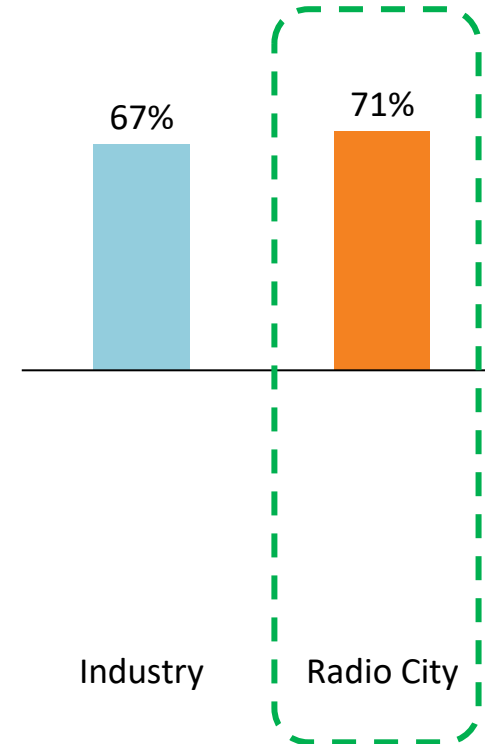
Q3 FY21 Radio Industry Performance YoY



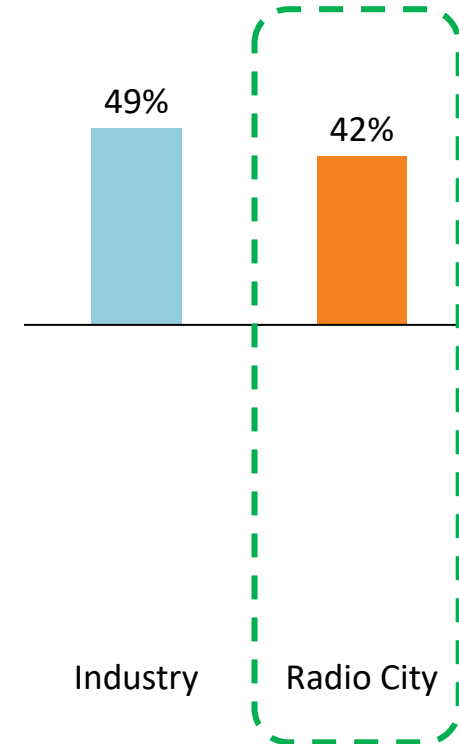
Q4 FY21 Radio Industry Performance YoY



Q1 FY22 Radio Industry Performance YoY



Q2 FY22 Radio Industry Performance YoY



Initiatives Driving Ad-Volumes

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- New Revenue Opportunities contributed Rs. 15.14 crores of revenue for Q2 FY22
- Leaders in NEW client addition for the quarter with 35% share
- Highest client share in the Industry with 43% as on 30th September 2021

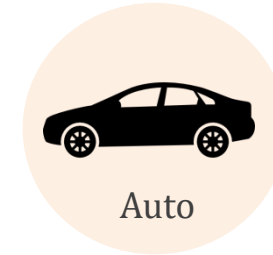
Radio Industry – Q2FY22 Category Trend

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Growth Categories

De-Growth Categories



Volume
Contribution

15%

13%

9%

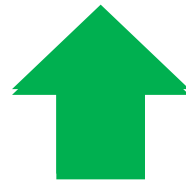
8%

8%

8%

Growth (YOY)

De-Growth (YOY)



Volume
Growth

150%

59%

41%

33%

51%

19%



Radio City Programming & Digital Performance & Initiatives

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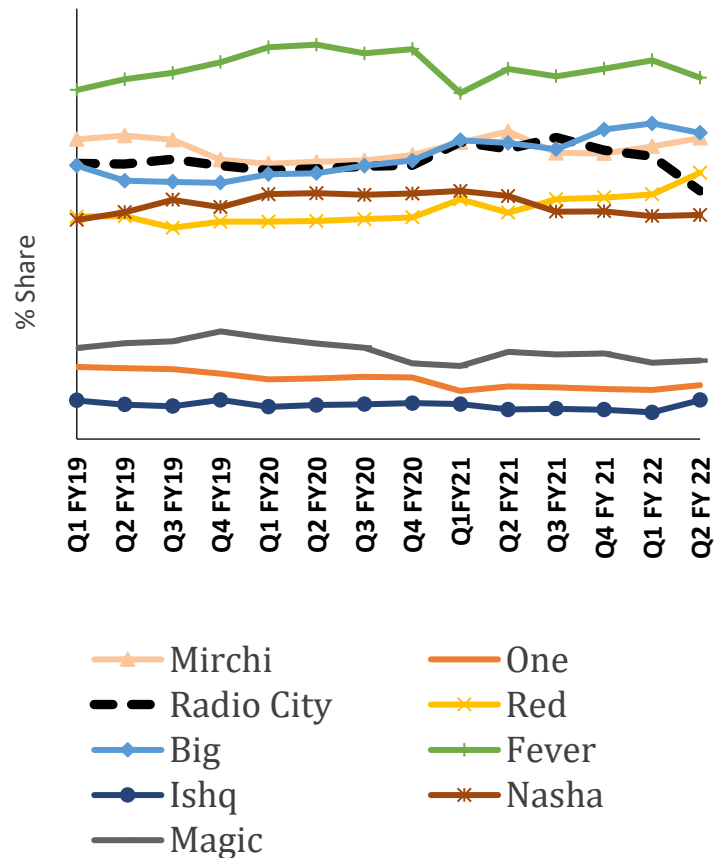
Radio City Listenership trends in Mumbai, Delhi and Bengaluru

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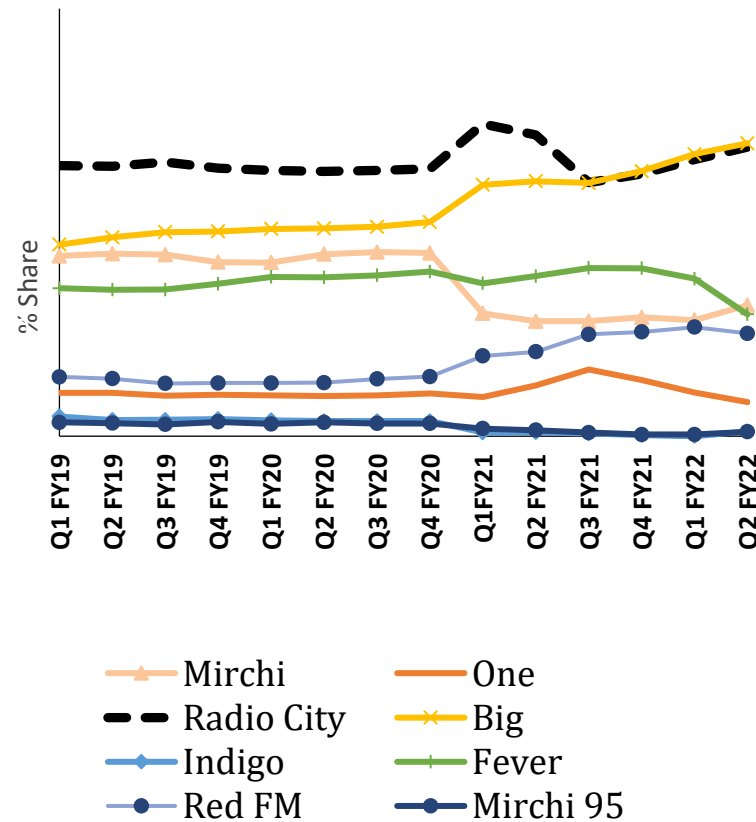


Listenership Market Share Data

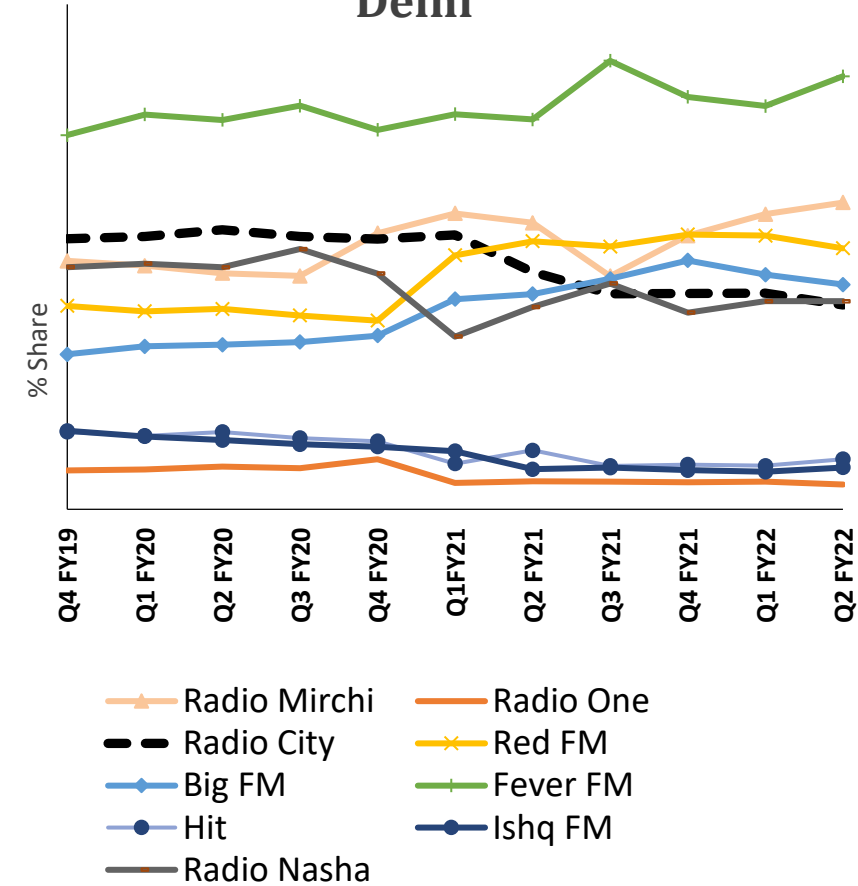
Mumbai



Bengaluru



Delhi




High Focus on Digital Integrations


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Social Media Reach

Digital reach of **130 Mn** through social media apps like Youtube, Facebook, Twitter, Instagram and Web Radio

 Rank #1
5.2 Mn Likes

 Rank #1
4.5 Lakhs

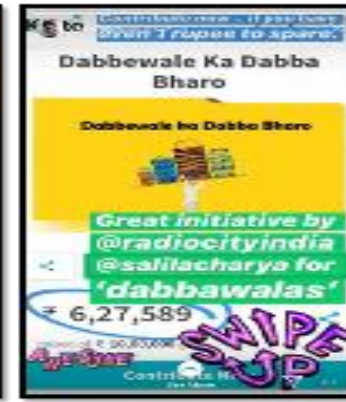
 Rank #3
3.9 Lakhs

 Rank #3
1.24 Mn

- Strategic integration of RC initiatives on various Social Media platforms through well know influencers & celebrities.
- All RC initiatives like Dabbewalo ka Dabba Bharo, Ghar se na Niklenge, Concert from Home, AROI Research, Badal Daal Hyderabad, Love Guru, Kaam Wapsi, Mumbai Relaunch, etc. were promoted.

RC brand across all Platforms

For all RC Initiatives



Initiatives in the Quarter

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Radio City Podcast

ABP NEWS Digital Integration
(75M reach)
Instagram influencer Singh Harjot
with 102k followers
Instagram influencer Deepak
Thakur with 10 lakh followers
Instagram influencer Sneh
Upadhyay with 10.lakh followers
Patiala helpline web page 97k
followers.



Super Singer 13

Radio's biggest singing talent hunt
entered 13th Season.
We culminated this season with
36000 auditions
And for the first time RCSS finale
was hosted virtually.
Total Exposure – 10.23 Cr



Cricket Ka Blockbuster

Radio City's IPL property mixing
cricket with Bollywood which has
reached to 6.97 Cr. Listeners across
RC markets



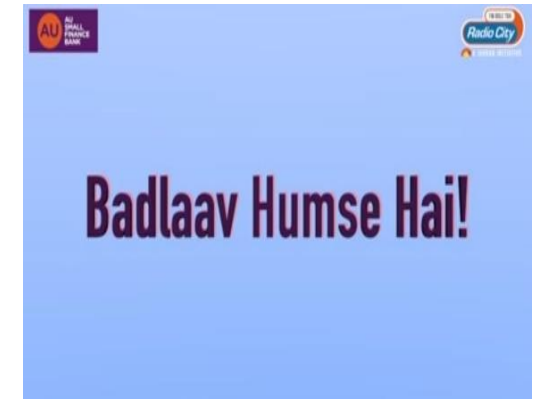
Radio City Ganpati Spike

RJ Led video campaign consisting
of 2 videos to promote the brand
and generate high recall.

225k Reach, 93k views

Initiatives in the Quarter

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DABUR HONITUS PR Video and RJ Video

Overall Campaign of Dabur with 2 Brand videos, 2 RJ Led videos and 2 PR Videos in Delhi and Bangalore respectively.
2.2 M+ Views in the whole campaign.

Samsung Z Series Launch Campaign

Unboxing videos Ft. RJs.
Store visit videos, Launch Event Lives.
Static Offer posts, Samsung Ad Videos promotion through our SM Pages

WHATSAPP #MessagePrivately

#MessagePrivately A celeb interview led campaign wherein the brand was indirectly integrated. Celebs involved- Sharad kelkar, Sumeet Vyas, Atul Khatri, Shankar Mahadevan and Maniesh Paul
1M plus views, 3.7M Reach

AU SMALL FINANCE #BadlaavHumseHai

RJ Led video campaign consisting of 2 videos to promote the brand and generate high recall.
225k Reach, 93k views

Profit and Loss Statement

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In Rs. Crs	Q2FY22	Q2FY21	YoY	Q1FY22	QoQ	H1FY22	H1FY21	YoY
Revenue	42.0	30.1	40%	20.5	105%	62.5	44.4	41%
Other Income	4.8	2.9		3.9		8.7	7.6	
Total Income	46.8	33.0		24.4		71.2	52.1	
Licenses Fees	4.8	4.6		4.6		9.3	9.1	
Employee Expenses	12.5	11.4		12.9		25.4	23.0	
Other Expenses	20.2	17.1		16.3		36.5	30.6	
EBITDA	9.4	-0.1	NA	-9.3	NA	0.0	-10.6	NA
EBITDA Margin	22.4%	-0.3%		-38.3%		0.0%	-23.9%	
Depreciation/Amortization	8.2	8.3		8.2		16.4	16.8	
EBIT	1.3	-8.4	NA	-17.5	NA	-16.4	-27.4	NA
EBIT Margin	3.1%	-27.9%		-71.9%		-26.2%	-61.7%	
Finance costs	0.7	1.0		0.7		1.3	1.7	
PBT	0.6	-9.4	NA	-18.2	NA	-17.7	-29.1	NA
Tax	0.3	-2.9		-5.3		-5.0	-8.7	
PAT	0.3	-6.5	NA	-12.9	NA	-12.7	-20.4	NA
PAT Margin	0.7%	-21.6%		-63.2%		-20.3%	-46.0%	
Other Comprehensive Income	0.0	1.5		-0.1		-0.1	1.9	
Total Comprehensive Income	0.3	-5.0	NA	-13.1	NA	-12.8	-18.4	NA

Due to Covid-19, the figures do not represent normal quarter/operations and to that extent are not strictly comparable with last year or preceding quarter

Balance Sheet

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Assets (In Crs)	Sep-21	Mar-21	Equity & Liabilities (In Crs)	Sep-21	Mar-21
Total Non Current Assets	435.5	364.9	Shareholders Fund	597.0	609.7
Fixed Assets	268.1	282.9	Share Capital	69.1	69.1
Tangible Assets	65.2	67.8	Other Equity	527.9	540.6
Intangible Assets	183.0	193.3	Total Non Current Liabilities	18.1	19.9
Right of use asset	19.9	21.8	Long Term Borrowings	-	-
Financial Assets			Lease Liabilities	16.6	18.5
Investments	113.5	41.0	Employee Benefit Obligation	1.5	1.4
Other Financial Asset	24.1	12.9	Total Current Liabilities	30.2	27.2
Deferred Tax Asset(Net)	22.8	17.7	Short Term Borrowings	0.0	0.0
Other Non Current Assets	3.4	3.7	Trade Payables	11.9	12.2
Non Current Tax Assets	4.2	6.7	Lease Liabilities	5.4	5.0
Total Current Assets	209.3	291.9	Other Financial Liabilities	3.3	2.1
Current Investments	99.4	160.9	Employee Benefit Obligation	0.3	0.4
Trade Receivables	74.6	77.3	Other Current Liabilities	9.2	7.5
Cash & Cash Equivalents	2.4	9.9	Current tax liabilities (net)	-	-
Bank Balances	10.4	20.5	TOTAL EQUITY & LIABILITIES	645.3	656.8
Other Financial Assets	6.6	2.1			
Other Current Assets	15.9	21.2			
TOTAL ASSETS	645.3	656.8			

~Rs. 245 Cr of Cash, Cash Equivalents & Investments as on 30th September 2021

Cash Flow Statement

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Particulars (Rs. in Crs)	Half Year ended 30-Sep-21	Full Year ended 31-Mar-21
Profit before tax	-17.7	-32.8
<i>Adjustments</i>	9.5	25.3
Operating Profit Before Working Capital Changes	-8.2	-7.5
<i>Change in operating assets and liabilities</i>	10.6	14.9
Cash generated from operations	2.4	7.4
<i>Income taxes paid</i>	2.5	-2.0
Net cash inflow from operating activities (A)	4.9	5.5
Net cash inflow/(outflow) from investing activities (B)	-8.9	3.8
Net cash outflow from financing activities (C)	-3.5	-7.0
Net increase/(decrease) in cash and cash equivalents (A+B+C)	-7.5	2.3
Cash and cash equivalents at the beginning of the year	9.9	7.6
Cash and cash equivalents at the end of the year	2.4	9.9

Contact Us

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