

January 28, 2025

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

**Sub: Investor Presentation on Un-Audited Financial Results of the Company for the third quarter and nine months ended December 31, 2024**

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 for the third quarter and nine months ended December 31, 2024 of the Financial Year 2024-25.

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 FY25



## Safe Harbor

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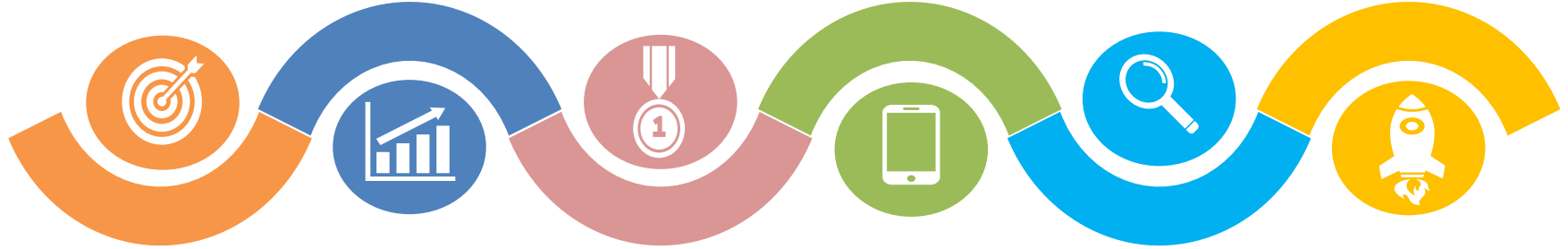
Expansion of Corporate Footprint Internationally

## Awards & Recognitions

Appreciation on Outstanding performance in various Category

## Financial Highlights

Financial health of Organization



# Key Highlights – Q3 FY25



## Radio City

Revenue growth of 8% on YoY basis for Q3FY25

40% of the total clients on the Radio platform advertised on Radio City

33% of New clients on Radio platform advertised on Radio City



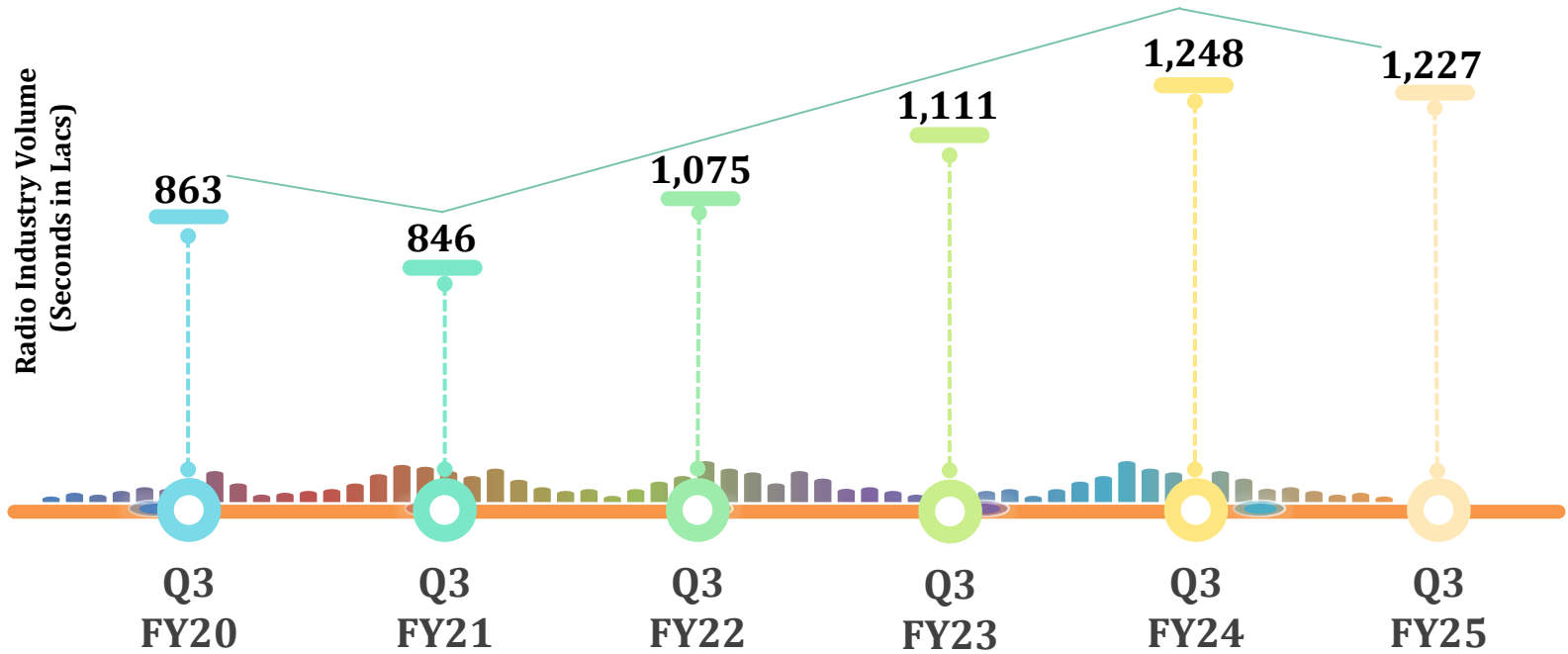
## Radio Industry

- (2%) YoY de-growth in volumes for Q3FY25
- 2 K clients are new in Q3FY25 out of 4.7 K total clients advertised on Radio platform

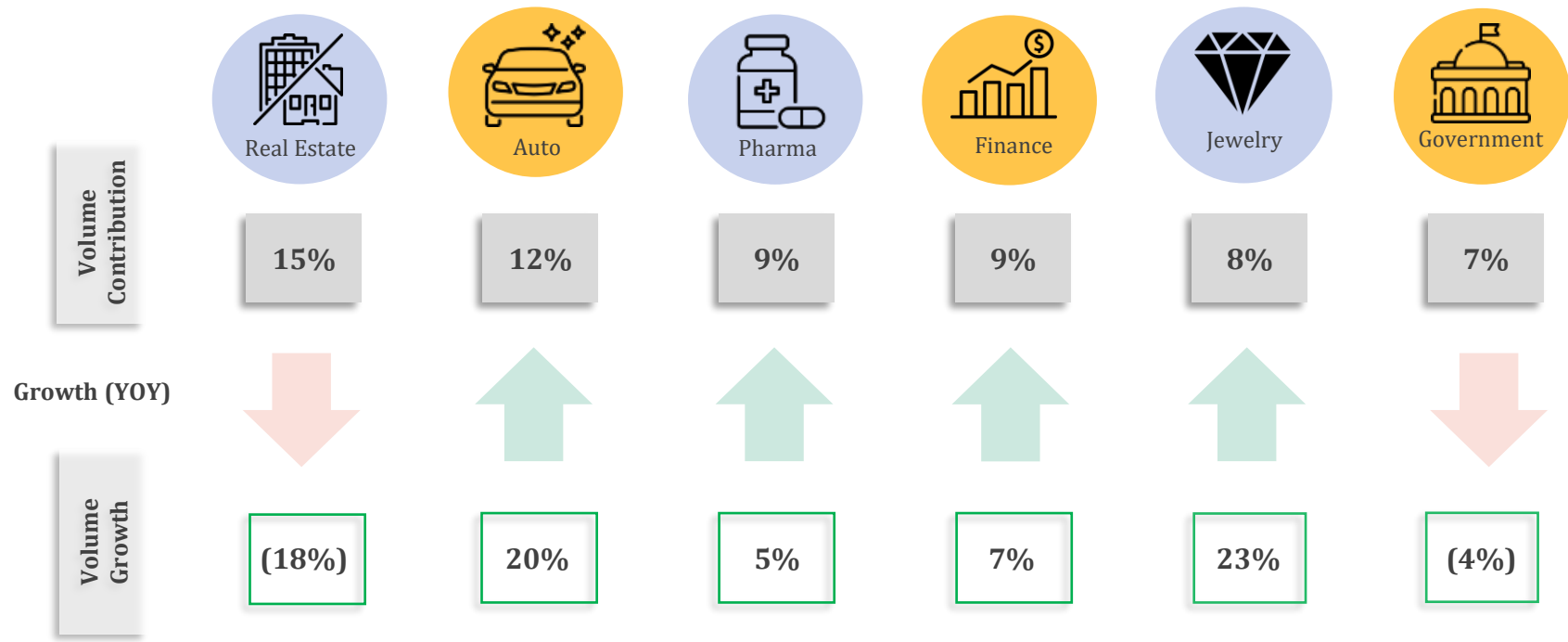


# Business Highlights

# Radio Industry Volume Trend



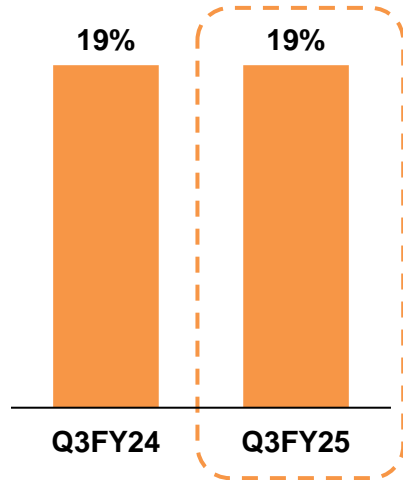
# Radio Industry – Q3FY25 Category Trend



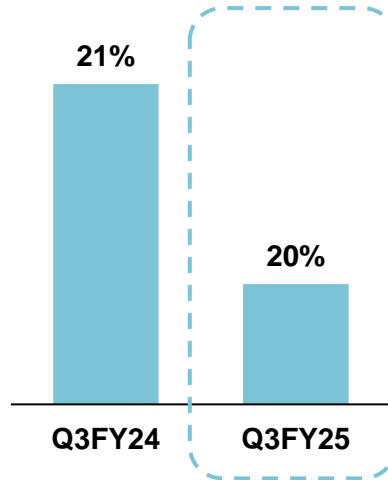


# Market Share

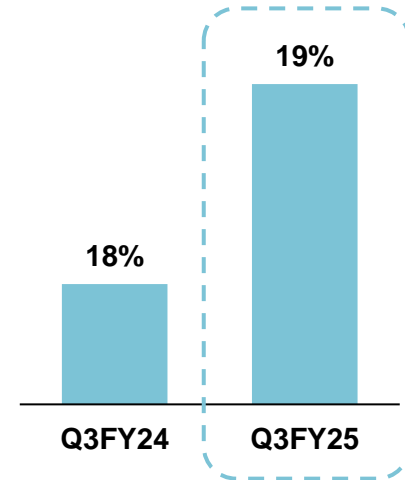
Radio City



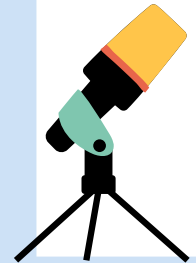
Peer 1



Peer 2



Radio City's Market share is 19% in Q3FY25



# 1 Cr+ Clients Club

## Powering Innovation Through Collaboration



# P&L Highlights

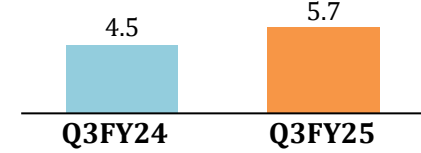
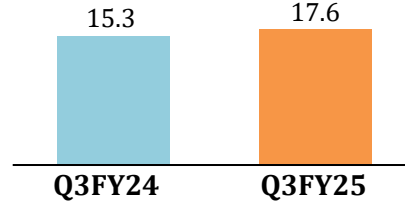
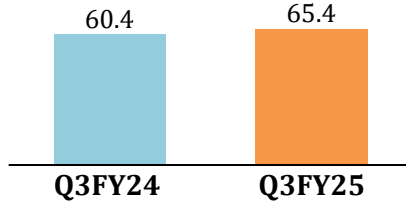
Figures (Rs. in Cr)

**Revenue**

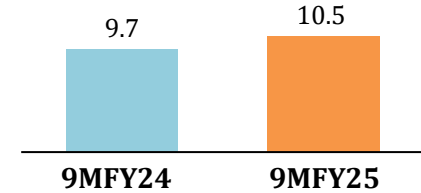
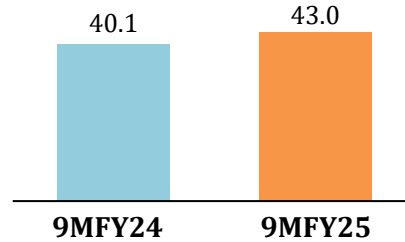
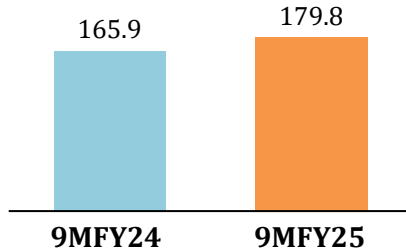
**EBITDA**

**Adjusted PAT\***

**Q3FY25**



**9MFY25**



\*Adjusted for interest on NCRPS in Q3FY24, 9MFY24, Q3FY25 & 9MFY25



# Digital Landscape



# Social Media Platforms

Facebook



(Followers/Sub):  
**4.48 M**

Rank:  
**No.2**

Instagram



(Followers/Sub):  
**400.0 K**

Rank:  
**No.3**

Twitter



(Followers/Sub):  
**335.1 K**

Rank:  
**No.1**

YouTube



(Followers/Sub):  
**1.54 M**

Rank:  
**No.4**

# Accelerating Digital Growth

## RC Studio



Radio City's video content distribution on Jio TV, making it the first radio station in the country to launch a 24x7 video channel

## SMINCO



SMINCO revolutionizes influencer marketing, giving brands the power to plan, track, and succeed with data-driven strategies

## Muzartdisco



Beatchain and Radio City India launched 'Muzartdisco' independent artist discovery platform

## AI RJ SIA



Radio City has introduced AI RJ Sia, a radio jockey created harnessing artificial intelligence.

## Happydemic



Musical solutions that are hyper personalised, interactive, and collaborative keeping music at the heart of everything

## Spotify



With Spotify's digital and measurable ads solution, Radio city to offer its clients new advertising solutions.

## Woka



Kids-centric gaming and entertainment app, operates within a dynamic and competitive landscape





# Created Business





## PROGRAMMING & MARKETING HIGHLIGHTS

National  
IPs



Digital First  
Integrations



Regional  
Properties



Show  
Sponsorship



Government  
Business



Big Ticket  
Content Integration



Local  
Initiatives



- 33% Revenue Garnered from Created Businesses - Properties, Proactive pitches, Digital, Sponsorships & Special days
- Q3FY25 Digital revenue has grown by 53% over Q3FY24
- Second Highest client count share in the Industry with 40% in Q3FY25



# Big On Air initiatives : Radio City Super Singer 16



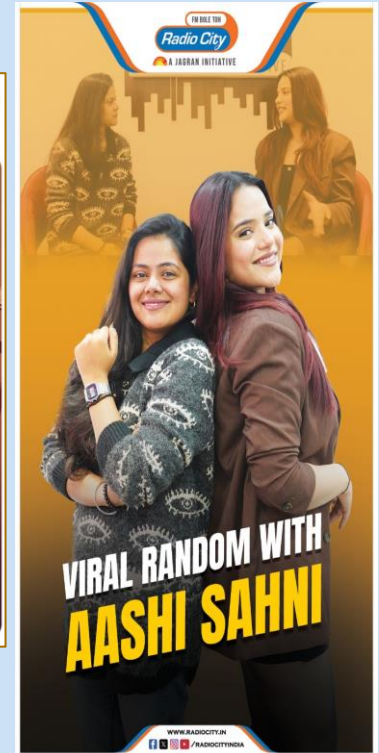
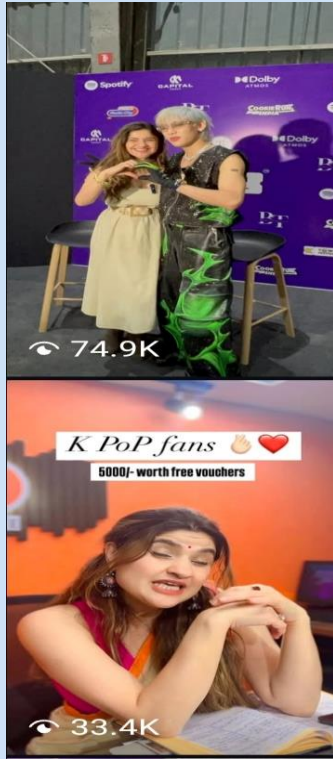
Radio City's marquee property, 'Radio City Super Singer,' is back with Season 16 in the search for yet another exceptional singer.

The most sought-after singing talent hunt, RCSS has entertained millions of Indians for over a decade. Radio City Super Singer is the only radio platform that provides significant and exceptional opportunities for aspiring singers across 39 cities to come forward and showcase their innate singing talent.

Padma Shri Kailash Kher is all set to return as a mentor for the fourth consecutive year to scout the finest singers and prepare them for unmatched stardom through the show.

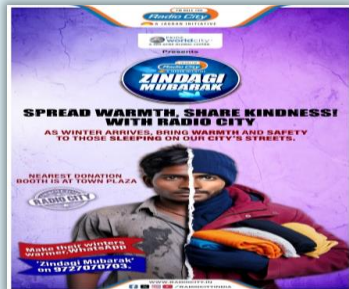


# Influencer Collaborations



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 Led Regional Events



ZINDAGI MUBARAK  
ROM



CITY KE FUNKAR  
JAMSHEDPUR



SURAT KE SHAURYAVEER  
SURAT



BLUE CARPET  
DELHI



BLUE CARPET  
PATNA



BLUE CARPET  
KARNAL

# Brand Communication & PR Initiatives



On Christmas Day, Radio City celebrated the festive spirit with a heartwarming activity where Chota Santa/WOKA Santa



The campaign for Radio City Pe Maha Kumbh 2025 aimed to create excitement and awareness about the event by capturing its essence, traditions, and spiritual significance.



The celebration of Children's Day on Radio City was a day filled with fun and excitement, as children took over the mic and became the RJs, co-hosting with the City's beloved jocks.



# Financial Highlights

# Profit and Loss Statement

Particulars (Rs. in Cr)	Q3FY25	Q3FY24	YoY	Q2FY25	QoQ	9MFY25	9MFY24	YoY
<b>Revenue</b>	<b>65.4</b>	<b>60.4</b>	<b>8%</b>	<b>54.8</b>	<b>19%</b>	<b>179.8</b>	<b>165.9</b>	<b>8%</b>
Other Income	6.7	5.8		6.5		19.9	17.2	
<b>Total Income</b>	<b>72.1</b>	<b>66.2</b>	<b>9%</b>	<b>61.3</b>	<b>18%</b>	<b>199.7</b>	<b>183.1</b>	<b>9%</b>
Licenses Fees	5.2	5.1		5.0		15.2	15.1	
Employee Expenses	19.6	17.5		20.0		59.0	51.1	
Other Expenses	29.8	28.3		26.8		82.5	76.7	
<b>EBITDA</b>	<b>17.6</b>	<b>15.3</b>	<b>15%</b>	<b>9.5</b>	<b>85%</b>	<b>43.0</b>	<b>40.1</b>	<b>7%</b>
<b>EBITDA Margin</b>	<b>26.9%</b>	<b>25.3%</b>		<b>17.4%</b>		<b>23.9%</b>	<b>24.2%</b>	
Depreciation/Amortization	8.8	8.4		8.6		25.9	24.9	
<b>EBIT</b>	<b>8.8</b>	<b>6.9</b>	<b>28%</b>	<b>0.9</b>	<b>890%</b>	<b>17.0</b>	<b>15.2</b>	<b>12%</b>
<b>EBIT Margin</b>	<b>13.5%</b>	<b>11.4%</b>		<b>1.6%</b>		<b>9.5%</b>	<b>9.1%</b>	
Adjusted Finance costs*	0.7	0.5		0.7		2.2	1.5	
<b>PBT</b>	<b>8.1</b>	<b>6.4</b>	<b>26%</b>	<b>0.1</b>	<b>5317%</b>	<b>14.8</b>	<b>13.6</b>	<b>9%</b>
Tax	2.3	1.9		0.0		4.3	4.0	
<b>Adjusted PAT</b>	<b>5.7</b>	<b>4.5</b>	<b>27%</b>	<b>0.1</b>	<b>4341%</b>	<b>10.5</b>	<b>9.7</b>	<b>9%</b>
<b>Adjusted PAT Margin</b>	<b>8.7%</b>	<b>7.5%</b>		<b>0.2%</b>		<b>5.8%</b>	<b>5.8%</b>	
<b>Interest on NCRPS</b>	<b>2.1</b>	<b>1.9</b>		<b>2.1</b>		<b>6.3</b>	<b>5.8</b>	
<b>Final PAT</b>	<b>3.6</b>	<b>2.6</b>	<b>40%</b>	<b>-2.0</b>	<b>-</b>	<b>4.2</b>	<b>3.9</b>	<b>8%</b>
Other Comprehensive Income	0.0	0.0		-0.1		-0.1	0.0	
<b>Total Comprehensive Income</b>	<b>3.6</b>	<b>2.6</b>	<b>41%</b>	<b>-2.1</b>	<b>-</b>	<b>4.1</b>	<b>3.8</b>	<b>8%</b>

\*Adjusted for interest on NCRPS in Q3FY24, 9MFY24, Q2FY25, Q3FY25 & 9MFY25

# Thank You

## Contact Us



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