

entertainment network (India) limited

Corporate Office: 14th Floor, Trade World, D-Wing, Kamala Mills Compound, Senapati Bapat Marg,
Lower Parel (West), Mumbai – 400 013, India. Tel: 022 6753 6983.

13 November 2024

BSE Limited, Rotunda Building, P. J. Towers, Dalal Street, Fort, Mumbai- 400001	National Stock Exchange of India Limited, Exchange Plaza, Bandra Kurla Complex, Bandra (East), Mumbai – 400051
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BSE Scrip Code: 532700/ Symbol: ENIL

Sub: Investors Presentation – Q2FY25

Dear Sir/ Madam,

Please find attached herewith the Investors' Presentation (Performance review – Q2FY25).

The same has been uploaded at:

<https://www.enil.co.in/stock-exchange-filings-fy2025.php>

and

<https://www.enil.co.in/financials-investorp-fy2025.php>

For **Entertainment Network (India) Limited**

Mehul Shah

EVP - Compliance & Company Secretary

(FCS no- F5839)

Encl: a/a



ENTERTAINMENT NETWORK (INDIA) LTD.

A TIMES GROUP COMPANY

Investor Presentation Q2FY25

November 13th, 2024



Presentation Flow

Digital

Platform wise reach,
Engagements and other
information



Solution Business

Top solution-driven event sales
highlights



Finance

An overall review of our
organization's standalone &
summarized financial
performance.



Business

The performance of FCT and
Non-FCT business over the
previous periods.



International

Sales highlights.





Mirchi Digital



Digital



Mirchi Digital
Monthly Active Users
90Mn+



Twitter

5.9Mn Followers
1.7L Monthly engagement



Instagram

15.6Mn Followers
5.2Mn Monthly engagement
10 Regional pages



Facebook

29.8Mn Followers
16.1Mn Monthly engagement
10 Regional pages



You Tube

20.3Mn+ Subscribers
13 Channels
150.3Mn Views per month



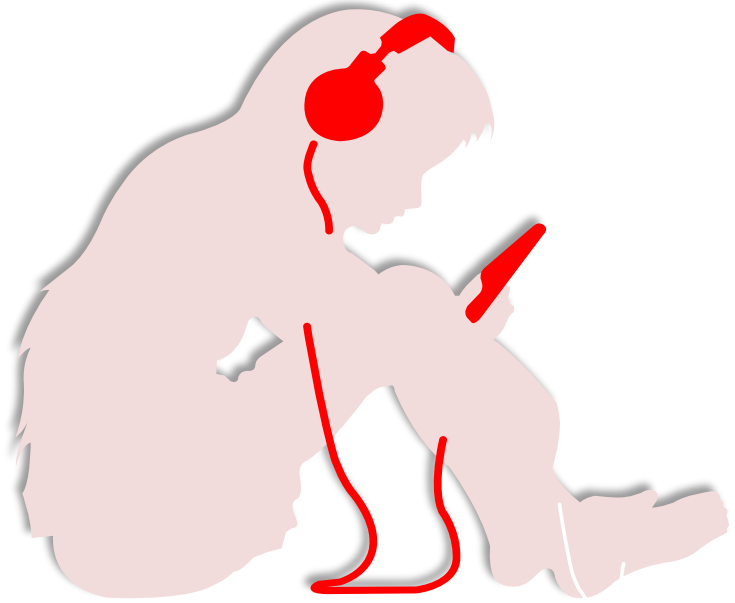
Radio Jockey

180+ popular influencers across regions and languages



25.7Mn MAUs

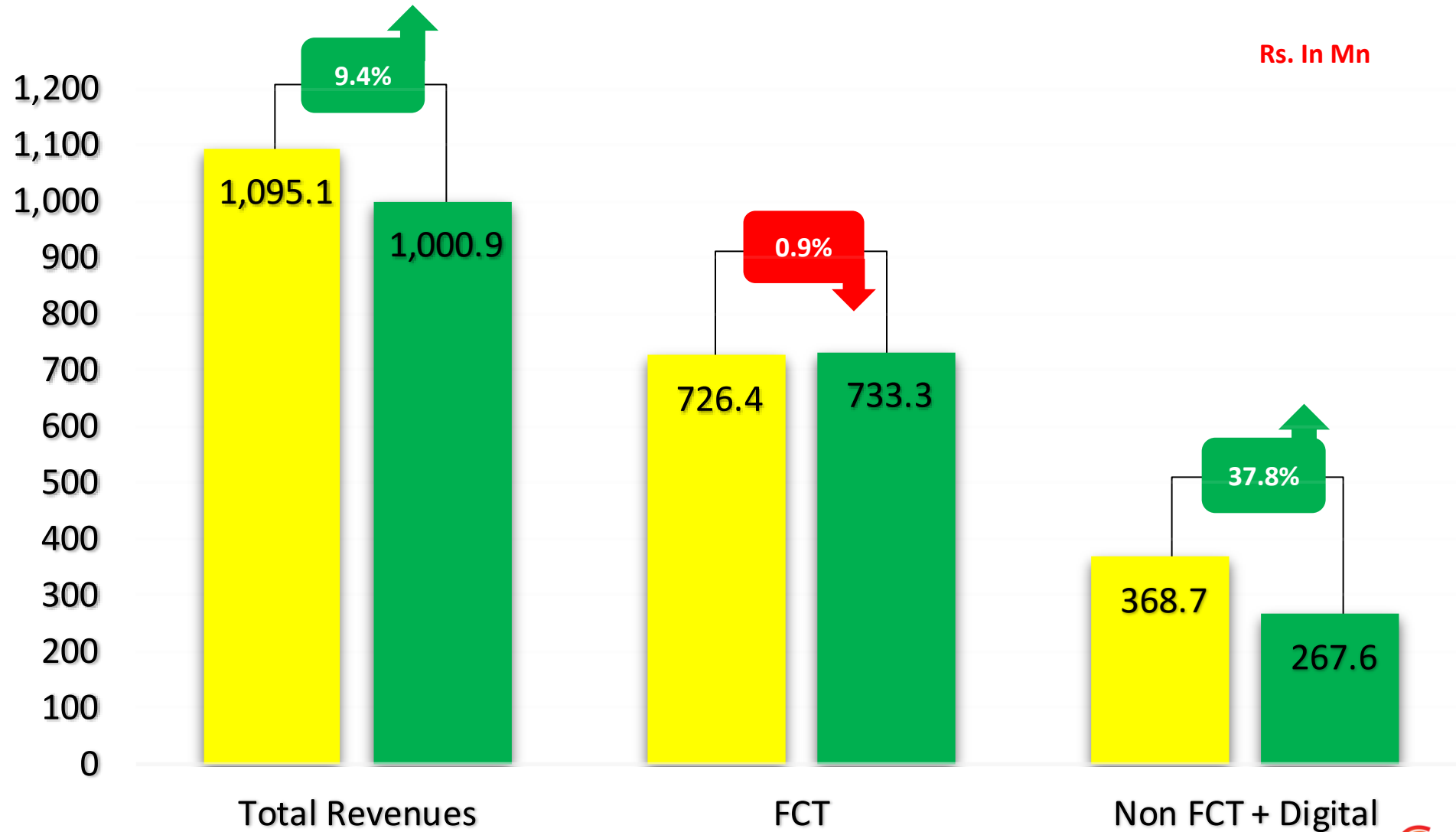




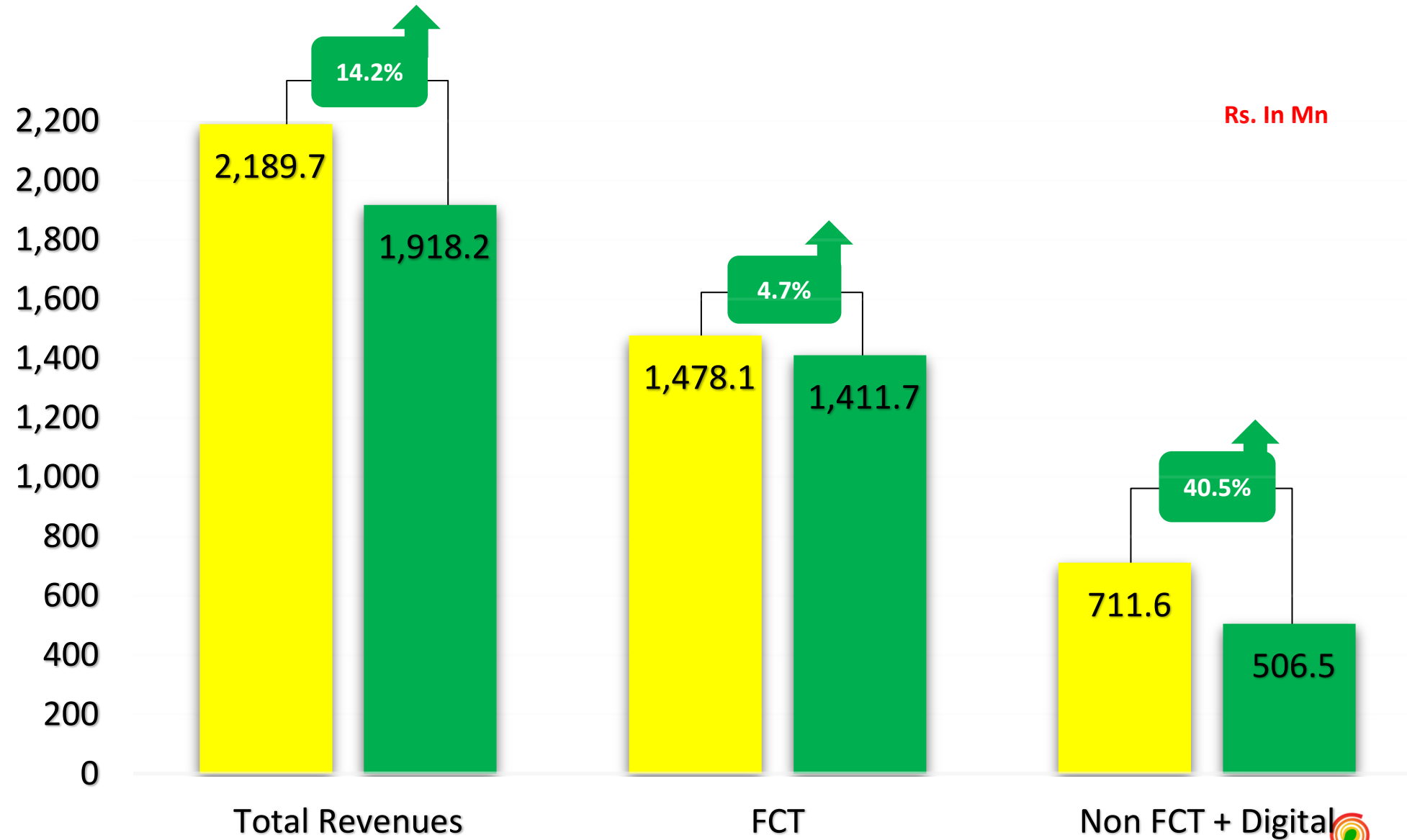
Business



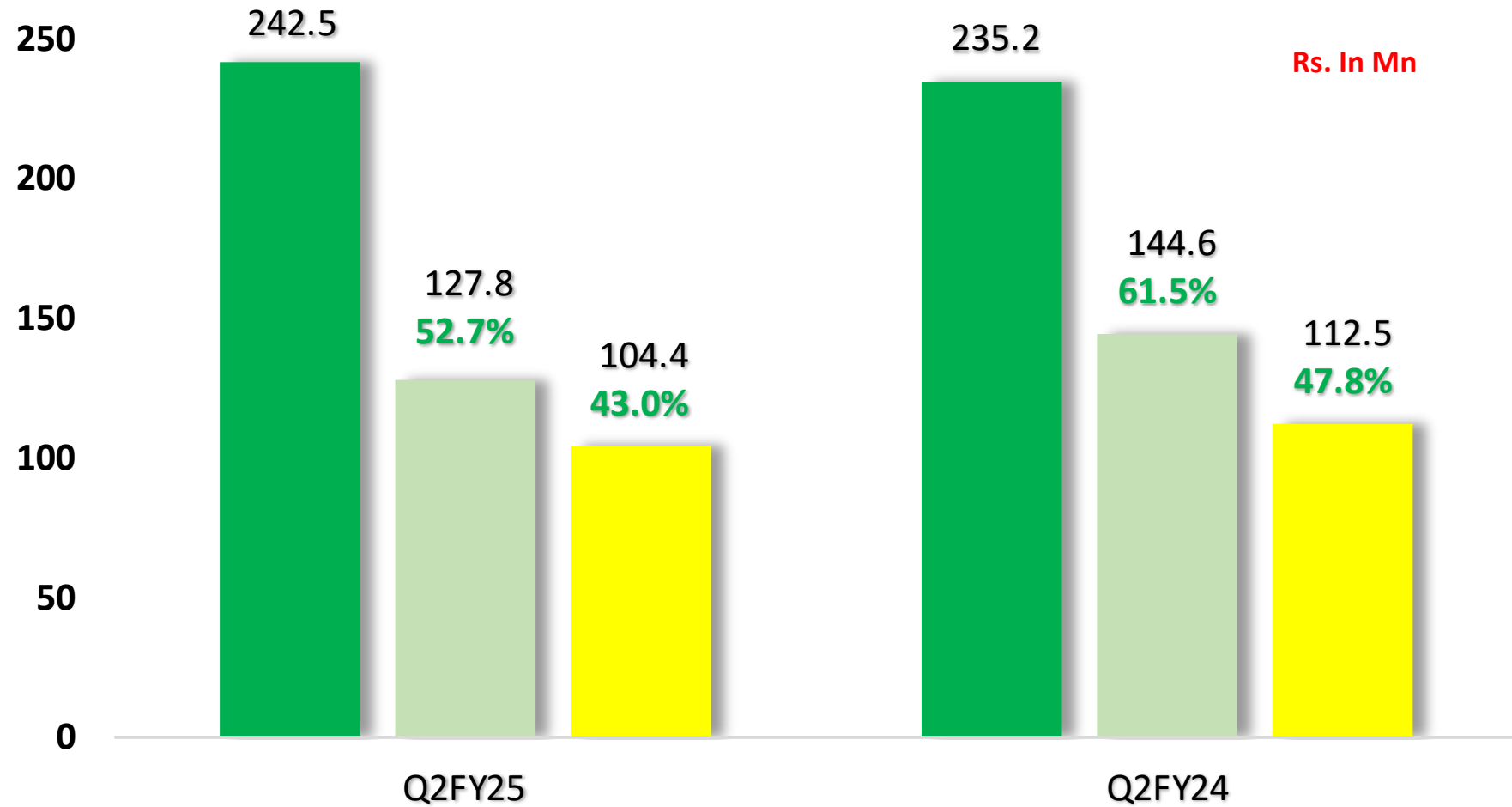
Q2FY25: Overall Revenue Performance



YTD Sep'24: Overall Revenue Performance



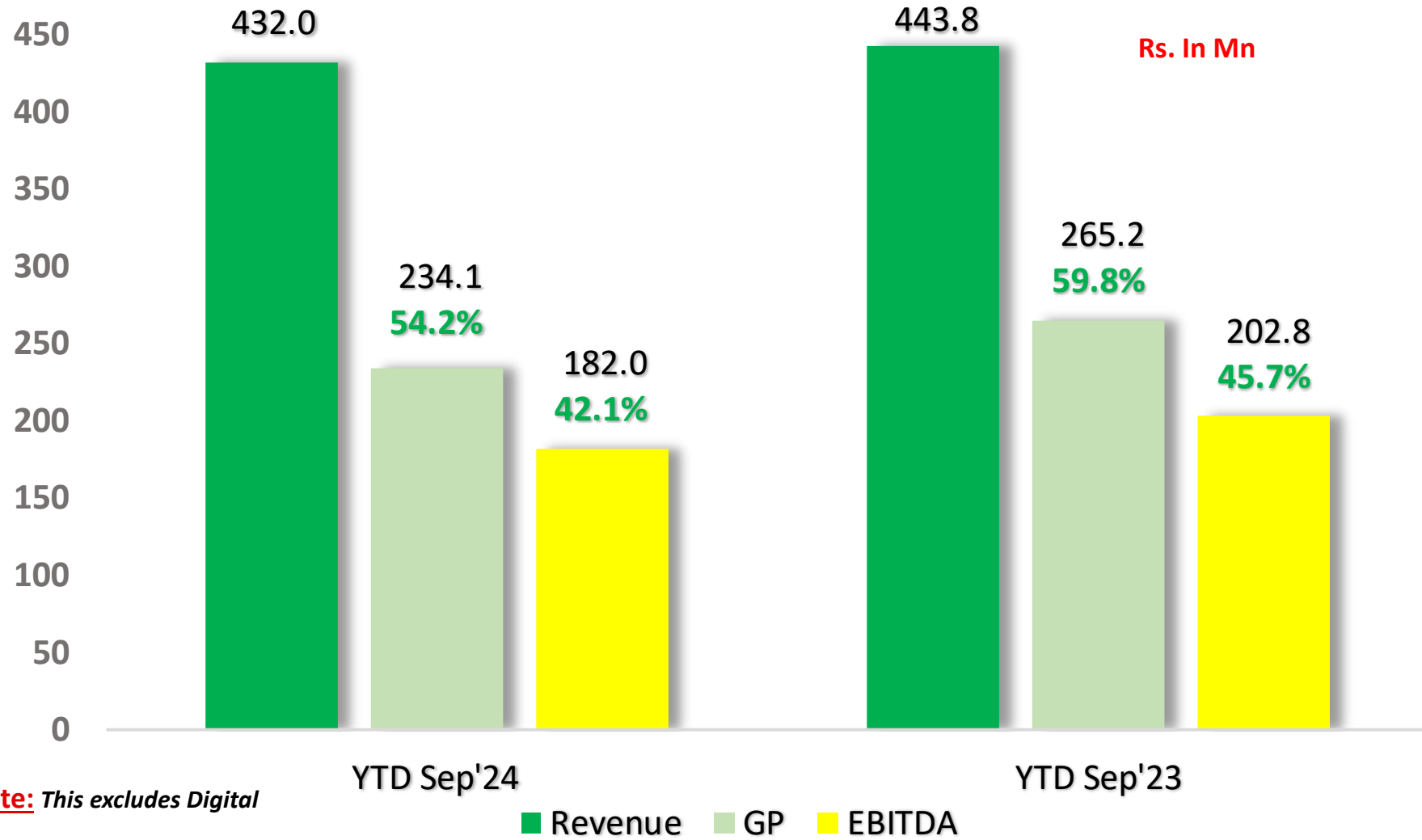
Q2FY25: Non - FCT Performance



Note: This excludes Digital

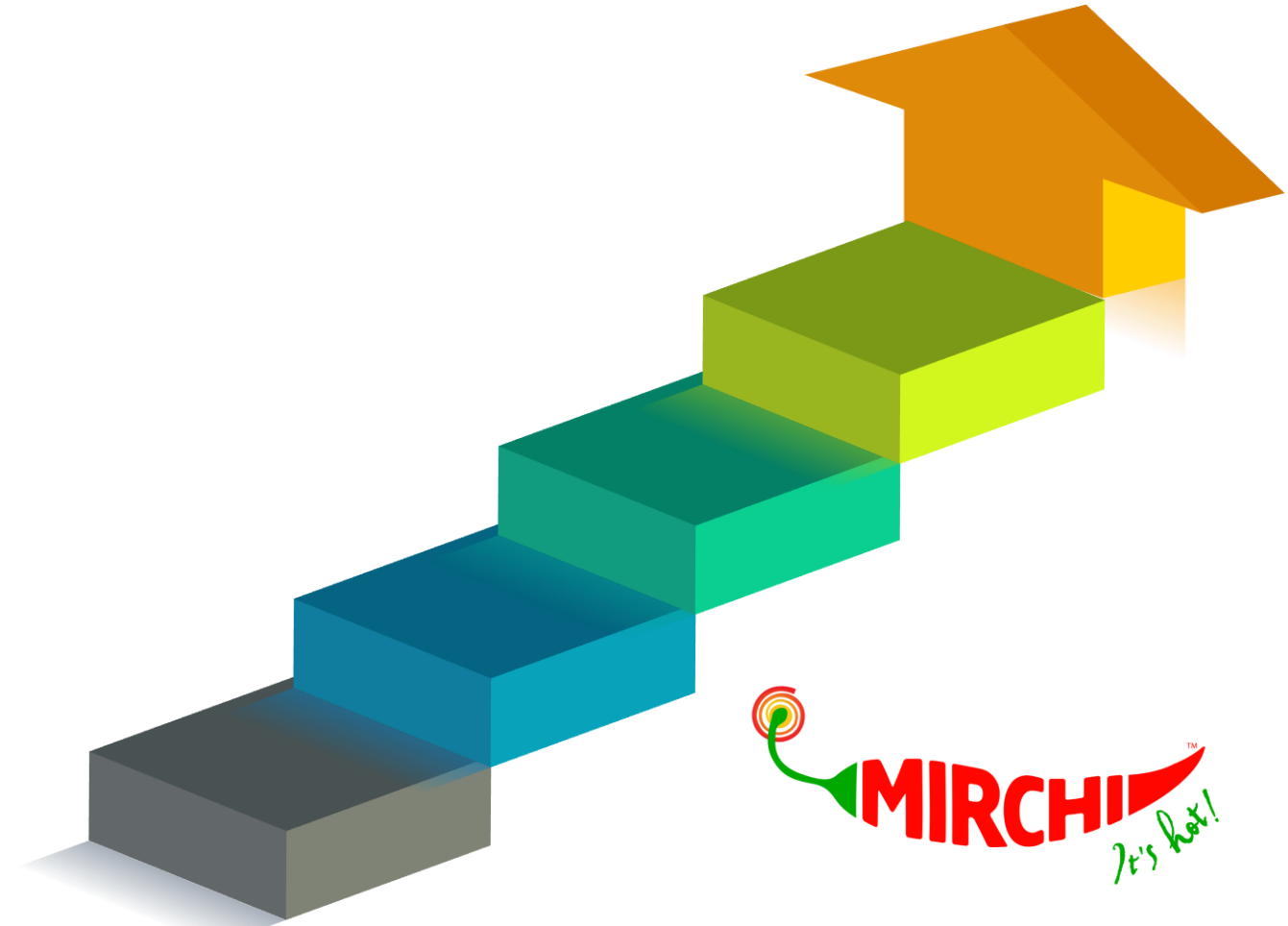
■ Revenue ■ GP ■ EBITDA

YTD Sep'24: Non - FCT Performance





Solution Business



Mirchi Freshers

The largest IP for College Students



Mirchi RJs interacting with students



Winners of the Mr & Mrs Freshers Talent Hunt



Students unwind with a dance at Mirchi Freshers

Objective: As the new academic year kicks in, Mirchi welcomes freshers across the country in their own true style.

Activity:

- ✓ Activity was spread across 300 colleges in 35 cities
- ✓ Competitions like Mr & Mrs Freshers talent hunt were organized & coupled with a lot of dance & music
- ✓ RJs visited these colleges, judged various competitions and interacted with the student community.
- ✓ The activity touch based with 600K students

SBI Life Spell Bee Season 14

Celebrating India's biggest spelling competition



Objective:

To give students the opportunity to excel through an educative program and give parents & schools a sense of pride by celebrating their children through Spell Bee – India's largest spelling competition

Activity:

- ✓ 350+ Schools were tapped pan India via school contact program to spread awareness and engage with the students.
- ✓ More than 120K Lac students participated.



Gulf Surakshabandhan

Supporting the trucker community



Celebs like Raima Sen and Gulshan Grover showing their support along with Mirchi in this campaign

Objective:

Enhance well being of the trucker community by distributing water purifiers, emphasizing health & safety.

Activity:

- ✓ Gulf Oil in collaboration with Mirchi distributed 10K water purifiers across various transport nagars in multiple cities
- ✓ The campaign was executed at trucker dense locations ensuring effectiveness
- ✓ The campaign was amplified on radio, digital, celebrity presence & on-ground execution.
- ✓ Reached 6000K by distributing 16K water purifiers across 8 cities

Mirchi Business Class (Bangalore)

Celebrating entrepreneurship



Actor Diganth and Ramalinga Reddy (Minister of Revenue Dept- Govt of Karnataka)

Objective:

Celebrating businesses, entrepreneurship and providing a platform for brands to network

Activity:

- ✓ The winners were declared through a third-party research agency so as to keep this program credible
- ✓ Meet & greet with actor Diganth and Ramalinga Reddy, the revenue minister of Karnataka
- ✓ Meet and greet with the artist made this event memorable to the participants and winners

Mirchi SUPERHEROES (Jaipur)

Celebrating the impact doctors have on our society



Objective:

Providing brands that target doctors as an audience a platform to interact

Activity:

- ✓ Doctors were called for a grand evening of celebration wherein their contributions were celebrated and were treated as Superheroes
- ✓ Brands that were part of this activity were able to initiate product sampling and display
- ✓ 400+ doctors attended this activity





MIRCHI
INTERNATIONAL

Bahrain

Mirchi Women's Wednesday



Women enjoying the Women's Wednesday activity organized by Mirchi

Objective:

Mirchi Women's Wednesday was created for reaching out to the influential women in Bahrain along with with listeners creating a memorable evening.

Impact:

We got about 200 women registering for the event which included Zumba, selfie zones, engaging games with Mirchi RJ's



Mirchi Summer Star



Participants of the Summer Star showcasing their skills

Objective:

Mirchi Summer Star was a summer engagement event for students where we set out to identify the best student All rounder in Bahrain to crown as Mirchi Summer Star

Impact:

The event had 600 registrations and more than 2K attendees



Qatar

Mirchi Metro Minute Challenge



RJ Anshu interacting with passengers at the Metro station as part of the contest



Branding of the Metro Minute Challenge at high footfall areas

Objective:

We did a campaign with Qatar Metro called “Metro Minute challenge” . Our RJs were on the ground interacting with listeners and Qatar Metro passengers with a Metro Minute challenge. The lucky winner got an I phone 16 pro max.

Impact:

500 plus registrations and a total audience of 5K+

Mirchi Back to School 2.0



Games played during Mirchi Back to School -1000+ participation

Objective:

Mirchi organised a “Back to school - Mirchi Recharge” event at Abu Sidra Mall with more than 700+ children and overall 1K+ participants.

Impact:

25K+ Registrations. 1K+ participants

Mirchi Terminal



Objective:

To provide 35 lucky listeners a lifetime opportunity to travel to Japan

Impact:

While we were able to engage with our listeners, our social media campaign got 25K shares, 6K likes and 33K views

Mirchi Recharge Season 2



Parents and children have fun at the Recharge Season

Objective:

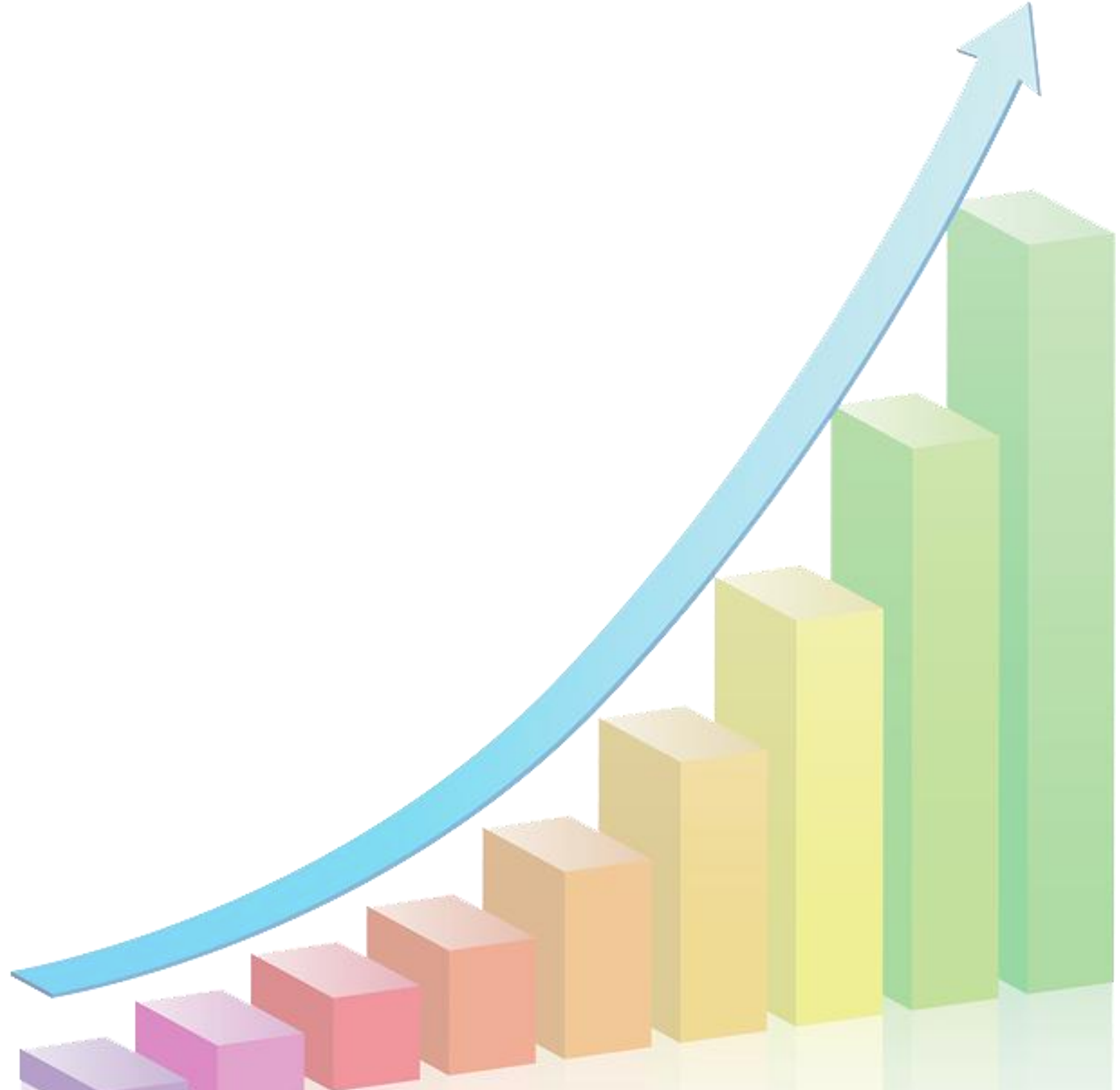
An activity to engage with parents and children through games and music

Impact:

A platform for brands to connect with their TG



Finance



Condensed Statement Of Operations

(Standalone)

₹ In Millions	Q2 FY25	Q2 FY24	YoY (%)	YTD Sep24	YTD Sep23	YoY (%)
Income from Operations	1,087.5	991.5	9.7%	2,181.8	1,896.0	15.1%
Other Operating Income	7.6	9.5	(20.0%)	7.9	22.2	(64.4%)
Total Income	1,095.1	1,001.0	9.4%	2,189.7	1,918.2	14.2%
Operating Expenditure	997.5	793.5	25.7%	2,032.4	1,586.2	28.1%
EBITDA	97.6	207.5	(53.0%)	157.3	332.0	(52.6%)
Depreciation	72.6	75.2	(3.4%)	147.9	148.9	(0.7%)
Amortisation	113.8	113.2	0.5%	226.3	225.2	0.5%
EBIT	(88.8)	19.1	NM	(216.9)	(42.1)	NM
Other Income	103.9	53.6	93.8%	195.0	121.3	60.8%
Finance Cost	32.6	37.2	(12.4%)	67.5	67.2	0.4%
PBT before exceptional items	(17.5)	35.5	NM	(89.4)	12.0	NM
Exceptional items	-	(2.2)	NM	-	5.5	NM
PBT	(17.5)	33.3	NM	(89.4)	17.5	NM
Taxation	21.2	6.3	NM	2.9	3.3	(12.1%)
PAT	(38.7)	27.0	NM	(92.3)	14.2	NM
Other Comprehensive Income/Loss (net)	0.3	1.7	(82.4%)	(1.3)	(2.7)	51.9%
Total Comprehensive Income/Loss	(38.4)	28.7	NM	(93.6)	11.5	NM

 Revenue from Digital during the Quarter: Rs.153.7Mn i.e. 21.4% of Radio revenue

 Net Cash as on September 30, 2024: Rs 3.92 Bn

Balance Sheet

(Standalone)

₹ In Millions	As on			
	Sep'24	% age to Total	Mar'24	% age to Total
Shareholders' Funds				
Net Worth	7,523.5	76.6%	7,688.6	76.1%
Financial Lease Liability	1,599.2	16.3%	1,779.2	17.6%
Short Term Liability (Net)	692.8	7.1%	637.2	6.3%
Total	9,815.5	100.0%	10,105.0	100.0%
Fixed Assets (Net)				
Tangible & Intangibles	3,330.9	33.9%	3,602.8	35.7%
Right of Use Asset	1,004.8	10.2%	1,205.7	11.9%
Sub-total	4,335.7	44.2%	4,808.5	47.6%
Investment in Subsidiaries	193.2	2.0%	193.2	1.9%
Investment in Spardha e-learnings	70.0	0.7%	70.0	0.7%
Deferred Tax Assets (Net)	350.0	3.6%	352.4	3.5%
Long Term Assets (Net)	950.8	9.7%	1,047.8	10.4%
Cash & Cash Equivalents	3,915.8	39.9%	3,633.1	35.9%
Total	9,815.5	100.0%	10,105.0	100.0%
	0.0		0.0	

Condensed Statement Of Operations

(Consolidated)

₹ In Millions	Q2 FY25	Q2 FY24	YoY (%)	YTD Sep24	YTD Sep23	YoY (%)
Income from Operations	1,124.8	1,036.9	8.5%	2,259.5	1,982.9	14.0%
Other Operating Income	10.6	9.5	NM	10.9	26.7	(59.0%)
Total Income	1,135.4	1,046.4	8.5%	2,270.4	2,009.6	13.0%
Operating Expenditure	1,024.1	822.0	24.6%	2,084.0	1,630.1	27.8%
EBITDA	111.3	224.4	(50.4%)	186.4	379.5	(50.9%)
Depreciation	85.7	165.3	(48.1%)	174.8	165.3	5.7%
Amortisation	114.6	32.4	NM	228.2	227.1	0.5%
EBIT	(89.0)	26.7	NM	(216.6)	(12.9)	NM
Other Income	105.5	55.6	90.0%	198.2	131.9	50.2%
Finance Cost	34.7	38.5	(9.7%)	72.0	76.9	(6.4%)
PBT before exceptional items	(18.2)	43.8	NM	(90.4)	42.1	NM
Exceptional items	-	-	NM	-	13.2	NM
PBT	(18.2)	43.8	NM	(90.4)	55.3	NM
Taxation	22.1	7.0	NM	4.4	5.1	(12.8%)
PAT	(40.3)	36.8	NM	(94.8)	50.2	NM
Other Comprehensive income/loss	7.3	0.9	NM	4.1	(5.7)	NM
Total comprehensive income/loss	(33.0)	37.7	NM	(90.7)	44.5	NM

As per Ind AS 103 - Business Combinations, the financial information for the comparative periods, have been restated to include the results from the earliest period for the acquired business.

Condensed Statement Of Operations

(Standalone)

₹ In Millions	Q2 FY25	Q2 FY24	YoY (%)	YTD Sep24	YTD Sep23	YoY (%)
Income from Operations	1,087.5	1,100.2	(1.2%)	2,181.8	2,109.8	3.4%
Other Operating Income	7.6	28.9	(73.7%)	7.9	41.6	(81.0%)
Total Income	1,095.1	1,129.1	(3.0%)	2,189.7	2,151.4	1.8%
Operating Expenditure	997.5	927.7	7.5%	2,032.4	1,875.1	8.4%
EBITDA	97.6	201.4	(51.5%)	157.3	276.3	(43.1%)
Depreciation	72.6	75.2	(3.5%)	147.9	148.9	(0.6%)
Amortisation	113.8	113.6	0.2%	226.3	226.0	0.1%
EBIT	(88.8)	12.6	NM	(217.0)	(98.6)	NM
Other Income	103.9	57.3	81.3%	195.0	136.4	43.0%
Finance Cost	32.6	37.2	(12.4%)	67.5	74.2	(9.0%)
PBT before exceptional items	(17.5)	32.7	NM	(89.5)	(36.4)	NM
Exceptional items	-	(2.2)	NM	-	5.5	NM
PBT	(17.5)	30.5	NM	(89.5)	(30.9)	NM
Taxation	21.2	6.3	NM	2.9	3.3	(12.4%)
PAT	(38.7)	24.2	NM	(92.4)	(34.2)	NM
Other Comprehensive Income/Loss (net)	0.3	1.4	(78.6%)	(1.2)	(3.0)	NM
Total Comprehensive Income/Loss	(38.4)	25.6	NM	(93.6)	(37.2)	NM

Condensed Statement Of Operations

(Consolidated)

₹ In Millions	Q2 FY25	Q2 FY24	YoY (%)	YTD Sep24	YTD Sep23	YoY (%)
Income from Operations	1,124.8	1,145.6	(1.8%)	2,259.5	2,196.7	2.9%
Other Operating Income	10.6	29.0	(63.3%)	10.9	46.1	(76.3%)
Total Income	1,135.4	1,174.6	(3.3%)	2,270.4	2,242.8	1.2%
Operating Expenditure	1,024.1	956.2	7.1%	2,084.0	1,918.9	8.6%
EBITDA	111.3	218.4	(49.0%)	186.4	323.9	(42.4%)
Depreciation	85.7	84.0	2.1%	174.8	166.1	5.2%
Amortisation	114.6	114.1	0.5%	228.2	227.1	0.5%
EBIT	(89.0)	20.3	NM	(216.6)	(69.3)	NM
Other Income	105.5	59.2	78.3%	198.2	140.0	41.5%
Finance Cost	34.7	38.5	(9.7%)	72.0	76.9	(6.4%)
PBT before exceptional items	(18.2)	41.0	NM	(90.4)	(6.2)	NM
Exceptional items	-	-	NM	-	13.1	NM
PBT	(18.2)	41.0	NM	(90.4)	6.9	NM
Taxation	22.1	7.0	NM	4.4	5.0	(12.6%)
PAT	(40.3)	34.0	NM	(94.8)	1.9	NM
Other Comprehensive income/loss	7.3	0.5	NM	4.1	(6.1)	NM
Total comprehensive income/loss	(33.0)	34.5	NM	(90.7)	(4.2)	NM

Investor Contacts

Entertainment Network is committed to improving its financial performance and continuously enhancing shareholder value through successfully implementing its growth plans. The Company's investor relations mission is to maintain an ongoing awareness of its performance among shareholders and the financial community. This update covers the company's financial performance for Q2FY25.

We thank you for your support and welcome your feedback and comments regarding this update and other investor issues

For further information please contact:

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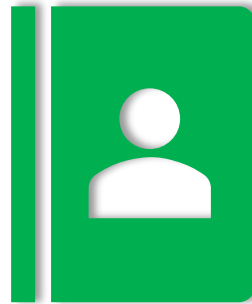
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Disclaimer

Certain statements in this release concerning our future growth prospects are forward-looking statements, which involve a number of risks, and uncertainties that could cause actual results to differ materially from those in such forward-looking statements. The risks and uncertainties relating to these statements include, but are not limited to, risks and uncertainties regarding fluctuations in earnings, our ability to manage growth, intense competition in our business segments, changes in governmental policies, political instability, legal restrictions on raising capital, and unauthorized use of our intellectual property and general economic conditions affecting our industry. ENIL may, from time to time, make additional written and oral forward-looking statements, including our reports to shareholders. The Company does not undertake to update any forward-looking statement that may be made from time to time by or on behalf of the company.



Thank You

