

October 24, 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 second quarter and half year ended September 30, 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 second quarter and half year ended September 30, 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

Q2 FY25



Safe Harbor

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Table of contents

Business Highlights

Radio Trends & Radio City Revenue Highlights

Digital Landscape

Platform wise reach, highlights & New product Launch

Created Business

Top Solution-driven event sales highlights

On Ground & On Air Events

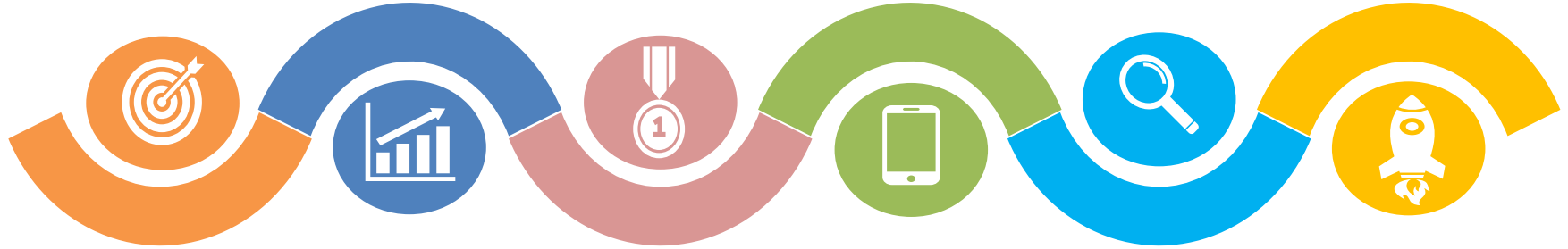
Expansion of Corporate Footprint Internationally

Awards & Recognitions

Appreciation on Outstanding performance in various Category

Financial Highlights

Financial health of Organization



Key Highlights – Q2 FY25



Radio City

Recorded Revenue growth of 5% on YoY basis for Q2FY25

38% of the total clients on the Radio platform advertised on Radio City

30% of New clients on Radio platform advertised on Radio City



Radio Industry

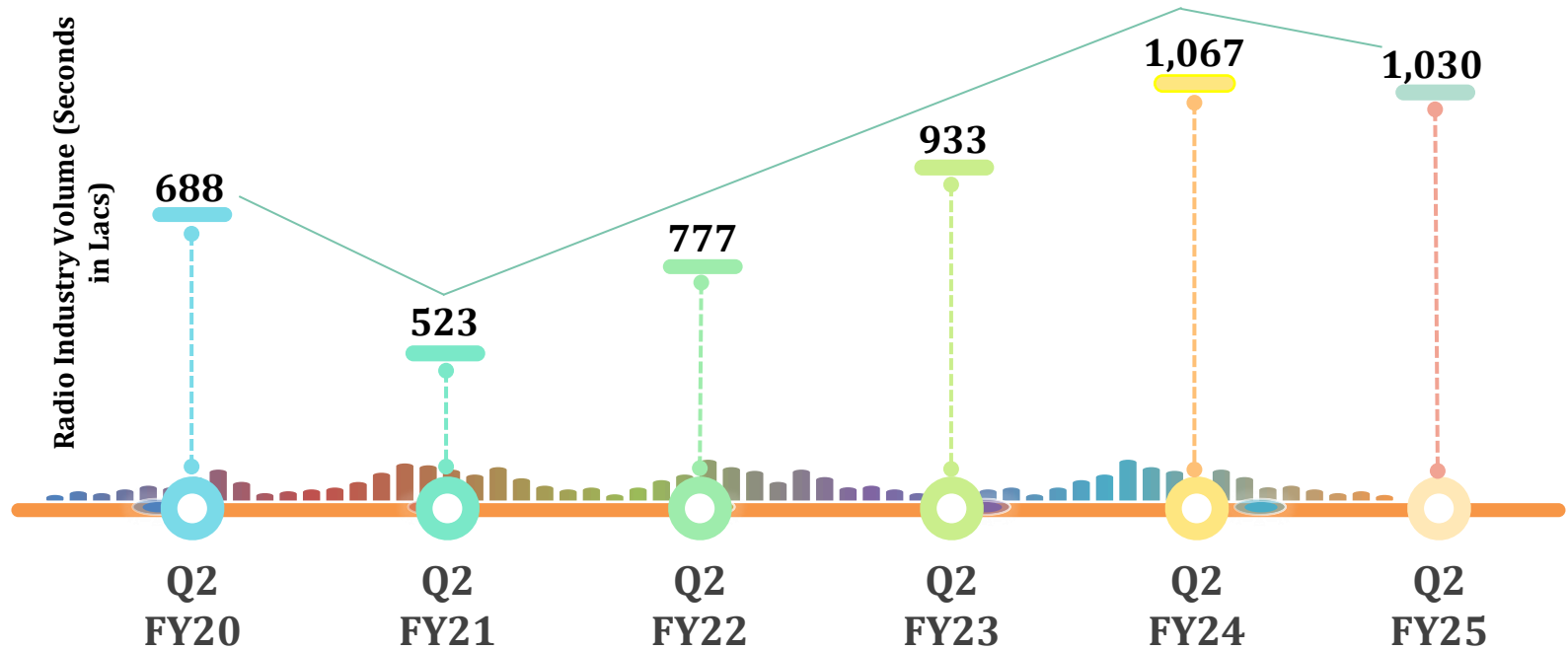
- (3%) YoY de-growth in volumes for Q2FY25
- 2.1 K clients are new in Q2FY25 out of 4.3 K total clients advertised on Radio platform



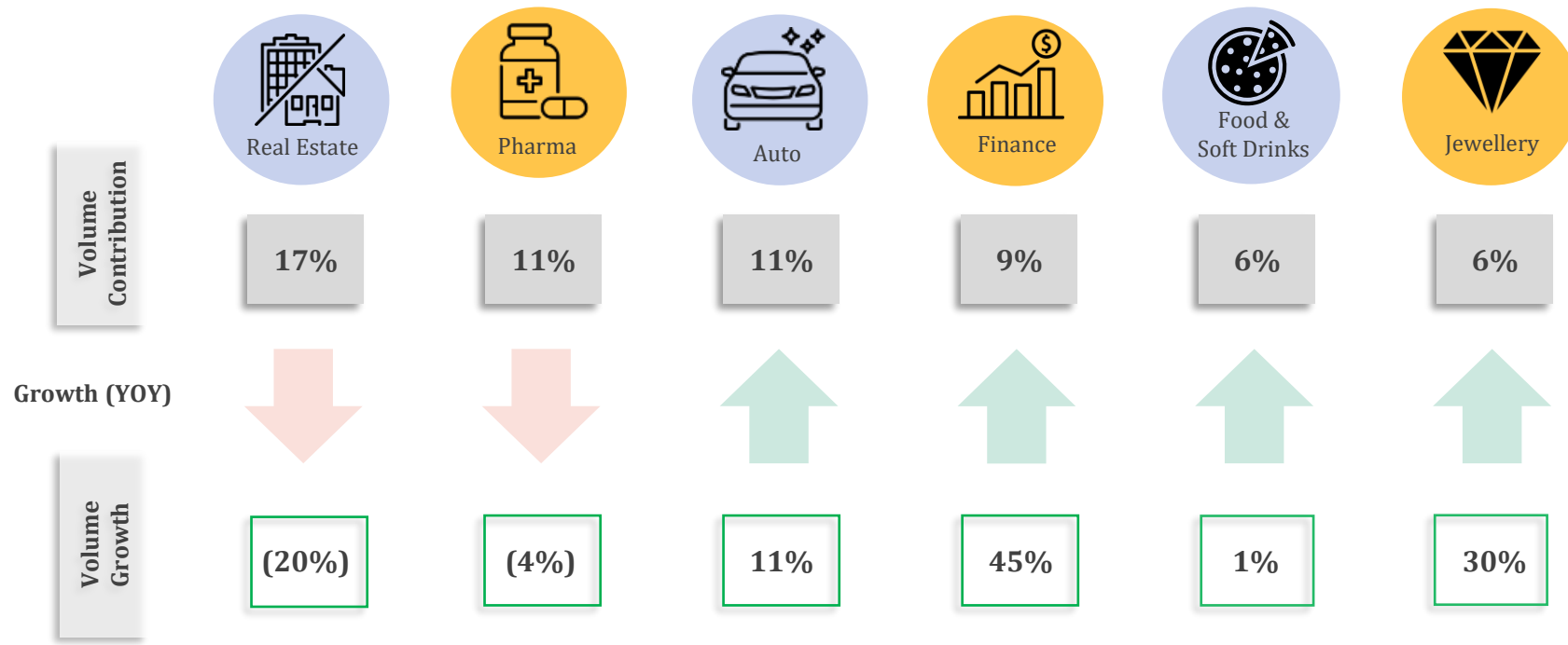
Business Highlights

Radio Industry Volume Trend

Radio Industry Q2FY25 Vol has shown **(3%)** de-growth over Q2FY24 & **50%** growth over Pre-covid.

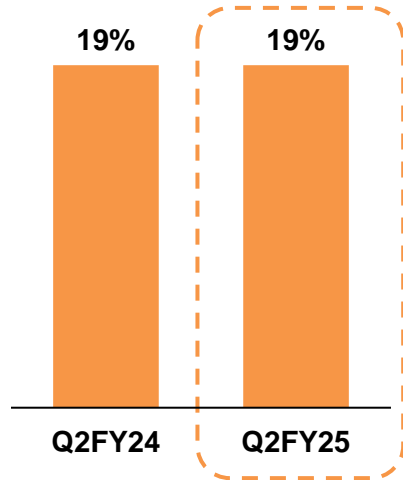


Radio Industry – Q2FY25 Category Trend

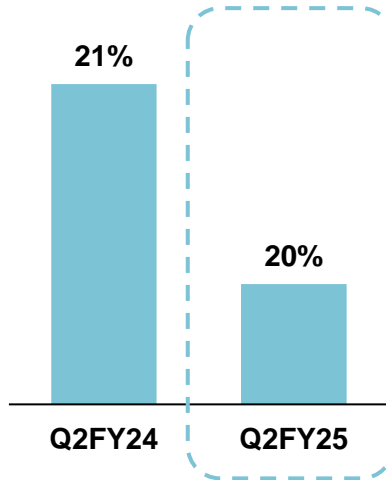


Market Share

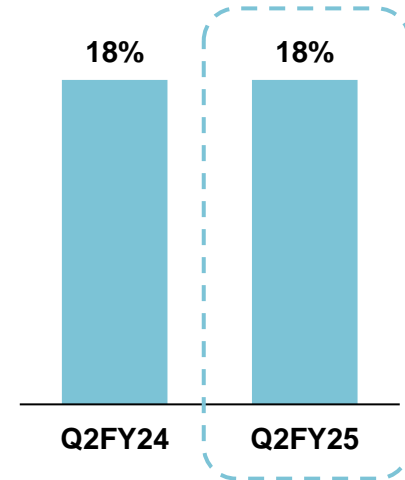
Radio City



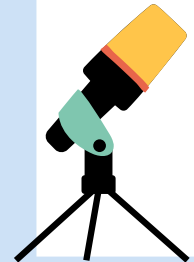
Peer 1



Peer 2



Radio City's Market share is 19% in Q2FY25



Radio City Big Wins



Key Numbers for Q2FY25

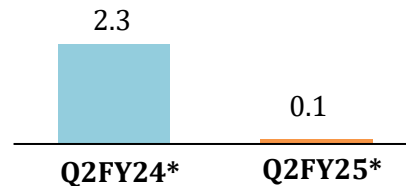
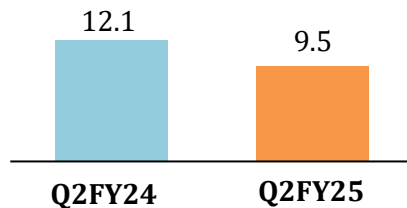
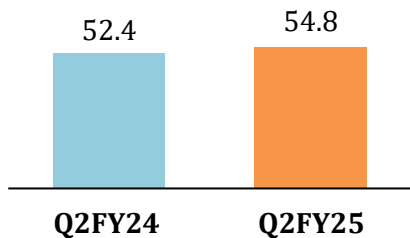
Figures (Rs. in Cr)

Revenue

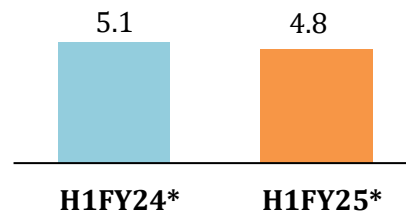
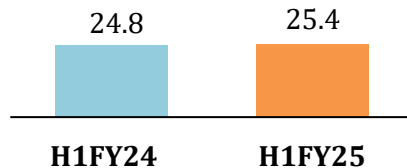
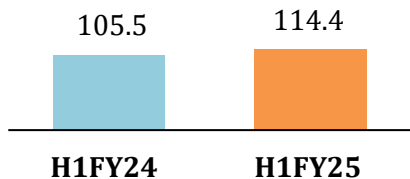
EBITDA

Adjusted PAT*

Q2FY25



H1FY25



*Adjusted for interest on NCRPS in Q2FY24, H1FY24, Q2FY25 & H1FY25



Digital Landscape



Social Media Platforms

Facebook



(Followers/Sub):
4.5 M

Rank:
No.2

Instagram



(Followers/Sub):
383.0 K

Rank:
No.3

Twitter



(Followers/Sub):
334.6 K

Rank:
No.2

YouTube



(Followers/Sub):
1.52 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



Radio City - Digital Client Solutions

LG **Life's Good.**

Radio City
A LEBRA INITIATIVE

India La Celebration

Open Boxes of Joy and Happiness at LG stores

With LG Dream Home Package **EVERY DAY**

Grab Assured Gifts **51 CRORES**

To participate, visit an SMC "First Home" "Last Home" CRM Center to 7832012021

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Abbott

Early detection & treatment of **loss of appetite** is beneficial in **acute & chronic illnesses**^{****}

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to your doctor

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crucial

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Created Business





PROGRAMMING & MARKETING HIGHLIGHTS

National
IPs



Digital First
Integrations



Regional
Properties



Show
Sponsorship



Government
Business



Big Ticket
Content Integration



Local
Initiatives



- 35% Revenue Garnered from Created Businesses - Properties, Proactive pitches, Digital, Sponsorships & Special days
- Q2FY25 Digital revenue has grown by 33% over Q2FY24
- Second Highest client count share in the Industry with 38% in Q2FY25

Big On Air Initiatives



Celebrating the spirit of Ganeshotsav

- RWA's - 55 societies with 2 lacs footfall
- Pandal partnerships - 3 Pandal Associations
- OOH in Mum - 10 hotspots with 7600 sq ft advertising with 55 lacs footfall
- Studio Shift @ Siddhivinayak Temple 5 for days
- Beach clean up at Juhu beach

Influencer Collaborations



aasthainwanderland
48.2K followers



jaipurbymarcela
43.1K followers



invogue_naari
100K followers



ghumakkadlaali
76.1K followers



Prajakta Shukre
1.3L followers



Aditi Govitrikar
13.2L followers

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



Devara - Blue Carpet
Hyderabad



World Heart Day
Bangalore



City Cook
Vizag



Vlog Karo Vacation
Par Jao Jaipur



Corporate Bowling
League Jaipur

Brand Communication & PR Initiatives



Introducing the Radio City School of Broadcast, an initiative where learning never stops!



"Radio City Siachen Se" is a patriotic campaign by Radio City and Federal Bank that aims to honor the sacrifices of the Indian Army and celebrate national pride



The core idea of "Chai Pe Charcha" is to build a personal and professional connection between the client and Radio City through engaging conversations.



Financial Highlights

Profit and Loss Statement

Particulars (Rs. in Cr)	Q2FY25	Q2FY24	YoY	Q1FY25	QoQ	H1FY25	H1FY24	YoY
Revenue	54.8	52.4	5%	59.6	-8%	114.4	105.5	8%
Other Income	6.5	5.7		6.6		13.1	11.4	
Total Income	61.3	58.2	5%	66.2	-7%	127.5	116.8	9%
Licenses Fees	5.0	5.0		5.0		10.1	10.0	
Employee Expenses	20.0	17.3		19.4		39.4	33.6	
Other Expenses	26.8	23.8		26.0		52.8	48.4	
EBITDA	9.5	12.1	-21%	15.9	-40%	25.4	24.8	2%
EBITDA Margin	17.4%	23.1%		26.6%		22.2%	23.5%	
Depreciation/Amortization	8.6	8.3		8.5		17.2	16.5	
EBIT	0.9	3.8	-77%	7.3	-88%	8.2	8.3	-1%
EBIT Margin	1.6%	7.3%		12.3%		7.2%	7.9%	
Adjusted Finance costs*	0.7	0.5		0.7		1.5	1.0	
PBT	0.1	3.3	-95%	6.6	-98%	6.7	7.3	-7%
Tax	0.0	1.0		1.9		1.9	2.1	
Adjusted PAT	0.1	2.3	-94%	4.7	-97%	4.8	5.1	-7%
Adjusted PAT Margin	0.2%	4.4%		7.8%		4.2%	4.9%	
Interest on NCRPS	2.1	1.9		2.1		4.2	3.8	
Final PAT	-2.0	0.4	-	2.6	-	0.6	1.3	-55%
Other Comprehensive Income	-0.1	0.0		0.0		-0.1	0.0	
Total Comprehensive Income	-2.1	0.3	-	2.6	-	0.5	1.3	-59%

*Adjusted for interest on NCRPS in Q2FY24, H1FY24, Q1FY25, Q2FY25 & H1FY25

Balance Sheet Statement

Assets (Rs. in Cr)	Sep-24	Mar-24
Total Non-Current Assets	492.5	500.4
Fixed Assets	221.4	220.3
Tangible Assets	71.9	73.7
Intangible Assets	122.9	133.2
Right of use asset	26.6	13.4
Financial Assets		
Investments	217.0	223.9
Other Financial Asset	31.0	32.7
Deferred Tax Asset(Net)	12.9	14.3
Other Non-Current Assets	3.5	2.6
Non-Current Tax Assets	6.7	6.7
Total Current Assets	199.6	180.2
Current Investments	88.1	23.3
Trade Receivables	73.0	73.5
Cash & Cash Equivalent	3.4	9.4
Bank Balances	0.4	25.3
Other Financial Assets	13.5	24.6
Other Current Assets	21.2	24.0
TOTAL ASSETS	692.1	680.6

Liabilities (Rs. in Cr)	Sep-24	Mar-24
Shareholders Fund	532.2	531.7
Share Capital	69.1	69.1
Other Equity	463.1	462.5
Total Non-Current Liabilities	123.7	105.3
Long Term Borrowings	95.8	91.6
Lease Liabilities	23.4	10.1
Employee Benefit Obligation	4.5	3.5
Total Current Liabilities	36.2	43.7
Trade Payables	16.6	22.0
Lease Liabilities	4.1	4.7
Other Financial Liabilities	3.6	6.3
Employee Benefit Obligation	1.7	1.5
Other Current Liabilities	10.2	9.1
TOTAL EQUITY & LIABILITIES	692.1	680.6

Cash Flow Statement

Particulars (Rs. in Crs)	Sep-24	Sep-23
Profit before tax	2.5	3.4
Adjustments	11.1	11.4
Operating Profit Before Working Capital Changes	13.8	14.8
Change in operating assets and liabilities	(0.7)	(6.9)
Cash generated from operations	12.9	7.8
Income taxes paid	(0.4)	(2.3)
Net cash inflow from operating activities (A)	12.5	5.5
Net cash inflow/(outflow) from investing activities (B)	(14.8)	(0.5)
Net cash outflow from financing activities (C)	(3.7)	(4.0)
Net increase/(decrease) in cash and cash equivalents (A+B+C)	(6.0)	1.0
Cash and cash equivalents at the beginning of the year	9.4	6.4
Cash and cash equivalents at the end of the year	3.4	7.4

Thank You

Contact Us



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