

August 1, 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 quarter ended June 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 quarter ended June 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

Q1 FY25



Safe Harbor

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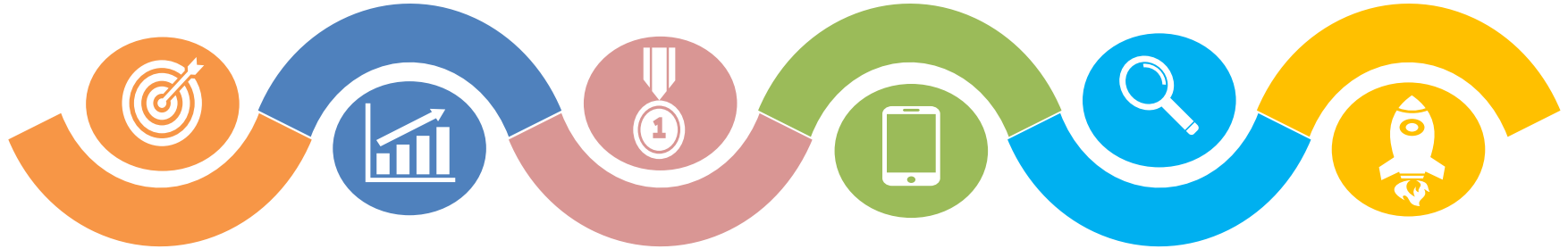
Expansion of Corporate Footprint Internationally

Awards & Recognitions

Appreciation on Outstanding performance in various Category

Financial Highlights

Financial health of Organization



Key Highlights – Q1 FY25



Radio City

Recorded EBITDA growth of 25% on YoY basis for Q1FY25

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

32% of New clients on Radio platform advertised on Radio City



Radio Industry

- 2% YoY growth in volumes for Q1FY25
- 1.7 K clients are new in Q1FY25 out of 3.8 K total clients advertised on Radio platform.

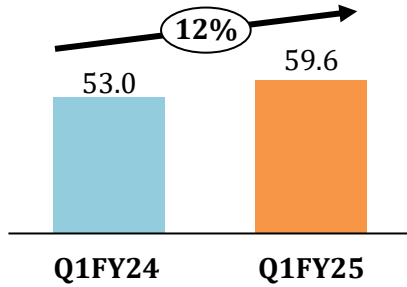


Business Highlights

Key Numbers for Q1FY25

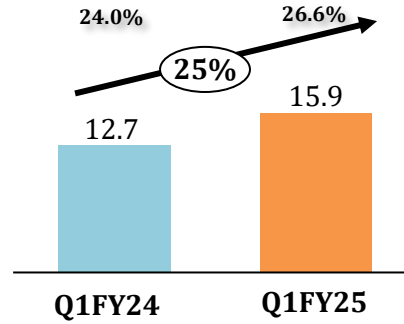
Figures (Rs. in Cr)

Revenue



Q1FY25

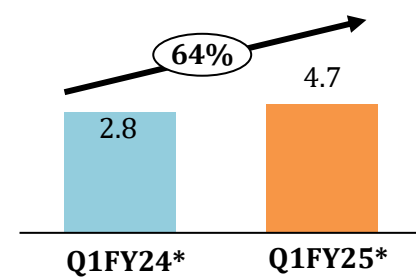
EBITDA



Q1FY24

Q1FY25

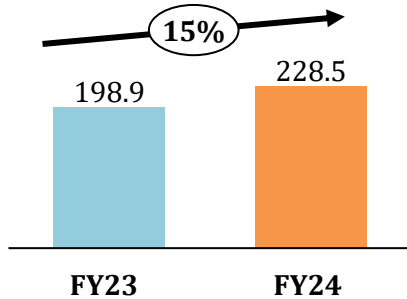
Adjusted PAT*



Q1FY24*

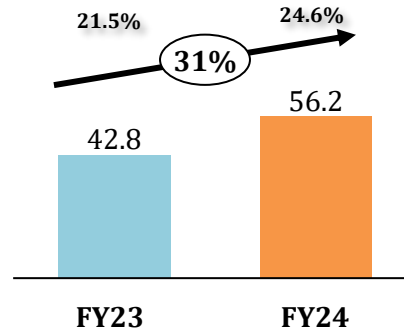
Q1FY25*

15%



FY24

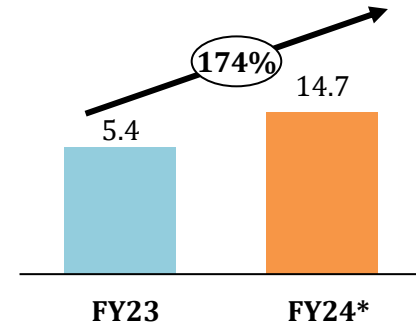
21.5%



FY23

FY24

174%



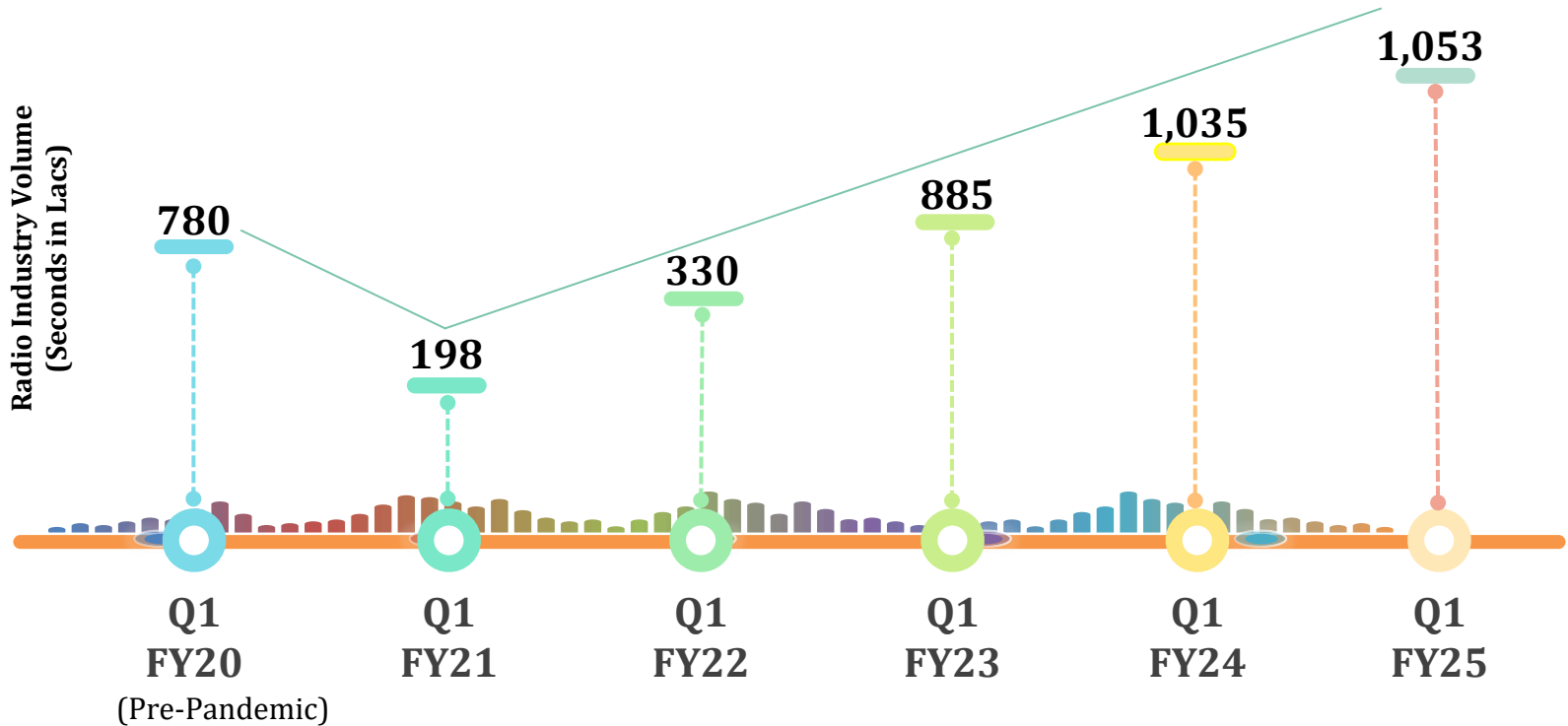
FY23

FY24*

*Q1FY25, Q1FY24 & FY24 PAT Adjusted for Interest on NCRPS

Radio Industry Volume Trend

Radio Industry Q1FY25 Vol has shown 2% growth over Q1FY24 & 35% growth over Pre-Pandemic.



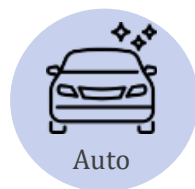
Radio Industry – Q1FY25 Category Trend



Real Estate



Pharma



Auto



Education



Food & Soft
Drinks



Government

Volume Contribution

18%

10%

9%

8%

7%

7%



Volume Growth (YoY)

-

7%

24%

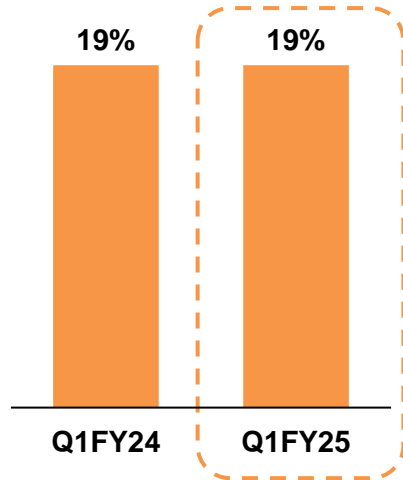
-2%

4%

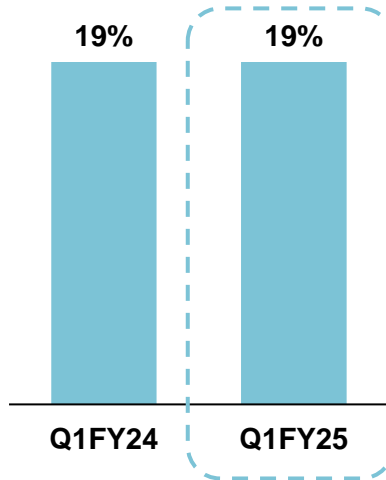
35%

Market Share

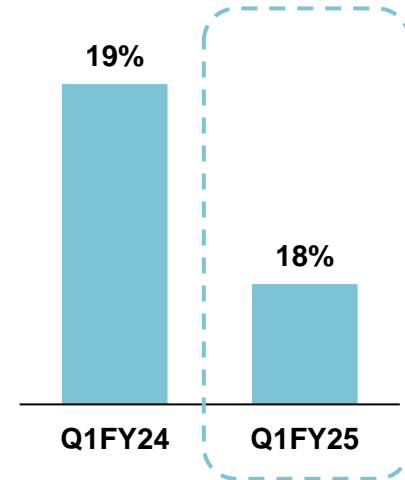
Radio City



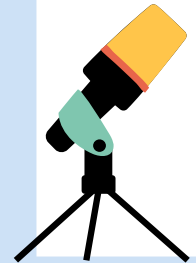
Peer 1



Peer 2



Radio City's Market share is 19% in Q1FY25





Digital Landscape



Radio City - Social Media Platforms



(Followers/Sub):
4.5 M

Rank:
No.2



(Followers/Sub):
375.2 K

Rank:
No.3



(Followers/Sub):
334.4 K

Rank:
No.2



(Followers/Sub):
1.5 M

Rank:
No.4

Radio City - Digital Client Solutions

Citroen



Promoted the car and created the buzz around world cup by collecting 1.3M cheers from the fans across India. The digital amplification was done using static, video posts, articles, LIVE, photo gallery and reels of the showroom visits respectively.

RADIO CITY ALSO MADE HISTORY OF RECORDING HIGHEST NUMBER OF CHEERS FOR TEAM INDIA - Acknowledged by "India Books of Records"

Nayara Energy



Promotion of Nayara Petrol Pump in integration with the World Cup Activity with RJ integration LIVES, Reels, Static posts and stories is being posted on our social media platforms to push for 30k+ leads

Cricket Ka Blockbuster



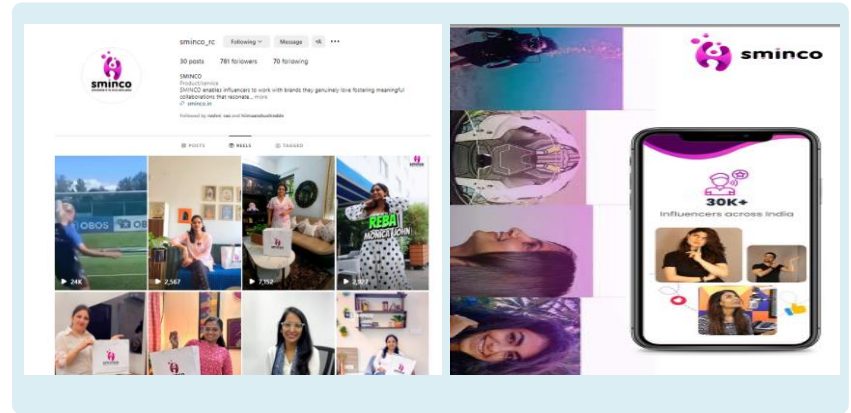
Radio City amplified the content with the brands on board in the form of reels, stories and RJ integrated videos. The IP has seen more than 58 sponsors on board

Radio City - 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.

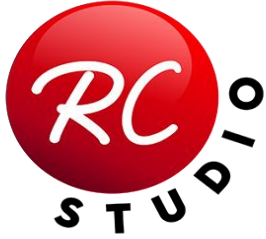
Radio City's Influencer Marketing Platform SMINCO



Launched the influencer marketing platform with a multimedia marketing plan on 13th June 2024.

- SMINCO is an automated multi-sided influencer marketing Platform which will seamlessly enable influencers to work with brands they love!
- Radio city sales will now go with a 360 approach to clients now selling our RJ influencers and external influencers and bring in incremental business.
- Total available data of influencers- **40 K Plus**

Jio RC Studio



The 24x7 video streaming service is live on JioTV, JioTV+,
My Jio app & very coming soon on Jio Bharatphones.



Shows on RC Studio



3.4M

Channel Reach

27.5M

Video Impressions

7.13 Mn

Total Watch Time

HSM

Content Creation

Radio City's Collaboration with Happydemic

The logo for Happydemic features the word "Happydemic" in a black, rounded, handwritten-style font. The letter "y" is stylized with a yellow microphone icon integrated into its stem. Small yellow dots are scattered around the letters. A small "TM" trademark symbol is located to the right of the word.

A tech company into live music harnessing the unique power of music.

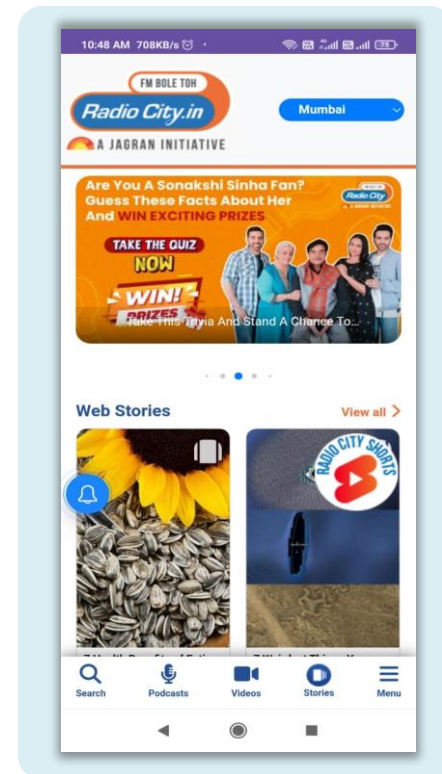
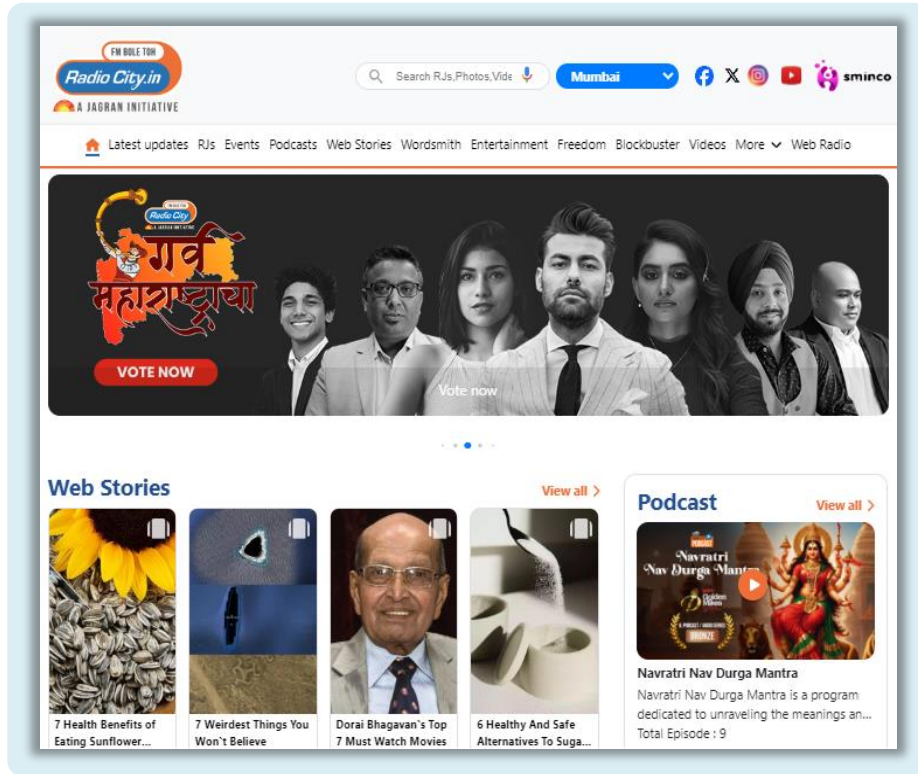
They give musical solutions that are hyper personalised, interactive, and collaborative keeping music at the heart of everything.

These offerings help building stronger emotional connections with key stakeholders, in turn driving positive business value through effective musical talent management¹

Radio City and Happydemic are poised to unlock new revenue streams and cross-promotional opportunities

Through this partnership, we're not just creating campaigns, we are composing experiences. Bringing together the artistry of music with the science of marketing, we are shaping the future of engagement.

Radio City's New Website & App Launch





Created Business





Key Initiatives

National
IPs



Digital First
Integrations



Regional
Properties



Show
Sponsorship



Government
Business



Big Ticket
Content Integration



Local
Initiatives

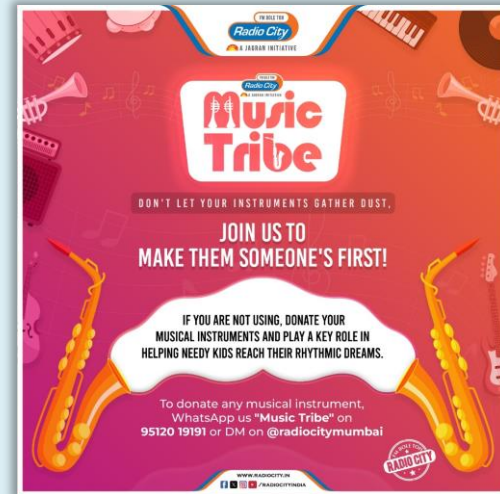


- 34% Revenue Garnered from Created Businesses - Properties, Proactive pitches, Digital, Sponsorships & Special days
- Q1FY25 Digital revenue has grown by 45% over Q1FY24
- Second Highest client count share in the Industry with 40% in Q1FY25

Client & Content Led Innovations



Radio City, collected 1.3 million cheers for Team India in the Citroën Cheer for India campaign, earning a certification from the India Book of Records. The celebration was held at Radio City Mumbai with Citroën representatives and an adjudicator.



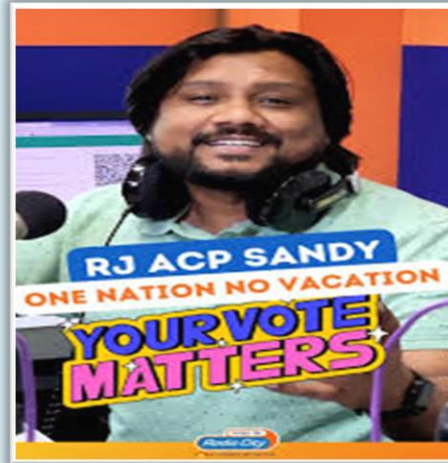
Radio City celebrated World Music Day at Rameshwar Vidya Mandir in Mumbai, hosting 120 kids from an NGO. Supported by KAVACH and Furtados Music, the event featured musical activities, instrument distribution, and performances by Tony Kakkar and Shibani Kashyap.

Programming & Marketing Key Initiatives



CRICKET KA BLOCKBUSTER

In collaboration with ex-Indian cricketer/commentator Sanjay Manjrekar



ONE NATION, NO VACATION

Election Campaign of Radio City



NO POLITICS PLEASE

Get ready for a sneak peek into the lives of prominent political leaders with RJ Aadi as we uncover their personal stories aspirations, and the impact they've made on the world.

Programming & Marketing Led Regional Events



City Icon Awards
Mumbai



Kids Fashion Show
Lucknow



City Entrepreneur
Awards Chennai



Sheroes
Delhi



City Women Icon
Award Varanasi



Super Carnival
Bangalore



Sakthi Sangamam
Coimbatore

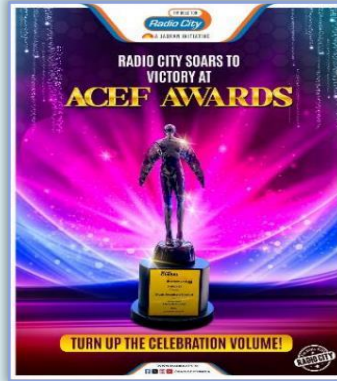


College Galatta Awards
Madurai

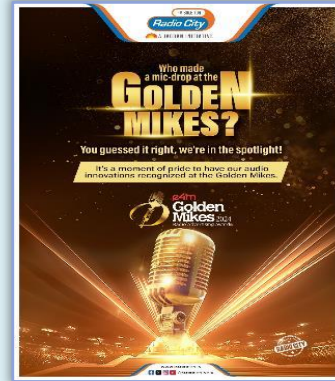
Awards & Recognitions



Radio City, celebrated major wins at the 'Streaming Media Awards 2024' on May 9th in Mumbai. The event honored excellence in broadcasting, featuring top talent and creativity in radio and OTT platforms. Won 4 awards!



Radio City, won big at the ACEF on April 29th, 2024, in Mumbai, celebrating their innovative campaigns and excellence in advertising and marketing. Won 20 awards!



Radio City won 16 awards at the Exchange4Media Golden Mikes 2024, celebrating excellence in radio and audio from February 1, 2023, to January 31, 2024.



Radio City won 12 Awards at the India Audio Summit and Awards 2024.

Great Place To Work



Music Broadcast Limited

Ranked 7th

amongst India's Great Mid-size Workplaces 2024!

**Music Broadcast Limited
(Radio City 91.1 FM)
has been certified as a
Great Place To Work®**





Financial Highlights

Profit and Loss Statement

Particulars (Rs. in Cr)	Q1FY25	Q1FY24	YoY	Q4FY24	QoQ	FY24
Revenue	59.6	53.0	12%	62.6	-5%	228.5
Other Income	6.6	5.6		5.9		23.1
Total Income	66.2	58.7	13%	68.5	-3%	251.6
Licenses Fees	5.0	5.0		5.1		20.2
Employee Expenses	19.4	16.3		18.3		69.4
Other Expenses	26.0	24.6		29.0		105.8
EBITDA	15.9	12.7	25%	16.1	-2%	56.2
EBITDA Margin	26.6%	24.0%		25.7%		24.6%
Depreciation/Amortization	8.5	8.2		8.5		33.4
EBIT	7.3	4.5	63%	7.6	-4%	22.8
EBIT Margin	12.3%	8.5%		12.2%		10.0%
Adjusted Finance costs*	0.7	0.5		0.5		2.0
PBT	6.6	4.0	65%	7.1	-8%	20.8
Tax	1.9	1.1		2.1		6.1
Adjusted PAT	4.7	2.8	64%	5.1	-8%	14.7
Adjusted PAT Margin	7.8%	5.3%		8.1%		6.4%
Interest on NCRPS	2.1	1.9		2.1		7.9
Final PAT	2.6	0.9	175%	3.0	-13%	6.8
Other Comprehensive Income	0.0	0.0		0.1		0.1
Total Comprehensive Income	2.6	0.9	175%	3.1	-17%	6.9

*Adjusted for interest on NCRPS in Q1FY25, Q1FY24, Q4FY24 & FY24

Thank You

Contact Us



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