



October 16, 2024

To,
Listing Department
BSE Limited
P.J Towers, Dalal Street,
Fort, Mumbai – 400 001

To,
Listing Department
National Stock Exchange of India Limited
Exchange Plaza, 5th Floor, Plot No. C/1, G Block,
Bandra Kurla Complex, Bandra (E), Mumbai – 400 050

Scrip Code: **532375**

Symbol: **TIPSMUSIC**

Dear Sir/ Ma'am,

Sub: Submission of Investor Presentation

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations 2015, we enclose herewith a copy of Investor Presentation with respect to Unaudited Financial Results of the Company for quarter ended September 30, 2024.

The same shall be uploaded on our website <https://tips.in>.

We request you to kindly take the above information on record.

Thanking You,

For TIPS MUSIC LIMITED
(Formerly known as Tips Industries Limited)

Bijal R. Patel
Company Secretary

Encl: a/a

TIPS MUSIC LIMITED
(Formerly known as Tips Industries Limited)

601, Durga Chambers, 6th Floor, Linking Road, Khar (West), Mumbai - 400 052.
Tel.: +91-22-6643 1188, Email: info@tips.in, Website: www.tips.in
CIN : L92120MH1996PLC099359



The Must Have HITS

Investor Presentation

Q2FY25

Safe harbor

This presentation and the accompanying slides (the “Presentation”), which have been prepared by Tips Music Limited (the “Company”), have been prepared solely for information purposes and do not constitute any offer, recommendation or invitation to purchase or subscribe for any securities, and shall not form the basis or be relied on in connection with any contract or binding commitment whatsoever. No offering of securities of the Company will be made except by means of a statutory offering document containing detailed information about the Company.

This Presentation has been prepared by the Company based on information and data which the Company considers reliable, but the Company makes no representation or warranty, express or implied, whatsoever, and no reliance shall be placed on the truth, accuracy, completeness, fairness and reasonableness of the contents of this Presentation. This Presentation may not be all inclusive and may not contain all of the information that you may consider material. Any liability in respect of the contents of, or any omission from, this Presentation is expressly excluded.

Certain matters discussed in this Presentation may contain statements regarding the Company’s market opportunity and business prospects that are individually and collectively forward-looking statements. Such forward-looking statements are not guarantees of future performance and are subject to known and unknown risks, uncertainties and assumptions that are difficult to predict. These risks and uncertainties include, but are not limited to, the performance of the Indian economy and of the economies of various international markets, the performance of the industry in India and world-wide, competition, the Company’s ability to successfully implement its strategy, the Company's future levels of growth and expansion, technological implementation, changes and advancements, changes in revenue, income or cashflows, the Company's market preferences and its exposure to market risks, as well as other risks. The Company's actual results, levels of activity, performance or achievements could differ materially and adversely from results expressed in or implied by this Presentation. The Company assumes no obligation to update any forward-looking information contained in this Presentation. Any forward-looking statements and projections made by third parties included in this Presentation are not adopted by the Company and the Company is not responsible for such third-party statements and projections.

All Maps used in the Presentation are not to scale. All data, information and maps are provided "as is" without warranty or any representation of accuracy, timeliness or completeness.

KEY FACTS

Only listed player to expense out 100% of content cost in the quarter of release

Catalogue comprises of music in over **25 languages** available across multiple platforms **globally**

Debt free company with **₹ 259 cr** of cash & investments

Founded Year
1988

Website
www.tips.in

Industry
Media & Entertainment

Established **A&R** capability

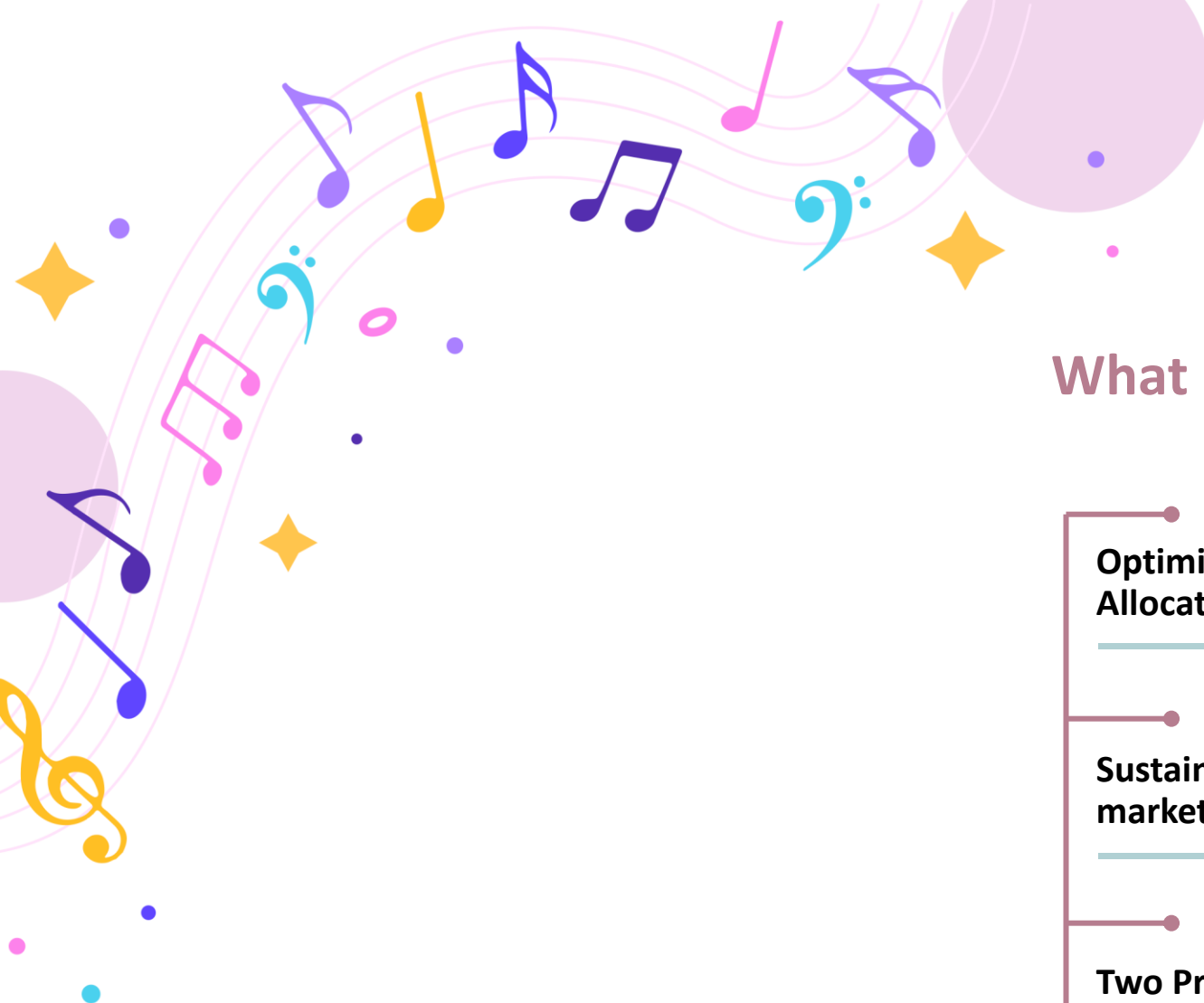
92
Employees
(Q2FY2025)

75%
Revenue through
digital platforms

25+
Partners across
media business

108 mn
subscribers on
YouTube
CAGR of 21%
(3 Year)

Target
Indian Subcontinent & Diaspora



What Makes Us Unique

Optimising Capital Allocation

Sustainably Increasing market share

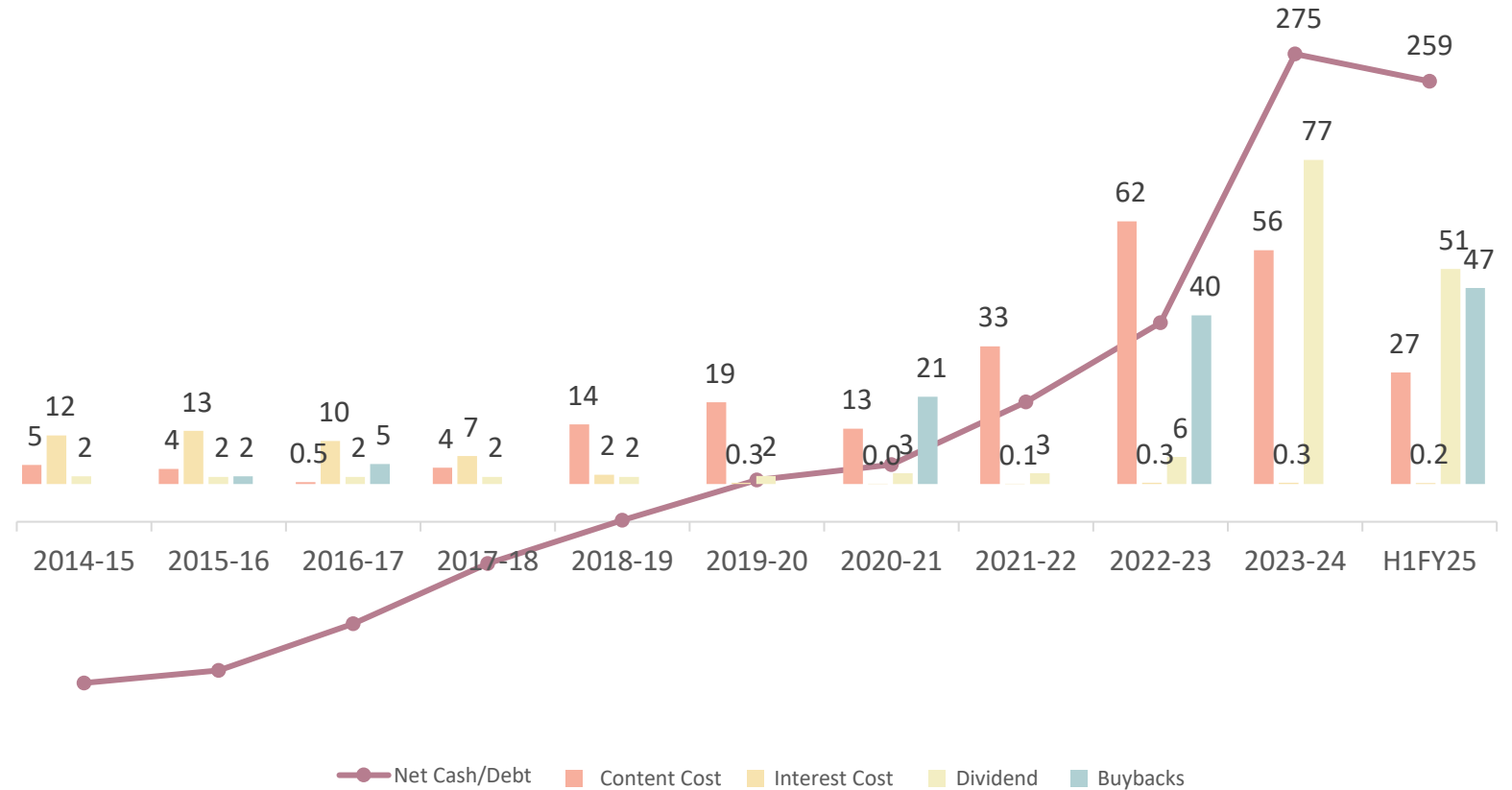
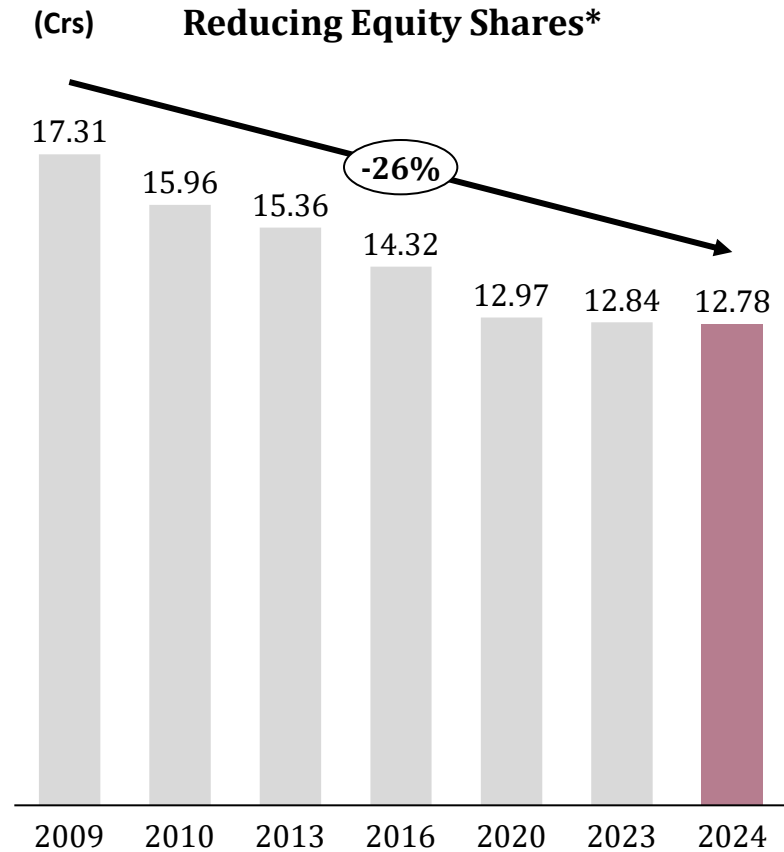
Two Pronged Content Acquisition Strategy

Our Content Powers Global Platforms

Growing listenership & Increasing Content Addition

Optimising Capital Allocation : Total Payout to shareholders in FY25 Rs 97.74 Cr

Consistently rewarding shareholders through Buybacks & Dividends

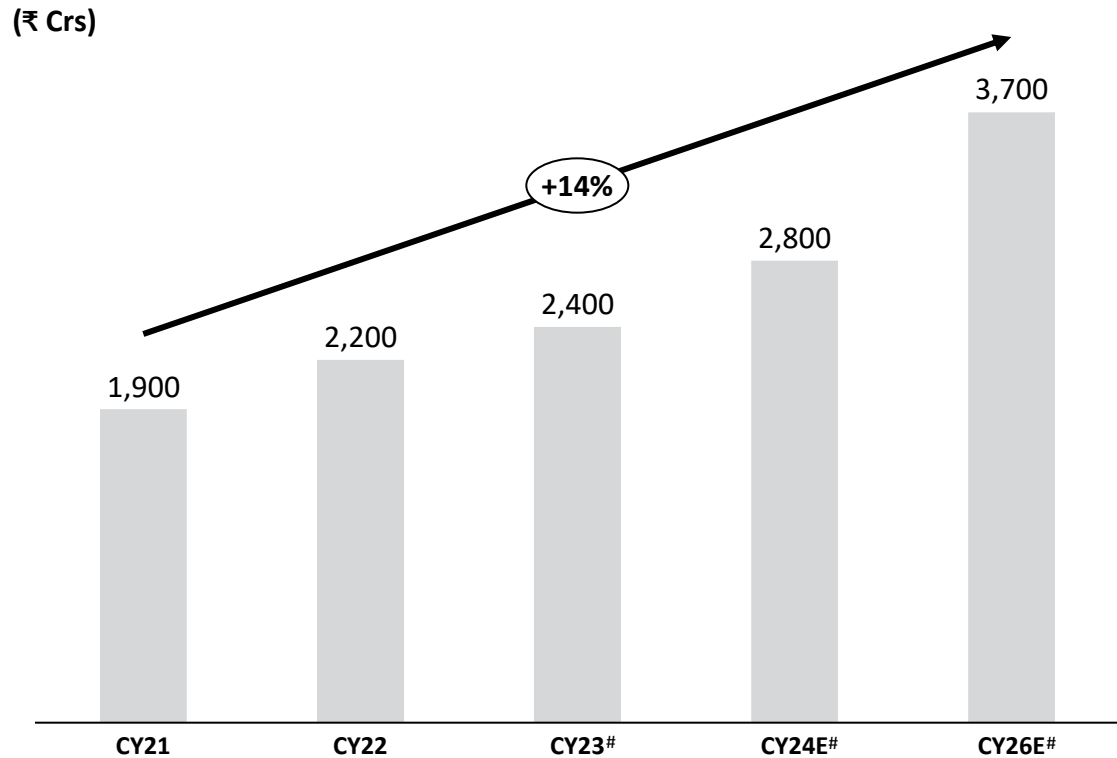


**Q2FY25 – Interim Dividend of Rs 2 per share amounting to Rs 25.56 Cr
Total Payout for H1FY25 - Rs 97.74 Cr (including buyback)**

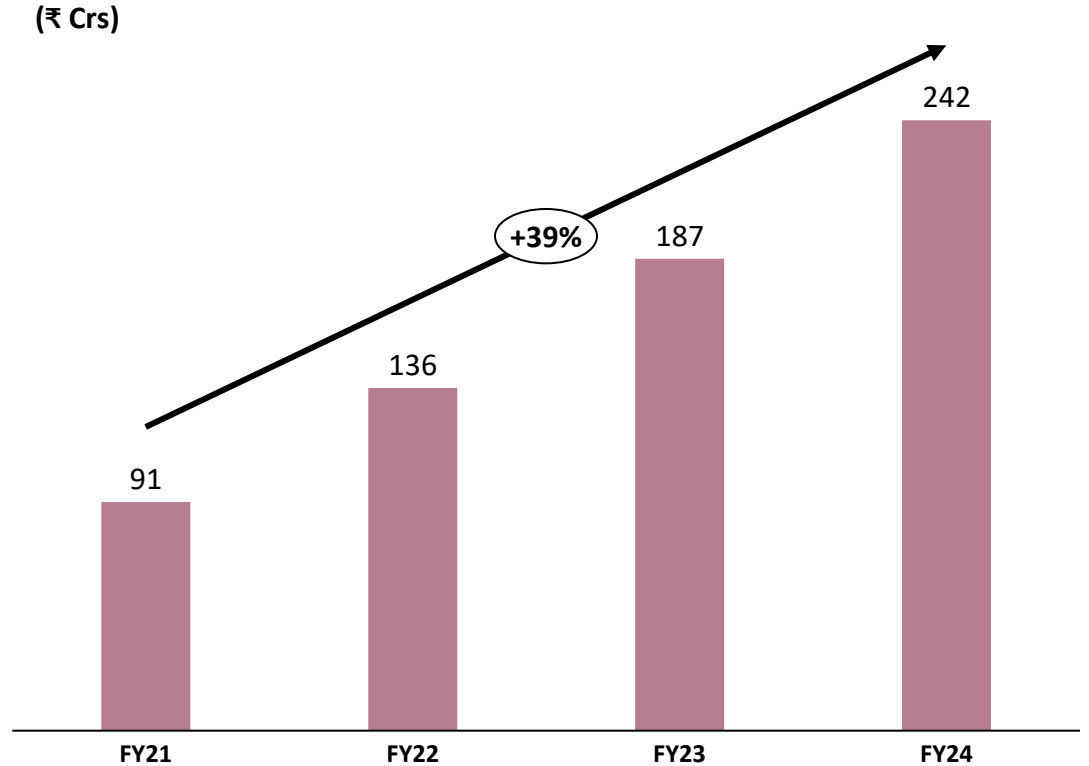
*Note : No. of shares after share split

Sustainably Increasing market share: Revenues Surged 1.8x in Last 2 Years

Music Sector*



Revenues



Tips Music outperformed sectoral growth by 2.8x over the past 4 years

Two Pronged Content Acquisition Strategy

PURCHASE

STRATEGY

- We purchase music rights from other producers when we see profitable opportunities
- Our understanding of music and its creative process provides us deep insight on costs and returns and therefore we always maintain cost consciousness while acquiring music rights

PRODUCE

STRATEGY

- To introduce promising singers (Tips) is in our DNA
- We have a strong A&R team which engages with artistes across genres and languages which allows us to promote upcoming talent
- Our team has a deep understanding of music & a track record of creating a repertoire of “Must Have Hits”
- Strong track record of producing hit music

CONTENT COST

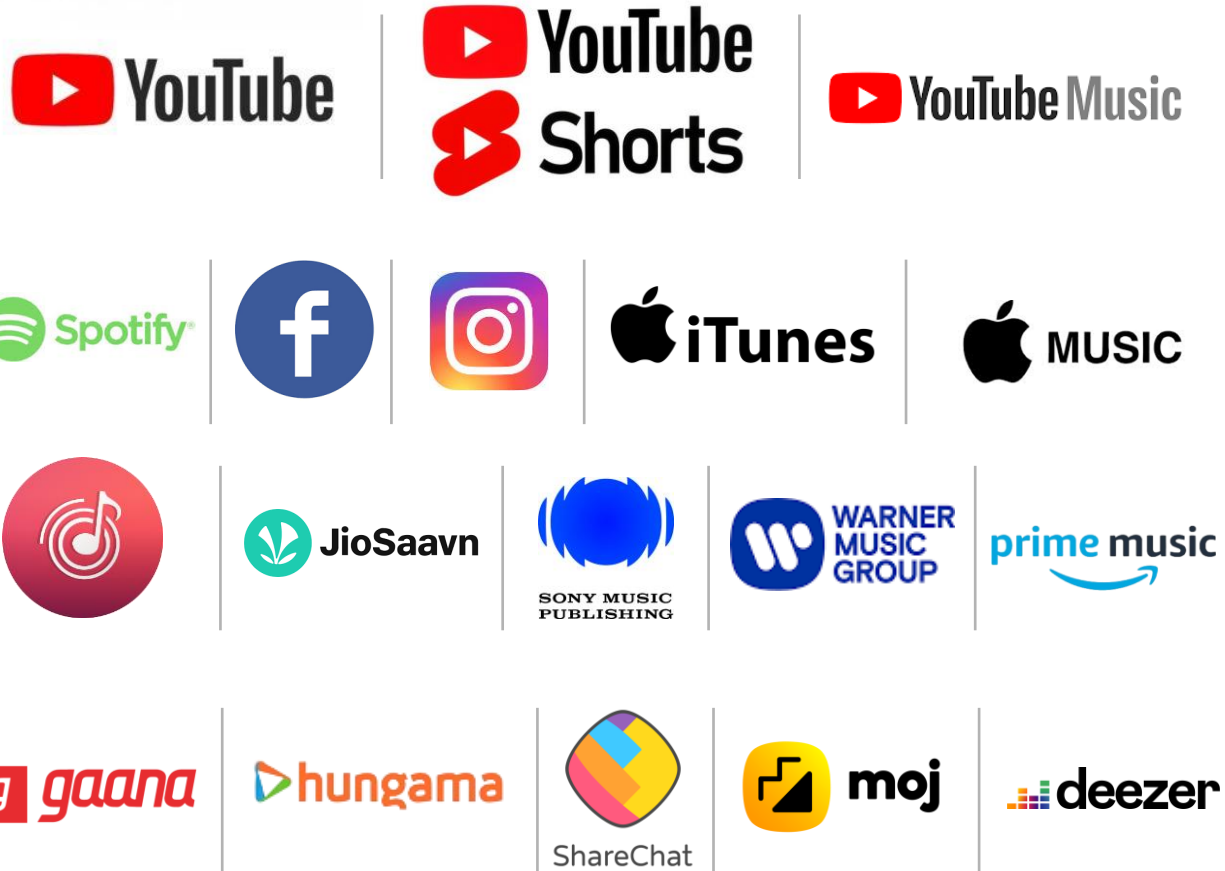
**100% of content cost is expensed out in the quarter of release
No capitalization & no pending write-offs in the future.**

**Content acquisition is entirely funded through internal accruals.
No borrowings/leverage**

**A&R teams to sign up promising artists and acquire content across
languages and genres**

Our Content Powers Global Platforms

Digital Partners



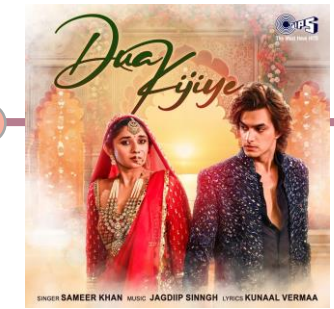
Sync Deals



Broadcast Partners

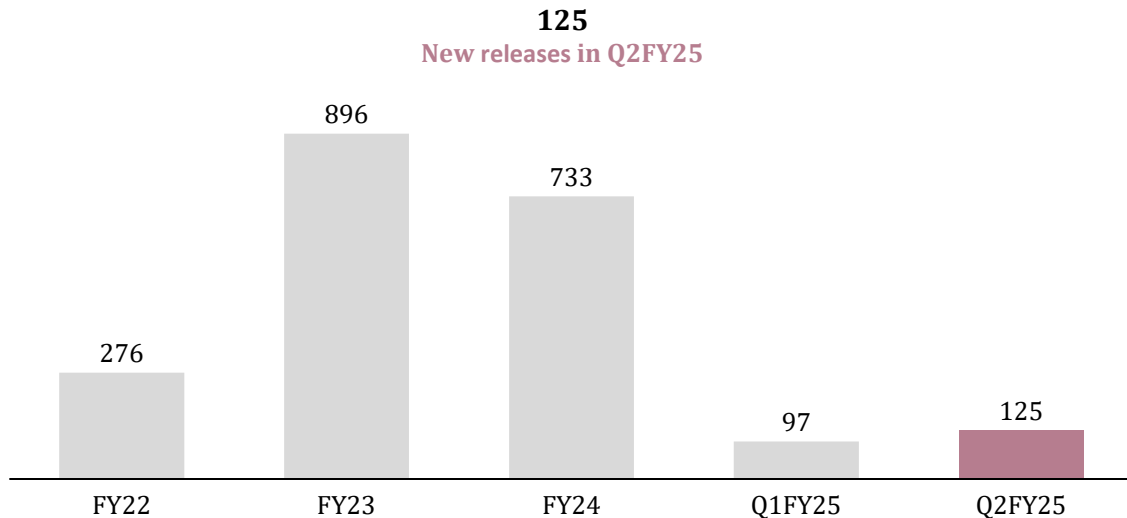


Growing listenership & Increasing Content Addition

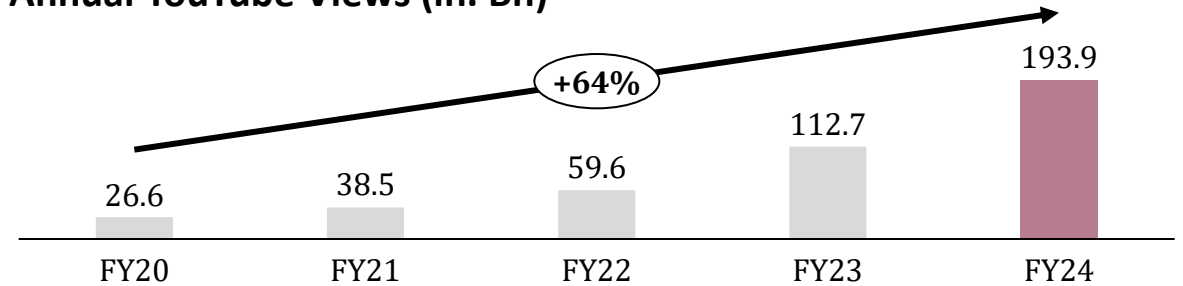


Evergreen & Rich content of **over 31,000 songs** across genres, languages & decades giving us high visibility of music revenue

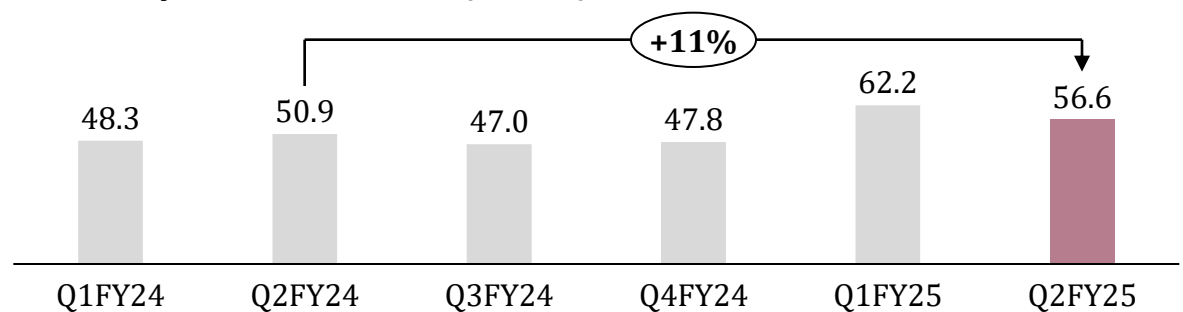
New Songs Added



Annual YouTube Views (in. Bn)



Quarterly YouTube Views (in. Bn)

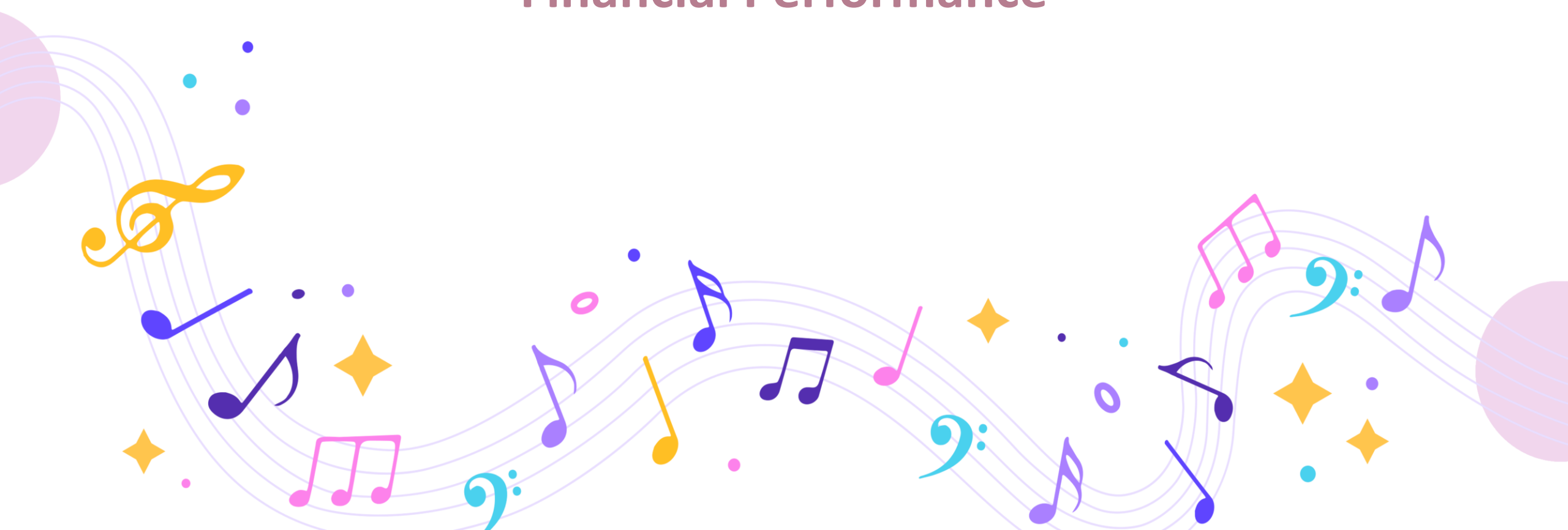


The slower growth in total views is primarily on account of YT shorts, which is not a significant contributor to revenue/profit yet.



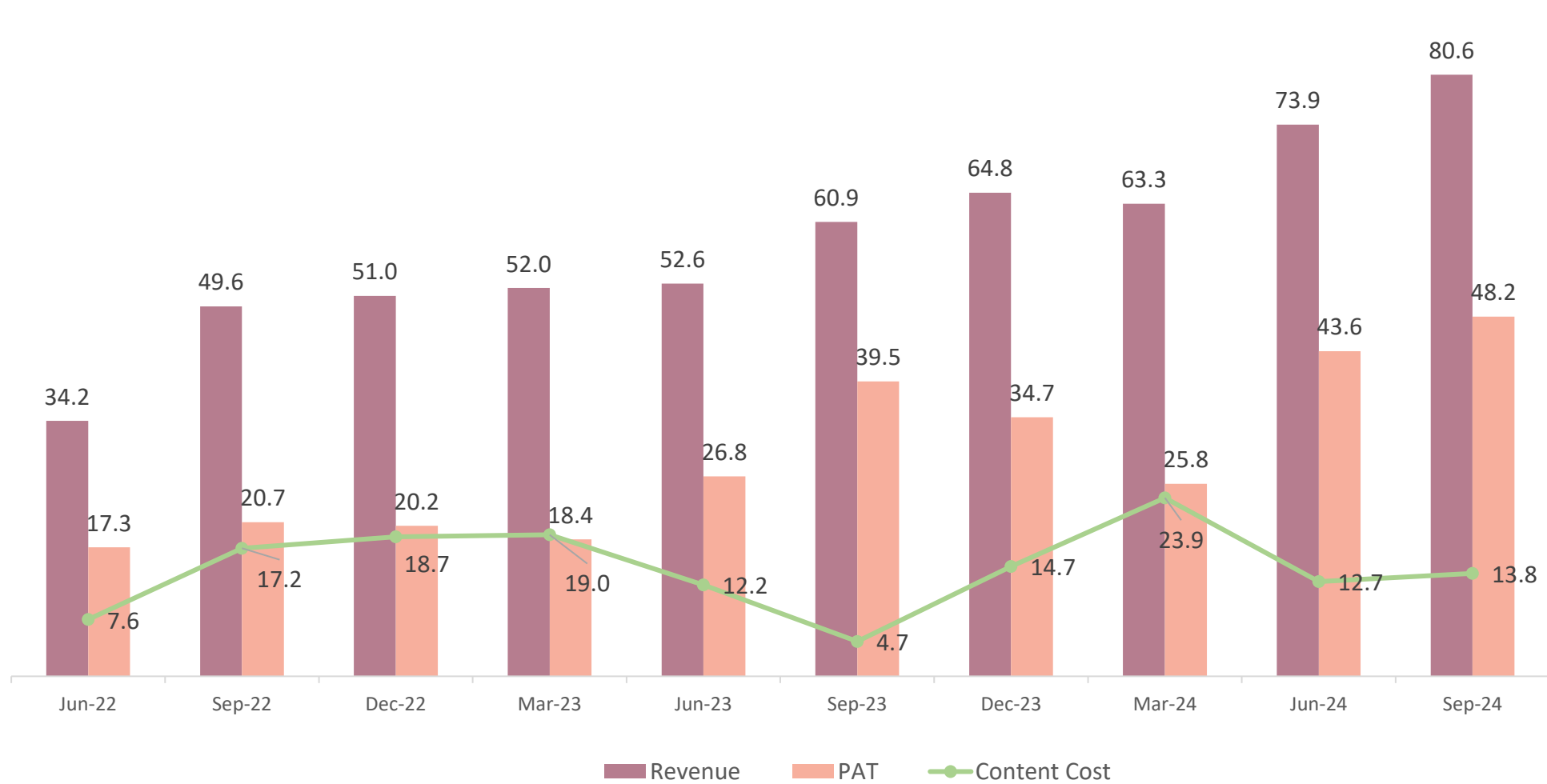
The Must Have HITS

Financial Performance



Summary of Last 10 Quarters

(Crs)



**Cumulative
(10 quarters)**

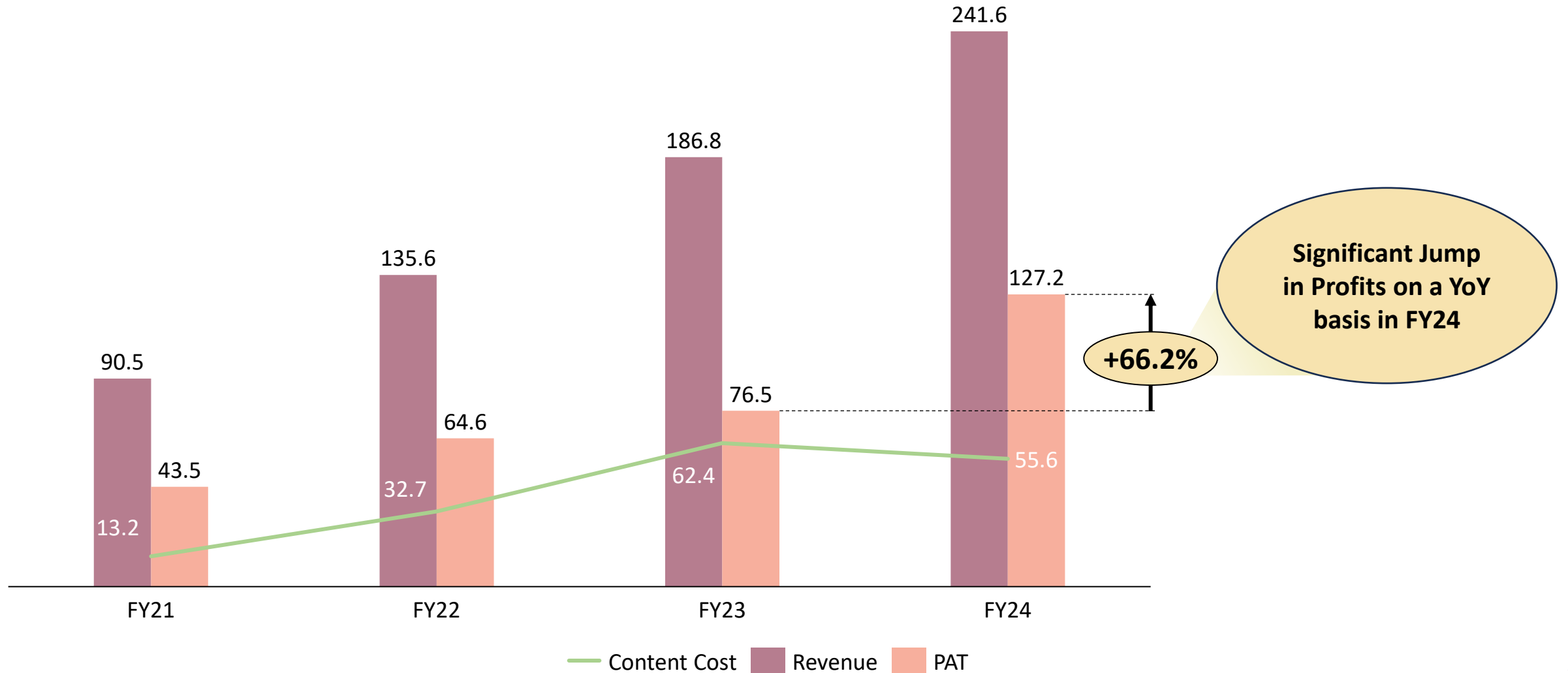
**Revenue
582.9**

**Content Cost
144.4**

**Profit after Tax
295.1**

Summary of Last 4 Years

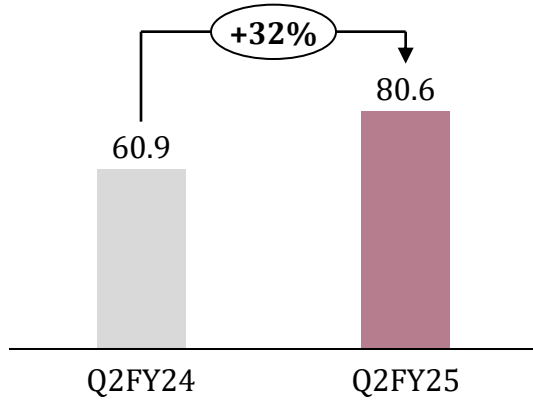
(Crs)



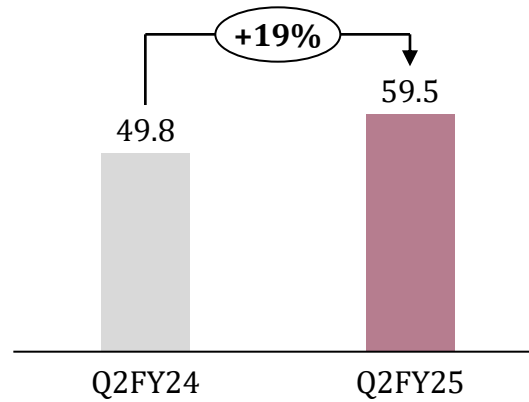
Business Performance

(₹ Crs)

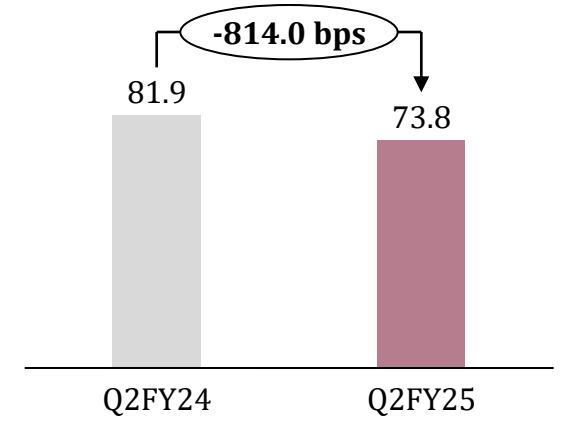
Revenue



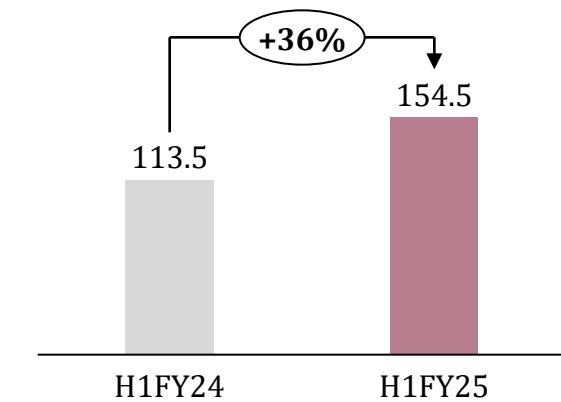
Op. EBITDA



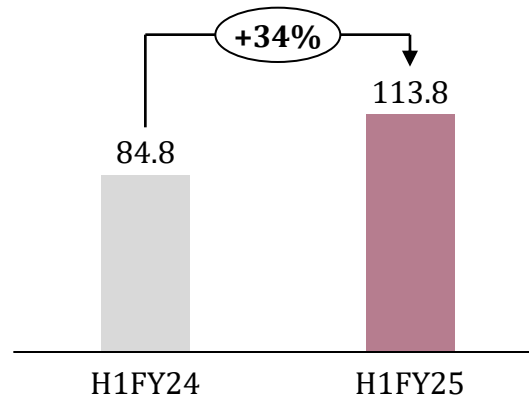
Op. EBITDA Margins (%)



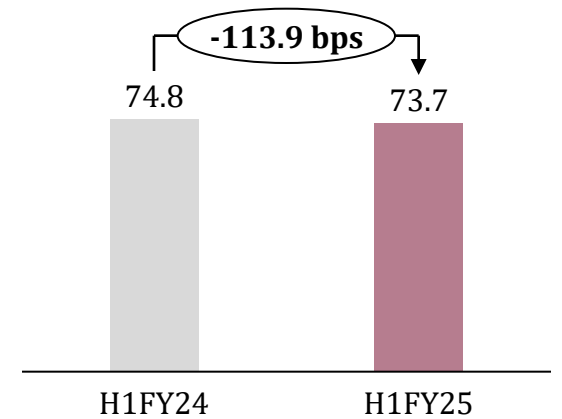
Revenue



Op. EBITDA



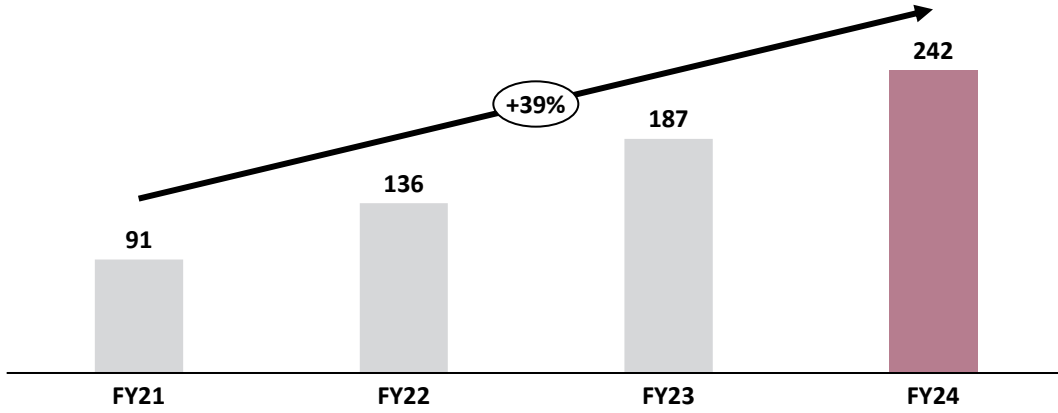
Op. EBITDA Margins (%)



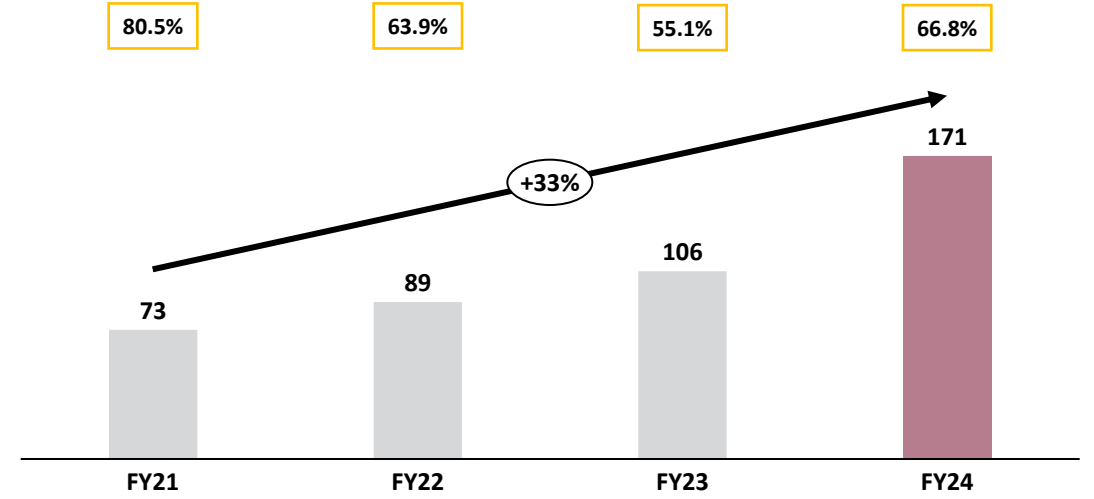
Industry Leading Financial Performance

(₹ Crs)

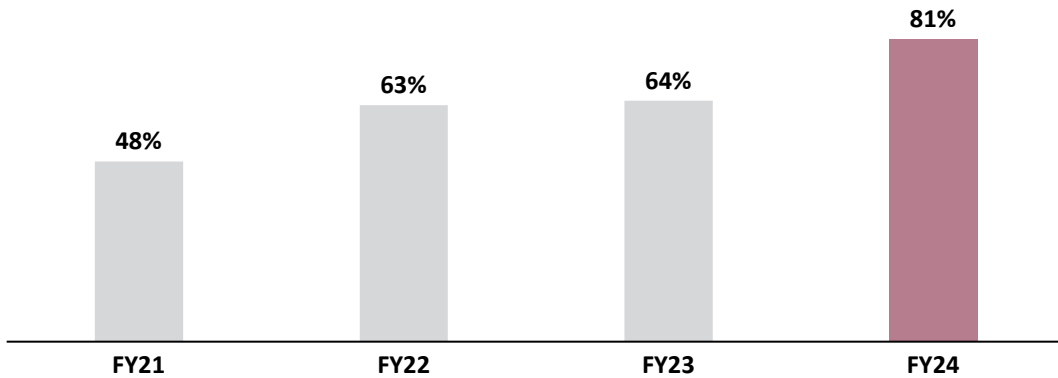
Revenue



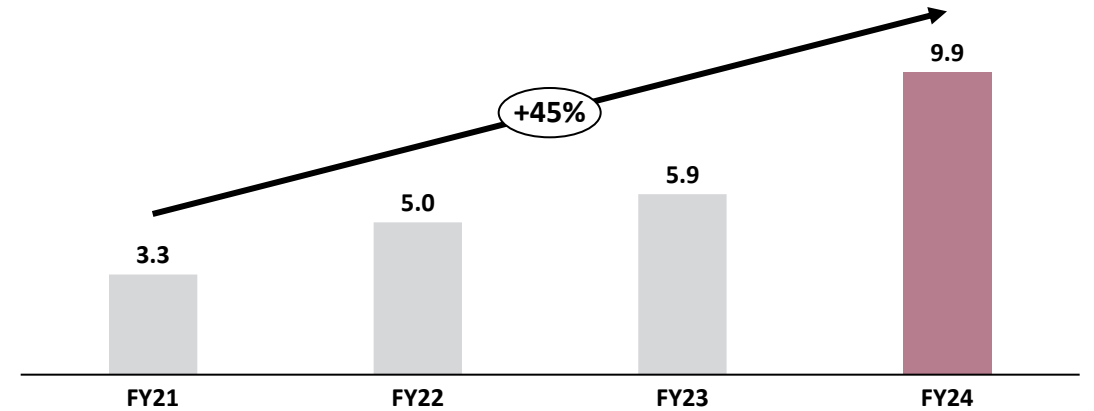
EBIT & EBIT Margin*



ROE#



EPS#



Note *Segmental EBIT before allocating corporate overheads for FY21; #ROE and EPS are before demerger for FY21

Profit & Loss Statement

Particulars (Rs. in Crs)	Q2FY25	Q2FY24	Y-o-Y	Q1FY25	Q-o-Q	H1FY25	H1FY24	Y-o-Y
Revenue From Operations	80.6	60.9	32%	73.9	9%	154.5	113.5	36%
Content Cost	13.8	4.7	194%	12.7	9%	26.5	16.9	57%
Employee Benefits Expenses	2.8	2.1		2.8		5.6	4.0	
Other Expenses	4.5	4.2		4.1		8.6	7.7	
Op. EBITDA	59.5	49.8	19%	54.4	9%	113.8	84.8	34%
Op. EBITDA %	73.8%	81.9%		73.6%		73.7%	74.8%	
Other Income	5.6	3.6		4.6		10.2	5.6	
Depreciation and Amortisation Expense	0.5	0.5		0.5		1.1	1.0	
Op. EBIT	64.5	53.0	22%	58.4	10%	122.9	89.4	37%
Finance Costs	0.1	0.1		0.1		0.2	0.2	
PBT	64.4	52.9	22%	58.3	10%	122.8	89.2	38%
Tax	16.3	13.2		14.8		31.0	22.5	
PAT	48.2	39.7	21%	43.6	11%	91.7	66.8	37%
PAT %	59.7%	65.2%		58.9%		59.3%	58.9%	
EPS*	3.8	3.1		3.4		7.2	5.2	

Note Other comprehensive income/(loss) during the quarter was Rs. 3.2 lakhs (Q2FY24 – Rs.17.5 lakhs; Q1FY25 – Rs. 8.0 lakhs). *Weighted average number of shares for Q2FY25 has changed from 12,81,12,744 to 12,78,21,590 due to buyback.

Balance Sheet

Equity & Liabilities (₹ in Cr)	Sep'24	Mar'24
Equity Share Capital	12.8	12.8
Other Equity	186.4	166.7
Total Equity	199.1	179.5
Non- Current Liabilities		
Financial Liabilities		
(i) Lease Liabilities	2.7	3.6
Deferred Tax Liability	-	0.0
Employee Benefit Obligations	0.5	0.7
Other Non-Current Liabilities	23.7	71.7
Total Non-Current Liabilities	27.0	76.0
Current Liabilities		
Financial Liabilities		
(i) Lease Liabilities	1.4	1.4
(ii) Trade Payables		
(a) total outstanding dues of micro enterprises and small enterprises	0.0	0.0
(b) total outstanding dues of creditors other than micro enterprises and small enterprises	11.8	14.7
(iii) Other Financial Liabilities	2.6	2.9
Employee Benefit Obligations	0.0	0.0
Other Current Liabilities	79.3	64.2
Current tax liability (Net)	3.5	0.3
Total Current Liabilities	98.7	83.4
Total Equity & Liabilities	324.8	338.9

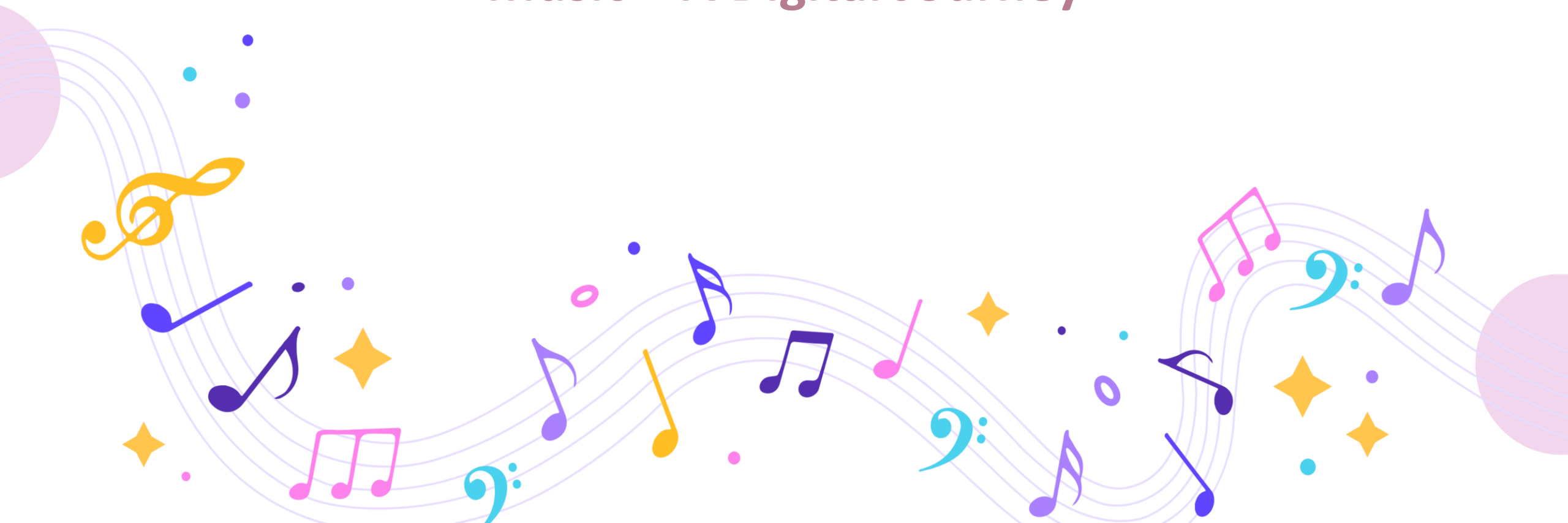
Assets (₹ in Cr)	Sep'24	Mar'24
Non-Current Assets		
Property, plant and equipment	7.3	7.8
Investment Property	0.1	0.1
Capital Work in Progress	-	0.0
Financial Assets		
(i) Investments	2.0	
(ii) Loans	0.0	0.1
(iii) Other Financial Assets	27.3	47.8
Income Tax Assets (Net)	1.5	-
Deferred Tax Assets		0.6
Other Non-Current Assets	4.3	6.8
Total Non-Current Assets	42.5	63.2
Current Assets		
Financial Assets		
(i) Investments	96.0	91.3
(ii) Trade receivables	28.3	26.3
(iii) Cash and cash equivalents	8.0	48.5
(iv) Bank balances other than (ii) above	10.7	82.7
(v) Loans	2.6	2.7
(vi) Other Financial Assets	116.3	5.8
Other Current Assets	20.3	16.8
Current Tax Assets (Net)	-	1.6
Total Current Assets	282.3	275.6
Total Assets	324.8	338.9

Cash Flow Statement

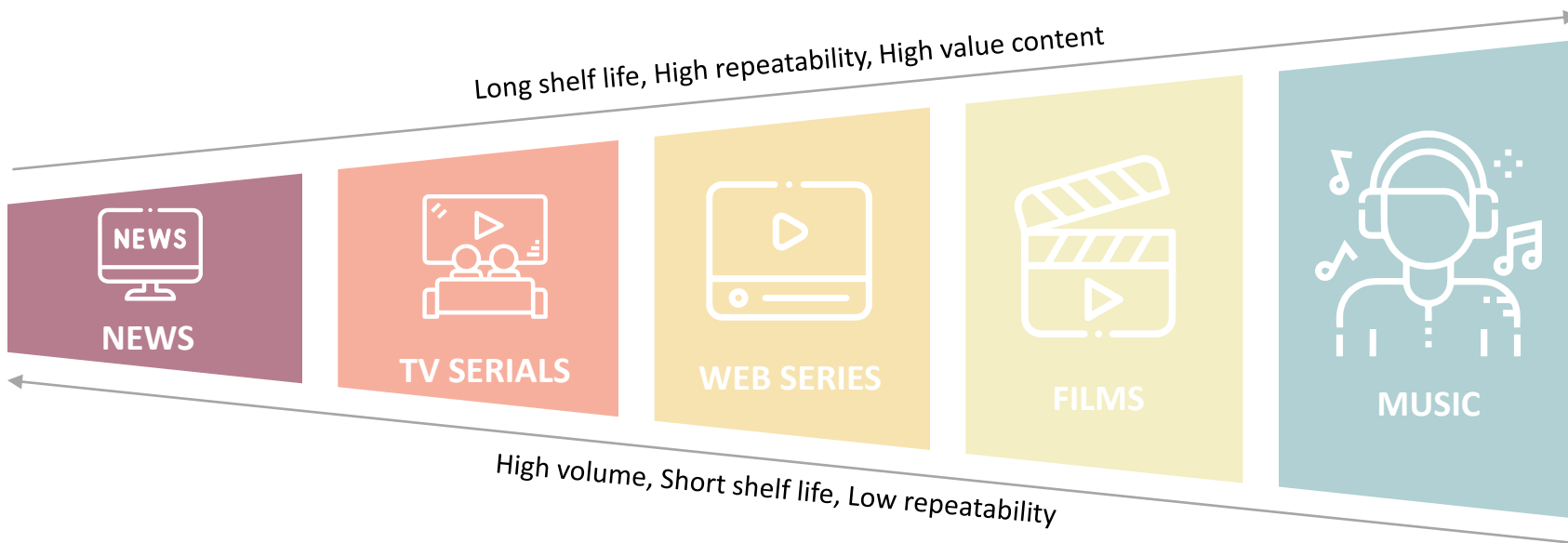
Cash Flow Statement (Rs. Crs.)	Sept-24	Mar-24
Cash Flow from Operating Activities		
Profit before Tax	122.8	170.5
Adjustment for Non-Operating Items	-8.7	-6.1
Operating Profit before Working Capital Changes	114.1	164.5
Changes in Working Capital	-39.9	112.4
Cash Generated from Operations	74.2	276.9
Less: Direct Taxes paid	-26.6	-43.9
Net Cash from Operating Activities	47.6	233.0
Cash Flow from Investing Activities	-14.9	-111.0
Cash Flow from Financing Activities	-73.2	-84.8
Net increase/ (decrease) in Cash & Cash equivalent	-40.5	37.1
Add : Cash and cash equivalents at the beginning of the year	48.5	11.4
Cash and cash equivalents at the end of the year	8.0	48.5



Music – A Digital Journey

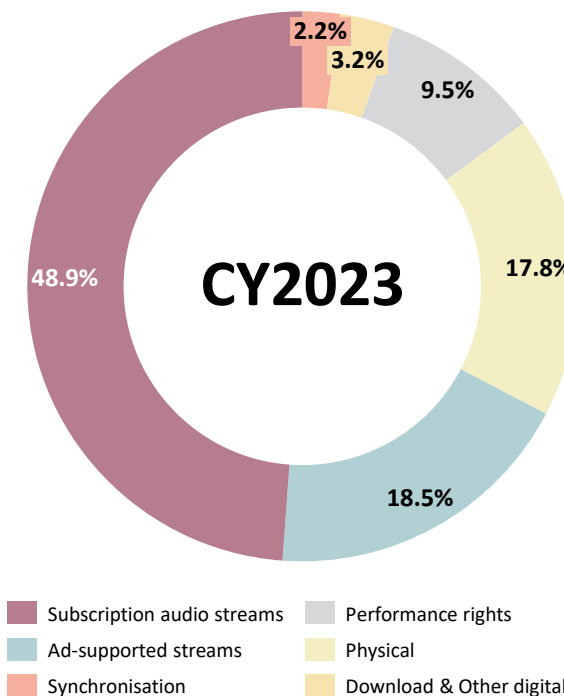


Music Is The Most Valuable Content



Content that can be monetized multiple times naturally commands greater economic value
 Music ranks at the top of the content pyramid when ranked on repeated monetization

Global Music Revenue Sources



Streaming comprised **67%** of total revenues in 2023
48.9% of all streams were subscription based

STREAMING

Streaming continued to grow strongly in 2023, up by 10.4% to US\$19.3 billion. Paid streaming revenues for CY23 were US\$14 billion

SYNCHRONISATION

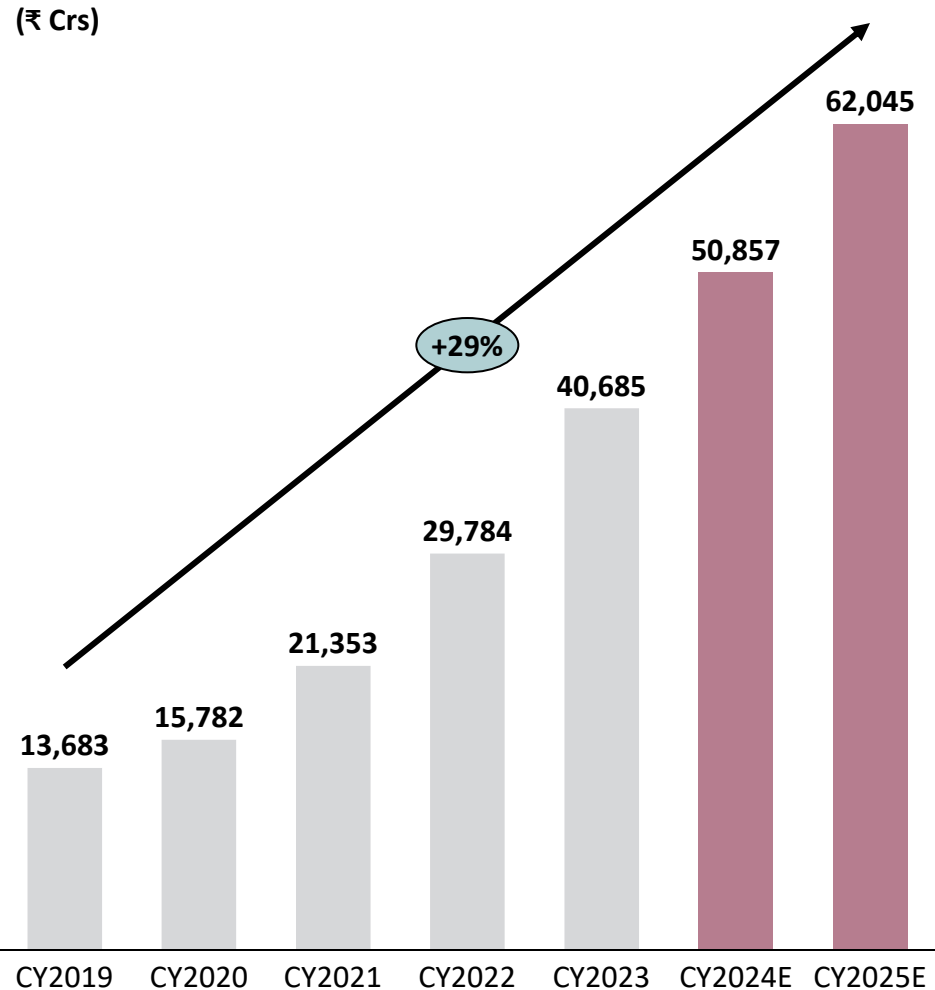
Use of recorded music in advertising, film, games and TV grew by 4.7% (US\$632 million) in 2023. Revenues from synchronization accounted for 2.2% of the global market

PERFORMANCE RIGHTS

Performance rights are now a US\$2.7 billion revenue stream which grew 9.5% in CY2023

Digital Advertising – Key Driver of Indian Music Industry

Indian Digital Ad Industry



The Indian digital advertising industry stood at Rs 40,685 crore by the end of 2023, up from Rs 29,784 crore in the previous year. It is estimated to grow at a CAGR of 29%.

Ongoing enhancements in digital infrastructure, combined with the robust e-commerce activities, have propelled digital to become the largest media platform, contributing significantly to the overall growth of the advertising industry in India.

The highest proportion of spends on digital media is claimed by **social media (30%, Rs 11,962 crore)**, closely followed by **online Video (28%, Rs 11,363 crore)**. Paid search claims 23% (Rs 9,419 crore), while display banners claim 16% (Rs 6,579 crore).

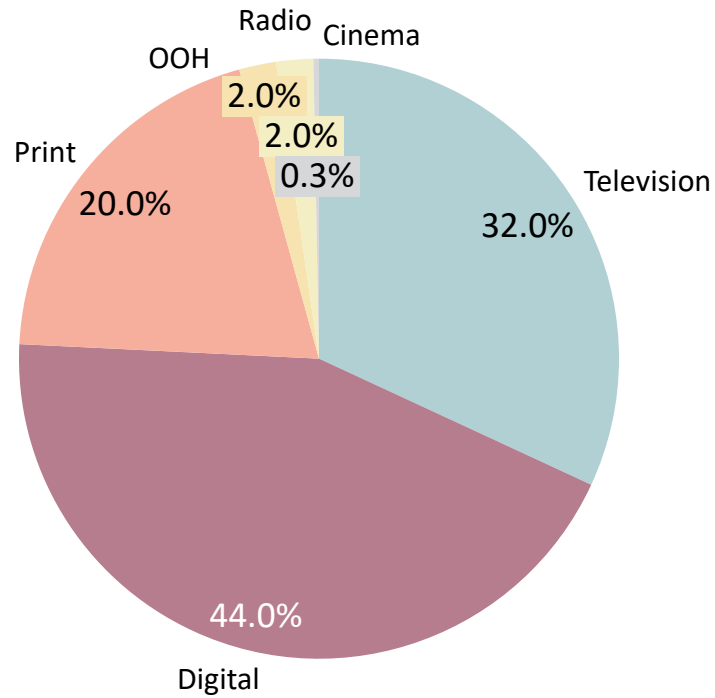
Social media is expected to grow with a CAGR of 24% to have a spend share of 30% by 2025.

On average, Indians spend 3-4 hours on Social Media daily, which is at par with the global average.

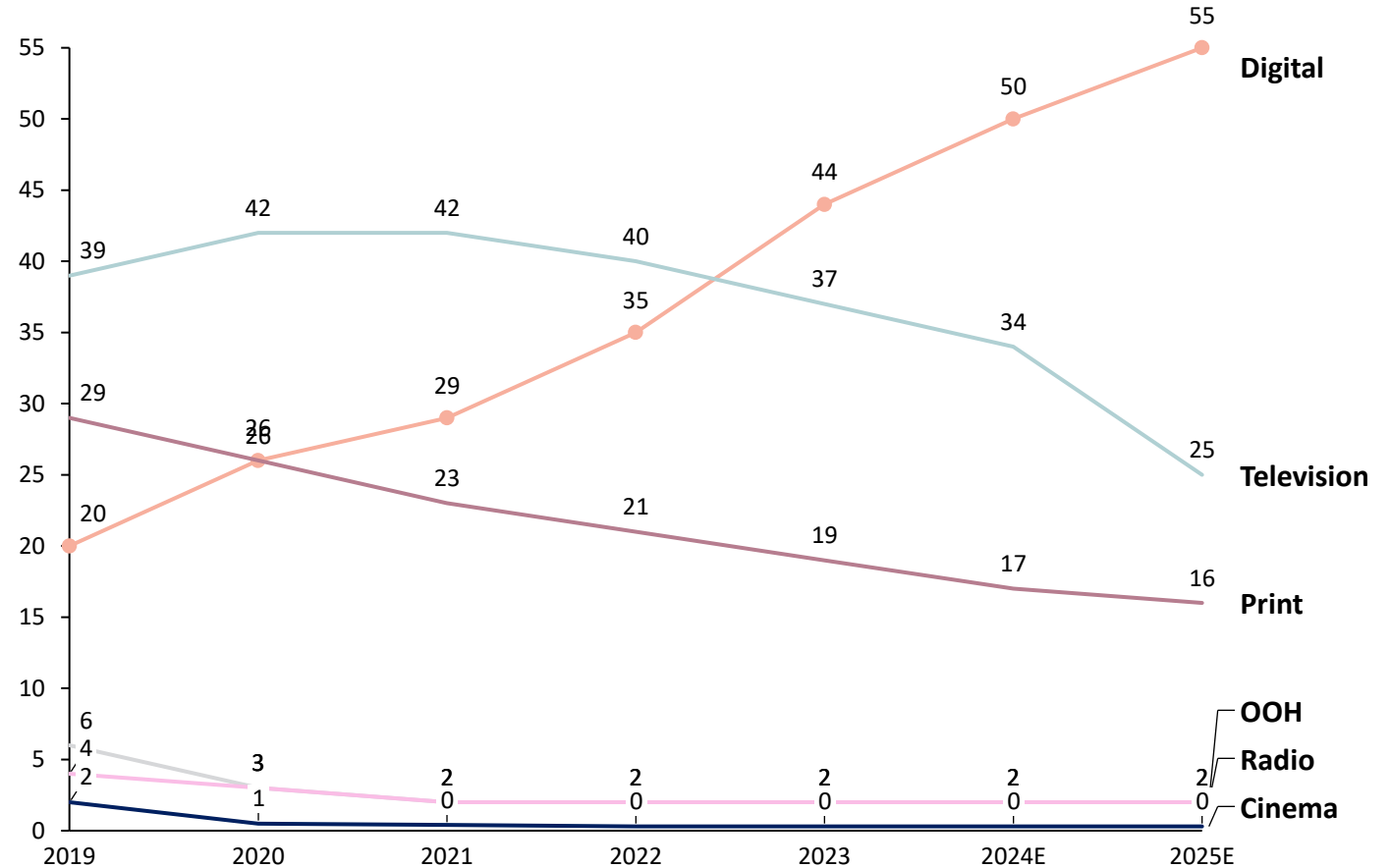
73% of the audience belonging to the age group of 45 years to 54 years use YouTube to watch online content.

Digital Advertising will Dominate Media Spending in India for the Next Few Years

Advertising spends on different media



Advertising spends across various media (%) - Forecast



The current pie of digital ad spends constitutes 44% of the advertising spends in 2023, and moving forward in 2024 and 2025, the percentage is expected to increase to 50% and 55% respectively.

Few Industry Reports



dentsu
Digital Advertising in India



IFPI
Global Music Report



FICCI
EY Media & Entertainment
Report 2024



EMR
Ericsson Mobility
Report

Thank You



Company Details:

Tips Music Limited

CIN: L92120MH1996PLC099359

Email id: investorrelations@tips.in



Investor Relations Advisors:

Orient Capital (a division of Link Group)

Mr. Nikunj Jain | Ms. Mamta Nehra

+91 9769060608 | +91 9987903500

nikunj.jain@linkintime.co.in | mamta.nehra@linkintime.co.in