

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.

August 5, 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 – Q1FY25

Dear Sir/ Madam,

Please find attached herewith the Investors' Presentation (Performance review – Q1FY25).

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

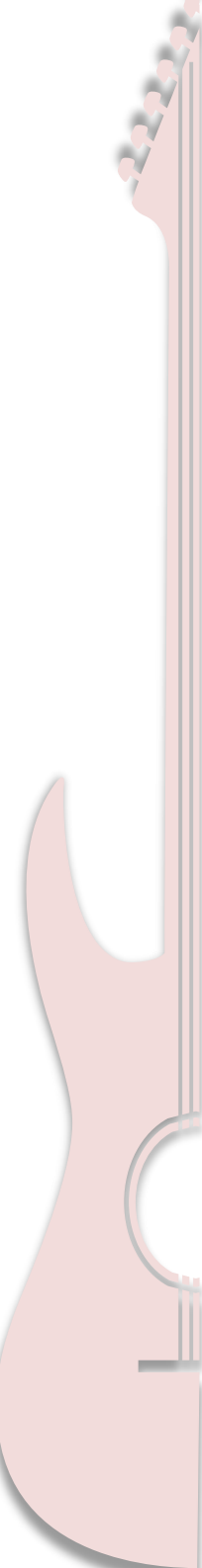


ENTERTAINMENT NETWORK (INDIA) LTD.

A TIMES GROUP COMPANY

Investor Presentation Q1FY25

August 5th, 2024



Presentation Flow

Digital

Platform wise reach, highlights and New Product launch.



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+

A graphic featuring a green square at the top, a large red circular arrow pointing clockwise, and a white circle in the center containing the text 'Mirchi Digital Monthly Active Users 90Mn+'.



Twitter

5.4Mn Followers
1.5L Monthly engagement



Instagram

14.2Mn Followers
4.7Mn Monthly engagement
10 Regional pages



Facebook

27.1Mn Followers
14.6Mn Monthly engagement
10 Regional pages



You Tube

19.9Mn+ Subscribers
13 Channels
163Mn Views per month



Radio Jockey

180+ popular influencers across regions and languages

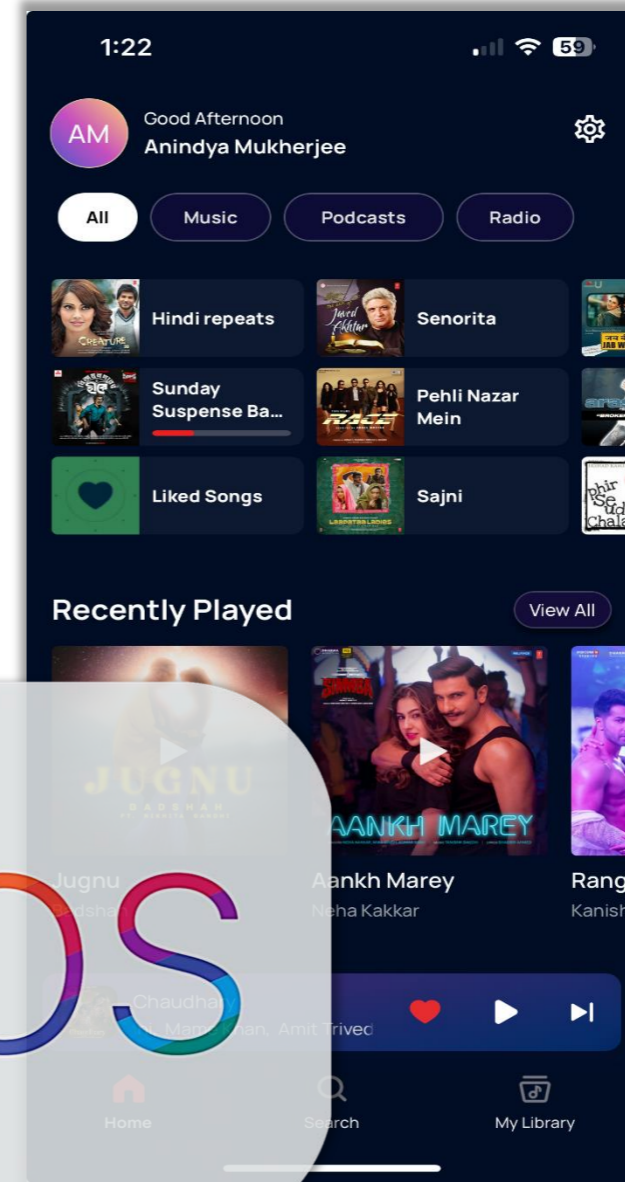
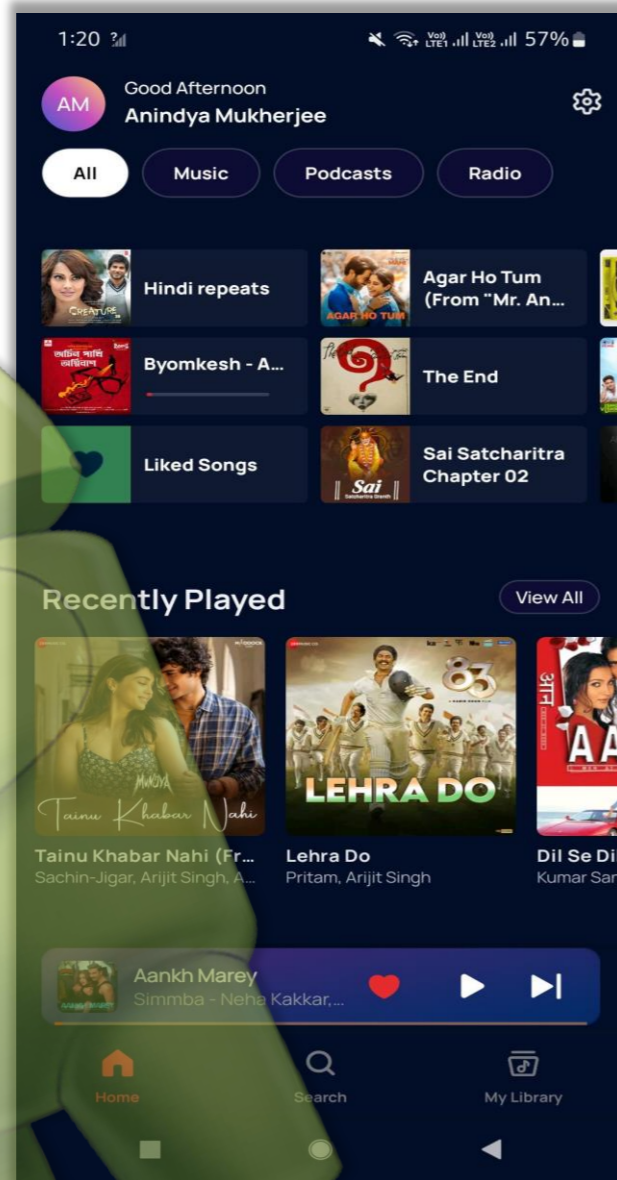


Digital Platform

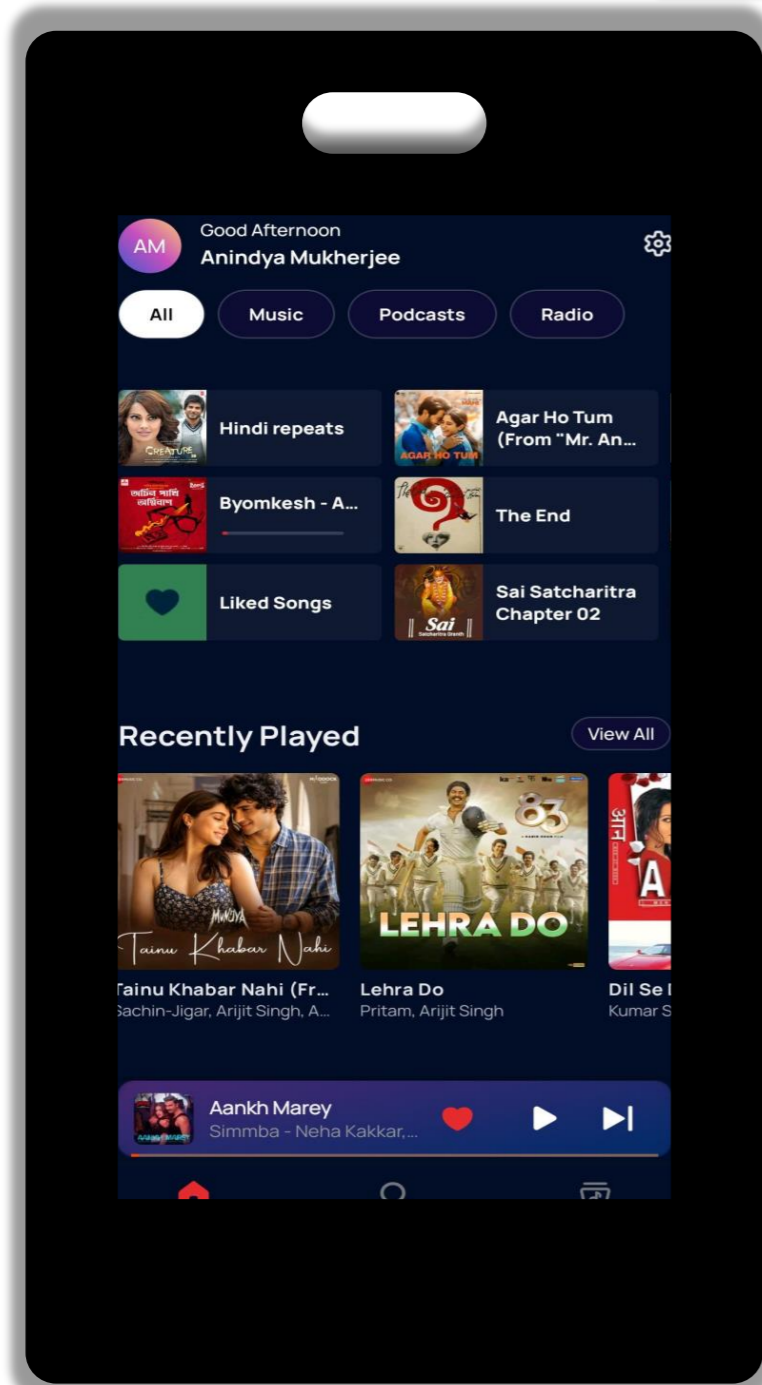
25.7 Mn MAUs




Gaana - Android and IOS Roll-Out



Gaana - New Version

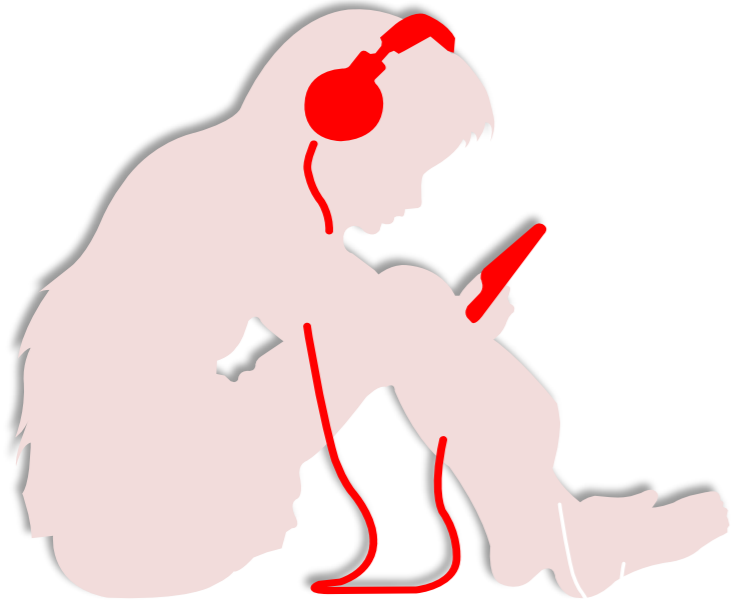


 Higher Engagement on the new app compared to the old one

 Consistently growing since Dec'23 due to various product enhancements & interventions

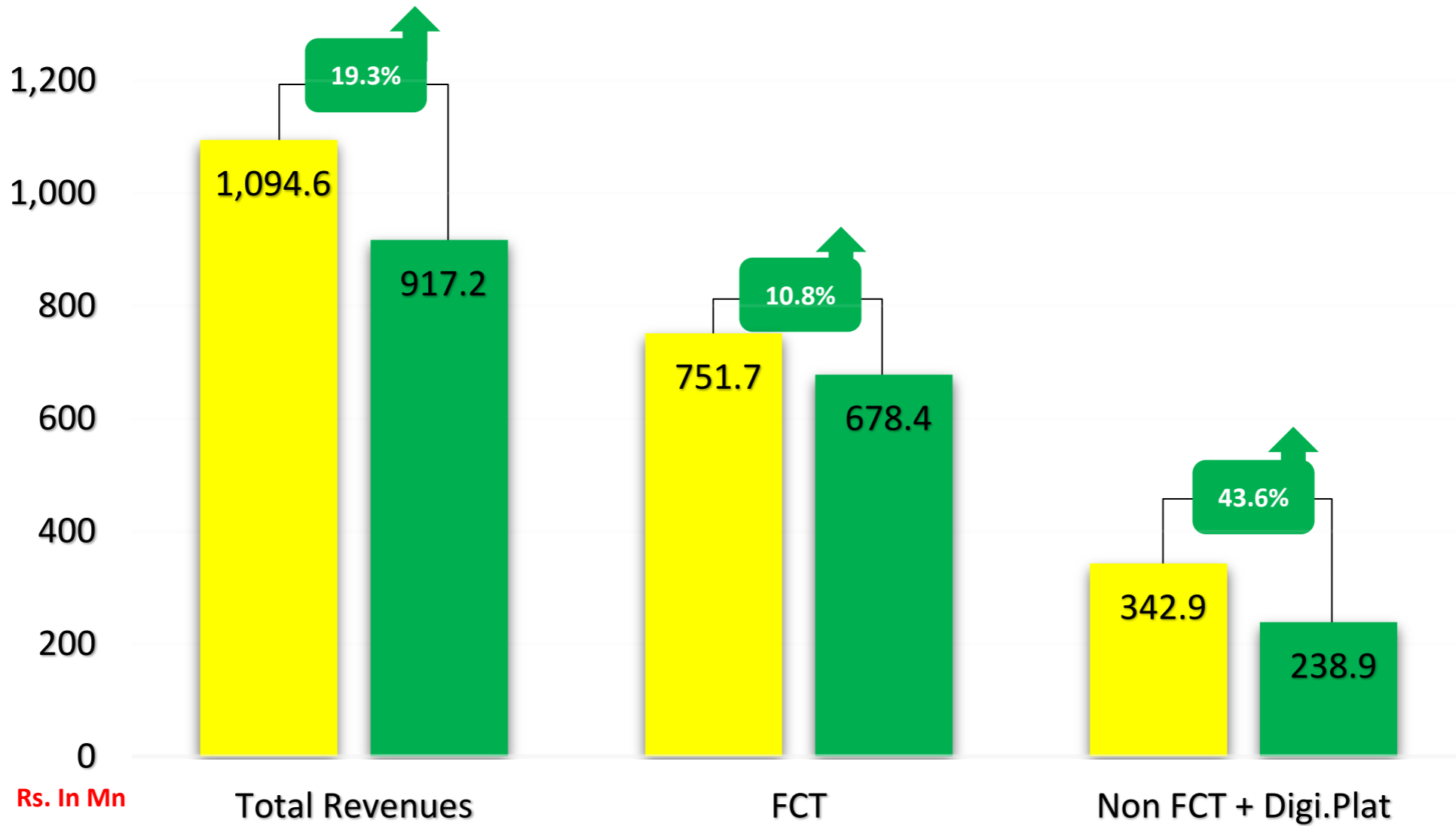
 On-Boarding multiple Music Labels enhances playlist creation

 Plays per Listening User (PPLU) seeing an upside



Business

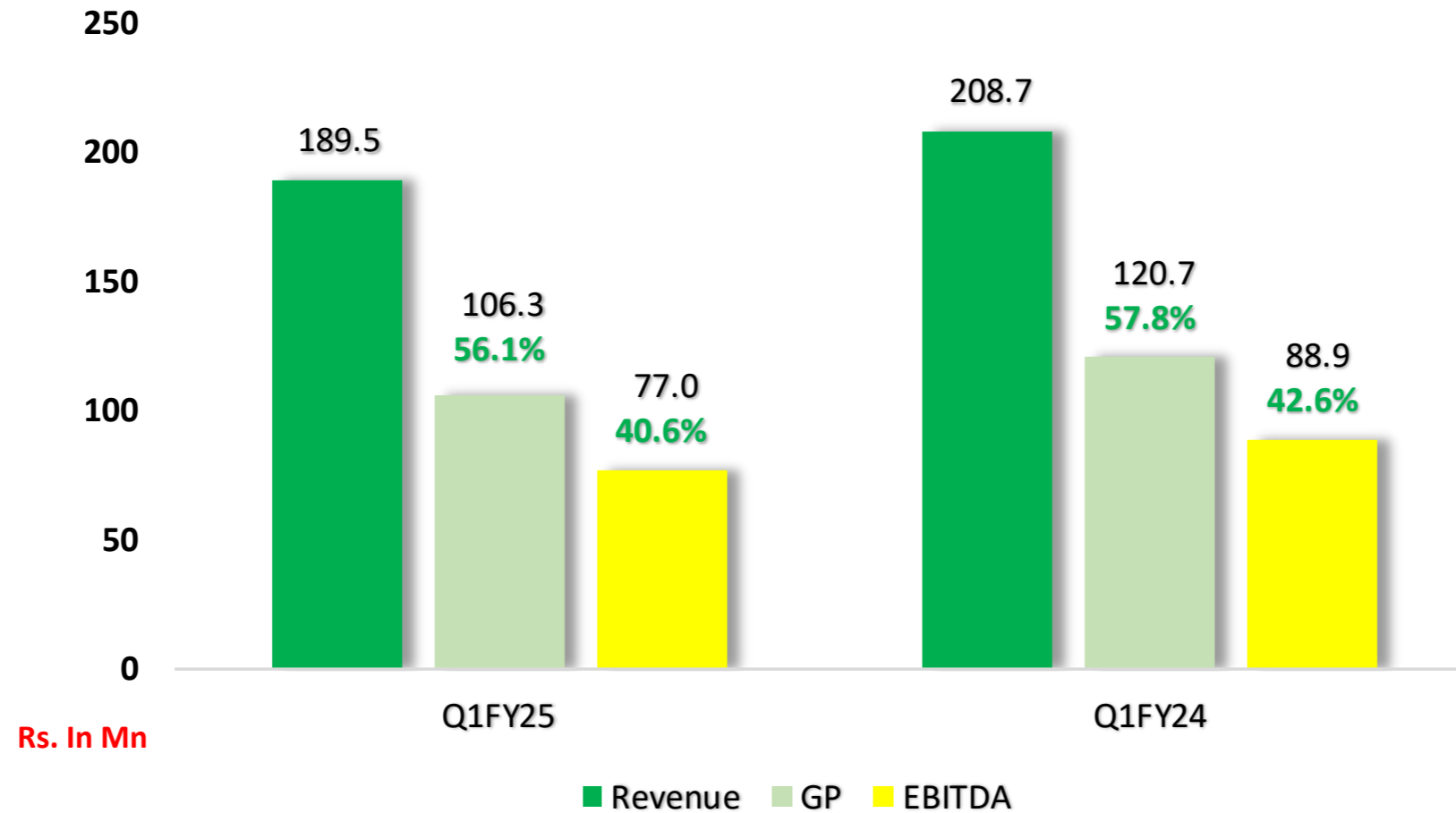
Q1FY25: Overall Revenue Performance



Rs. In Mn

■ Q1FY25 ■ Q1FY24

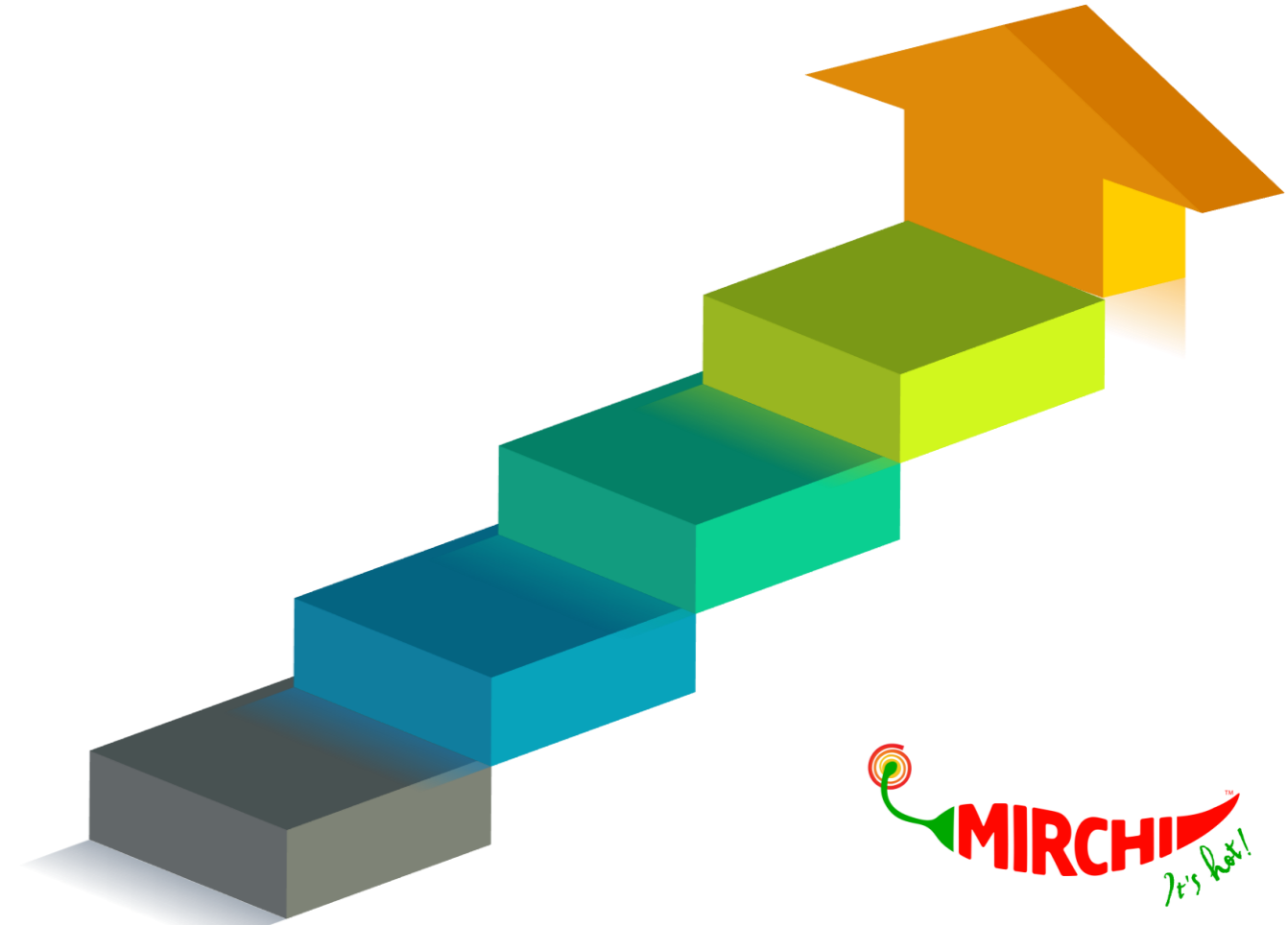
Q1FY25: Non - FCT Performance



Note: Excl. Digital Platform



Solution Business



Mirchi Green Yodha

Making Ahmedabad BeauTREEful



The star cast of Trisha On The Rocks, Janki bodiwala and Ravi Gohil, at the event



The participants pledging to save the environment and plant more trees

Objective: Encouraging people of Ahmedabad to be the "The Green Yodha" by planting trees, associated with Ahmedabad Municipal Corporation for the campaign.

Solution proposed:

- ✓ This year, along with Green Yodha we introduced E-Yodha, where we did RWA activations and asked residents of the societies to donate their e-waste.
- ✓ Activations were done in 5 schools and corporates each.
- ✓ 10+ influencers were onboarded for this activity, and they made Vlogs and posted on social media.
- ✓ Total 50,000+ trees were planted.

Mirchi Celebration Cup

Celebrating the essence of Football

Objective:

To create a synergy between Mirchi's legacy property & client's brand communication "Yaari & Celebration".

Solution Proposed:

- With Football & Mirchi Para Football being an emotion for Bengal, we invited multiple Paras and Clubs to celebrate the essence of Football collectively.
- We on-boarded multiple influencers and celebrities to hype the activity
- Penetrated deep inside the localities by covering 144+ Paras/Clubs across 4 zones (Kolkata N-24 , S24, Medinipur East & West , Howrah & Hooghly)



Participants and winners of Mirchi Celebration Cup



Mirchi Mudhal Padi

An initiative to provide education to underprivileged students



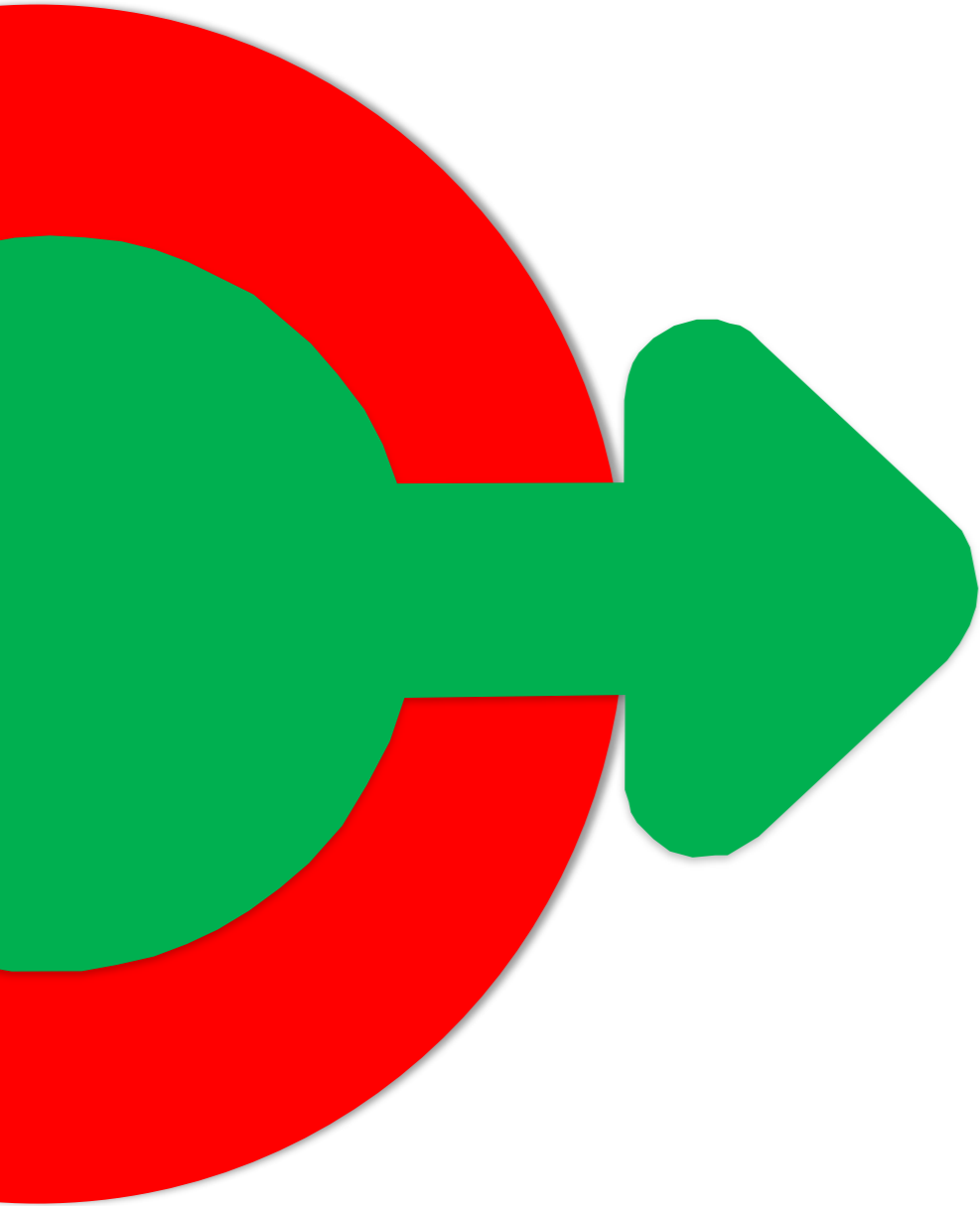
Objective:

Mirchi Mudhal Padi is an initiative which aims to provide education to financially backward students.

Solution Proposed:

We had tied up with an NGO who actively work in the space of education sector.

We amplified this activity via on air, digital and print ads. The entries were duly screened before granting the scholarships to the concerned students.



Awards & Recognition

e4m Golden Mikes Award

Mirchi won 35 awards across various category like Radio, Audio, Podcast, RJ of the Year Hindi, RJ of the Year (Other Language), New Aspiring RJ of the Year and Best Podcast of the Year, Influencer RJ of the year at e4m Golden Mikes.

13th ACEF Global Customer Engagement Awards

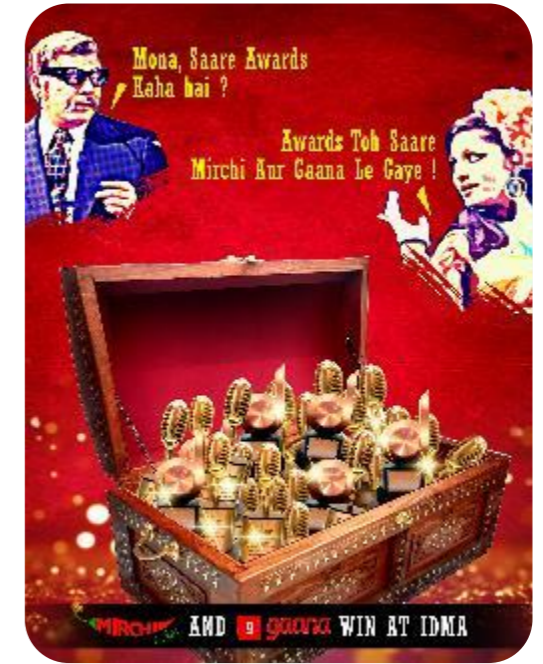
Mirchi won 9 Gold, 9 Silver and 1 Bronze at ACEF Global Customer Engagement Awards.

India Audio Summit & Awards' 24

Mirchi won 13 awards across Radio & podcast categories .

Indian Digital Marketing Awards '24

Mirchi won 1 Gold, 2 Silver and 2 Bronze.





MIRCHI
INTERNATIONAL

Bahrain

Mirchi Kiddathon 2.0



Objective: Mirchi Kiddathon entered its 2nd season with a bigger target of reaching to not just South Asians but other target groups including Bahrainis and Western expats.

Impact: We got about 400 student to experience the 2nd season of Mirchi Kiddathon which included Zumba, photo booths, selfie zones, engaging games and a 1km fun run.

Mirchi Cricket Mania 2.0



Objective: To create buzz and a stadium like atmosphere for the cricket fans and followers in Bahrain to support their favourite teams during the T20 world cup 2024.

Impact: More than 500 invited guests from the sponsoring clients and Mirchi winners came together to create a memorable world cup season as India went ahead to win the World cup.

Mirchi Super Daddy 2.0



Objective: To celebrate Father's day the Mirchi way, a pool party with dads and their kids! Fathers showcased their talents beyond their dad role.

Impact: 200+ registrations & 30 participants

Mirchi Mommy Awards 3.0



Objective: Ramadan being a month of peace and Harmony, Mirchi organized Mirchi Sukoon 2.0, a month dedicated for peace and rejuvenation. In this, 2 On Ground events were organized namely Mirchi Garangao & Mirchi Entertainmentki Eidi.

Impact: 500 registrations, 400 participants and 500k Digital reach.

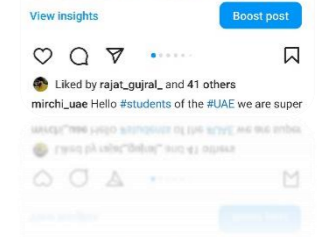
Mirchi Terminal



Objective: Mirchi Terminal Season 19 - We took 35 Listeners and clients to Paris & Amsterdam with Team Mirchi.

Impact: With a noticeable increase in viewership, we gained 3k+ followers, received 83k+ shares, 1.54 lacs likes and 5M+ views.

Mirchi Jam Junior 2.0

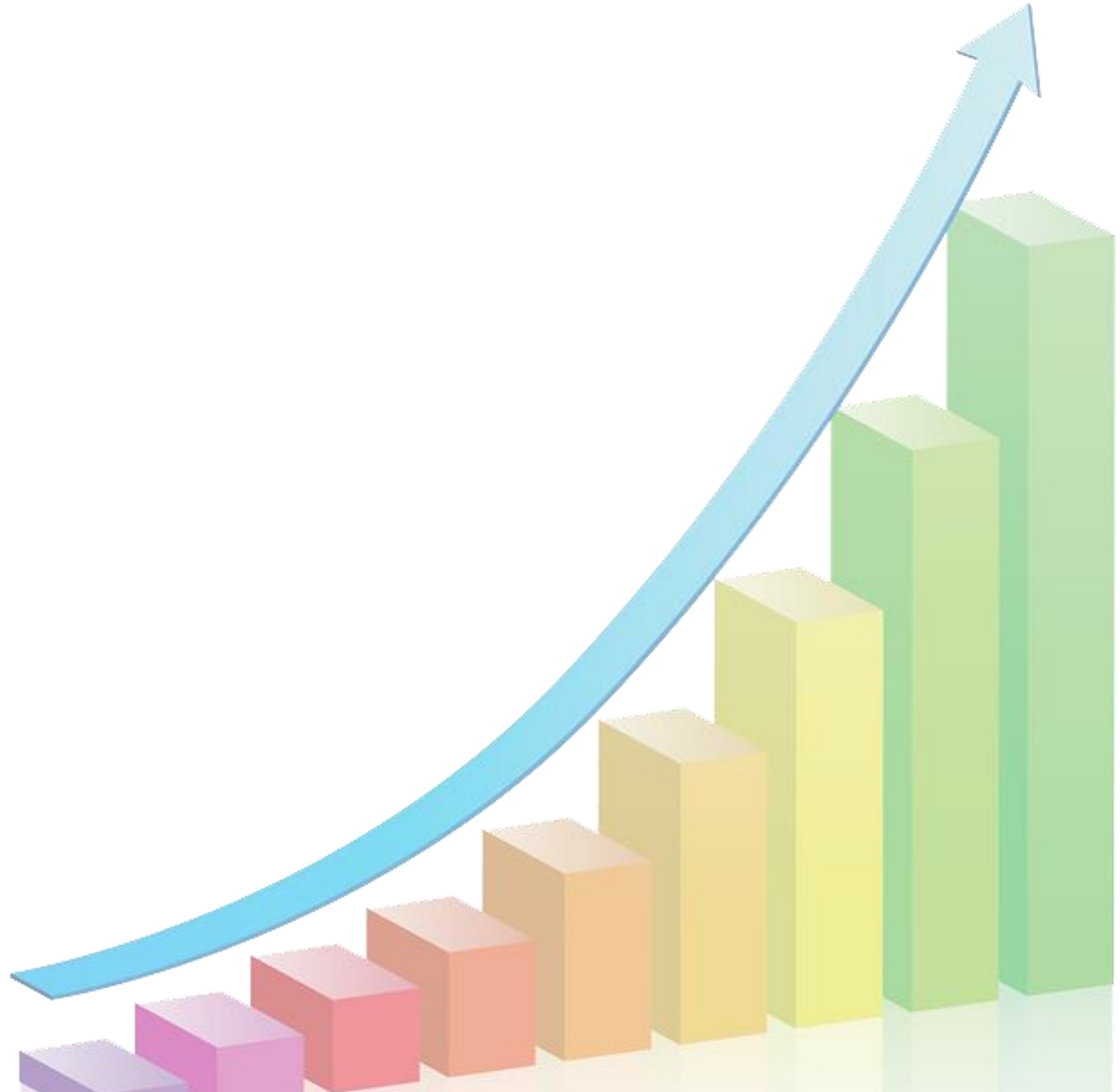


Objective: Mirchi visited 13 schools looking for musical talent and selected 1 finalist per school in 2 different rounds. 13 finalists battled it out to win an all-expense paid trip with their parents to Disneyland Paris.

Impact: Garnered 20k+ likes & 200k+ views



Finance



Condensed Statement Of Operations

(Standalone)

₹ In Millions	Q1 FY25	Q1 FY24	YoY (%)
Income from Operations	1,094.3	904.5	21.0%
Other Operating Income	0.3	12.7	(97.6%)
Total Income	1,094.6	917.2	19.3%
Operating Expenditure	1,034.9	792.7	30.5%
EBITDA	59.7	124.5	(52.0%)
Depreciation	75.3	73.7	2.2%
Amortisation	112.6	111.9	0.6%
EBIT	(128.2)	(61.1)	(110%)
Other Income	91.1	74.7	22.0%
Finance Cost	34.9	37.1	(5.8%)
PBT before exceptional items	(72.0)	(23.5)	NM
Exceptional items	-	7.7	NM
PBT	(72.0)	(15.8)	NM
Taxation	(18.3)	(3.0)	NM
PAT	(53.7)	(12.8)	NM
Other Comprehensive Income/Loss (net)	(1.5)	(4.4)	65.6%
Total Comprehensive Income/Loss	(55.2)	(17.2)	NM

 Revenue from Digital during the Quarter: Rs.177.9Mn i.e. 24.8% of Radio revenue

 Net Cash as on June 30, 2024: Rs 3.55 Bn

Condensed Statement Of Operations

(Consolidated)

₹ In Millions	Q1 FY25	Q1 FY24	YoY (%)
Income from Operations	1,134.7	945.9	19.9%
Other Operating Income	0.5	17.2	NM
Total Income	1,135.2	963.1	17.9%
Operating Expenditure	1,060.1	808.1	31.2%
EBITDA	75.1	155.0	(51.6%)
Depreciation	89.0	81.8	8.8%
Amortisation	113.6	112.9	0.6%
EBIT	(127.5)	(39.7)	NM
Other Income	92.6	76.4	21.2%
Finance Cost	37.2	38.4	(3.2%)
PBT before exceptional items	(72.1)	(1.7)	NM
Exceptional items	-	13.2	NM
PBT	(72.1)	11.5	NM
Taxation	(17.7)	(2.0)	NM
PAT	(54.4)	13.5	NM
Other Comprehensive income/loss	(3.2)	(6.7)	52.0%
Total comprehensive income/loss	(57.6)	6.8	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	Q1 FY25	Q1 FY24	YoY (%)
Income from Operations	1,094.3	983.6	11.3%
Other Operating Income	0.3	12.7	(97.6%)
Total Income	1,094.6	996.3	9.9%
Operating Expenditure	1,034.9	921.4	12.3%
EBITDA	59.7	74.9	(20.2%)
Depreciation	75.3	73.7	2.2%
Amortisation	112.6	112.4	0.2%
EBIT	(128.2)	(111.2)	(15.3%)
Other Income	91.1	79.0	15.3%
Finance Cost	34.9	37.0	(5.8%)
PBT before exceptional items	(72.0)	(69.2)	(4.0%)
Exceptional items	-	7.7	NM
PBT	(72.0)	(61.5)	(17.0%)
Taxation	(18.3)	(3.0)	(512.8%)
PAT	(53.7)	(58.5)	8.2%
Other Comprehensive Income/Loss (net)	(1.5)	(4.4)	65.1%
Total Comprehensive Income/Loss	(55.2)	(62.9)	12.2%

Condensed Statement Of Operations

(Consolidated)

₹ In Millions	Q1 FY25	Q1 FY24	YoY (%)
Income from Operations	1,134.7	1,025.0	10.7%
Other Operating Income	0.5	17.2	(97.1%)
Total Income	1,135.2	1,042.2	8.9%
Operating Expenditure	1,060.1	936.8	13.2%
EBITDA	75.1	105.4	(28.8%)
Depreciation	89.0	82.1	8.4%
Amortisation	113.6	113.0	0.6%
EBIT	(127.5)	(89.7)	(42.2%)
Other Income	92.6	80.8	14.7%
Finance Cost	37.2	38.4	(3.2%)
PBT before exceptional items	(72.1)	(47.3)	(52.4%)
Exceptional items	-	13.2	NM
PBT	(72.1)	(34.2)	(111.0%)
Taxation	(17.7)	(2.0)	NM
PAT	(54.4)	(32.2)	(68.9%)
Other Comprehensive income/loss	(3.2)	(6.7)	52.0%
Total comprehensive income/loss	(57.6)	(38.9)	(48.2%)

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 Q1FY25

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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Runjhun Jain/Sonia Keswani

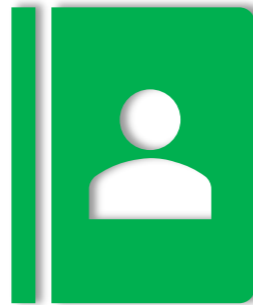
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Disclaimer

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