



60 YEARS OF  
ENTERTAINING  
INDIA

Ref No.: SEL/Reg. 30 – LODR/May-22

May 10, 2022

The Secretary,  
National Stock Exchange of India Limited  
Exchange Plaza,  
Bandra-Kurla Complex  
Bandra (E), Mumbai-400 051.  
NSE Symbol: SHEMAROO

The Secretary,  
BSE Limited  
Phiroze Jeejeebhoy Towers  
Dalal Street,  
Mumbai-400 023.  
Scrip Code : 538685

Dear Sir / Madam,

Re: SHEMAROO ENTERTAINMENT LIMITED - ISIN: INE363M01019

Sub: - Earnings Con. Call Presentation – Intimation under Reg. 30(6) of SEBI (LODR),  
Regulations, 2015

Please find enclosed herewith Earnings Presentation of Shemaroo Entertainment Limited for the Quarter and year ended March 31, 2022 (12M/Q4-FY22).

This is for your information and records.

The same is also disseminated on the website of the Company i.e. [www.shemarooent.com](http://www.shemarooent.com)

Thanking you,

Yours faithfully,  
For Shemaroo Entertainment Limited

Dipesh U. Gosar  
Company Secretary & Compliance Officer  
Membership no. A23755



Encl.: As above



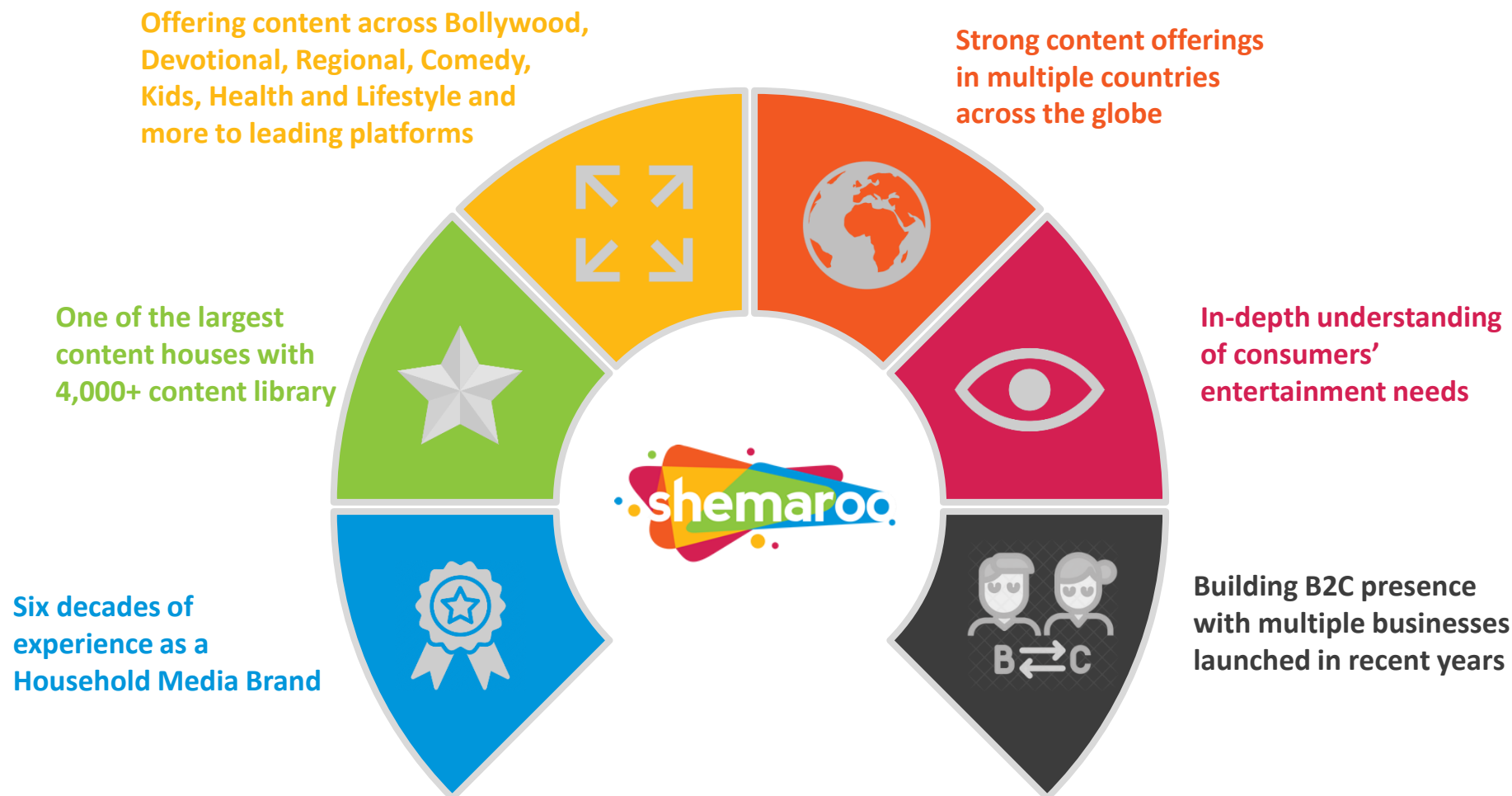
Shemaroo Entertainment Limited | FY22/Q4-FY22

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# INDIA KHUSH HUA



# At a Glance



**Revenue FY22**  
INR 3,814 Mn

**EBITDA FY22**  
INR 358 Mn

**PAT FY22**  
INR 53 Mn

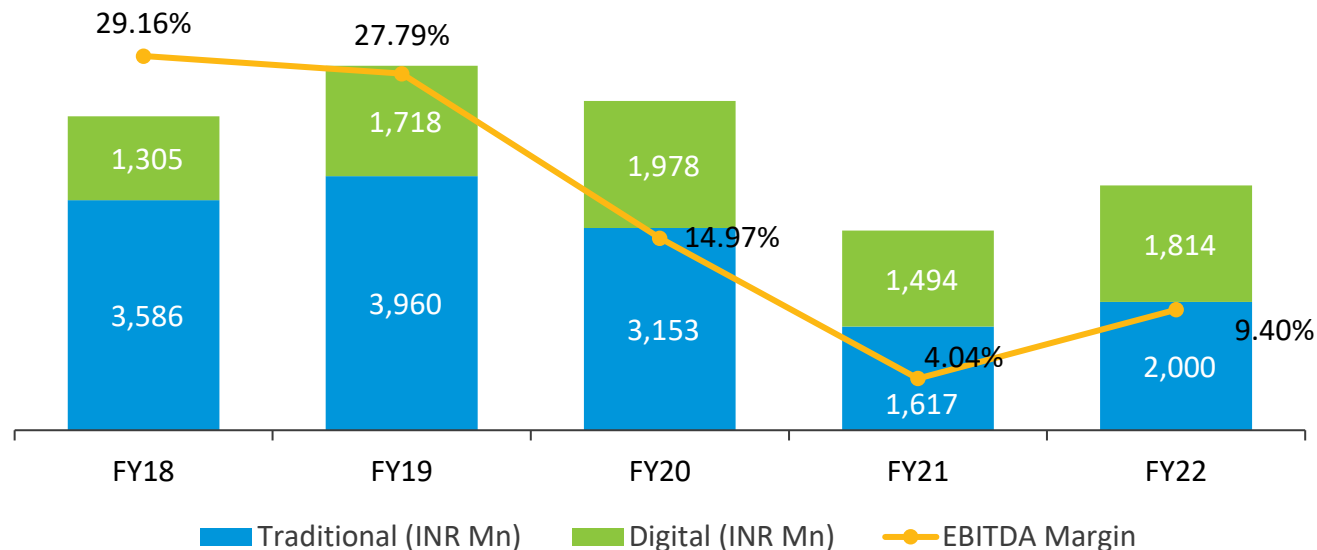
**Net Worth FY22**  
INR 5,818 Mn

# Overview

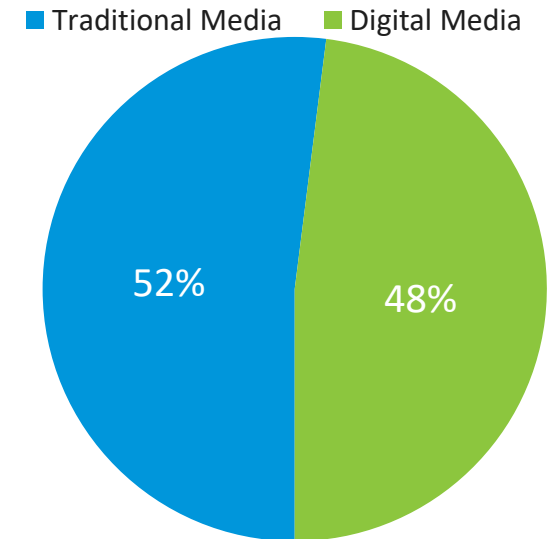


- Founded in 1962 as a book circulating library, today Shemaroo Entertainment Limited (Shemaroo) is a leading Indian content powerhouse with a global reach, headquartered out of Mumbai and employs 550+ people
- Shemaroo is a pioneer in content aggregation and distribution in India and globally with offerings spread across Television, Mobile, Internet, OTT, Preloaded devices, etc.
- Identifying that movies have the longest shelf life for television and other media content, Shemaroo pioneered the movie library syndication business by acquiring movie titles from producers and distributing it to broadcasters and other media platforms
- Shemaroo has grown multifold over the years, developing excellent relationships across the media industry value chain, to become one of the largest organized players in a fragmented industry
- The company's digital business contribution has grown from less than 10% in FY14 to 48% in FY22

## Operational Revenue (INR Mn) and EBITDA Margin (%)



## FY22 Revenue Distribution



# FY22/Q4-FY22 HIGHLIGHTS

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# FY22/Q4-FY22 Key Financial Highlights



## Q4-FY22 performance (Consolidated)

<b>INR 936 Mn</b> Revenue from Operations	<b>INR 87 Mn</b> EBITDA	<b>9.31%</b> EBITDA Margin
<b>INR 20 Mn</b> Net Profit	<b>2.19%</b> Net Profit Margin	<b>INR 0.75/share</b> EPS

Q4-FY22 Profit and Loss includes expenses on new initiatives (net of revenue) - INR 141 Mn

## FY22 performance (Consolidated)

<b>INR 3,814 Mn</b> Revenue from Operations	<b>INR 358 Mn</b> EBITDA	<b>9.40%</b> EBITDA Margin
<b>INR 53 Mn</b> Net Profit	<b>1.38%</b> Net Profit Margin	<b>INR 1.94 /share</b> EPS

FY22 Profit and Loss includes expenses on new initiatives (net of revenue) - INR 673 Mn

## Divisional Breakup (Consolidated):

INR Mn	Q4-FY22	Q4-FY21	Y-o-Y Growth	FY22	FY21	Y-o-Y Growth
Digital Media	465	369	25.9%	1,814	1,494	21.4%
Traditional Media	471	407	15.7%	2,000	1,617	23.7%
<b>Income from Operations</b>	<b>936</b>	<b>776</b>	<b>20.6%</b>	<b>3,814</b>	<b>3,111</b>	<b>22.6%</b>

# FY22/Q4-FY22 Key Operational Highlights



- Lockdown on account of Omicron variant in the first month of the quarter put pressure on the revenues as advertising was impacted
- This was further heightened by the cautious spends by the large advertisers as they continued to face triple threat of rising input costs, uncertainty in global economic environment and supply chain disruptions
- However, this quarter witnessed the return of advertisers who were absent during Covid'19, thus partially offsetting the pressure on advertising revenue
- Unlocking from February onwards has resulted in increased mobility, thereby affecting media viewership across traditional and digital platforms
- Despite challenges on both viewership and advertiser spends, the Company has maintained positive margins during the quarter
- **ShemarooMe**
  - Partnered with BSNL to provide ShemarooMe to its broadband users
  - Partnered with Orange Telecom and Etisalat Telecom in Egypt
  - *ShemarooMe Gujarati*
    - The Company released 15 new titles during the quarter with content across movies, web series and plays
    - The Company released its original web series 'Goti Soda Season 1 & Goti Soda Season 2' which were well received by the audience
    - Released critically acclaimed theatrical movie '21 mu tiffin'

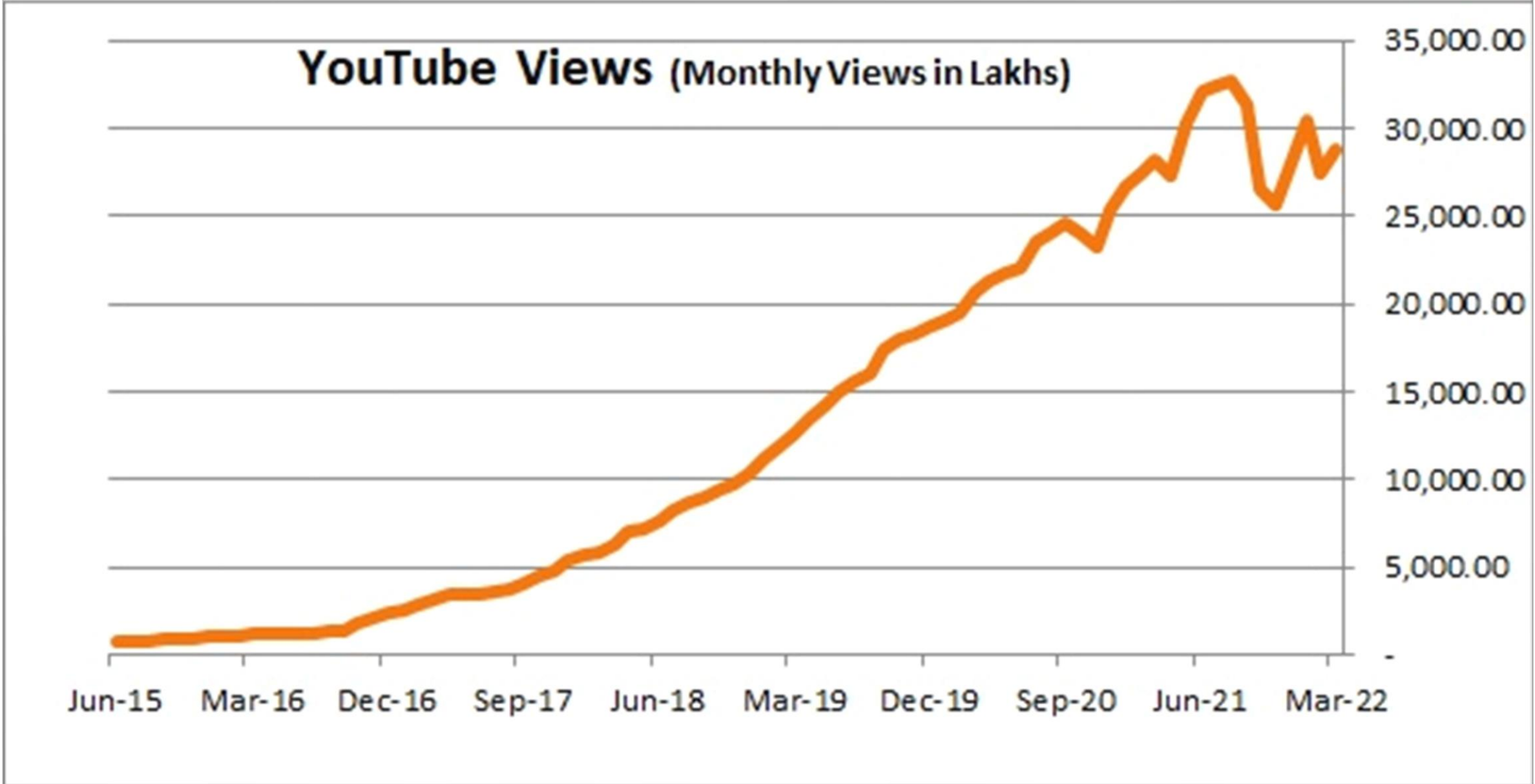
# 7 | FY22/Q4-FY22 Key Operational Highlights



- **Youtube:** Shemaroo crossed 59.7 mn subscribers on its YouTube channel 'FilmiGaane'; the channel is now the 20<sup>th</sup> most subscribed channel in the world
- **Broadcasting**
  - The quarter witnessed the exit of the 4 big broadcasters from the GEC space on DD Freedish, thereby creating an opportunity for the FTA focused broadcasters to gain viewership
  - - Launched the Company's third satellite Free-to-Air channel named 'Shemaroo Umang' in April 2022; the channel is currently available on DD Freedish and select DTH and cable operators
  - *Shemaroo TV*
    - Continued focused efforts by the Company in terms of content creation and increasing the reach of Shemaroo TV, have resulted in an upward trajectory of ratings for the channel
    - It launched its original production 'Crime World' during the quarter
  - *Shemaroo MarathiBana*
    - Despite increased competition in the segment, Shemaroo MarathiBana's ratings remained steady during the quarter, on the back of fresh programming
    - Launched new original devotional show titled 'Kirtan Range Indurikar Maharajansange'
- **DTH:** Launched a new DTH service 'Sunehre Pal' with classic TV shows on Airtel Digital TV in January 2022



# Shemaroo YouTube Monthly Views



# ShemarooMe Gujarati



- Aims to make every Gujarati fall in love with Gujarati Entertainment
- Content:
  - The Company released **15 new titles** during the quarter with content across movies, web series and plays
  - The Company released its original web series 'Goti Soda Season 1 & Goti Soda Season 2' which were well received by the audience
  - Also released critically acclaimed theatrical movie '21 mu tiffin'



# Consolidated Quarterly Financial Performance



Particulars (INR Mn)	Q4-FY22	Q3-FY22	Q-o-Q	Q4-FY21	Y-o-Y
<b>Revenue from Operations</b>	<b>936</b>	<b>899</b>	<b>4.1%</b>	<b>776</b>	<b>20.6%</b>
Total Expenses	849	801	5.9%	665	27.6%
<b>EBITDA</b>	<b>87</b>	<b>98</b>	<b>(10.9)%</b>	<b>111</b>	<b>(21.6)%</b>
<b>EBITDA Margin (%)</b>	<b>9.31%</b>	<b>10.88%</b>	<b>(156) Bps</b>	<b>14.32%</b>	<b>(500) Bps</b>
Other Income	12	3	NA	(1)	NA
Depreciation	15	17	(10.4%)	17	(13.7%)
Finance Cost	61	64	(4.8%)	72	(15.5%)
Exceptional Items	-	-	NA	-	NA
<b>PBT</b>	<b>24</b>	<b>20</b>	<b>17.1%</b>	<b>21</b>	<b>13.6%</b>
Tax	6	2	NA	3	NA
<b>PAT</b>	<b>18</b>	<b>19</b>	<b>(6.9)%</b>	<b>18</b>	<b>(4.6)%</b>
Minority Interest & Share of profit/ (loss) in associate company	3	0	NA	3	NA
<b>PAT after adjustments</b>	<b>20</b>	<b>19</b>	<b>9.8%</b>	<b>22</b>	<b>(6.0)%</b>
<b>PAT Margin (%)</b>	<b>2.19%</b>	<b>2.07%</b>	<b>11 Bps</b>	<b>2.80%</b>	<b>(62) Bps</b>
Comprehensive Income	(2)	(0)	NA	8	NA
<b>Total Profit including Comprehensive Income( Net of tax)</b>	<b>18</b>	<b>19</b>	<b>(2.4)%</b>	<b>30</b>	<b>(38.7)%</b>
EPS (INR)(not annualised)	0.75	0.69	9.8%	0.80	(6.0%)

# Consolidated YTD Financial Performance



Particulars (INR Mn)	FY22	FY21	Y-o-Y
<b>Revenue from Operations</b>	<b>3,814</b>	<b>3,111</b>	<b>22.6%</b>
Total Expenses	3,455	2,986	15.7%
<b>EBITDA</b>	<b>358</b>	<b>126</b>	<b>185.2%</b>
<b>EBITDA Margin (%)</b>	<b>9.40%</b>	<b>4.04%</b>	<b>536 bps</b>
Other Income	19	10	82.5%
Depreciation	66	73	(8.8%)
Finance Cost	259	284	(9.0%)
Exceptional Items	-	-	NA
<b>PBT</b>	<b>52</b>	<b>(221)</b>	<b>NA</b>
Tax	1	(2)	NA
<b>PAT</b>	<b>51</b>	<b>(219)</b>	<b>NA</b>
Minority Interest & Share of profit/ (loss) in associate company	2	4	(51.0%)
<b>PAT after adjustments</b>	<b>53</b>	<b>(215)</b>	<b>NA</b>
<b>PAT Margin (%)</b>	<b>1.38%</b>	<b>(6.91)%</b>	<b>NA</b>
Comprehensive Income	(3)	9	NA
<b>Total Profit including Comprehensive Income( Net of tax)</b>	<b>50</b>	<b>(205)</b>	<b>NA</b>
EPS (INR)(not annualised)	1.94	(7.90)	NA

# Shemaroo In Digital Media



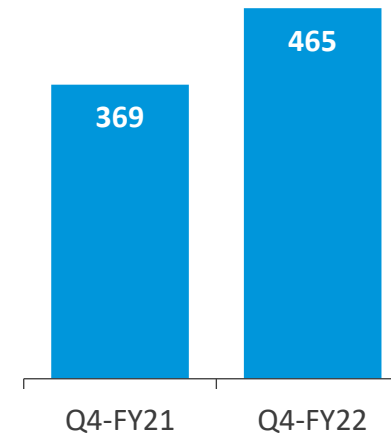
## Digital Media



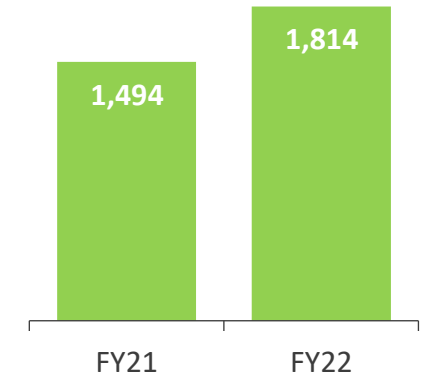
*Shemaroo was one of the early Indian media companies to syndicate its library to the high growth digital media platforms, thereby gaining early mover advantage*

- The company caters to all types of revenue models like subscription, pay per transaction, advertisement supported (free to consumer), etc.
- Due to its large library ownership, Shemaroo has the ability to slice and dice content and package it in different ways that are more suited for the digital media platforms

Q4-FY22 Digital Media Performance (INR Mn)



FY22 Digital Media Performance (INR Mn)



### Digital Media Presence

#### ShemarooMe

- ShemarooMe is the OTT platform launched in Feb'19 – offering vast content library across Bollywood, Gujarati, Marathi, Kids, Punjabi, Comedy, Devotional, etc.
- Has partnerships with all leading Indian Telcos

#### Internet and OTT

- Shemaroo has agreements with various internet video platforms like YouTube, Netflix, Amazon Prime, MX Player, Jio, Tata Play Bingee etc.

#### Mobile Value-Added services (MVAS) / Mobile Internet

- The company has agreements with major telecom operators, namely Airtel, Vodafone Idea to distribute videos, full songs, live streaming etc. under MVAS

# Shemaroo in Traditional Media



## Television Syndication

- Shemaroo has a diverse content library which it syndicates to various satellite channels, cable and terrestrial networks
- Considering the vast and diverse library of Shemaroo, it can be easily assumed that most broadcasting channels would have some content syndicated from Shemaroo at sometime or the other

## TV Syndication Platforms

Satellite Television	<ul style="list-style-type: none"> <li>• Predominantly consists of Hindi films</li> <li>• This includes Movie Channels, Kids Channels, Music Channels, News Channels etc.</li> <li>• Enter into exclusive agreements for a film or package of films with a particular group of movie channels for a specified period of time</li> </ul>
Terrestrial Television	<ul style="list-style-type: none"> <li>• The company also licenses content for broadcasting on terrestrial television network</li> </ul>

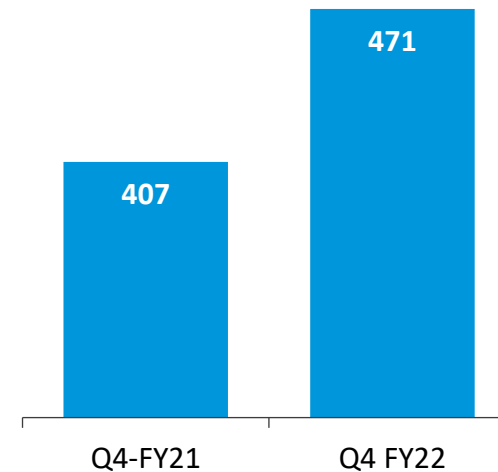
## Subscription Based Services

- In partnership with major DTH and Cable operators, Shemaroo operates subscription-based, ad-free content services across various genres like Movies, Devotion, Comedy and Regional

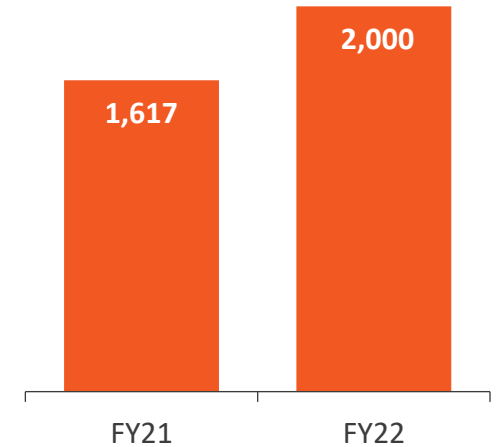
## Advertisement led Satellite Channel

- Shemaroo launched a satellite FTA channel named 'Shemaroo MarathiBana' in Dec'19, targeted to be a prominent leader in the Marathi movie genre
- It launched a satellite FTA GEC channel named 'Shemaroo TV' in May'20, targeted towards HSM market and serving daily entertainment needs of consumers
- It launched its third satellite FTA channel named 'Shemaroo Umang', a Hindi GEC channel, in April'22

Q4-FY22 Traditional Media Performance (INR Mn)



FY22 Traditional Media Performance (INR Mn)



# Historical Consolidated Income Statement



Particulars (INR Mn)	FY19	FY20	FY21	FY22
<b>Revenue from Operations</b>	<b>5,678</b>	<b>5,131</b>	<b>3,111</b>	<b>3,814</b>
Total Expenses	4,100	4,363	2,986	3,455
<b>EBITDA</b>	<b>1,578</b>	<b>768</b>	<b>126</b>	<b>358</b>
<b>EBITDA Margin (%)</b>	<b>27.79%</b>	<b>14.97%</b>	<b>4.04%</b>	<b>9.40%</b>
Other Income	18	30	10	19
Depreciation	56	75	73	66
Finance Cost	256	244	284	259
Exceptional Items	-	(62)	-	-
<b>PBT</b>	<b>1,284</b>	<b>417</b>	<b>(221)</b>	<b>52</b>
Tax	457	113	(2)	1
<b>PAT</b>	<b>827</b>	<b>304</b>	<b>(219)</b>	<b>51</b>
Minority Interest & Share of profit/ (loss) in associate company	3	(3)	4	2
<b>PAT after adjustments</b>	<b>830</b>	<b>301</b>	<b>(215)</b>	<b>53</b>
<b>PAT Margin (%)</b>	<b>14.62%</b>	<b>5.87%</b>	<b>(6.91)%</b>	<b>1.38%</b>
Comprehensive Income	3	7	9	(3)
<b>Total Profit including Comprehensive Income (Net of tax)</b>	<b>833</b>	<b>309</b>	<b>(205)</b>	<b>50</b>
EPS (INR) (not annualised)	30.52	11.09	(7.90)	1.94

# Historical Consolidated Balance Sheet



Equity and Liabilities (INR Mn)	FY21	FY22
<b>Shareholders Fund</b>		
Share Capital	272	272
Other Equity	5,491	5,546
<b>Total Equity</b>	<b>5,763</b>	<b>5,818</b>
Non controlling interest	(45)	(47)
<b>Non Current Liabilities</b>		
Long Term borrowings	174	116
Lease Liability	1	1
Deferred tax liabilities (Net)	18	4
Long tem provisions	11	8
<b>Total Non-Current Liabilities</b>	<b>204</b>	<b>128</b>
<b>Current Liabilities</b>		
Short Term Borrowings	2,451	2,362
Trades payables	252	493
Other Financial Liabilities	76	73
Lease Liability	9	1
Other Current Liabilities	32	48
Short Term Provisions	22	13
Current Tax Liabilities (Net)	-	-
<b>Total Current Liabilities</b>	<b>2,843</b>	<b>2,989</b>
<b>Total</b>	<b>8,765</b>	<b>8,888</b>

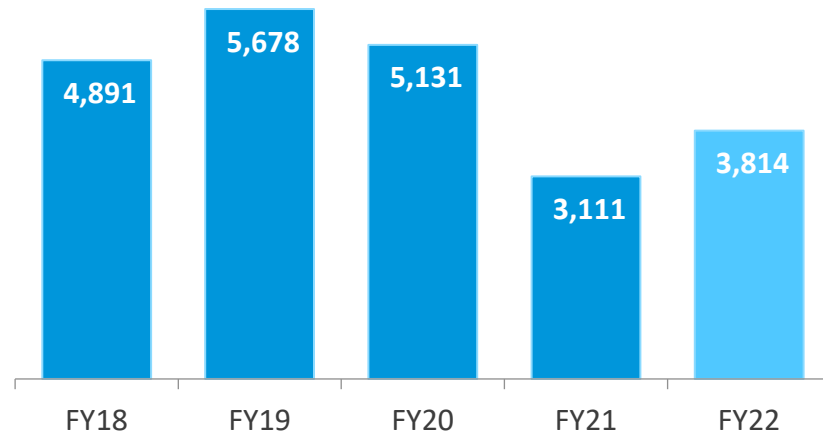
Assets (INR Mn)	FY21	FY22
<b>Non Current Assets</b>		
<b>Fixed Assets</b>		
Property, Plant & Equipment	255	215
Intangible assets	9	7
Intangible assets under development	-	1
Right of use assets	9	1
Investments	25	25
Long Term Loan and Advances	1	1
Other Financial Assets	6	8
Other Non-Current Assets	19	11
<b>Total Non-Current Assets</b>	<b>324</b>	<b>270</b>
<b>Current Assets</b>		
Inventories	7,303	7,149
Trade Receivables	547	566
Cash and Cash Equivalents	8	16
Other Bank Balances	65	67
Short Term loan and advances	2	1
Other Financial Assets	7	5
Current Tax Assets (Net)	245	419
Other Current Assets	264	394
<b>Total Current Assets</b>	<b>8,442</b>	<b>8,617</b>
<b>Total</b>	<b>8,765</b>	<b>8,888</b>



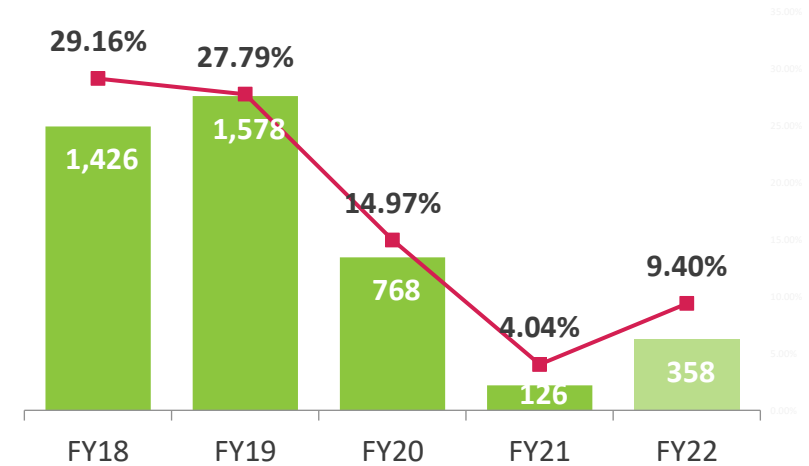
# Historical Consolidated Financial Charts



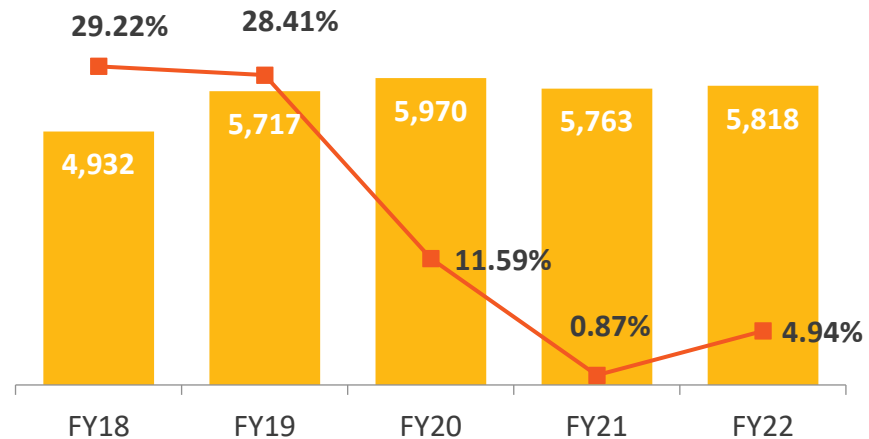
### Operational Revenue (INR Mn)



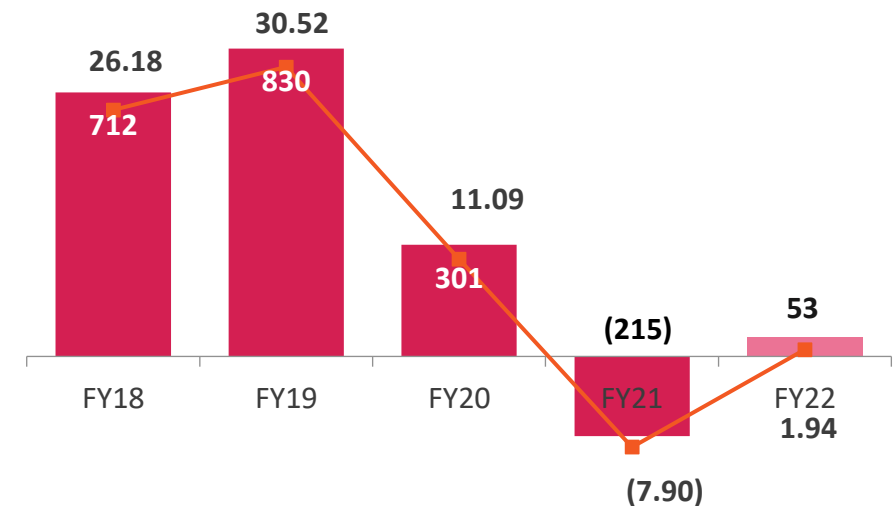
### EBITDA (INR Mn) and EBITDA Margin (%)



### Net Worth (INR Mn) and ROCE (%)

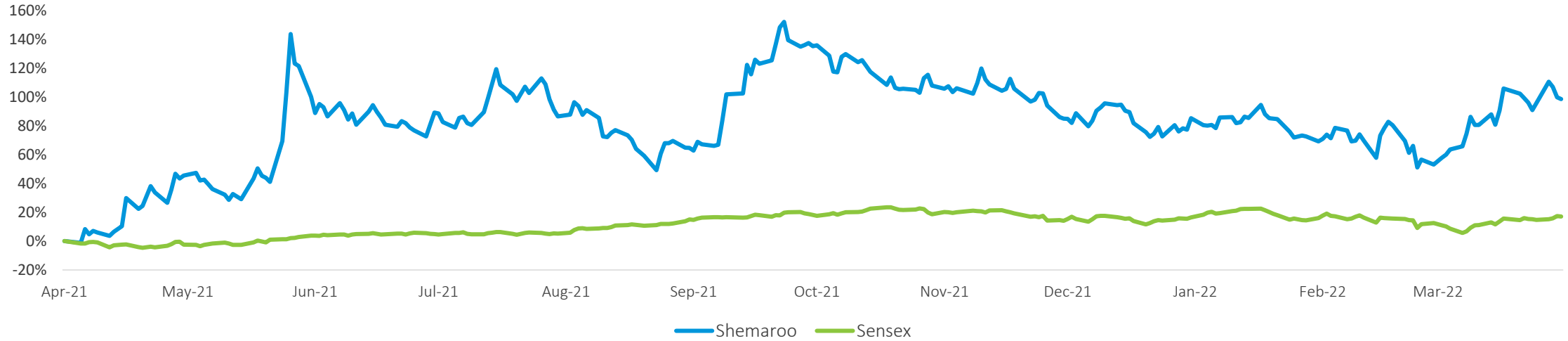


### PAT (INR Mn) and EPS (INR)



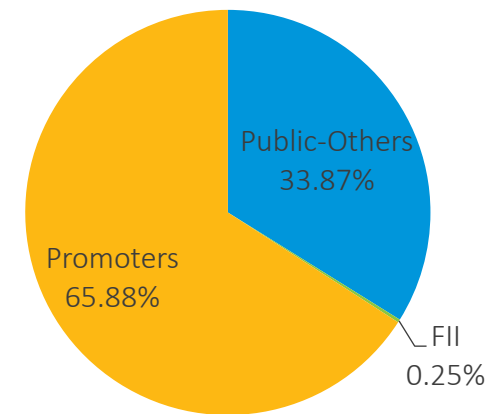


1 Year Stock Performance (up to 31st March, 2022)



Price Data (As on 31st March, 2022)		INR
Face Value		10.0
Market Price		135.3
52 Week H/L		181.0/64.9
Market Cap (INR Mn)		3,677.8
Equity Shares Outstanding (Mn)		27.2
1 Year Avg. Trading Volume ('000)		164.7

Shareholding Pattern (As on 31<sup>st</sup> March, 2022)





## **Shemaroo Entertainment Limited**

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**Mr. Anuj Sonpal**

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THANK YOU

