

# INVESTOR UPDATE



ENTERTAINMENT NETWORK (INDIA) LTD.



## PERFORMANCE REVIEW: Q1FY23

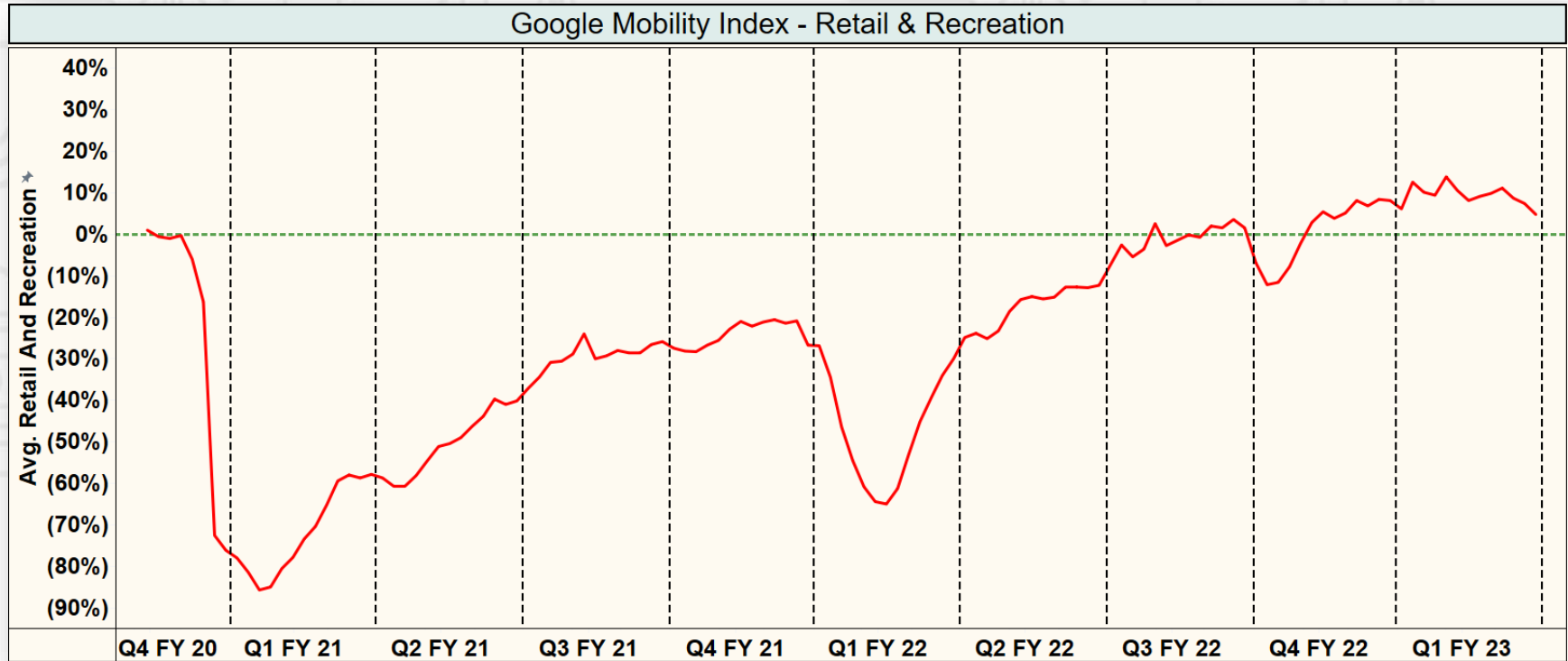
August 09, 2022



# Presentation Path

- ❖ Overview
- ❖ Financial Review
- ❖ Business Review
- ❖ Strategic Direction
- ❖ Investors Contact

# Mobility Above Pre-Covid Level (1<sup>st</sup> time since the Pandemic)



*Google Mobility Index indicates Retail activity*

... Improved mobility brings back retail advertisers



# Financial Review

# Condensed Statement Of Operations

(Standalone)

₹ In Millions	Q1 FY23	%age of Total Income	Q1 FY22	%age of Total Income	Growth (%)
Income from Operations	951.3	99.8%	385.3	99.2%	146.9%
Other Operating Income	2.0	0.2%	3.2	0.8%	(36.5%)
<b>Total Income</b>	<b>953.3</b>	<b>100.0%</b>	<b>388.5</b>	<b>100.0%</b>	<b>145.4%</b>
Operating Expenditure	901.1	94.5%	575.6	148.2%	56.6%
<b>EBITDA</b>	<b>52.2</b>	<b>5.5%</b>	<b>(187.1)</b>	<b>(48.2%)</b>	<b>127.9%</b>
Depreciation	77.7	8.2%	77.7	20.0%	0.0%
Amortisation	113.2	11.9%	118.4	30.4%	(4.4%)
<b>EBIT</b>	<b>(138.7)</b>	<b>(14.6%)</b>	<b>(383.2)</b>	<b>(98.6%)</b>	<b>63.8%</b>
Other Income	43.4	4.6%	54.3	14.0%	(20.0%)
Finance Cost	39.0	4.1%	39.9	10.3%	(2.1%)
<b>PBT</b>	<b>(134.3)</b>	<b>(14.1%)</b>	<b>(368.8)</b>	<b>(94.9%)</b>	<b>63.6%</b>
Taxation	(20.7)	(2.2%)	(91.4)	(23.5%)	77.3%
<b>PAT</b>	<b>(113.6)</b>	<b>(11.9%)</b>	<b>(277.4)</b>	<b>(71.4%)</b>	<b>59.0%</b>
Other Comprehensive Income (net)	(1.9)	(0.2%)	(1.6)	(0.4%)	(20.2%)
<b>Total Comprehensive Income</b>	<b>(115.5)</b>	<b>(12.1%)</b>	<b>(279.0)</b>	<b>(71.8%)</b>	<b>58.6%</b>

# Financial Performance Q1FY23

(All comparisons with the corresponding period of the previous year)

(1/2..)

- FCT revenue grew by 170.5%
- Non-FCT
  - Solutions revenue grew by 107.8%
  - Non-FCT Gross Margins @ 50.2%
  - Non-FCT EBITDA margin @ 35.6%
- Migrated stations (35) revenues during the quarter: Rs.801.4 Mn, up by 143.9%
  - EBITDA: Rs.99.4 Mn
- Batch 1 revenues during the quarter: Rs.100.6 Mn, up by 184.7%
  - EBITDA: Rs.11.2 Mn
- Batch 2 revenues during the quarter: Rs.44.4 Mn, up by 81.1%
  - EBITDA: Rs.10.9 Mn

# Financial Performance Q1FY23

(All comparisons with the corresponding period of the previous year)

(2/2..)

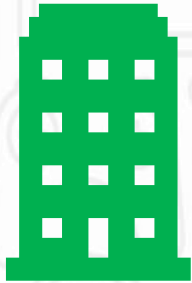
- Revenue from Digital during the quarter was Rs.110.1 Mn; 11.5% of Overall revenue
- Reduction in Overall operating costs (Excl. DVC) Vs. Q1FY20: 16%
- Covid-induced PDD as on June 30, 2022: Rs 21.5 Mn
- Impact of IND AS 116 on PAT: Rs.9.1 Mn (Standalone); Rs. 13.2 Mn (Consolidated)
- Net Cash as on June 30, 2022: Rs 2.27 Bn

# Condensed Statement Of Operations

(Consolidated)

₹ In Millions	Q1 FY23	%age of Total Income	Q1 FY22	%age of Total Income	Growth (%)
Income from Operations	1,006.2	99.8%	412.4	99.2%	144.0%
Other Operating Income	2.1	0.2%	3.2	0.8%	(35.2%)
<b>Total Income</b>	<b>1,008.3</b>	<b>100.0%</b>	<b>415.6</b>	<b>100.0%</b>	<b>142.6%</b>
Operating Expenditure	939.2	93.2%	596.1	143.4%	57.6%
<b>EBITDA</b>	<b>69.1</b>	<b>6.8%</b>	<b>(180.5)</b>	<b>(43.4%)</b>	<b>138.3%</b>
Depreciation	111.3	11.0%	43.6	10.5%	155.0%
Amortisation	114.0	11.3%	173.2	41.7%	(34.2%)
<b>EBIT</b>	<b>(156.2)</b>	<b>(15.5%)</b>	<b>(397.3)</b>	<b>(95.6%)</b>	60.7%
Other Income	44.5	4.4%	55.3	13.3%	(19.7%)
Finance Cost	44.3	4.4%	43.6	10.4%	1.5%
<b>PBT</b>	<b>(156.0)</b>	<b>(15.5%)</b>	<b>(385.6)</b>	<b>(92.7%)</b>	<b>59.5%</b>
Taxation	(20.0)	(2.0%)	(91.2)	(21.9%)	78.1%
<b>PAT</b>	<b>(136.0)</b>	<b>(13.5%)</b>	<b>(294.4)</b>	<b>(70.8%)</b>	<b>53.8%</b>
Other Comprehensive Income (net)	1.8	0.2%	(0.2)	(0.0%)	1064.1%
<b>Total Comprehensive Income</b>	<b>(134.2)</b>	<b>(13.3%)</b>	<b>(294.6)</b>	<b>(70.8%)</b>	<b>54.4%</b>





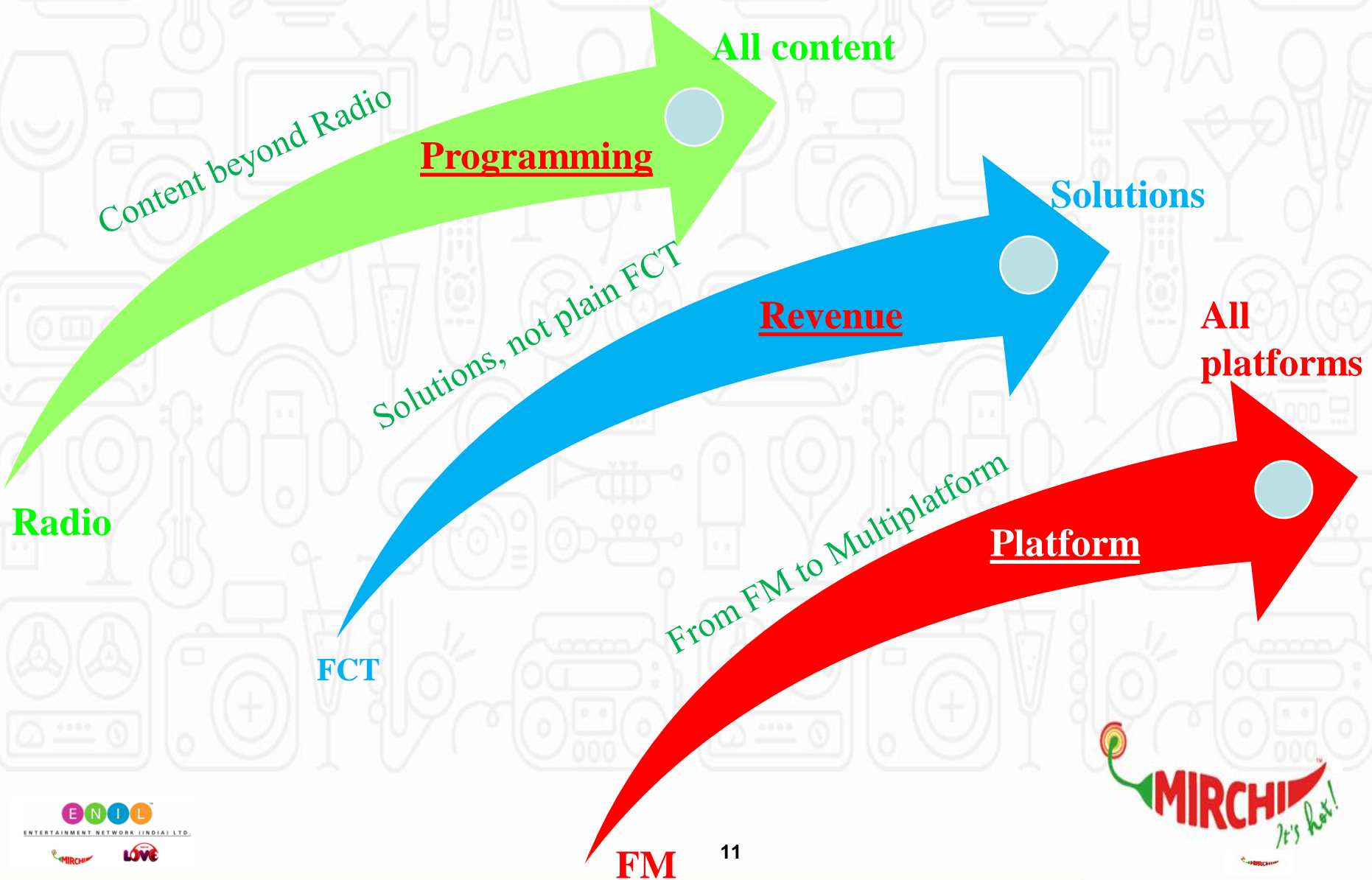
# Business Review

# Key Operating Highlights

---

- Mirchi launched a mobile app 'Mirchi Plus' on July 1, 2022. The app will offer human-curated audio stories which include celebrity-voiced shows podcasts, videos and news
- Mirchi won 23 awards across various categories in Golden Mikes 2022
- Mirchi continues to have the largest social media footprint amongst private FM players
- Mirchi's YouTube Network crossed 14mn subscribers during the quarter.
- Mirchi Play has 17 online stations on the landing page of the Gaana app

# Strategy : Three Pivots





# MIRCHI DIGITAL PLATFORM



# Mirchi Digital App in India

---

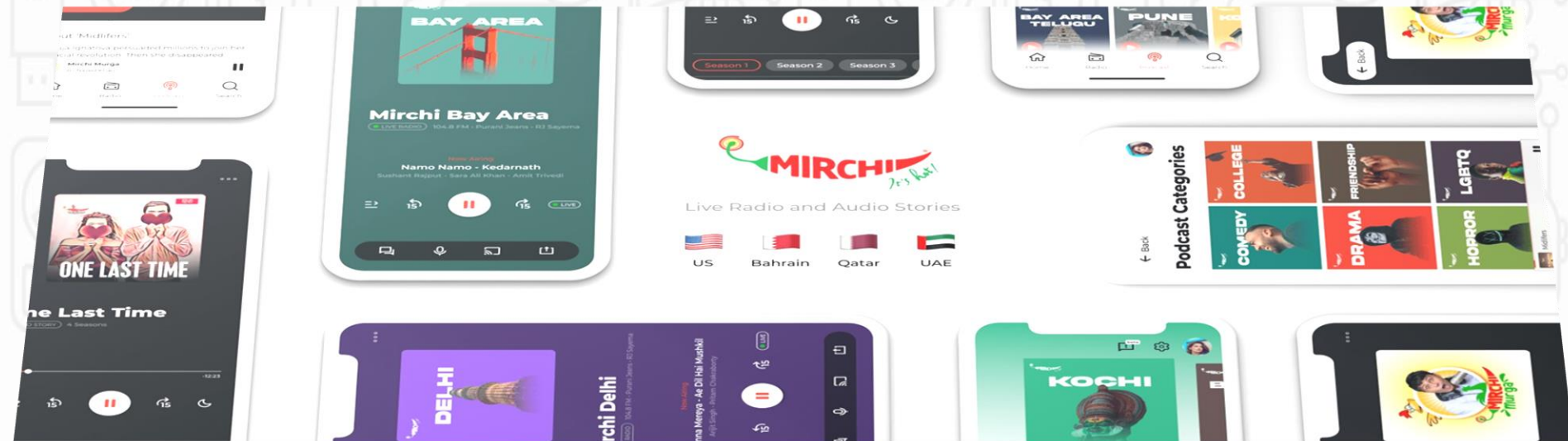
- Mirchi App was launched on July 01, 2022, and it is available on both iOS and Android platforms as well as on mWeb
- The app will offer human-curated audio stories which include celebrity-voiced shows podcasts, videos and text across various languages viz. Hindi, Marathi, Bengali, Gujarati, Kannada, Tamil, Telugu & Malayalam languages.

# Mirchi Digital App in International Markets

- Audio + Video + Text Content same as India

**PLUS**

- Online FM Streams of our Terrestrial Stations:
  - Overseas Channels: 7
    - San Francisco, New York, New Jersey, Bay Area Telugu, Bahrain, Qatar, Dubai
  - Indian Channels: 11
    - Mumbai, Delhi, Hyderabad, Kolkata, Chennai, Kochi, Chandigarh, Ahmedabad, Pune, Bengaluru & Patna.



# Media Coverage: Mirchi App Launch

- Television
- Print
- Outdoor
- Social Media
- Radio
- Mirchi SM Handles
- Other Digital Platforms

**Economic Times** @EconomicTimes

Mirchi, India's leading music and entertainment company, has launched a new true-crime audio series, '1000 Crore Ki Laash', exclusively on its app Mirchi Plus.

#MirchiPlus #Mirchi



**THE TIMES OF INDIA**

**Mirchi launches mobile app 'Mirchi Plus'**



NEW DELHI. Mirchi, India's No.1 city-centric music and entertainment company, has launched its mobile app — Mirchi Plus.

Continuing its digital journey in becoming a show-first brand, the Mirchi Plus app offers an exclusive library of original audio stories, podcasts, Mirchi's ever-entertaining videos, entertainment news and more.

"Mirchi has always been the audience's go-to choice for all things music, with the launch of Mirchi Plus, we now enter the exciting and evolving space of storytelling and original content," said Vineet Jain, MD, BCCIL, which publishes this newspaper. "This transforms Mirchi into its full digital avatar, allowing us to pick, analyse and act on consumer signals in real time."

Mirchi Plus, which allows fans and listeners to access Mirchi's content library anytime, anywhere, will be available on Apple and Android smartphones along with Android Auto and Apple Car play systems.



**mirchiplus**

**LOSE YOURSELF IN IMMERSIVE AUDIO STORIES**

COMEDY, ROMANCE, CRIME, HORROR, SPIRITUALITY AND MUCH MORE.

THRILLER, MYSTERY, AND SHOCKING REVELATIONS!

Download #MirchiPlus to listen to #1000CroreKiLaash, narrated by the inimitable #NawazuddinSiddiqui.

Download the Mirchi Plus app here: <https://mirchi.onelink.me/NETr/mounbsl0>

For more, visit mirchi.in!



**Filmfare**

July 8 at 11:43 AM

Thriller, mystery, and shocking revelations! Download #MirchiPlus to listen to #1000CroreKiLaash, narrated by the inimitable #NawazuddinSiddiqui.

Download the Mirchi Plus app here: <https://mirchi.onelink.me/NETr/mounbsl0>

For more, visit mirchi.in!

**Mirchi launches mobile app 'Mirchi Plus'**

**Times News Network**

New Delhi: Mirchi, India's No.1 city-centric music and entertainment company, has launched its mobile app — Mirchi Plus.

Continuing its digital journey in becoming a show-first brand, the Mirchi Plus app offers an exclusive library of original audio stories, podcasts, Mirchi's ever-entertaining videos, entertainment news and more.

"Mirchi has always been the audience's go-to choice for all things music, with the launch of 'Mirchi Plus' we now enter the exciting and evolving space of storytelling and original content," said Vineet Jain, MD, BCCIL, which publishes this newspaper. "This transforms Mirchi into its full digital avatar, allowing us to pick, analyse and act on consumer signals in real time."

Mirchi Plus, which allows fans and listeners to access Mirchi's content library anytime, anywhere, will be available on Apple and Android smartphones along with Android Auto and Apple Car play systems.

"Mirchi has dominated the radio industry for over two decades with its best-in-class audio entertainment. With the evolving needs of our consumers and the rapid adoption of digital avatars for entertainment, we wanted to expand our consumer engagement and be present where our consumers are," said Prashant Pandey, MD and CEO, ENIL.

Mirchi Plus offers a bouquet of content across 10 different languages — English, Hindi, Punjabi, Marathi, Gujarati, Bangla, Telugu, Tamil, Malayalam and Kannada. It also provides audio stories across genres like drama, comedy, romance, horror, thriller and many more. Mirchi Plus will launch new marquee audio shows every month, providing an expansive selection of content to users.

"Mirchi Plus strengthens our digital play. Through the launch of the app, we look forward to building a multilingual and immersive audio-experience for our listeners. Moreover, Mirchi Plus is a significant addition to Mirchi's digital properties aiding Mirchi in fulfilling its goal of generating 25% of our revenues from digital," said Pandey.

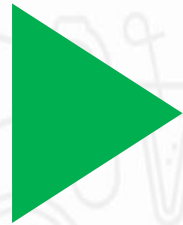
The app will offer exclusive audio content to listeners, which includes a first-of-its-kind true-crime audio story inspired by true events titled '1000 Crore Ki Laash' narrated by Nawazuddin Siddiqui. Listeners will soon find popular artists like Neena Gupta as the narrator for a romance-based audio story 'Ashki Rishita', Rhea Chakrabarty for a trest drama called 'Parane Khat', and Ashutosh Rana for a supernatural thriller named 'Varuthi'.

Some of Mirchi's finest content like Mirchi Murga, 'The Deviant Padmak' mythology show, 'Bhatti Naturally' talk show series hosted by Mahesh & Pooja Bhatt on Bollywood controversies, Kareena Kapoor - Khan's show 'What Women Want', interview series with top Bollywood celebrities and a show on the legendary 'Manto' voiced by top personalities like Nandita Das, Nawazuddin Siddiqui and RJ Soham will also be available on Mirchi Plus.



Scan the QR code to download the Mirchi Plus app



# MIRCHI DIGITAL





**Mirchi Murga**  
**4Mn+** subscribers  
**1450+** videos  
**19Mn** views/ Month



**1.7Mn** fans on Twitter  
**4L** Monthly engagement



**28Mn** fans on facebook  
**4.2Mn** Monthly engagement  
**10** Regional pages



**11 Mn** fans on Insta  
**2.7Mn** Monthly engagement  
**10** Regional pages

**Mirchi Digital**  
 Monthly Active Users

**77Mn**

(more than FM)



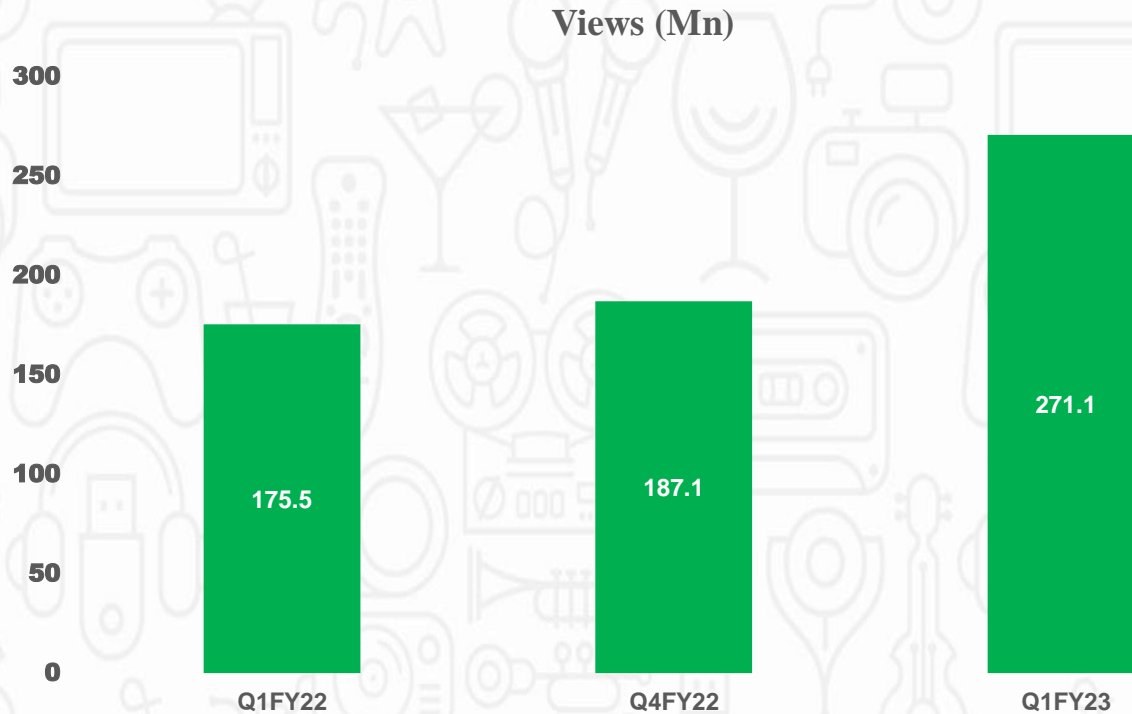
**180+** RJ's & Others as popular influencers across regions and language

**14.0 Mn+** subscribers to Mirchi Channels  
**13 Channels**  
**70Mn** Views/ Month

**17** Digital Radio Stations  
**45+** mins avg TSL  
**4 Mn** unique visitors



# Views on Mirchi's YouTube Channels



- **Views: 271 Mn** (highest ever in any quarter)
- Growth of 45% over Q4FY22 and 54% over Q1FY22

# Mirchi's YouTube Network at 14Mn+ Subscribers

Theme Based  
(Multiplatform)

Multi-Lingual

CHANNEL	Subscribers (Mn) Jun-22	Annual Views (Mn) Q1FY23
FILMY MIRCHI	6.5	63
MIRCHI MURGA	4.0	127
Mirchi Mehfil (Poetry) (New)	0.09	0.25
Mirchi Campus (Youth) (New)	0.01	0.09
Mirchi Indies	0.01	0.36
<b>Total (A)</b>	<b>10.61</b>	<b>190.7</b>
MIRCHI BANGLA	1.9	46
MIRCHI TAMIL	0.9	2
MIRCHI PUNJABI	0.3	2.3
MIRCHI TELUGU	0.1	0.5
MIRCHI KANNADA	0.06	0.5
MIRCHI MARATHI (New)	0.2	2.2
MIRCHI MALAYALAM (New)	0.1	1.9
MIRCHI GUJARATI (New)	0.3	22
<b>Total (B)</b>	<b>3.86</b>	<b>77.4</b>
<b>Grand Total (A+B)</b>	<b>14.47</b>	<b>268.1</b>

# Online Radio

Mirchi streams **17 online radio stations;**



## Genre Based

- Melodies/ Bollywood/ Retro/ Indies/ Unplugged/90s/ Club/ English Hits

## Theme Based

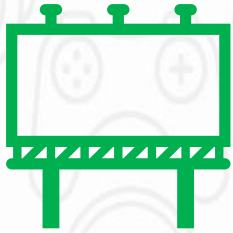
- Toota Dil/ Drive

## Regional

- Tamil/ Telugu/ Kannada/ Bengali

## City Centric

- Mumbai/ Delhi



# MULTIMEDIA SOLUTIONS

# Perk Chaapless Champion



- Finds of the Chaapless Champion of West Bengal (The one who takes it lightly) with Digital, Radio, OOH and OTT promotions
- Culmination was a Grand Finale video on Hoichoi and Mirchi Bangla's YouTube channels

Cadbury Perk India Chaapless Champion Grand Finale 2022 | Cadbury Perk | Mir | S



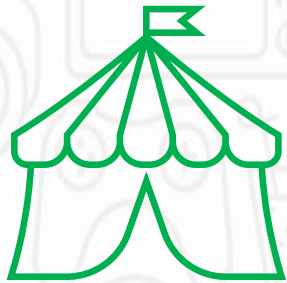
# MIRCHI MMTc PAMP



- On Akshay Tritiya, MMTc PAMP campaign “ Iradon mein Purity”
- RJs From Chandigarh, Jaipur, Patna, Ahmedabad, Varanasi and Surat led the campaign through On-Air and Video Content

An advertisement for the 'Iradon Mein Purity' contest. It features a large gold coin graphic with the text 'WIN A GOLD COIN' inside. The background is white with gold sparkles. At the top left is the MMTc PAMP logo and the text 'Swiss Excellence. Made in India.' At the top right is the 'MIRCHI 98.3' logo. The main text reads 'IRADON MEIN PURITY'. Below the coin, a man (RJ MIT) is shown. Text at the bottom says 'Nominate your #Iradonmeinpurity moment and get shortlisted to win the Bumper Prize. Call 079- 26983983 to know more!' and 'RJ MIT is looking for your "Iradon ki Purity" Nominate Now!'.

A screenshot of a Facebook post from 'Mirchi Gujarati' dated April 22. The post text reads: 'Mirchi 98.3 aur MMTc- Pamp pesh karte hain "Iradon mein purity" contest. Agar aap bhi khud ko ya kisi aur ko nominate karna chahte hain toh comment section mein naam aur phone number likhein. To know more call 079-26983983 !! Lucky winner ko milega MMTc- Pamp 24k 999.9 purity wala sabse shuddh sone ka sikka.\*' Below the text are the hashtags '#MMTcPAMP #Mirchi98.3 #IradonMein Purity #Contest'. The post has 1.3K likes, 73 comments, and 1 share. The interaction bar shows 'Like', 'Comment', and 'Share' options. A comment from 'Jaya Verma' is visible, stating 'I would like to nominate my son . Though it is not good to share our...'. The post is sorted by 'Most relevant'.



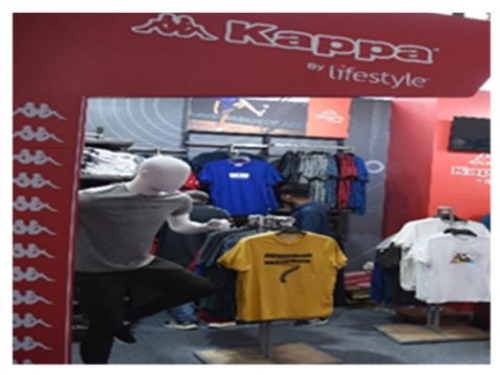
# IMPACT PROPERTIES



# Get Active Expo - TCSW10K

# #TCSW10K

- An Exclusive Expo with 22,000 footfalls & 50 stalls enabling brands to engage with the target audience in Bangalore
- Inaugurated by Mr K. Govindaraj – VP of Indian Olympic Association and President of the Basketball Federation of India & Justin Gatlin – Olympic Champion



# Mirchi Travel Diaries- Rajasthan

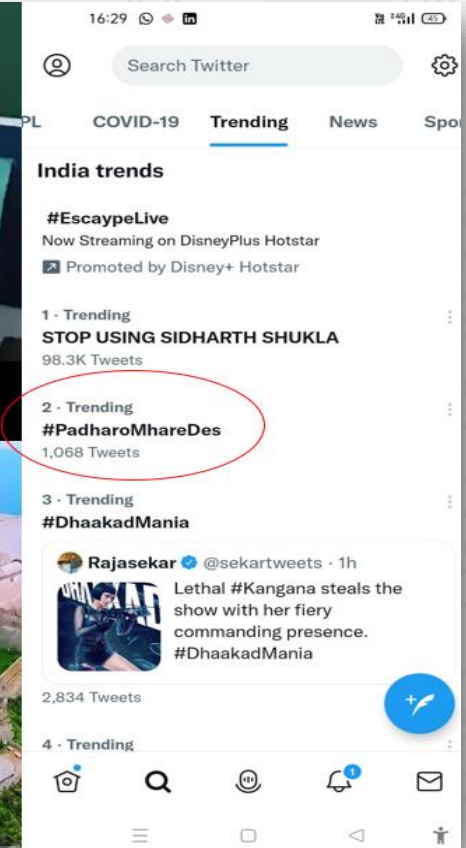


RAJASTHAN  
The Incredible State of India!

- Campaign ran across the country, on Radio and Digital for Rajasthan Tourism



70 Mirchi RJs & bloggers helped create the trend online



# Eldeco Paradiso Funday Concert

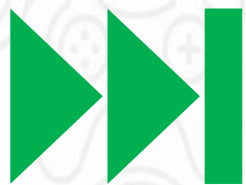
Fun day activity for the customers of Eldeco in Panipat with a live concert



# Mirchi Music Awards Marathi – 9<sup>th</sup> Edition

- 9<sup>th</sup> Edition of MMA Marathi happened on the 14<sup>th</sup> of June.
- The telecast happened on 26<sup>th</sup> June on Colors Marathi.





# ORIGINAL CONTENT

# Shape of You with Shilpa Shetty

(1/2..)



**Views: 12 Million +, Impressions: 135 Million +**

**Episode 4: Badshah**



**Badshah**

**Episode 5: Gaurav Taneja**



**Gaurav Taneja**

**Episode 6: Shamita Shetty**



**Shamita Shetty**

**Episode 7: Masaba Gupta**



**Episode 10: Abhimanyu + Shirley**



**Episode 8: Rakulpreet Singh**



**Episode 11: Nusrat Bharucha**



**Episode 9: Tahira Kashyap**



**Episode 12: Sonakshi Sinha**



# Shape of You with Shilpa Shetty (2/2..)



- Shape of you with Shilpa Shetty wins
- The prestigious golden mike award for
- Best brand integration in video space



- The Shehnaz Gill - This episode trended at number 1 on YouTube in India



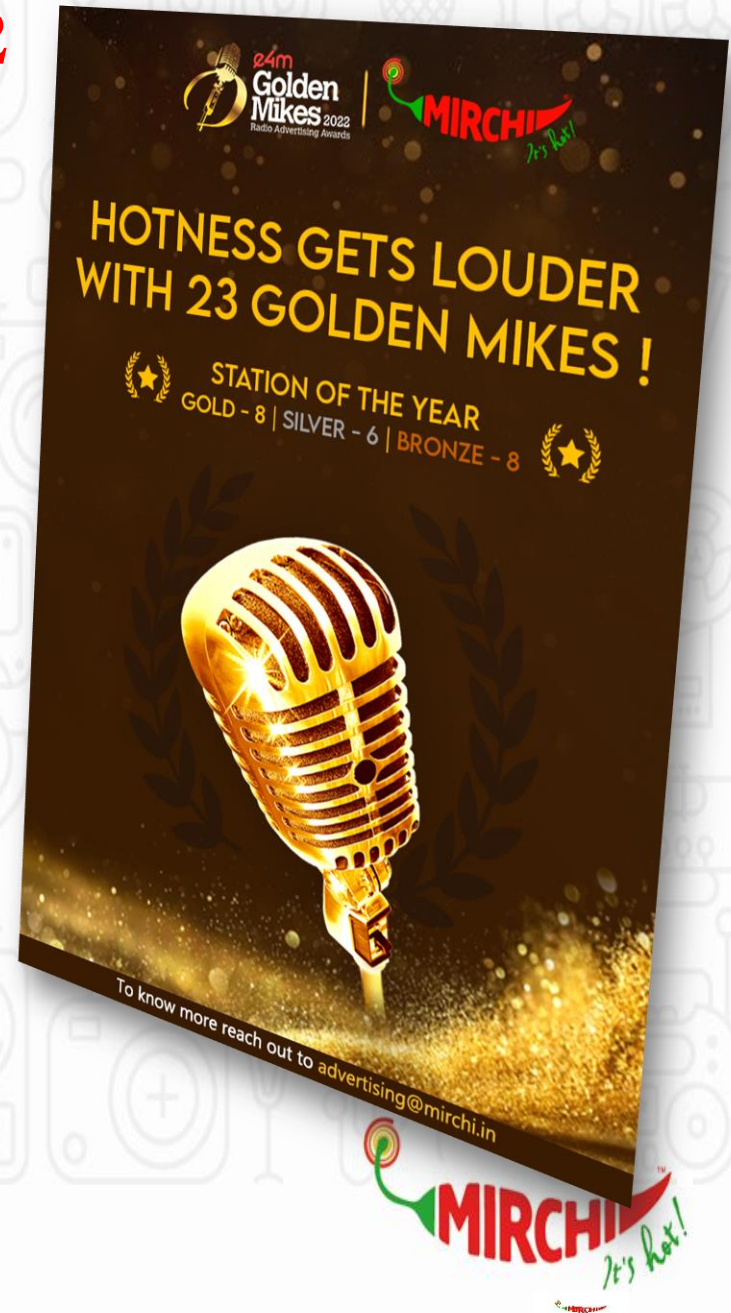


# AWARDS & RECOGNITIONS



# 23 Awards at the Golden Mikes 2022

- Mirchi won **8 Gold, 6 silver & 8 Bronze** awards
- Won **Station Of The Year**
- **RJ Princy & RJ Kunal - Best RJ Of The Year**
- **Sunday Suspense - Best Show Of The Year**
- Won 8 awards for client-led campaigns
- A maximum number of awards won by any radio company



# Moments From Golden Mikes Award 2022





# MIRCHI INTERNATIONAL

# Overseas Market Opens for On-Ground Activation

3 cities activation in states of NY NJ & CA for Brooke Bond Red Label Tea



# Mirchi Terminal Kickstarts in UAE

Mirchi Terminal - one of the biggest travel contests in UAE  
40 listeners with Mirchi RJs travelled to Croatia & Slovenia



# Mirchi Mommy Awards 2022

- To celebrate International Mother's Day, Mirchi One conducted the first ever Mommy Awards with 235 entries, 15 Finalists and 3 winners.



# Mirchi Neon Run 2022



- The first Mirchi Neon Run in Bahrain with 700 attendees.
- Conducted by DJ Ali Merchant

# 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 Q1 FY23

We thank you for your support and welcome your feedback and comments regarding this update and other investor issues

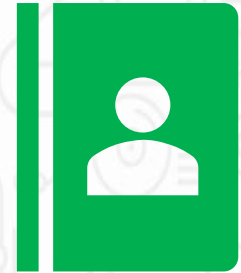
## For further information please contact:

Sanjay Ballabh, Head of Finance, ENIL

Mb: +91 98335 70435; Email: [Sanjay.ballabh@timesgroup.com](mailto:Sanjay.ballabh@timesgroup.com)

Shruti Vakhariya, Adfactors PR

Mb: +91 99672 87527 ; Email: [shruti.vakhariya@adfactorspr.com](mailto:shruti.vakhariya@adfactorspr.com)





# 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