



Ref No.: SEL / Reg: 30 – LODR /Mar-22

March 03, 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: Investor Presentation**

Please find enclosed herewith Investor Presentation of Shemaroo Entertainment Limited 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  
ICSI Membership No. A23755



**SHEMAROO ENTERTAINMENT LIMITED**

Shemaroo House, Plot No. 18, Marol Co - Op. Industrial Estate, Off Andheri Kurla Road, Andheri (E), Mumbai - 400 059.  
Tel.: +91 - 22 4031 9911 | Fax: +91 - 22 2851 9770 | Email: shemaroo@shemaroo.com  
shemarooent.com | CIN: L67190MH2005PLC158288



Shemaroo Entertainment Limited | Investor Presentation March 2022

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# INDIA KHUSH HUA

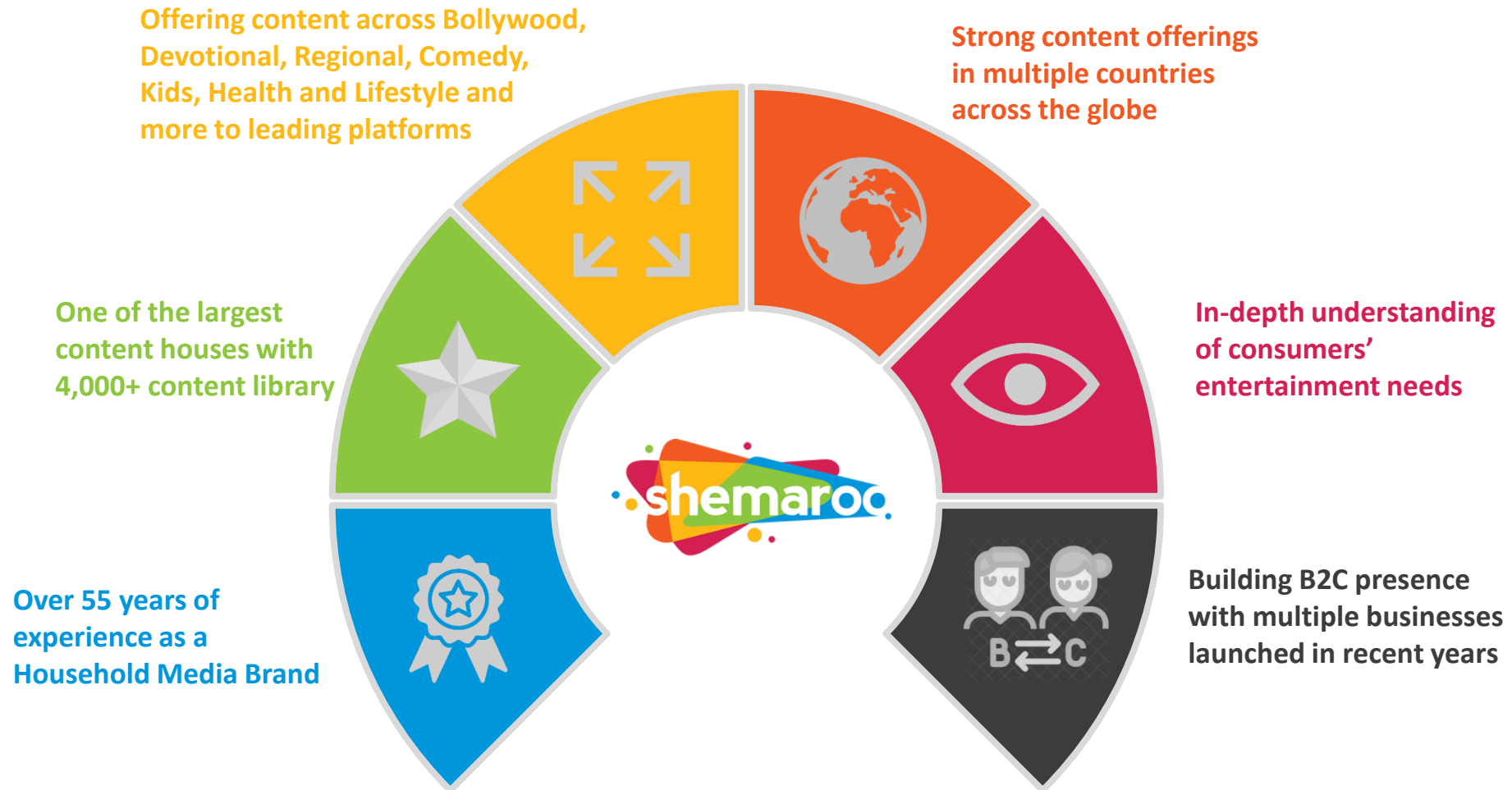


# ABOUT SHEMAROO

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# At a Glance



**Revenue FY21**  
INR 3,111 Mn

**EBITDA FY21**  
INR 126 Mn

**PAT FY21**  
INR (215) Mn

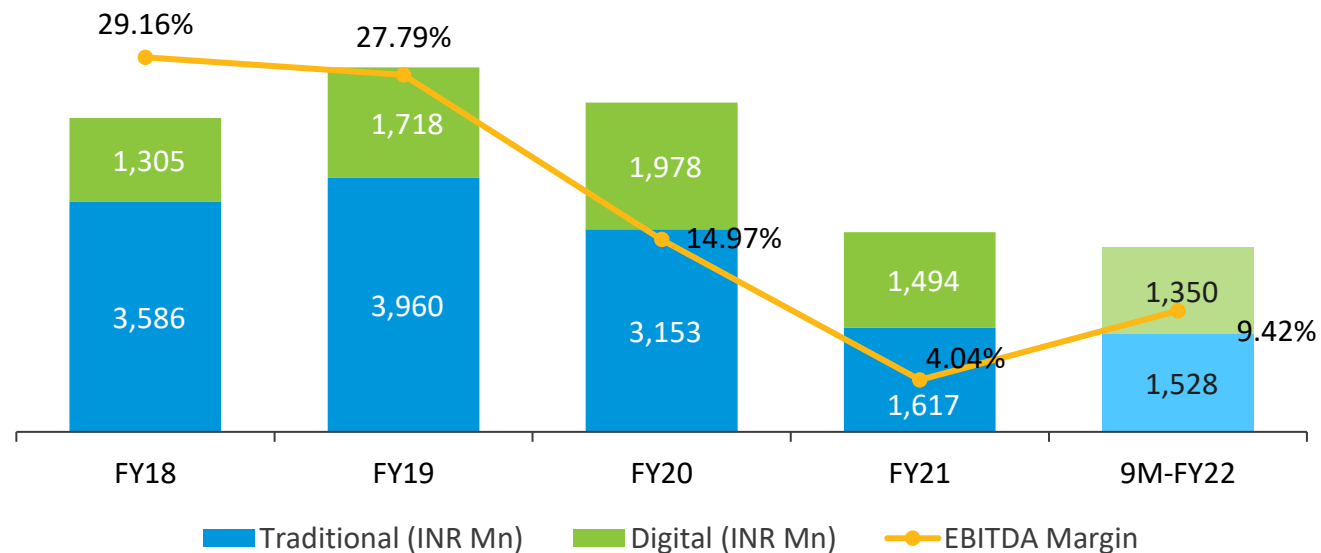
**Net Worth FY21**  
INR 5,763 Mn

# Overview

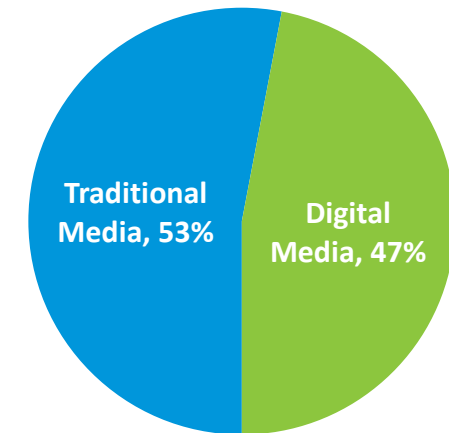


- Founded in 1962 as a book circulating library, today Shemaroo Entertainment Limited (Shemaroo) is a leading Indian content powerhouse with a global reach, headquartered out of Mumbai and employs 550+ people.
- Shemaroo is a pioneer in content aggregation and distribution in India and globally with 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 47% in 9M-FY22.

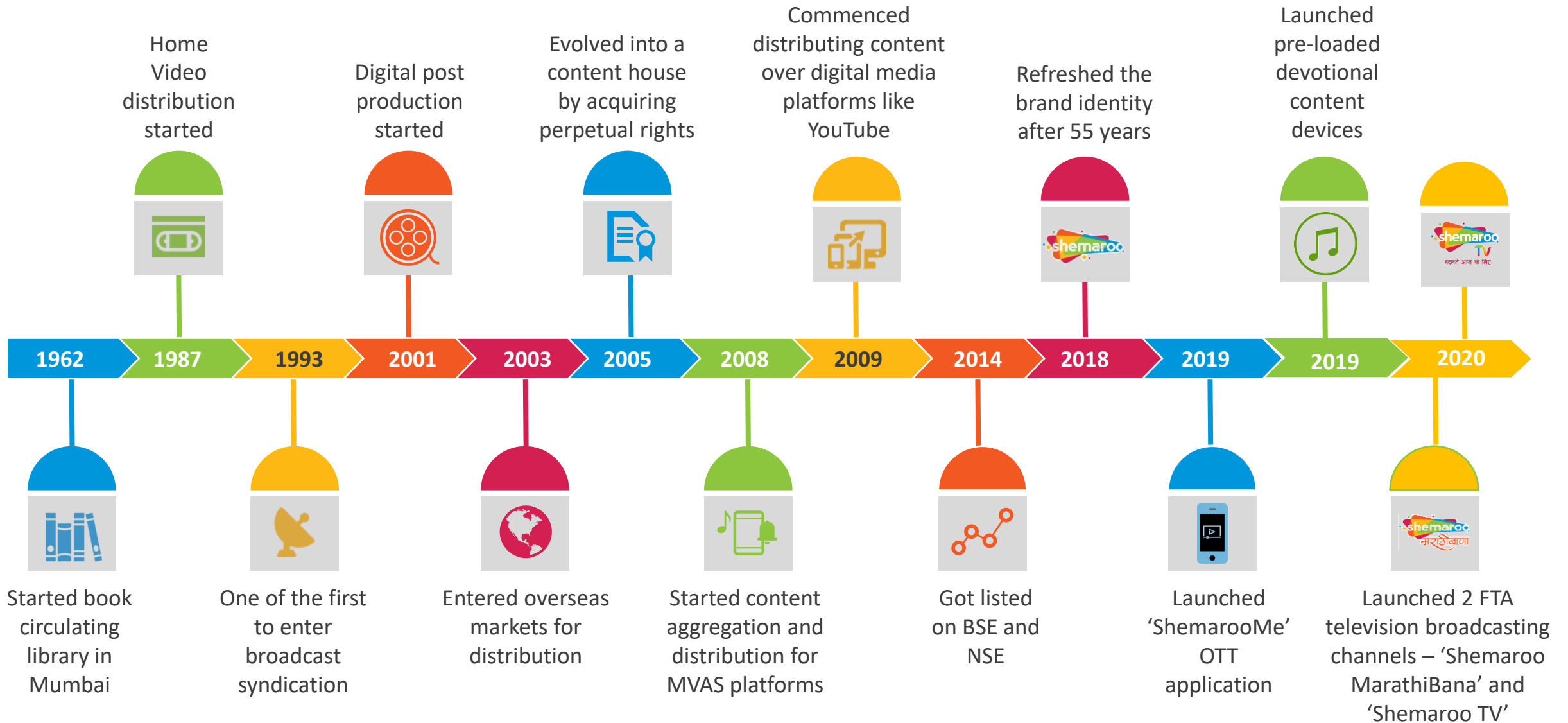
## Operational Revenue (INR Mn) and EBITDA Margin (%)



## 9M-FY22 Revenue Distribution



# Key Milestones



6 | Awards & Accolades



Amazing OTT Newcomer Award at OTTV Mumbai 2019

**ShemarooMe**



NASSCOM Awards, 2019 for **Shrimad Bhagavad Gita Audio Book**



YouTube Diamond play button for YouTube channel

**Shemaroo Filmi Gaane**



YouTube Diamond play button for YouTube channel

**Shemaroo Entertainment**



Best Marketing Strategy in OTT at BCS Ratna Award 2019

**ShemarooMe**



Best Brand Campaign for an OTT Platform- ScreenXX 2019

**ShemarooMe**

# 7 | Experienced Leadership



**Raman Maroo – Chairman and Managing Director** - He has an experience of approximately 46 years, out of which he has spent around 37 years in the Media and Entertainment Industry. He has been instrumental in the Group's expansion into television rights syndication as well as transformation of Shemaroo into an established filmed entertainment content house. He has always remained the driving force in the Company, taking it into new directions



**Atul Maru - Joint Managing Director** - He has around 40 years of experience in the Media and Entertainment industry. He has managed the transition of the Company from VHS days to today's multi-platform operations. He has been actively involved in the operations of the Company and has spearheaded various initiatives including the home video division for the Company



**Hiren Gada – CEO & CFO** - He has been at the helm of driving the corporate & financial growth, digital direction, strategy, and the transformation of the Company from a family run business to a professional corporate firm. He has approximately 24 years of work experience, out of which, he has around 17 years of experience in the Media and Entertainment Industry. He is an industry thought leader and brings a fresh perspective to the M&E space in India



**Jai Maroo – Executive Director** - He has experience in the technology industry in USA and Singapore and approximately 17 years of experience in the Media and Entertainment industry. Given his strong technical background, he has catalyzed Shemaroo's expansion on digital distribution platforms such as Mobile, Internet, OTT etc. Currently, he is steering the Organization Transformation & Excellence portfolio for the Company



**Kranti Gada Arambhan - Chief Operating Officer** - Kranti heads the revenue function of the Company to drive extensive and sustainable growth. She joined Shemaroo in 2006 after a successful stint in the FMCG industry in the field of marketing at PepsiCo. She is instrumental in incubating the Company's expansion into the DTH segment, digital media and international business verticals. She pioneered and set-up the Company's mobile business and played a key role in the Company's early adoption of digital platforms



# 8 | Our Independent Board



**Gnanesh Gala - Independent Director** - He has around 37 years of experience in the Educational Publishing Industry. He was the President (Finance) of Navneet Publications (India) Limited for more than 23 years and is presently the Managing Director of the said company



**Dr. (CA) Reeta Bharat Shah - Independent Director** - She has over 32 years of experience in the field of education and administration in various capacities. Dr. CA Reeta is a Ph.D. from IIT Bombay, a member of Institute of Chartered Accountants of India, Masters in Philosophy, Masters in Commerce, Masters in Business Administration (HRM), Bachelors of Law (General) and Bachelors of Commerce (Hons.). She is engaged as Growth strategist, Tedx and International Keynote Speaker. She has worked as Head of Department (Accountancy) at SIES College of Commerce & Economics for 27 years



**Vasanji Mamania - Independent Director** - He has around 58 years of experience in various industrial sectors including Film Processing, Civil Constructions, Heavy Engineering and Non-ferrous Metals. He was the Co-Founder of Adlabs. Mr. Mamania has handled responsibilities ranging from operations to financial planning and engineering inputs in design and processes

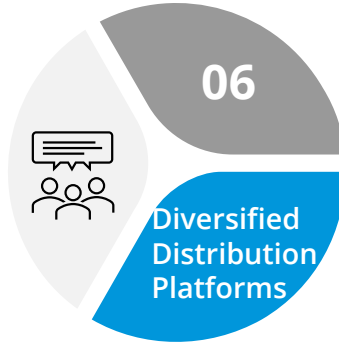


**Shashidhar Sinha - Independent Director** - He is an alumni of IIT Kanpur and IIM Bangalore. He has over 31 years of experience in media and advertising. He is presently the CEO of IPG Mediabrands India. He is widely recognized for his strategic approach to media solutions across a wide portfolio of over 100 blue chip clients. He is actively involved and drives key industry bodies like the Advertising Standards Council of India, Advertising Agencies Association of India, Audit Bureau of Circulation, Readership Studies Council of India (RSCI), the Broadcast Audience Research Council India (BARC). He is also an honorable member of the prestigious Facebook India Client Council

# 9 | Key Strengths

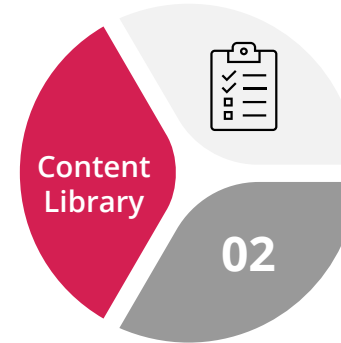
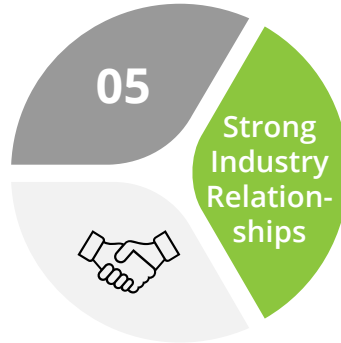


- Presence across television, digital media and other media
- Distribution reach is a key advantage, as company is able to offer “anytime anywhere” entertainment to consumers



- Brand in existence for over 55 years
- The “Shemaroo” brand has high consumer recall and media visibility

- Managed to create, maintain and build goodwill in the industry
- Repeated transactions with known names – STAR, SONY, Viacom 18, R.K. Studios, Tips Industries, Nadiadwala Grandson, etc.



- Most Bollywood services that require content would have at least some content provided by Shemaroo
- Content Library of more than 4,000+ titles spanning Bollywood, Devotional, Regional, Comedy, Kids, Health & Lifestyle, etc.
- Perpetual Rights of 1,300+ films with 40:60 split between Hindi : Other content

- Large number of titles
- Width and depth of distribution platforms
- Multiple genres and types of content

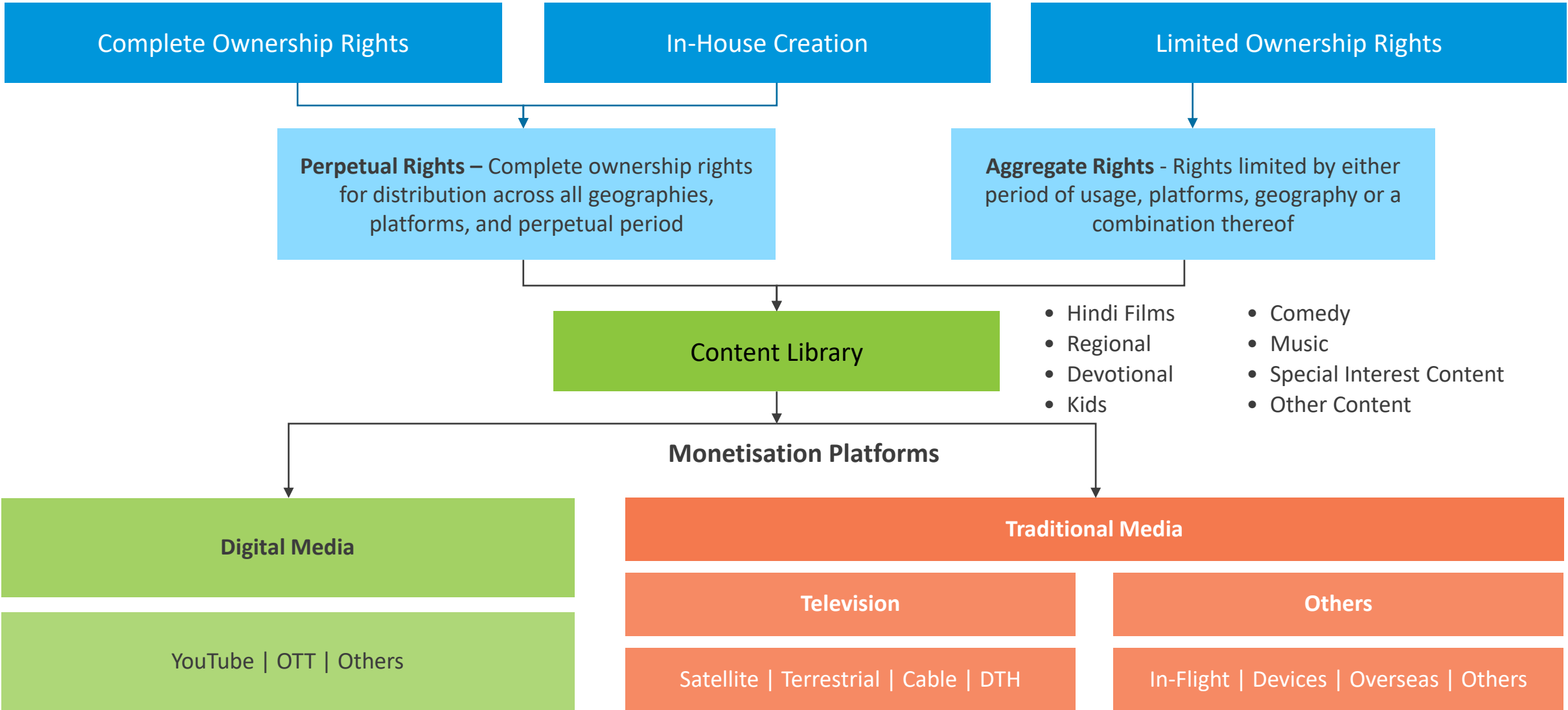


- Strong management team with experienced industry professionals
- In-depth understanding of the film industry, deep insights on technology and market trends

# CONTENT

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- Hindi Films
- Regional
- Devotional
- Kids
- Comedy
- Music
- Special Interest Content
- Other Content



### Digital Media

~45% Revenue Contribution

#### YouTube

Shemaroo Filmi Gaane, Shemaroo Ent, Shemaroo Movies, etc.

#### Syndication

Netflix, Amazon Prime, MX Player, Jio, etc.

#### ShemarooMe

Mi TV, Apple TV, Roku, Amazon Fire Stick, Android TV, MX Player, Jio, Tata Sky Binge, etc.

#### Telcos Partnerships:

Vi, Jio, Airtel, etc.



Shemaroo is one of the largest Indian Content Houses



INDIA KHUSH HUA

INR 3,111 Mn

Revenues  
(FY21)

4,000+ Content Titles

1,300+  
Perpetual Titles

2,800+  
Aggregate Titles

### Traditional Media

~55% Revenue Contribution

#### Broadcasters:

Zee, Sony, Star, Viacom18, etc.

#### Cable Operators:

Hathway, InCable, GTPL, etc.

#### D2H Operators:

Tata Sky, Airtel TV, Dish TV, D2h

#### Broadcasting Channels:

Shemaroo TV and Shemaroo Marathi Bana

#### In-Flight Entertainment

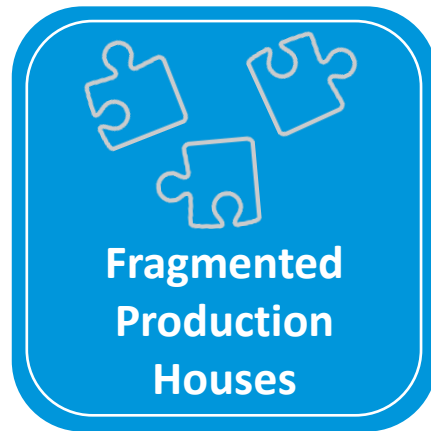
Emirates, Qatar, Singapore Airlines, Etihad, etc.

#### Preloaded Devices

Shrimad Bhagavad Gita, Bhajan Vani, etc.



# Shemaroo's Role In The Value Chain



- **Multiple production houses** / content owners in India with **smaller content lot**
- Smaller content lot is **difficult to unbundle**
- This fragmented market necessitates the **need for a content aggregator** and distributor

- **Creates Value:** Increasing the life of the movie and creating value for all the stakeholders
- **Convenient and Hassle Free:** For both Producers and Platforms, it is convenient to deal with one aggregator rather than multiple players
- **Large Content Ownership:** Large content ownership gives Shemaroo an advantage for unbundling and re-bundling of content
- **Premium Quality:** Offers quality content to platforms by adhering to robust selection criteria
- **Legally Clean Titles:** Offering undisputed titles
- **Quality Content:** High quality source material with in-house upgradation and restoration facility

- Require **unbundled and re-bundled content** with customization
- Need a **consistent flow** of content
- Require **clean and litigation free** titles
- **High volume** of content for diversified platforms to monetize

# Shemaroo's Role In A Movie Lifecycle



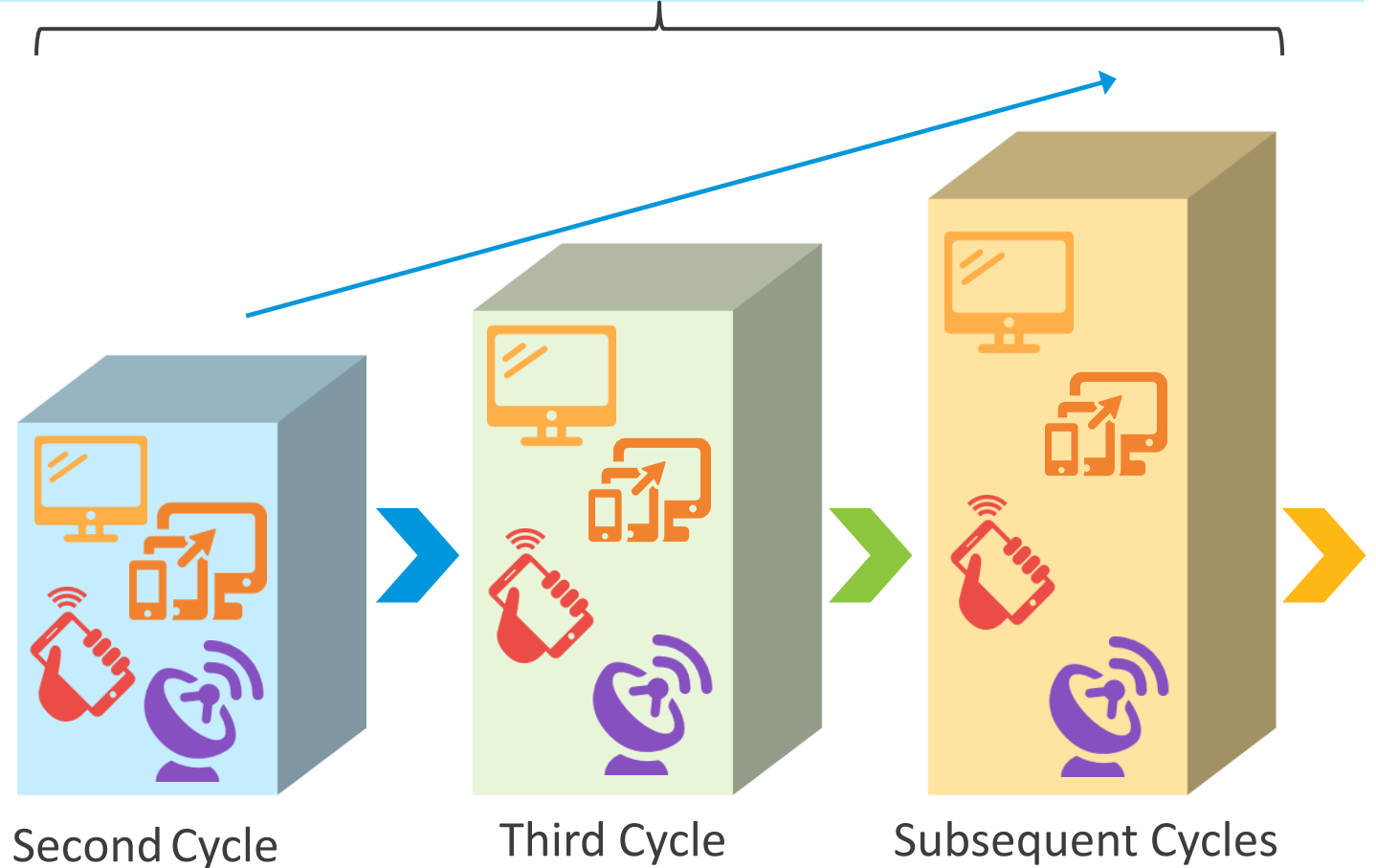
- Shemaroo typically participates in the second and subsequent cycles of film monetisation
- These subsequent cycles of film monetisation have been typically growing due to various factors like increasing advertisement spends, digitization, etc.
- There is a lower risk in these cycles due to visibility of performance of movie during first cycle of launch
- Shemaroo decides on the cost of the content after it is confident of achieving the desired ROI at portfolio level
- Shemaroo then distributes this content over different platforms like broadcasting channels and digital media platforms

Revenue



Theatrical, Television, Digital and overseas release generate over 95% of the revenues in the first cycle of movie launch, where **Shemaroo is not typically present.**

Shemaroo is present in the ancillary revenue streams like DTH and in-flight movie distribution



First Cycle

Second Cycle









Third Cycle







Subsequent Cycles

# Content Selection Criteria



Shemaroo uses proprietary tools and considers various other factors for content valuation as shown below. **The company purchases forward rights to movies and decides on the cost of the content after it is sure to achieve a desired return on investment at a portfolio level.**

Sr. No.	Content Selection Criteria		
1.	Viewership Rating		
2.	Box Office Records		
3.	Cast		
4.	Music		

Sr. No.	Content Selection Criteria		
5.	Production House Track Record		
6.	Genres	ROMANCE ACTION COMEDY DRAMA	
7.	Reviews and Awards	★★★★★	
8.	Comparable Movie Valuation		



# Content IPs - Best of Bollywood



Ownership of over 2,000 Hindi Film Content Titles

Bollywood Classics



1990's



2000's



2010's



# Content IPs - Regional & Special Other Content



REGIONAL TITLES

MARATHI



GUJARATI



PUNJABI

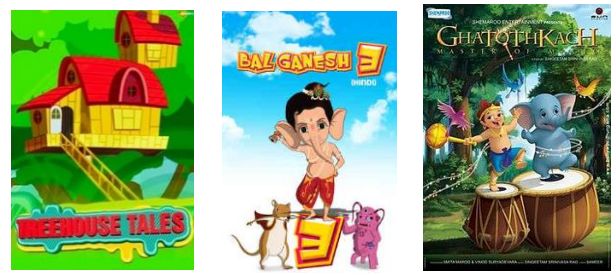


SPECIAL INTEREST CONTENT

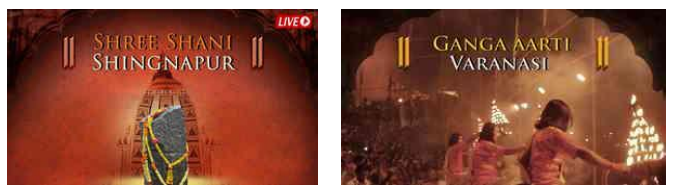
COMEDY



KIDS



DEVOTIONAL



1,780+ Number of Titles

370+ Content titles

# DIGITAL MEDIA

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# Digital Media Industry



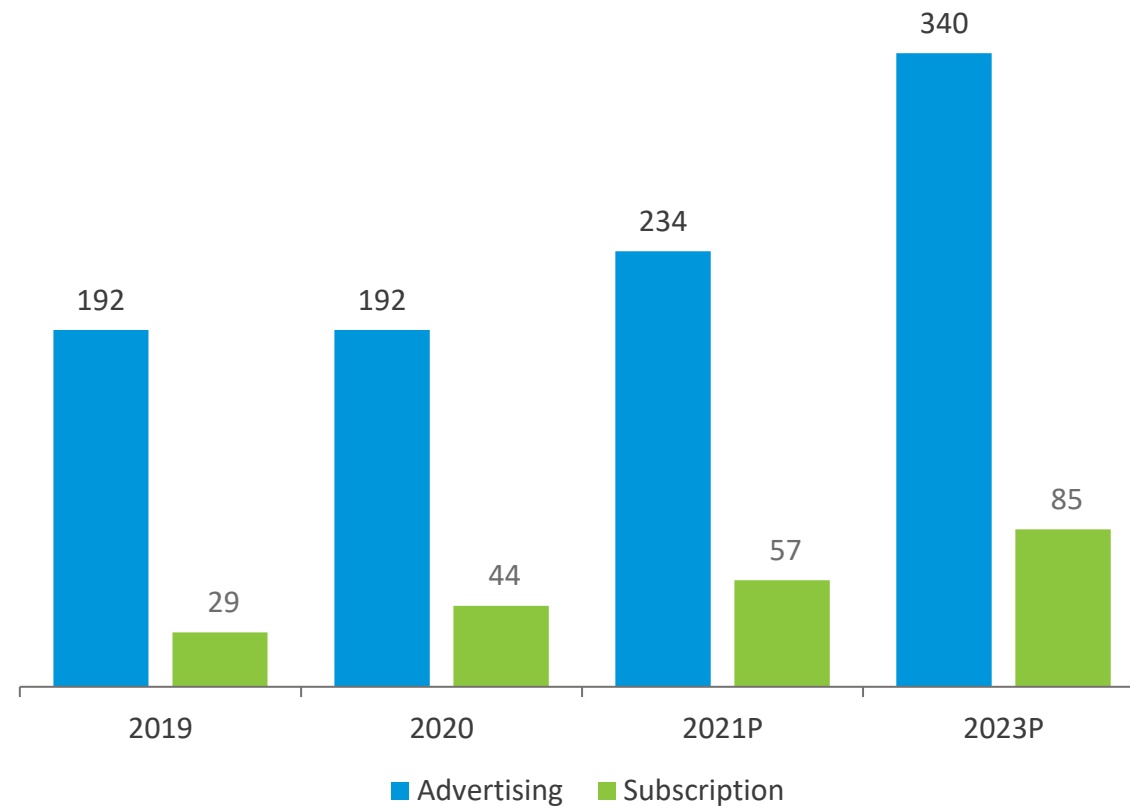
**Digital Advertising** revenues in India remained flat in 2020, despite a fall in the April to June quarter. It is expected to grow at a 21% CAGR over the period FY20-FY22 to reach INR 340 Bn

**Digital Subscriptions** (audio and video) revenues in India grew by almost 50% to reach INR 44 Bn in 2020 and are expected to reach INR 85 Bn by 2023. The video subscription ecosystem has evolved over the past few years and now has over 40 OTT players in India

## Highlights

- ✓ Digital advertising stayed stable, led by increased allocation from traditional advertisers who accelerated their investments in digital sales channels.
- ✓ SME advertisers continued to increase their spends on digital advertising and experimented more with online sales platforms like Amazon and Flipkart.
- ✓ Advancements in digital infrastructure, increasing penetration from non-urban areas, cheaper data and high adoption of mobile phones has contributed to growth in digital advertising
- ✓ 45% of India's population over 15 years of age had access to a smartphone by December 2020

## Digital Industry Revenues (INR Bn)



# Strategic Drivers for Growth in Digital Media



## Broadband Infrastructure

- Increasing reach of 4G and fall in data prices to enhance the consumption of videos
- The 'Digital India' initiative from the Government



## Technology

- Growing availability of sub INR 5,000 smart phones
- Increased penetration of Hybrid connected TV STBs, Smart TVs etc.



## Rise of OTT

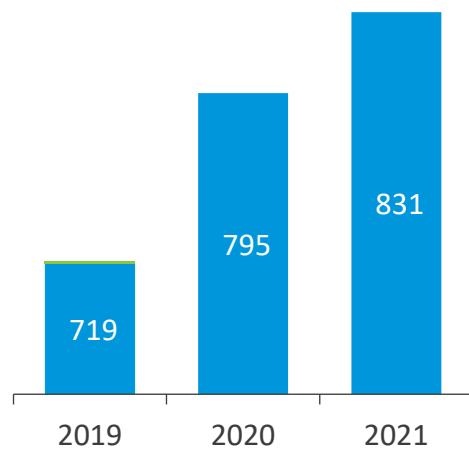
- Increase in the number of OTT destinations for online video watching
- Surge in the width and depth of content offered for Indian consumers



## Rapid digital adoption in non-metros

- Next wave of internet video users will come from the non-metros driving video consumption in local languages

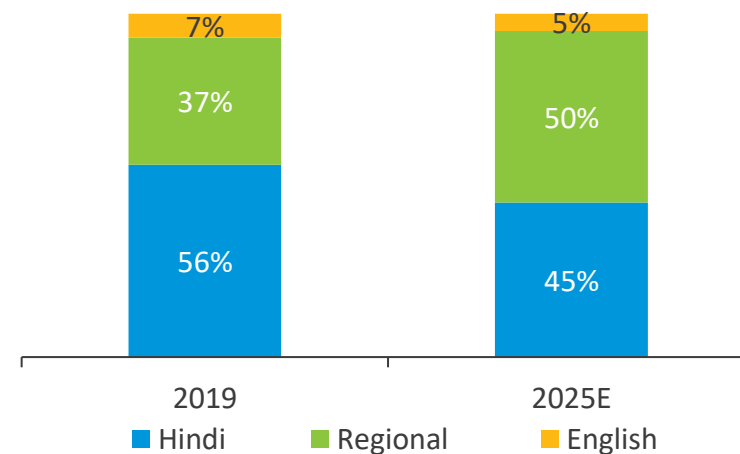
## Rising Internet Users (Mn)



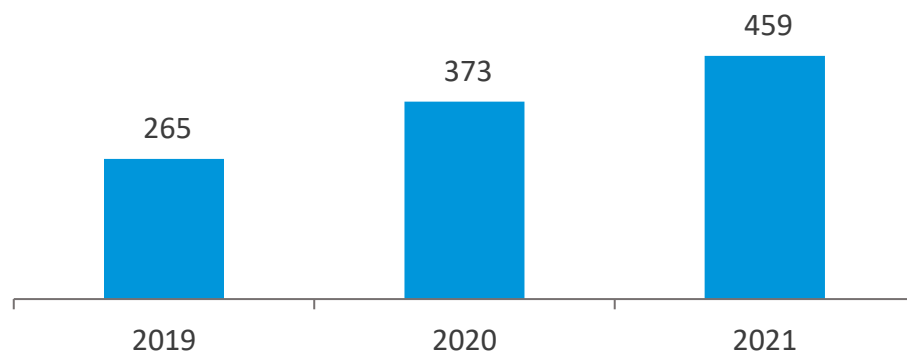
Internet users are rising because of the following factors:

- Low-cost smart phones
- Improved rural internet connectivity
- Rising regional language popularity
- Voice enabled utilization of internet

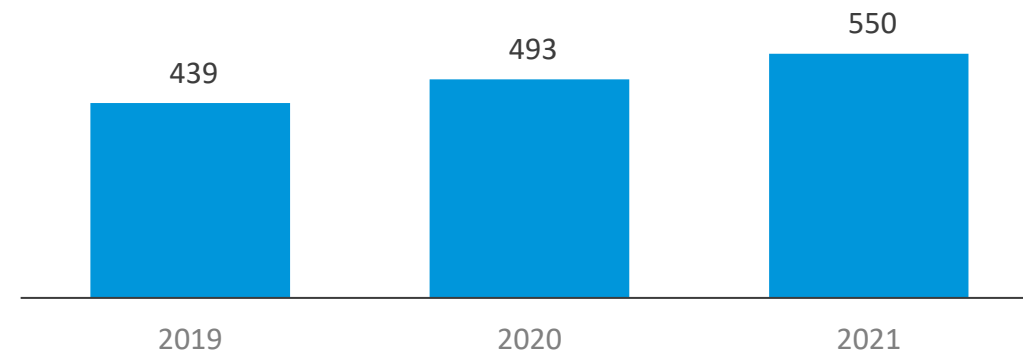
## Increasing Share of Regional Language Video Consumption



## YouTube Users in India (Mn)



## Smartphone Users in India (Mn)



# Shemaroo In Digital Media



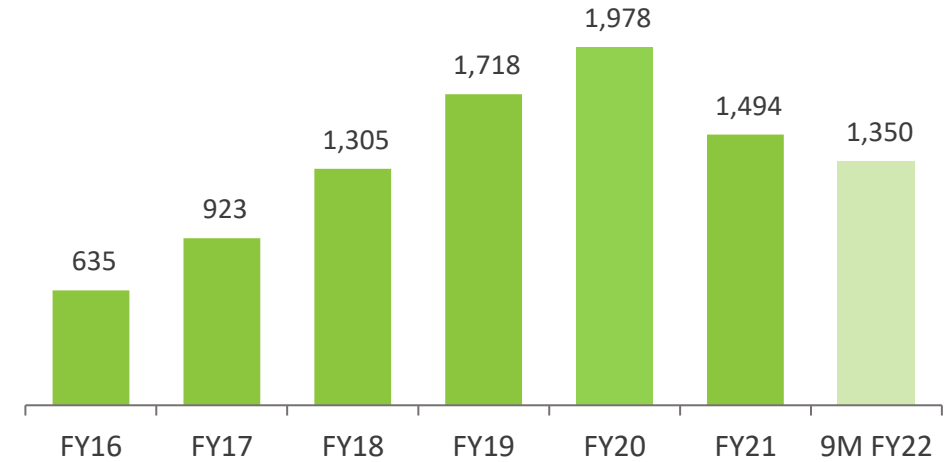
## Digital Media



*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

## Digital Media Revenue (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, Disney+Hotstar, Jio, Apple iTunes, Google Play, 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

- Over 5,000 Hours+ content across Bollywood, Devotional, Regional and Kids
- Relunched ShemarooMe's Gujarati proposition in April 2021, positioning it as a premier Gujarati-focused OTT service
- Aims to make every Gujarati fall in love with Gujarati Entertainment once again
- Content:
  - Has an exciting mix of webseries, natak and movies including direct-to-OTT releases
  - Offers one new fresh content piece every week





# YouTube



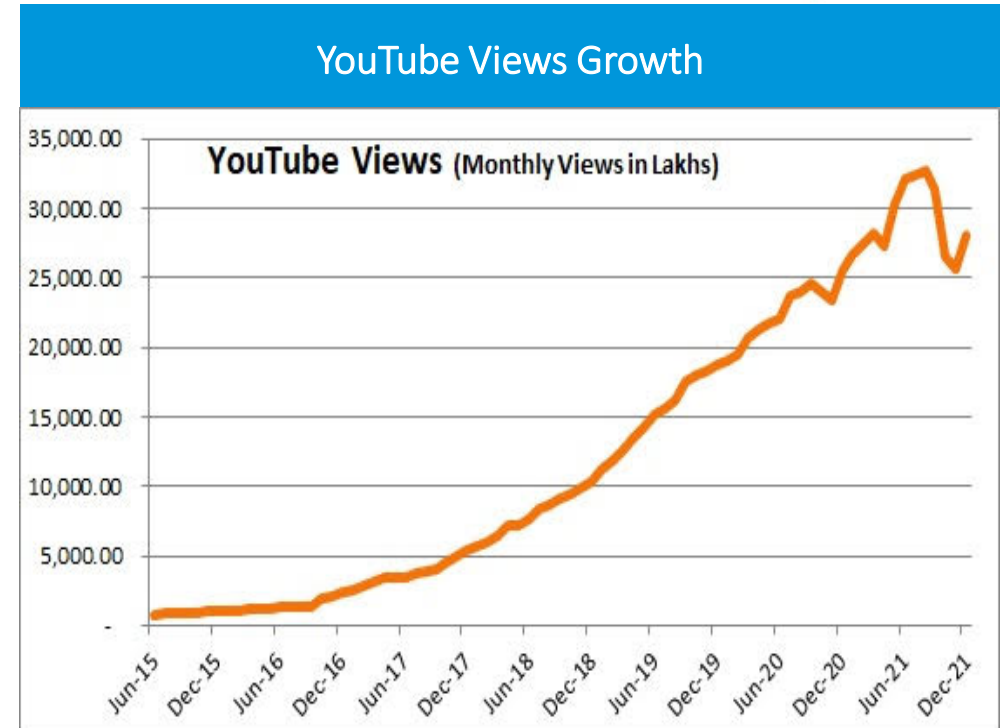
Shemaroo's content on YouTube gets over 3 Bn views a month at an average of more than 100 Mn views per day

- The company's flagship channels 'ShemarooEnt' crossed 35 Mn subscribers and 'FilmiGaane' crossed 58 Mn subscribers on YouTube
- High viewership, content connect and viewer stickiness has translated into higher revenues for Shemaroo over the years

## Revenue Model for YouTube

- Shemaroo gets revenue from the advertisements shown on its channels on YouTube, in many ways, for example:
  - Banner Ads
  - Pre roll ads
  - Mid roll ads, etc.
- Shemaroo gets a revenue share from the advertisement revenue that YouTube makes from Shemaroo channels

Shemaroo is among the most viewed channel partners for YouTube in India and has more than 40 channels of its own on YouTube



58 Mn  
subscribers  
5<sup>th</sup> most subscribed  
Indian channel on Youtube



35 Mn  
subscribers



# TRADITIONAL MEDIA

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# Television Industry

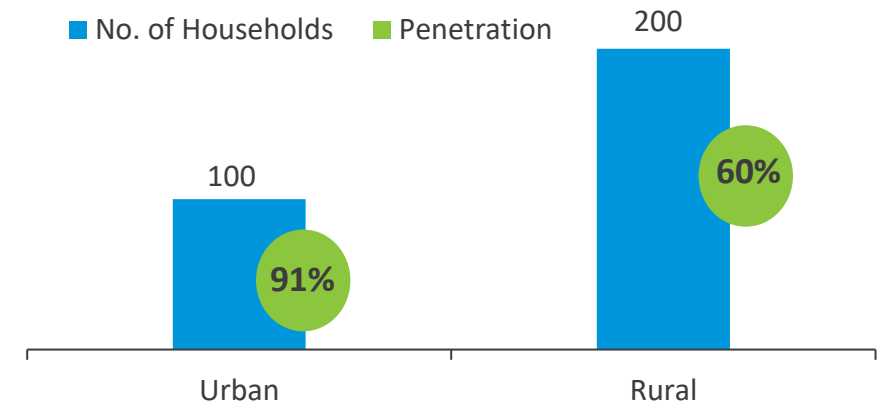


## Industry Dynamics

- Television syndication is the sale of content rights to broadcasters
- The Indian television broadcasting segment has multiple genres and movies as a genre is second in terms of viewership after GEC
- The standard practice of the Indian television industry is to purchase forward rights for a period of 5 to 7 years
- There is a one-time fixed fee payment made at the network level for exclusive license to broadcast the content for multiple telecasts

On any given day, an average of 8 movies are shown on a Movie channel. Even considering the repeat telecast of these movies, the broadcaster would need access to a significantly large movie library

## Under Penetrated Rural India (TV) (Mn Homes)



Although the number of households with TV viewership in rural area is 31% more than urban area, the penetration is as low as 60%



300 Mn  
HHs in India



210 Mn  
TV HHs in India



90 Mn i.e.  
30% of Indian  
Households  
don't have TV!



TV as a medium is the  
largest platform for  
video consumption

# TV - Choice of **MASSES** & Headroom for Growth



*TV will continue to be one of the most popular media consuming platforms*

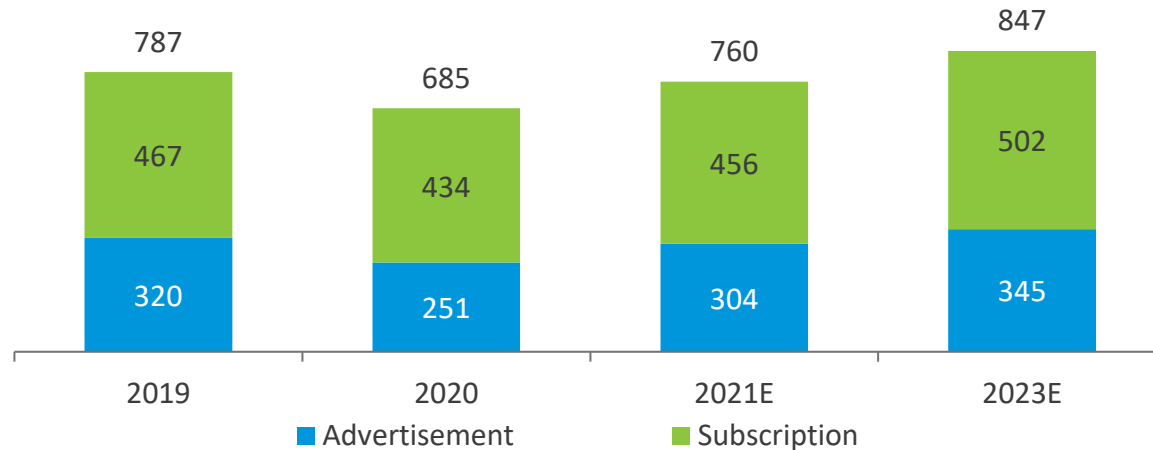
Segment (INR Bn)	2019	2020	2021P	2023P	CAGR (2020-23P)
<b>TV</b>	<b>787</b>	<b>685</b>	<b>760</b>	<b>847</b>	<b>7%</b>
Digital media	221	235	291	425	22%
Print	296	190	237	258	11%
Films	191	72	153	244	50%
Animations & VFX	95	53	74	129	35%
Gaming	65	76	99	155	27%
Live Events	83	27	53	95	52%
Out of Home	39	16	22	32	26%
Radio	31	14	23	27	24%
Music	15	15	18	23	15%
<b>Total</b>	<b>1,823</b>	<b>1,383</b>	<b>1,730</b>	<b>2,235</b>	<b>17%</b>



# TV Industry Performance and Projection









## TV Industry Performance (INR Bn)



- ✓ Television advertising declined by 21.5% in 2020, though ad volumes fell just 3%
- ✓ Subscription de-growth of 7% was mainly due to reduction in ARPU and a reduction of two million pay TV homes
- ✓ While television households will continue to grow at over 5% till 2025, the growth is expected to be driven by connected TVs which could cross 40 million by 2025 and free television which could cross 50 million, thereby making core television a more massified product

## India's Pay TV ARPU is one of the lowest globally

Countries	Pay TV ARPU pm	Digital ARPU pm
US 	\$40-80	\$8-12
UK 	\$25-40	\$6-12
Africa 	\$15-20	\$5-8
Middle East 	\$15-20	\$6-12
Thailand 	\$30-70	\$6-12
<b>India</b> 	<b>\$2-5</b>	<b>\$3-8</b>

# 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

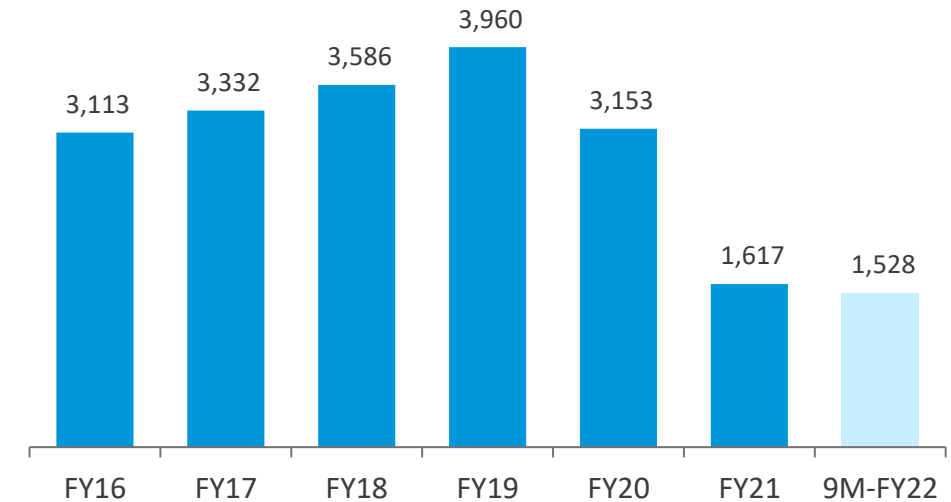
### Satellite Television

- Predominantly consists of Hindi films
- This includes Movie Channels, Kids Channels, Music Channels, News Channels etc.
- Enter into exclusive agreements for a film or package of films with a particular group of movie channels for a specified period of time

### Terrestrial Television

- The company also licenses content for broadcasting on terrestrial television network

## Traditional Media Revenue (INR Mn)



## 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

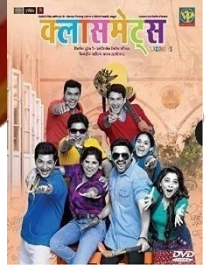
- Shemaroo launched a satellite FTA channel named 'Shemaroo MarathiBana' in Dec'19, targeted to be a prominent leader in the Marathi movie genre
- It launched a satellite FTA GEC channel named 'Shemaroo TV' in May'20, targeted towards HSM market and serving daily entertainment needs of consumers

# Digging deeper into the Regional markets



- Shemaroo launched its first satellite FTA channel named as 'Shemaroo MarathiBana' in Dec'19 targeting to be a prominent leader in the **Marathi movie genre**
- The company has over the years built a strong library in the regional space and with the launch of this new channel, it plans to strategically capture a vacuum in the Marathi movie genre
- Aims to be a one-stop destination for Marathi movies and theatre plays
- Focuses on Marathi audiences across Maharashtra and Goa
- Became the **No. 4** channel in the Marathi genre within 3 months of launch and has been in the Top 6 consistently since then

Available on DD Freedish and other leading cable and DTH operators

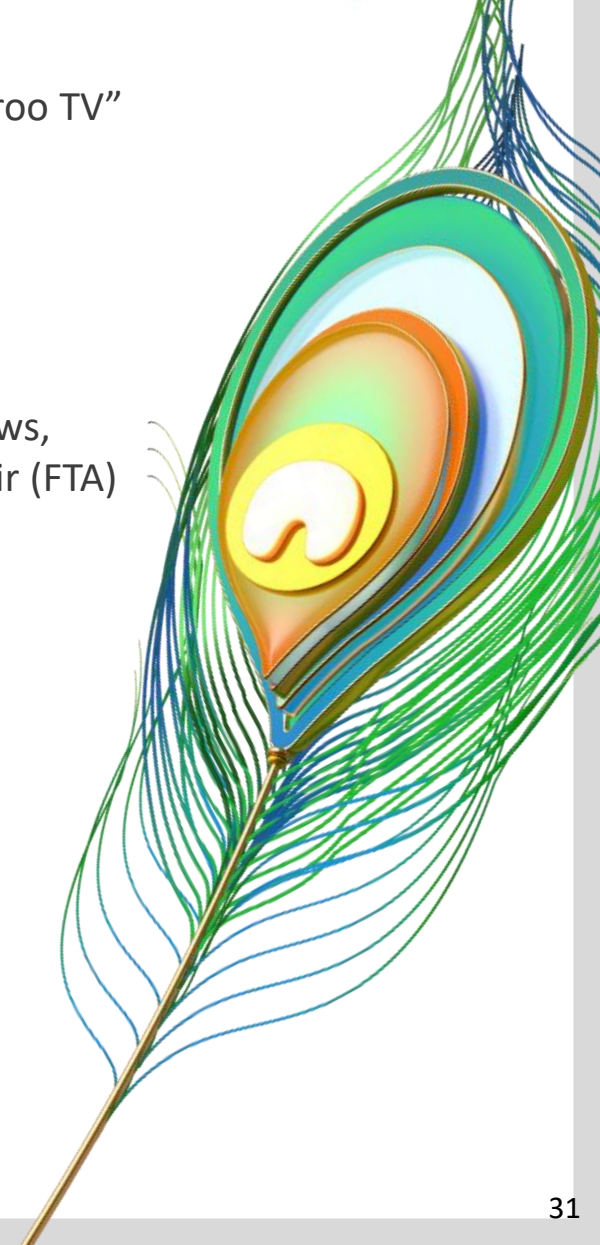


# Reaching out to the Hindi Speaking Markets



Available on DD  
Freedish and other  
leading cable and  
DTH operators

- Shemaroo launched its second satellite FTA channel named “Shemaroo TV” in May 2020
- Targeted to be a prominent leader in the **Hindi GEC genre**
- Shemaroo TV will showcase a perfect mix of originals and iconic shows, which can be consumed for the first-time by a large set of Free-To-Air (FTA) audience
- Streaming live on OTT apps such as Tata Sky Mobile, MX Player, ShemarooMe, amongst others












# Preloaded Audio Devices



- Launched in FY2020 with seven preloaded devices with devotional content; namely Shrimad Bhagavad Gita, Bhakti Bhajan Vani, Amrit Bani, Ibaadat, Ganesh Vani, Krishna Bhajan Vani and Sai Bhajan Vani
- Available on major online retail platforms like Amazon, Flipkart, Nykaa, etc. as well as offline stores like Croma, Crossword, WHSmith, Reliance Digital, etc.
- Currently one of the fastest selling devotional content speakers on Amazon

Device type	Shrimad Bhagavad Gita	Bhajan Vaani	Bhakti Anand 2.0	Shri Ganesha Bhajan Vaani	Bhakti Maalai	Amrit Bani	Shri Sai Bhajan Vaani
							
Content Hours	80+	80+	20+	16+	80+	210+	18+
Content Offering	Designed to replicate the sacred scripture Shrimad Bhagavad Gita in three languages - Hindi, Sanskrit, and English	Shemaroo Bhajan Vaani offers collection of 1008 Bhajans, Aartis, Jaaps, Mantras, and Stotras	Bhakti Anand 2.0 offers collection of 151 Bhajans, Aartis, Jaaps, Stotras and Mantras	Ganesha Bhajan Vaani offers Lord Ganesha's Bhajans, Aartis, Chants, Mantras & Stotras in two languages – Hindi & Marathi	Bhakti Maalai offers collection of 1008 Tamil devotional songs in high quality sound	Amrit Bani offers more than 700 tracks covering Shri Guru Granth Sahib ji, Sahaj Paath, Kathas, Kirtans, Dharmik Geet and Simrans	Sai Bhajan Vaani offers Sai Baba's devotional songs in two languages – Hindi & Marathi

# STRATEGY

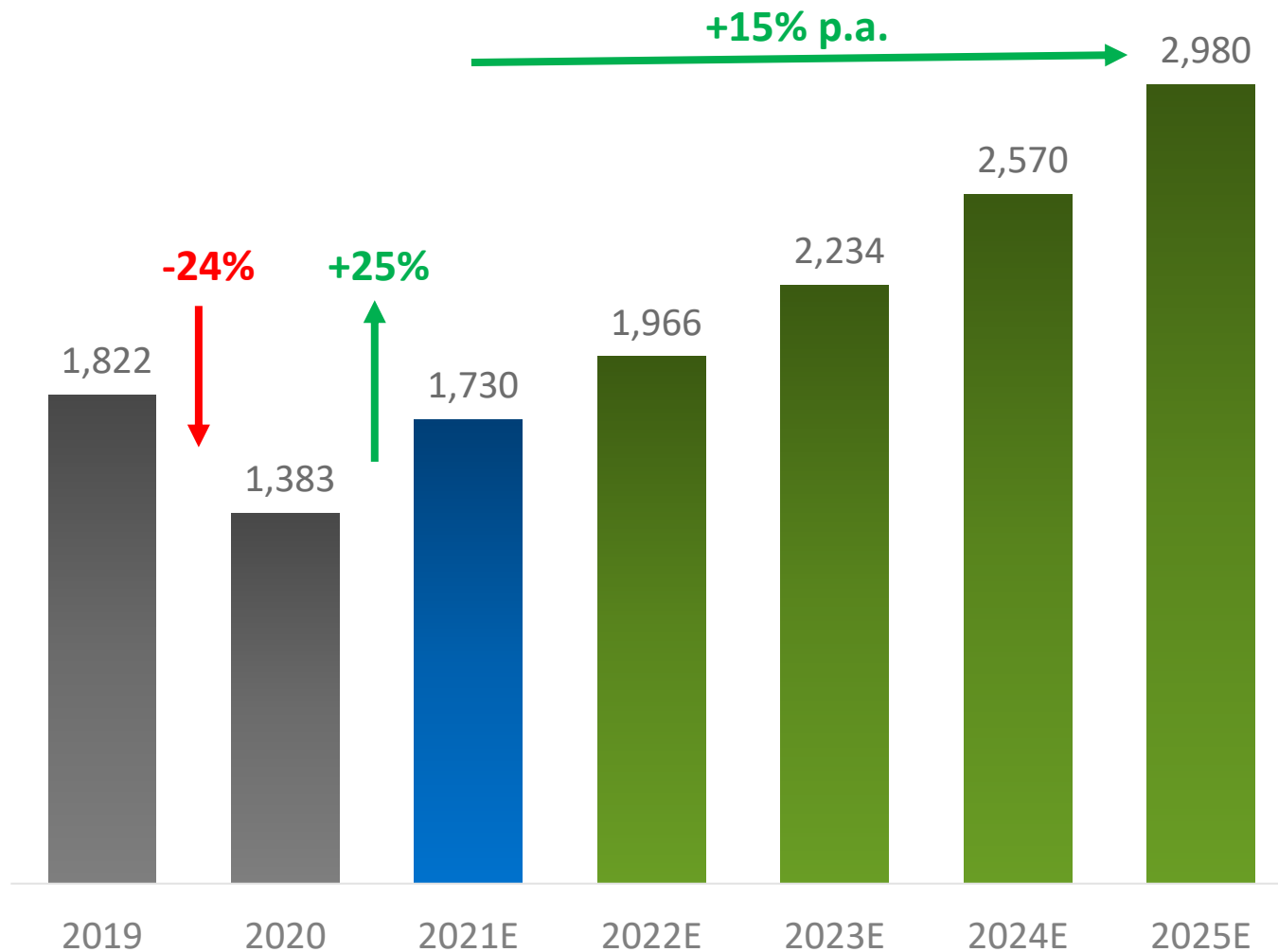
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India's M&E sector will be one of the fastest growing globally in terms of both consumer and advertising spends, reaching ~INR 3 trillion by 2025



India M&E Sector Revenue (in INR Bn)



- The Indian M&E sector is expected to increase at a 15% CAGR to reach INR 2.98 trillion by 2025
- Share of advertising in the total pie will be INR 1.15 trillion
- Television will continue to be the largest segment, accounting for a 32% share, followed by Digital at 21%
- Digital ad spends will overtake Television ad spends by 2023

Shemaroo' strategy will be to focus on the fastest growing segments within the two largest verticals of M&E i.e., Television and Digital



## TELEVISION



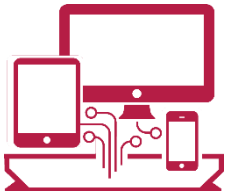
**2021E**

Subscription  
INR 45,600 Crs

+

Advertising  
INR 30,400 Crs

## DIGITAL



Subscription  
INR 5,700 Crs

+

Advertising  
INR 23,400 Crs

## **2025E**

Subscription  
INR 55,200 Crs  
CAGR (2021-25): 5%

+

Advertising  
INR 39,200 Crs  
CAGR (2021-25): 7%

+

Subscription  
INR 12,500 Crs  
CAGR (2021-25): 22%

+

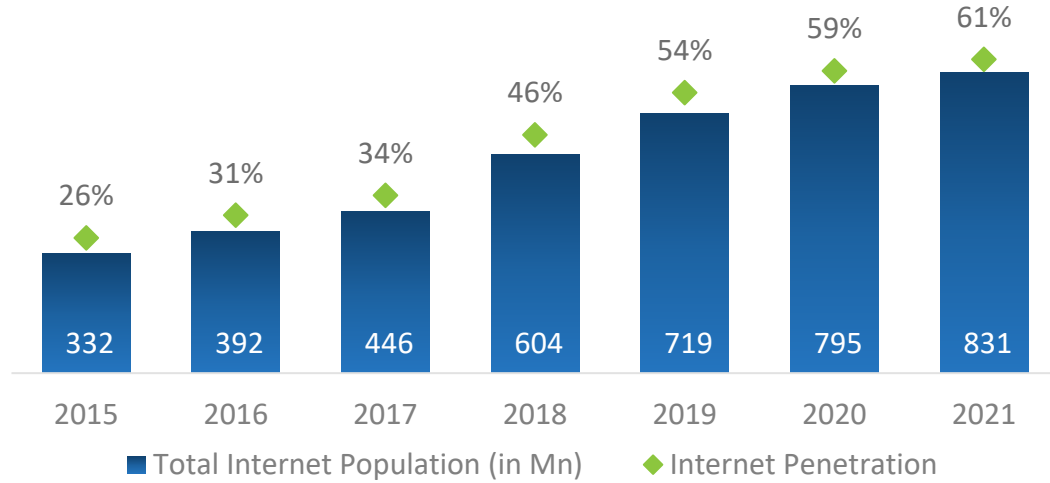
Advertising  
INR 49,500 Crs  
CAGR (2021-25): 21%

More than  
3/4ths of the  
advertising  
market in 2025

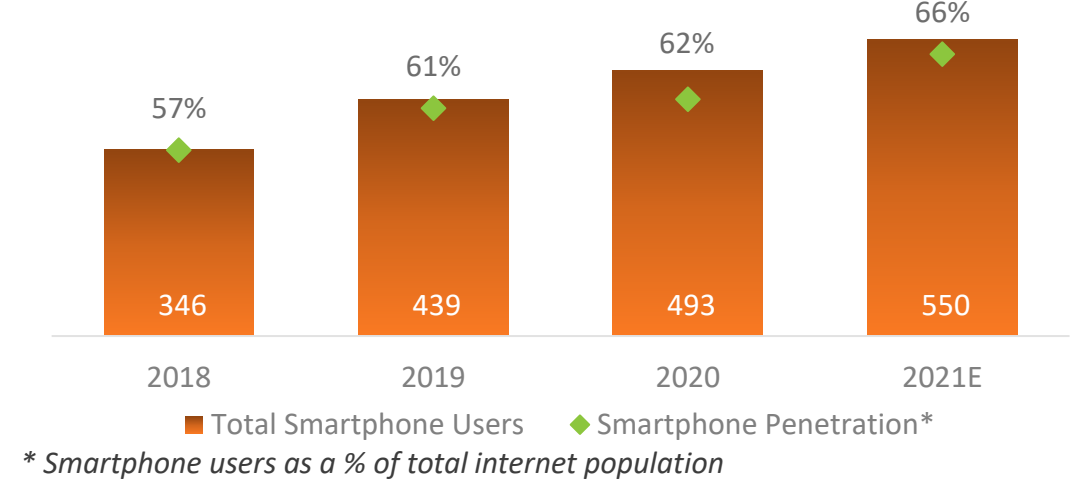
# India is establishing itself as a major force in the digital economy on the back of a strong foundation of digital infrastructure and adoption



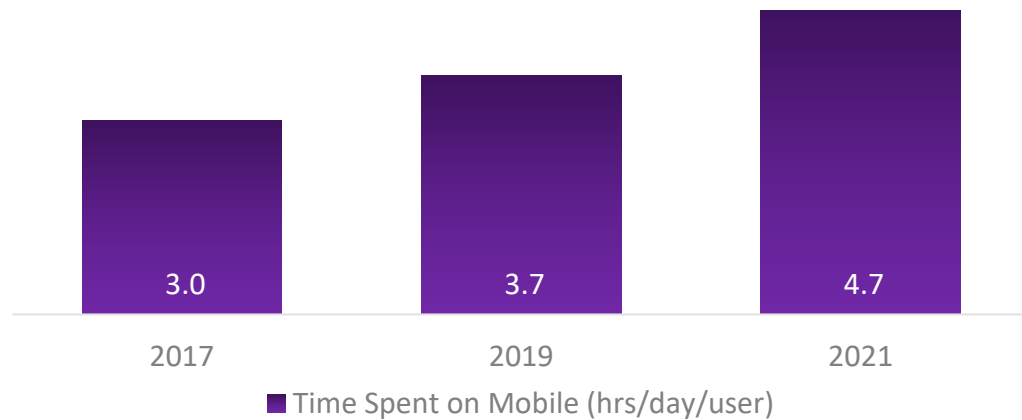
### Internet Users and Penetration



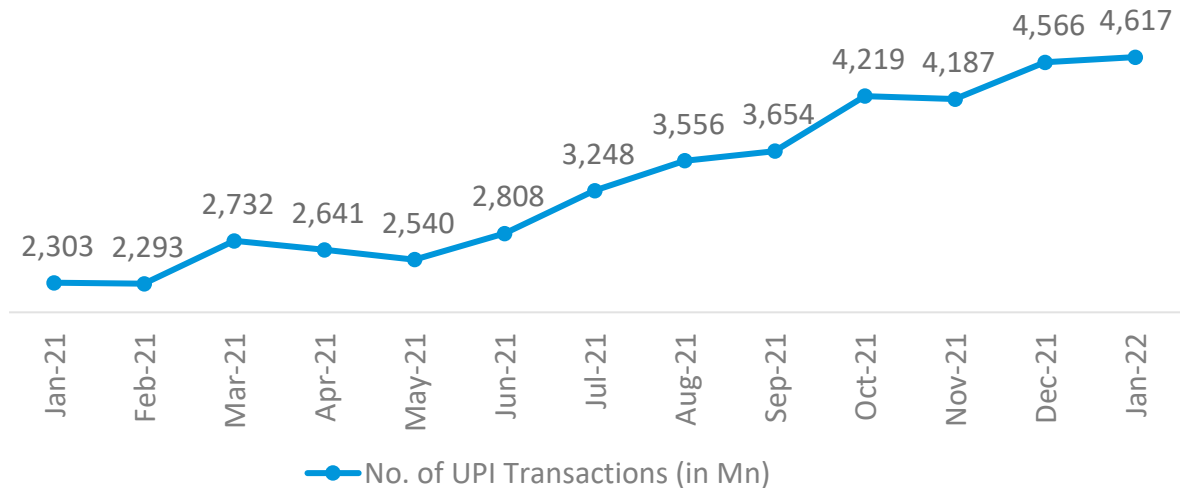
### Smartphone Users and Penetration



### Time Spent on the Phone



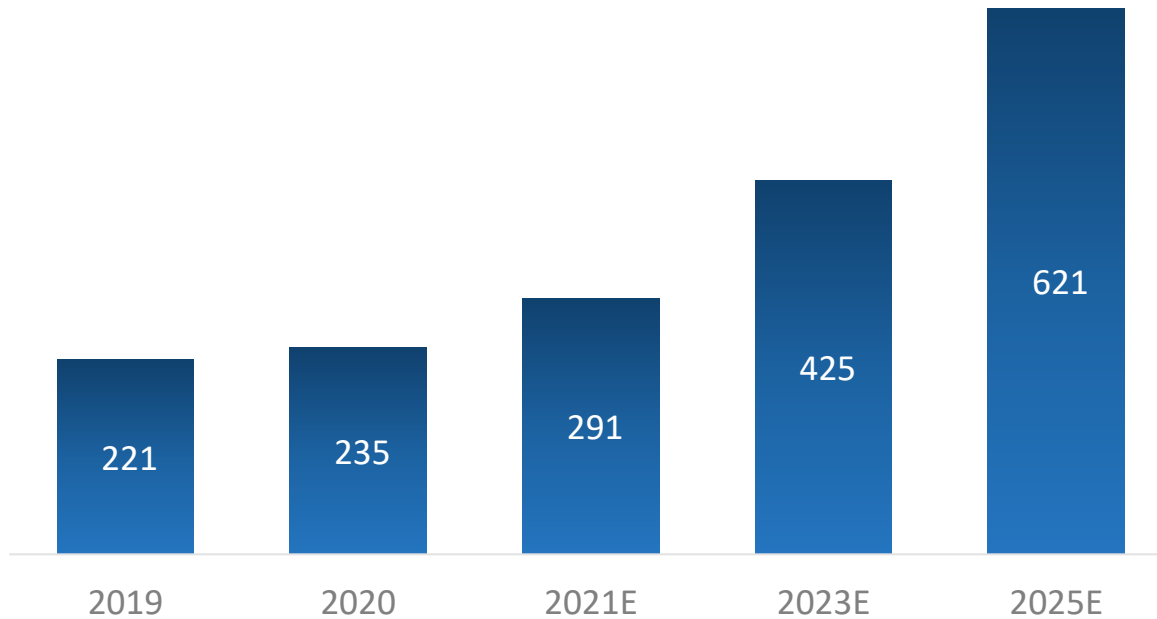
### Growth in UPI Volumes



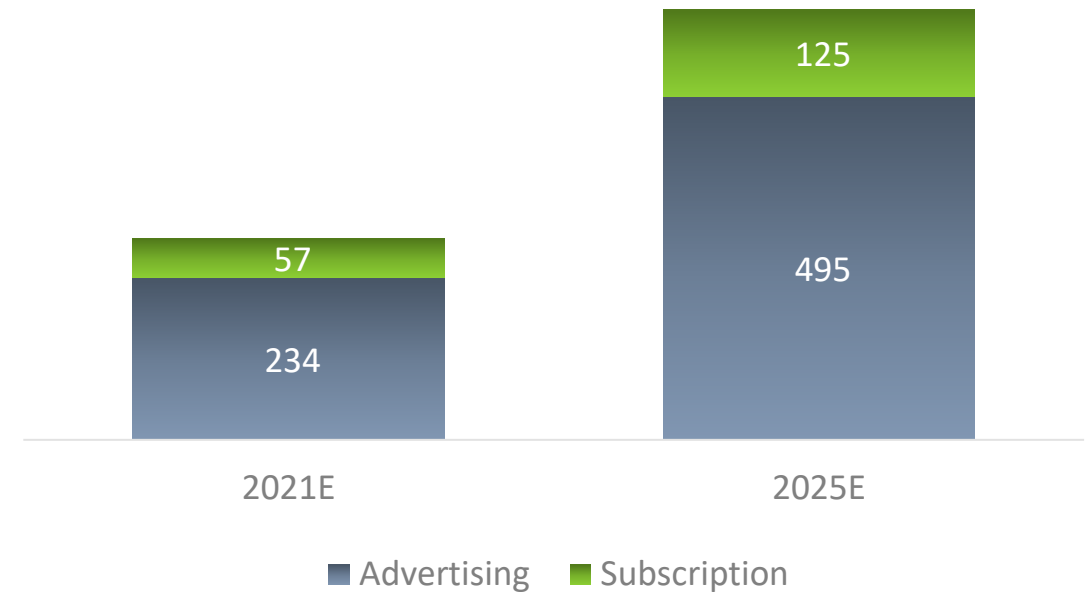
# Digital media is expected to continue to close the gap with television



### Digital Media Industry (in INR Bn)



### AVOD vs. SVOD (in INR Bn)

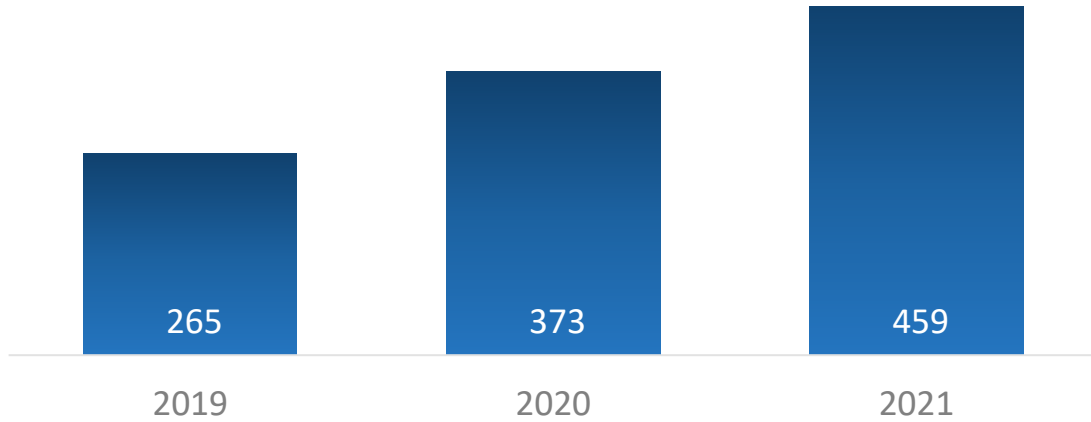


- The digital media industry is estimated to have registered a growth of 24% in 2021 to reach INR 291 Bn; expected to grow at a CAGR of 21% to reach INR 621 Bn by 2025
- Digital advertising and subscription revenues are expected to increase by 21% p.a. and 22% p.a. respectively till 2025
- Digital ad spends are expected to overtake Television ad spends by 2023

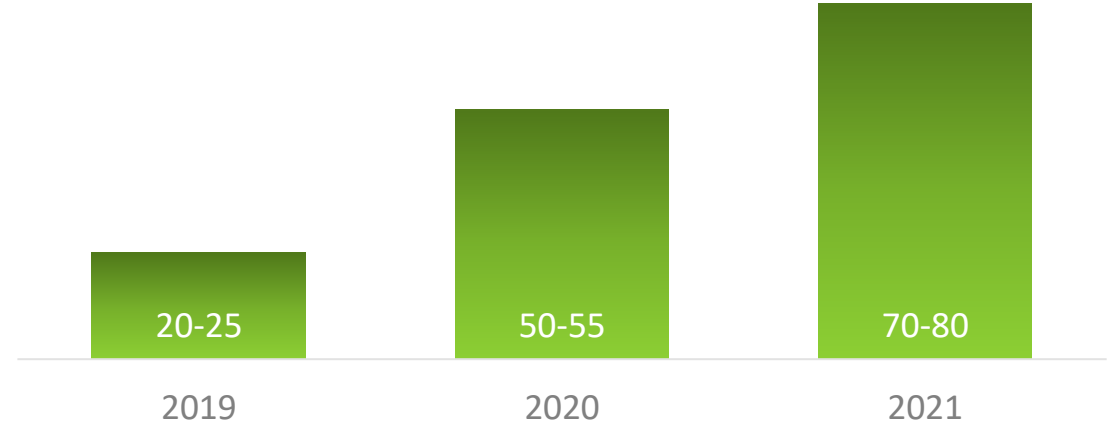
# Covid-19 has brought about a systemic shift in terms of digital userbase and consumption habits



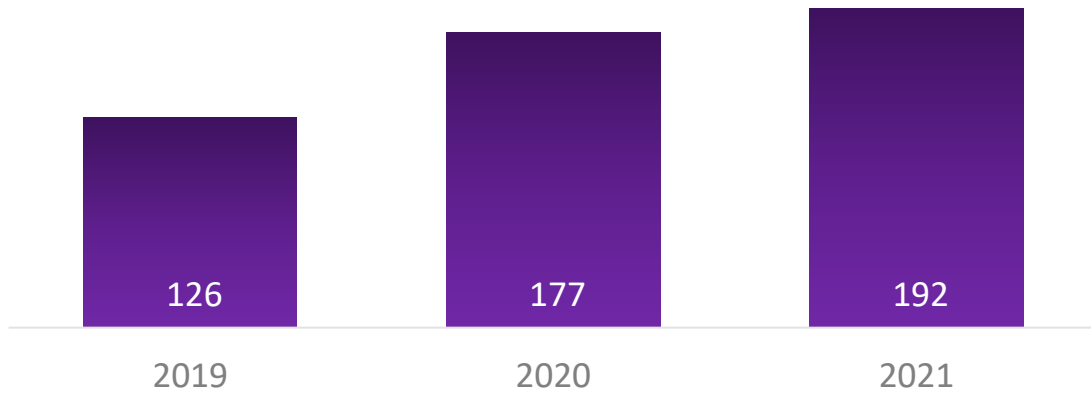
### YT Users in India (in Mn)



### Number of SVOD Subscriptions (in Mn)



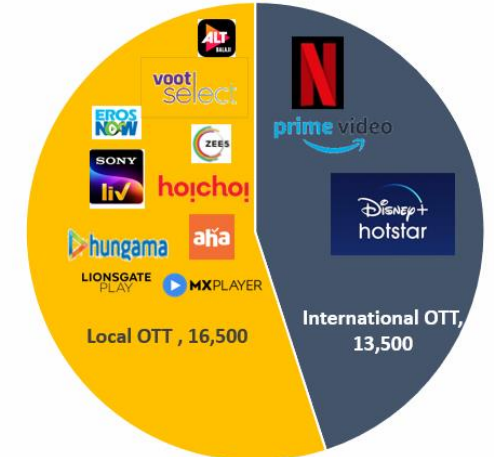
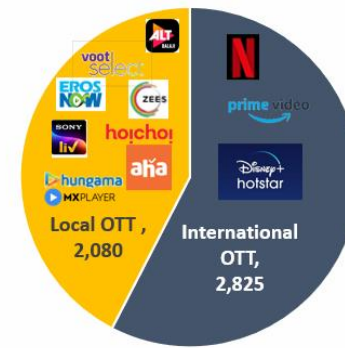
### Number of Video Streaming Hours (in Bn)



### OTT Budgets for Originals

~ INR 5,000 cr

~ INR 30,000 cr



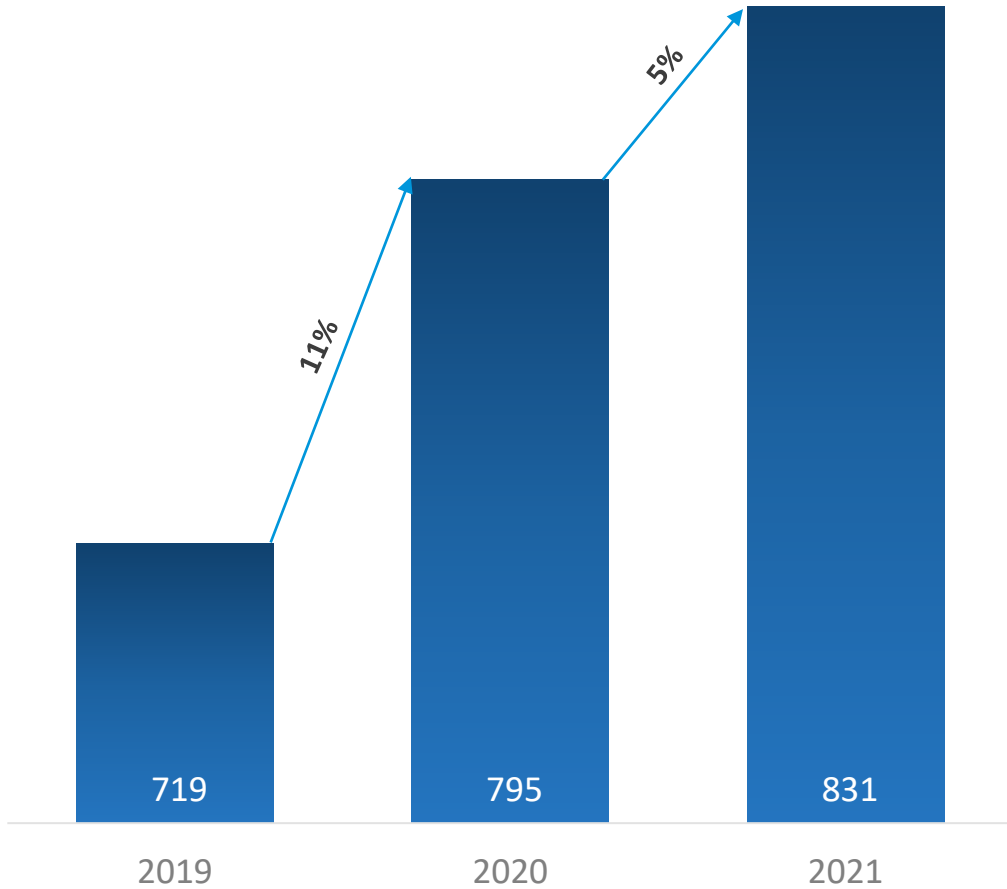
2021

2025

Internet base in most states is larger than the entire population of some developed countries, establishing a clear need for content in local languages



**Total Internet Subscriber Base (in Mn)**



**Internet Subscribers**      **3 Yr Growth**

UP	106.38 Mn	61%
Bihar	57.93 Mn	77%
Gujarat	51.32 Mn	43%
Punjab	27.85 Mn	32%



# Shemaroo will follow a three-pronged strategy for growing its digital business



**1** Growth in revenue on AVOD platforms



**2** Pursue regional and targeted segments on SMe platform

**3**

Partnering with mainstream digital platforms for their content needs

# Why will Broadcasting continue to thrive in India?



## Largest Media Vehicle

**32%** of Media Industry Revenue in 2025

**34%** of the Advertising Pie in 2025

**66%** of the Video Advertising Pie in 2025

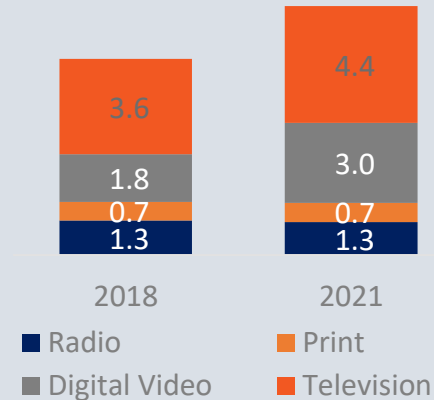
## Headroom for Growth



Rise in rural and middle class income, benefits of village electrifications and drop in TV prices to drive further TV adoption

## Consumption Remains Strong

~Hours of Consumption Per Day



While, Covid-19 led to a surge in consumption across digital screens and platforms, the TV consumption still remained strong

## Price Arbitrage vs. Digital

	Pay TV ARPU p.m.	Digital ARPU p.m.
USA	\$40-80	\$8-12
UK	\$25-40	\$6-12
Africa	\$15-20	\$5-8
Middle East	\$15-20	\$5-12
India	\$2-5	\$3-8

TV continues to be THE MOST ECONOMICAL source of entertainment with viewers being spoilt for CHOICE at a low price point

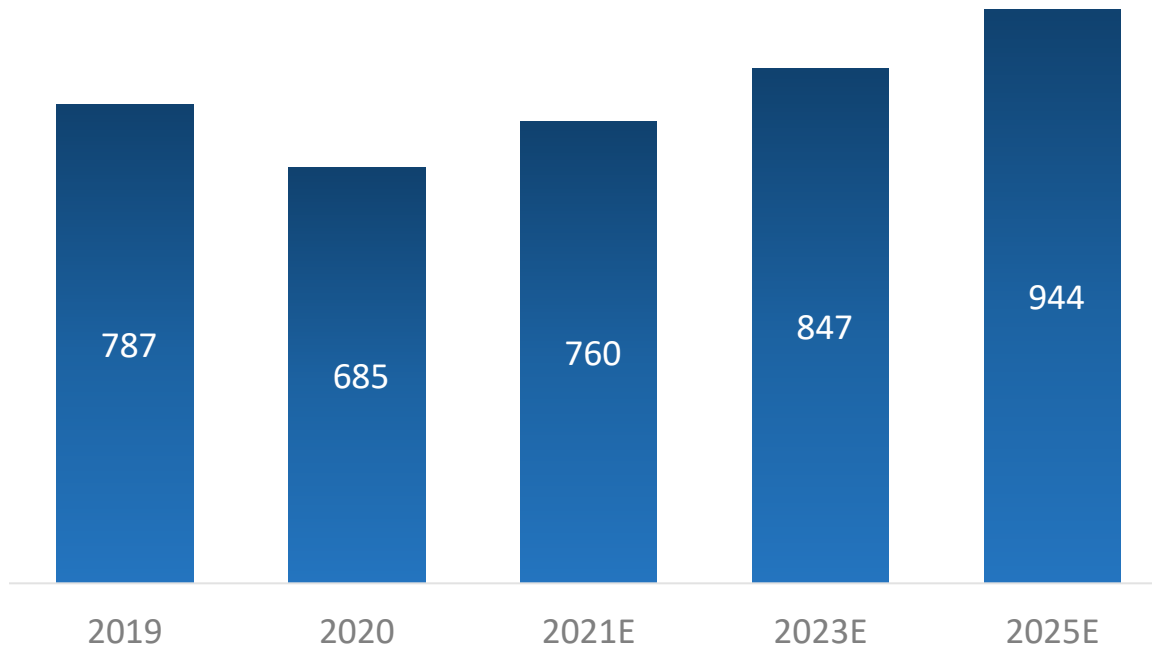
## Most Suitable Vehicle for Brand Creation

- Highest share of screen time
- Better recall
- Trusted medium
- Maximum reach
- Easily measured

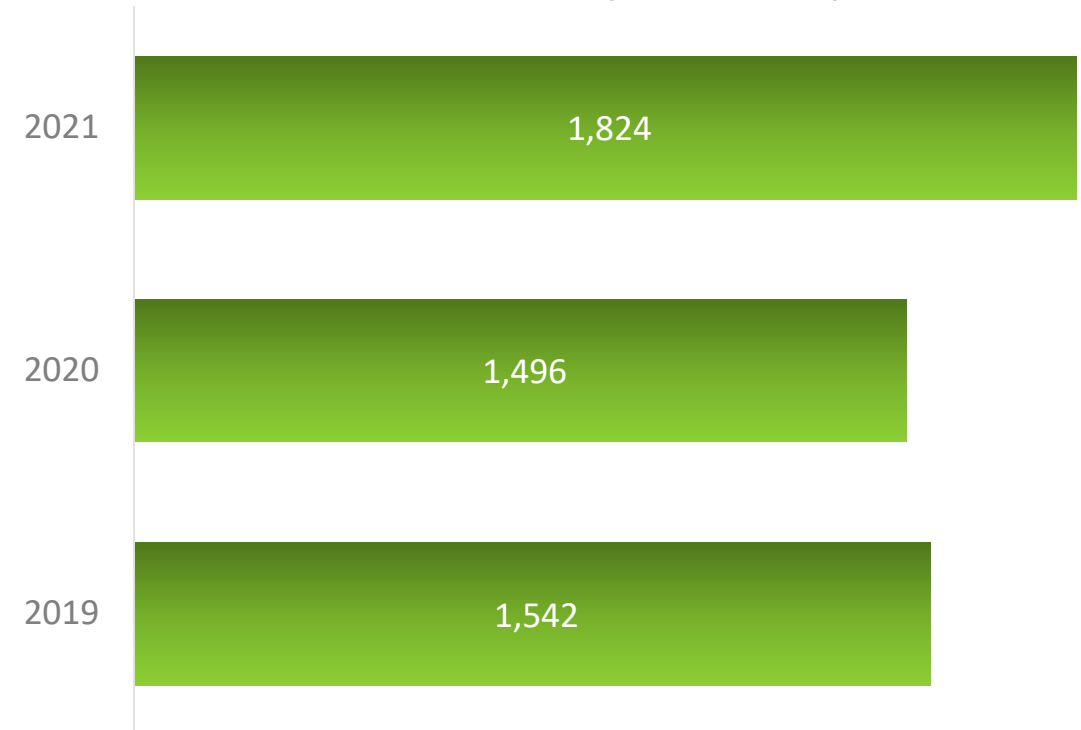
## Broadcasting will continue to be the largest segment within the M&E sector



### Broadcasting Industry (in INR Bn)



### Ad Volumes (in Mn Secs)



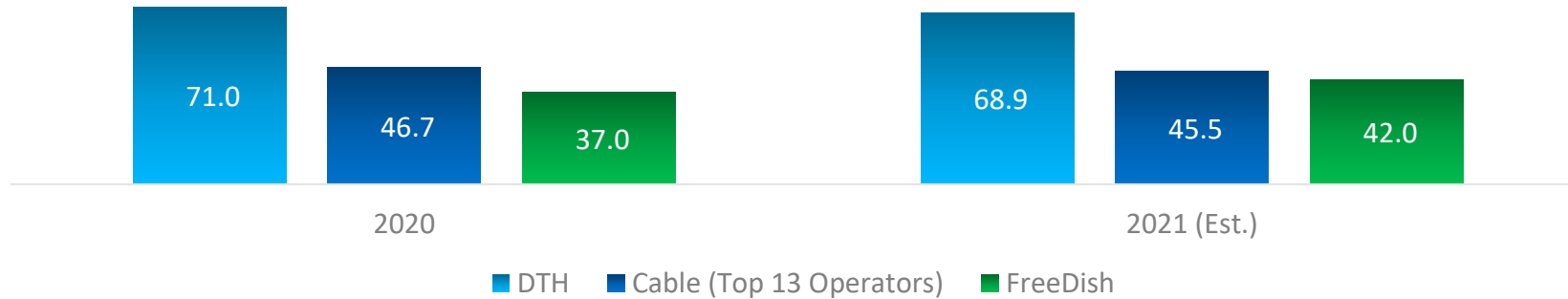
- The broadcasting industry in 2021 is estimated to be almost at the 2019 levels, growing by 11% to INR 760 Bn; expected to increase at a CAGR of 6% to reach INR 944 Bn by 2025
- The Ad volumes in 2021 were way past the 2019 levels, with Q4 2021 registering the highest volumes for a quarter since 2019

# The migration to FreeDish will continue with more channels and better content offerings



## 1 Slowdown in Pay TV base and increase in FreeDish base

Subscriber Base (in Mn)



## 2 Further migration to FreeDish and addition of TV dark households (currently at 90 Mn) primarily to FreeDish

## 3 Impact of NTO 2.0 likely to increase cable bills for consumers as broadcasters are likely to keep their flagship channels outside of the bouquet

## 4 Advertiser interest in the FTA audience

- FTA is estimated to contribute ~15-20% to the overall TV Adex pie
- While FMCG still remains the largest category, more categories like healthcare, education, telecom, etc. have started spending considerably

Shemaroo aims to build a platform for brands to target the growing FTA audience by addressing the current gaps in content offerings



**Shemaroo strategy will be to expand its footprint in the Broadcasting space**



### Rationale

- Tap into a large advertising revenue space
- Strong brand equity and consumer connect
- Television is a gateway to a stronger and more scalable digital future
  - Availability of captive media for promotion
  - Content synergies across TV and Digital

### Principles for Investing

- ROI focussed
- Look for allied revenue opportunities
- Prudent investment approach for managing cash flows

# FINANCIALS

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# Consolidated Income Statement (Ind-As)



Particulars (INR Mn)	FY19	FY20	FY21	9M-FY22
<b>Revenue from Operations</b>	<b>5,678</b>	<b>5,131</b>	<b>3,111</b>	<b>2,878</b>
Total Expenses	4,100	4,363	2,986	2,607
<b>EBITDA</b>	<b>1,578</b>	<b>768</b>	<b>126</b>	<b>271</b>
<b>EBITDA Margin (%)</b>	<b>27.79%</b>	<b>14.97%</b>	<b>4.04%</b>	<b>9.42%</b>
Other Income	18	30	10	7
Depreciation	56	75	73	51
Finance Cost	256	244	284	199
Exceptional Items	-	(62)	-	-
<b>PBT</b>	<b>1,284</b>	<b>417</b>	<b>(221)</b>	<b>28</b>
Tax	457	113	(2)	(5)
<b>PAT</b>	<b>827</b>	<b>304</b>	<b>(219)</b>	<b>33</b>
Minority Interest & Share of profit/ (loss) in associate company	3	(3)	4	(1)
<b>PAT after adjustments</b>	<b>830</b>	<b>301</b>	<b>(215)</b>	<b>32</b>
<b>PAT Margin (%)</b>	<b>14.62%</b>	<b>5.87%</b>	<b>(6.91)%</b>	<b>1.12%</b>
Comprehensive Income	3	7	9	(0)
<b>Total Profit including Comprehensive Income (Net of tax)</b>	<b>833</b>	<b>309</b>	<b>(205)</b>	<b>32</b>
EPS (INR) (not annualised)	30.52	11.09	(7.90)	1.18

# Consolidated Balance Sheet (Ind-As)



Equity and Liabilities (INR Mn)	FY21	H1-FY22
<b>Shareholders Fund</b>		
Share Capital	272	272
Other Equity	5,491	5,504
<b>Total Equity</b>	<b>5,763</b>	<b>5,776</b>
Non controlling interest	(45)	(44)
<b>Non Current Liabilities</b>		
Long Term borrowings	174	129
Lease Liability	1	1
Deferred tax liabilities (Net)	18	11
Long tem provisions	11	22
<b>Total Non-Current Liabilities</b>	<b>204</b>	<b>164</b>
<b>Current Liabilities</b>		
Short Term Borrowings	2,451	2,271
Trades payables	252	451
Other Financial Liabilities	76	90
Lease Liability	9	5
Other Current Liabilities	32	48
Short Term Provisions	22	12
Current Tax Liabilities (Net)	-	-
<b>Total Current Liabilities</b>	<b>2,843</b>	<b>2,877</b>
<b>Total</b>	<b>8,765</b>	<b>8,772</b>

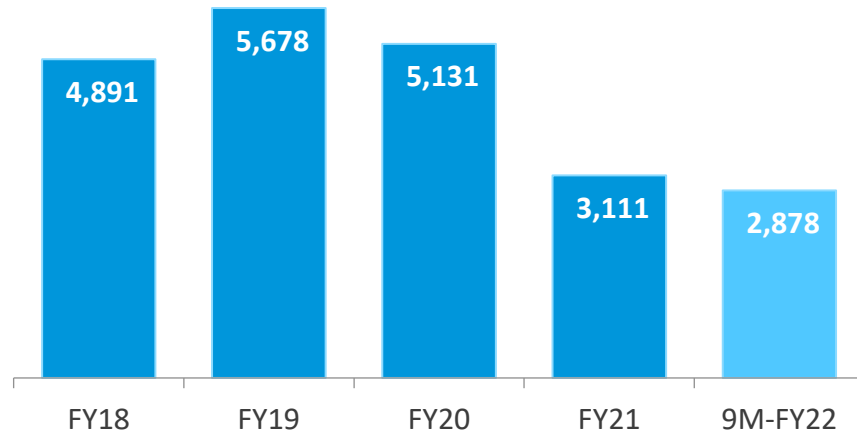
Assets (INR Mn)	FY21	H1-FY22
<b>Non Current Assets</b>		
<b>Fixed Assets</b>		
Property, Plant & Equipment	255	234
Intangible assets	9	7
Intangible assets under development	-	-
Right of use assets	9	5
Investments	25	25
Long Term Loan and Advances	4	8
Other Financial Assets	2	2
Other Non Current Assets	19	11
<b>Total Non-Current Assets</b>	<b>324</b>	<b>293</b>
<b>Current Assets</b>		
Inventories	7,303	7,064
Trade Receivables	547	622
Cash and Cash Equivalents	8	11
Other Bank Balances	65	65
Short Term loan and advances	2	1
Current Tax Assets (Net)	245	345
Other Current Assets	271	372
<b>Total Current Assets</b>	<b>8,442</b>	<b>8,479</b>
<b>Total</b>	<b>8,765</b>	<b>8,772</b>



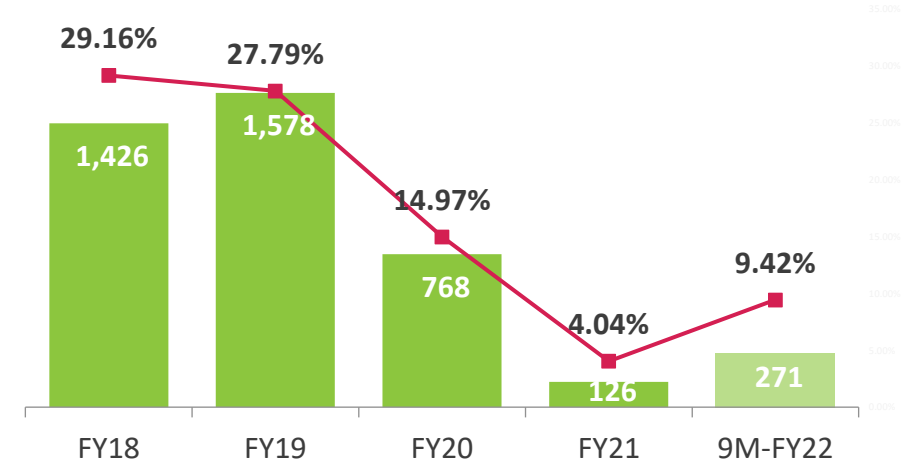
# Historical Consolidated Financial Charts



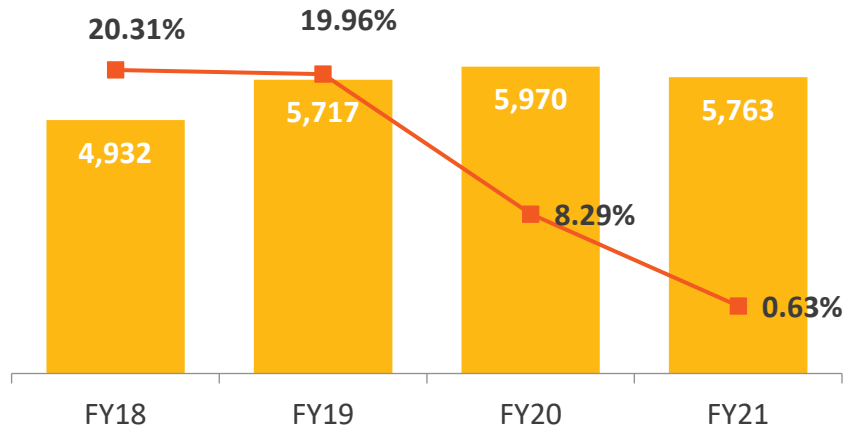
## Operational Revenue\* (INR Mn)



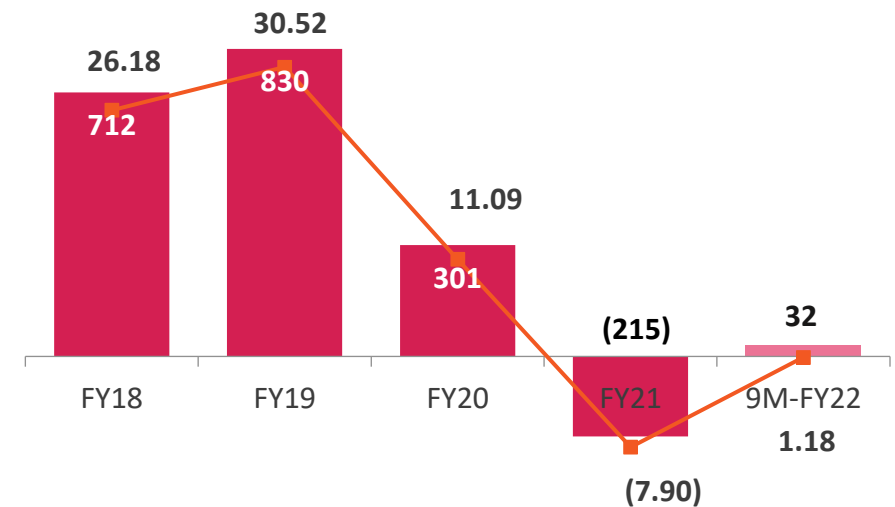
## EBITDA (INR Mn) and EBITDA Margin (%)



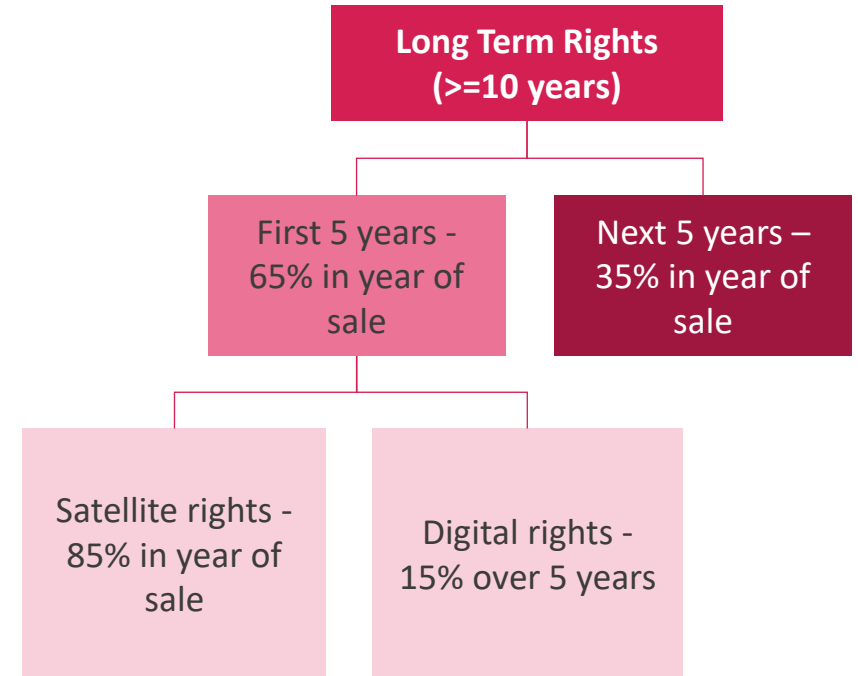
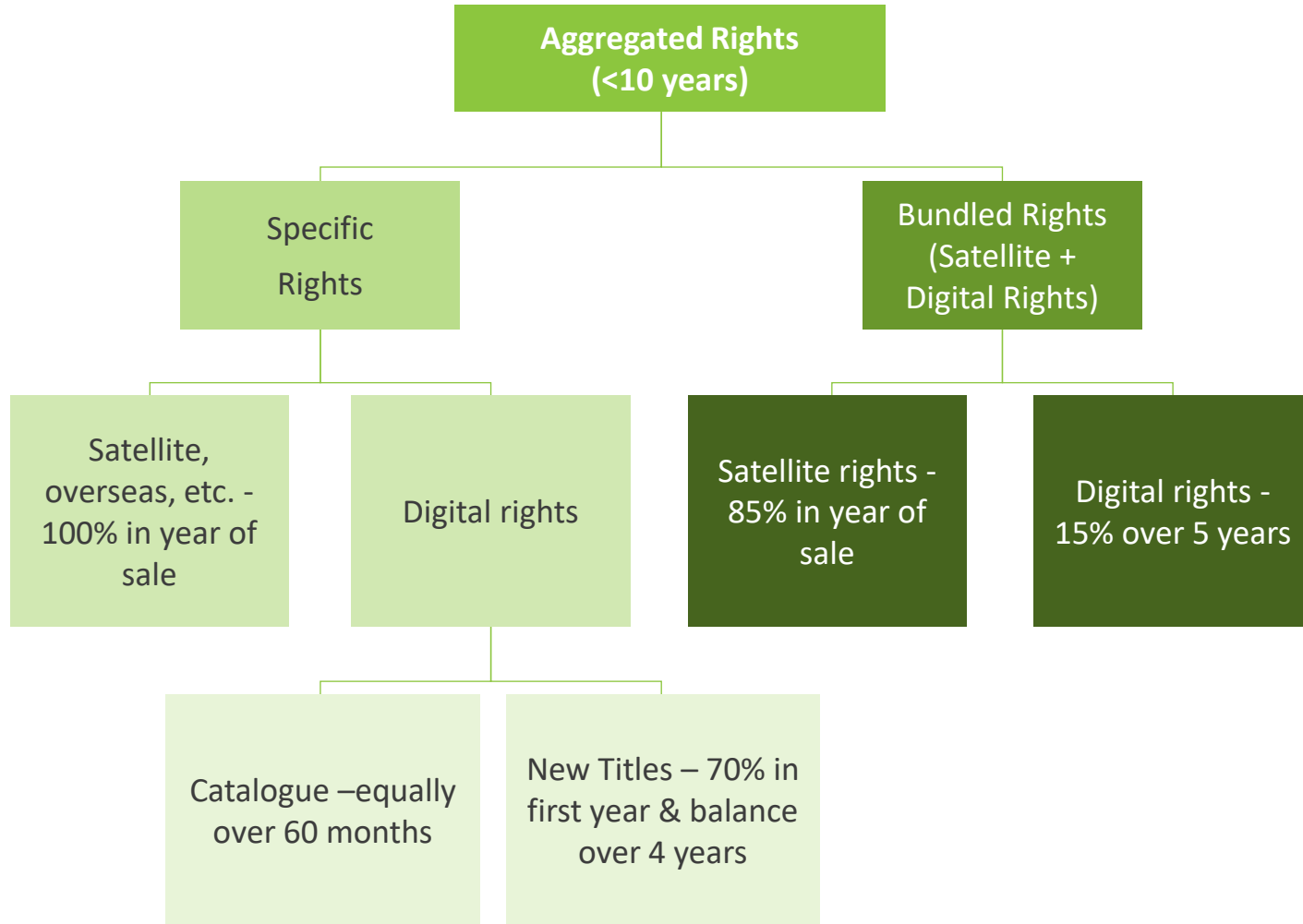
## Net Worth (INR Mn) and ROCE (%)

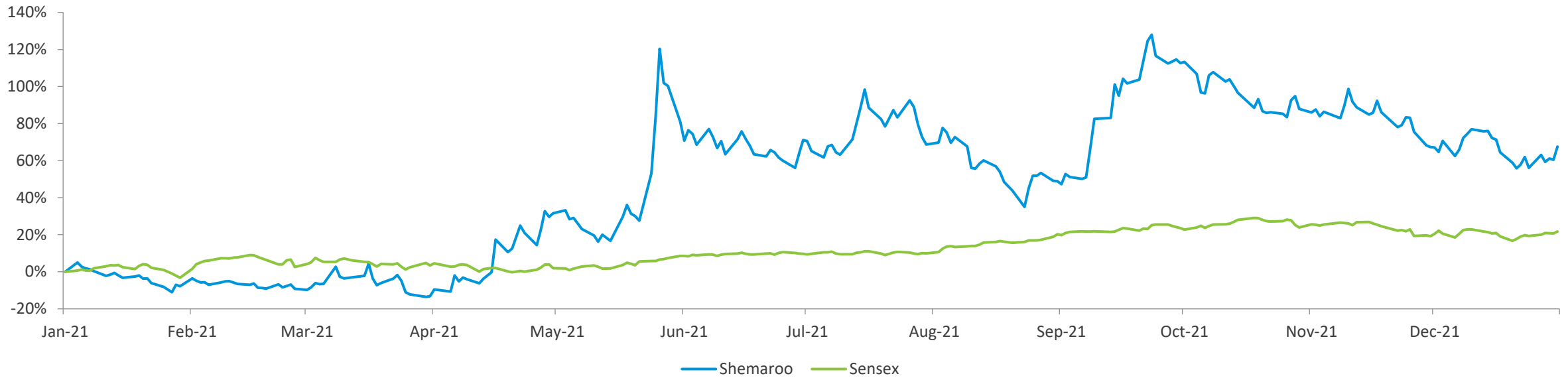


## PAT (INR Mn) and EPS (INR)



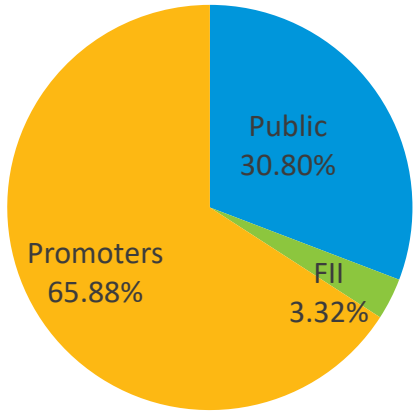
# Rights Accounting Policy – Charge To P&L





Price Data (As of 31st December, 2021)		INR
Face Value		10.00
Market Price		126.20
52 Week H/L		181.00/63.25
Market Cap (INR Mn)		3,430.39
Equity Shares Outstanding (Mn)		27.20
1 Year Avg. Trading Volume ('000)		154.80

Shareholding Pattern as on 31<sup>st</sup> December, 2021





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