

# INVESTOR UPDATE



ENTERTAINMENT NETWORK (INDIA) LTD.



## PERFORMANCE REVIEW: Q1 FY21

August 10, 2020

# Presentation Path

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

# Financial Review

# Condensed Statement Of Operations

## Standalone

₹ In Millions	Q1 FY21	%age of Total Income	Q1 FY20	%age of Total Income	Growth (%)
Income from Operations	354.4	95.8%	1,296.8	98.6%	(72.7%)
Other Operating Income	15.6	4.2%	18.9	1.4%	(17.8%)
<b>Total Income</b>	<b>369.9</b>	<b>100.0%</b>	<b>1,315.7</b>	<b>100.0%</b>	<b>(71.9%)</b>
Operating Expenditure	629.5	170.2%	985.2	74.9%	(36.1%)
<b>EBITDA</b>	<b>(259.6)</b>	<b>(70.2%)</b>	<b>330.5</b>	<b>25.1%</b>	<b>(178.5%)</b>
Depreciation	106.1	28.7%	109.3	8.3%	(2.9%)
Amortisation	131.9	35.7%	131.3	10.0%	0.4%
<b>EBIT</b>	<b>(497.7)</b>	<b>(134.5%)</b>	<b>89.8</b>	<b>6.8%</b>	<b>(654.1%)</b>
Other Income	54.2	14.6%	31.1	2.4%	74.1%
Finance Cost	44.7	12.1%	46.5	3.5%	(3.9%)
<b>Profit Before Tax (PBT)</b>	<b>(488.2)</b>	<b>(131.9%)</b>	<b>74.4</b>	<b>5.7%</b>	<b>(755.7%)</b>
Taxation	(122.1)	(33.0%)	26.1	2.0%	(567.0%)
<b>Profit After Tax (PAT)</b>	<b>(366.1)</b>	<b>(99.0%)</b>	<b>48.3</b>	<b>3.7%</b>	<b>(857.9%)</b>
Other Comprehensive Income (net)	(1.1)	(0.3%)	(1.2)	(0.1%)	(0.8%)
<b>Total Comprehensive Income</b>	<b>(367.2)</b>	<b>(99.3%)</b>	<b>47.1</b>	<b>3.6%</b>	<b>(879.0%)</b>

# Financial Performance Q1FY21 (1/2)

(All comparisons with corresponding period of previous year)

- FCT revenue de-grew by 84.3%
- Non-FCT Revenues de-grew by 40.1%
  - Brand licensing\* revenue for the period May 01,2019 to Mar 31,2020 is Rs. 72.8 Mn
  - Degrowth without revenue from Brand licensing\* 59.8%
- Gross Margins register strong growth : 65.6% (Q1 FY20 : 39.1%)
  - Without revenue from Brand licensing\* 48.7%
- EBITDA margin : 39.0% (Q1 FY20 : 17.9%)
  - Without revenue from Brand licensing\* 9.1%

# Financial Performance Q1FY21 (2/2)

(All comparisons with corresponding period of previous year)

- Revenue of Migrated stations (35) declined by 69.1% during the quarter
- Batch 1 revenues during the quarter: Rs.23.9 Mn (↓ 87.5%)
  - EBITDA loss: Rs. 73.3 Mn (Q1FY20 profit: Rs. 25.1 Mn)
- Revenues from Batch 2 stations: Rs 10.6 Mn (↓ 73.7%)
  - EBITDA loss: Rs.21.5 Mn (Q1FY20 profit : Rs. 4.7 Mn)
- Saving in other operating expenses : 27%
- Covid-induced additional PDD : Rs 15.5 Mn
- Impact of IND AS 116 on PAT : Rs 18.8 Mn
- Net Cash as on Jun 30, 2020 : Rs 2.4 Bn

# Condensed Statement Of Operations

## Consolidated

₹ In Millions	Q1 FY21	%age of Total Income	Q1 FY20	%age of Total Income	Growth (%)
Income from Operations	369.1	96.0%	1,305.2	98.6%	(71.7%)
Other Operating Income	15.6	4.0%	18.9	1.4%	(17.8%)
<b>Total Income</b>	<b>384.6</b>	<b>100.0%</b>	<b>1,324.2</b>	<b>100.0%</b>	<b>(71.0%)</b>
Operating Expenditure	644.0	167.4%	993.6	75.0%	(35.2%)
<b>EBITDA</b>	<b>(259.4)</b>	<b>(67.4%)</b>	<b>330.6</b>	<b>25.0%</b>	<b>(178.5%)</b>
Depreciation	120.9	31.4%	118.3	8.9%	2.2%
Amortisation	131.9	34.3%	131.3	9.9%	0.4%
<b>EBIT</b>	<b>(512.2)</b>	<b>(133.2%)</b>	<b>80.9</b>	<b>6.1%</b>	<b>(732.8%)</b>
Other Income	58.5	15.2%	32.6	2.5%	79.3%
Finance Cost	47.2	12.3%	48.6	3.7%	(3.0%)
<b>Profit Before Tax (PBT)</b>	<b>(500.9)</b>	<b>(130.2%)</b>	<b>64.9</b>	<b>4.9%</b>	<b>(871.7%)</b>
Taxation	(121.8)	(31.7%)	26.4	2.0%	(561.6%)
<b>Profit After Tax (PAT)</b>	<b>(379.1)</b>	<b>(98.6%)</b>	<b>38.5</b>	<b>2.9%</b>	<b>(1084.2%)</b>
Other Comprehensive Income (net)	(1.0)	(0.3%)	(1.1)	(0.1%)	(9.7%)
<b>Total Comprehensive Income</b>	<b>(380.1)</b>	<b>(98.8%)</b>	<b>37.4</b>	<b>2.8%</b>	<b>(1116.8%)</b>

# Business Review



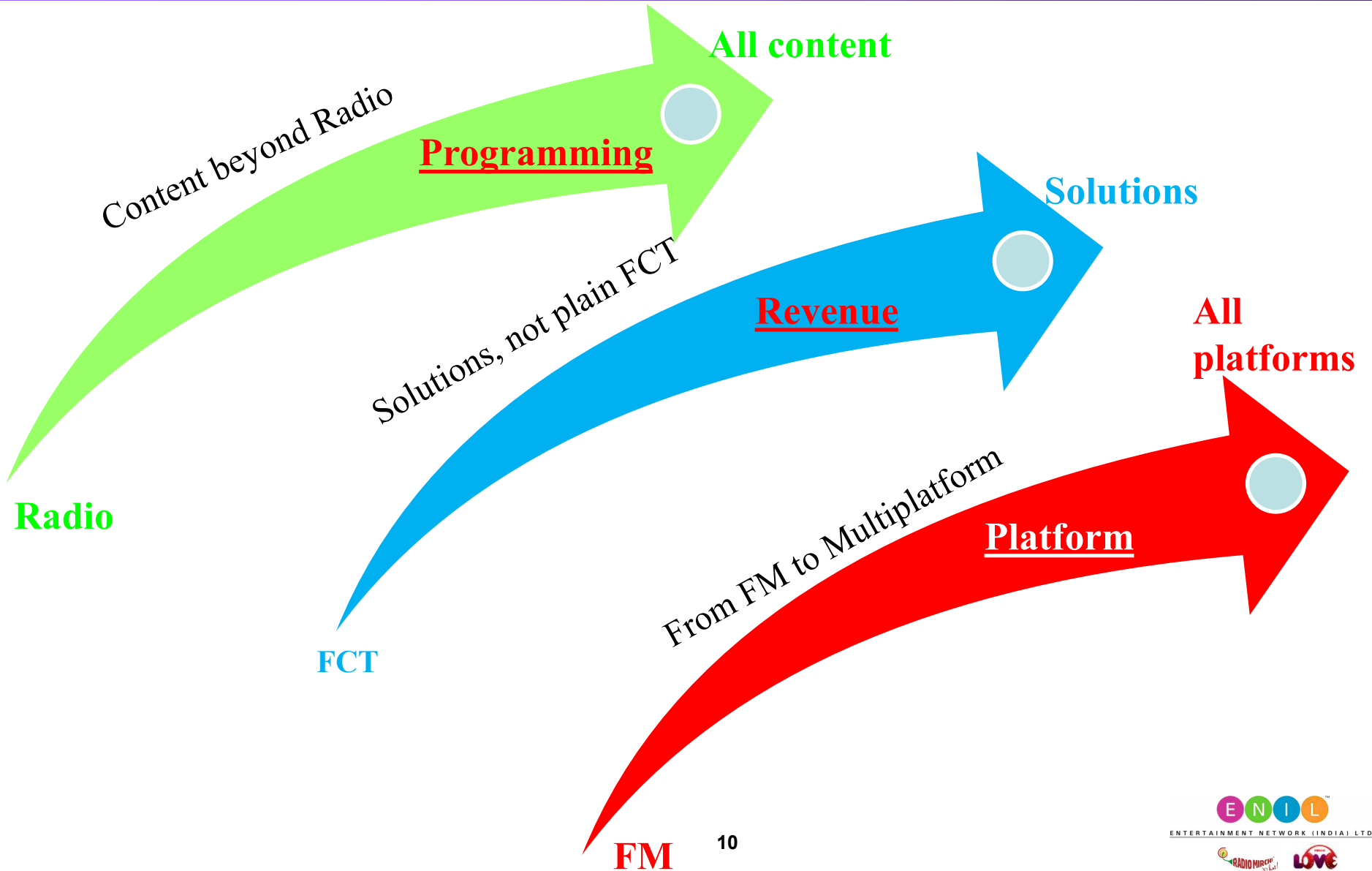
# Key Operating Highlights

- Mirchi continues to be the No.1 Radio brand as per IRS Q4 2019
- Mirchi launched its first App in USA on both IOS and Android;

Downloads crossed 62K with 39K followers

- Mirchi Play has 24 online stations now available on landing page of Gaana app
- Mirchi has the largest social media footprint amongst private FM players
- Mirchi's Youtube Network crossed 10mn subscribers with 198.5M views during the quarter
- Pan India offices operating at 10 to 50% workforce

# Strategy : Three Pivots



# Mirchi Rules IRS Q4 2019 once again!!

**40 MILLION**  
MIRCHI SUNNEY WAALON  
KI PASAND CHAL GAYI,  
BAAKI DUNIYA JAL GAYI!

Thank you 40MN Indians for making us India's undisputed No.1 Radio Station

FEVER 13MN  
CITY 20MN  
BIG 25MN  
RED 35MN  
MIRCHI 40MN

98.3 FM RADIO MIRCHI

Source: IRS Q4 2019, Radio Stations Listened (Last One Week), All 12+ years, All nos in Millions, All NCCS. \*Including Ishq FM, ENIL is the advertising sales Partner for Ishq FM, a part of the TV Today group.

- Mirchi No 1 in 25 markets
- IRS covers 46 Mirchi markets
- Mirchi weekly listenership 33.2mn and for the network 40mn
- No 1 in 6 of the 8 top markets

6:28 48%

Radio Mirchi is the best Lockdown...  
<https://m.economictimes.com/industry/med...>

THE ECONOMIC TIMES

Subscribe Sign In

### Radio Mirchi is the best Lockdown Entertainment Partner with 40 Million listeners, states IRS survey

MediaWala  
May 21, 2020, 02:55 PM IST

Beating the lockdown blues away in an informative and entertaining way, Radio Mirchi has been creating the largest impact in these times, as its India's largest Radio Brand. This has once again been proved by IRS Q4 study, as per which Radio Mirchi & its brands together have a whopping 40 Million listeners in India.

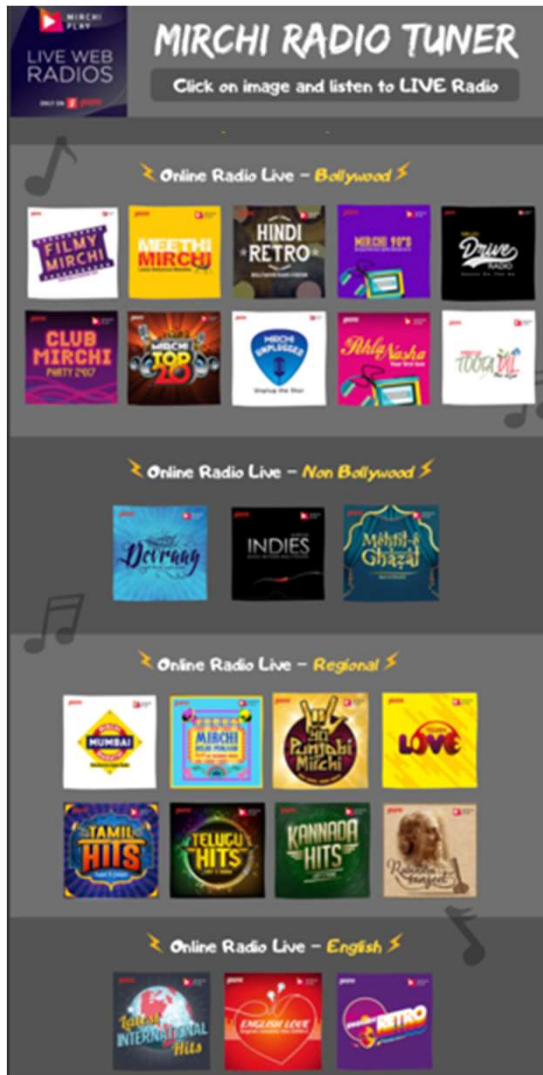
40 MILLION  
MIRCHI SUNNEY WAALON  
KI PASAND CHAL GAYI,  
BAAKI DUNIYA JAL GAYI!

# Mirchi continues to lead strongly in Delhi and Mumbai



# MIRCHI DIGITAL

# ONLINE RADIO



## Genre Based

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

## Theme Based

- Toota Dil/ Drive

## Regional

- Tamil/ Telugu/ Punjabi/ Kannada/ Bengali

## City Centric

- Mumbai/ Delhi

Mirchi now streams **24 online radio stations.**

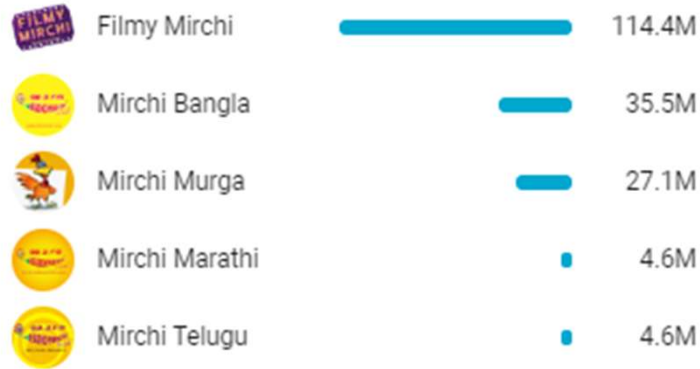
# Presence on YouTube

Mirchi's YouTube network crossed 10Mn Subscribers

## Top-5 channel (Views)

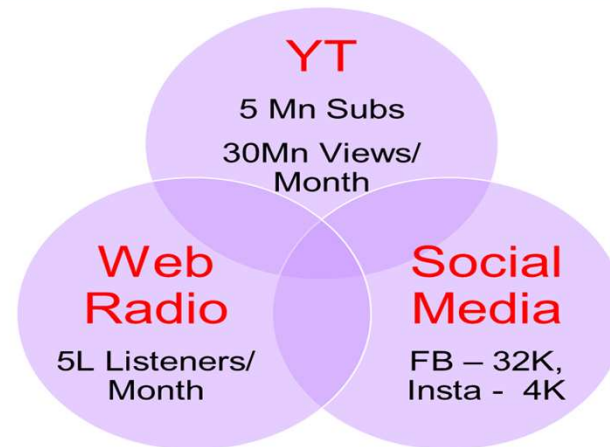
### Top channels

Views - 1 Apr - 30 Jun 2020



**INDIA'S #1 BOLLYWOOD ENTERTAINMENT CHANNEL**

- |                       |        |
|-----------------------|--------|
| 1. Filmy Mirchi :     | 5.0 Mn |
| 2. Zoom :             | 3.5 Mn |
| 3. Viral Bollywood:   | 3.3 Mn |
| 4. Bollywood Now:     | 3.0 Mn |
| 5. Bollywood Hungama: | 2.0 Mn |
| 6. Pink Villa:        | 1.5 Mn |
| 7. Film Companion:    | 1.0 Mn |
| 8. Miss Malini:       | 0.5 Mn |



*Multiplatform Property*



# Gulf Oil – Jamoora Tason

## OBJECTIVE

To build Top Of Mind recall for the brand and stay in touch

## CAMPAIGN

Utilize the platform of “Jamoora Tason” to create awareness

## CONCEPT

Infotainment based content to educate the TG about Covid-19 guidelines





# Sanofi – Podcast Series

## OBJECTIVE

To ensure TOM recall for its product range and build a stronger relationship with Doctors

## CAMPAIGN

“SanofiPedia” podcast series created for Paediatricians

## CONCEPT

20 minute podcasts - medical content & entertainment for the Doctors.



Average consumption of **5 to 6 minutes from Day 1 (all organic)**

# Mirchi Murga

*Mirchi Murga* continues to entertain audience during lockdown with some viral hits on YouTube



**Lift Prank 11 | Lift Your  
Spirits Again | Mirchi Murga...**

3.3M views • 3 months ago



**Dikhave Pe Mat Jao | Mirchi  
Murga | RJ Naved**

1.3M views • 3 months ago

# Filmy Mirchi during Lockdown

Did Zoom calls with  
Celebs

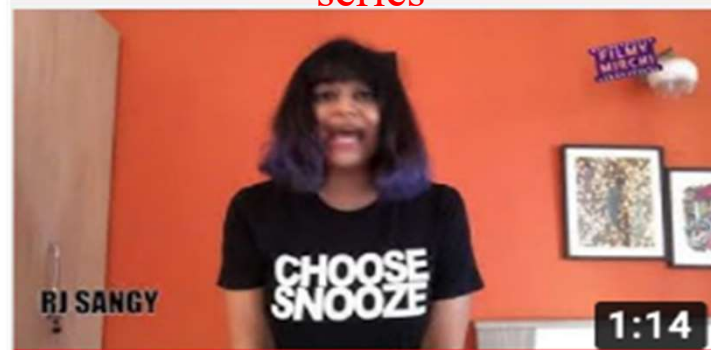


TUSSHAR KAPOOR talks  
about his son Laksshya |...

Started a Retro video  
series



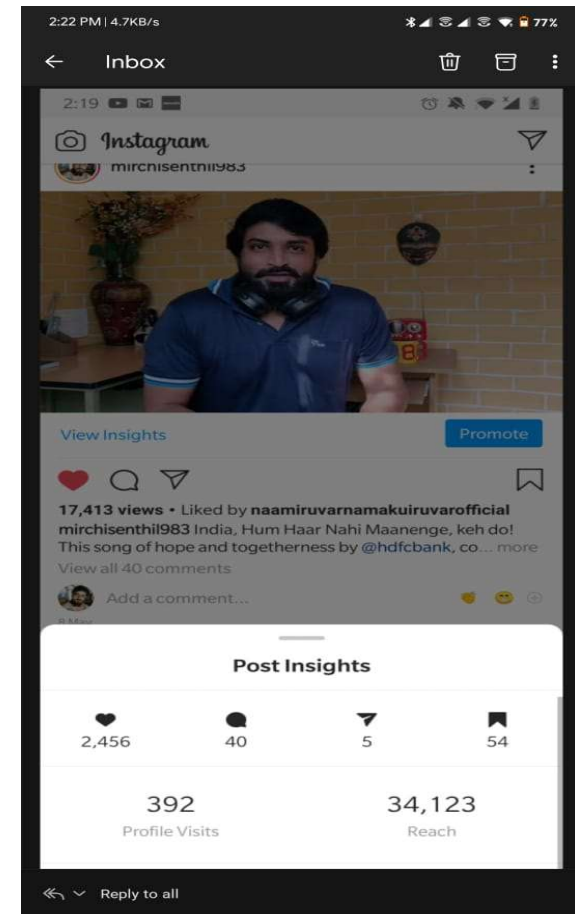
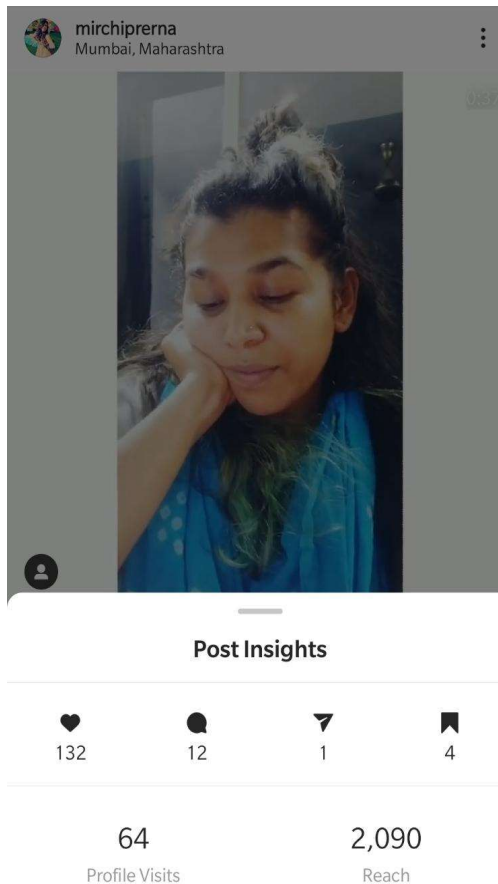
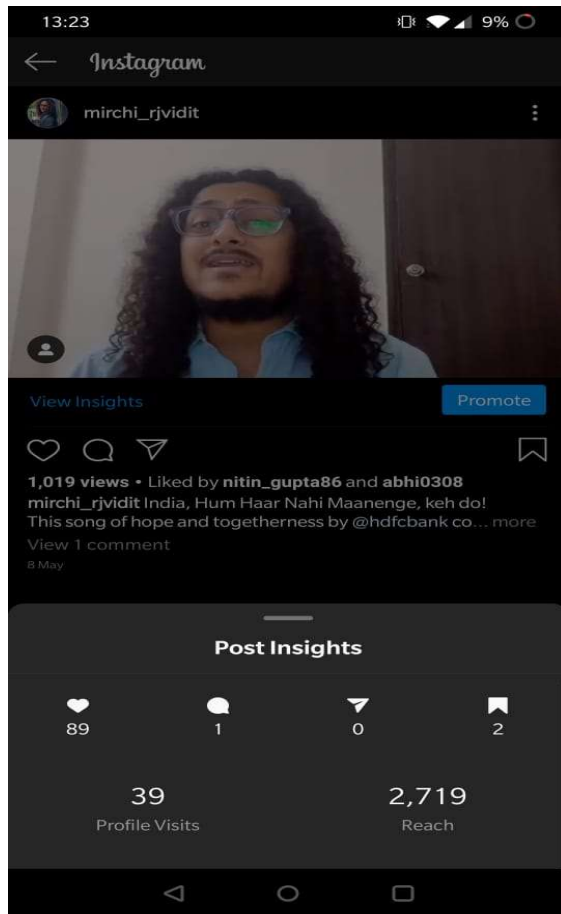
Started a Bollywood news  
series



*Filmy Mirchi* adapts to  
Bollywood shutdown...

# MULTI MEDIA SOLUTIONS

# HDFC Bank – Hum Haar Nahi Manenge Anthem



- HDFC bank collaborated with Prasoon Joshi and A.R. Rehman to compose an anthem called “Hum Haar Nahn Manenge”, which was promoted by RJs.

# World Bicycle Day – Hero Cycles

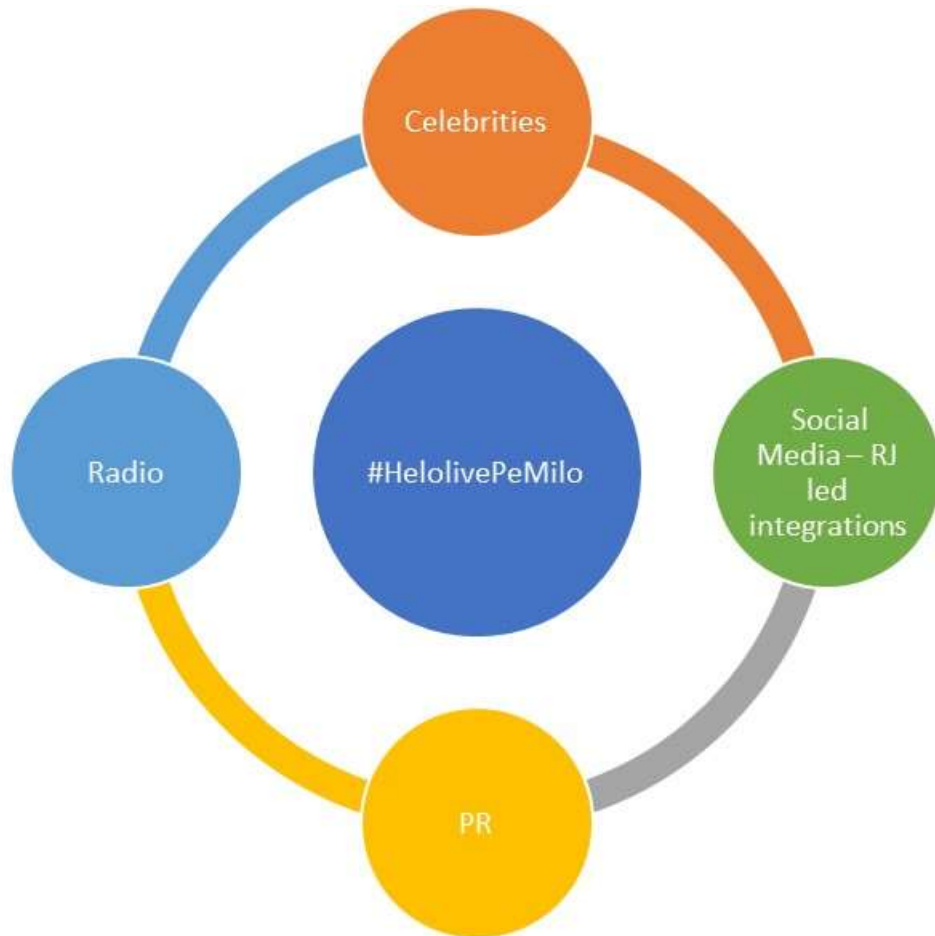


On the occasion of World Bicycle Day, RJs made creative videos to spread awareness about the benefits of cycling for client Hero Cycles



# Impact Properties

# #HeloLivePeMilo





# Mirchi Lit Festival



- A lockdown special which helped us spread positivity by lighting up balconies
- 31 Residential societies participated by decorating their balconies & tuning to 98.3 Mirchi between 7pm – 9pm.



# Mirchi Shaam Shandar 2.0

**5<sup>TH</sup> JUNE**  
MURGA CHAANDI WERE TU  
ROFL WITH RJ KUNAL

**6<sup>TH</sup> JUNE**  
OMG! It's OJAS RAWAL

**7<sup>TH</sup> JUNE**  
LOL all the way with VIPUL GOYAL

UNLOCK YOUR Routine WITH 98.3 MIRCHI

7 PM ONWARDS

**5<sup>TH</sup> JUNE**  
DRAMA  
Bollywood Unplugged with RJ MOHINI

**6<sup>TH</sup> JUNE**  
Club Mirchi with DJ RICHARD

**7<sup>TH</sup> JUNE**  
Mirchi Classics with RJ DHVANIT

THE BEST OF Music ONLY ON 98.3 MIRCHI

7 PM ONWARDS

Powered By Ford

TRP presents

MUSIC AND COMEDY KA MIRCHIDAAR TADKA 7 PM TO 10 PM

**5<sup>TH</sup> JUNE**  
ROFL with RJ KUNAL  
Bollywood Unplugged with RJ MOHINI  
DRAMA QUEEN

**6<sup>TH</sup> JUNE**  
OMG! It's OJAS RAWAL  
Club Mirchi with DJ RICHARD  
CLUB MIRCHI PARTY 2027

**7<sup>TH</sup> JUNE**  
LOL all the way with VIPUL GOYAL  
Mirchi Classics with RJ DHVANIT

THE BEST OF Music ONLY ON 98.3 MIRCHI

Powered By Ford

Another lockdown special but with a difference – a three-day extravaganza of music and stand up comedy, with a strong line up of Mirchi RJs and stand up comedians like Vipul Goyal & Ojas Rawal

# Mirchi Live: Stand up for a cause



**MIRCHI**  
**STAND**  
LIVE **UP** FOR A CAUSE

RADIO MIRCHI

Remain seated wherever you are, we will stand-up to entertain !

Here comes a digital stand up, from your ever favorite RJ Joseph Annamkutty Jose!

Buy a ticket today. Mankind will be thankful! Because every ticket is a contribution to CMDRF!



**STAND**  
LIVE **UP** FOR A CAUSE

mirchi LIVE

The concluding master episode of Mirchi Stand-up for a cause series featuring :

**ADITHYA KRISHNAN, NIKHIL PAUL, ROHAN RAJEEV, SABAREESH NARAYANAN, SREERAG S, VINAY MENON.**

For every ticket you buy, a portion is contributed to CMDRF.

SUNDAY | 21-JUNE | 6PM

RADIO MIRCHI

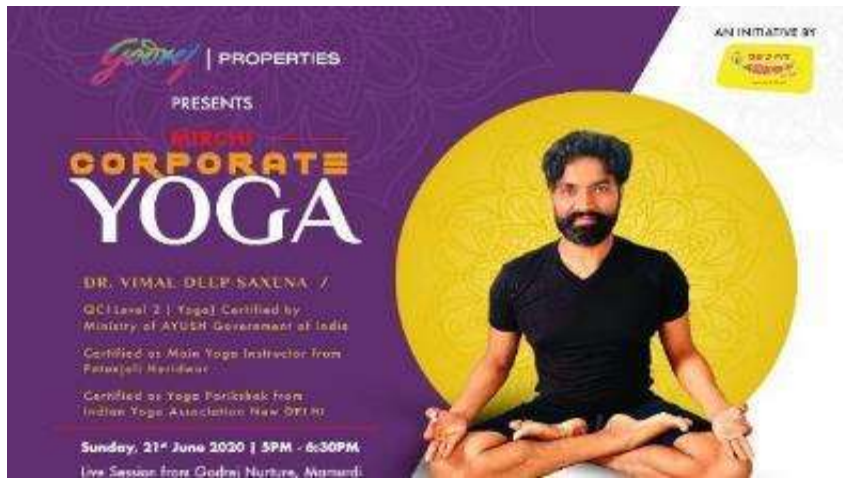
comedy lounge

**MADE IN KOCHI**

4 Episodes of Stand up Live done on Insider platform, where a portion of the proceeds were donated to CMDRF.



# Mirchi Corporate Yoga



Join people from various companies and families  
<https://webcastlive.co.in/radiomirchi> on 21st  
June from 5pm - 6:30pm.  
Let's get moving!!



A digital yoga session for corporates across the country. Webcast done from the Client location, Hosted by RJ and conducted by Dr. Vimal Deep Saxena.

# Mirchi World Environment Day - Kochi

**Veegaland**  
BUILT ON VALUES



Mirchi tied up with an NGO Vasundhara Abhiyan for a 4 day campaign.

Kotak Mahindra also created a micro site to take pledge.

For more details visit: [www.plantapromise.in](http://www.plantapromise.in)



# Mirchi Programming and Marketing Activities

# Celebrations on Digital Platform



**DELHI** – Mother's Day campaign was to build the engagement on Mirchi Delhi's digital pages. Where RJs talk how their moms are special and cool and urged audience to share that too.



**Jaipur** - To celebrate doting Fathers and test their parenting skills we got fathers on air to perform various activities to prove themselves.



# Mirchi - Daudegi Mumbai Phir Se Meri Jaan



As cases of depression & anxiety seem to rise amidst the lockdown. *Daudegi Mumbai Phir Se Meri Jaan* aimed at keeping Mumbaikars positive for a better tomorrow.





# Mirchi Gully Gang



 **mirchimumbai** Mirchi Gully Gang: Pooja Bhatt and Sheel Kumar donate 250 kgs ration

13-year-old Ismail Ansari was in the pits when he told Radio Mirchi about the lack of ration in his area of Jogeshwari East. We partnered with @salaambbayorg to bring you lock down updates from every 'nukkad' and gully of Mumbai with the help of our Mirchi Gully Gang kids living in chawl and slum areas - our very own 'khabri.' #mirchigullygang #lockdown #corona #mumbailockdown #mumbaicorona #covid #covid19 #india #mumbai #gully #frontlineworker #CoronaYodha #frontlineworkers #Bollywood

 **radiomirchi** @mirchiarjun on conversation with @shamasikander

When it's random it is the best and when you speak about the universe it is vast and about the past is a blast! Lots to beam from this one with @shamasikander & @mirchiarjun 🤗

#MirchiRUs #livesessions #InstaLive #celebrity #fun #chat #Conversation #LocknRoll

Sw

 **mr\_ash\_14** #cute\_model 🍷🍷🍷🍷🍷🍷🍷🍷🍷🍷

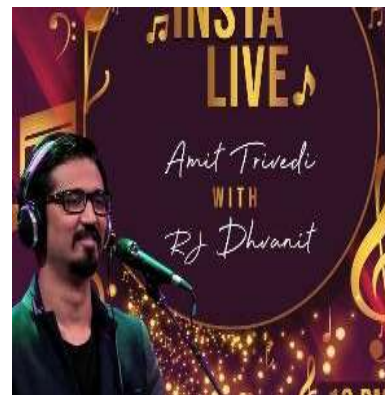
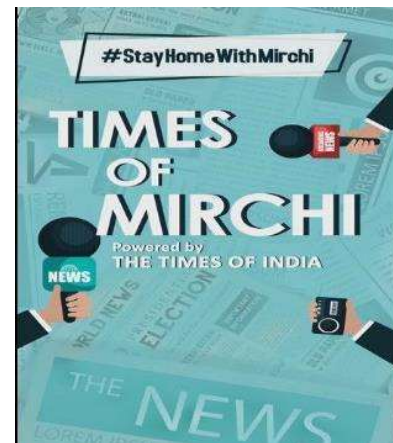
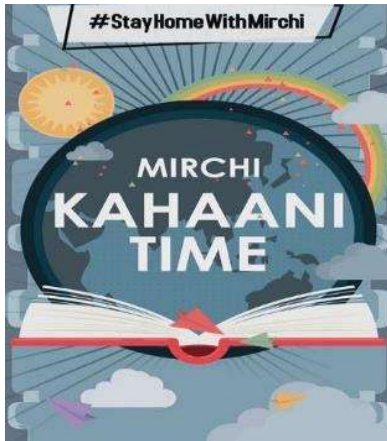
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 **amazonus133** 🍷🍷

3,754 views

- Tied up with Salaam Bombay Foundation that educates under-privileged kids who provide sunshine & hyperlocal news from different parts of Mumbai.
- Reports of lack of ration in Jogeshwari East resulted in Pooja Bhatt & Sheel Kumar donating 250kgs of essential supplies.

# Mirchi – Lock and Roll – Maharashtra and Gujarat



- Mirchi Lock & Roll was a digital campaign where our Jocks, Copywriters & Promo producers created 509 videos in 3 months
- We also went live with Marathi Celebrities
- More than 200 live sessions with national celebrities like **Palash Sen, Sachin-Jigar, Amit Trivedi, Carry Minati, Taran Adarsh and Deepika Chikhaliya** were the highlight
- We also featured Govt. authorities including **CM Shri Vijaybhai Rupani**

# Ghar Baithe Mirchi pe Concert



- Mirchi featured music artists for 6 weeks straight on Ghar Baithe Mirchi Pe Concert.
- Artists featured were: Mika, Amit Trivedi, Shreya Ghoshal, Sunidhi, Shalmali, Rekha Bharadwaj and a fitting finale with Sonu Nigam



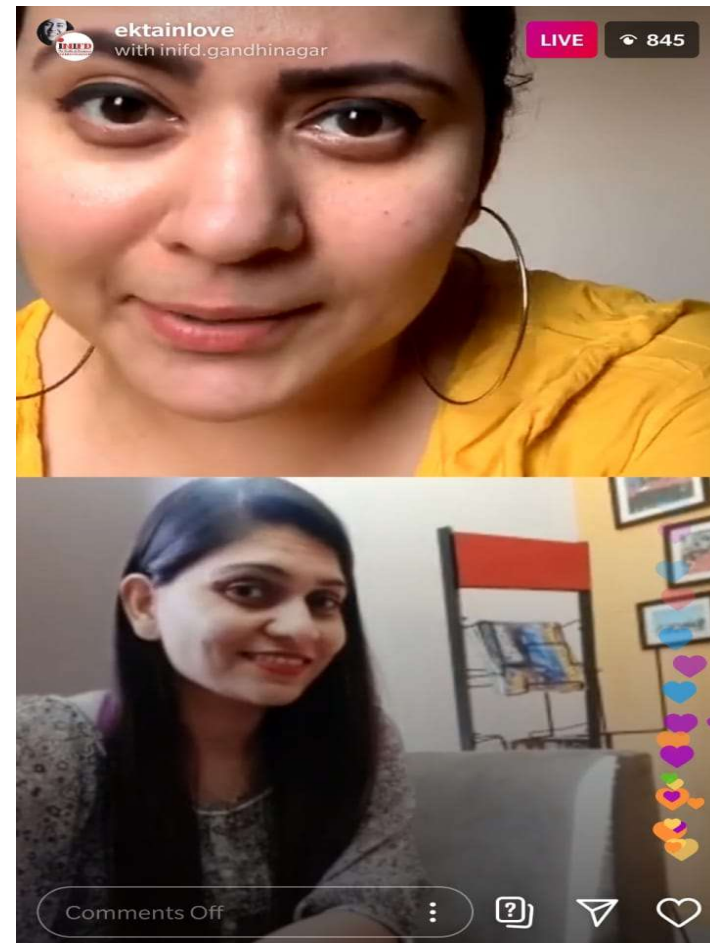
# Mirchi lockdown song in Telugu



**Radio Mirchi Stay Home Song**, produced in-house, was turned into a video in collaboration with composers & singers of the Tollywood industry.

# Mirchi Social Initiatives

# Make your own mask



RJ Ekta of Ahmedabad taught how to make a mask at home in association with INIFD Gandhinagar via Instagram Live

# Mirchi – Shubh Yatra



**Aaditya Thackeray** @AUTHac... · 46m  
Thank you @RadioMirchi for partnering with MSRTC and Khaana Chahiye. Minister @advanilparab ji and MSRTC have run thousands of ferries for all those walking on the roads to let them reach other home state

**Mirchi Mumbai** @Mirchimu... · 52m  
@RadioMirchi partnered with Maharashtra State Transport Authority & Khaana Chahiye to distribute food & water to the migrant workers travelling back home. Over 4 lakh migrant workers have left from Maharashtra! Thank you @advanilparab @AUTHackeray @CMOMaharashtra @khaanachahiye



14 37 226

Our RJ Jeeturaaj visited bus stops & railway stations to provide food & water to those travelling home, which was appreciated by Hon. Maharashtra Cabinet Minister Aaditya Thackeray and Cricketer Harbhajan Singh



# Spreading positivity and busting myths



The Hindu

Times Now

Our morning RJ Jimmy (Bangaluru) was a Covid-recovered patient & his video with Faye Dsouza had over 2.2 lakh views.

He donated plasma twice.



Khichady

NDTV



- Close to 100 interviews were held including Kiran Mazumdar Shah (Biocon), Sudarshan Ballal (Manipal Hospitals), Rajnikant Srivastav (ICMR) and a whole host of city officials.



# Mirchi Chandigarh – Salaam to Corona Warriors



Chandigarh Police joins hands with Mirchi to celebrate ‘Corona Warriors’.

# Mirchi Be Smart



- **Mirchi Be Smart:** a campaign mobilize smartphones to needy students to equip them for online classes along with On-air interviews, videos on social media aimed at providing mental support to students & help them handle pressure

# MIRCHI USA

# Ghar Baithe Concert

- Radio Mirchi brought *Ghar Baithe Concert* that featured top notch singers from Bollywood like Sonu Nigam, Sunidhi Chauhan, Neha Kakkar, Atif Aslam, Badshah, Amit Trivedi etc. and kept the entertainment going!





# Hansi ke Phavvare with Sudarshan AKA Sud



- India's most popular Radio sparkler **Hansi ke Phavvare** was introduced in USA, by revealing the voice behind the Comic Star Sunil Grover, who brought the inimitable SUD.



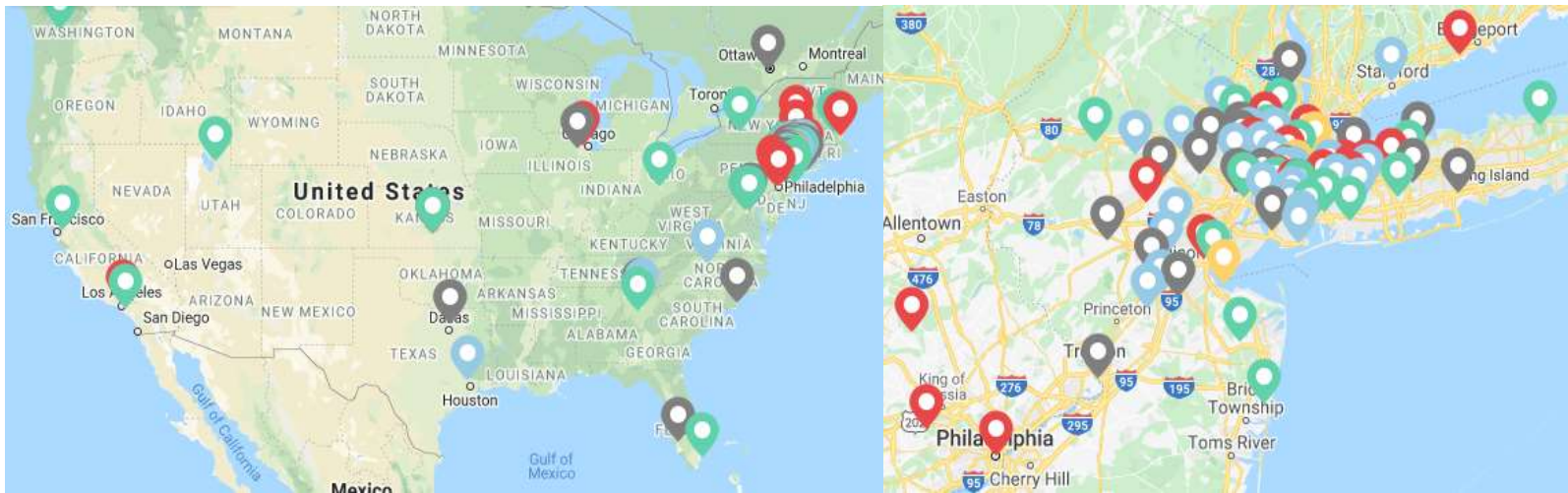
# One Colour, One Nation



- George Floyd incident echoed in entire America and started 'The Black Lives Matter' movement on racism & discrimination!
- Radio Mirchi understands the biases against colorism till its core and says – “we are united by humanity and not by color”.

# Smartphone APP and listenership growth

Radio Mirchi launched it's first basic App in USA available on both IOS and Android..



New York stream live overview



***39,000 Indian followers from New York Metropolitan area***

***Total APP downloads - 62,000***

# INVESTOR CONTACT

Entertainment Network is committed to improving its performance every fiscal and continuously enhance shareholder value through successful implementation of its growth plans. The Company's investor relations mission is to maintain an ongoing awareness of its performance among shareholders and financial community. This update covers the company's financial performance for Q1FY21

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

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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, change 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**

