

# INVESTOR UPDATE



ENTERTAINMENT NETWORK (INDIA) LTD.



## PERFORMANCE REVIEW: Q3 FY21

February 11, 2021



# Presentation Path

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

# Financial Review

# Condensed Statement Of Operations (Standalone)

₹ In Millions	Q3 FY21	%age of Total Income	Q3 FY20	%age of Total Income	Growth (%)
Income from Operations	841.1	99.6%	1,440.2	98.9%	(41.6%)
Other Operating Income	3.7	0.4%	16.6	1.1%	(77.7%)
<b>Total Income</b>	<b>844.8</b>	<b>100.0%</b>	<b>1,456.8</b>	<b>100.0%</b>	<b>(42.0%)</b>
Operating Expenditure	635.5	75.2%	1,052.2	72.2%	(39.6%)
<b>EBITDA</b>	<b>209.3</b>	<b>24.8%</b>	<b>404.6</b>	<b>27.8%</b>	<b>(48.3%)</b>
Depreciation	106.5	12.6%	116.8	8.0%	(8.8%)
Amortisation	133.4	15.8%	133.1	9.1%	0.3%
<b>EBIT</b>	<b>(30.6)</b>	<b>(3.6%)</b>	<b>154.7</b>	<b>10.7%</b>	<b>(119.8%)</b>
Other Income	39.6	4.6%	29.0	1.9%	36.8%
Finance Cost	46.0	5.4%	47.0	3.2%	(2.0%)
Exceptional items	267.1	31.6%	-	0.0%	0.0%
<b>Profit Before Tax (PBT)</b>	<b>230.1</b>	<b>27.2%</b>	<b>136.7</b>	<b>9.4%</b>	<b>68.3%</b>
Taxation	62.9	7.4%	30.3	2.1%	107.6%
<b>Profit After Tax (PAT)</b>	<b>167.2</b>	<b>19.8%</b>	<b>106.4</b>	<b>7.3%</b>	<b>57.1%</b>
Other Comprehensive Income (net)	(0.5)	(0.06%)	0.3	0.0%	(249.8%)
<b>Total Comprehensive Income</b>	<b>166.7</b>	<b>19.7%</b>	<b>106.7</b>	<b>7.3%</b>	<b>56.2%</b>

# Financial Performance Q3FY21

(All comparisons with corresponding period of previous year)

- FCT revenue de-grew by 35.9% (Q3FY21) ; Sequential growth 83.3%
- Non-FCT
  - Revenues de-grew by 54.7% (Q3FY21)
  - Non-FCT Gross Margins @ 48.3% ; registers strong growth from Q3 FY20 : 35.3%
  - Non-FCT EBITDA margin : 29.8% (Q3 FY20 : 16.8%)
- Revenue of Migrated stations (35) declined by 41.7% during the quarter
- Batch 1 revenues during the quarter : Rs.88.8 Mn ( ↓53.8%)
  - EBITDA : Rs. 10.9 Mn (Q3FY20 : Rs.21.8 Mn)
- Batch 2 revenues during the quarter : Rs 46.0 Mn ( ↓1.2%)
  - EBITDA : Rs 17.0 Mn (Q3FY20 : Rs. 4.2 Mn)

# Financial Performance Q3FY21

(All comparisons with corresponding period of previous year)

- Reduction in Overall operating costs including DVC : 37.0%
- Post IPAB order dt Dec 31, 2020, the Company has reassessed its performance royalty liability. Writeback on account of reassessment Rs 267.1 Mn.
- In the Consolidated results, the Company has recorded an additional amount of Rs 26.1 Mn as exceptional item, in respect of fee received consequent to termination of arrangement with NJ broadcasting, a US based broadcaster.
- Covid-induced PDD as on Dec 31, 2020 : Rs 38.0 Mn
- Impact of IND AS 116 on PAT : Rs 11.6 Mn
- Net Cash as on Dec 31, 2020 : Rs 1.96 Bn

# Condensed Statement Of Operations (Standalone)

₹ In Millions	YTD Dec'20	%age of Total Income	YTD Dec'19	%age of Total Income	Growth (%)
Income from Operations	1,657.8	98.8%	3,833.8	98.0%	(56.8%)
Other Operating Income	20.0	1.2%	77.9	2.0%	(74.4%)
<b>Total Income</b>	<b>1,677.8</b>	<b>100.0%</b>	<b>3,911.7</b>	<b>100.0%</b>	<b>(57.1%)</b>
Operating Expenditure	1,755.6	104.6%	2,901.6	74.2%	(39.5%)
<b>EBITDA</b>	<b>(77.8)</b>	<b>(4.6%)</b>	<b>1,010.1</b>	<b>25.8%</b>	<b>(107.7%)</b>
Depreciation	320.2	19.1%	338.8	8.7%	(5.5%)
Amortisation	398.7	23.8%	397.3	10.1%	0.4%
<b>EBIT</b>	<b>(796.7)</b>	<b>(47.5%)</b>	<b>274.0</b>	<b>7.0%</b>	<b>(390.8%)</b>
Other Income	131.7	7.8%	91.7	2.4%	43.6%
Finance Cost	141.5	8.4%	139.6	3.6%	1.4%
Exceptional items	232.3	13.8%	-	0.0%	0.0%
<b>Profit Before Tax (PBT)</b>	<b>(574.2)</b>	<b>-34.2%</b>	<b>226.1</b>	<b>5.8%</b>	<b>(354.0%)</b>
Taxation	(138.1)	(8.2%)	59.0	1.5%	(334.1%)
<b>Profit After Tax (PAT)</b>	<b>(436.1)</b>	<b>(26.0%)</b>	<b>167.1</b>	<b>4.3%</b>	<b>(361.0%)</b>
Other Comprehensive Income (net)	(1.6)	(0.1%)	(2.6)	(0.1%)	(38.9%)
<b>Total Comprehensive Income</b>	<b>(437.7)</b>	<b>(26.1%)</b>	<b>164.5</b>	<b>4.2%</b>	<b>(366.1%)</b>

# Condensed Statement Of Operations (Consolidated)

₹ In Millions	Q3 FY21	%age of Total Income	Q3 FY20	%age of Total Income	Growth (%)
Income from Operations	852.5	99.6%	1,466.6	98.9%	(41.9%)
Other Operating Income	3.7	0.4%	16.7	1.1%	(77.7%)
<b>Total Income</b>	<b>856.2</b>	<b>100.0%</b>	<b>1,483.3</b>	<b>100.0%</b>	<b>(42.3%)</b>
Operating Expenditure	647.4	75.6%	1,070.4	72.2%	(39.5%)
<b>EBITDA</b>	<b>208.6</b>	<b>24.4%</b>	<b>412.9</b>	<b>27.8%</b>	<b>(49.5%)</b>
Depreciation	115.3	13.5%	130.8	8.8%	(11.9%)
Amortisation	133.3	15.6%	133.1	9.0%	0.2%
<b>EBIT</b>	<b>(40.0)</b>	<b>(4.7%)</b>	<b>149.0</b>	<b>10.0%</b>	<b>(126.8%)</b>
Other Income	40.7	4.8%	30.4	2.0%	33.9%
Finance Cost	46.9	5.5%	49.9	3.4%	(6.2%)
Exceptional items	293.2	34.2%	-	0.0%	0.0%
<b>Profit Before Tax (PBT)</b>	<b>247.0</b>	<b>28.8%</b>	<b>129.5</b>	<b>8.7%</b>	<b>90.8%</b>
Taxation	62.9	7.3%	30.5	2.0%	106.4%
<b>Profit After Tax (PAT)</b>	<b>184.1</b>	<b>21.5%</b>	<b>99.0</b>	<b>6.7%</b>	<b>86.0%</b>
Other Comprehensive Income (net)	(1.1)	(0.1%)	0.7	0.0%	(254.2%)
<b>Total Comprehensive Income</b>	<b>183.0</b>	<b>21.4%</b>	<b>99.7</b>	<b>6.7%</b>	<b>83.6%</b>



# Condensed Statement Of Operations (Consolidated)

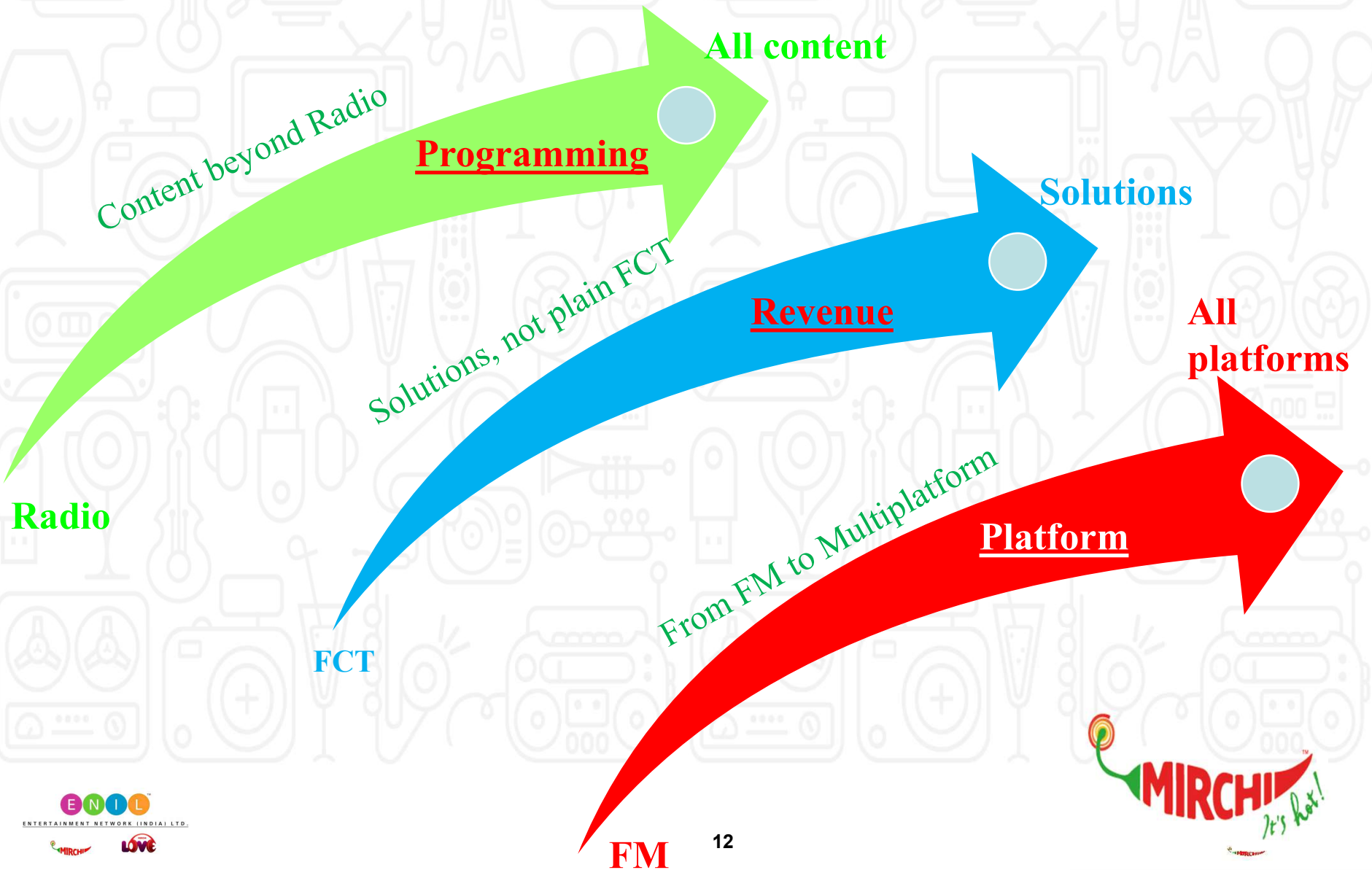
₹ In Millions	YTD Dec'20	%age of Total Income	YTD Dec'19	%age of Total Income	Growth (%)
Income from Operations	1,697.3	98.8%	3,885.2	98.0%	(56.3%)
Other Operating Income	19.9	1.2%	77.9	2.0%	(74.4%)
<b>Total Income</b>	<b>1,717.2</b>	<b>100.0%</b>	<b>3,963.1</b>	<b>100.0%</b>	<b>(56.7%)</b>
Operating Expenditure	1,796.4	104.6%	2,939.5	74.2%	(38.9%)
<b>EBITDA</b>	<b>(79.2)</b>	<b>(4.6%)</b>	<b>1,023.6</b>	<b>25.8%</b>	<b>(107.7%)</b>
Depreciation	358.3	20.9%	375.6	9.5%	(4.6%)
Amortisation	398.7	23.2%	397.3	10.0%	0.3%
<b>EBIT</b>	<b>(836.2)</b>	<b>(48.7%)</b>	<b>250.7</b>	<b>6.3%</b>	<b>(433.6%)</b>
Other Income	144.1	8.4%	96.3	2.4%	49.5%
Finance Cost	146.6	8.5%	147.9	3.7%	(0.9%)
Exceptional items	258.4	15.0%	-	0.0%	0.0%
<b>Profit Before Tax (PBT)</b>	<b>(580.3)</b>	<b>-33.8%</b>	<b>199.1</b>	<b>5.0%</b>	<b>(391.4%)</b>
Taxation	(137.7)	(8.0%)	59.7	1.5%	(330.8%)
<b>Profit After Tax (PAT)</b>	<b>(442.6)</b>	<b>(25.8%)</b>	<b>139.4</b>	<b>3.5%</b>	<b>(417.5%)</b>
Other Comprehensive Income (net)	(2.1)	(0.1%)	(2.3)	(0.0%)	(6.0%)
<b>Total Comprehensive Income</b>	<b>(444.7)</b>	<b>(25.9%)</b>	<b>137.1</b>	<b>3.5%</b>	<b>(424.4%)</b>

# Business Review

# Key Operating Highlights

- After 19 years, the Iconic 'Radio Mirchi' Brand has undergone a complete overhaul and has pivoted to just 'Mirchi'
- Re-entry in UAE in Q4 FY21 through Brand Licensing Agreement with 'Dolphin Recording Studio LLC'
- Middle East Expansion : Planned Launch of Bahrain and Qatar station in Q4 FY21
- After discontinuation of ASA with TVTN, ENIL sells its own network of 73 frequencies in 63 cities
- Mirchi Play has 25 online stations in the landing page of Gaana app
- Mirchi continues to have the largest social media footprint amongst private FM players
- Mirchi's YouTube Network crossed 11.5mn subscribers during the quarter

# Strategy : Three Pivots



# LAUNCH OF MIRCHI'S NEW LOGO



# Brand Change



Radio Mirchi has been rebranded as 'Mirchi'

- A promotional song was released on Radio and Digital platforms, starring prominent artists like Darshan Raval, Raftaar & Armaan Malik.
- More than 5 lacs views were garnered in less than a month's time.
- 23 social media stories came out including artists & artist's fan-club reposts



# Regional Versions launched with local RJs



#GeethaMadhuri #Mirchi #MirchiEntertainment  
Prathi Entertainment lo Mirchi le ft Geetha Madhuri  
2,617 views · Dec 4, 2020

Telegu - <https://youtu.be/6M1hCEdRb4w>



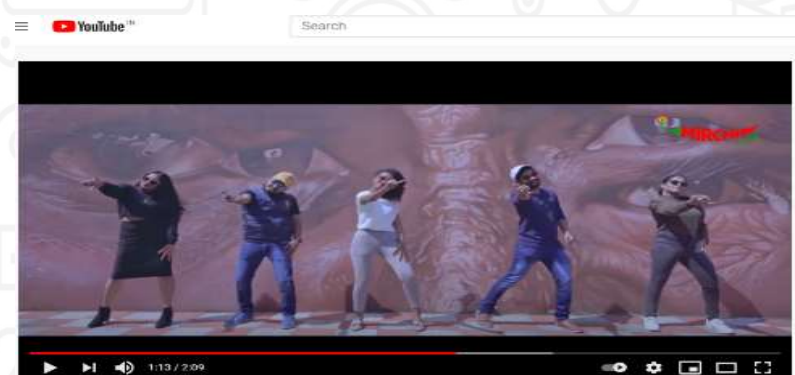
Mirchi Andre Entertainment, Entertainment Andre Mirchi !! Mirchi Kannada | #MirchiEntertainment  
1,433 views · Premiered Dec 4, 2020

Kannada - <https://youtu.be/DC4kmp4Mg0I>



#EntertainmentEthanumMirchiUndu  
ദേവുധോ യിർശി ഇനിമേൽ ആഭയാർഷ് യിർശി | Ashok Selvan | Arun-Aravind Twins | Deepika  
13,723 views · Dec 4, 2020

Tamil - <https://youtu.be/Oi3Tv2cXq88>



#SangathiHelaanu #RadioMirchi #MirchiSong  
Ethu Entertainmentinum Mirchi Undu | Mirchi Music Video  
11,612 views · Premiered Dec 4, 2020

Malayalam - <https://youtu.be/mDmXUXdh9TI>

# 95+ Media Coverage – Online, TV & Print

**EVENT FAQS**  
NEWS ARTICLES AGENCIES SUPPLIERS JOBS SEARCH LOGIN

**MIRCHI TO LAUNCH SONG BY LEADING ARTISTES TO Z VIDEO SERIES TO ITERATE ITS NEW BRAND IDENTITY**

**Mirchi to Launch Song by Leading Artistes, A to Z Video Series to Iterate its New Brand Identity**

By **EVENT FAQS** | Industry News | November 7, 2020 | News

**Read More In**  
Event Technology  
Trends  
New Initiatives  
Distributions  
Events  
People Movement  
Event Resources  
Venues



**As Radio Mirchi rebrands to Mirchi, Prashant Panday walks us through the brand's transformation**

**Business Insider**

**The Drum** Problem solved.  
NEWS IN DEPTH DIGITAL SUMMIT OPINION AWARDS CASE STUDIES WEBINAR

**Why India's leading radio brand Mirchi decided to drop radio**

By **anilk boria** | 11 December 2020 02:30am



**The Drum**



**Storyboard: ENIL's Prashant Panday on Radio Mirchi's new brand identity**

**afaqs!**

**"Mirchi's digital reach is already bigger than its radio reach": Prashant Panday**

By **Anirban Roy Choudhury** | Published: 9 Dec 2020, 5:50 AM IST

**"Mirchi's digital reach is already bigger than its radio reach": Prashant Panday**

**THE ECONOMIC TIMES**  
Copyright © 2014 Bennett Coleman & Co. Ltd. - All rights reserved  
Wed, 16 Dec-20, Economic Times - Mumbai Size : 261 sq.cm.  
Circulation:227412; Page : 13

**Much More Than Radio**

A look at the transformation of an iconic brand from Radio Mirchi to just 'Mirchi'

BY **PRITHVIA NAIK** (MUMBAI)

**OVER TWO YEARS**, the transformation of Mirchi, India's leading FM radio brand, began with the aim of turning it into a rural music and entertainment company. Since then, India's ENIL Mirchi has made several big and bold bets on original content with a hyper-localized strategy for its radio and digital channels, along with enhancing its pitch to advertisers with multi-media solutions. But the most significant symbol of the iconic brand's makeover is the recent removal of the word 'Radio' from its name.

Prashant Panday, managing director and CEO, Mirchi, tells **Brand Equity**, the decision was a "difficult one, but the brand had to align with the business." "What gave us confidence is the knowledge that the strength of the brand was very much embedded in Mirchi, not so much in the Radio," says Panday. With this overhaul, brand Mirchi can position itself as "more than just radio" and will extend into three basic quarters – FM radio (expanding outside India), digital (original content, videos, podcasts, online radio, audio-visual solutions for clients) and Live (television, on-ground events, etc.). "The measure of success of the brand will be the reach it achieves beyond FM radio. Today, the digital reach is an

they get the best possible results," says Panday.

At the core of Mirchi's content strategy is hyper-localization and a laser focus on regional filters, as the goal of the business transformation is to leverage the brand, its reach and the company's creative talent pool across regions to make ENIL "the number one city-centric music and entertainment company," says Panday. He adds, "wherever possible, content will be shared across digital and radio, but where it's not possible, we will make unique content for the two."

For instance, the show Tech Minutes, featuring Sangeeta Khatri, is a pure radio show. Bollywood actor Karanvir Kapoor's 'What Women Want' is a radio show with a video leg. The second season garnered nearly million views on YouTube.

A lot of Mirchi's original content is also created purely for digital and OTT platforms. The completion of Mirchi's transformation took place in a year that has battered businesses across industries. The company looked at every element of cost and the value that it creates before making the big moves. "We have estimated those costs that create the least value. We will ensure that those costs remain permanently cut. In the long run, therefore, when revenues recover, profitability will recover at a faster clip," says Panday. "In that sense,

**[IMPACT]**

**HOW MIRCHI IS SPICING IT UP**

Prashant Panday, MD & CEO, Mirchi on the transformation of the iconic Radio Mirchi brand into a city-centric, entertainment company

**ADVENT OF DIGITAL HEALTH**

Digital healthcare apps are a rapidly growing category of advertisers on the back of the 2020 pandemic

**THERE IS HIGH GOODWILL TO ENSURE INFLATION REMAINS STABLE**  
LULLU, LULLU, CEO, BARC India





# Song promotion via Instagram Influencers

**Sanket Mehta**



**Sanket -**  
[https://www.instagram.com/p/CIkvvupBPz\\_/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/p/CIkvvupBPz_/?utm_source=ig_web_copy_link)  
**Views - 303000**  
**Likes - 57545**  
**Comments - 833**

**Aashna Hegde**



**Aashna Hegde -**  
[https://www.instagram.com/p/CI m7e5sA0me/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/p/CI m7e5sA0me/?utm_source=ig_web_copy_link)  
**Views - 414000**  
**Likes - 71756**  
**Comments - 524**

**Jasleen Arora**



**Jasleen Arora -**  
[https://www.instagram.com/p/CI nqrgjpw4F/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/p/CI nqrgjpw4F/?utm_source=ig_web_copy_link)  
**Views - 352000**  
**Likes - 43800**  
**Comments - 209**

**Unnati Malharkar**

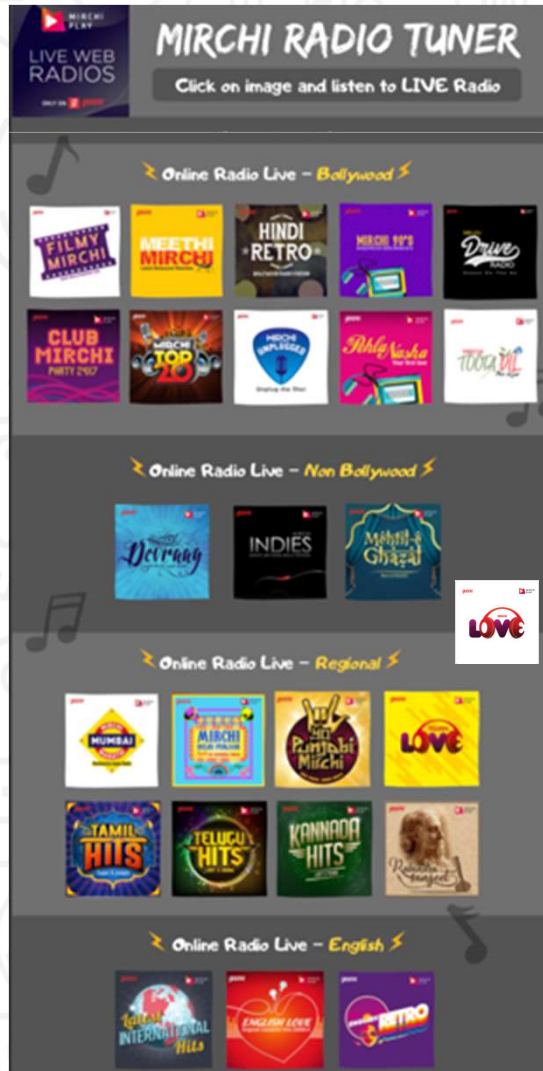


**Unnati -**  
[https://www.instagram.com/p/CI lBp4Bgk\\_a/?utm\\_source=ig\\_web\\_copy\\_link](https://www.instagram.com/p/CI lBp4Bgk_a/?utm_source=ig_web_copy_link)  
**Views - 265000**  
**Likes - 51743**  
**Comments - 642**

# 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 25 online radio stations.

# What Women Want - Season 3




Kareena talks about her next baby's name!

THE KAREENA KAPOOR SHOW

13:41

Kareena talks about her next baby's name with Neha...

2.1M views • 1 month ago



MALINI AGARWAL

11:20

Malini Agarwal on Sisterhood | What Women Want with...

6K views • 2 months ago

SANIA MIRZA

10:53

Sania Mirza on Women in Sports | What Women Want...

58K views • 2 months ago

KARISHMA KAPOOR

11:00

Karishma Kapoor & Kareena Kapoor Khan talk about...

150K views • 2 months ago

SARA ALI KHAN

9:56

Sara Ali Khan talks about Relationships | What Wome...

320K views • 2 months ago

15mn YouTube views; 4mn+ Social Media Views

# TOTAL – Highway Adda



## CAMPAIGN

“Highway Adda”  
To Target Truckers  
and Farmers in 2  
markets to build  
awareness about the  
product and  
developing database

## CONCEPT

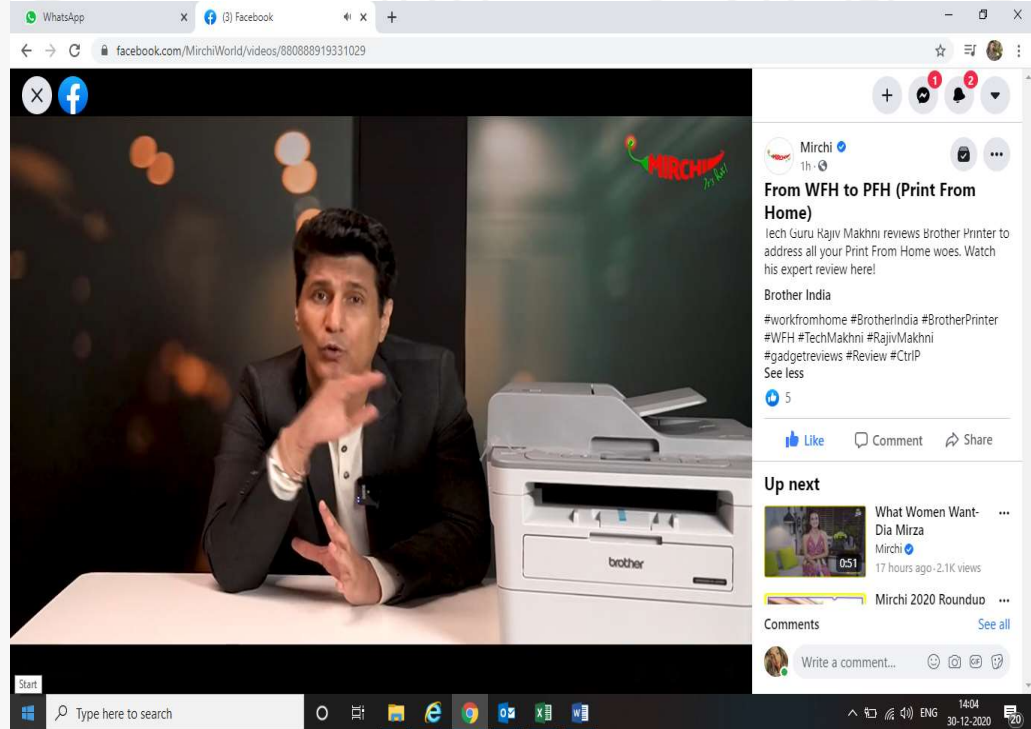
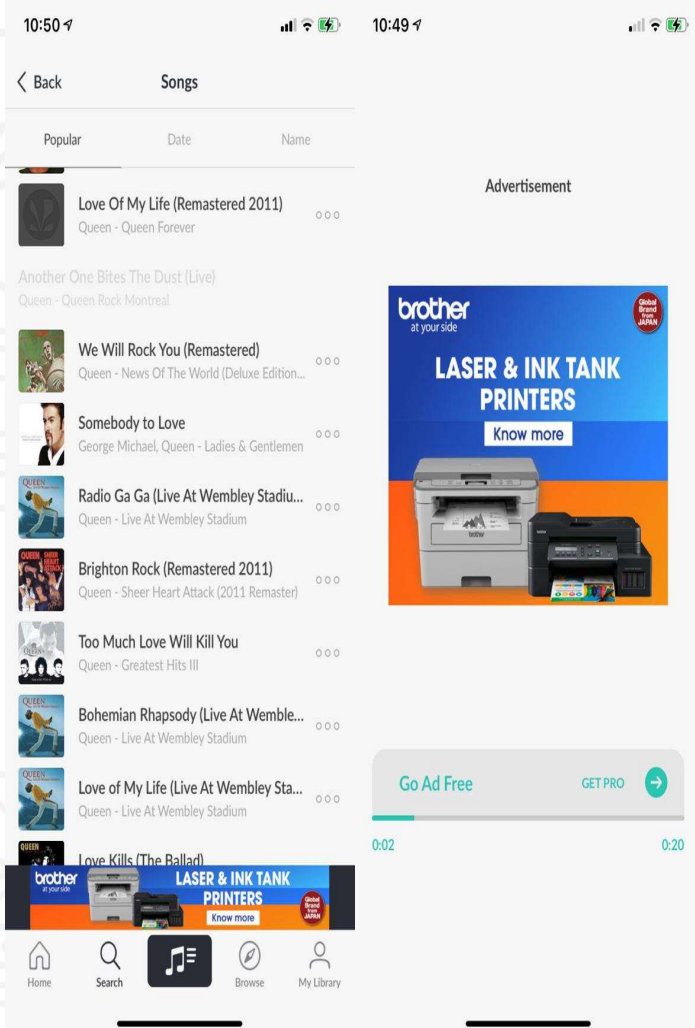
A fun and comedy  
radio show which  
has entertainment  
and information  
which is useful to a  
trucker and a farmer

## OBJECTIVE

To build Top Of Mind  
recall for brand  
To educate the TG  
about their products  
and develop database

# MULTI MEDIA SOLUTIONS

# Brother International



Campaign for Brother International, which included a review video by Rajiv Makhani and ads placement on Jio Saavn



# 'All Out' - Pujo



#CelebratingMA #AllOut #30YearsOfTrust

Arpita Chatterjee



Koneenika Banerjee



Rituparna Sengupta



Priyanka Sarkar | All Out | Celebrating Maa

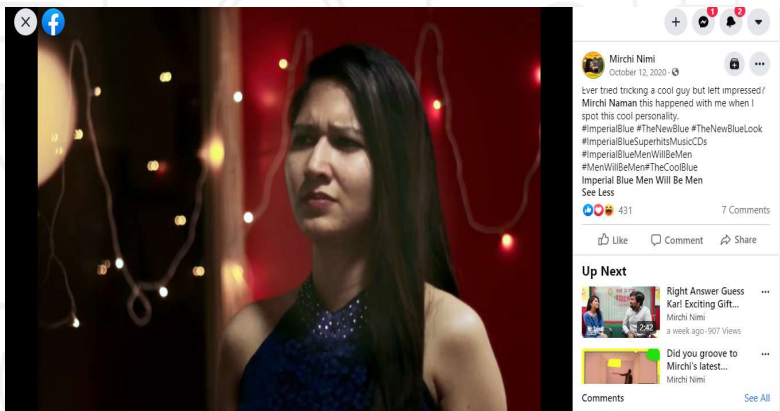
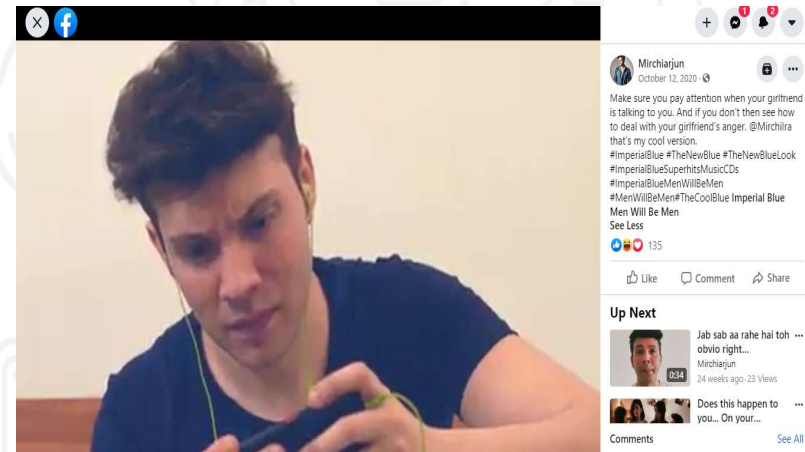
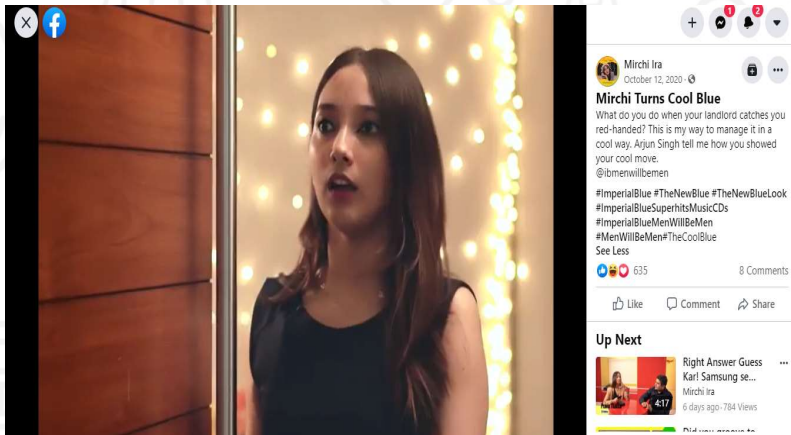
Priyanka Sarkar

7 videos, 1 min each  
posted on influencers  
social media

1. Barkha Bisht Sengupta
2. Priyanka Sarkar
3. Koneenika Banerjee
4. Rituparna Sengupta
5. Arpita Chatterjee
6. Puja Banerjee
7. RJ Ayantika
8. Mirchi Bangla page

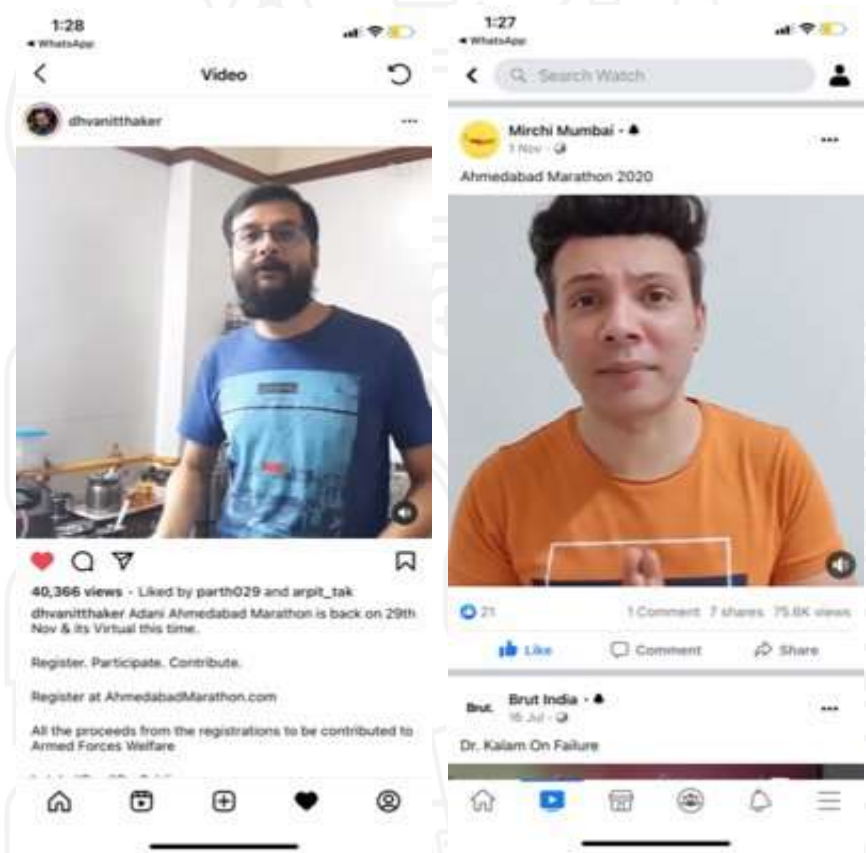
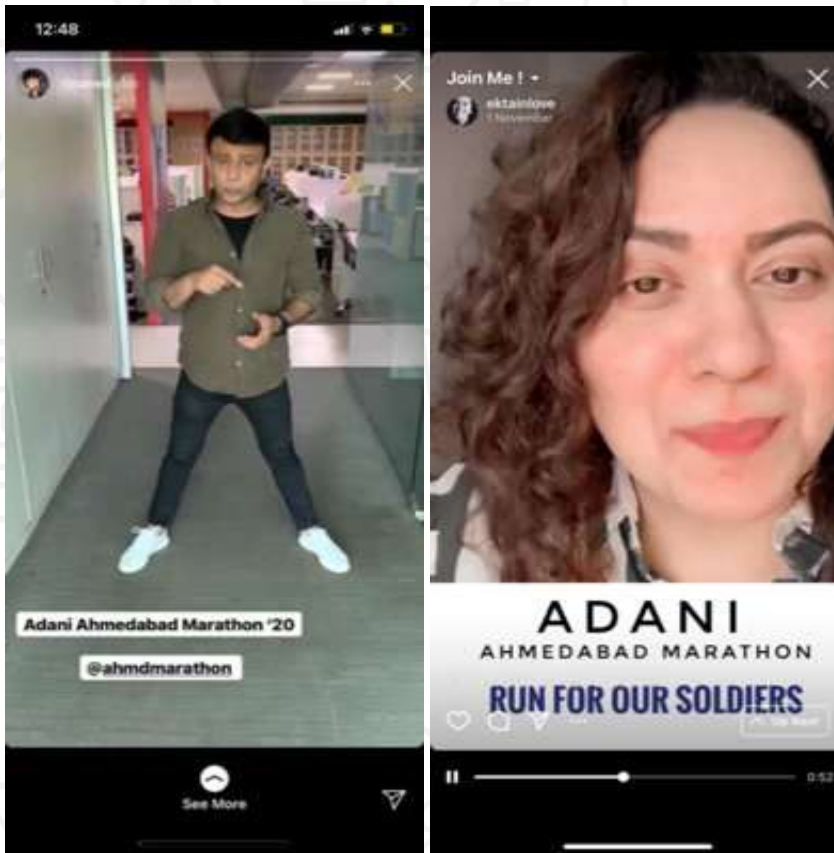


# Imperial Blue



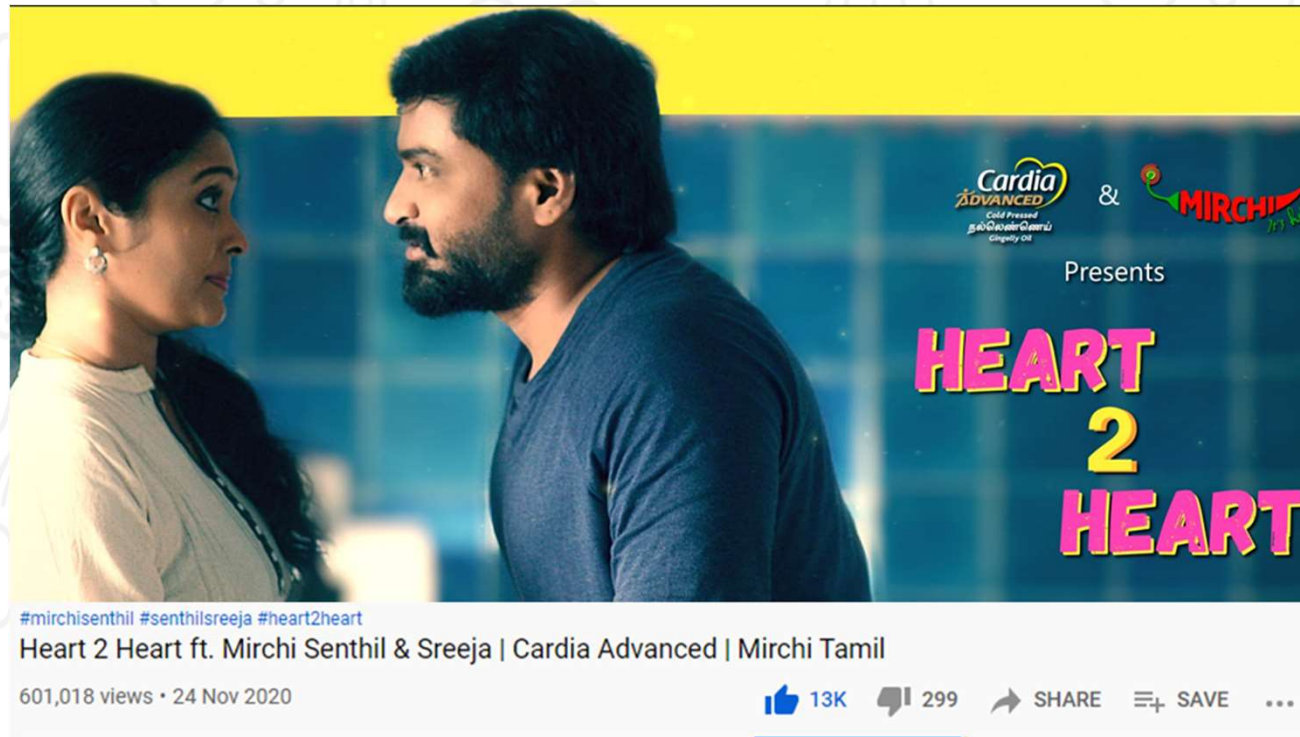
Promotion of brand through social media posts by RJs along with other on-air elements; Mirchi logo changed to blue for a day

# Adani Ahmedabad Marathon 2020



Virtual marathon, one of its kind, where runners could choose their own track and city on the Main Marathon Day

# Cardia Advanced Gingelly Oil



Sketch video with Mirchi RJ Senthil and Actress Sreeja integrating the new launched product along with Promotion on Radio and Facebook

# ORIGINAL CONTENT

# Licensed Content



Licensed two new shows to MX Player in October'20

# Impact Properties

# Mirchi Rock n Dhol



- A nine-day Virtual extravaganza on Radio & Digital
- Unplugged Garba was played 9PM onwards everynight.
- Dhvanit interviewed prominent singers of Gujarat like Sachin-Jigar, Parthiv Gohil, Aishwarya Majmudar etc



# Mirchi Konnect

**YES** **PREMIA** Truly Yours  
**YES** **BANK**  
Presents



Associate Sponsors



On ground event to spread awareness about health check ups and provide diet plans to the participants



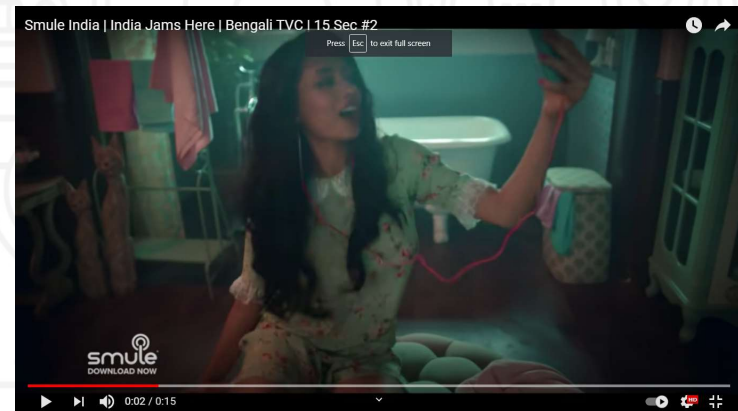
# Smule Kushir Pujo



*Come celebrate  
Khushir Pujo  
with RJ Somak &  
Paroma Dasgupta  
@ smulein*



Date: 23rd October Friday  
Paroma Dasgupta & RJ Mirchi Somak  
6 pm to 6.30 pm



Smule's 15sec AV promoted on Youtube.  
Live sessions and posts on RJ's Instagram Handles  
during festivities



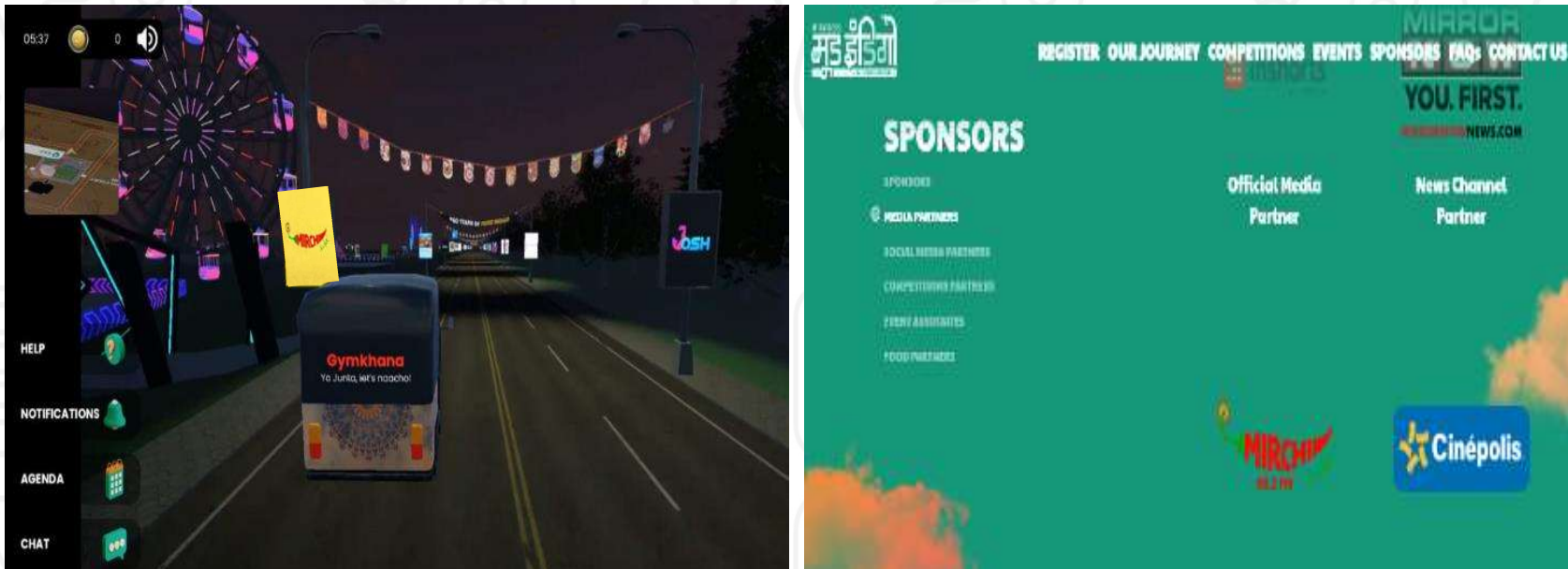
# Mirchi Shopping Carnival



Brands offered discount vouchers and schemes through the medium of radio and digital platforms of Mirchi

# Mirchi Programming & Marketing Activities

# IIT Mumbai – Mood Indigo Official Media Partner



- One of India's most renowned entertainment festival, created their campus into a Virtual module for everyone to visit.
- Our new brand video and Logos got integrated in the app visited by over 25,000 college kids.
- Our jocks became celebrity judges for their Marquee inter college shows and competitions

# Kolkata's Power Play League Association



- An online trivia quiz, supported by Saurav Ganguly, based on cricket. Winners won prizes like iPhone 12 and even the chance to meet Saurav!

# Srinagar- “Mirchi Gang of Girls”

## Radio Mirchi organises rally in Srinagar to celebrate women drivers

Monitor News Bureau

Srinagar, Oct 30: To celebrate women drivers of Kashmir, Radio Mirchi on Friday organised a rally titled “Mirchi Gang of Girls” from Nehru Park to Nishat garden in Srinagar.

Renowned singer Mehmehet Syed flagged off the march which was participated by over a dozen women drivers belonging to different professions.

Radio Mirchi held a 10 days long special segment on women drivers of Kashmir, who shared their experiences with the radio jockeys Mehak Zubair and Rafia Rahim.

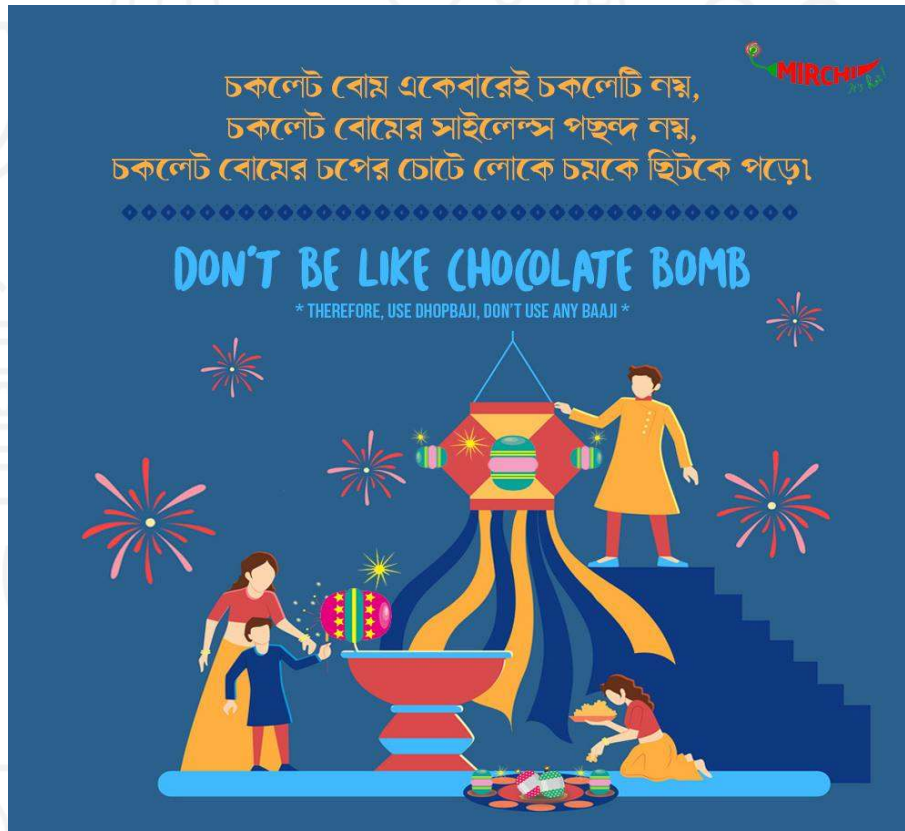


With lockdown relaxation, Mirchi Gang of Girls rallied in Valley, gave a kickstart to the city. The city was abuzz with women drivers on roads. Around 50 women participated in this event. Activity concluded with a rally on the banks of Dal lake and covered by all major local media.

# Mirchi Social Initiatives



# Mirchi Dhopbaji – A cracker-free Diwali/Kali Pujo



- Capsules/videos/quirky posters were made to urge people to not burst crackers during Diwali/ Kali Pujo.
- Mirchi Lajvanti's video reached 1M views; Other 8 videos reached 0.9M views.



# Mass-k Awareness & Distribution - Ahmedabad



- Mirchi Ahmedabad joined hands with an individual who wished to distribute 11,000 N95 quality masks for free.
- We combined our expertise with his goodwill and supported the Mask Distribution drive.
- The drive got good coverage across TV, print and social media too.

# Lions of Covid- Bengaluru

## Mirchi gives Bengaluru its largest tribute mural called 'Lions of COVID'

by Editorial — October 16, 2020 in Featured, Radio 1 min read



- Mirchi 95, in association with the Bangalore Metro, BBMP & the Police Dept felicitated the health & the police officials.
- Rakhis were tied to many health workers by Mirchi RJs and a large mural was painted.

# MIRCHI USA

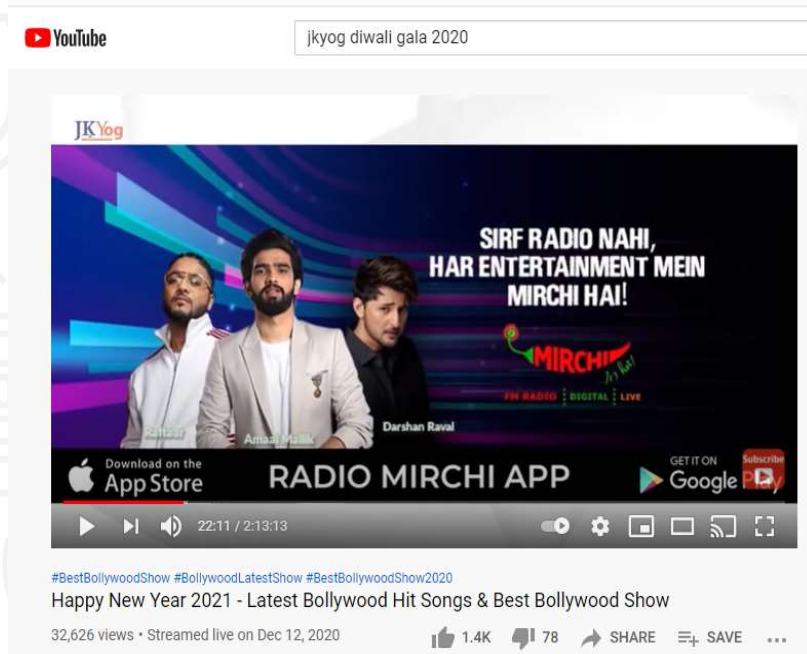
# Mirchi Malamaal



An engaging contest designed to receive maximum participation for consumers. Everyday, the consumer has a chance of winning either gift or cash by just registering themselves.

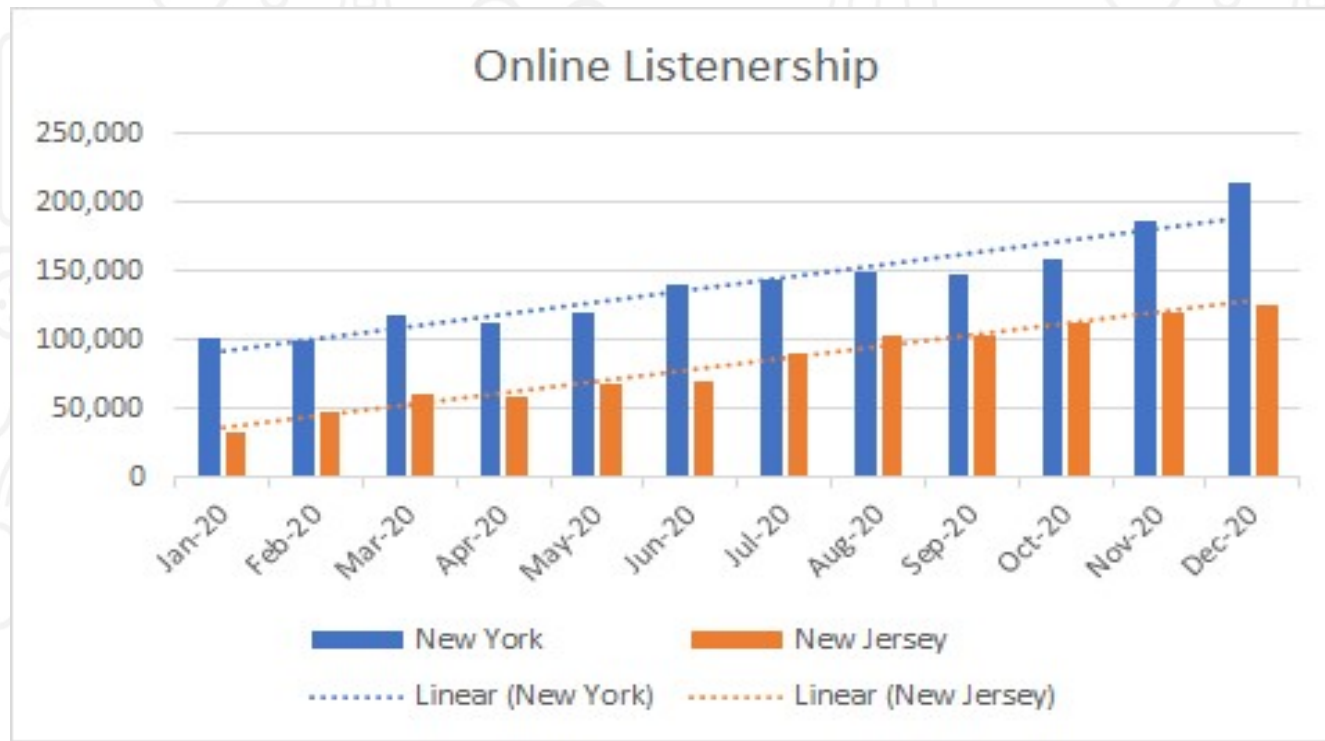
This activity reached 1M listeners in Tri-State area and helped the listenership to grow by 25% and App downloads by 15%.

# Jkyog Virtual Concert



Mirchi tied up with Jkyog virtual live concert that had scintillating performances by Bollywood Stars Balraj Syal, Jyotica Tangri, Harry Ananad, Tushar Shetty, Tejas and others on the grand occasion of Diwali Gala 2020 and hosted by Karan Wahi. “Har entertainment mein mirchi campaign” tag was mentioned in the event.

# Online listenership performance -USA



Online listenership has been growing steadily, which has peaked at 3 lakh+ listeners in December'20.

# 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 Q3FY21

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