

entertainment network (India) limited

Corporate Office: 14th Floor, Trade World, D-Wing, Kamala Mills Compound, Senapati Bapat Marg,
Lower Parel (West), Mumbai – 400 013, India. Tel: 022 6753 6983.

May 4, 2024

BSE Limited, Rotunda Building, P. J. Towers, Dalal Street, Fort, Mumbai- 400001	National Stock Exchange of India Limited, Exchange Plaza, Bandra Kurla Complex, Bandra (East), Mumbai – 400051
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BSE Scrip Code: 532700/ Symbol: ENIL

Sub: Investors Presentation - FY24

Dear Sir/ Madam,

Please find attached herewith the Investors' Presentation (Performance review –FY24).

The same has been uploaded at:

<https://www.enil.co.in/stock-exchange-filings-fy2025.php>

and

<https://www.enil.co.in/financials-investorp-fy2024.php>

For **Entertainment Network (India) Limited**

Mehul Shah

EVP - Compliance & Company Secretary

(FCS no- F5839)

Encl: a/a



ENTERTAINMENT NETWORK (INDIA) LTD.

A TIMES GROUP COMPANY

Investor Presentation Q4FY24

May 4th, 2024



Presentation Flow

Digital

Platform wise reach, highlights and New Product launch.

Solution Business

Top solution-driven event sales highlights

Finance

An overall review of our organization's standalone & summarized financial performance.



Business

The performance of FCT and Non-FCT business over the previous periods.

International

Sales highlights.



Mirchi Digital



Digital



Mirchi Digital
Monthly Active Users
90Mn+



Twitter

4.9Mn Followers
1.4L Monthly engagement



Instagram

12.9Mn Followers
4.3Mn Monthly engagement
10 Regional pages



Facebook

24.6Mn Followers
13.3Mn Monthly engagement
10 Regional pages



You Tube

19.2Mn+ Subscribers
13 Channels
148Mn Views per month



Radio Jockey

180+ popular influencers across regions and languages



Digital Platform

24.9 Mn MAUs



Mirchi's YouTube Channels



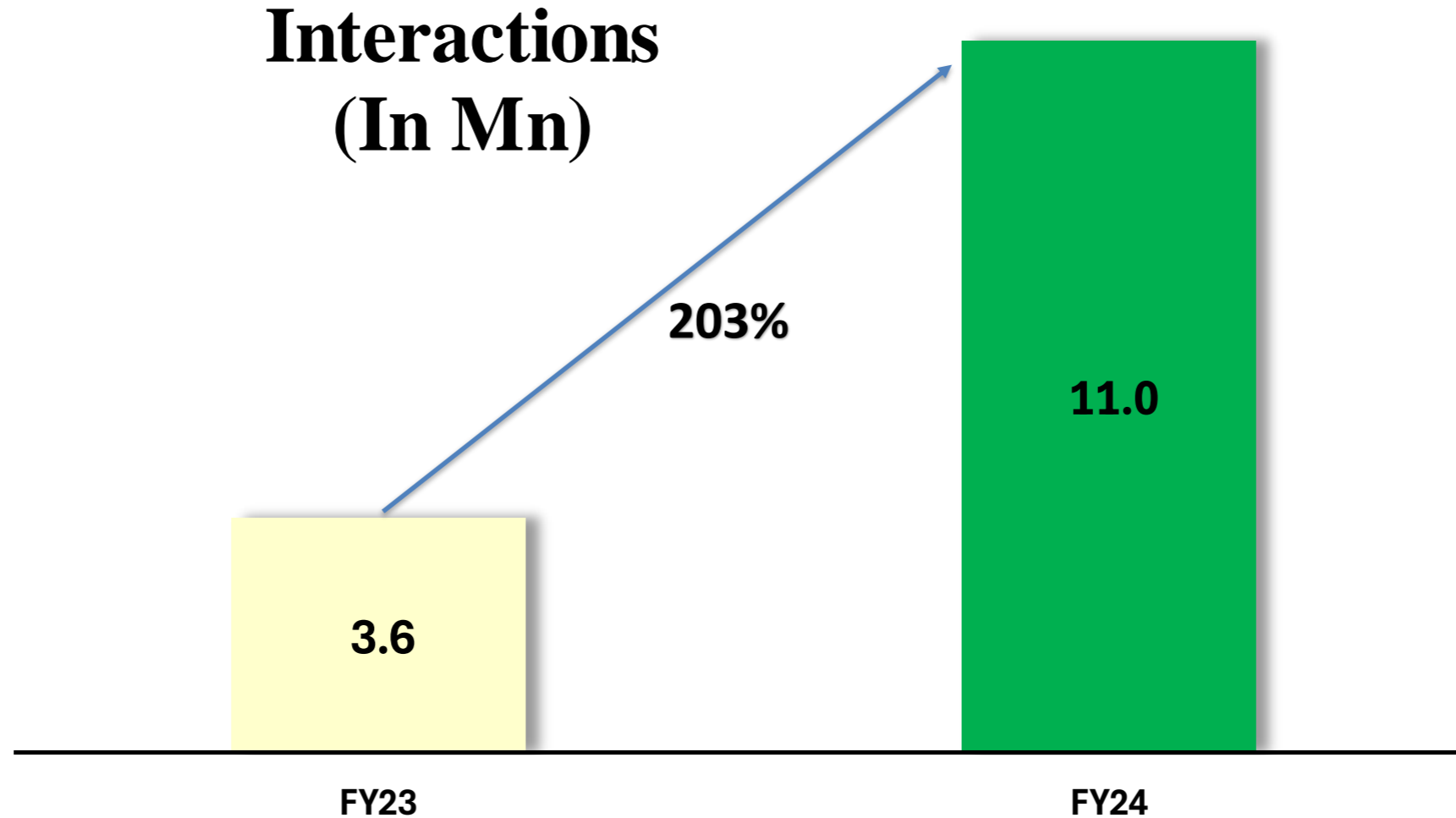
**19.2Mn
Subscribers
as on Mar'24**



**Crossed 560Mn
views in
FY24**



Instagram Growth in Engagement



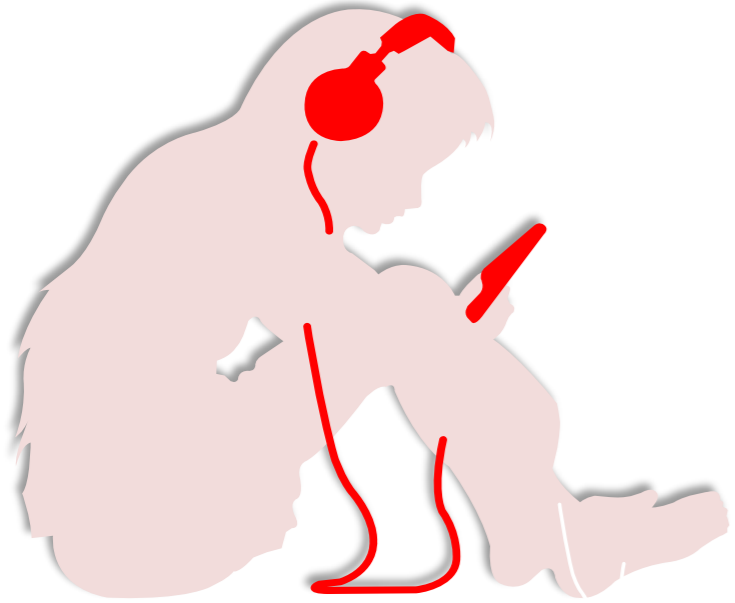


Facebook Growth in Engagement

NAME	TOTAL	REACTIONS	COMMENTS	SHARES
Mirchi Plus	63.46M	61.38M	1.26M	816.8K
PinkVilla	40.02M	38.64M	821.4K	562.4K
Mirchi Delhi	24.13M	23.47M	174.5K	480.5K
Zoom TV	14.05M	13.54M	367.0K	139.4K
Radio City	12.18M	11.88M	144.1K	160.9K
NDTV	7.47M	6.85M	417.8K	197.0K
The Times of Ind...	7.37M	6.50M	682.9K	191.0K
Viral Bhayani Vi...	5.19M	4.91M	188.6K	89.1K

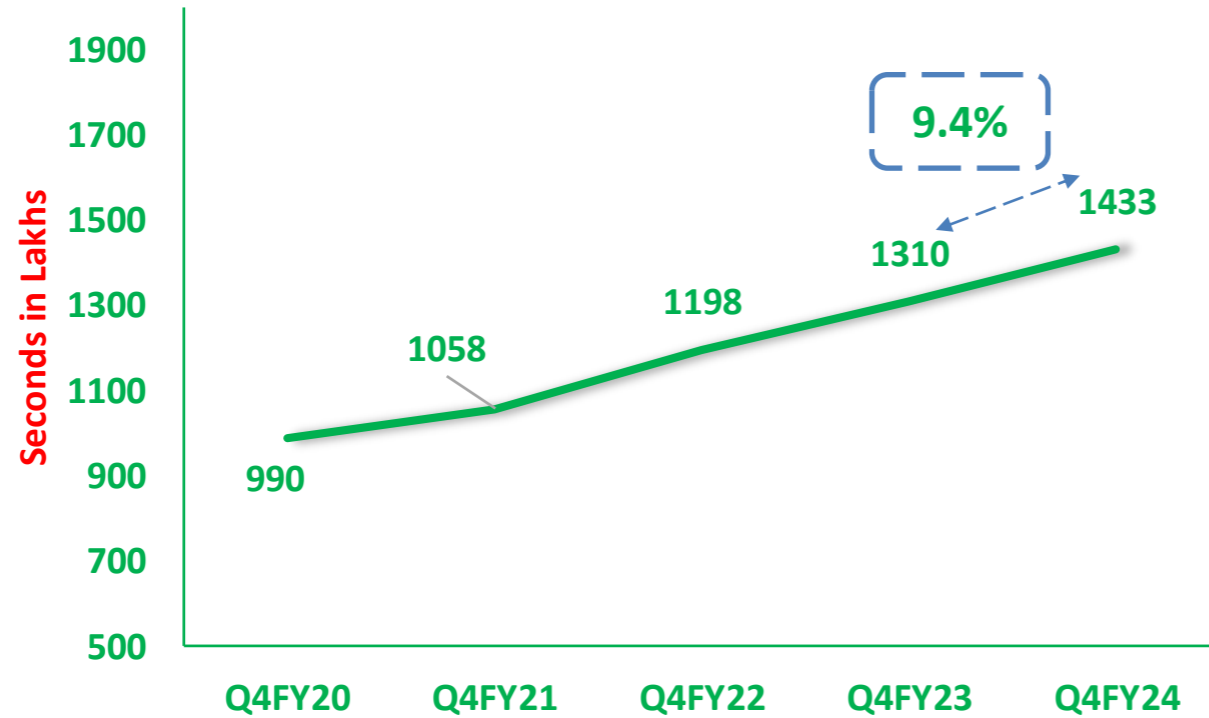
Leading the Category:
Almost 50% more interactions than runner up!

Mirchi Delhi emerges as the 2nd Runner-Up!







Business

Radio Ad Volumes

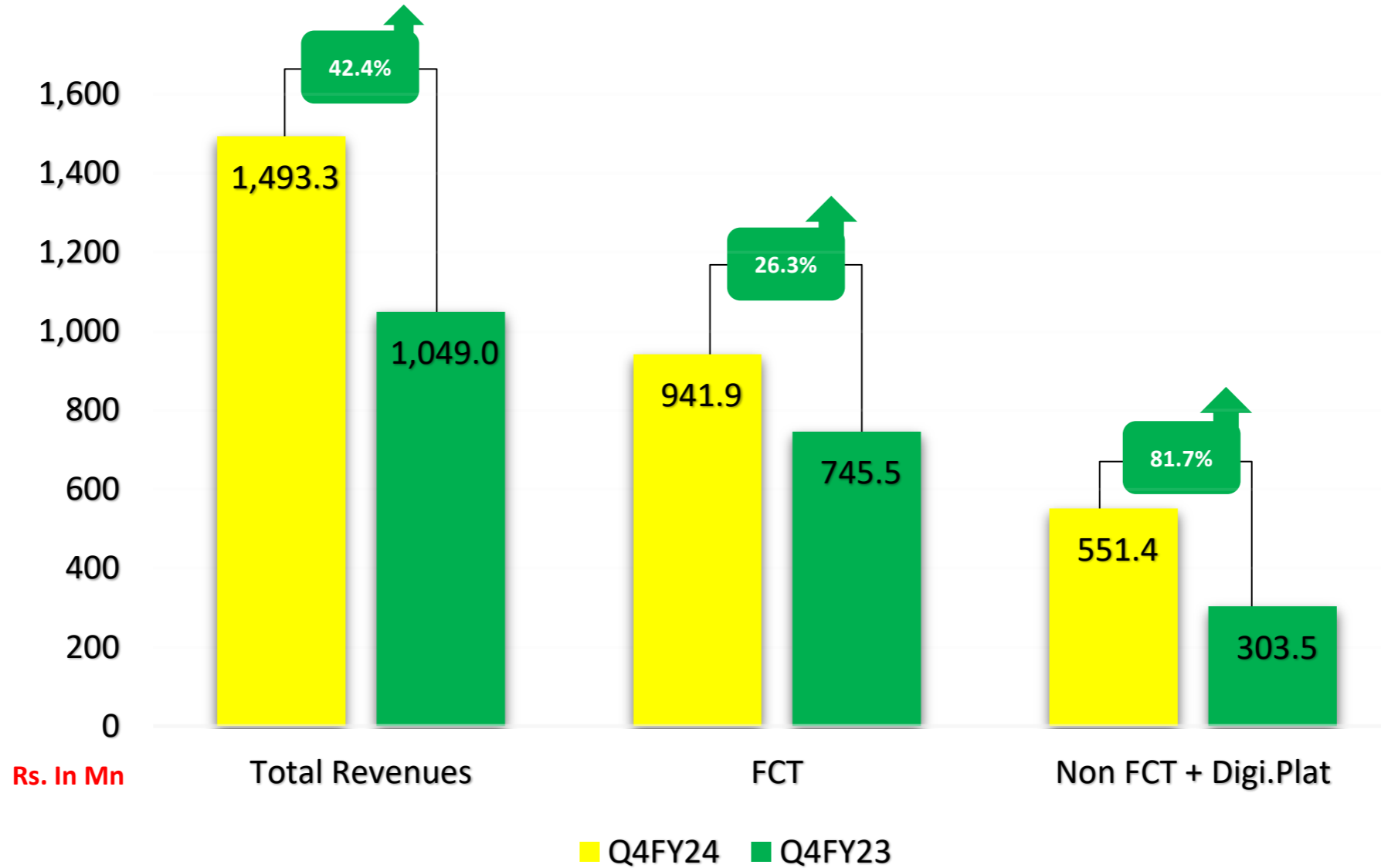


Industry

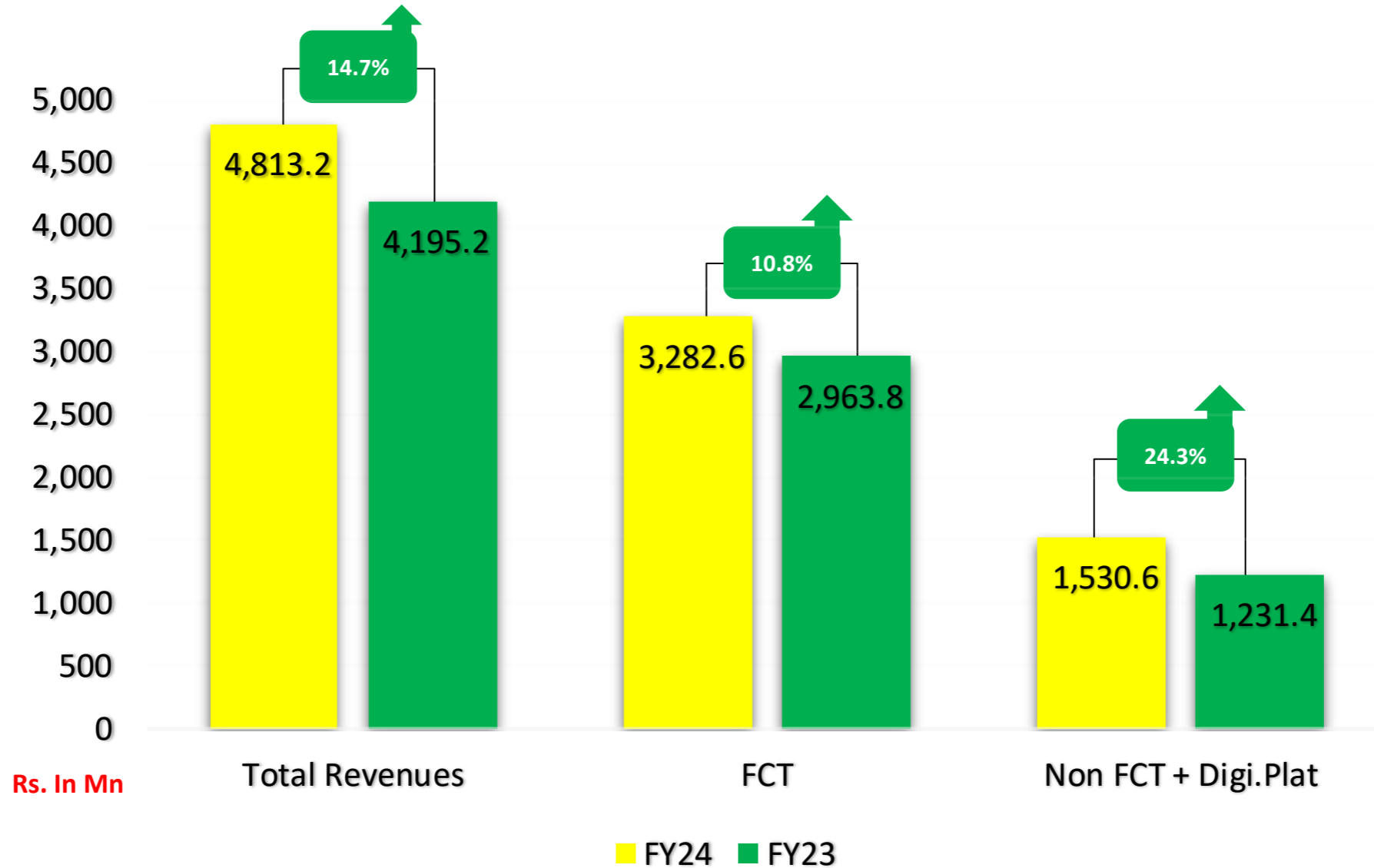
Source: Aircheck (21 Markets)

-  The industry growth w/o Govt & Political is only 3.9%
-  Volume market leader with Market Share of 25.9%
-  Registered Volume growth YoY: 17.9%
-  Due to increased share of Govt and Retail/ local advertisers

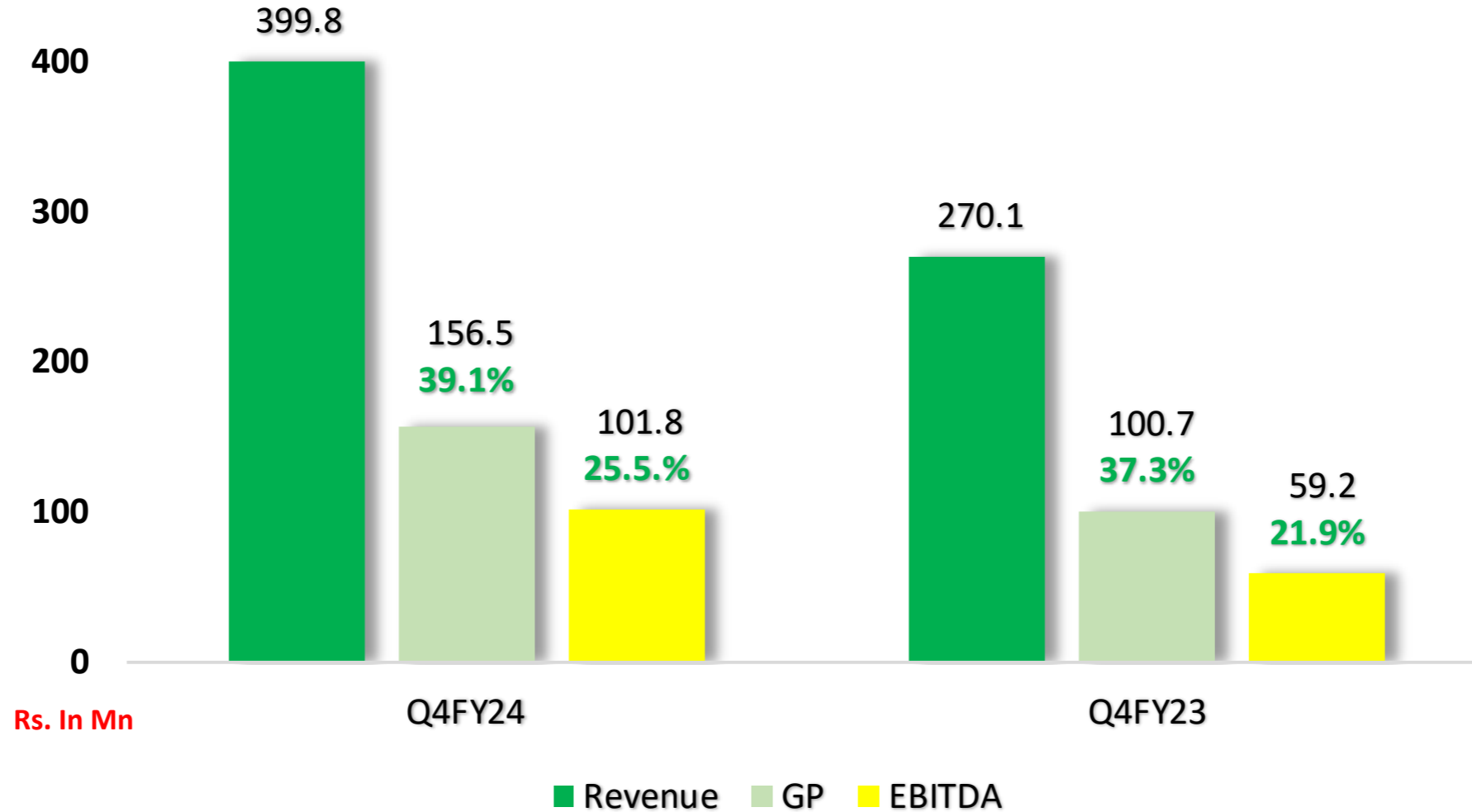
Q4FY24: Overall Revenue Performance



FY24: Overall Revenue Performance

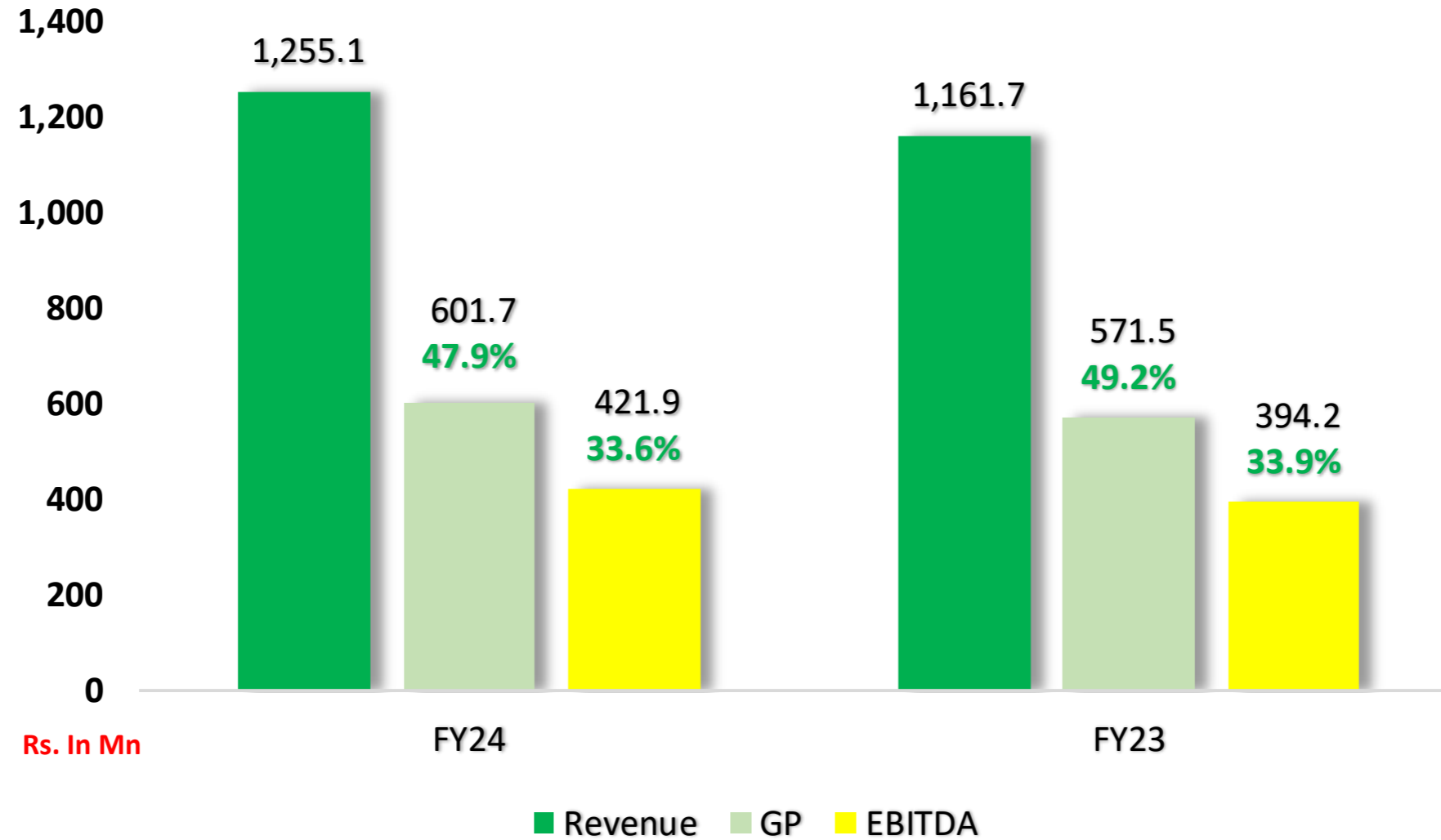


Q4FY24: Non - FCT Performance



Note: Excl. Digital Platform

FY24: Non - FCT Performance

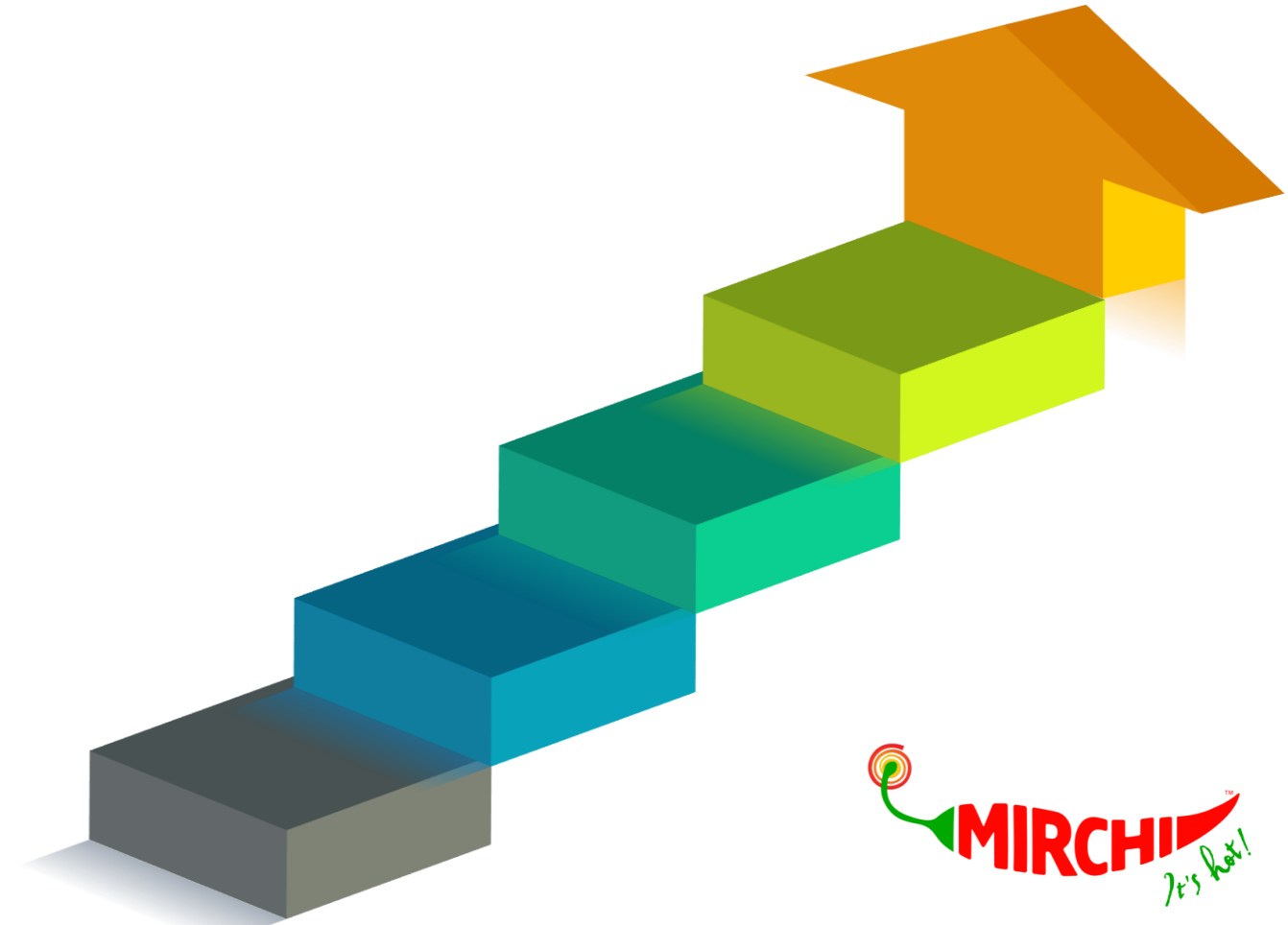


Rs. In Mn

Note: Excl. Digital Platform



Solution Business



SBI Life Spell Bee Season 13

Celebrating India's biggest spelling competition



Objective: To give students the opportunity to excel through an educative program and give parents & schools a sense of pride by celebrating their children through Spell Bee – India's largest spelling competition

Solution proposed:

370+ Schools were tapped pan India via school contact program to spread awareness and engage with the students.

More than 1.5 Lac students participated.

The selected 18K students advanced to the next round which was conducted online & 2.5K via Mirchi offices across the country.

Top 50 Spell-masters in each of the 17 cities were invited for a regional finale (This happened for the first time in the Spell Bee's history of 13 seasons)

SBI Green Marathon

India's only biggest & the largest marathon

Objective:

To create India's biggest eco – friendly marathon, as a joint vision between SBI and Mirchi. The idea here was to execute bigger & a better version in the fourth season, keeping with all sustainability elements intact in a short span of time.

Solution Proposed:

- The SBI Green Marathon was held in Mumbai, Bhopal, Ahmedabad and Jaipur.
- A multimedia solution (radio, outdoors, print and digital) surrounding the 4-city run including 3 categories 5K, 10K, and 21K runs, was executed.
- It was conceived with a belief in sustainability as an essential lifestyle. Waste management agency was on boarded for the waste management in each city as the objective was zero waste. They collected the waste and recycled it. The report was audited and published.



Mirchi Get Active Expo – Mumbai

Celebrating India's biggest fitness expo



Objective:

To celebrate fitness as a lifestyle and engage with niche audience via 4-day bib distribution expo before the main marathon day.

Solution Proposed:

4-day expo at the center of the city wherein brands targeting the audiences who are into overall fitness can directly interact with the participants and showcase their offerings



MIRCHI INTERNATIONAL

Bahrain

Mirchi Neon Run 2.0



Objective: Mirchi Neon run entered its 2nd season with a bigger target of reaching not to just South Asians but also to other target groups including Bahrainis and Western expats.

Impact: Got 1200 people to experience the 2nd season of Mirchi Neon Run where there were Zumba and Bolly dance session, photo booths, selfie backdrops, engaging games and of course a 4km run under Neon lights with post run party with celeb DJ Akbar Sami

Mirchi Roadshow at LULU Saudi – Al Rakah



Objective: To create buzz across Saudi's Eastern province. Al Rakah is a place having lots of North Indian people.

Impact: More than 500 people attended and enjoyed the event

Qatar

Mirchi Kidathon 2.0



Objective: This marathon for kids was conducted at Abu Sidra Mall to get brand visibility and listener engagement for Mirchi. One of the highlights of Mirchi Kidathon 2.0 was each participating child got a T-shirt, a medal, and refreshments. These tokens of appreciation not only added to the excitement of the event but also served as cherished mementos of their participation.

Impact: 700 registrations. 413 participants. 200K digital reach

Mirchi Sukoon 2.0



Objective: Ramadan being a month of peace and Harmony, Mirchi organized Mirchi Sukoon 2.0, a month dedicated for peace and rejuvenation. In this, 2 On Ground events were organized namely Mirchi Garangao & Mirchi Entertainmentki Eidi.

Impact: 500 registrations, 400 participants and 500k Digital reach.





The flyer features the logos for Radio Mirchi (with the tagline 'It's Hot!') and Lake Chateau Banquets (with a lion logo). The main title 'Valentine's Day' is written in a large, white, cursive font. Below it, the text reads: '♥ ♥ It's The Season of Love ♥ ♥', 'Where are You Taking your Partner This Valentine's?', 'Join Us for an Enchanting Evening Filled with Romance, Exquisite Dining, and Unforgettable Moments', 'Ignite The Spark of Love at Lake Chateau Banquets' Valentine's Party!', 'On Feb 14TH & Feb 16TH', '\$75 Per Person Including Open Bar', 'Order Online', and contact information for Lake Chateau (732-702-7000), Raju (732-201-4120), and Kenny (732-200-1020) at 1002 US-9, Woodbridge Township, NJ 07095.

Valentine's Day Celebration

Objective: To celebrate Valentine's with listeners Mirchi USA associated with Lake Chateau Banquets. An on-air contests was done and chosen winners were invited to attend the Valentine's Event

Impact: Over 100 people attended the event and enjoyed it.



Mirchi Neon Run



Objective: Mirchi Neon run was introduced in Dubai for the first time and was organized at one of the most premium locations of the city.

Impact: Got approx. 1100 people to participate, and engage in Zumba and bolly dance session, photo booths, selfie backdrops, engaging games .



Awards & Recognition



Mirchi is Radio Station of the Year at e4m Golden Mikes Award

Mirchi won 40 awards across Radio Category, Audio & Podcast Category, RJ of the Year Hindi, RJ of the Year (Other Language), New Aspiring RJ of the Year and Best Podcast of the Year at e4m Golden Mikes.

12th ACEF Global Customer Engagement Awards

Mirchi won 4 Gold, 8 Silver & 4 Bronze at ACEF Global Customer Engagement Awards.

Abbys'23

Bronze for Innovation on Radio at Media Abby Awards'23 for the campaign: McDonald's Big Mac, Big Mistakes.

ECI National Award

Mirchi Kannada won the National award for the campaign - Ee Sala Vote Namde #Beralutorsi

Mommy Awards'23

Runner Up for the Best Regional Campaign - Cadbury Perk Chaapless Champion

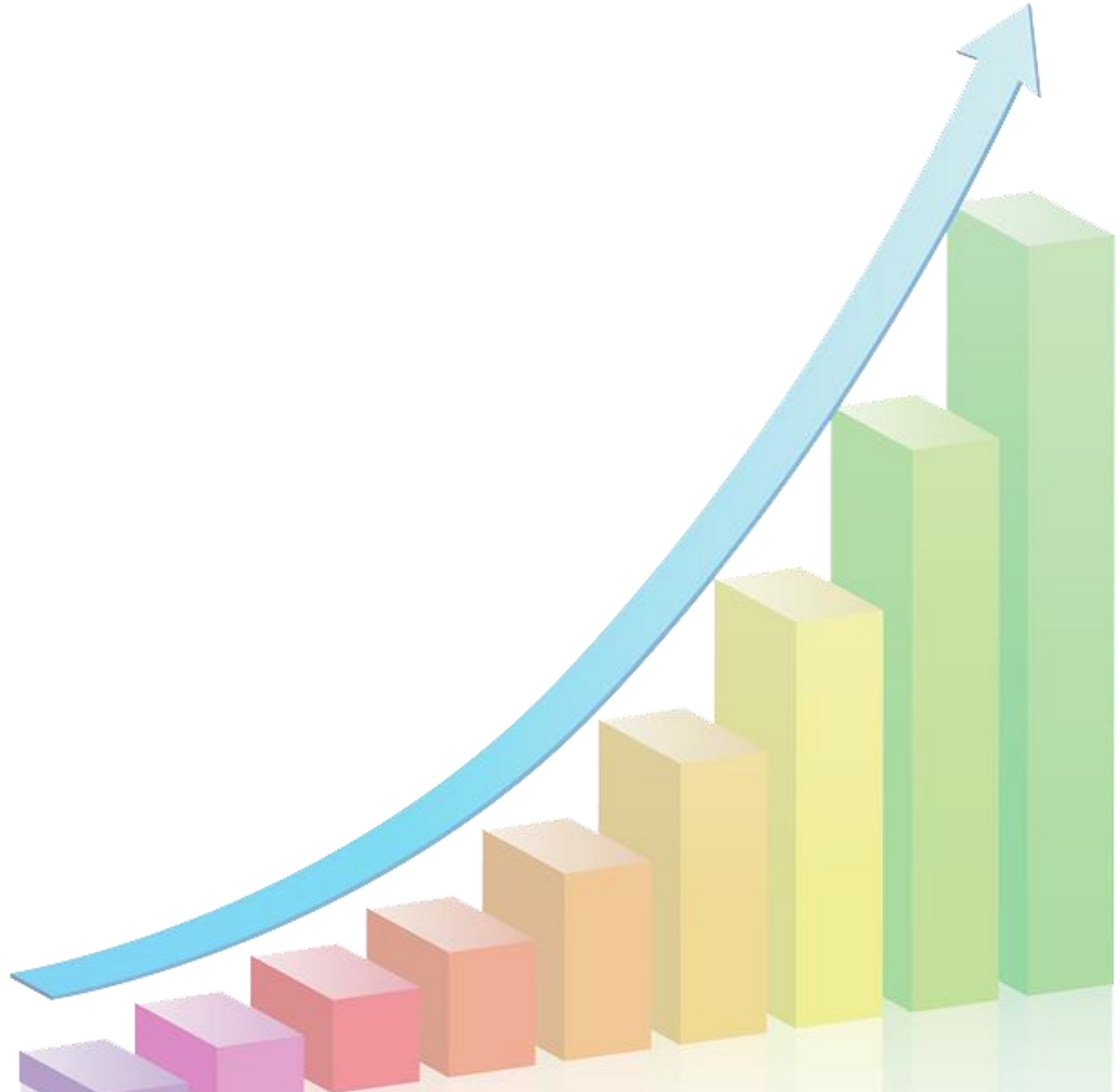
IAA Olive Crown Awards'23

Gala #WhyJustCleanHome Cleanest Transition Videos Ever won an award in the digital category.





Finance



Condensed Statement Of Operations

(Standalone)

₹ In Millions	Q4 FY24	Q4 FY23	YoY (%)	FY24	FY23	YoY (%)
Total Income	1,496.1	1,211.4	23.5%	5,197.7	4,869.3	6.7%
Operating Expenditure	1,235.0	1,102.8	12.0%	4,225.5	5,769.8	(26.8%)
EBITDA	261.1	108.6	140.5%	972.2	(900.5)	208.0%
Depreciation	79.0	80.2	(1.5%)	303.8	319.3	(4.9%)
Amortisation	112.2	112.5	(0.3%)	451.8	456.0	(0.9%)
EBIT	69.9	(84.1)	183.2%	216.6	(1,675.8)	112.9%
Other Income	76.0	64.8	17.2%	270.4	225.2	20.1%
Finance Cost	35.4	37.0	(4.1%)	147.5	154.7	(4.7%)
PBT before exceptional items	110.5	(56.3)	296.3%	339.5	(1,605.3)	121.2%
Exceptional items	-	-	NM	5.5	(177.8)	NM
PBT	110.5	(56.3)	296.3%	345.0	(1,783.1)	119.3%
Taxation	20.6	2.8	625.0%	63.7	(47.2)	234.8%
PAT	89.9	(59.1)	252.0%	281.3	(1,735.9)	116.2%
Other Comprehensive Income/Loss (net)	0.4	4.2	(91.7%)	(7.4)	3.0	NM
Total Comprehensive Income/Loss	90.3	(54.9)	264.5%	273.9	(1,732.9)	115.8%

Condensed Statement Of Operations

(Consolidated)

₹ In Millions	Q4 FY24	Q4 FY23	YoY (%)	FY24	FY23	YoY (%)
Total Income	1,532.3	1,053.6	45.4%	4,999.0	4,399.7	13.6%
Operating Expenditure	1,257.6	900.5	39.7%	3,939.9	3,690.9	6.7%
EBITDA	274.6	153.2	79.3%	1,059.1	708.8	49.4%
Depreciation	92.0	100.6	(8.5%)	342.5	440.6	(22.3%)
Amortisation	113.1	65.2	73.5%	454.5	409.9	10.9%
EBIT	69.5	(12.6)	652.4%	262.1	(141.7)	285.0%
Other Income	80.3	58.4	37.5%	264.3	222.5	18.8%
Finance Cost	38.0	32.0	18.8%	153.8	166.6	(7.7%)
PBT before exceptional items	111.8	13.8	707.8%	372.7	(85.8)	534.6%
Exceptional items	-	-	NM	13.2	(26.3)	NM
PBT	111.8	13.8	NM	385.8	(112.1)	NM
Taxation	21.9	3.0	NM	67.0	(45.0)	NM
PAT	89.9	10.8	NM	318.8	(67.1)	NM
Other Comprehensive income/loss	1.2	(39.5)	NM	(10.2)	(32.8)	NM
Total comprehensive income/loss	91.1	(28.7)	NM	308.6	(99.9)	NM

As per Ind AS 103 - Business Combinations, the financial information for the comparative periods, have been restated to include the results from the earliest period for the acquired business.

Condensed Statement Of Operations

(Standalone)

₹ In Millions	Q4 FY24	Q4 FY23	YoY (%)	FY24	FY23	YoY (%)
Total Income	1,493.3	1,049.0	42.4%	4,813.2	4,195.2	14.7%
Operating Expenditure	1,235.0	888.0	39.1%	3,840.6	3,520.5	9.1%
EBITDA	258.3	161.0	60.5%	972.6	674.8	44.1%
Depreciation	79.0	80.2	(1.5%)	303.8	319.3	(4.9%)
Amortisation	112.2	112.1	0.1%	450.7	454.1	(0.8%)
EBIT	67.2	(31.3)	NM	218.1	(98.7)	NM
Other Income	77.6	57.0	36.2%	248.0	182.8	35.7%
Finance Cost	34.3	36.7	(6.6%)	137.8	148.7	(7.3%)
PBT before exceptional items	110.5	(11.0)	NM	328.4	(64.6)	NM
Exceptional items	-	-	NM	5.5	(177.8)	NM
PBT	110.5	(11.0)	NM	333.8	(242.4)	NM
Taxation	20.6	2.9	NM	63.7	(47.4)	NM
PAT	89.9	(13.9)	NM	270.2	(195.1)	NM
Other Comprehensive Income/Loss (net)	0.4	0.4	NM	(7.2)	(1.6)	NM
Total Comprehensive Income/Loss	90.3	(13.5)	771.2%	262.9	(196.6)	233.7%

Condensed Statement Of Operations

(Consolidated)

₹ In Millions	Q4 FY24	Q4 FY23	YoY (%)	FY24	FY23	YoY (%)
Total Income	1,493.3	1,049.0	42.4%	4,813.2	4,195.2	14.7%
Operating Expenditure	1,235.0	888.0	39.1%	3,840.6	3,520.5	9.1%
EBITDA	258.3	161.0	60.5%	972.6	674.8	44.1%
Depreciation	79.0	80.2	(1.5%)	303.8	319.3	(4.9%)
Amortisation	112.2	112.1	0.1%	450.7	454.1	(0.8%)
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Total Comprehensive Income/Loss	90.3	(13.5)	771.2%	262.9	(196.6)	233.7%

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 Q4FY24

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

For further information please contact:

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Runjhun Jain/Sonia Keswani

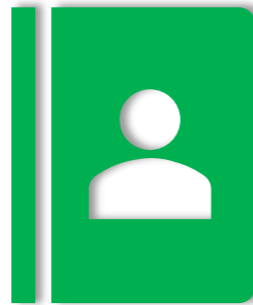
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Disclaimer

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, 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