

# INVESTOR UPDATE



ENTERTAINMENT NETWORK (INDIA) LTD.



## PERFORMANCE REVIEW: Q3 FY20

Feb 07, 2020

# Presentation Path

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

# Financial Review

# Condensed Statement Of Operations

## Standalone

₹ In Millions	Q3 FY20	%age of Total Income	Q3 FY19	%age of Total Income	Growth (%)
Income from Operations	1,440.2	98.9%	2,006.8	99.9%	(28.2%)
Other Operating Income	16.6	1.1%	2.2	0.1%	655.6%
<b>Total Income</b>	<b>1,456.8</b>	<b>100.0%</b>	<b>2,009.0</b>	<b>100.0%</b>	<b>(27.5%)</b>
Operating Expenditure	1,052.2	72.2%	1,605.3	79.9%	(34.5%)
<b>EBITDA</b>	<b>404.6</b>	<b>27.8%</b>	<b>403.7</b>	<b>20.1%</b>	<b>0.2%</b>
Depreciation	116.8	8.0%	44.3	2.2%	163.5%
Amortisation	133.1	9.1%	129.2	6.4%	3.0%
<b>EBIT</b>	<b>154.7</b>	<b>10.6%</b>	<b>230.1</b>	<b>11.5%</b>	<b>(32.8%)</b>
Other Income	28.9	2.0%	41.7	2.1%	(30.8%)
Finance Cost	46.9	3.2%	15.2	0.8%	208.5%
<b>Profit Before Tax (PBT)</b>	<b>136.7</b>	<b>9.4%</b>	<b>256.7</b>	<b>12.8%</b>	<b>(46.8%)</b>
Taxation	30.3	2.1%	97.1	4.8%	(68.8%)
<b>Profit After Tax (PAT)</b>	<b>106.4</b>	<b>7.3%</b>	<b>159.6</b>	<b>7.9%</b>	<b>(33.3%)</b>
Other Comprehensive Income (net)	0.3	0.0%	(1.9)	(0.1%)	(116.5%)
<b>Total Comprehensive Income</b>	<b>106.7</b>	<b>7.3%</b>	<b>157.7</b>	<b>7.8%</b>	<b>(32.3%)</b>

# Financial Performance Q3FY20

(All comparisons with corresponding period of previous year)

- Non-FCT revenues de-grew by 5.5%\*
  - Net of Postponement grew by 3.1%\*
- **Non FCT Margins \* register strong growth:**
  - Gross : 35.3% (Q3 FY19 : 29.6%)
  - EBITDA : 16.9% (Q3 FY19 : 7.9%)
- Revenue of Migrated stations (35) fell by 10.9% during the quarter
- Batch 1 revenues during the quarter: Rs.192.2 million; down 43.3%; EBITDA: Rs. 21.8 million (Q3FY19 : Rs. 15.4 million)
- Revenues from Batch 2 stations: Rs 46.6 million; EBITDA in Batch 2 stations: Rs.4.2 million (Q3FY19 : Loss Rs. 10.2 million)
- Impact of IND AS 116 : EBITDA ↑Rs. 87.9 Million and PAT ↓Rs.18.8 Million
- Estimated ETR for FY20 : 29.5% (FY19 : 35.5% )
- Net Cash as on Dec 31, 2019 was Rs. 1674.0 million

\* Excluding concerts featuring International Artists in Q3 FY19

# Condensed Statement Of Operations

## Standalone

₹ In Millions	YTD Dec'19	%age of Total Income	YTD Dec'18	%age of Total Income	Growth (%)
Income from Operations	3,833.8	98.0%	4,402.7	98.9%	(12.9%)
Other Operating Income	77.9	2.0%	47.6	1.1%	63.6%
<b>Total Income</b>	<b>3,911.7</b>	<b>100.0%</b>	<b>4,450.3</b>	<b>100.0%</b>	<b>(12.1%)</b>
Operating Expenditure	2,901.6	74.2%	3,489.7	78.4%	(16.9%)
<b>EBITDA</b>	<b>1,010.1</b>	<b>25.8%</b>	<b>960.6</b>	<b>21.6%</b>	<b>5.2%</b>
Depreciation	338.8	8.7%	115.4	2.6%	193.6%
Amortisation	397.3	10.2%	375.7	8.4%	5.7%
<b>EBIT</b>	<b>274.0</b>	<b>7.0%</b>	<b>469.5</b>	<b>10.5%</b>	<b>(41.6%)</b>
Other Income	91.7	2.3%	102.3	2.3%	(10.4%)
Finance Cost	139.6	3.6%	35.4	0.8%	294.3%
<b>Profit Before Tax (PBT)</b>	<b>226.1</b>	<b>5.8%</b>	<b>536.4</b>	<b>12.1%</b>	<b>(57.9%)</b>
Taxation	59.0	1.5%	195.2	4.4%	(69.8%)
<b>Profit After Tax (PAT)</b>	<b>167.1</b>	<b>4.3%</b>	<b>341.2</b>	<b>7.7%</b>	<b>(51.0%)</b>
Other Comprehensive Income (net)	(2.6)	(0.1%)	(1.5)	(0.0%)	68.1%
<b>Total Comprehensive Income</b>	<b>164.5</b>	<b>4.2%</b>	<b>339.7</b>	<b>7.6%</b>	<b>(51.6%)</b>

# Condensed Statement Of Operations

## Consolidated

₹ In Millions	Q3 FY20	%age of Total Income	Q3 FY19	%age of Total Income	Growth (%)
Income from Operations	1,466.6	98.9%	2,006.8	99.9%	(26.9%)
Other Operating Income	16.7	1.1%	2.2	0.1%	656.5%
<b>Total Income</b>	<b>1,483.3</b>	<b>100.0%</b>	<b>2,009.0</b>	<b>100.0%</b>	<b>(26.2%)</b>
Operating Expenditure	1,070.4	72.2%	1,605.4	79.9%	(33.3%)
<b>EBITDA</b>	<b>412.9</b>	<b>27.8%</b>	<b>403.6</b>	<b>20.1%</b>	<b>2.3%</b>
Depreciation	130.8	8.8%	44.3	2.2%	195.2%
Amortisation	133.1	9.0%	129.3	6.4%	3.0%
<b>EBIT</b>	<b>149.0</b>	<b>10.0%</b>	<b>230.0</b>	<b>11.5%</b>	<b>(35.2%)</b>
Other Income	30.4	2.0%	43.8	2.2%	(30.6%)
Finance Cost	49.9	3.4%	15.2	0.8%	228.6%
<b>Profit Before Tax (PBT)</b>	<b>129.5</b>	<b>8.7%</b>	<b>258.6</b>	<b>12.9%</b>	<b>(49.9%)</b>
Taxation	30.5	2.1%	97.2	4.8%	(68.6%)
<b>Profit After Tax (PAT)</b>	<b>99.0</b>	<b>6.7%</b>	<b>161.4</b>	<b>8.0%</b>	<b>(38.6%)</b>
Other Comprehensive Income (net)	0.7	0.0%	(2.0)	(0.1%)	(135.0%)
<b>Total Comprehensive Income</b>	<b>99.7</b>	<b>6.7%</b>	<b>159.4</b>	<b>7.9%</b>	<b>(37.5%)</b>

# Condensed Statement Of Operations

## Consolidated

₹ In Millions	YTD Dec'19	%age of Total Income	YTD Dec'18	%age of Total Income	Growth (%)
Income from Operations	3,885.2	98.0%	4,402.7	98.9%	(11.8%)
Other Operating Income	77.9	2.0%	47.6	1.1%	63.6%
<b>Total Income</b>	<b>3,963.1</b>	<b>100.0%</b>	<b>4,450.3</b>	<b>100.0%</b>	<b>(10.9%)</b>
Operating Expenditure	2,939.5	74.2%	3,489.8	78.4%	(15.8%)
<b>EBITDA</b>	<b>1,023.6</b>	<b>25.8%</b>	<b>960.5</b>	<b>21.6%</b>	<b>6.6%</b>
Depreciation	375.6	9.5%	115.4	2.6%	225.5%
Amortisation	397.3	10.0%	375.7	8.4%	5.7%
<b>EBIT</b>	<b>250.6</b>	<b>6.3%</b>	<b>469.3</b>	<b>10.5%</b>	<b>(46.6%)</b>
Other Income	96.4	2.4%	107.8	2.4%	(10.6%)
Finance Cost	147.9	3.7%	35.4	0.8%	318.2%
<b>Profit Before Tax (PBT)</b>	<b>199.1</b>	<b>5.0%</b>	<b>541.8</b>	<b>12.2%</b>	<b>(63.2%)</b>
Taxation	59.7	1.5%	196.6	4.4%	(69.6%)
<b>Profit After Tax (PAT)</b>	<b>139.4</b>	<b>3.5%</b>	<b>345.2</b>	<b>7.8%</b>	<b>(59.6%)</b>
Other Comprehensive Income (net)	(2.3)	(0.1%)	(1.5)	(0.0%)	49.1%
<b>Total Comprehensive Income</b>	<b>137.1</b>	<b>3.5%</b>	<b>343.7</b>	<b>7.7%</b>	<b>(60.1%)</b>

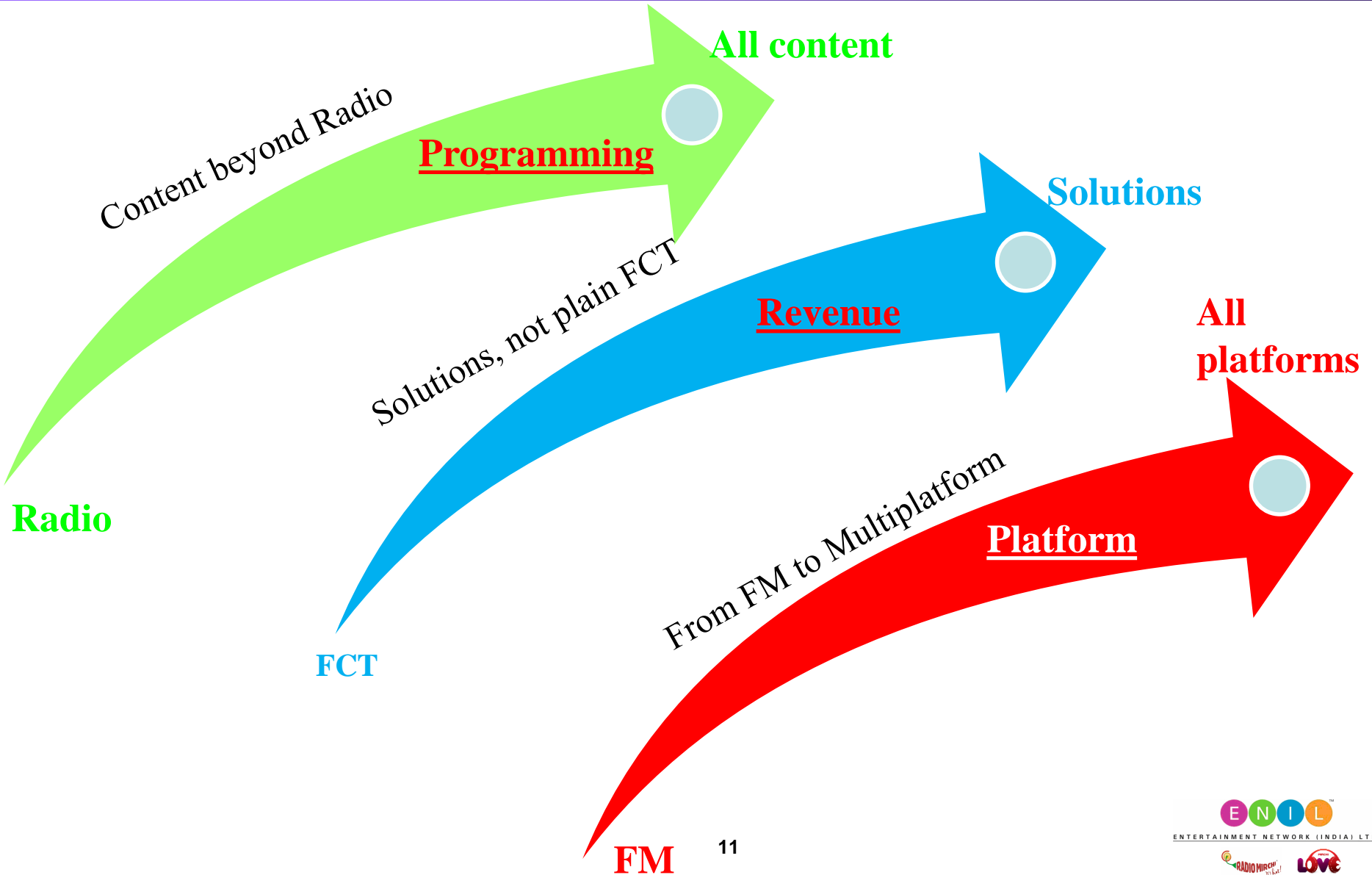


# Business Review

# Key Operating Highlights

- Mirchi continues to be No.1 Radio brand as per IRS Q3 2019
- Mirchi launched its first App in USA on both IOS and Android;  
Downloads crossed 23K in the first 60 days of launch
- Launched Mumbai's only daily Marathi show on 98.3 Mirchi
- Recently launched a new Online Radio Station – Mirchi Unplugged
- Mirchi Play has 32 online stations operating on Gaana platform
- Original Content - Signed a contract with MX Player for 10 shows
- Mirchi has the largest social media footprint amongst private FM players

# Strategy : Three Pivots



# Mirchi Rules IRS Q3 2019 once again!!



- Mirchi No 1 in 24 markets
- IRS covers 40 Mirchi markets
- Mirchi weekly listenership 32.3mn and for the network 38.6mn
- No 1 in 6 of the 8 top markets

# Mirchi continues to lead strongly in Delhi and Mumbai



# Me for My City



**Beautification of the City by doing a Graffiti;**  
**Sponsors : Canara HSBC and OBC Insurance Company**





# Play for a Cause - 100 Gigs



## PLAY FOR A CAUSE

## #BeRememberedForGood

### BENGALURU

### CHANDIGARH



AURUM



INDIGO XP



BARLEY & GRAPES CAFÉ



GILLY REDEFINED



MINISTRY OF BAR EXCHANGE - LOUNGE BAR IN ELANTE



MOLECULE - GASTRO AIR BAR, SEC 7



PLAYGROUND CAFE AND BAR, SEC 26

**29 NOV. 2019**  
**1 DAY | 100 GIGS**  
**27 CITIES | 15 CAUSES**

Radio Mirchi executed and amplified the grand musical event for Seagram 100 Pipers in 27 cities for creating awareness for causes like air pollution, saving water, stop one time plastic etc

# Mother Dairy Campaign



**Post Single Plastic usage ban, Mother diary wanted to promote token milk. Mirchi executed an on ground event to create a plastic ravan and decompose it**





# Maruti ARENA!!!



# Adani Ahmedabad Marathon



**Ahmedabad's Biggest Full Marathon. The Run commemorates Indian Armed Forces, promoting #RunForOurSoldiers.**



# Mirchi Get Active Expo - Delhi



**Race expo for Airtel Delhi Half Marathon Attended by 25,000+**

runners

# Mirchi Queen Bee 11<sup>th</sup> Edition



**20 Corporates participated in the Current Edition**



# Mirchi Clash of Corporates



**Platform provided by Mirchi for corporate employees to showcase their talent. Also provided direct engagement for brands with their TG.**

# Mirchi Neon Run

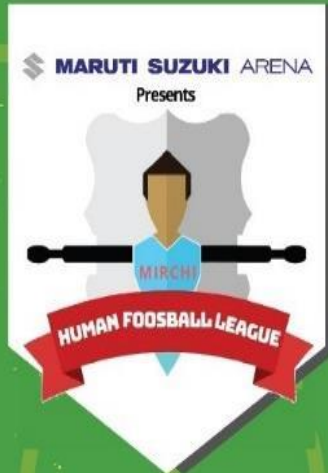
Y. GLOW. REPEAT



**Mirchi Neon Run : Fun Run followed by Neon Party by one of the most popular Tamil DJs at Chennai**



# Mirchi Human Foosball



**HUMAN**  **FOOSBALL**



REFRESHMENT PARTNER

SPRIG  
**TE·A**  
Tasty | Easy | Active

PARTNER

  
**Smart City**  
Kochi

VENUE PARTNER

**Veritas**  
**Foodcourt**  
Let's get it on!



# Mirchi Binge Fest Trivandrum



Mirchi Binge Fest- An on-ground festival that served the best of music, food and entertainment to the listeners of Mirchi at Sanghumugham Beach-Trivandrum. Hosted by Mirchi RJs



# Mirchi Campus Rockstar



**20 College activations in northern cluster targeting top Educational Institutions in Chandigarh, Punjab, HP, J&K.**

# Mirchi Youth Fest - Delhi



**College Activations across 20 colleges in Lucknow & Jaipur for brands to directly engage with their TG**



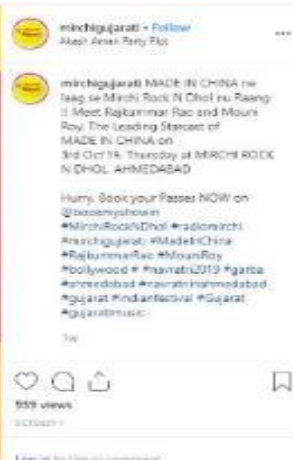
# Mirchi Movie Nights - Delhi



Mirchi Movie Nights hosted for HDFC Platinum customers

Bollywood blockbuster movie shows booked exclusively for HDFC Platinum customers & Radio Mirchi

# MIRCHI ROCK N DHOL



This **Blockbuster Event of The Year** happened in 7 cities (Ahmedabad, Surat, Rajkot, Vadodara, Palanpur, Bhavnagar and Chandigarh)



# MIRCHI LOVE SURAT – SURMAYEE NAVRATRI



# Grammiya Thiruvizha – Rural Carnival

## Rural Activation

### programme

- Local Artists perform traditional acts, Folk Singing & Dancing
- + Client Integrated Games in each Town

Towns : Madurai ,

Trichy , Tirunelveli

Villages reached – 46

Glimpse of Previous Season



# Mirchi Live with Rekha Bharadwaj



# Mirchi Live with Pankaj Udhas - Bangalore



**Concert for all the Ghazal enthusiasts by Padmashree Pankaj Udhas at Forum Mall  
(Bangalore)**



Launched a new online station . . .



**Unplug the Shor**

**Ethos of the station**– your favourite songs, simplified

### **Why Unplugged:**

- Unplugged playlists are popular on apps
- Unplugged versions are big hits on YT
- Popular with YT stars too
- Movies also have unplugged versions of hits

# Mirchi Digital

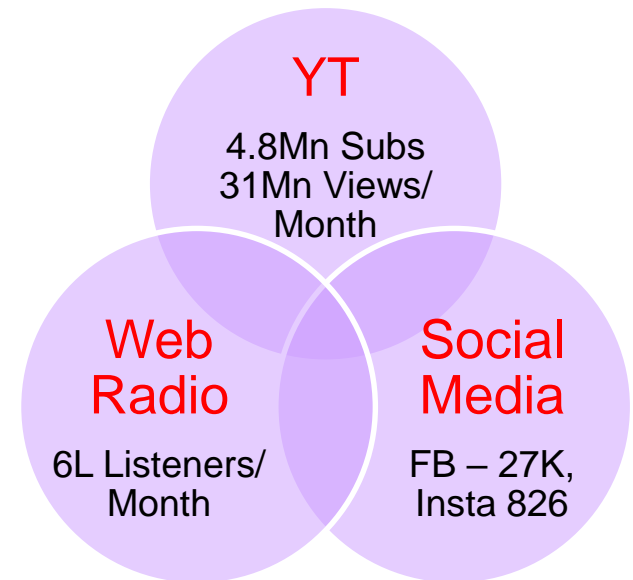


**INDIA'S #1 BOLLYWOOD ENTERTAINMENT CHANNEL**

- Filmy Mirchi is now the #1 independent Bollywood platform on YT
- It is a multiplatform property as well

## *CHANNEL SUBSCRIBERS*

1. <b>Filmy Mirchi :</b>	<b>4.8Mn</b>
2. Zoom :	3.5Mn
3. Viral Bollywood:	3.3Mn
4. Bollywood Now:	3.0Mn
5. Bollywood Hungama:	2Mn
6. Pink Villa:	1.5Mn
7. Film Companion:	1 Mn
8. Miss Malini:	0.5Mn



# Filmy Mirchi - Tie-up with Street Dancer 3



Varun Dhawan & Shraddha Kapoor at Street Dancer...

[The Journey >>](#)



Sandip Brahamin aka Popping Sandy's journey,...

[The Winner >>](#)

Digital partner with the film *Street Dancer 3*  
Launched an on-ground and digital hunt for the best street dancer  
The Winner got a chance to feature in the video with Varun and Shraddha

*Reached over 45Mn digital audience till now*



Varun Dhawan & Shraddha Kapoor dance with STREET...

[The Final Video >>](#)

# MIRCHI DIGITAL

Two city centric Web Radios



Mirchi Delhi Punjabi



Mirchi Mumbai Marathi

- These are specialized city centric products, which are *web-only*

# Mirchi Sunega toh Dubai Ghoomega



- Mirchi sent 15 couples to the Dubai Shopping Festival through a contest around the festival, Bollywood and all things Dubai.
- What started as a client brief garnered over 10,000 registrations on Whatsapp.



# Mirchi Scribbled created special content around world mental health day ...



#InternationalMensDay #YahyaBootwala  
**International Men's Day | Ft. YAHYA BOOTWALA | Hindi Spoken Word**  
141,356 views • Premiered Nov 18, 2019

[Link >>](#)



#ItsOkayNotToBeOkay  
**Lets Talk | World Mental Health Day | Hindi Poem**  
19,919 views • Oct 9, 2019

[Link >>](#)

# MIRCHI SOCIAL INITIATIVES

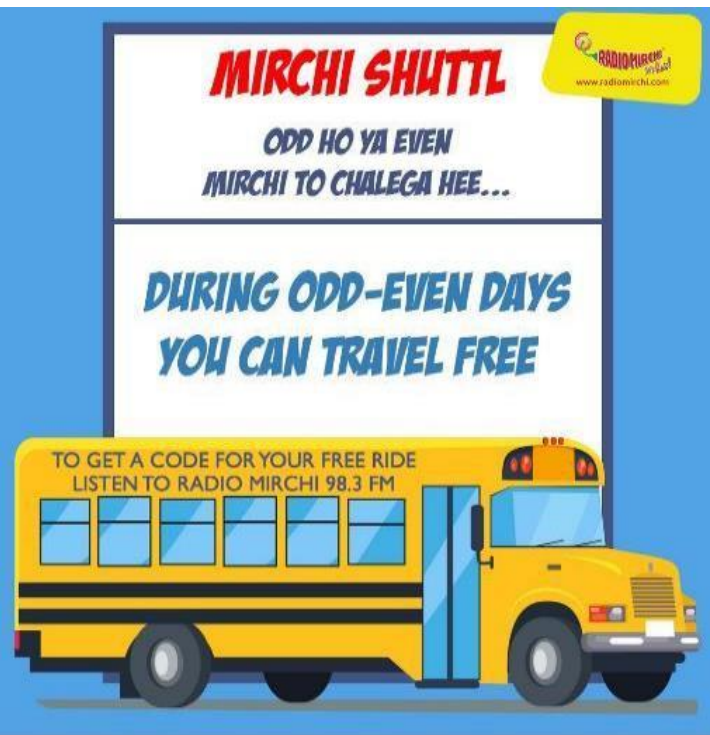
## Delhi – Dhuan Kam Karo

Mirchi Delhi launched its **own public transport system** in conjunction with **Shuttl** and gave **free rides to office goers**. The campaign encouraged the usage of public transport and talked extensively about ways to curb pollution

## Radio Mirchi partners with Shuttl for 'Odd Ho Ya Even..Mirchi toh Chalega hi Chalega' campaign

The campaign was flagged off on November 4. Mirchi Shuttl will offer free service based on promo code on designated routes in Delhi-NCR during the odd-even regulation period

Radio Mirchi Delhi  
October 25, 2019



**Ready Steady Jobs** – Being the common platform for job seekers and recruiters to help the audience and create a buzz for the station itself.

# MIRCHI SOCIAL INITIATIVES

With the new changed Motor Vehicle Act and the rise in the fine amounts, Lucknow launched an awareness campaign on the streets, garnering huge support from the police and administration.



एनबीटी, लखनऊ: सड़क सुरक्षा और यातायात नियमों के प्रति जागरूकता के लिए हमने कार्यक्रम में भी शामिल किया जाए। यह बात शुक्रवार को रेडियो मिर्ची पर ट्रैफिक की पाठशाला में पहुंचे चुम्बक सोनी फाउंडेशन के अध्यक्ष आशुतोष सोनी ने कही। उन्होंने श्रेताओं को बताया कि सड़क दुर्घटना में 10 वर्ष पहले अपने बेटे को खो दिया था। जब से वह लोगों को सड़क सुरक्षा के लिए जागरूक कर रहे हैं। वहीं, रेडियो मिर्ची टीम शम को लॉरेटो कॉन्वेंट चौराहे पर पहुंची, जहाँ आरजे प्रदीप, सुधा और कॉलटेजर्स ने लोगों को ट्रैफिक लाइट, जेब्रा लाइन के बारे में जागरूक किया। इसके साथ हेलमेट और सीट बेल्ट लगाना ही वाहन चलाने की शायब दिखाई। इस दौरान एरपी ट्रैफिक पुर्नन्द सिंह भी मौजूद रहे।

रेडियो मिर्ची पर एएसपी ट्रैफिक ने लोगों को किया जागरूक  
**'पर्यावरण प्रदूषण मुक्त बने, यह सबकी है जिम्मेदारी'**



लोगों की चुनी समस्या, सुझाव यातायात पर लिखी कविता सुनाई।

एनबीटी, लखनऊ: रेडियो मिर्ची 28.3 के आठवें प्रतिक के पानिना रो पर शुक्रवार को एएसपी ट्रैफिक पुर्नन्द सिंह ने शा के वाद्ययंत्र से जनता की नई ट्रैफिक नियम के बारे में बताया। साथ ही लोगों को समझाया भी रुचि। साथ ही पर्यावरण को प्रदूषण मुक्त बनाने के लिए सबका सहयोग मांगा।  
श्री के दौरान एक क्वॉलर ने आलमबाग और अवध न्यूज पर लग रहे नाम के बारे में सवाल किया। वहीं, शहीद पथ, टैली फुल्लिया, पॉलिटेक्निक रविवार नई क्षेत्र के नाम से परेशान लोगों ने सवाल किए। इसपर उन्होंने नाम से जल्द चिन्ता दिलाने का प्रस्ताव दिया। साथ ही लोगों से ट्रैफिक नियम न तोड़ने की अपील की। उन्होंने गानत साहब से चाल रहे लोगों और गुलत गाईंग करते जाने के खिलाफ जर्नलॉग की बात कही। साथ ही कहा कि ट्रैफिक नियम तोड़ने वाली या फिटी ड्राइवर का नाम बजा जा सकता है और उसपर जमाना भी करवाया जाएगा। आठवें प्रतिक के प्रस्ताव के सवाल का जवाब देते हुए एएसपी ट्रैफिक ने कहा कि ये हम सब की जिम्मेदारी है की हम अपने पर्यावरण को प्रदूषण मुक्त बनाएं।  
गाइयों से भी रई प्रदूषण पर सख्त करण। इसपर नर मोहर खीकल रिक के गानत दरा हजार रुपये तक जर फाइन हो सकता है। श्री के सखिरे से एएसपी ट्रैफिक ने ट्रैफिक नियमों में खूद की लिखी कविता 'आओ बच्चो तुम्हें बताएं' बतते यतायात की, नियम का पालन करके लाइ टिक को जात है' भी सुनाई।

यातायात माह का समापन लखनऊ के साथ हजरतगंज चौराहे पर लगे लाउडस्पीकर पर भी किया गया प्रसारण

## हजरतगंज चौराहे पर चली रेडियो मिर्ची की पाठशाला

एनबीटी, लखनऊ

शुक्रवार माह के अंतिम दिन रेडियो मिर्ची ने ट्रैफिक प्रदूषण इसका नाम चौराहे पर चला। इस दौरान आरजे प्रदीप ने अपने गू गो लैकर्सन चौराहे में नजर किया। हजरतगंज चौराहे पर जाकर माह के अंतिम दिन आठवें प्रतिक ने चर्चे लखनऊ में जो सेट किया और पूरा शो चौराहे में लाइव किया। इस दौरान हजरतगंज के ट्रैफिक बूथ को लाइव स्टेशन का नाम दिया गया। सोने इसका फलन करने की अपील की। इस दौरान आरजे प्रदीप ने लगे लाउडस्पीकर पर भी शो का प्रसारण किया गया। लोग शो के दौरान चले ट्रैफिक नियम का



लाइव शो में एएसपी ट्रैफिक पुर्नन्द सिंह भी मौजूद रहे।

सिस्टम (ऑडियोसिस्टम) पर भी बात हुई। ई-बकन को पब्लिक टैगने वाले कोष, मुर्तल के चयन-मार्ग टैलरशरी इन्फोस्टार इन्वॉल्यूशन वॉरिंग नुनर बुखारा राम को साझी की। पहले क्वान चलको को मंत्रवने दे रहे। लो नरी नाम पकडा चलाने सटा था।

### नो पार्किंग में गाड़ी का कटा चालान



खाली दिखाई साहनजक रोड

एनबीटी, लखनऊ: हजरतगंज पुलिस ने लखनऊ रत नो पार्किंग में चले कटने के खिलाफ अभियान चलाया। इन्फोस्टार इन्वॉल्यूशन वॉरिंग नुनर बुखारा राम को साझी की। पहले क्वान चलको को मंत्रवने दे रहे। लो नरी नाम पकडा चलाने सटा था।

### ट्रैफिक पुलिस के साथ रेडियो मिर्ची ने लगाई नियमों की पाठशाला

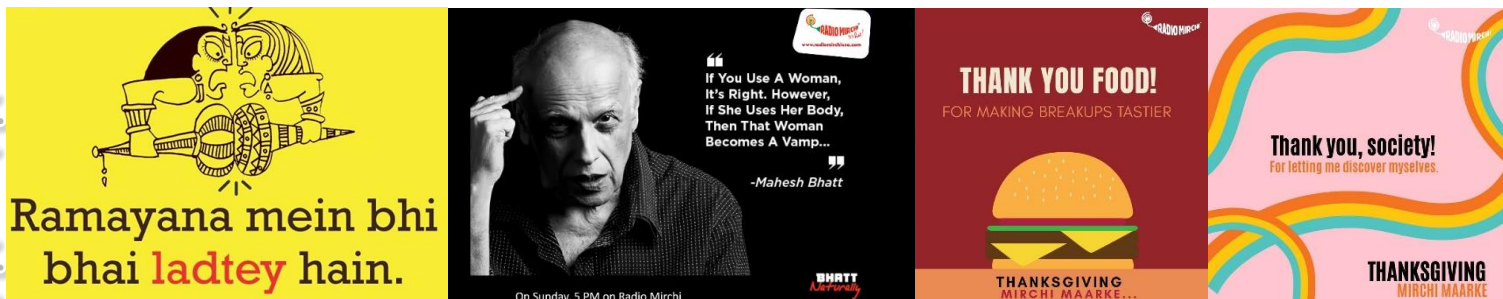


एनबीटी, लखनऊ: यातायात सुरक्षा के लिए चले रही रेडियो मिर्ची की पाठशाला रविवार को हजरतगंज चौराहे पर लगी। वहाँ बेटेन ने लोगों को ट्रैफिक नियमों के प्रति जागरूक किया। इस दौरान एएसपी ट्रैफिक पुर्नन्द सिंह सहित ट्रैफिक पुलिस के कई अफसर शामिल हुए। हजरतगंज चौराहे पर लगी पाठशाला में सुन रहे थे लोगों को बताया कि किस तरह सिगनल पर स्टॉप लाइन के पीछे गाड़ी रोककर फेदत चलने वाली को रस्ता दे। इस दौरान यातायात नियमों का बुकलेट और पंपलेट भी लोगों को बांटा गया। एएसपी ट्रैफिक और आरजे प्रदीप ने माइक से रेड लाइट पे खड़े लोगों को नियम समझाए और फॉलो करने वाले लोगों को समझाने को।



# Mirchi USA

- **Launched Bhatt Naturally** - Radio Mirchi USA, South Asia's No 1 radio station is proud to have launched radio's most controversial uncensored show 'Bhatt Naturally' with Pooja and Mahesh Bhatt.
- **Launched The Devdutt Pattanaik show** – The show was crafted around issues & subjects that apply to our daily lives by integrating startling and interesting stories from mythology to address them. The show did well in USA by making mythology more relatable, affable and cooler for the Desi audience.
- **Republic Day special** – Radio Mirchi celebrated the spirit of Indian Republic with some desi Jhakiyans



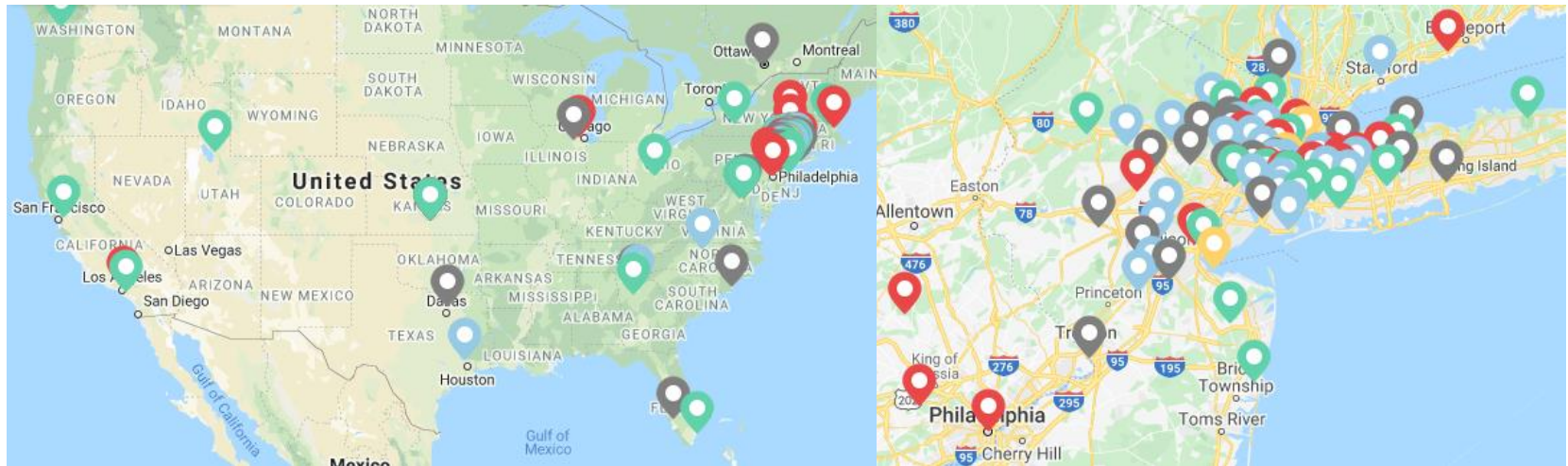
# Mirchi USA

- **Partnered at Stage48 @ NYC** - Desi Saturdays is one high society Desi Party. Wow factor everywhere. Beautiful people, beautiful venue, beautiful ambiance, and did we mention beautiful people? High energy, amazing music and a packed house are just some of the traits of what you would expect at this weekly Bollywood party. This event is the talk of the town amongst young desi socialites.
- **Partnered with Sholay productions @ NYC** - The makers of the biggest LGBTQI+ Bollywood party in the world, Celebrated World Pride and the 50th Anniversary of the historic Stonewall riots with “Sholey Paryy”, a multi-level extravaganza at 5th&Mad in Manhattan.
- **Partnered with Funny Tikka Masala @ NYC** - A successfully running America’s first desi Standup Comedy Open Mic in Hinglish
- **Partnered with the Most Premium New Party @ New Jersey-** 10 couples were given away tickets to this awesome party worth 250 dollars each. Radio Mirchi was promoted across the premium chain of Restaurants in New York and New Jersey – Mithaas and Moghul Express.



# Smartphone APP and listenership growth

Radio Mirchi launched its first basic App in USA available on both IOS and Android. In just 60 days of the launch, the number of downloads crossed 23K downloads. In terms of the App ratings, Radio Mirchi has 504+ ratings so far. This helped the New York online listenership grow by 70% compared to last month.



**New York stream live overview**

# 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 Q3FY20

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

**For further information please contact:**

N. Subramanian, ED & Group CFO, ENIL

Tel: +91 (22) 67536983; Email: [n.subramanian@timesgroup.com](mailto:n.subramanian@timesgroup.com)

Kailash Yevale, Adfactors PR

Tel: +91 (22) 67574444 ; Email: [kailash.yevale@adfactorspr.com](mailto:kailash.yevale@adfactorspr.com)

# Disclaimer

*Certain statements in this release concerning our future growth prospects are forward-looking statements, which involve a number of risks, and uncertainties that could cause actual results to differ materially from those in such forward-looking statements. The risks and uncertainties relating to these statements include, but are not limited to, risks and uncertainties regarding fluctuations in earnings, our ability to manage growth, intense competition in our business segments, 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**