



**HT MEDIA LIMITED**  
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CIN : L22121DL2002PLC117874

**Ref: HTML/CS/02/2022**

January 28, 2022

**BSE Limited**  
Phiroze Jeejeebhoy Towers,  
Dalal Street,  
**MUMBAI - 400 001**

**The National Stock Exchange of India Limited**  
Exchange Plaza, C/1, Block G,  
Bandra Kurla Complex, Bandra (E)  
**MUMBAI - 400 051**

**Scrip Code: 532662**

**Trading Symbol: HTMEDIA**

Dear Sirs,

**Sub: Presentation on the Un-audited Financial Results of the Company for the quarter and nine-months period ended on 31st December, 2021**

Please find enclosed a presentation on the Un-audited Financial Results of HT Media Limited for or the quarter and nine-months period ended on 31<sup>st</sup> December, 2021.

This is for your information and records.

Thanking you,

Yours faithfully,  
For **HT Media Limited**



**(Authorized Signatories)**

**Encl: As above**

**HT MEDIA GROUP**  
**Q3 FY 2021-22**  
**Consolidated Financial Results**

 **HT Media Limited**

**हिन्दुस्तान**

# Cautionary Statements

*Certain statements in this presentation may be forward-looking statements.*

*Such forward looking statements are subject to risks and uncertainties like regulatory changes, local political and economic developments, technological risks and many other factors that could cause our actual results to differ materially from those contained in the relevant forward-looking statements.*

*HT Media Group will not, in any way, be responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.*

***This is a quarterly webcast presentation, combining information for the public listed companies “HT Media Limited” and its subsidiary “Hindustan Media Ventures Limited”. Key objective of this presentation is to facilitate a unified platform for quarterly performance discussion pertaining to both the companies. It is neither intended to be an exhaustive review nor to provide any trading, financial, legal advice or outlook.***

# Chairperson's Message

*“The third quarter of this financial year saw healthy performance in the media sector with an increase in advertising spends, especially during this festive season which was much stronger than the previous year’s. The operating environment continued to show improvement.*

*The impact of the revival of economic activity and a turnaround in advertiser sentiment is reflected in our business performance. Print (both English & Hindi publications), Radio and Digital have all recorded revenue growth both on an annual as well as a sequential basis. In our Print business, revenue growth has come from both robust advertising growth and better traction in circulation. Our Shine business continues to do well with an uptrend in recruitments. The company witnessed an improvement in operating profit margins in the quarter despite inflationary pressure on commodity prices.*

*The ongoing third wave of the coronavirus pandemic has reintroduced an element of uncertainty as different regions are imposing calibrated restrictions to contain the spread. We continue to watch the situation closely and while there might be impact on business, our expectation is that it will be limited”*

**Mrs. Shobhana Bhartia**

**Chairperson and Editorial Director**

**HT Media Ltd & Hindustan Media Ventures Ltd**

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**CONSOLIDATED PERFORMANCE**  
**Q3 FY 2021-22**

# Consolidated Financial Summary

## CONSOLIDATED PERFORMANCE

Particulars (Rs Cr)	Q3'21	Q3'22	Change	YoY	Q2'22	QoQ
Total Revenue	392	501	109	28%	440	14%
EBITDA	59	107	49	83%	83	29%
EBITDA margin (%)	15%	21%			19%	
PAT <sup>1</sup>	9	51	42	441%	29	76%
PAT margin (%)	2%	10%			7%	
Net Cash <sup>2</sup>	1,043	925			991	

<sup>1</sup>PAT is after share of profit/(loss) from Associate/JV

<sup>2</sup>Balance at the end of the period

## KEY HIGHLIGHTS

- Consolidated Revenue growth of 28% YoY and 14% sequentially, led by growth across business segments
- Consolidated EBITDA at Rs 107 Cr (Rs 49 Cr increase Vs Q3'21); Margin at +21%
  - EBITDA margin expansion despite inflationary newsprint price environment
- PAT at Rs 51Cr with 10% margin highest in last 14 quarters

**BUSINESS UNIT PERFORMANCE**  
**Q3 FY 2021-22**



**PRINT**

**PRINT – ENGLISH**

**PRINT – HINDI**

**DIGITAL**

**RADIO**

## FINANCIAL PERFORMANCE

Particulars (Rs Cr)	Q3'21	Q3'22	YoY	Q2'22	QoQ
Ad Revenue	236	323	37%	247	31%
Circulation Revenue <sup>1</sup>	47	54	16%	50	7%
<b>Operating Revenue</b>	<b>289</b>	<b>396</b>	<b>37%</b>	<b>313</b>	<b>27%</b>
<b>Operating EBITDA</b>	<b>22</b>	<b>87</b>	<b>293%</b>	<b>39</b>	<b>125%</b>
Op EBITDA margin (%)	8%	22%		12%	

<sup>1</sup>Circulation revenue excludes impact of copy booking cost

## KEY DRIVERS

- + Sharp increase in Ad Revenue driven by strong festive season and government advertising
- + Circulation revenue growth on the back of recovery of copies in circulation and continued improvement in realization
- + Better Op EBITDA and margins driven by topline growth

PRINT

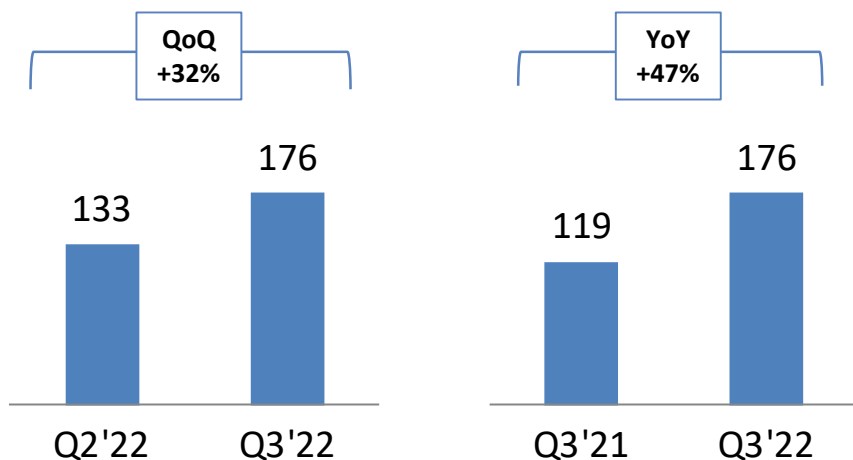
**PRINT – ENGLISH**

PRINT – HINDI

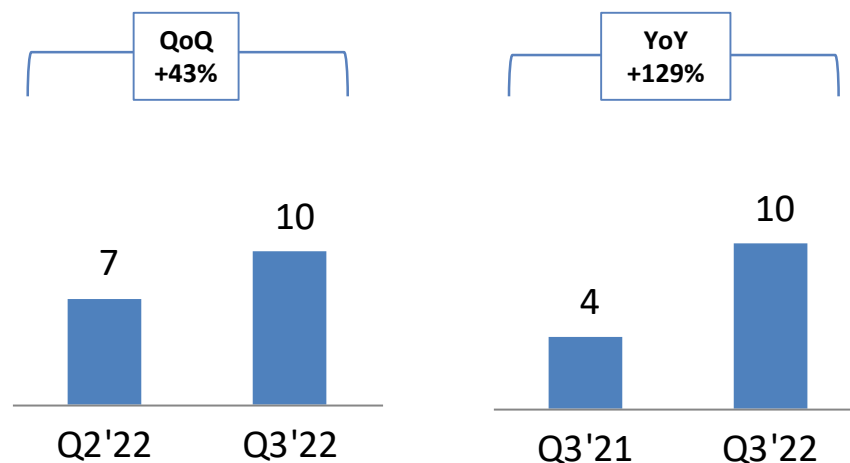
DIGITAL

RADIO

### AD REVENUE (RS CR)



### CIRCULATION REVENUE (RS CR)<sup>1</sup>



<sup>1</sup>Circulation revenue excludes impact of copy booking cost

### REVENUE DRIVERS

- + Robust revenue recovery in nearly all advertising categories
- + Substantial growth in Ad volumes as well as improvement in yields
- + Growth in circulation led by copies; strong pickup in realization as well

PRINT

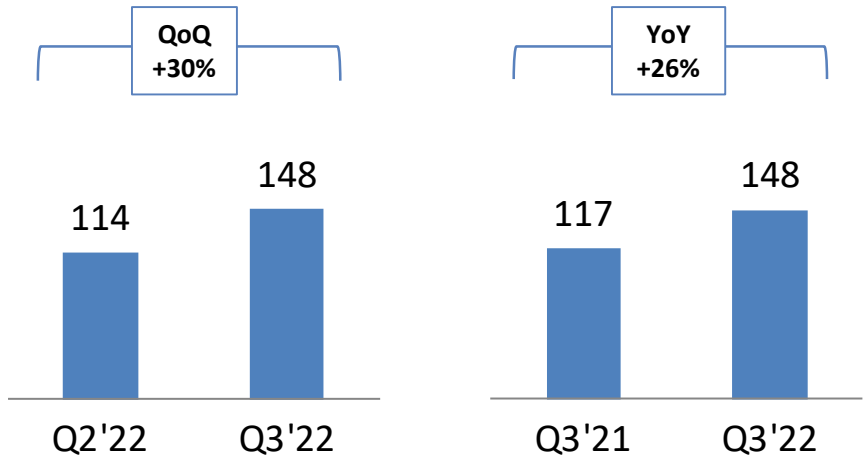
PRINT – ENGLISH

**PRINT – HINDI**

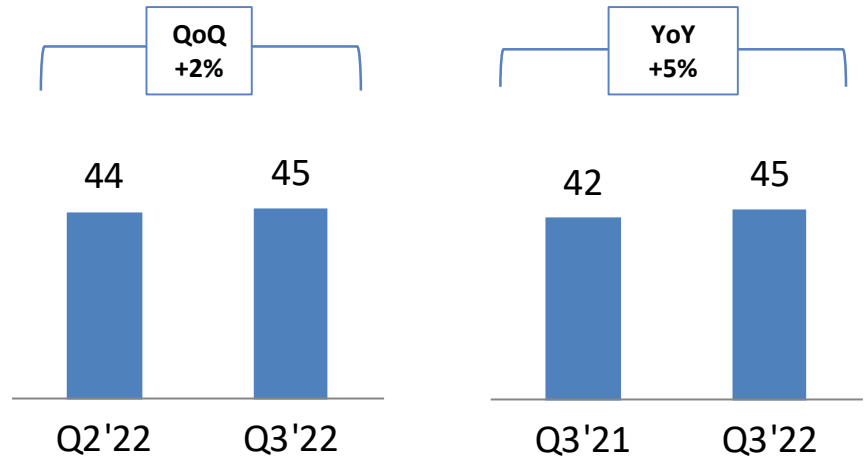
DIGITAL

RADIO

AD REVENUE (RS CR)



CIRCULATION REVENUE (RS CR)<sup>1</sup>



<sup>1</sup>Circulation revenue excludes impact of copy booking cost

REVENUE DRIVERS

- + Strong Traction in Ad volumes in the festive season. Government revenue was also better.
- + Categories such as Retail, FMCG, BFSI and E-commerce witnessed strong growth
- + Circulation revenue continues to grow with focus on improvement in realization
- Muted advertising from categories such as Auto, Education and Medical/Health & Fitness

PRINT

PRINT – ENGLISH

PRINT – HINDI

**DIGITAL**

RADIO

## FINANCIAL PERFORMANCE

Particulars (Rs Cr)	Q3'21 <sup>1</sup>	Q3'22	Change	YoY	Q2'22	QoQ
Operating Revenue	25	36	11	42%	33	9%
Operating EBITDA	1	0	-1		0	
Op EBITDA Margin (%)	2%	0%			1%	

<sup>1</sup>Mosaic Media acquisition was completed in Dec'20

## HIGHLIGHTS

- + Operating revenue saw growth of 42%
- + Operating EBITDA at breakeven levels



**PRINT**

**PRINT – ENGLISH**

**PRINT – HINDI**

**DIGITAL**

**RADIO**

## FINANCIAL PERFORMANCE

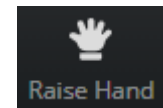
Particulars (Rs Cr)	Q3'21	Q3'22	Change	YoY	Q2'22	QoQ
Operating Revenue	27	34	7	27%	24	43%
Operating EBITDA	-16	5	20	130%	-3	253%
Op EBITDA Margin (%)	-57%	13%			-13%	

## PERFORMANCE DRIVERS

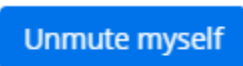
- + Strong growth in Ad volumes on account of festive season and good market recovery
- + Witnessed YoY and sequential improvement in inventory utilization
- + Operating profits during the quarter with margins at 13%

## Q&A

1. To ask a question, Click on “Raise Hand”



2. On your turn, click on “Unmute Myself”



3. Ask your question

## HT Media Group

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# **ANNEXURES**

# Consolidated P&L – HT Media Ltd

Particulars (Rs Cr)	Q3'21	Q3'22	YoY (%)	Q2'22	Seq (%)
Operating Revenue	341	466	37%	370	26%
Other Income	51	34	-32%	70	-51%
<b>Total Revenue</b>	<b>392</b>	<b>501</b>	<b>28%</b>	<b>440</b>	<b>14%</b>
Raw Materials & change in inventory	74	121	65%	94	30%
Employee Cost	88	91	4%	94	-3%
Other expenses	171	181	6%	170	6%
<b>EBITDA</b>	<b>59</b>	<b>107</b>	<b>83%</b>	<b>83</b>	<b>29%</b>
<i>Margin (%)</i>	<i>15%</i>	<i>21%</i>		<i>19%</i>	
<b>PAT<sup>1</sup></b>	<b>9</b>	<b>51</b>		<b>29</b>	
<i>Margin (%)</i>	<i>2%</i>	<i>10%</i>		<i>7%</i>	

<sup>1</sup>PAT is after share of profit/(loss) from Associate/JV

# Consolidated P&L – Hindustan Media Ventures Ltd

Particulars (Rs Cr)	Q3'21	Q3'22	YoY (%)	Q2'22	Seq (%)
Operating Revenue	163	200	23%	163	22%
Other Income	31	12	-60%	40	-69%
<b>Total Revenue</b>	<b>194</b>	<b>212</b>	<b>9%</b>	<b>203</b>	<b>5%</b>
Raw Materials & change in inventory	48	70	45%	61	15%
Employee Cost	36	37	3%	38	-3%
Other expenses	60	66	10%	62	8%
<b>EBITDA</b>	<b>49</b>	<b>39</b>	<b>-21%</b>	<b>42</b>	<b>-8%</b>
<i>Margin (%)</i>	<i>25%</i>	<i>18%</i>		<i>21%</i>	
<b>PAT<sup>1</sup></b>	<b>34</b>	<b>31</b>		<b>31</b>	
<i>Margin (%)</i>	<i>18%</i>	<i>15%</i>		<i>15%</i>	

<sup>1</sup>PAT is after share of profit/(loss) from Associate/JV