

May 25, 2020

1. National Stock Exchange of India Ltd. Exchange Plaza, 5 th Floor Plot No. C/1, G Block; Bandra (East) Mumbai 400 051 NSE Scrip Code: RADIOCITY ISIN: INE919I01024	2. BSE Limited Corporate Relationship Department Phiroze Jeejeebhoy Towers Dalal Street; Fort Mumbai 400 001 BSE Scrip Code: 540366 ISIN: INE919I01024
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Dear Sirs,

Sub: Investor Presentation

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are enclosing herewith a copy of Investor Presentation on financial results of the Company for quarter and year ended March 31, 2020.

The aforesaid Investor Presentation will also be uploaded on the website of the Company i.e. www.radiocity.in

Kindly take the above on record and oblige.

Yours faithfully
For Music Broadcast Limited



Chirag Bagadia
Company Secretary and Compliance Officer

Encl: a/a



Music Broadcast Limited

Investor Presentation

RAG RAG MEIN
DAUDE CITY.



May 2020



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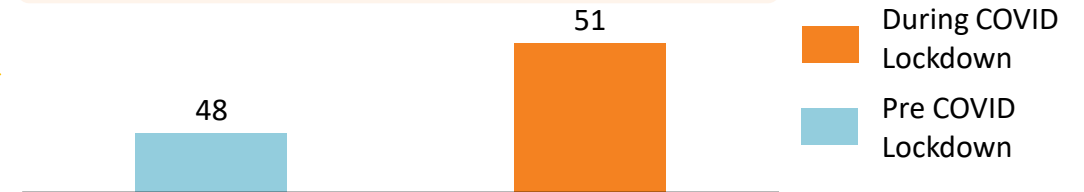
COVID-19 Lockdown Boosts Radio Consumption..

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Radio had a **reach of 51 mn** second only to TV with 56 mn

Regular listeners (In Millions)



During lockdown Radio listener spent avg. of 02:36 (HH:MM) on radio listening which has **increased by 30 minutes**

Average daily duration in HH:MM



Total daily man hours of Radio consumption increased from 102 mn to **131 mn**

Total daily duration (In Million man hours)



Radio listenership has grown significantly amongst SEC B, C and D/E with Time Spent on Radio has grown highest in SEC D/E at 28%

Source: AZ Research: Impact on Media consumption in Urban India (Audience Survey across 6 metros i.e. Mumbai, Delhi, Bangalore, Kolkatta , Pune & Hyderabad)

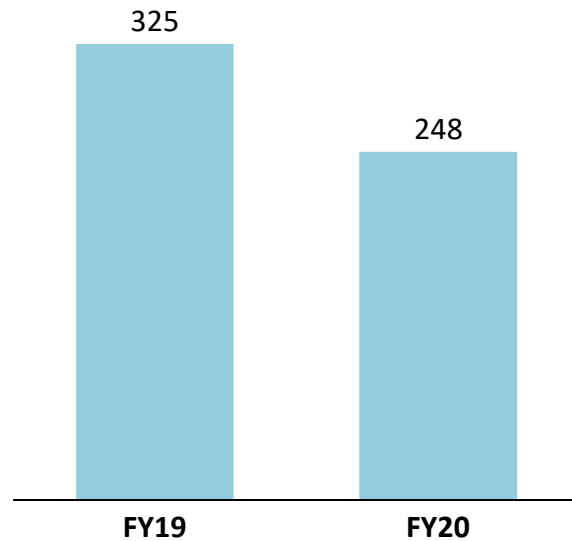
Full Year Highlights

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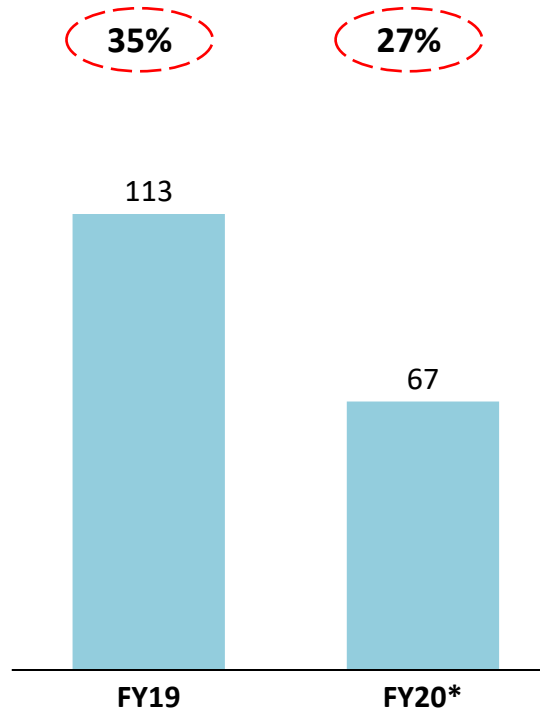


In Rs. Crs

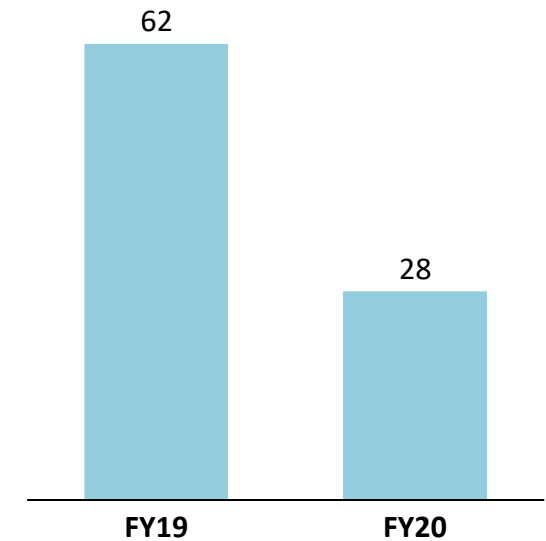
Revenue



EBITDA & Margins



Reported PAT



Due to Covid-19, the figures do not represent normal quarter/operations and are not strictly comparable with last year

* Excludes One-time Expenses of Rs. 9.5 crs (Rs. 4.9 crs being additional loss allowances on doubtful debts on estimated basis considering the future recoverability due to emergence of COVID 19 impact; Rs. 2.8 crs provided towards security deposit given to lessor of property located at Mumbai; Rs. 1.8 crs provided towards Legal and professional fees for proposed investment in Reliance Broadcast Network Limited)

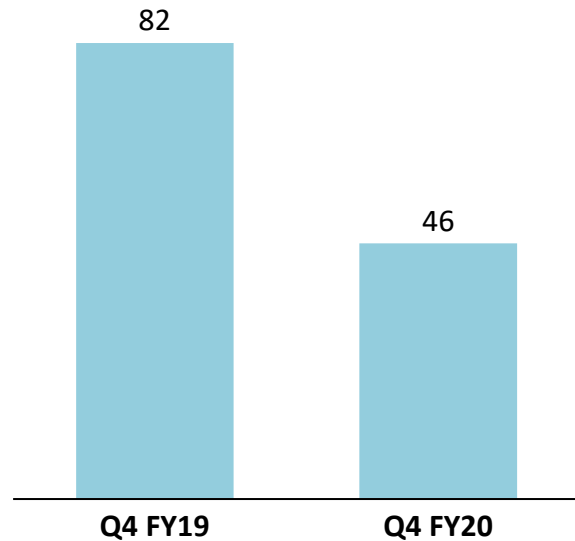
Quarterly Highlights

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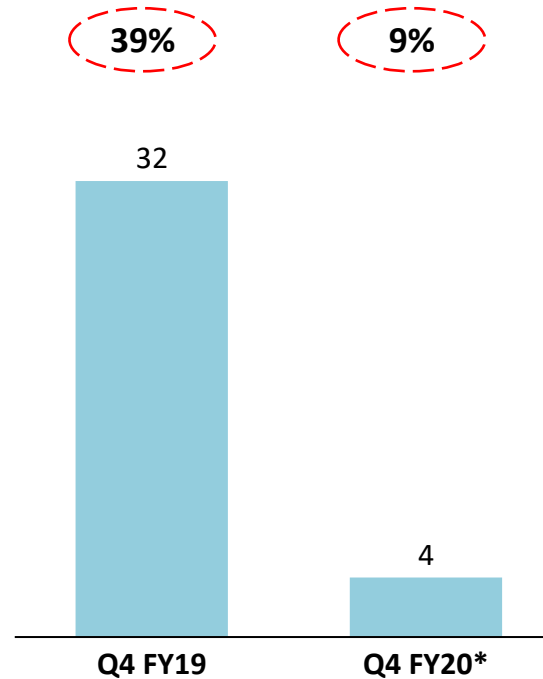


In Rs. Crs

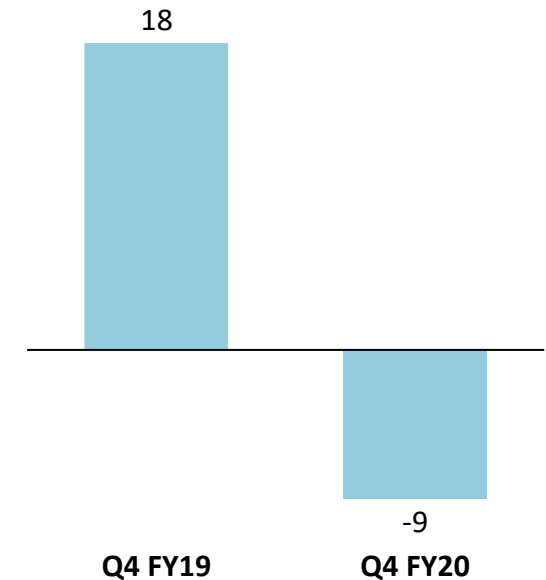
Revenue



EBITDA & Margins



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Efficient cost control measures help reduce slowdown impact

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Cost Heads (In Rs. Crs)	FY20	FY19	Savings	Initiatives
Employee benefit expense	55.4	68.9	13.6	Salary Rationalization, Recruitment freeze and lower variable pay
Royalty	6.9	14.1	7.2	Majorly towards Royalty contract optimized by doing away with high cost web royalties and playing more of Minimum Guarantee contracts
Programming costs	14.1	15.1	0.9	Rationalisation of consultants and content cost
Station level cost	21.1	27.5	6.4	Purchase of Mumbai Property, Optimized most of the station level cost like re-negotiating contracts and various efficiency measures
Reversal of Provision for Debtors	(2.1)	(0.7)	1.4	Focused efforts on improving collections
Total	95.4	125.6	30.2	

Cost Savings will have positive impact in FY21 as well

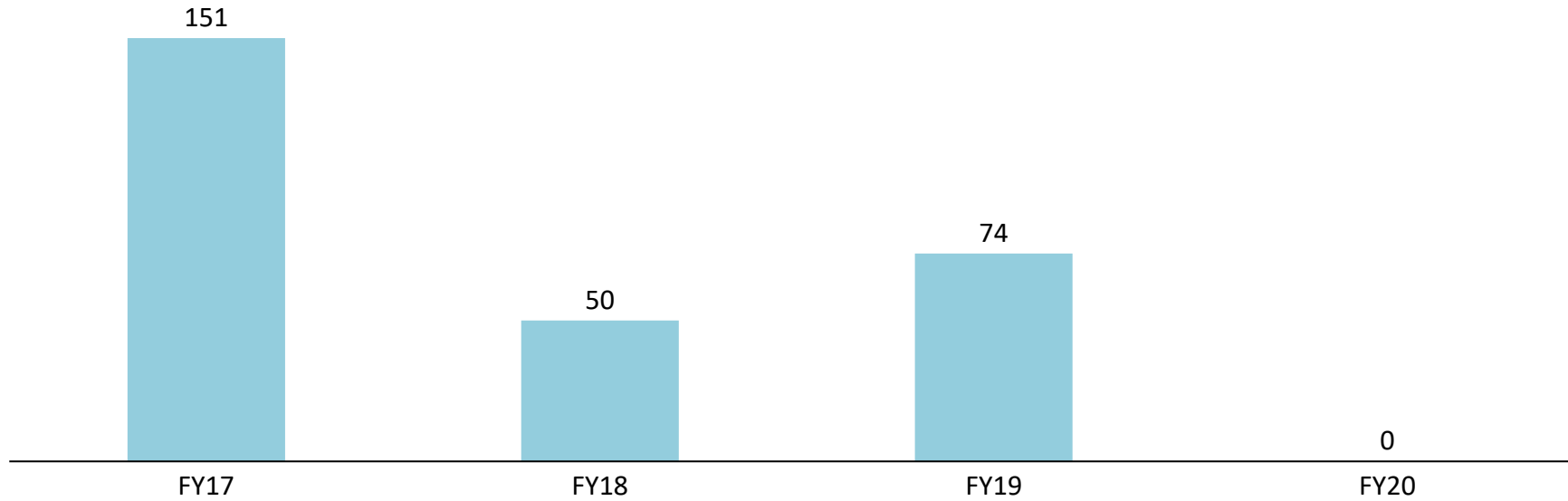
Strong Balance Sheet – Zero Debt

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In Rs. Crs

Borrowings



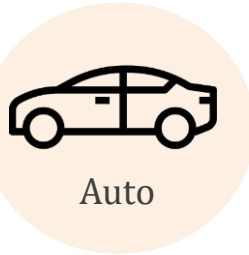
Debt-free post redemption of remaining NCDs and Term Loan during the quarter

Radio Industry – Full Year Category Trend

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Growth Categories



Auto

8%



Pharma

6%

Growth (YOY)



2%



9%

Volume
Contribution

Volume
Growth

De-Growth Categories



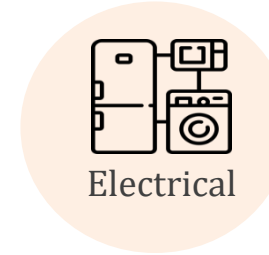
Real Estate

9%



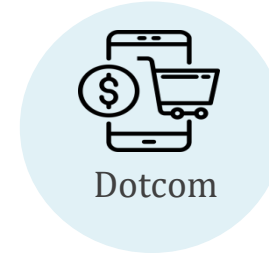
Central
Government

5%



Electrical

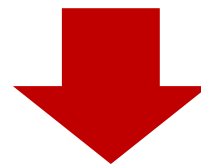
5%



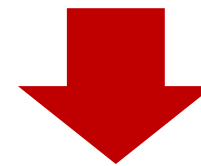
Dotcom

5%

De-Growth (YOY)



6%



70%



19%



49%

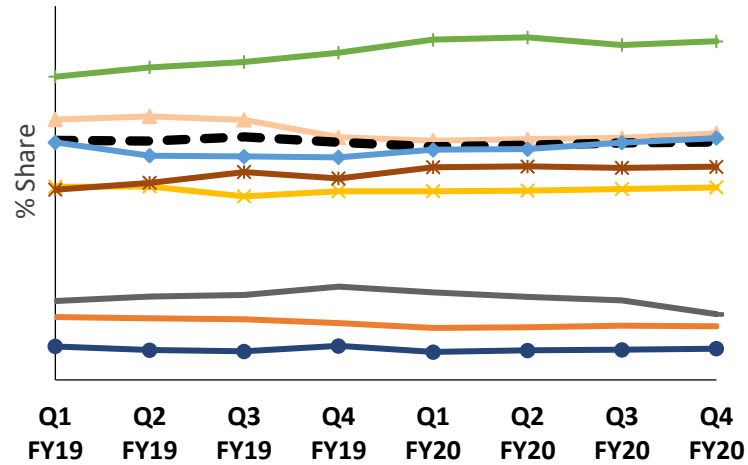
Listenership trends in Mumbai, Delhi and Bengaluru

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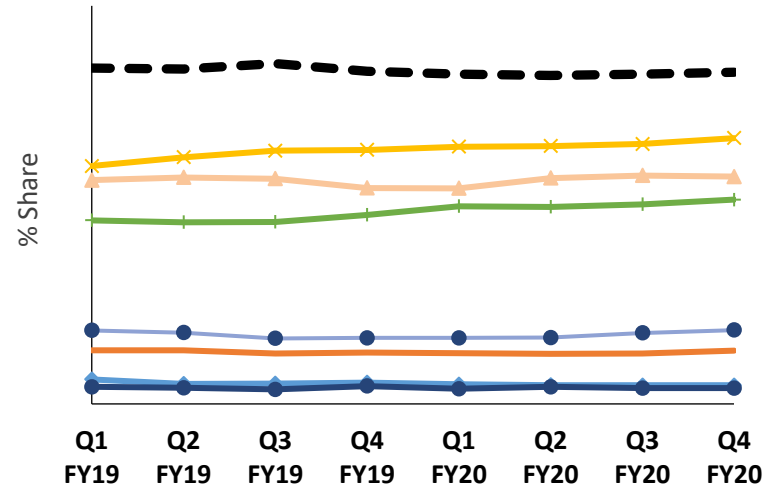


Listenership Market Share Data

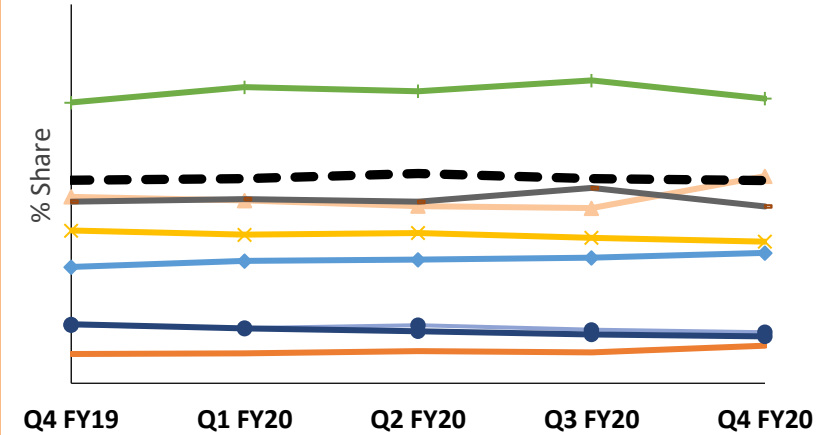
Mumbai



Bengaluru



Delhi



- Mirchi
- One
- Radio City
- Red
- Big
- Fever
- Ishq
- Nasha
- Redtro

- Mirchi
- One
- Radio City
- Big
- Indigo
- Fever
- Red FM
- Mirchi 95

- Radio Mirchi
- Radio One
- Radio City
- Red FM
- Big FM
- Fever FM
- Hit
- Ishq FM
- Radio Nasha

Social Media Reach

Digital reach of **18.7M** through social media apps like Youtube, Facebook, Twitter, TikTok, Instagram and Web Radio



Rank #1
4.3 Mn Likes



Rank #2
3.1 Lakhs



Rank #3
1.27 Lakhs



Rank #3
Views – 174 Mn
Subscribers – 8.6 L

Q4 Video IP's Highlights



Radio City Mobile App



Revamp from a music app to an entertainment app. New app includes Radio City's videos, movie reviews entertainment news etc. **Daily download average grew by 38% post relaunch**

Covid19 Initiatives in March

- Concert from Home – South (Tamil, Telugu, Kannada) on Facebook Live via OBS with **4.2 Lakh views, 1.3 Million reach for the property**
- Entertaining our audience using Instagram Live With RJs Shonali, Mitali, Archana, **We received 40k views on Insta Live**
- Using all our social handles to share videos for Corona Fighters Campaign Supporting Janta Curfew With 6 Influencer RJs and Marathi celebs
- Sharing valuable local information on our Social handles from audio links of Mumbai RJ conversations with Mid Day Journalists (Converting audio links to video)

Initiatives in the Quarter

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Radio City Cine Awards Marathi Season 3



Radio City enthralled Maharashtra with the season 3 of one of the first ever listener choice award on radio, Radio City Cine Awards Marathi. Radio City Cine Awards Marathi garnered record breaking 30 lakh votes from the Marathi film enthusiasts across Maharashtra this year

Mat Kar



Radio City along with the Election Commission culminated '#MATKar 2.0', a voting awareness initiative in Delhi with a Harley Davidson Motorcycle Rally on 2nd February 2020. The motorcycle rally was flagged off by Dr. Ranbir Singh (IAS), the Chief Electoral Officer. The rally with over 120 motorcyclists and Delhiites kick-started started from India Gate and ended at Inner Circle in Connaught Place.

O2 Movement



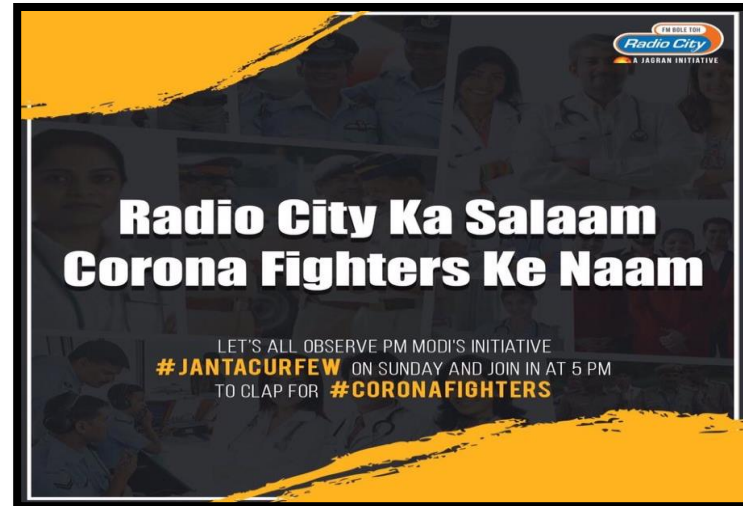
Radio City, reiterated its commitment towards making the city pollution free by organizing a plantation drive, #O2Movement, in the capital city on 14th January 2020 at the MCD Park in Keshavpuram. The campaign brought together collective forces of the listeners and local bodies to battle the growing concern of the air quality in the city. Radio City along with listeners successfully initiated plantation drive for 3000 saplings/trees for Delhi's first FM ever man made forest.

Radio City App Revamp



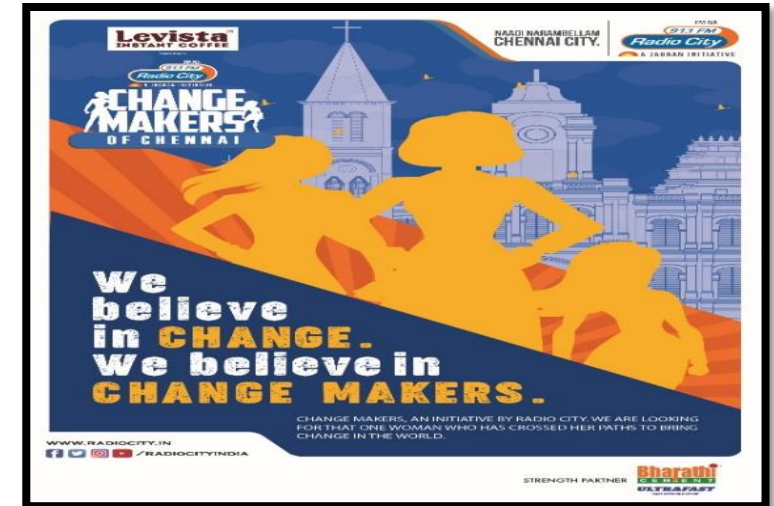
Radio City, recently launched its revamped mobile app. The revamped version of the Radio City app is a perfect amalgamation of Radio City originals and entertainment features. Earlier a music app, the new avatar of the app includes exclusive celebrity videos, interviews, photo features, online radio stations, and podcasts of Radio City originals. The listeners can tune into 18 online radios spanning across 9 languages like Hindi, Bhojpuri, Gujarati, Malayalam, Kannada, Punjabi, Tamil, Telugu & English.

Radio City Ka Salaam Corona Fighters Ke Naam



Radio City, India's leading radio network, launched a noble initiative called 'Radio City ka Salaam, Corona fighters ke Naam' across 39 cities of Radio City's presence, to laud the frontline warriors like doctors, nurses, soldiers, etc. who are ensuring our safety by putting themselves at risk. The campaign has been leveraged across Radio City's social media platforms for listeners to stay updated.

Change Makers



Radio City applauded the efforts of women who crossed their paths to bring in change in the world. This was executed in Chennai and Bangalore

Profit and Loss

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In Rs. Crs	Q4FY20	Q4FY19	YoY	Q3FY20	QoQ	FY20	FY19	YoY
Revenue	45.9	81.9	-44%	69.6	-34%	247.8	324.7	-24%
Licenses Fees	4.8	5.0		5.0		19.7	21.4	
Employee Expenses	12.4	16.3		14.8		55.4	69.0	
Other Expenses	24.6*	28.6		28.3		106.1*	121.2	
EBITDA	4.2*	31.97	-87%	21.6	NA	66.6*	113.2	-41%
EBITDA Margin	9.1%	39.0%		31.0%		26.9%	34.9%	
Other Income	3.9	4.6		4.2		16.3	15.1	
Depreciation/Amortization	8.6	6.9		8.9		34.8	27.1	
EBIT	-0.6*	29.7	NA	16.8	NA	48.1*	101.2	-52%
EBIT Margin	-1.3%	36.2%		24.2%		19.4%	31.2%	
Finance costs	2.1	1.5		2.5		9.8	5.6	
PBT excluding One-time Expenses	-2.7	28.2		14.4		38.4	95.5	-60%
One-time Expense	9.5	0.0		0.0		9.5	0.0	
PBT	-12.1	28.2	NA	14.4	NA	28.9	95.5	-70%
Tax	-3.2	9.8		4.2		0.7	33.9	
PAT	-8.9	18.4	NA	10.2	NA	28.2	61.6	-54%
PAT Margin	-19.4%	22.4%		14.6%		11.4%	19.0%	
Other Comprehensive Income	0.3	0.0		0.0		0.3	0.0	
Total Comprehensive Income	-8.6	18.3	NA	10.2	NA	28.5	61.6	-54%
Cash PAT	-0.3	25.3	NA	19.1	NA	63.0	88.7	-29%

Due to Covid-19, the figures do not represent normal quarter/operations and to that extent are not strictly comparable with last year or preceding quarter

* Excludes One-time Expenses of Rs. 9.5 crs (Rs. 4.9 crs being additional loss allowances on doubtful debts on estimated basis considering the future recoverability due to emergence of COVID 19 impact; Rs. 2.8 crs provided towards security deposit given to lessor of property located at Mumbai; Rs. 1.8 crs provided towards Legal and professional fees for proposed investment in Reliance Broadcast Network Limited)

Balance Sheet

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Assets (In Rs. Crs)	Mar-20	Mar-19	Equity and Liabilities (In Rs. Crs)	Mar-20	Mar-19
Total Non-Current Assets	339.0	334.3	Shareholders Fund	631.8	603.3
Fixed Assets	309.1	310.0	Share Capital	69.1	55.3
Tangible Assets	73.6	74.9	Other Equity	562.7	548.0
Intangible Assets	214.2	235.1	Total Non Current Liabilities	22.1	19.8
Right to use Assets	21.3	0.0	Long Term Borrowings	0.0	15.6
Financial Assets			Lease Liabilities	18.3	0.0
Investments	0.0	1.4	Employee Benefit Obligation	3.8	4.2
Other Financial Asset	11.4	11.6	Total Current Liabilities	33.9	107.4
Deferred Tax Asset(Net)	10.0	4.6	Short Term Borrowings	0.0	0.0
Other Non-Current Assets	4.0	5.1	Trade Payables	20.8	24.7
Non-Current Tax Assets	4.5	1.7	Lease Liabilities	3.8	0.0
Total Current Assets	348.8	396.2	Other Financial Liabilities	2.6	69.4
Current Investments	208.4	170.3	Employee Benefit Obligation	0.5	0.7
Trade Receivables	106.2	125.4	Other Current Liabilities	6.3	10.6
Cash & Cash Equivalents	7.6	14.8	Current tax liabilities (net)	0.0	2.1
Bank Balances	5.0	63.9	TOTAL EQUITY & LIABILITIES	687.8	730.5
Other Financial Assets	1.9	3.9			
Other Current Assets	19.8	17.8			
TOTAL ASSETS	687.8	730.5			

~Rs. 220 Cr of Cash, Cash Equivalents & Investments as on 31st March 2020

Cash Flow Statement

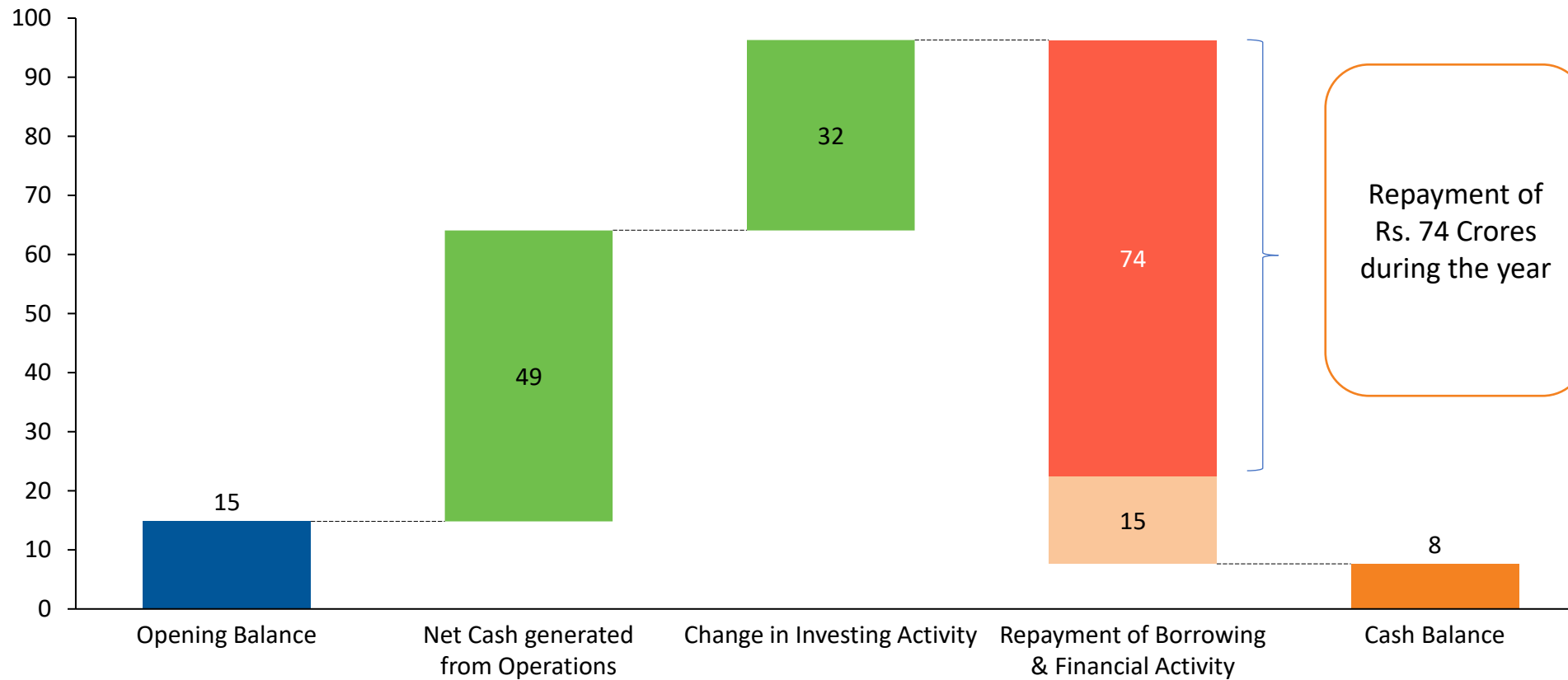
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In Rs. Crs	Year ended 31-Mar-20	Year ended 31-Mar-19
Profit before tax	28.9	95.5
<i>Adjustments</i>	33.9	17.0
Operating Profit Before Working Capital Changes	62.8	112.5
<i>Change in operating assets and liabilities</i>	-2.5	-8.7
Cash generated from operations	60.3	103.8
<i>Income taxes paid</i>	-11.0	-18.3
Net cash inflow from operating activities (A)	49.3	85.5
Net cash inflow/(outflow) from investing activities (B)	32.2	-43.9
Net cash outflow from financing activities (C)	-88.7	-39.9
Net increase/(decrease) in cash and cash equivalents (A+B+C)	-7.2	1.7
Cash and cash equivalents at the beginning of the year	14.8	13.1
Cash and cash equivalents at the end of the year	7.6	14.8

Cashflow for the Period (For the year 2019-2020)

In Rs. Crs



Contact Us

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