



Ref No.: SEL / Reg. 30 – LODR /Feb-20 / 01

February 24, 2020

The Secretary,  
National Stock Exchange of India Limited  
Exchange Plaza,  
Bandra-Kurla Complex  
Bandra (E), Mumbai-400 051.  
NSE Symbol: SHEMAROO

The Secretary,  
BSE Limited  
Phiroze Jeejeebhoy Towers  
Dalal Street,  
Mumbai - 400 023.  
Scrip Code : 538685

Dear Sir/Madam,

**Re: SHEMAROO ENTERTAINMENT LIMITED - IŞIN: INE363M01019**

**Sub: Investor Presentation**

Please find enclosed herewith Investor Presentation of Shemaroo Entertainment Limited for your information and records.

The same is also disseminated on the website of the Company i.e. [www.shemarooent.com](http://www.shemarooent.com)

Thanking you,

Yours faithfully,  
**For Shemaroo Entertainment Limited**

A handwritten signature in black ink, appearing to read "Dipesh U. Gosar". The signature is written over a horizontal dotted line.



**Dipesh U. Gosar**  
Company Secretary & Compliance Officer  
ICSI Membership No. A23755

**SHEMAROO ENTERTAINMENT LIMITED**

Shemaroo House, Plot No. 18, Marol Co - Op. Industrial Estate, Off Andheri Kurla Road, Andheri (E), Mumbai - 400 059.  
Tel.: +91 - 22 4031 9911 | Fax: +91 - 22 2851 9770 | Email: [shemaroo@shemaroo.com](mailto:shemaroo@shemaroo.com)  
[shemarooent.com](http://shemarooent.com) | CIN: L67190MH2005PLC158288



Shemaroo Entertainment Limited | Investor Presentation FEBRUARY 2020

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# INDIA KHUSH HUA



# ABOUT SHEMAROO

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# At a Glance



Over 55 years experience as a household media brand



One of the largest content houses with 3,900+ content library



Offering content to most Bollywood services across leading platforms



Offering content across Bollywood, Devotional, Regional, Comedy, Kids, Health and Lifestyle, etc.



Strong understanding of consumers' entertainment needs



Extensive content offerings in multiple countries across the globe

REVENUE  
FY19

INR **5,678** Mn

5 Year CAGR 16.50%

EBITDA  
FY19

INR **1,578** Mn

5 Year CAGR 19.67%

PAT  
FY19

INR **830** Mn

5 Year CAGR 25.00%

NETWORTH  
FY19

INR **5,717** Mn

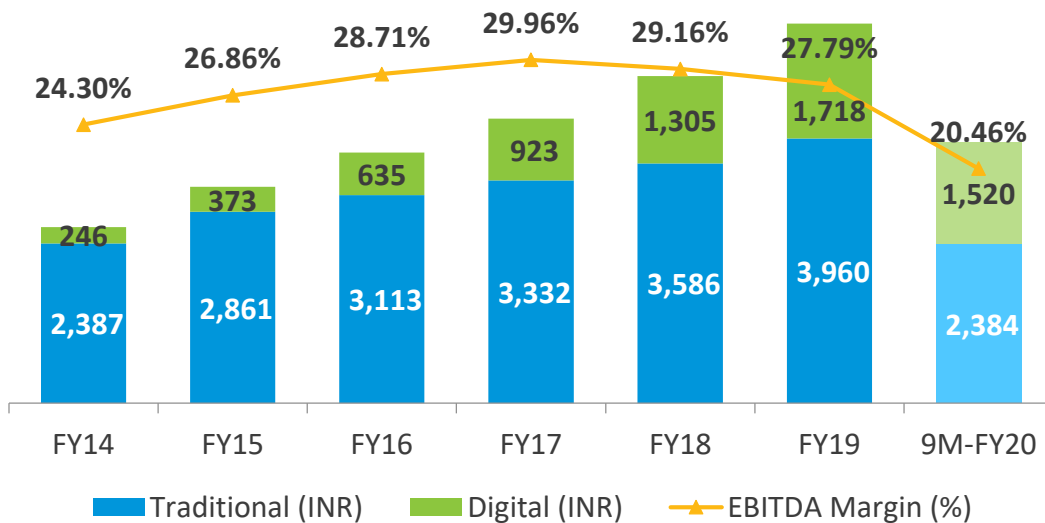
5 Year CAGR 26.79%

# Overview

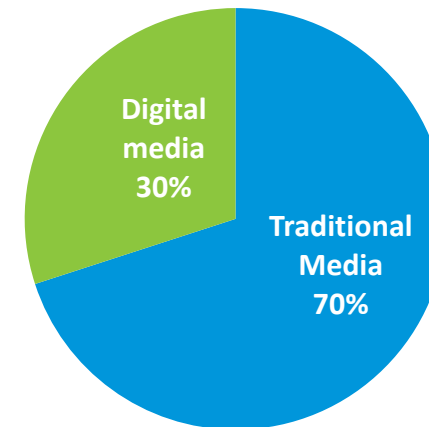


- Founded in 1962 as a book circulating library, today Shemaroo Entertainment Limited (Shemaroo) is a leading Indian content power house with a global reach, headquartered out of Mumbai and employs over 600 people.
- Shemaroo is a pioneer in content aggregation and distribution in India and globally with offerings spread across Television, Mobile, Internet, OTT, Preloaded devices, etc.
- Identifying that movies have the longest shelf life for television and other media content, Shemaroo pioneered the movie library syndication business by acquiring movie titles from producers and distributing it to broadcasters and other media platforms.
- Shemaroo has grown multifold over the years, developing excellent relationships across the media industry value chain, to become one of the largest organized players in a fragmented industry.
- The company's digital business contribution has grown from less than 10% in FY14 to over 30% in FY19.

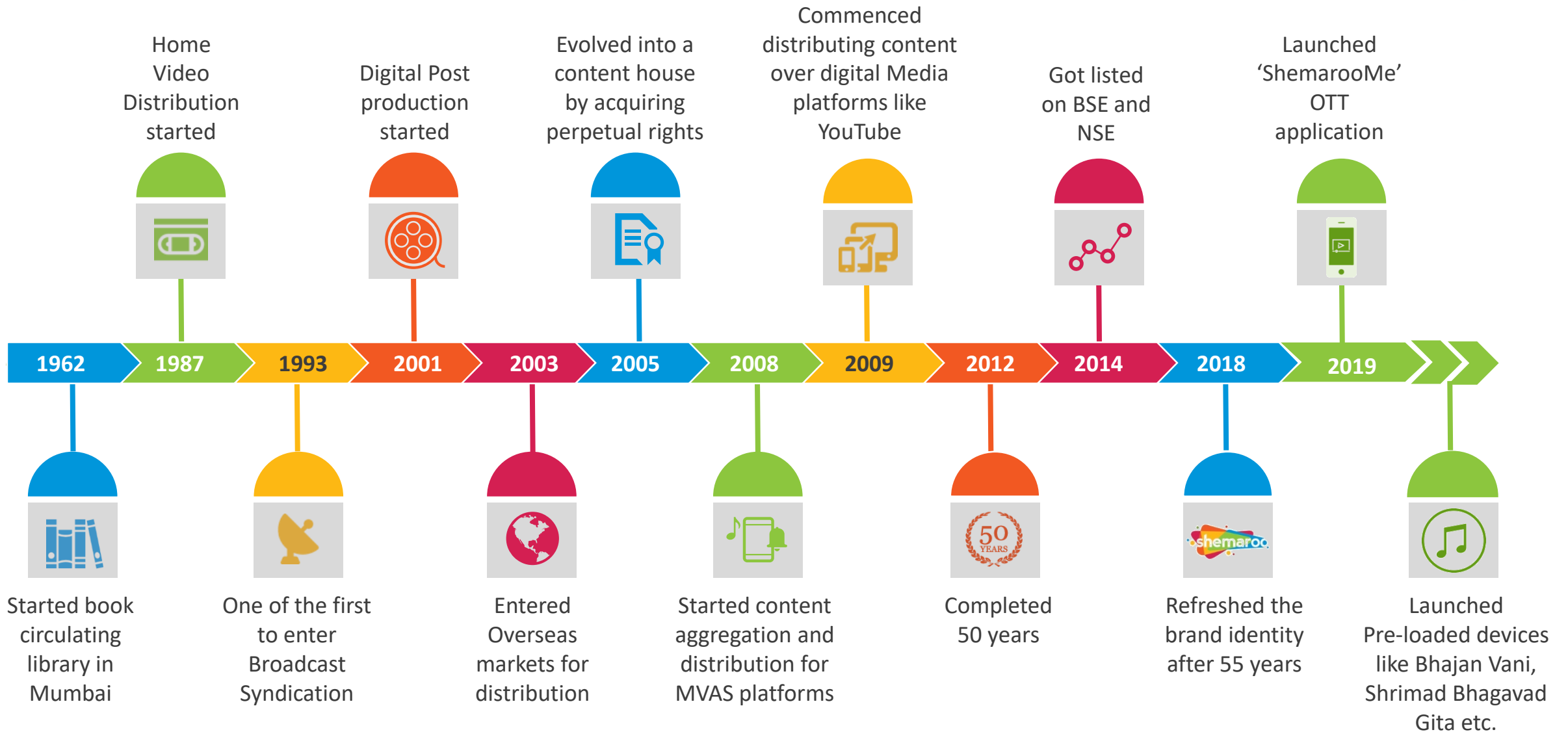
## Operational Revenue (INR Mn) and EBITDA Margin (%)



## FY19 Revenue Distribution



# Key Milestones





Amazing OTT Newcomer Award at OTTV Mumbai 2019

**ShemarooMe**



NASSCOM Awards, 2019 for NASSCOM Awards, 2019 for **Shemaroo Bhakti Shrimad Bhagavad Gita Audio Book**



YouTube Diamond play button for YouTube channel

**Shemaroo Filmi Gaane**



YouTube Diamond play button for YouTube channel

**Shemaroo Entertainment**



Best Marketing Strategy in OTT at BCS Ratna Award 2019

**ShemarooMe**



Best Brand Campaign for an OTT Platform- ScreenXX 2019

**ShemarooMe**

# 7 | Experienced Leadership



**Buddhichand Maroo - Chairman** - He is founder of Shemaroo Group. He started the business with a book library in 1962 and gradually transformed it into a well-diversified corporate in the Media and Entertainment Sector. He has an experience of approximately 57 years, out of which, he has been associated for 36 years of experience in the Media and Entertainment Industry



**Raman Maroo - Managing Director** - He has an experience of approximately 45 years, out of which he has spent around 36 years in the Media and Entertainment Industry. He has been instrumental in the Group's expansion into television rights syndication as well as transformation of Shemaroo into an established filmed entertainment content house. He has always remained the driving force in the Company, taking it into new directions.



**Atul Maru - Joint Managing Director** - He has around 39 years of experience in the Media and Entertainment industry. He has managed the transition of the Company from VHS days to today's multi-platform operations. He has been actively involved in the operations of the Company and has spearheaded various initiatives including the home video division of our Company



**Hiren Gada – CEO & CFO** - He has been at the helm of driving the corporate & financial growth, digital direction, strategy, and the transformation of the company from a family run business to a professional corporate firm. He has approximately 23 years of work experience, out of which, he has around 16 years of experience in the Media and Entertainment Industry. After a successful stint in the financial sector, he joined Shemaroo. Hiren is an industry thought leader and brings a fresh perspective to the M&E space in India.



**Jai Maroo – Executive Director** - He has experience in the technology industry in USA and Singapore and approximately 16 years of experience in the Media and Entertainment industry. He has worked with the leading firms in the technology industry at USA and Singapore. Given his strong technical background, he has catalysed Shemaroo's expansion on digital distribution platforms such as Mobile, Internet, OTT etc. Currently, he is steering the Organization Transformation & Excellence portfolio for the Company.



**Kranti Gada Arambhan - Chief Operating Officer** - Kranti heads the revenue function of the Company to drive extensive and sustainable growth. She joined Shemaroo in 2006 after a successful stint in the FMCG industry in the field of marketing at PepsiCo. She is instrumental in incubating the Company's expansion into the DTH segment, digital media and international business verticals. She pioneered and set-up the Company's mobile business and played a key role in the Company's early adoption of digital platforms.





**Gnanesh Gala - Independent Director** - He has around 36 years of experience in the Educational Publishing Industry. He was the President (Finance) of Navneet Publications (India) Limited for more than 23 years and is presently the Managing Director of the said company.



**Dr. (CA) Reeta Bharat Shah - Independent Director** - She has over 31 years of experience in the field of education and administration in various capacities. DR. CA Reeta is a Ph.D. from IIT Bombay, a member of Institute of Chartered Accountants of India, Masters in Philosophy, Masters in Commerce, Masters in Business Administration (HRM), Bachelors of Law (General) and Bachelors of Commerce (Hons.). She is engaged as Growth strategist, Tedx and International Keynote Speaker. She is presently the Head of Department (Accountancy) at SIES College of Commerce & Economics.



**Vasanji Mamania - Independent Director** - He has around 57 years of experience in various industrial sectors including Film Processing, Civil Constructions, Heavy Engineering and Non-ferrous Metals. He was the Co-Founder of Adlabs. Mr. Mamania has handled responsibilities ranging from operations to financial planning and engineering inputs in design and processes.



**Shashidhar Sinha - Independent Director** - He is a B.Tech from IIT Kanpur and is a post graduate from IIM Bangalore, India. He has over 30 years of experience in media and advertising. He is presently the CEO of India-IPG Mediabrands. He is widely recognized for his strategic approach to media solutions across a wide portfolio of over 100 blue chip clients. He is actively involved and drives key industry bodies like the Advertising Standards Council of India, AAI's, Audit Bureau of Circulation, Readership Studies Council of India (RSCI), the Broadcast Audience Research Council India (BARC). He is also an honorable member of the prestigious Facebook India Client Council.



**Kirit Gala - Independent Director** - He has completed his Masters in Business Administration and Mechanical Engineering from Mumbai University. He has around 29 years of business experience. Mr. Gala is the Managing Director of Gala Precision Engineering Private Limited. He has been guest speaker on various entrepreneurial and venture capital/private equity forums and has already been featured in some leading Business magazines for his expertise.

# 9 | Key Strengths



## Established Brand Name

- Brand in existence for over 55 years
- The “Shemaroo” brand has high consumer recall and media visibility

## Diversified Distribution Platforms

- Presence across television, digital media and other media
- Distribution reach is a key advantage, as company is able to offer “anytime anywhere” entertainment to consumers

## Vast, Diverse and Growing Content Library

- Most Bollywood services that require content would have at least some content provided by Shemaroo
- Content Library of more than 3,941 titles spanning Bollywood, Devotional, Regional, Comedy, Kids, Health & Lifestyle, etc.
- Perpetual Rights of 1,195 films, of which 498 are Hindi

## Strong Industry Relationships

- Managed to create, maintain and build goodwill in the industry
- Repeated transactions with known names – STAR, SONY, Viacom 18, R.K. Studios, Tips Industries, Nadiadwala Grandson etc.



## Experienced Directors and Management Team

- Strong management team with years of industry experience
- In-depth understanding of the film industry, deep insights on technology and market trends

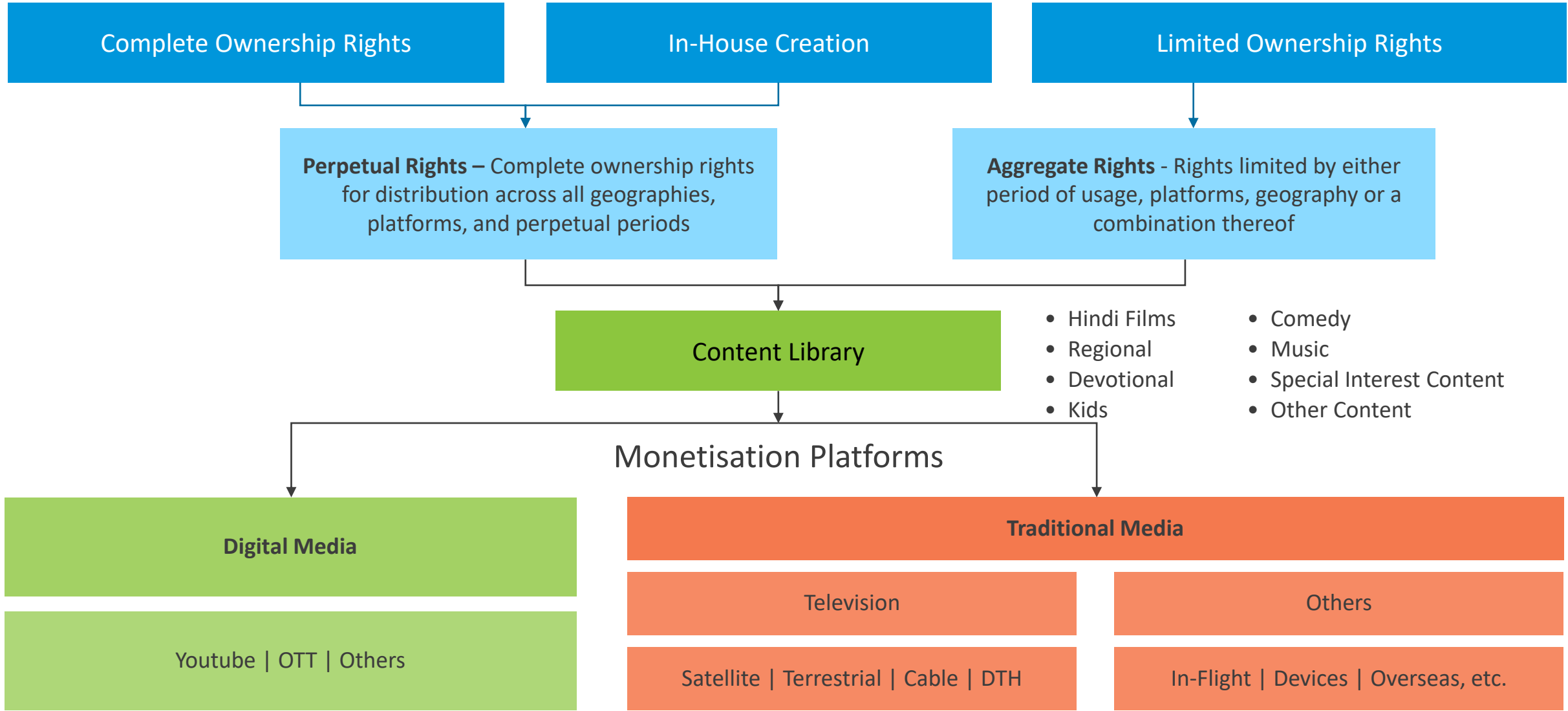
## De-risked Business Model

- Large number of titles
- Width and depth of distribution platforms
- Multiple genres and types of content

# CONTENT

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Shemaroo is one of the largest Indian Content Houses

### Digital Media

5 year CAGR – 47.51% | 30% Revenue Contribution

#### Youtube

Shemaroo Filmi Gaane, Shemaroo Ent, Shemaroo Movies, etc.

#### Syndication

Amazon Prime, YuppTV, Mubi etc.

#### ShemarooME

Mi TV, Apple TV, Roku, Amazon Fire Stick, Ixigo, Dainik Bhaskar, Android TV, MX Player etc.

#### Telcos Partnerships:

Vodafone Play, Jio, Airtel etc.



INDIA KHUSH HUA

INR 5,678 Mn  
Revenues  
(FY19)

3,900+ Content Titles

1,195  
Perpetual Titles

2,746  
Aggregate Titles

### Traditional Media

5 year CAGR – 10.65% | 70% Revenue Contribution

#### Broadcasters:

Zee, Sony, Star, Viacom18 etc.

#### Cable Operators:

Hathway, InCable, GTPL etc.

#### D2H Operators:

Subscriptions with Tata Sky, Airtel TV, Dish TV

#### In-Flight Entertainment

Emirates, Qatar, Singapore Airlines, Etihad etc.

#### Preloaded Devices

Shrimad Bhagavad Gita, Bhajan Vani etc.



# Shemaroo's Role In The Value Chain



## Fragmented Production Houses



There are many production houses/ content owners in India with smaller content lot

Smaller content lot is difficult to unbundle

This fragmented market necessitates the need of a content aggregator and distributor like Shemaroo

## One of the largest Content Houses



### Creates Value

Increasing the life of the movie and creating value for all the stakeholders

### Convenient and Hassle Free

For both Producers and Platforms, it is convenient to deal with one aggregator rather than multiple players

### Large Content Ownership

Large content ownership gives Shemaroo an advantage for unbundling and re-bundling of content

### Premium Quality

Offers quality content to platforms by adhering to robust selection criteria

### Legally Clean Titles

Offering undisputed titles

### Quality Content

High quality source material with in-house upgradation and restoration facility

## Monetisation Platforms



Requires unbundled and re-bundled content with customisation

Need a consistent flow of content

Requires clean and litigation free titles

High volume of content for diversified platforms to monetise

# Shemaroo's Role In A Movie Lifecycle



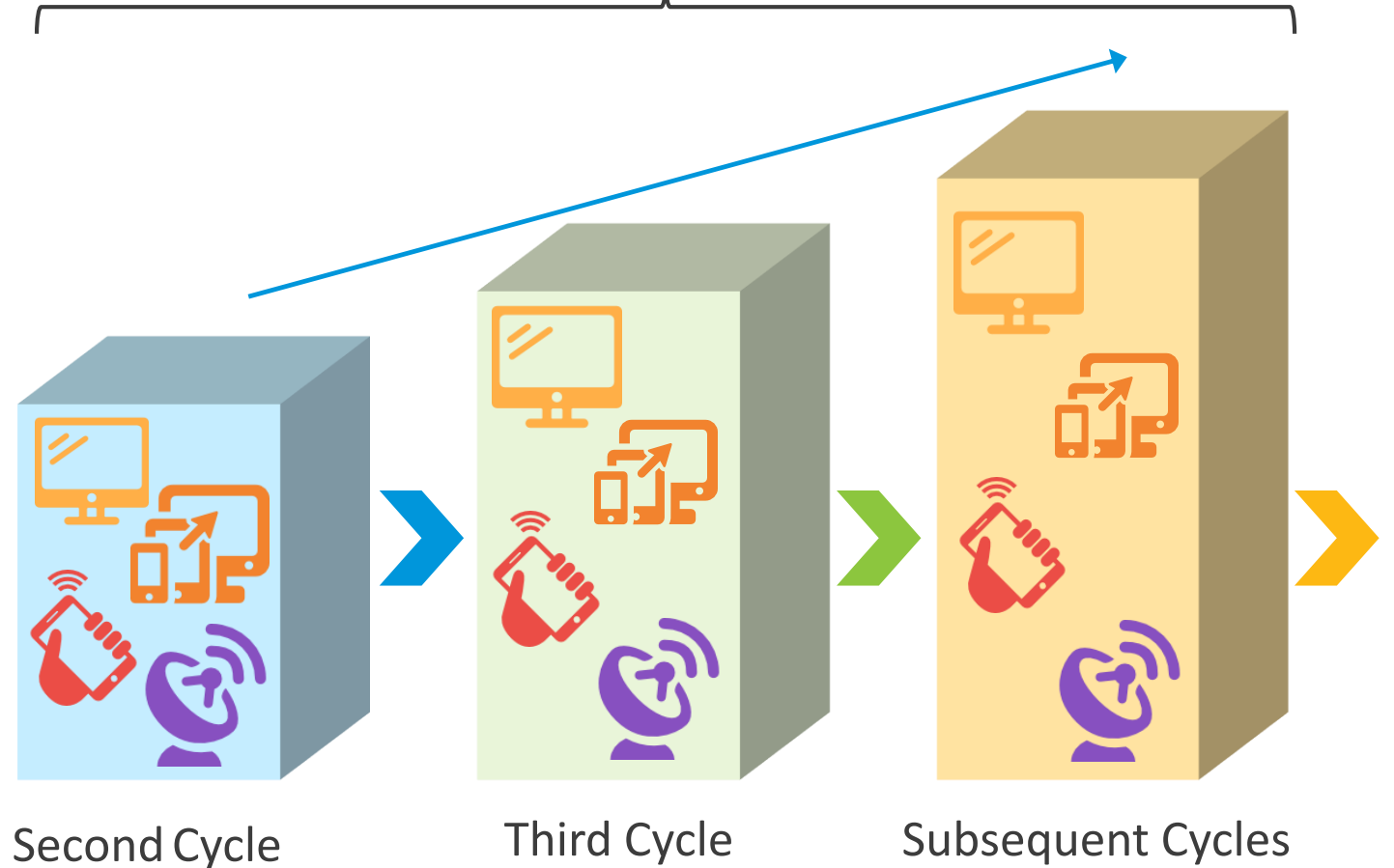
- Shemaroo typically participates in the second and subsequent cycles of film monetisation
- These subsequent cycles of film monetisation have been typically growing due to various factors like increasing advertisement spends, digitisation etc.
- There is a lower risk in these cycles due to visibility of performance of movie during first cycle of launch
- Shemaroo decides on the cost of the content after it is confident of achieving the desired ROI at portfolio level
- Shemaroo then distributes this content over different platforms like Broadcasting channels & Digital Media platforms



Theatrical, Television and overseas release generate ~80-90%\* of the revenues in the first cycle of movie launch, where **Shemaroo is not typically present**

Shemaroo is present in the ancillary revenue streams like digital Media & In-Flight movie distribution, which contribute towards the remaining 10 - 20%\* of the revenues









*\* Industry estimates*









# Content Selection Criteria



Shemaroo uses proprietary tools and considers various other factors for content valuation as shown below. **The company purchases forward rights to movies and decides on the cost of the content after it is sure to achieve a desired return on investment at a portfolio level.**

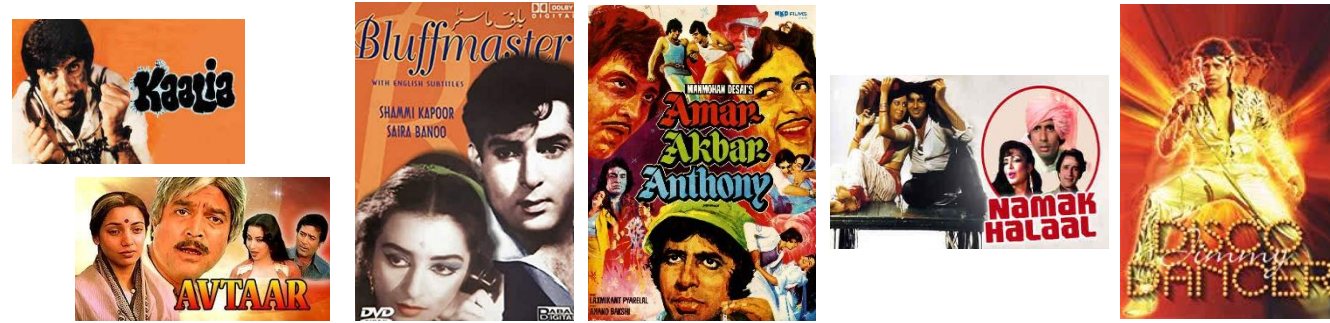
Sr. No.	Content Selection Criteria		
1.	Viewership rating		
2.	Box Office Records		
3.	Cast		
4.	Music		

Sr. No.	Content Selection Criteria		
5.	Production House Track Record		
6.	Genres	ROMANCE ACTION COMEDY DRAMA	
7.	Reviews and Awards	★★★★★	
8.	Comparable Movie Valuation		



## Ownership of over 1,964 Hindi Film Content Titles

Bollywood Classics



1990's



2000's



2010's



# Content IPs - Regional & Special Other Content



REGIONAL TITLES	MARATHI						SPECIAL INTEREST CONTENT	COMEDY			
	GUJARATI							KIDS			
	PUNJABI							DEVOTIONAL			

1,665 Number of Titles

3,000+ Hours of Content

# DIGITAL MEDIA

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# Digital Media Industry



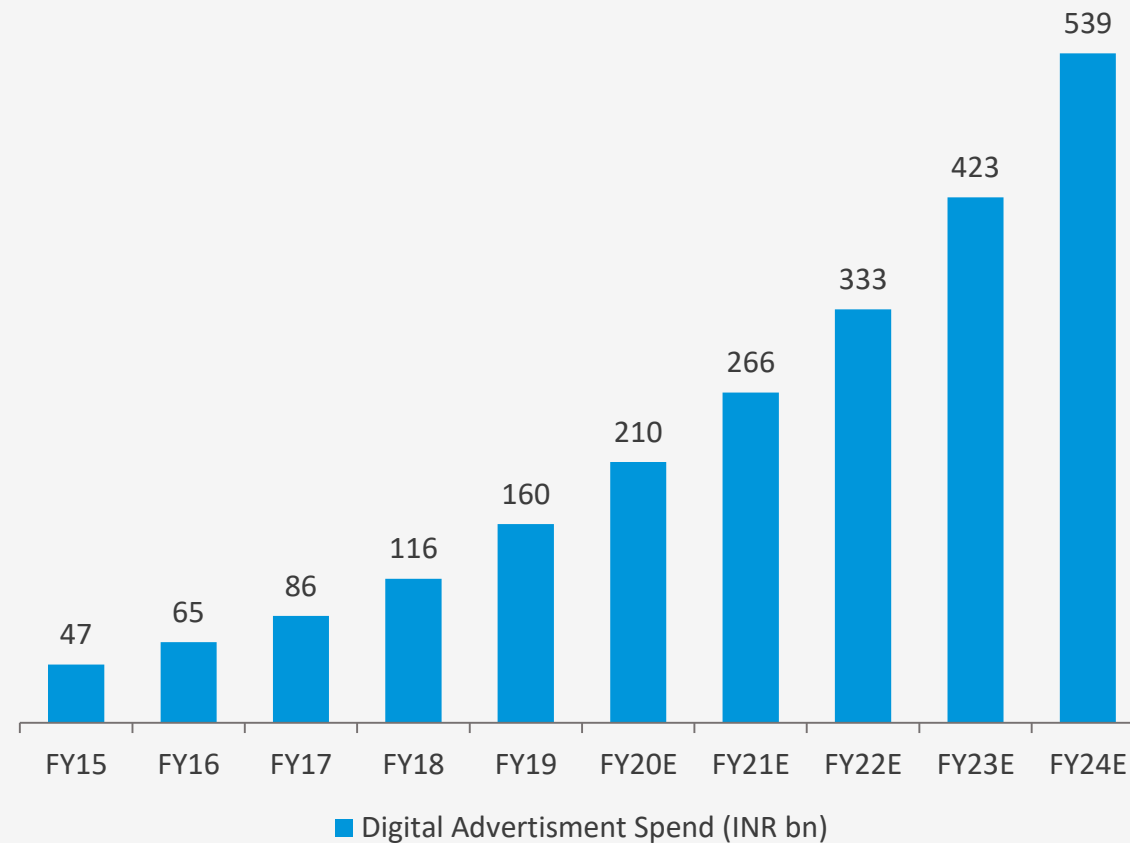
**Digital Advertising** revenues in India grew by 37% to reach INR 160 bn in FY19 over FY18. It is expected to grow at a 27% CAGR over the period FY19-FY24 to reach INR 539 bn

**Digital Subscriptions** (audio and video) in India grew at 45% in FY18 to reach INR 13 bn in FY19 and expected to reach INR 83 bn by FY24. The video subscription ecosystem has evolved over the past years and now has over 30 OTT players in India

## Highlights

- ✓ Advancements in digital infrastructure, increasing penetration from non-urban areas, cheaper data and high adoption of mobile phones has contributed to growth in digital advertising
- ✓ The number of smartphone users in India is expected to rise by 84% to 859 mn by 2022 from 468 mn in 2017
- ✓ Videos are expected to contribute around ~77% of the mobile data traffic by 2022 from ~50% in 2017
- ✓ Digital video consumption has increased from 11 minutes to 24 minutes per day during 2017-2019
- ✓ YouTube reported 96% of its users watched videos in regional language

## Digital Advertisement Spend (INR bn)



# Strategic Drivers for Growth in Digital Media



## Broadband Infrastructure

- Increasing reach of 4G & fall in data prices to enhance the consumption of videos
- The 'Digital India' initiative from the Government



## Technology

- Growing availability of sub INR 5,000 smart phones
- Increased penetration of Hybrid connected TV STBs, Smart TVs etc.



## Rise of OTT

- Increase in the number of OTT destinations for online video watching
- Surge in the width and depth of content offered for Indian consumers



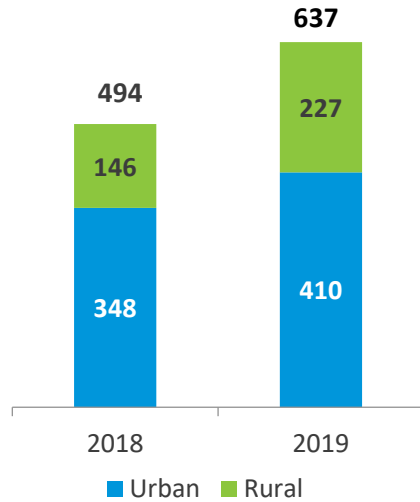
## Rapid digital adoption in non-metros

- Next wave of internet video users will come from the non-metros driving video consumption
- 75% of new internet users are expected to consume data in local languages by 2020

# Digital Potential



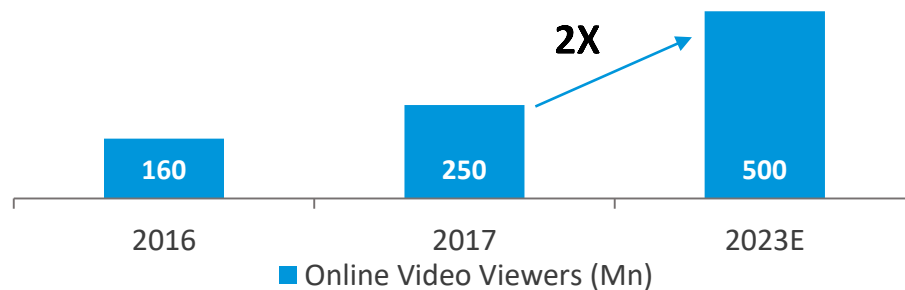
## Rising Internet Users (Mn)



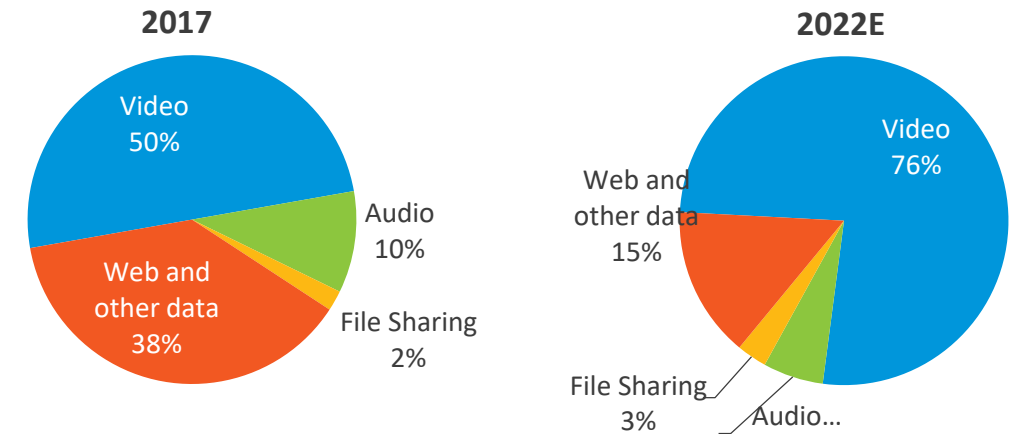
Internet users are projected to reach over 700 mn by 2021 because of the following factors:

- Low cost smart phone
- Improved rural internet connectivity
- Rising regional language popularity
- Voice enabled utilization of internet

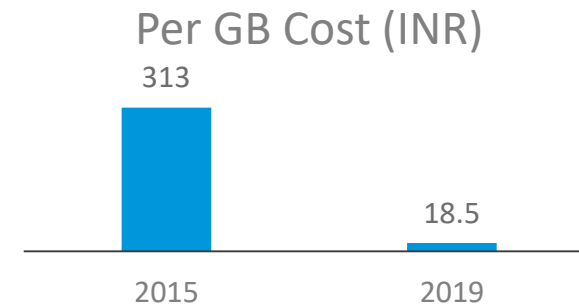
## 2x Growth of Online Video Viewers (Mn)



## Increasing Share of Mobile Internet Consumption for Video in India



## Cheapest Mobile Data in the World



This has resulted in growth of average data usage/month to **8.7 GB in 2018** from 0.9 GB in 2016

# Shemaroo In Digital Media



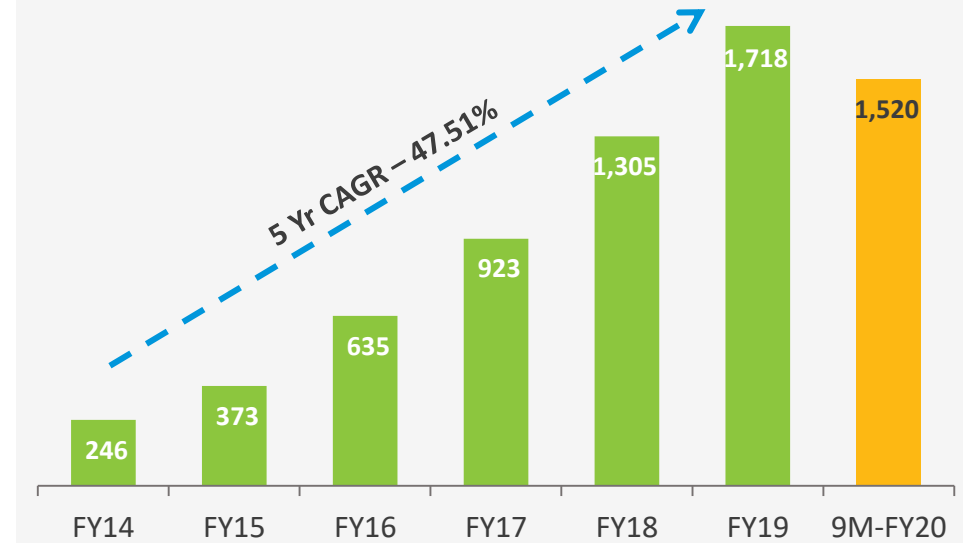
## Digital Media



*Shemaroo was one of the early Indian media companies to syndicate its library in the high growth digital media platforms, thereby gaining early mover advantage*

- The company caters to all types of revenue models like subscription, pay per transaction, advertisement supported (free to consumer) etc.
- Due to its large library ownership Shemaroo has the ability to slice and dice content and package it in different ways that are more suited for the digital media platforms

## Digital Media Revenue (INR Mn)



## Digital Media Presence

### Internet and OTT

- Shemaroo has agreements with various internet video platforms like YouTube, Hotstar, Reliance Jio, Apple iTunes, Google Play etc.

### Mobile Value Added services (MVAS) / Mobile Internet

- The company has agreements with major telecom operators, namely Airtel, Vodafone, Idea to distribute videos, full songs, live streaming etc. under MVAS

### ShemarooMe

- ShemarooMe is the OTT platform launched in Feb'19 – offering vast content library across Bollywood, Gujarati, Marathi, Kids, Punjabi, Devotional etc.

# YouTube



Shemaroo's content on YouTube gets over 1.8 Bn views a month at an average of more than 60 Mn views per day.

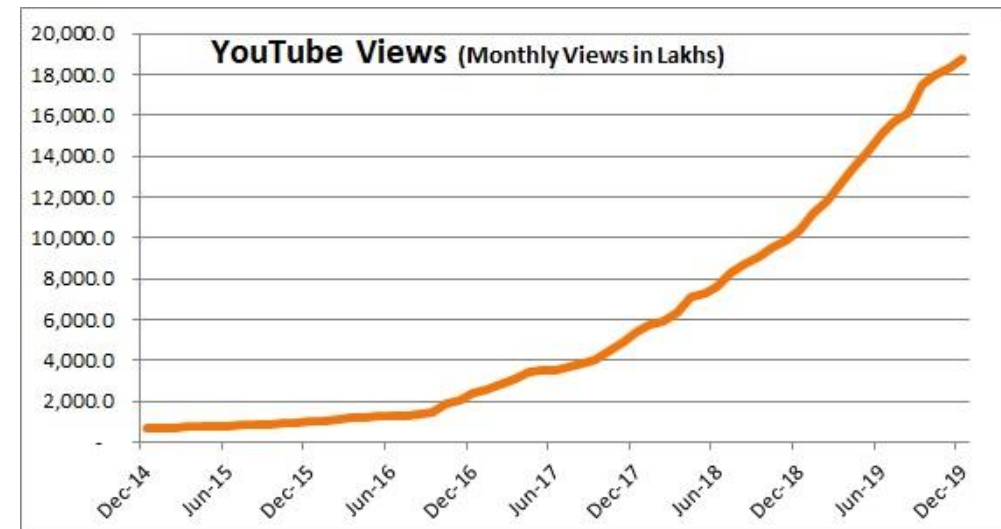
- The company's flagship channels 'ShemarooEnt' crossed 21 Mn subscribers and 'FilmiGaane' crossed 32 Mn subscribers in Jan 2020 on YouTube
- The high viewership, content connect and viewer stickiness has translated into higher revenues for Shemaroo over the years

## Revenue Model for You Tube

- Shemaroo gets revenue from the advertisements shown on its channel on YouTube, in many ways, for example:
  - Banner Ads
  - Pre roll ads
  - Mid roll ads etc.
- Shemaroo gets a revenue share from the advertisement revenue that Youtube makes from Shemaroo channels

Shemaroo is among the most viewed channel partners for YouTube in India and has more than 50 channels of its own on YouTube

## YouTube Views Growth



32 Mn  
subscribers  
6<sup>th</sup> most subscribed  
Indian channel on Youtube



21 Mn  
subscribers

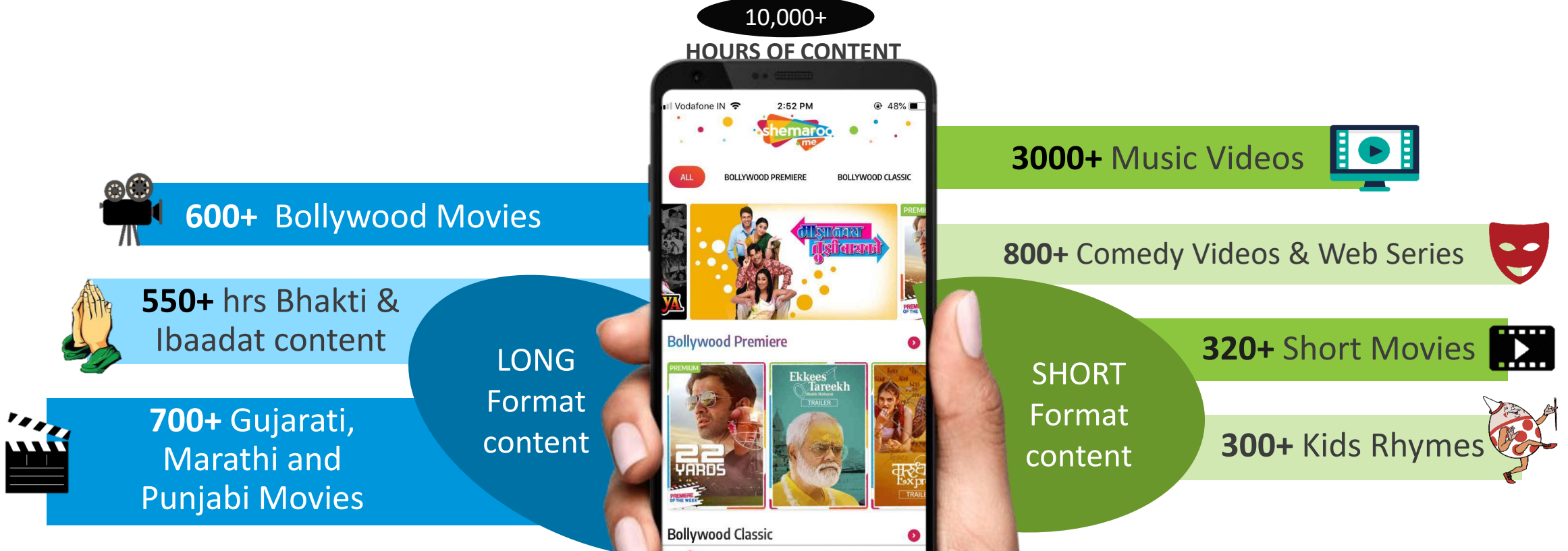




# ShemarooMe



- Is a hybrid (subscription + advertisement) digital platform launched in FY19
- Is available in more than 150 countries globally
- Offers a vast content library across Bollywood, Gujarati, Marathi, Punjabi, Bengali, Devotional and Kids genres
- Works on a B2B2C partnership model and is available on platforms like Vodafone Play, Airtel, Ixigo, MX Player etc.
- Have partnered with Android TV, Apple TV, Fire TV Stick, Roku, Mi TV etc.



Available on Multiple Devices:



| **ROKU** | CloudWalker

# TRADITIONAL MEDIA

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# Television Industry

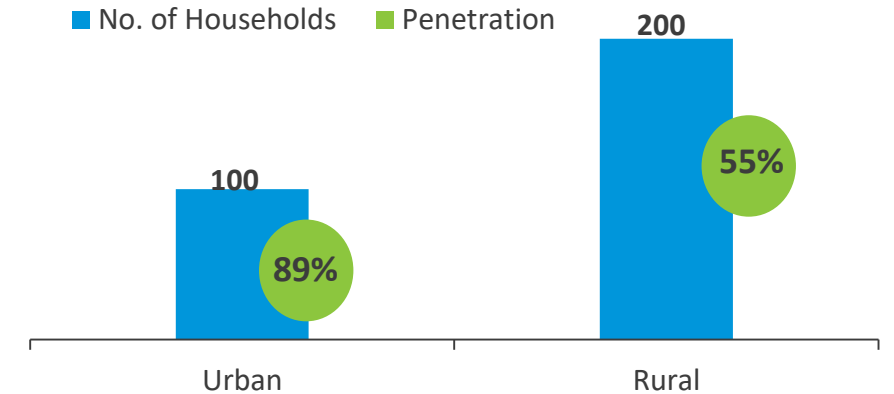


## Industry Dynamics

- Television syndication is the sale of content rights to broadcasters
- The Indian television broadcasting segment currently has more than six genres and Movies as a genre is second in terms of viewership after General Entertainment Channels
- The standard practice of the Indian television industry is to purchase forward rights for a period of 5 to 7 years
- There is a one time fixed fee payment made at the network level for exclusive license to broadcast the content for multiple telecasts

On any given day, an average of 8 movies are shown on a Movie channel. Even considering the repeat telecast of these movies, the broadcaster would need access to a significantly large movie library

## Under penetrated Rural India (TV) (Mn Homes)



Although the number of households for TV viewership in rural area is 22% more than urban area, the penetration is as low as 55%



300 Mn  
HHs in India



198 Mn  
TV HHs in India



100 Mn i.e.  
33% of Indian  
Households  
don't have TV!



TV as a medium is  
the largest platform  
for video  
consumption (93%)

# TV - Choice of MASSES & Headroom for Growth



*TV will continue to be one of the most popular media consuming platform.*

Segment (INR Bn)	FY19	FY24E	CAGR (2019-24E)	% Contribution in FY19	% Contribution in FY24E
TV	714	1,215	11%	44%	40%
Print	333	409	4%	20%	13%
Films	183	260	7%	11%	8%
Digital	173	621	29%	11%	20%
Animation & VFX	88	184	16%	5%	6%
Gaming	62	250	32%	4%	8%
OOH	34	52	9%	2%	2%
Radio	28	45	10%	2%	1%
Music	17	35	16%	1%	1%
<b>Total</b>	<b>1,631</b>	<b>3,070</b>	<b>13%</b>	<b>100%</b>	<b>100%</b>



#### Rise in Rural and Middle Class Income:

- More money in the hands of rural consumers has led to 10% growth in TV ownership in 2018

#### Benefit of Village Electrification:

- TV and Refrigerator are two general use items people BUY FIRST once they get electricity

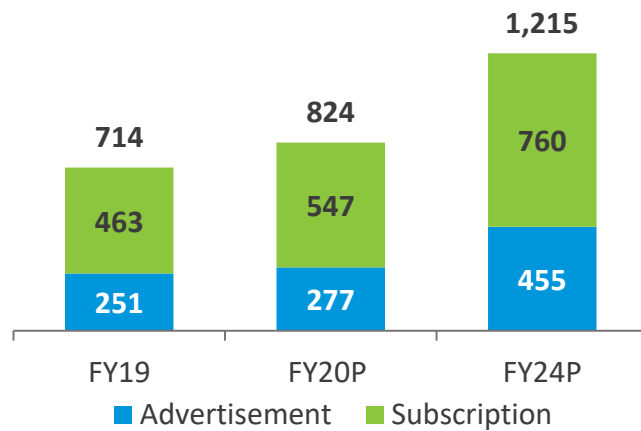
#### Decrease in TV Price:

- Over 10-20% decrease in last one year

# TV Industry Performance and Projection

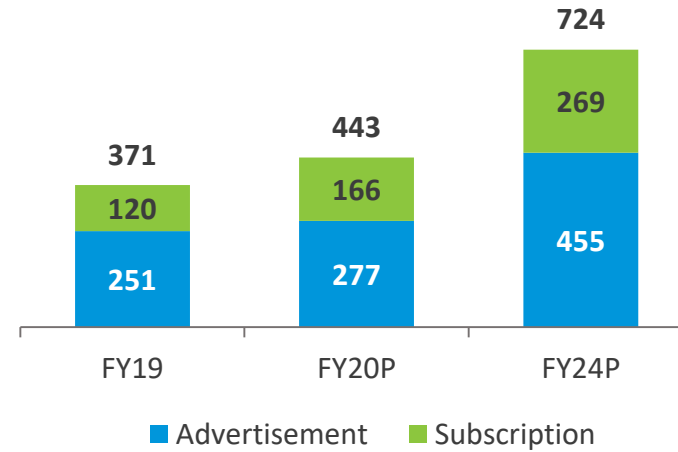


## TV Industry Performance (INR Bn)









- ✓ TV Industry grew from INR 652 Bn in FY18 to INR 714 Bn in FY19, a growth of 9.5%; expected to grow at a CAGR of 11.2% by FY24
- ✓ Advertisement revenue contributed 35% of the industry in FY19; expected to grow to 38% by FY24
- ✓ Ad revenues is expected to be driven by increase in viewership across urban and rural markets, rise in advertising rates and increasing focus on regional advertising spends

## Broadcasters' Revenue (INR Bn)



- ✓ Broadcaster's overall revenue increased from INR 331 Bn to INR 371 Bn in FY19; expected to grow at a CAGR of 14.3% by FY24
- ✓ Broadcaster's subscription revenue growth is expected to be driven by:
  - long term contracts with escalation clauses
  - digitisation of TV
  - increased transparency contributing to higher revenue share

## India's Pay TV ARPU is one of the lowest globally

Countries	Pay TV ARPU pm	Digital ARPU pm
US 	\$40-80	\$8-12
UK 	\$25-40	\$6-12
Africa 	\$15-20	\$5-8
Middle East 	\$15-20	\$6-12
Thailand 	\$30-70	\$6-12
India 	\$2-5	\$3-8

# Shemaroo in Traditional Media



## Television Syndication

- Shemaroo has a diverse content library which it syndicates rights to various Satellite Channels, Cable & Terrestrial Networks
- Considering the vast and diverse library of Shemaroo, it can be easily assumed that most broadcasting channels would have some content syndicated from Shemaroo at sometime or the other

## TV Syndication Platforms

Satellite Television	<ul style="list-style-type: none"> <li>• Predominantly consists of Hindi films</li> <li>• This includes Movie Channels, Kids Channels, Music Channels, News Channels etc.</li> <li>• Enter into exclusive agreements for a film or package of films with a particular group of movie channels for a specified period of time</li> </ul>
Terrestrial Television	<ul style="list-style-type: none"> <li>• The company also licenses content for broadcasting on terrestrial television network</li> </ul>

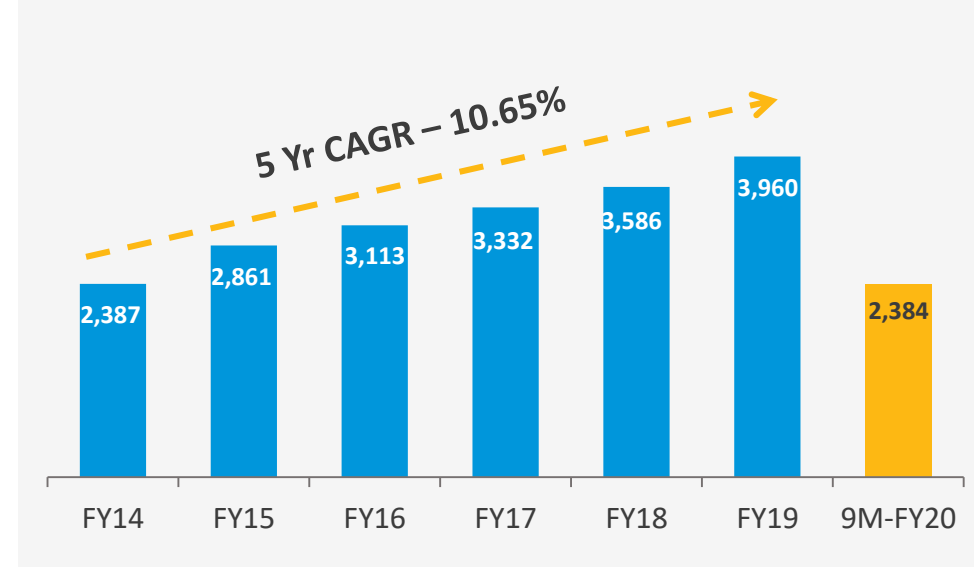
## Subscription Based Services

- In partnership with major DTH and Cable operators, Shemaroo operates subscription-based, ad-free content services across various genres like Movies, Devotion, Comedy and Regional

## Advertisement led Satellite Channel

- Shemaroo launched a satellite FTA channel named as 'Shemaroo MarathiBana' in Dec'19, targeted to be a prominent leader in the Marathi movie genre
- The company has over the years built a strong library in the regional space through which it plans to strategically capture a vacuum in the Marathi movie genre

## Traditional Media Revenue (INR Mn)



# RECENTLY LAUNCHED - Preloaded Audio Devices



- Launched 7 preloaded devices with devotional content in FY20; namely Srimad Bhagwad Gita, Bhakti Bhajan Vani, Amrit Bani, Ibaadat, Ganesh Vani, Krishna Bhajan Vani and Sai Bhajan Vani
- Distributed across 20 states India with a retail presence of +2,500
- Available on major online retail platforms like Amazon, Flipkart, Tata Cliq, etc. as well as offline stores like Crosswords, Archies etc.

Device type	Shrimad Bhagavad Gita	Bhajan Vani	Ibaadat Quran Majeed	Ganesha Bhajan Vani	Krishna Bhajan Vani	Amrit Bani	Sai Bhajan Vaani
Content Hours	80+	60+	150+	16+	18+	210+	18+
Content Offering	Designed to replicate the sacred scripture Shrimad Bhagavad Gita in three languages - Hindi, Sanskrit, and English	Bhakti Bhajan Vani offers Bhajans, Aartis, Jaaps, Mantras, and Stotras	Quran- Pak verses, Quran Sharif Translation	Ganesh Bhajan Vani offers Ganesh Bhajans, Aartis, Chants, Mantras & Stotras	Krishna Bhajan Vani offers Krishna Songs in two languages – Hindi, Gujrati	Shri Guru Granth Sahib ji, Sahaj Paath, Kathas, Kirtans, Dharmik Geet and Simrans	Sai Bhajan Vani offers Sai Baba Songs in two languages – Hindi & Marathi

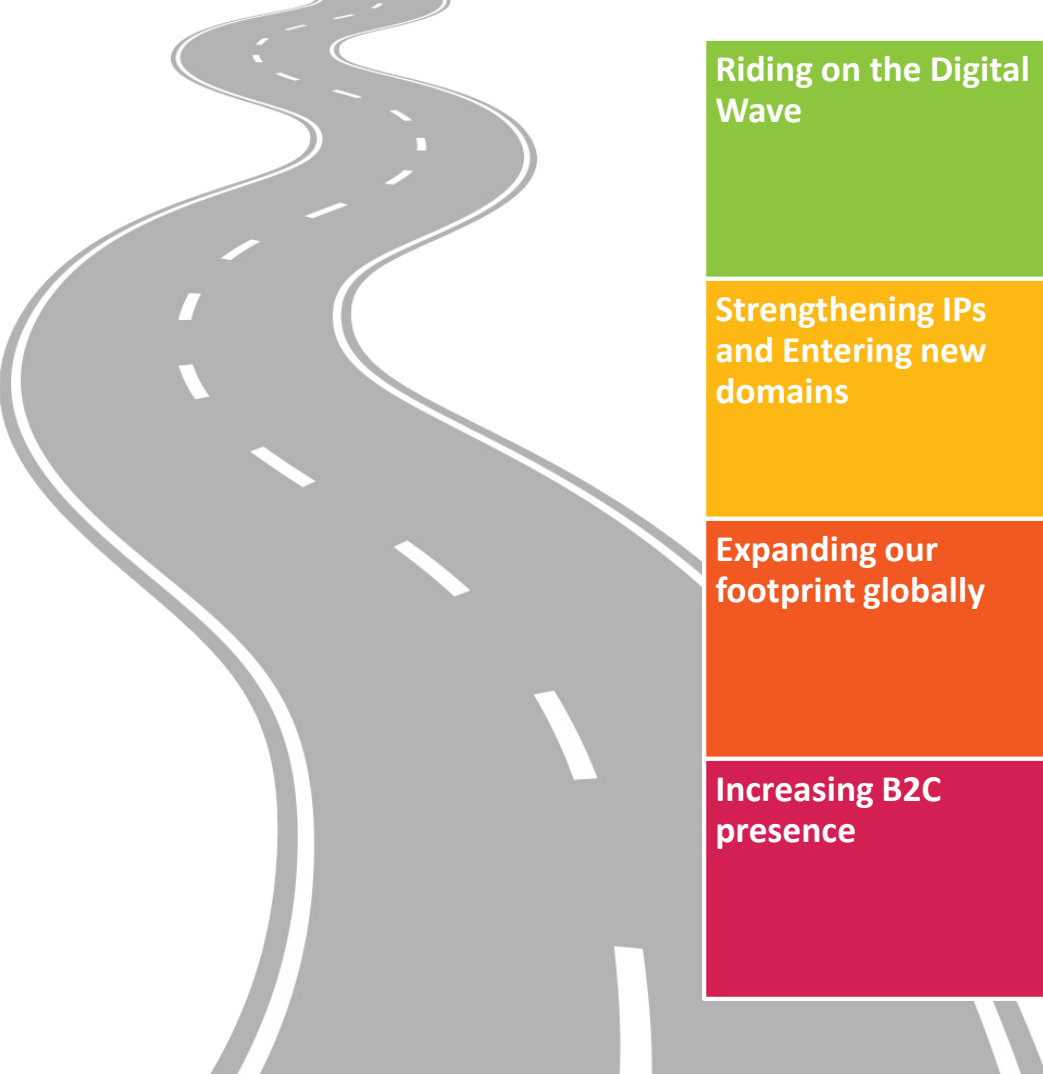
# STRATEGY

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*“Shemaroo’s multifold growth over the years has been a result of its excellent relationships with its partners in the media industry. Shemaroo will continue to strengthen its position in the industry by providing unparalleled value addition to all stakeholders”*



## Riding on the Digital Wave

With a fundamental shift happening in how consumers consume the content, Shemaroo aims to be at the forefront of digital and technological innovations

## Strengthening IPs and Entering new domains

In line with the fast growing appetite of multiple genres of content by consumers, Shemaroo aims to further strengthen its Bollywood and non-Bollywood IPs like regional, devotion, kids, etc.

## Expanding our footprint globally

There is an increasing affinity towards Indian content globally. Shemaroo aims to significantly scale up its presence internationally serving diaspora as well as non diaspora audience to tap this growing demand

## Increasing B2C presence

Shemaroo aims to significantly increase its B2C presence in the next few years through innovative product offerings meeting the changing needs of the consumers

# FINANCIALS

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# Consolidated Income Statement (Ind-As)



Particulars (INR Mn)	FY17	FY18	FY19	9M-FY20
<b>Revenue from Operations</b>	<b>4,255</b>	<b>4,891</b>	<b>5,678</b>	<b>3,904</b>
Total Expenses	2,980	3,465	4,100	3,105
<b>EBITDA</b>	<b>1,275</b>	<b>1,426</b>	<b>1,578</b>	<b>799</b>
<b>EBITDA Margin (%)</b>	<b>29.96%</b>	<b>29.16%</b>	<b>27.79%</b>	<b>20.46%</b>
Other Income	30	12	18	19
Depreciation	43	51	56	55
Finance Cost	324	307	256	173
<b>PBT</b>	<b>938</b>	<b>1,080</b>	<b>1,284</b>	<b>591</b>
Tax	342	367	457	146
<b>PAT</b>	<b>596</b>	<b>713</b>	<b>827</b>	<b>445</b>
Minority Interest & Share of profit/ (loss) in associate company	18	(1)	3	(4)
<b>PAT after adjustments</b>	<b>614</b>	<b>712</b>	<b>830</b>	<b>441</b>
<b>PAT Margin (%)</b>	<b>14.43%</b>	<b>14.56%</b>	<b>14.62%</b>	<b>11.31%</b>
Comprehensive Income	-	3	3	0
<b>Total Profit including Comprehensive Income( Net of tax)</b>	<b>614</b>	<b>715</b>	<b>833</b>	<b>441</b>
EPS (INR)(not annualised)	22.60	26.18	30.52	16.24

# Consolidated Balance Sheet (Ind-As)



Equity and Liabilities (INR Mn)	FY18	FY19	H1-FY20
<b>Shareholders Fund</b>			
Share Capital	272	272	272
Other Equity	4,662	5,445	5,747
<b>Total Equity</b>	<b>4,934</b>	<b>5,717</b>	<b>6,019</b>
Non controlling interest	(36)	(42)	(41)
<b>Non Current Liabilities</b>			
Long Term borrowings	21	4	3
Lease liability	-	-	23
Deferred tax liabilities (Net)	36	34	24
Long tem provisions	16	32	41
<b>Total Non-Current Liabilities</b>	<b>73</b>	<b>70</b>	<b>91</b>
<b>Current Liabilities</b>			
Short Term Borrowings	1,858	1,969	2,136
Trades payables	181	298	490
Other Financial Liabilities	135	63	185
Other Current Liabilities	28	68	14
Short Term Provisions	15	8	8
Current Tax Liabilities (Net)	125	151	116
<b>Total Current Liabilities</b>	<b>2,342</b>	<b>2,557</b>	<b>2,949</b>
<b>Total</b>	<b>7,313</b>	<b>8,302</b>	<b>9,018</b>

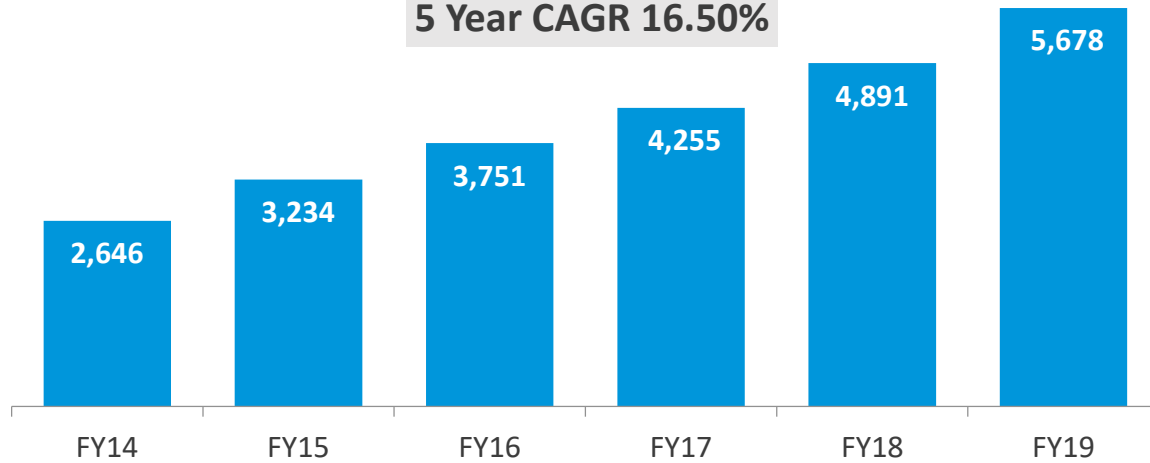
Assets (INR Mn)	FY18	FY19	H1-FY20
<b>Non Current Assets</b>			
<b>Fixed Assets</b>			
Property, Plant & Equipment	323	306	324
Intangible assets	10	10	11
Intangible assets under development	-	-	2
Right of use Assets	-	-	22
Investments	67	65	89
Long Term Loan and Advances	-	1	1
Other Financial Assets	3	3	1
Other Non Current Assets	31	58	45
<b>Total Non-Current Assets</b>	<b>434</b>	<b>443</b>	<b>495</b>
<b>Current Assets</b>			
Inventories	5,297	6,027	6,794
Trade Receivables	1,406	1,590	1,410
Cash and cash equivalents	13	16	27
Short Term loan and advances	4	6	6
Other Financial Assets	-	8	-
Other Current Assets	159	212	286
<b>Total Current Assets</b>	<b>6,879</b>	<b>7,859</b>	<b>8,523</b>
<b>Total</b>	<b>7,313</b>	<b>8,302</b>	<b>9,018</b>

# Historical Consolidated Financial Charts



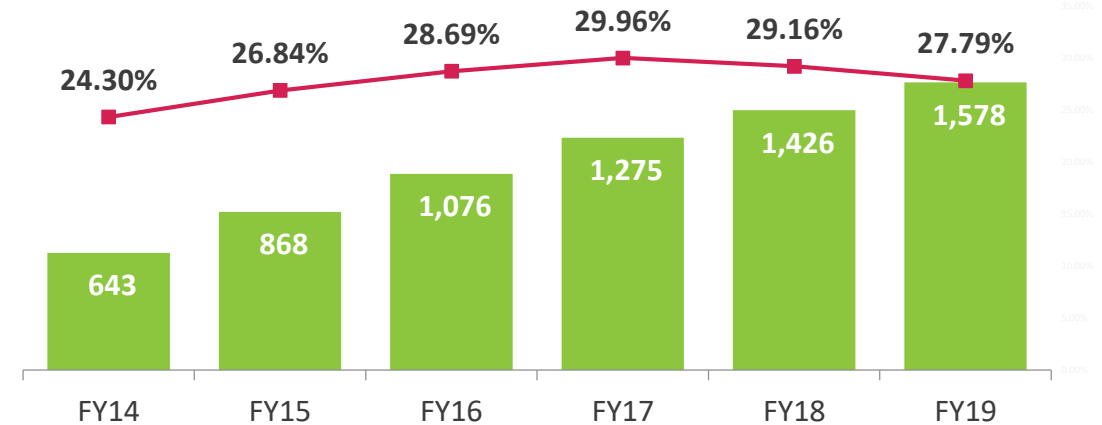
### Operational Revenue\* (INR Mn)

5 Year CAGR 16.50%



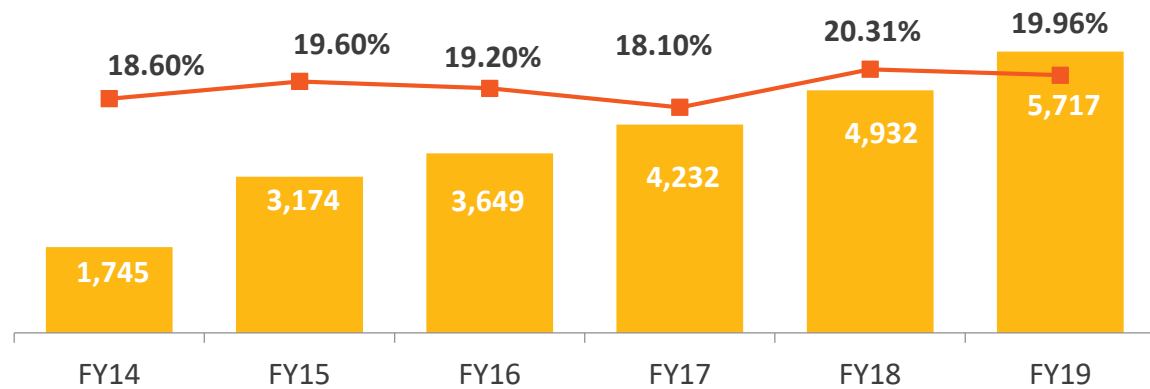
### EBITDA (INR Mn) and EBITDA Margin (%)

5 Year CAGR 19.67%



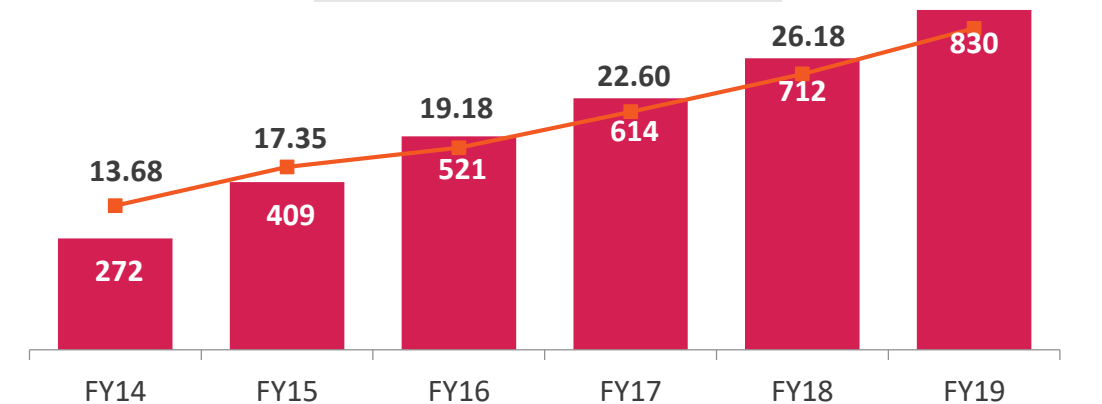
### Net Worth (INR Mn) and ROCE (%)

5 Year CAGR 26.79%



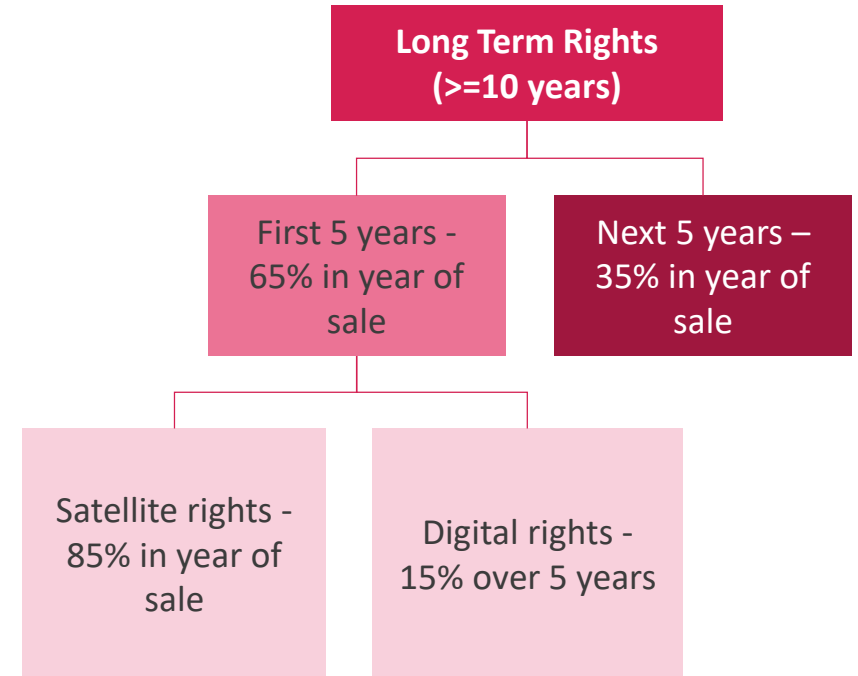
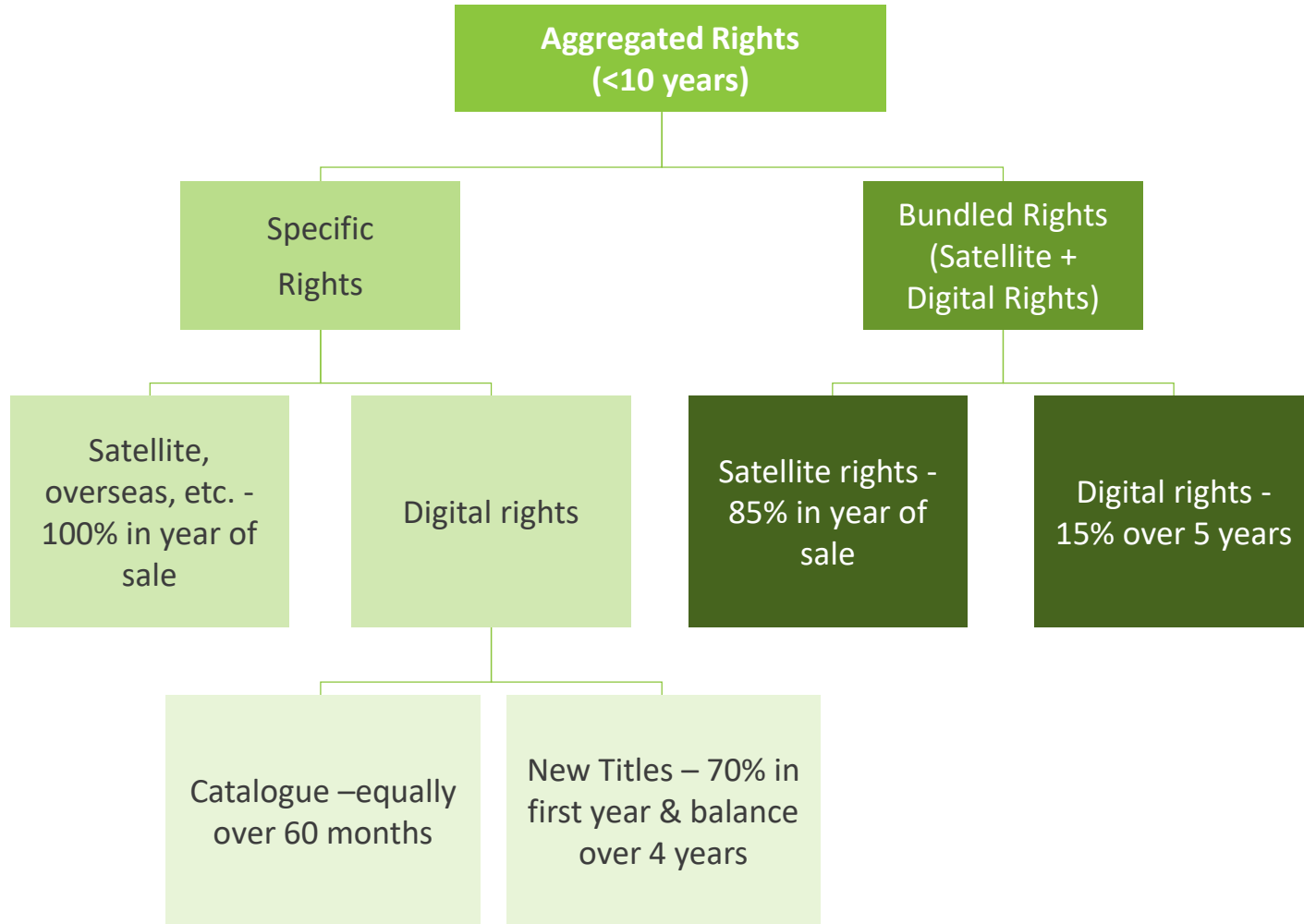
### PAT (INR Mn) and EPS (INR)

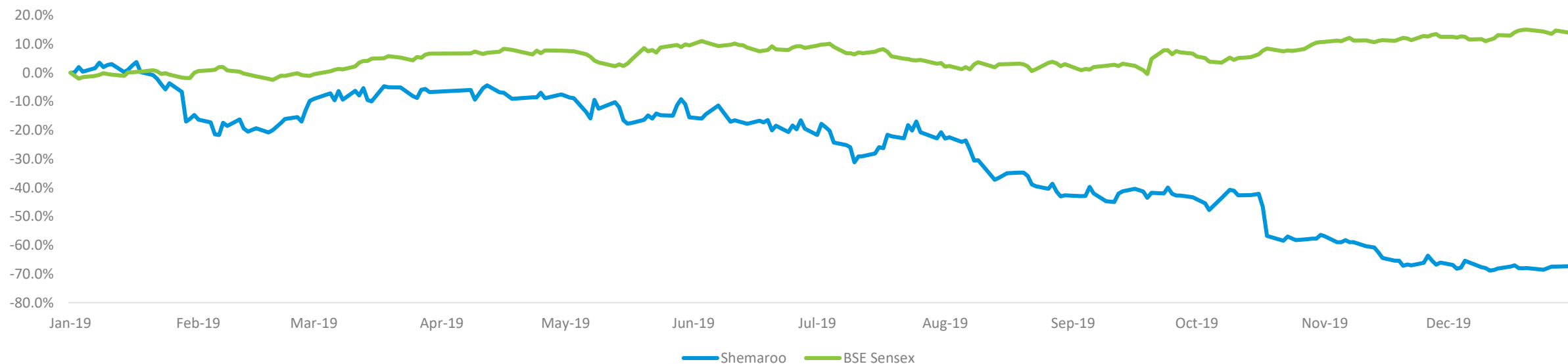
5 Year CAGR 25.00%



\* Note: FY17 to FY19 numbers are as per IND-As

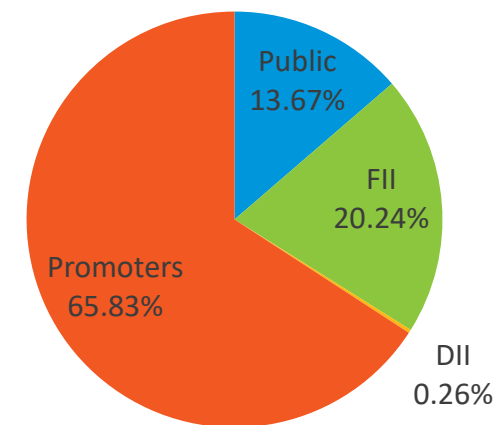
# Rights Accounting Policy – Charge To P&L



Price Data (As of 31<sup>st</sup> December, 2019)

INR

Face Value	10.0
Market Price	140.4
52 Week H/L	454.9/131.0
Market Cap (INR Mn)	3,817.7
Equity Shares Outstanding (Mn)	27.2
1 Year Avg. Trading Volume ('000)	13.4

Share Holding Pattern as on 31<sup>st</sup> December, 2019



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THANK YOU

