

October 26, 2023

National Stock Exchange of India Limited Exchange Plaza, 5 th Floor Plot No. C/1, G Block; Bandra (East) Mumbai 400 051			BSE Limited Corporate Relationship Department Phiroze Jeejeebhoy Towers Dalal Street; Fort, Mumbai 400 001		
Equity	Scrip Code	RADIOCITY	Equity	Scrip Code	540366
	ISIN	INE919I01024		ISIN	INE919I01024
NCRPS	Scrip Code	RADIOCITY	NCRPS	Scrip Code	717504
	ISIN	INE919I04010		ISIN	INE919I04010

Sub: Investor Presentation on Un-audited Financial Results of the Company for the second quarter and six months ended September 30, 2023

Dear Sir/Ma'am,

In accordance with Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith a copy of presentation to Analysts/ Investors on the financial performance of the Company for Un-audited Financial Results of the second quarter and six month ended September 30, 2023 for the Financial Year 2023-24.

The aforesaid Analysts/ Investors Presentation is also available on the website of the Company <https://www.radiocity.in>

Kindly take the above on your record.

Thanking you

For Music Broadcast Limited

Arpita Kapoor
Company Secretary and Compliance Officer
Membership No. F8842

Encl: as above





Music Broadcast Limited

Investor Presentation

Q2 FY23-24



Safe Harbor



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Key Highlights – Q2FY24



Radio City

- Recorded EBITDA growth of 36% on YoY basis for Q2 FY24
- 39% of the total clients on the Radio platform advertised on Radio City
- 33% of New clients on Radio platform advertised on Radio City
- Liquidity position as on September 30, 2023 of Rs. 305 Crores



Radio Industry

- 14% YoY growth in volumes for Q2FY24
- 1.95 K clients are new in Q2FY24 out of 4.4 K total clients advertised on Radio platform



DAVP Rate Revision for FM Radio Stations



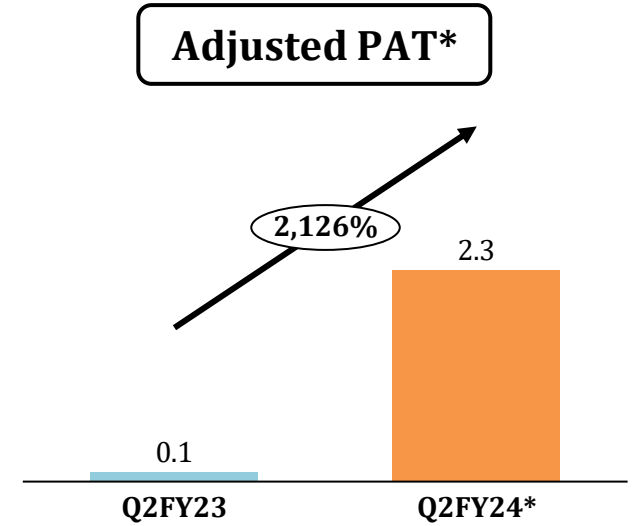
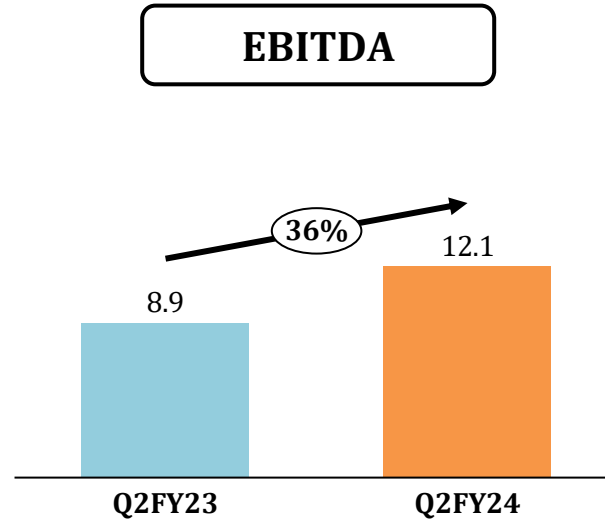
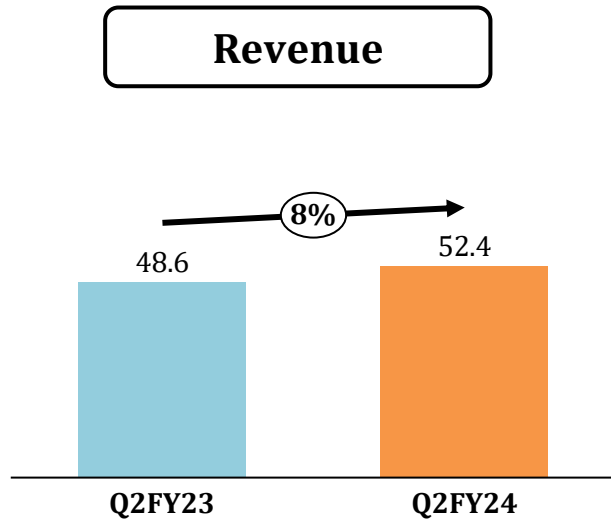
New DAVP Rates for release of Government Advertising through Pvt. FM Radio Stations have been accepted by the Rate Structure committee constituted by Ministry of Information & Broadcasting.

- ✓ The Rates have been revised after a gap of 7 years basis IRS 2019 wherein Base rate have been increased by approximately 50% to 60%
- ✓ Increase in DAVP rates has come at an appropriate time with 6 months to go for Lok Sabha Elections scheduled in April-May 2024
- ✓ Central & State Govt. advertising spends highlighting Social Welfare initiatives are bound to get multifold increase over next 5 months pertaining to Upcoming Elections
- ✓ Increase in Overall expenditures along with New increased rates will have a multiplier effect on total expenditures
- ✓ New DAVP rates will also have positive impact on commercial rates in coming days

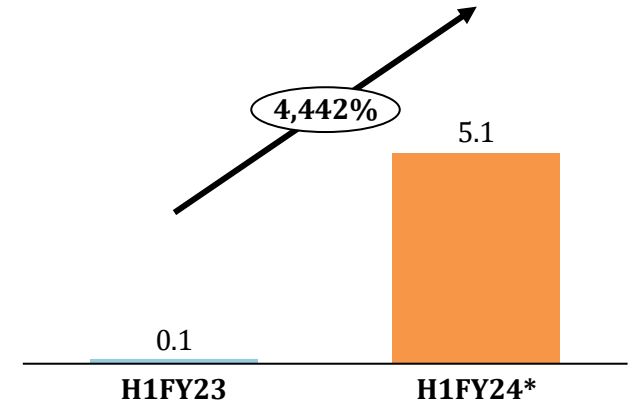
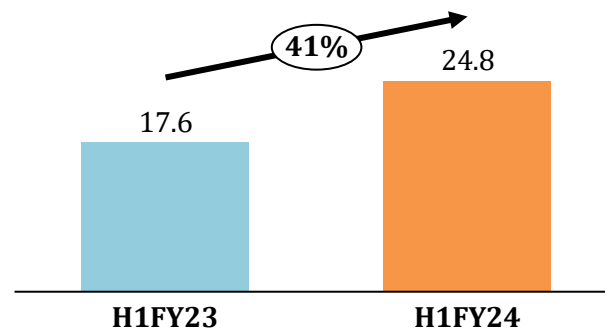
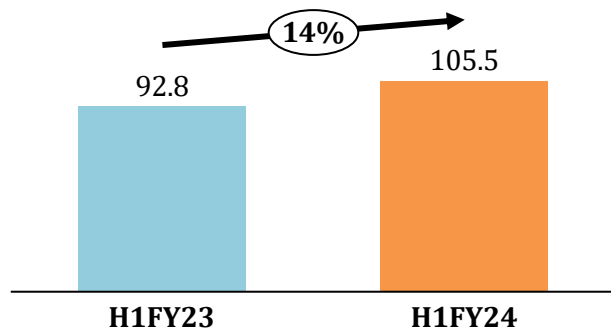
Key Numbers for Q2 & H1FY24

Figures (Rs. in Cr)

Q2FY24



H1FY24

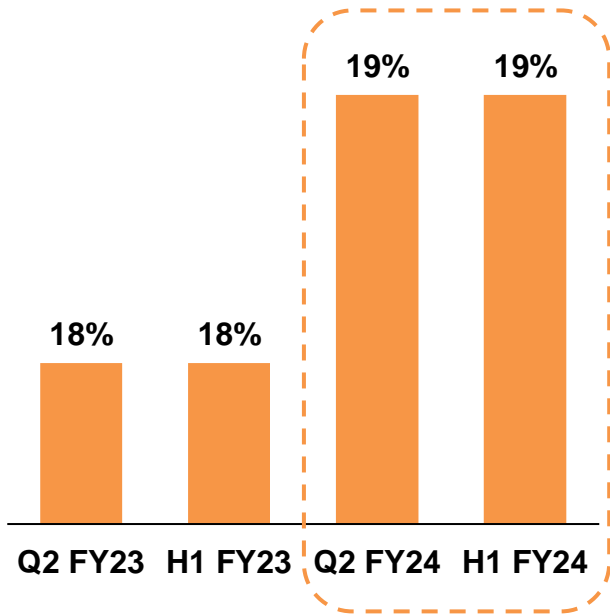


*Q2FY24 & H1FY24 PAT Adjusted for Interest on NCRPS

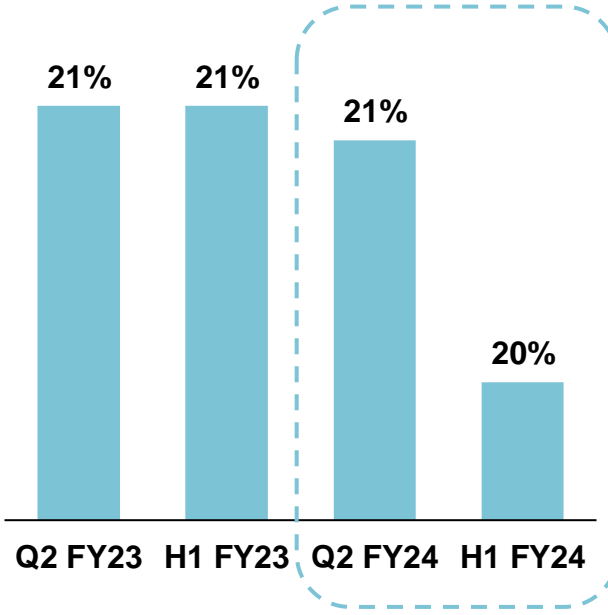


Market Shares

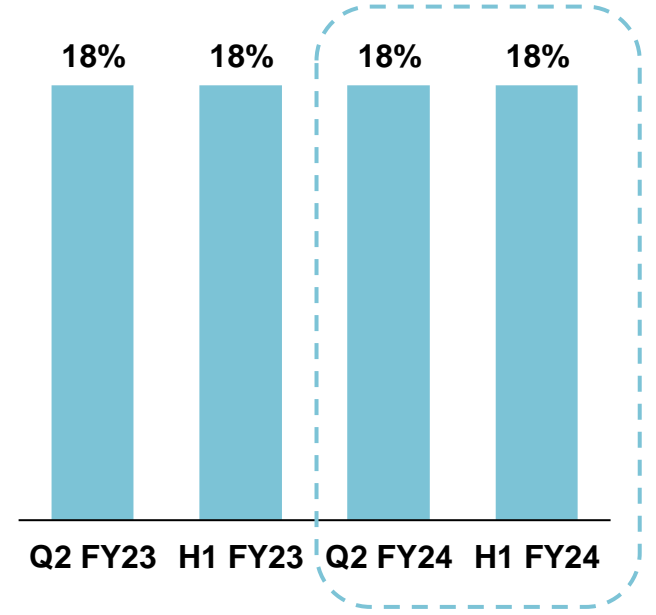
Radio City



Peer 1



Peer 2



Radio City's Market share is 19% in Q2 FY24 compared to 18% in Q2 FY23



Key Initiatives



National
IPs

Government
Proactive Pitches

Regional
Properties

Digital First
Integrations

Show
Sponsorship

Local
Initiatives

Big Ticket
Content Integration

- **36%** Revenue Garnered from Created Businesses - Properties, Proactive pitches, Digital, Sponsorships & Special days
- H1FY24 Digital revenue has grown by **24%** over H1FY23
- 2nd Highest client count share in the Industry with **39%** in Q2FY24

Radio Industry – Q2FY24 Category Trend

Radio Categories



Real Estate

21%



40%

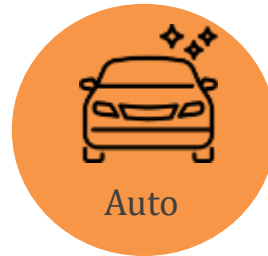


Pharma

11%



30%



Auto

9%

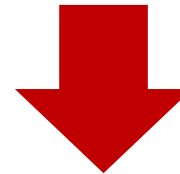


56%



Finance

6%



-26%

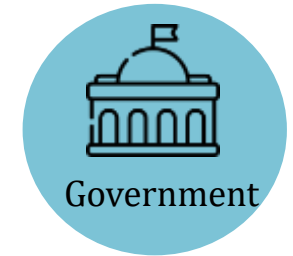


Food &
Drinks

6%



21%



Government

6%



12%

Volume
Contribution

Growth (YOY)

Volume
Growth





Radio City Programming & Digital Initiatives



Programming & Marketing Initiatives

Super Singer15

Enriching its legacy as the largest singing platform, RCSS Season 15, is proud to onboard esteemed mentor 'Padma Shri Kailash Kher' for the fourth consecutive year



Cricket ka Blockbuster

Indian Cricket Legend Sanjay Manjrekar as host for Radio City's 'Nissan Cricket ka Blockbuster'



Radio City Icon Awards

Radio City recognizes and celebrates the visionary entrepreneurs who have transformed the Business Landscape



Programming & Marketing Initiatives

INFLUENCER MARKETING – VIRAL CITY



The influencers/content creators invited to Radio City for cross digital promotion.

Radio City successfully managed to garner a cumulative reach of 1 Million views and 100k+ likes on the 3 Influencer Collaborations.

“TIP KARAA DE”



To acknowledge the hard work of all the delivery persons, this monsoon season, RJ Sud and RJ Palak launched an innovative social campaign ‘Tip Kara De’ spreading much-needed encouragement and appreciation for the unsung heroes.

SPORTS ASSOCIATIONS



UTT (Ultimate Table Tennis)
&
Puneri Paltan Table Tennis

Reaching over 20M & 5M audience respectively for UTT & Puneri Paltan across India

Activations & Integrations

City cha Bappa – Pandal Activations



Radio City Integrations

MUMBAI LOCAL TRAIN



Central and Western lanes for 10-days More than 60L people travel everyday by local trains. Integrated “**Lalbaug Cha Raja**” live Darshan with the L-Band on TV.

DIGITAL & TV



RJ Bharath was featured in an exclusive show in **PT news** channel. The same is taken to their **YouTube channel** for cross promotion.

TV Integration



Strategic Convergence:
Digital-On Air Synergy
The **Suvarna-Sankalpa** program reigns supreme within the 6 to 7 am time band on television.

#TOUCHMENOT



#TouchMeNot was an activity to create awareness about women safety while travelling in shared autos.

We associated with the Auto rickshaw union to reach out to the masses and featured stories from various women listeners narrating their experiences. The aim was to empower women to stand up and raise their voice in such situations

Digital Initiatives

Digital Highlights

Digital reach of **487 Mn** through social media apps like Youtube, Facebook, Twitter, Instagram and Web Radio



Rank #1
4.1 Mn



Rank #2
335.6 K



Rank #3
363 K



Rank #4
1.4 Mn



LIC

LIC and India's friendship were launched along with a series of static posts featuring Bollywood friendship pairs.

Each post weaved the context of LIC's 67 years of trending friendship with millions of Indians.



HMSI

Promoted client's product & variants via Radio City Super Singer Season 15.

The participation phase is live now, prompting through RJ promo videos, AR filters, promotional stories and static posts. Honda is the presenting sponsor for the property



Kedia Real Estate

To Create brand awareness about Kedia Properties.

The campaign was promoted via reels and posts in Radio City Super Singer & Cricket ka Blockbuster and also brand product campaign amplification was executed on Radio City's social media handles

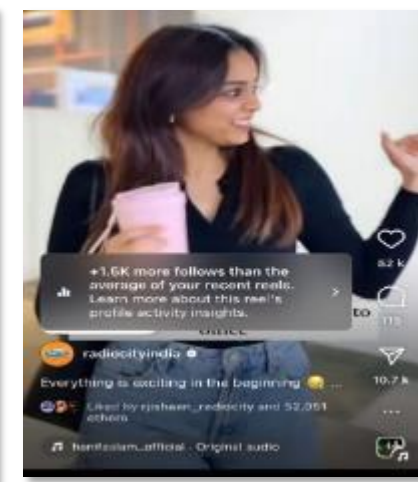
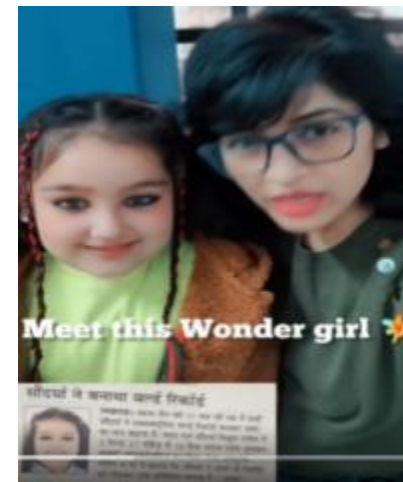
Q2FY24: Digital Content Key Accomplishments

- ❖ #Spotted videos with the highest being Yuvraj Singh's video. 340K Likes | 17.4M Reach | 8.9M views
- ❖ RJ Raashi for 'Saundrya' 3Mn Views | 5.9Mn Impressions
- ❖ SRK's Jawan Public Movie Review 213K Likes | 4.5M Reach | 2.8M views
- ❖ Shoaib Akhtar's video about Virat struck an emotional chord with our TG. 163K Likes | 6.9M Reach | 5.2M views
- ❖ 21 out of the top 25 posts on Facebook are Radio City's interview/game videos

- ❖ Our YouTube revenue has grown by a significant 13% compared to Q1
- ❖ In September, our Radio City Kannada Page saw a remarkable increase in subscribers, leading to the revenue boost

Big Hit on YouTube:

- ❖ Long-Format Content
- ❖ Trending Topics
- ❖ Comedy Content
- ❖ Regional Entertainment



Profit and Loss Statement

Particulars (Rs. in Cr)	Q2FY24	Q2FY23	YoY	Q1FY24	QoQ	H1FY24	H1FY23	YoY
Revenue	52.4	48.6	8%	53.0	-1%	105.5	92.8	14%
Other Income	5.7	4.8		5.6		11.4	9.3	
Total Income	58.2	53.5	9%	58.7	-1%	116.8	102.1	14%
Licenses Fees	5.0	4.8		5.0		10.0	9.6	
Employee Expenses	17.3	14.8		16.3		33.6	29.5	
Other Expenses	23.8	24.9		24.6		48.4	45.3	
EBITDA	12.1	8.9	36%	12.7	-5%	24.8	17.6	41%
EBITDA Margin	23.1%	18.3%		24.0%		23.5%	19.0%	
Depreciation/Amortization	8.3	8.2		8.2		16.5	16.4	
EBIT	3.8	0.7	482%	4.5	-15%	8.3	1.2	594%
EBIT Margin	7.3%	1.3%		8.5%		7.9%	1.3%	
Adjusted Finance costs*	0.5	0.5		0.5		1.0	1.0	
PBT	3.3	0.1	2162%	4.0	-18%	7.3	0.2	4469%
Tax	1.0	0.0		1.1		2.1	0.0	
Adjusted PAT	2.3	0.1	2126%	2.8	-19%	5.1	0.1	4442%
Adjusted PAT Margin	4.4%	0.2%		5.4%		4.9%	0.1%	
Interest on NCRPS	1.9	0.0		1.9		3.8	0.0	
Final PAT	0.4	0.1	254%	0.9	-61%	1.3	0.1	1049%
Other Comprehensive Income	0.0	0.1		0.0		0.0	0.1	
Total Comprehensive Income	0.4	0.3	46%	0.9	-61%	1.3	0.3	400%

*Adjusted for interest on NCRPS in Q1 FY24, Q2 FY24 & H1 FY24

Balance Sheet

Assets (Rs. in Cr)	Sep 30, 2023	Mar 31, 2023
Total Non-Current Assets	489.8	507.8
Fixed Assets	225.7	233.2
Tangible Assets	66.7	68.2
Intangible Assets	142.6	152.5
Right of use asset	16.4	12.5
Financial Assets		
Investments	205.5	204.0
Other Financial Asset	29.9	42.9
Deferred Tax Asset(Net)	16.8	18.2
Other Non-Current Assets	3.6	2.9
Non-Current Tax Assets	8.2	6.6
Total Current Assets	178.0	148.4
Current Investments	21.6	15.7
Trade Receivables	72.9	65.9
Cash & Cash Equivalents	7.4	6.4
Bank Balances	0.8	0.5
Other Financial Assets	51.5	37.8
Other Current Assets	23.8	22.1
TOTAL ASSETS	667.8	656.2

Liabilities (Rs. in Cr)	Sep 30, 2023	Mar 31, 2023
Shareholders Fund	526.0	524.7
Share Capital	69.1	69.1
Other Equity	456.9	455.6
Total Non-Current Liabilities	103.0	95.1
Long Term Borrowings	87.6	83.7
Lease Liabilities	12.3	9.0
Employee Benefit Obligation	3.1	2.4
Total Current Liabilities	38.8	36.3
Short Term Borrowings	0.0	0.0
Trade Payables	20.2	17.3
Lease Liabilities	5.5	5.6
Other Financial Liabilities	3.1	2.7
Employee Benefit Obligation	1.4	1.3
Other Current Liabilities	8.5	9.4
TOTAL EQUITY & LIABILITIES	667.8	656.2

Cashflow Statement

Particulars (Rs. in Crs)	As on Sep 30, 2023	As on Sep 30, 2022
Profit before tax	3.4	0.2
Adjustments	11.4	10.1
Operating Profit Before Working Capital Changes	14.8	10.3
Change in operating assets and liabilities	(6.9)	6.6
Cash generated from operations	7.8	16.9
Income taxes paid (net of refunds)	(2.3)	0.3
<i>Net cash inflow from operating activities (A)</i>	5.5	17.2
<i>Net cash inflow/(outflow) from investing activities (B)</i>	(0.5)	(17.3)
<i>Net cash outflow from financing activities (C)</i>	(4.0)	(3.9)
<i>Net increase/(decrease) in cash and cash equivalents (A+B+C)</i>	1.0	(4.0)
Cash and cash equivalents at the beginning of the year	6.4	7.6
<i>Cash and cash equivalents at the end of the year</i>	7.4	3.6

Thank You

Contact Us



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