

July 27, 2023

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

**Sub: Investor Presentation on Un-audited Financial Results of the Company for the first quarter ended June 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 first quarter ended June 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  
Q1FY24



# Safe Harbor



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Certain matters discussed in this Presentation may contain statements regarding the Company’s market opportunity and business prospects that are individually and collectively forward-looking statements. Such forward-looking statements are not guarantees of future performance and are subject to known and unknown risks, uncertainties and assumptions that are difficult to predict. These risks and uncertainties include, but are not limited to, the performance of the Indian economy and of the economies of various international markets, the performance of the industry in India and world-wide, competition, the company’s ability to successfully implement its strategy, the Company’s future levels of growth and expansion, technological implementation, changes and advancements, changes in revenue, income or cash flows, the Company’s market preferences and its exposure to market risks, as well as other risks. The Company’s actual results, levels of activity, performance or achievements could differ materially and adversely from results expressed in or implied by this Presentation. The Company assumes no obligation to update any forward-looking information contained in this Presentation. Any forward-looking statements and projections made by third parties included in this Presentation are not adopted by the Company and the Company is not responsible for such third-party statements and projections.

# Key Highlights – Q1FY24



## Radio City

- ✓ Recorded Revenue growth of 20% on YoY basis in Q1FY24
- ✓ Recorded EBITDA growth of 45% on YoY basis for Q1FY24
- ✓ 41% of the total clients on the Radio platform advertised on Radio City
- ✓ 37% of New clients on Radio platform advertised on Radio City
- ✓ Cash and Cash Equivalents of Rs. 302 Crores as on June 30, 2024



## Radio Industry

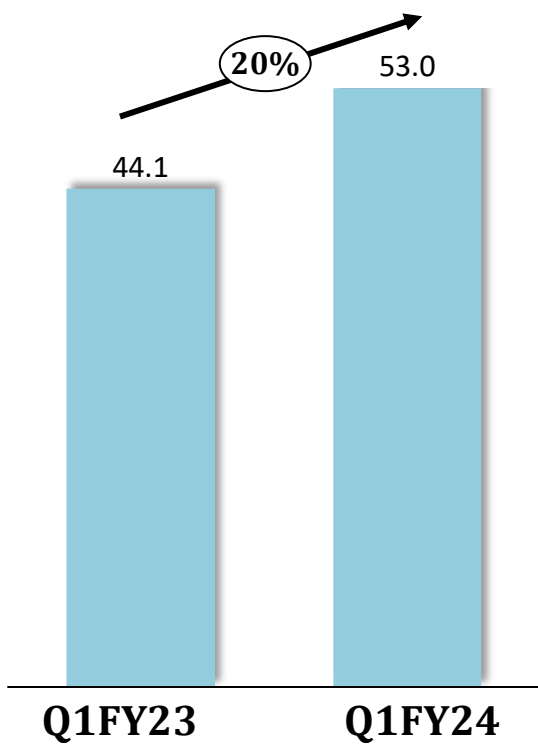
- ✓ 17% YoY growth in volumes for Q1FY24
- ✓ 3.6 K clients are new in Q1FY24 out of 4.1 K total clients advertised on Radio platform



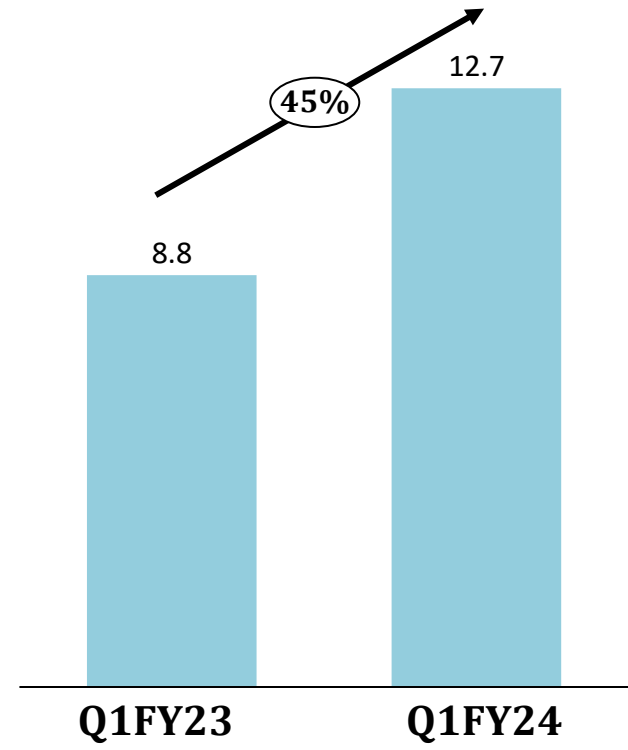
# Key Numbers for Q1FY24

Figures (Rs. in Cr)

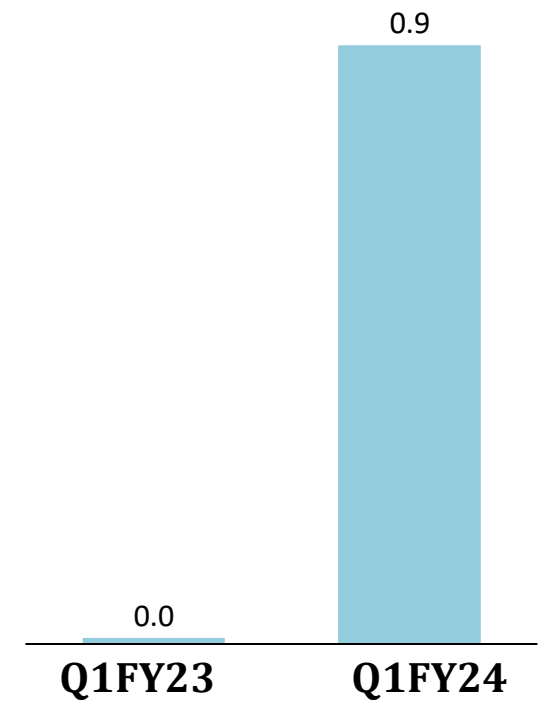
## Revenue



## EBITDA



## PAT

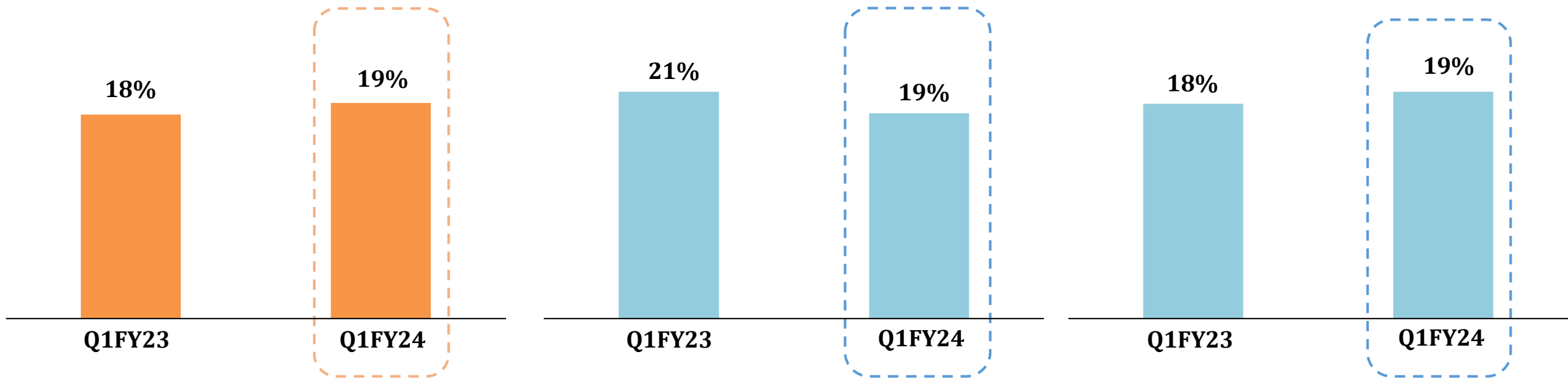


# Market Shares

Radio City

Peer 1

Peer 2



Market share is 19% in Q1FY24 compared to 18% of Q1FY23



# Key Initiatives



National  
IPs

Show  
Sponsorship

Regional  
Properties

Local  
Initiatives

Digital First  
Integrations

Big Ticket  
Content Integration

Government  
Business

- **38%** Revenue Garnered from Created Business - Properties, Proactive pitches, Digital, Sponsorships & Special days
- Q1FY24 Digital revenue has grown by **33%** over Q1FY23
- 2<sup>nd</sup> Highest client count share in the Industry with **41%** in Q1FY24

# Radio Industry – Q1FY24 Category Trend

## Radio Categories



Real Estate

18%



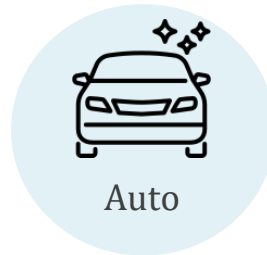
Pharma

10%



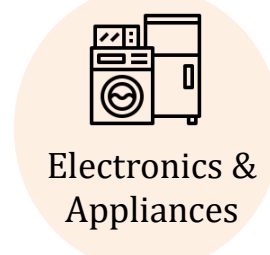
Education

9%



Auto

8%



Electronics &  
Appliances

7%



Food &  
Drinks

7%

Volume  
Contribution

Growth (YOY)

Volume  
Growth



24%



4%



87%



58%



10%



24%







# Radio City Programming & Digital Initiatives



# Programming & Marketing Initiatives

**Get Vibing with City's new beats!**



Radio City officially launched a one-of-its-kind modern version of 'Rag Rag Mein Daude City' #CityKiNayiVibe to engage the Gen Z by Bollywood celebrities Suniel Shetty and Karishma Tanna.

## Radio City Music fest



Radio City Music Fest is a radio only concert by a renowned artists every Friday across the nation

Kollywood artists Benny Dayal, Satyprakash etc.

Sandalwood artists

Bollywood artists like Akhil sachdeva, Ankit Tiwari, meet bros, Jasleen royal to be a part of the campaign.

The campaign was cross promoted in digital spaces

# Digital Initiatives

## Digital Highlights

Digital reach of **250 Mn** through social media apps like Youtube, Facebook, Twitter, Instagram and Web Radio



### Patanjali

Garnered a reach of 1M+ with 1M views on the video content.

An ongoing campaign which has so far seen podcasts, Audiograms, video series and a set of static & stories promoting the client's objective – health & fitness



### Samsung

300K+ reach has been garnered so far and still counting.

City-specific posts were posted & promoted on Facebook platforms along with a Travelogue video led by the RJ.



### Nissan Magnite

Radio City's 24 hours roadblock with Multi-City LIVES and Main Brand anthem creation.

4 multi-city LIVES were executed along with the main anthem video shoot at Delhi to celebrate Music Day with Nissan.

# Q1 FY24: Digital IPs



## Business Titans 2.0

The 2nd season saw branded static posts on Radio City's social media platforms and nominations + winner details were published on the dedicated microsite. Also, the on-ground event in Dubai was covered digitally.

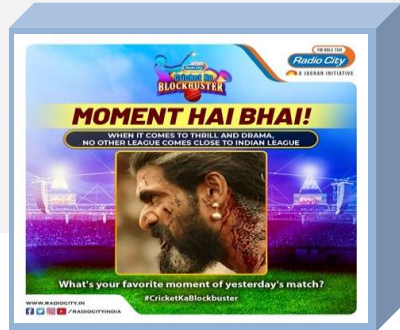
1



## Music Fest 2023

The I.P. is currently in the execution stage. 18 associate sponsors and 1 presenting sponsor has come on board for the same.

2



## CKB (IPL INTEGRATION)

The activity saw internal elements having brand integrations. i.e.: RJ ka recap, Match ka Messiah, Match updates, Cric-o-pedia, Climax of match. 100+ creatives & 90+ videos were created for the property

3



## **Radio City won 19 awards at the 12<sup>th</sup> edition of ACEF Global Customer Engagement Forum & Awards 2023**

- Received 10 Gold, 5 Silver and 4 Bronze awards across varied radio categories
- RJ Shonali and RJ Nikhil bagged 'RJ of the Year' Award
- ACEF Spotlight Award for SALES ACHIEVEMENT for the campaign Radio City & Maruti Suzuki - #DrivenBySafety



## **Radio City swayed at the 11<sup>th</sup> Edition of the E4M Golden Mikes- Radio & Audio Awards with 18 Glorious Wins!**

- Received 4 Gold, 5 Silver, and 9 Bronze awards for various campaigns
- RJ Ginnie won 'RJ of the Year' award



## **Radio City became the only radio network from India to win a Bronze Award and Four Finalist position at New York Festivals Radio Awards 2023**

- Won a bronze award for 'Blade Running Victoriously Through Life' in the category 'Heroes Feature' and received four finalist certificates for
  - Public Service Announcement Promotion for the campaign Peeche Wale Babu Helmet Laga Lo
  - Best Talk/Interview Special for Cine verve - 8 States, 8 Radio Hosts, 1 Movie, 1 Star
  - Best Two-way Telephone Talk/ Interview Show for RJ Ginnie
  - Public Service Announcement Promotion for Radio City Handwash Sound

# Profit and Loss Statement

| Particulars (Rs. in Cr)           | Q1FY24       | Q1FY23       | YoY           | Q4FY23       | QoQ         | FY23         |
|-----------------------------------|--------------|--------------|---------------|--------------|-------------|--------------|
| <b>Revenue</b>                    | <b>53.0</b>  | <b>44.1</b>  | <b>20%</b>    | <b>51.4</b>  | <b>3%</b>   | <b>198.9</b> |
| Other Income                      | 5.6          | 4.5          |               | 5.2          |             | 19.7         |
| <b>Total Income</b>               | <b>58.7</b>  | <b>48.6</b>  |               | <b>56.6</b>  |             | <b>218.6</b> |
| Licenses Fees                     | 5.0          | 4.8          |               | 4.9          |             | 19.4         |
| Employee Expenses                 | 16.3         | 14.7         |               | 15.4         |             | 60.6         |
| Other Expenses                    | 24.6         | 20.4         |               | 25.7         |             | 95.8         |
| <b>EBITDA</b>                     | <b>12.7</b>  | <b>8.8</b>   | <b>45%</b>    | <b>10.6</b>  | <b>20%</b>  | <b>42.8</b>  |
| <b>EBITDA Margin</b>              | <b>24.0%</b> | <b>19.8%</b> |               | <b>20.6%</b> |             | <b>21.5%</b> |
| Depreciation/Amortization         | 8.2          | 8.2          |               | 8.2          |             | 32.8         |
| <b>EBIT</b>                       | <b>4.5</b>   | <b>0.5</b>   | <b>730%</b>   | <b>2.4</b>   | <b>85%</b>  | <b>10.0</b>  |
| <b>EBIT Margin</b>                | <b>8.5%</b>  | <b>1.2%</b>  |               | <b>4.7%</b>  |             | <b>5.0%</b>  |
| Adjusted Finance costs*           | 0.5          | 0.5          |               | 0.5          |             | 2.0          |
| <b>PBT</b>                        | <b>4.0</b>   | <b>0.01</b>  | <b>27440%</b> | <b>2.0</b>   | <b>104%</b> | <b>8.0</b>   |
| Tax                               | 1.1          | 0.0          |               | 0.8          |             | 2.6          |
| <b>Adjusted PAT</b>               | <b>2.8</b>   | <b>0.01</b>  | <b>28293%</b> | <b>1.1</b>   | <b>154%</b> | <b>5.4</b>   |
| <b>Adjusted PAT Margin</b>        | <b>5.4%</b>  | <b>0.0%</b>  |               | <b>2.2%</b>  |             | <b>2.7%</b>  |
| <b>Interest on NCRPS</b>          | <b>1.9</b>   | <b>0.0</b>   |               | <b>1.9</b>   |             | <b>1.9</b>   |
| <b>Final PAT</b>                  | <b>0.9</b>   | <b>0.01</b>  | <b>9243%</b>  | <b>(0.8)</b> | <b>-</b>    | <b>3.4</b>   |
| Other Comprehensive Income        | 0.0          | 0.0          |               | 0.1          |             | 0.3          |
| <b>Total Comprehensive Income</b> | <b>0.9</b>   | <b>0.01</b>  | <b>9243%</b>  | <b>(0.7)</b> | <b>-</b>    | <b>3.7</b>   |

\*adjusted for interest on NCRPS

# Thank You

## Contact Us

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