

# entertainment network (India) limited

Corporate Office: 14<sup>th</sup> Floor, Trade World, D-Wing, Kamala Mills Compound, Senapati Bapat Marg,  
Lower Parel (West), Mumbai – 400 013, India. Tel: 022 6753 6983.

November 10, 2022

<b>BSE Limited,</b> Rotunda Building, P. J. Towers, Dalal Street, Fort, Mumbai- 400001	<b>National Stock Exchange of India Limited,</b> Exchange Plaza, Bandra Kurla Complex, Bandra (East), Mumbai – 400051
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**BSE Scrip Code: 532700/ Symbol: ENIL**

**Sub: Investors Presentation – Q2FY2023**

Dear Sir/ Madam,

Please find attached herewith the Investors Presentation (Performance review – Q2FY2023).

Same has been uploaded at:

<https://www.enil.co.in/stock-exchange-filings-fy2023.php>

<https://www.enil.co.in/financials-investorp-fy2023.php>

For **Entertainment Network (India) Limited**

**Mehul Shah**

***EVP - Compliance & Company Secretary***

(FCS no- F5839)



ENTERTAINMENT NETWORK (INDIA) LTD.

A TIMES GROUP COMPANY



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# Investor Presentation Q2 FY23

10<sup>th</sup> November 2022.



# Presentation Flow

## Business

The performance of FCT and Non-FCT business over the previous periods.

## Digital

Platform wise reach, highlights and New Product launch.

## Finance

An overall review of our organization's standalone & summarized financial performance.



## Solution Business

Top solution-driven event sales highlights

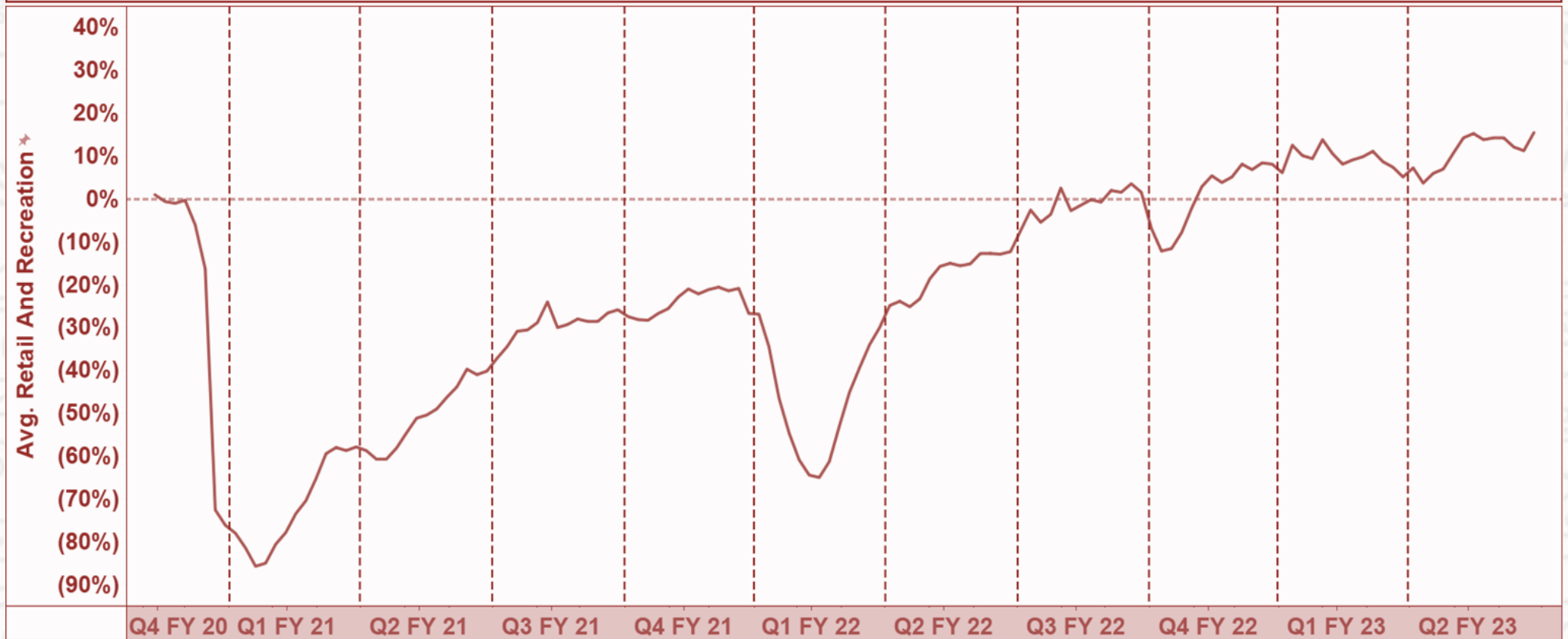
## International

Sales highlights.



# Mobility Above Pre-Covid Level

Google Mobility Index - Retail & Recreation

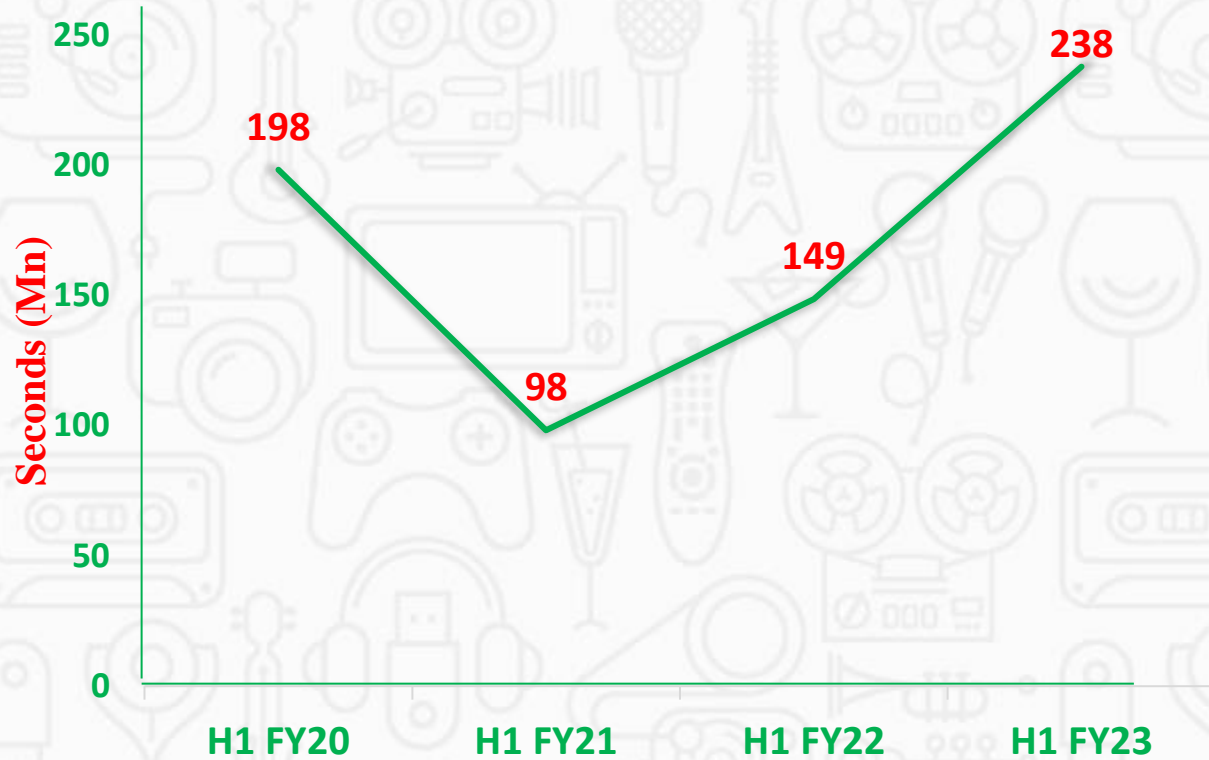


Google Mobility Index indicates Retail activity






... Improved mobility brings back retail advertisers



# Radio Ad Volumes



## Future Growth Drivers

-  Recovery of Hyper-Local advertisers
-  Strong in-car listenership – top markets, upmarket listener profile and high time spent listening.
-  Re-opening of offices – huge build up in traffic.
-  Rebound in non-FCT revenues
-  Advancements of digitization in the audio space

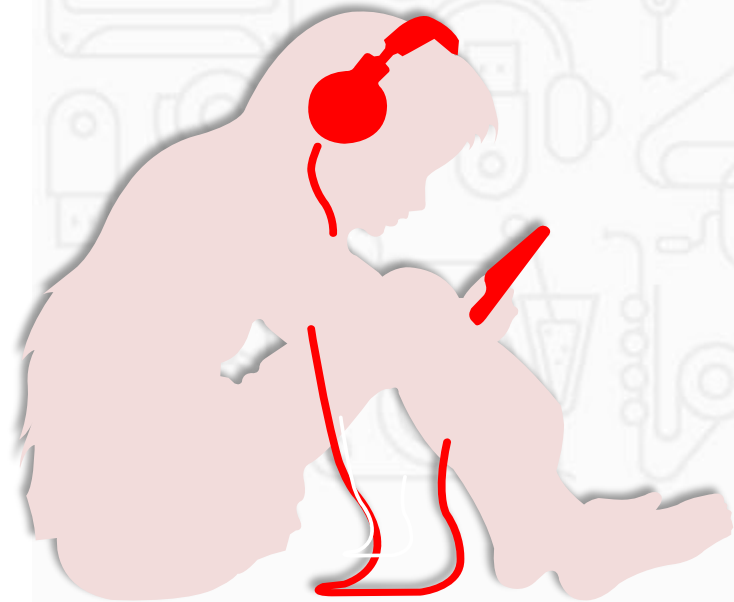
Source: Adex (21 Markets)

... Full recovery of Radio Ad Volumes from Pre-Pandemic levels

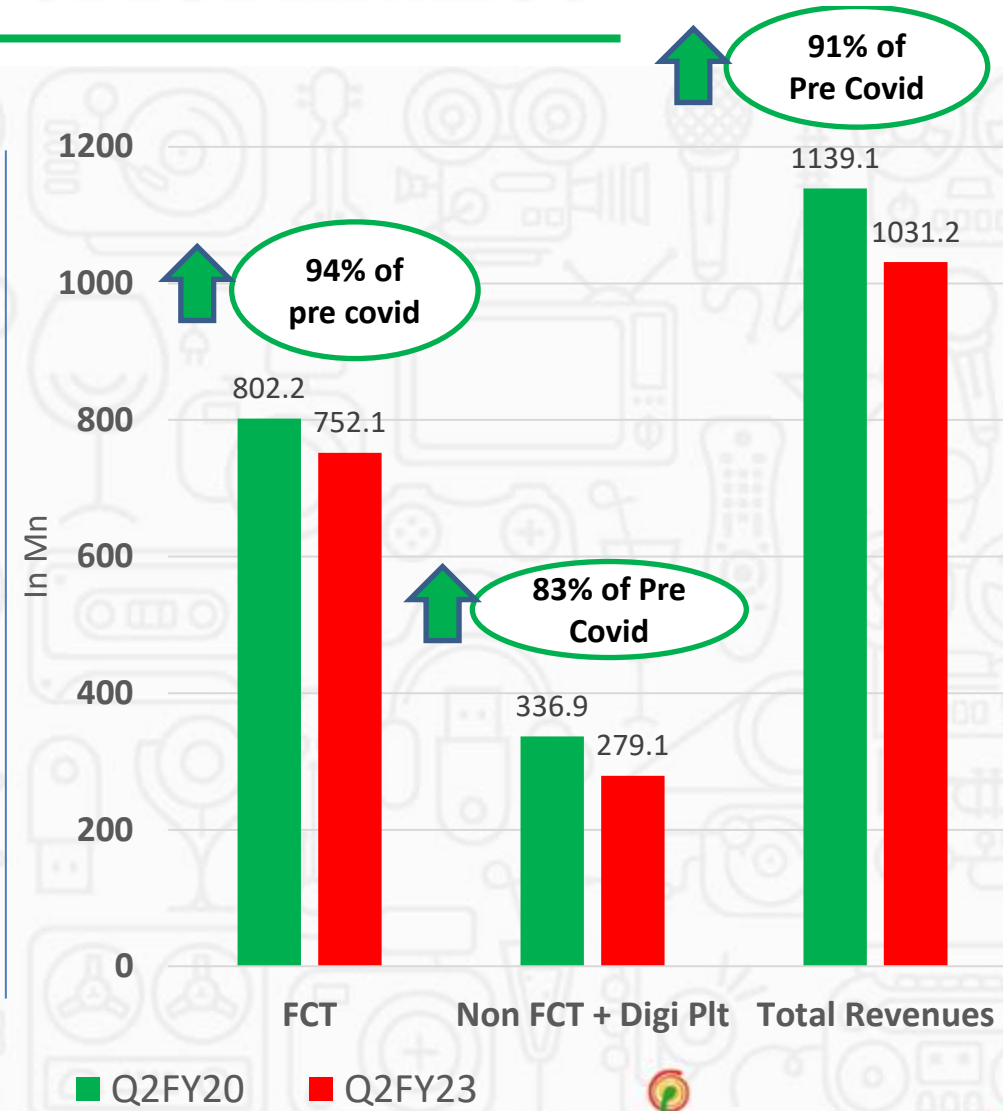
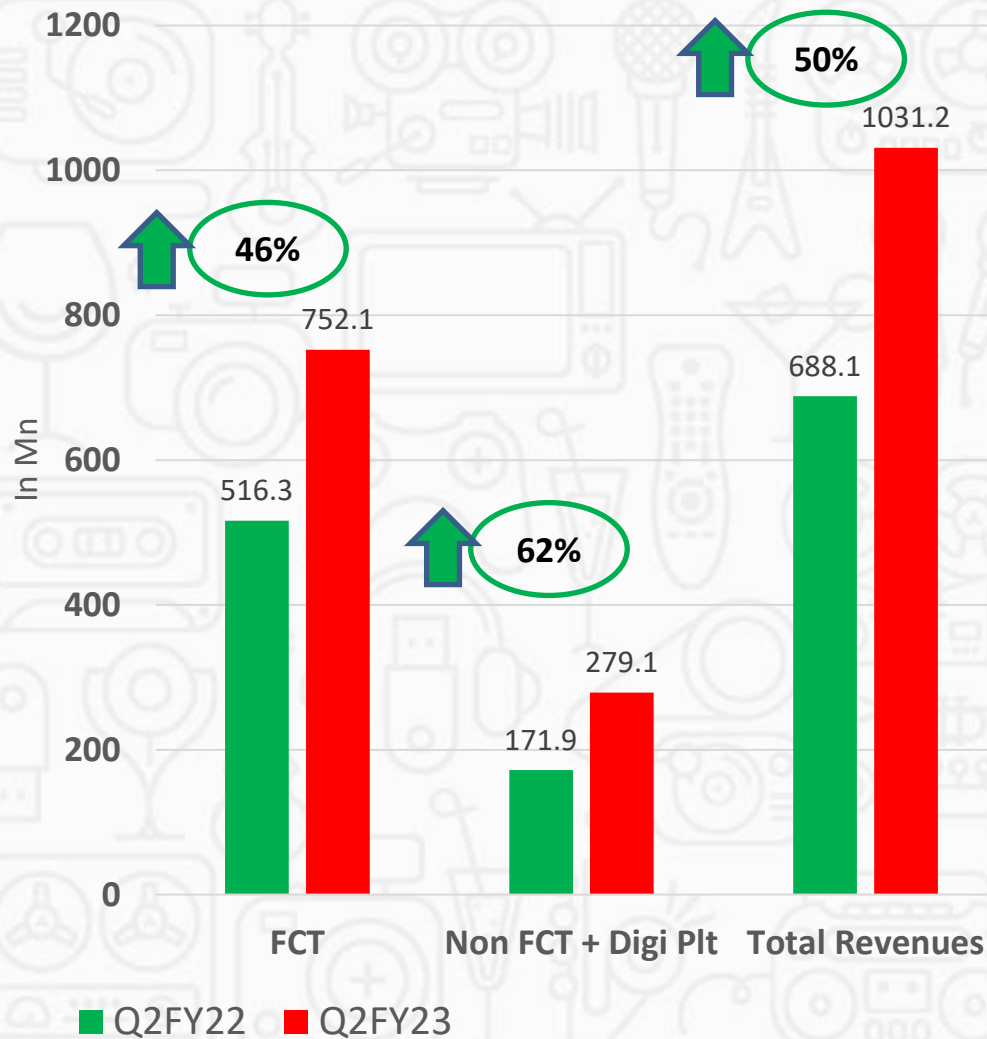




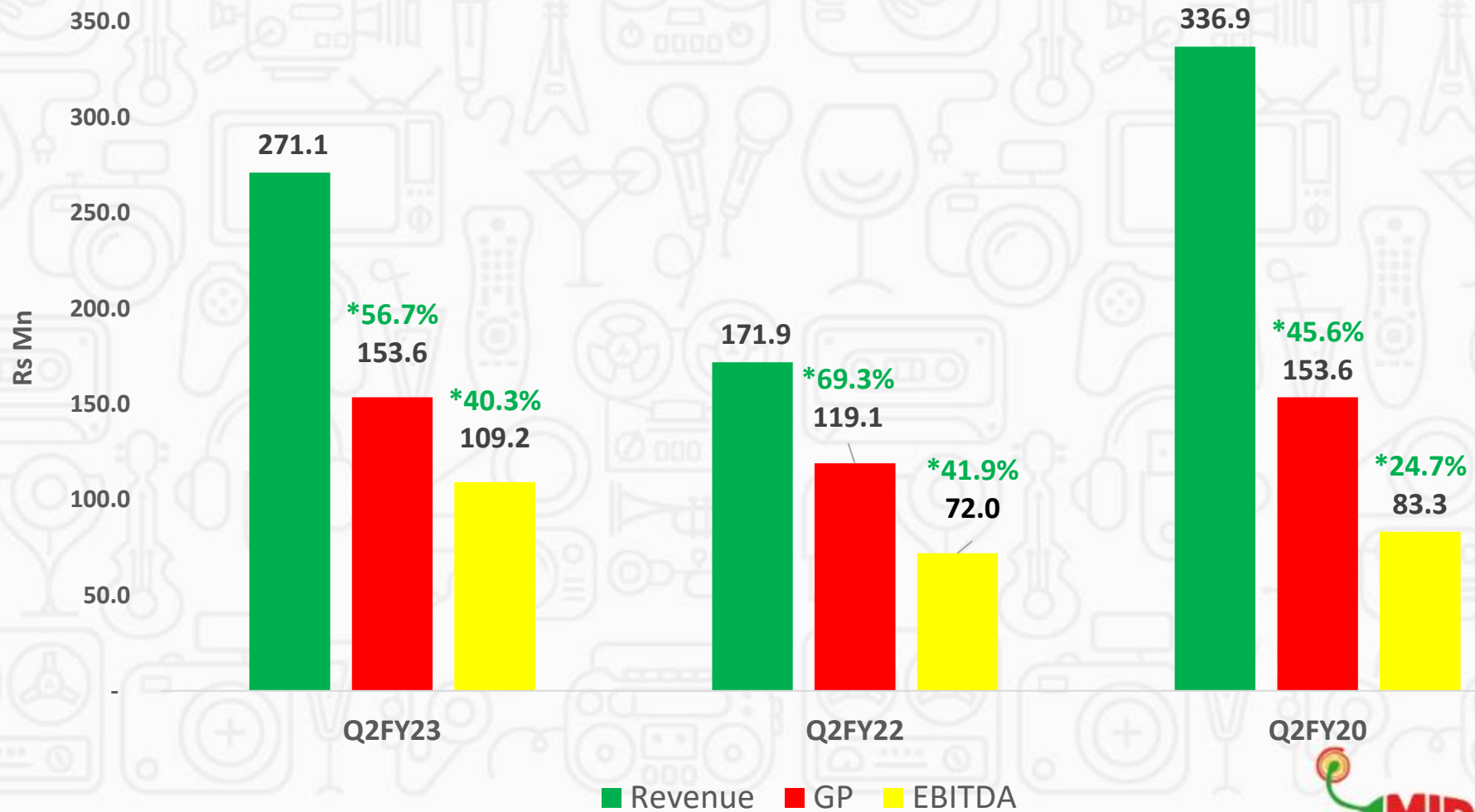
**Business**



# Q2FY23 Performance



# Non - FCT Performance



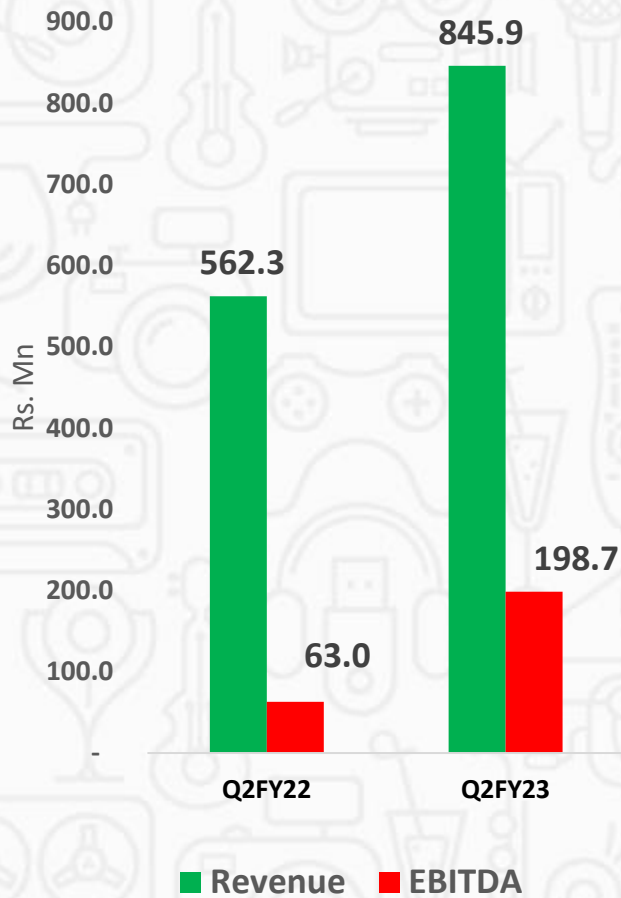
\* Margin



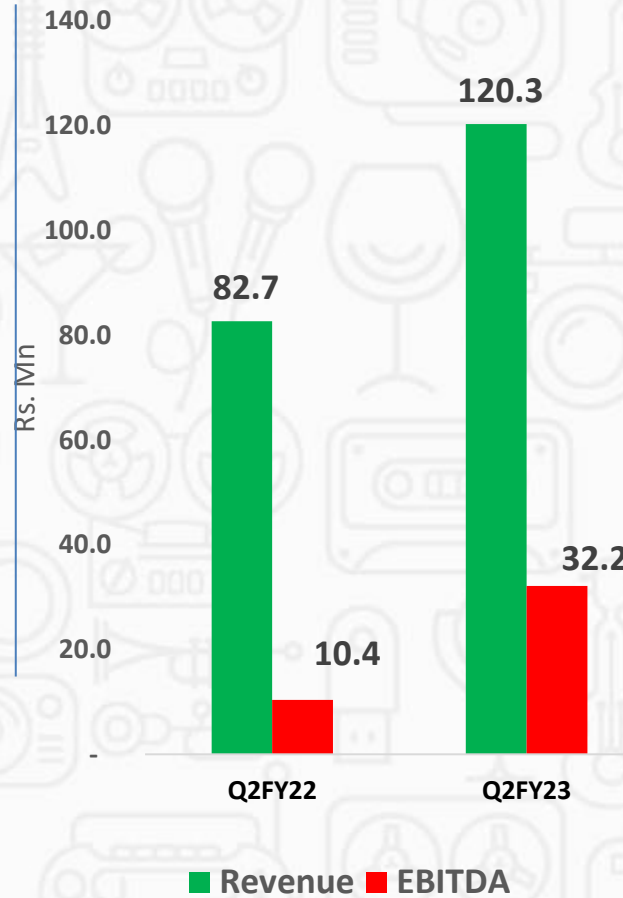


# Vintage Wise Revenue Performance

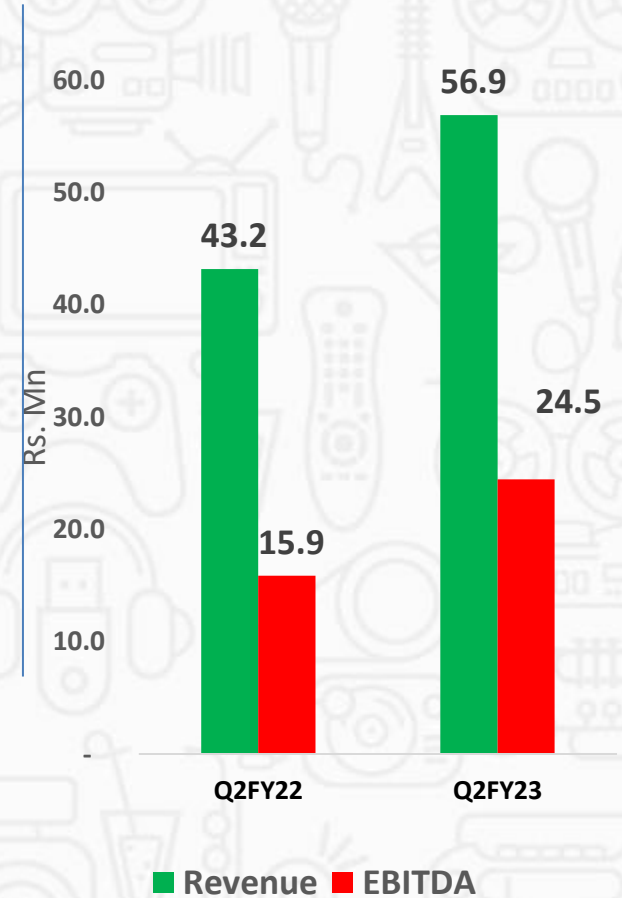
## Existing

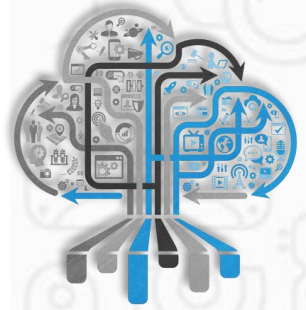


## Batch 1

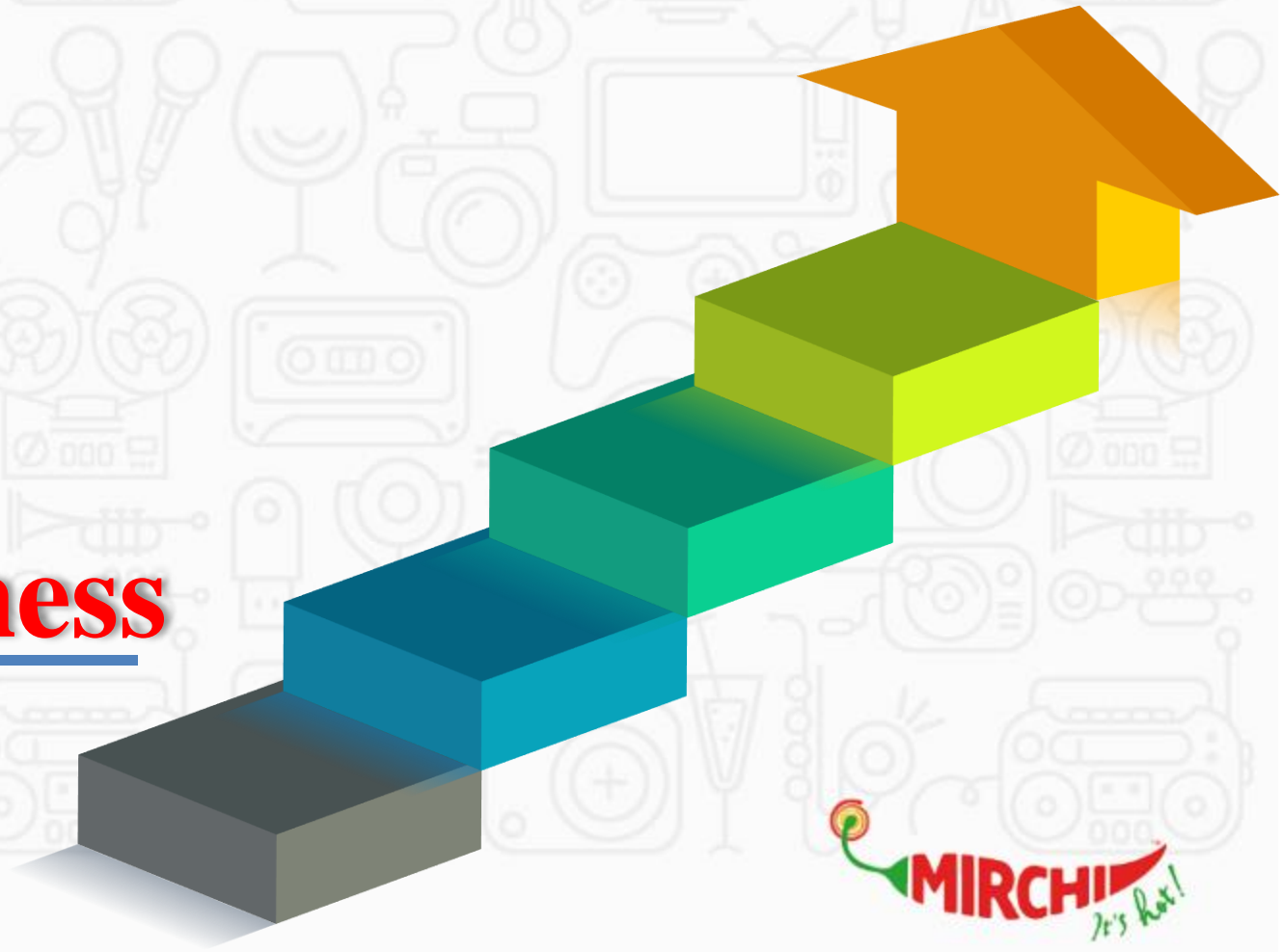


## Batch 2





# Solution Business



# Dream Homes with Gauri Khan

**MIRCHI** Season 1 of India's biggest celebrity space makeover show was launched exclusively on **Mirchi Plus App & You Tube**

**MIRCHI** The show trailer was announced by **SRK** via his social media handles

**MIRCHI** The show was telecast on **Colors Infinity**

**MIRCHI** Aggregated views across all platforms: **18Mn+**

**MIRCHI** Total engagement across all platforms: **19.6K+**




# PR & Media Support




MIRCHI **Total Impressions – 1.3 Bn**




# This Navratri play raas garba with Mirchi Rock n Dhol

 With 9 nights of music organized in Gujarat, MP, UP, Bihar, Mumbai and Hyderabad, this garba event became talk of the town with extensive on-air & OOH promotions.


 40+ digital influencers and star visited the event.


 Some of them are Madhuri Dixit, Amit Trivedi & Asees Kaur


 Massive Footfall of 7000+ everyday was witnessed across cities.




# Celebrating 75 years of Independence with “Har Ghar Tiranaga” campaign.

 To support Govt's initiative, Mirchi Tiranga Yatra was organized wherein over 44 Mirchi RJs went across India physically with the Indian flag and connected with Indians across 15000 kms.

 The Tricolor was relayed from one RJ to another, starting from Delhi where it was handed to RJ Naved by Amit Shah.

 RJs narrated stories of unsung heroes from their region and paid tribute to the freedom fighters

 A special video series was created by 24 Mirchi RJs across India, which was around the Trivia of our National Flag



# Mirchi Digital

## Twitter

3.43L Followers  
1L Monthly engagement



## Instagram

14 Mn Followers  
2.9Mn Monthly engagement  
10 Regional pages



## Facebook

29Mn Followers  
4.19Mn Monthly engagement  
10 Regional pages



## You Tube

15.4Mn+ Subscribers  
13 Channels  
45.1Mn Views per month



## Mirchi Murga

4.6Mn+ Subscribers  
1072+ Videos  
26Mn Views per month



**180+ popular influencers across regions and languages**



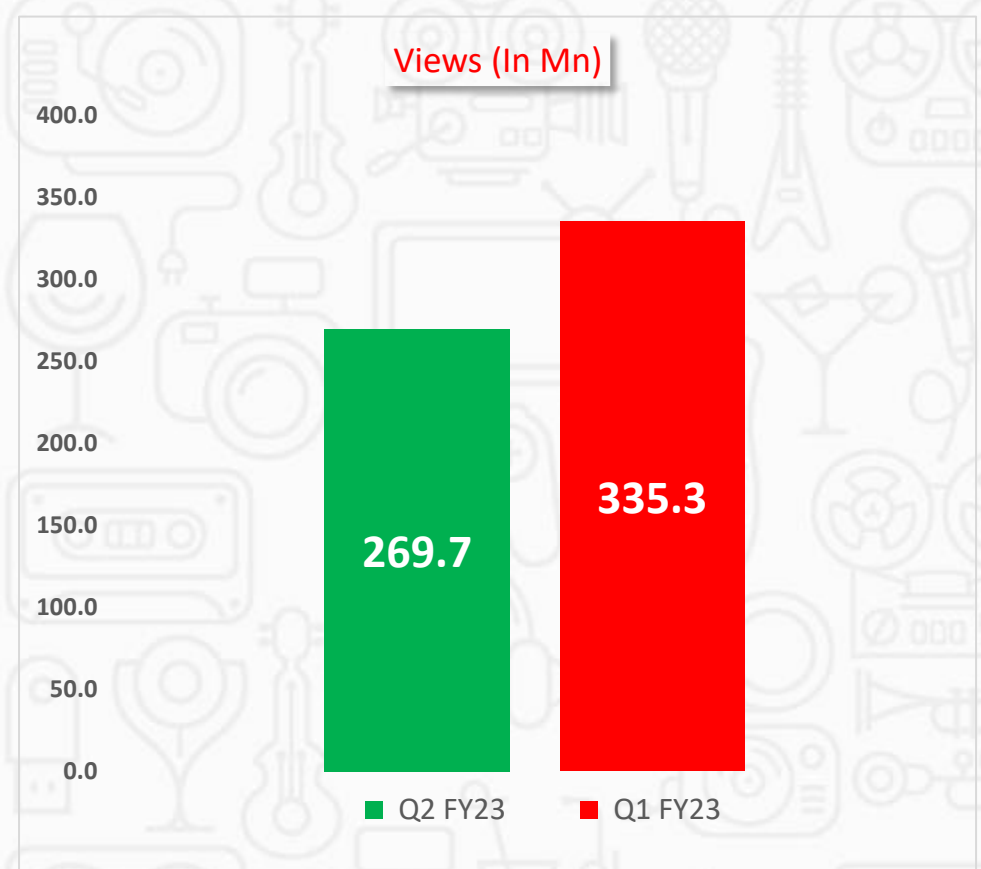
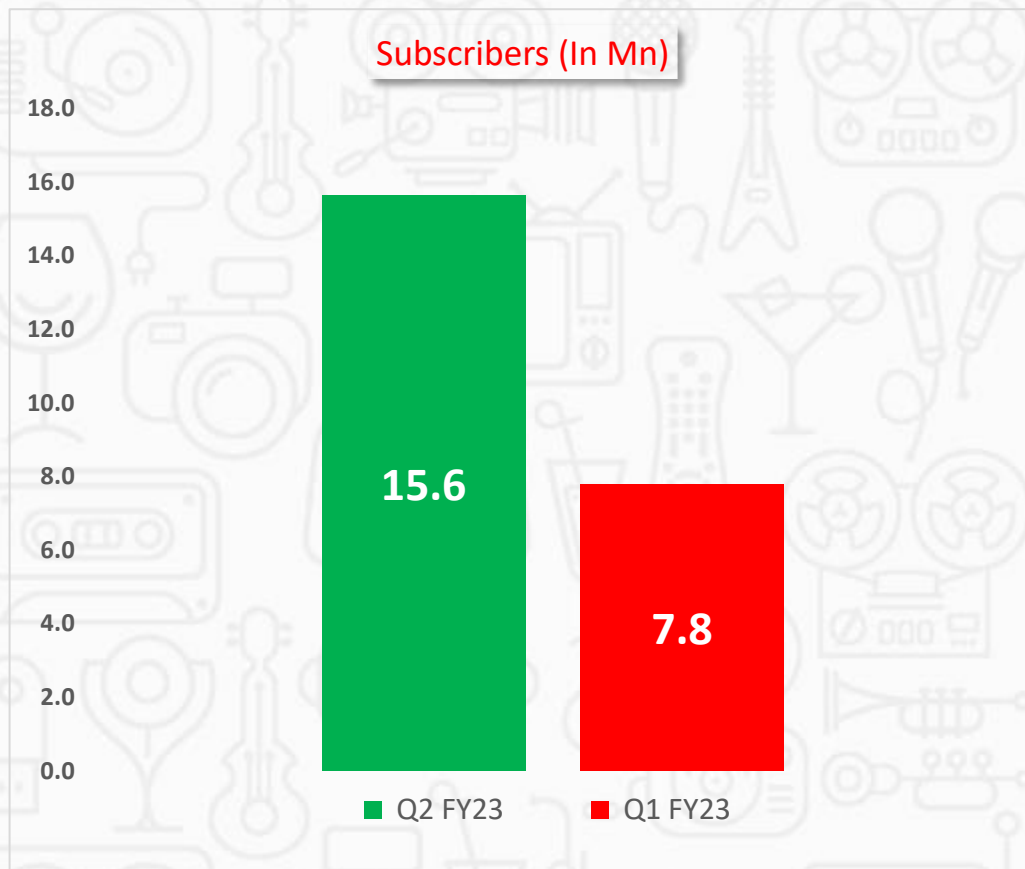
**Mirchi Digital**  
Monthly Active Users

**77Mn**

(Higher than FM)



# Mirchi's YouTube Channels

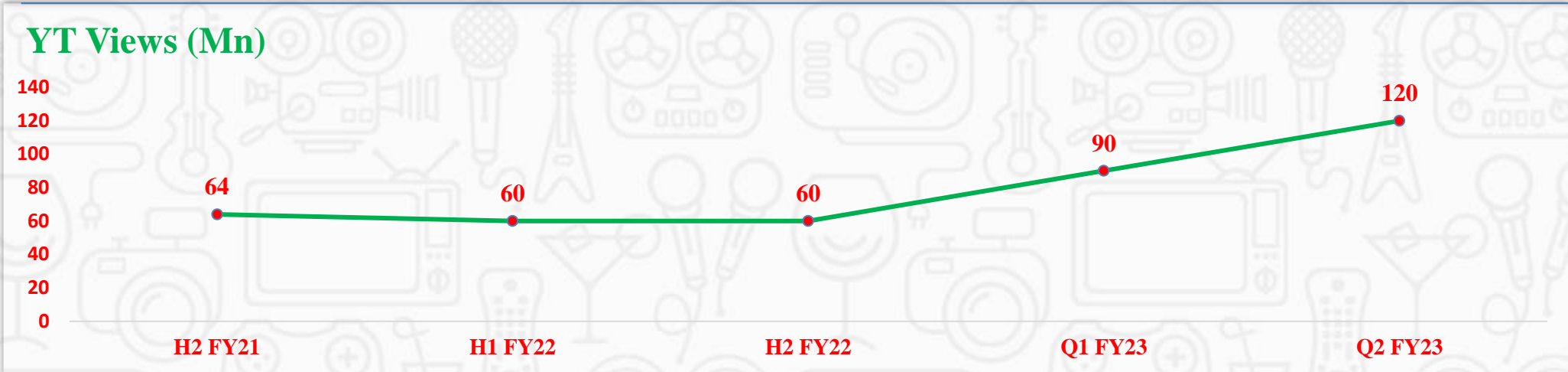


 **Subscriber growth over Q1 FY23: 101%**





# Breakout in YT views & Mirchi Plus virality helps Mirchi FB growth



NAME	TOTAL	REACTIONS	COMMENTS	SHARES
NDTV	1.05M	875.1K	138.0K	39.3K
Mirchi Plus	2.00M	1.85M	53.9K	101.7K
PinkVilla	2.21M	2.17M	24.3K	14.9K
Zoom TV	2.31M	2.24M	49.7K	16.8K
The Times of Ind...	1.15M	976.9K	151.2K	18.1K

2.5 times more than the closest competitor



Source: Crowdtangle Oct'22

# Marquee + Dailies and News = Audio leads the way



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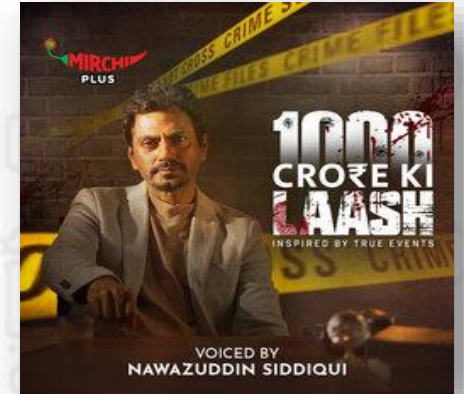
 Marquee shows have done extremely well so far

 Marquee shows launched in Hindi and vernacular languages

- ✓ 1000 Crore ki laash by Nawazuddin Siddiqui
- ✓ Aakhiri Rishta by Neena Gupta
- ✓ Varuthi by Ashutosh Rana

 Audio News show Mirchi Khabri launched in Hindi, Malayalam, Telugu, Gujarati & Bengali

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# Mirchi Plus Experience Centre at Rock n Dhol



 An Experience Centre for Mirchi Plus App was created at a strategic location at Ahmedabad's Rock n Dhol. This space provided the crowd with a chance to experience Mirchi's App with two tabs and headphones wherein they could seamlessly browse through the app and listen/watch different content served on the App.



 Mirchi RJs interacted with the crowd inside the unit and encouraged them to download the app.



# Mirchi expands its portfolio with the launch of M Ping

**M-Ping** is a **Digital Audio Ad Network** by **Mirchi** and acts as one stop destination for clients to fulfill all **digital marketing** needs across various online advertising mediums, formats and platforms.

**M-Ping** uses an **Audience Centric & Platform Agnostic** approach to ensure that brand connects with apt TG irrespective of where they are on the internet.



**M PING : AUDIO AD NETWORK**  
ONE STOP SHOP FOR BESPOKE & PROGRAMMATIC SOLUTIONS ON AUDIO  
A MIRCHI INITIATIVE





# MIRCHI INTERNATIONAL



# Mirchi Terminal goes LIVE in Qatar

MIRCHI TERMINAL SEASON 01

TAWFEEQ TRAVEL TRAVEL PARTNER

89.6FM MIRCHI ONE It's hot!

PAPA JOHN'S

Naseem Healthcare eufy

WIN AN ALL PAID TRIP TO

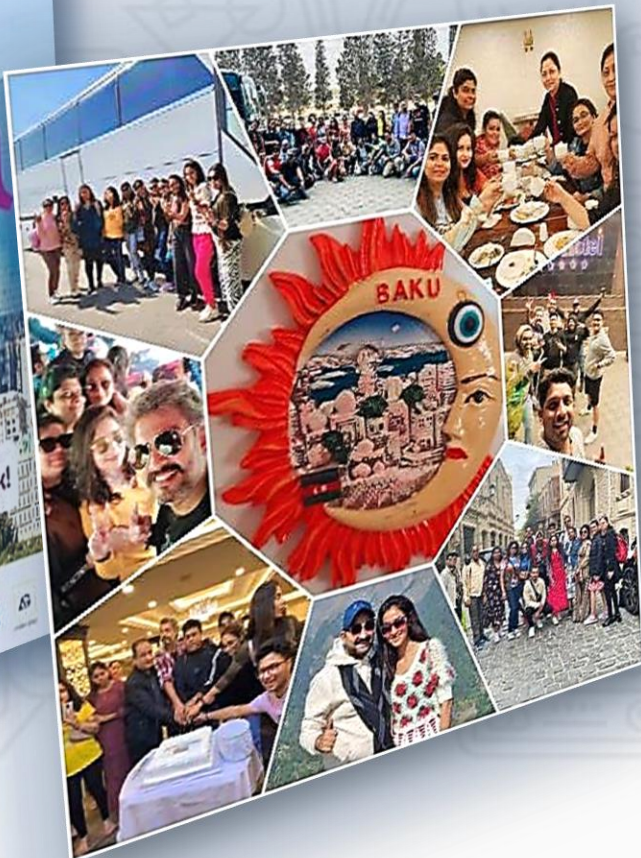
# Azerbaijan

Tune In to 89.6 MirchiOne Qatar and Try Your Luck!

Follow us on @mirchioneqatar for more details

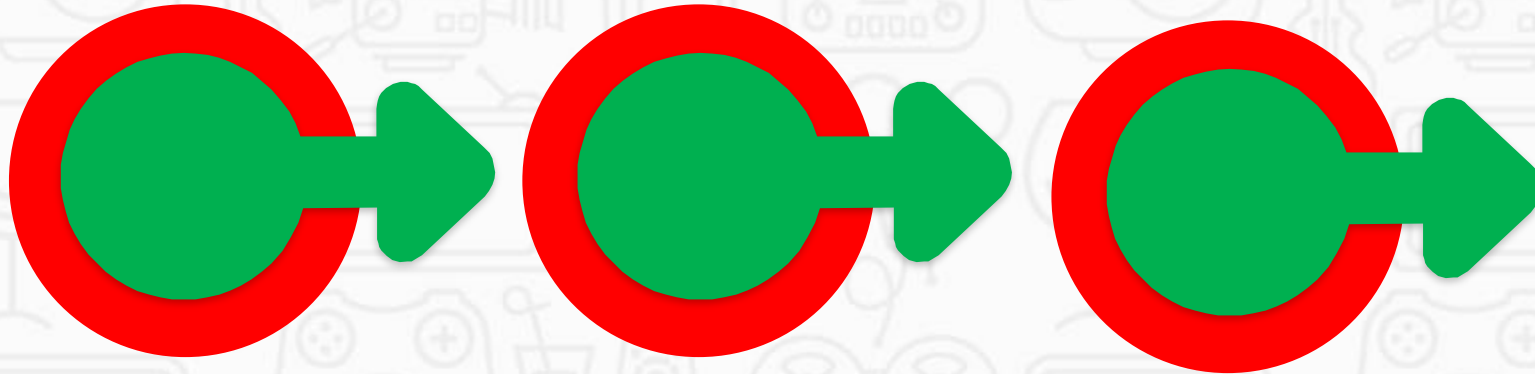
T&C Apply

homes ous bio-Oil KESNI



MirchiOne's biggest activity this quarter was a flight to Azerbaijan with a team of 32 members, including 16 winners, Mirchi RJs, and sponsors.





# AWARDS & RECOGNITIONS



# Mirchi bags lots of awards

*31 wins across 4 different awards*

-  Indian Digital Marketing Awards (IDMA – 1 Silver & 1 Bronze)
-  WOW Awards-(1 Gold & 1 Bronze)
-  ACEF (Global Customer Engagement Award – 5 Golds)
-  ACEF (Asian Leaders Award – 17 Golds & 2 Silvers & 3 Bronzes)

*The awards were for radio, digital and on-ground campaigns, for best integrated media award, best contact programmes and social messaging reiterating the competency to deliver across solutions across mediums for brands !*



**THE ABBYS**  
The Oscars of Indian Ad Awards



**e4m**  
INDIAN DIGITAL MARKETING AWARDS 2022



**EMVIES**







**Finance**



# Condensed Statement Of Operations

(Standalone)

(1/2..)

₹ In Millions	Q2 FY23	Q2 FY22	YoY (%)	YTD Sep22	YTD Sep21	YoY (%)
Income from Operations	1,028.2	684.8	50.1%	1,979.5	1,070.1	85.0%
Other Operating Income	3.0	3.3	(9.7%)	5.0	6.5	(22.8%)
<b>Total Income</b>	<b>1,031.2</b>	<b>688.1</b>	<b>49.9%</b>	<b>1,984.5</b>	<b>1,076.6</b>	<b>84.3%</b>
Operating Expenditure	833.0	598.9	39.1%	1,734.1	1,174.6	47.6%
<b>EBITDA</b>	<b>198.2</b>	<b>89.2</b>	<b>122.2%</b>	<b>250.4</b>	<b>(98.0)</b>	<b>355.6%</b>
Depreciation	80.3	85.0	(5.5%)	158.1	168.3	(6.1%)
Amortisation	114.4	114.0	0.3%	227.6	226.9	0.3%
<b>EBIT</b>	<b>3.5</b>	<b>(109.8)</b>	<b>103.2%</b>	<b>(135.3)</b>	<b>(493.2)</b>	<b>72.6%</b>
Other Income	40.3	39.5	1.9%	83.8	93.9	(10.8%)
Finance Cost	39.4	40.7	(3.3%)	78.4	80.5	(2.7%)
<b>PBT before exceptional items</b>	<b>4.4</b>	<b>(111.0)</b>	<b>104.0%</b>	<b>(129.9)</b>	<b>(479.8)</b>	<b>72.9%</b>
<b>Exceptional items</b>	<b>(177.8)</b>	<b>-</b>	<b>NM</b>	<b>(177.9)</b>	<b>-</b>	<b>NM</b>
<b>PBT</b>	<b>(173.4)</b>	<b>(111.0)</b>	<b>(56.2%)</b>	<b>(307.8)</b>	<b>(479.8)</b>	<b>35.9%</b>
Taxation	(47.6)	(32.1)	(48.5%)	(68.4)	(123.4)	44.6%
<b>PAT</b>	<b>(125.8)</b>	<b>(78.9)</b>	<b>(59.4%)</b>	<b>(239.4)</b>	<b>(356.4)</b>	<b>32.8%</b>
Other Comprehensive Income (net)	0.0	(4.7)	100.4%	(1.9)	(6.2)	70.0%
<b>Total Comprehensive Income</b>	<b>(125.8)</b>	<b>(83.6)</b>	<b>(50.5%)</b>	<b>(241.3)</b>	<b>(362.6)</b>	<b>33.5%</b>



# Condensed Statement Of Operations

(Standalone)

(2/2..)

 Revenue from Digital during the quarter: Rs.69.8 Mn

 Reduction in overall operating costs (Excl. DVC) Vs. Q2 FY20: 7.8%

 Impact of IND AS 116 on PAT: Rs.0.1 Mn (Standalone); Rs. 5.5 Mn (Consolidated)

 Impairment of Investment in US Subsidiary: Rs.101.1 Mn and Bahrain: Rs. 50.4 Mn

 Provision for Onerous Contract: Rs. 26.3 Mn



# Condensed Balance Sheet

(Standalone)

₹ In Millions	As on			
	Sep'22	%age to Total	Mar'22	%age to Total
<b>Shareholders' Funds</b>				
<b>Net Worth</b>	7,428.5	78.2%	7,717.4	78.2%
Financial Lease Liability	2,071.5	21.8%	2,148.0	21.8%
<b>Total</b>	<b>9,500.0</b>	<b>100.0%</b>	<b>9,865.4</b>	<b>100.0%</b>
<b>Fixed Assets (Net)</b>				
Tangible & Intangibles	4,279.0	45.0%	4,530.8	45.9%
Right of Use Asset	1,407.8	14.9%	1,504.6	15.3%
<b>Sub-total</b>	<b>5,686.8</b>	<b>59.9%</b>	<b>6,035.4</b>	<b>61.2%</b>
Investment in Subsidiaries	198.6	2.0%	322.2	3.3%
Deferred Tax Assets (Net)	379.8	4.0%	310.9	3.2%
Other Long Term Assets (Net)	549.5	5.8%	464.6	4.7%
Short Term Assets (Net)	414.5	4.4%	616.8	6.3%
Cash & Cash Equivalents	2,270.8	23.9%	2,115.5	21.3%
<b>Total</b>	<b>9,500.0</b>	<b>100.0%</b>	<b>9,865.4</b>	<b>100.0%</b>

 Net Cash as on September 30, 2022: Rs 2.27 Bn



# Condensed Statement Of Operations

(Consolidated)

₹ In Millions	Q2 FY23	Q2 FY22	YoY (%)	YTD Sep22	YTD Sep21	YoY (%)
Income from Operations	1,085.9	724.2	49.9%	2,092.1	1,136.6	84.1%
Other Operating Income	7.4	3.3	123.2%	9.5	6.5	45.6%
<b>Total Income</b>	<b>1,093.3</b>	<b>727.5</b>	<b>50.3%</b>	<b>2,101.6</b>	<b>1,143.1</b>	<b>83.9%</b>
Operating Expenditure	883.7	630.3	40.2%	1,822.9	1,226.3	48.6%
<b>EBITDA</b>	<b>209.6</b>	<b>97.2</b>	<b>115.6%</b>	<b>278.7</b>	<b>(83.2)</b>	<b>434.8%</b>
Depreciation	116.3	116.4	(0.1%)	227.6	219.8	3.5%
Amortisation	115.3	114.9	0.4%	229.3	228.4	0.4%
<b>EBIT</b>	<b>(22.0)</b>	<b>(134.1)</b>	<b>83.6%</b>	<b>(178.2)</b>	<b>(531.4)</b>	<b>66.5%</b>
Other Income	42.0	40.5	3.7%	86.5	95.9	(9.8%)
Finance Cost	45.6	46.6	(2.1%)	89.9	90.3	(0.4%)
<b>PBT before exceptional items</b>	<b>(25.6)</b>	<b>(140.2)</b>	<b>81.7%</b>	<b>(181.6)</b>	<b>(525.8)</b>	<b>65.5%</b>
<b>Exceptional items</b>	<b>(26.2)</b>	<b>-</b>	<b>NM</b>	<b>(26.2)</b>	<b>-</b>	<b>NM</b>
<b>PBT</b>	<b>(51.8)</b>	<b>(140.2)</b>	<b>63.0%</b>	<b>(207.8)</b>	<b>(525.8)</b>	<b>60.5%</b>
Taxation	(46.5)	(31.9)	(46.0%)	(66.8)	(123.1)	45.7%
<b>PAT</b>	<b>(5.3)</b>	<b>(108.3)</b>	<b>95.1%</b>	<b>(141.0)</b>	<b>(402.7)</b>	<b>65.0%</b>
Other Comprehensive Income (net)	3.2	(5.3)	160.5%	4.7	(5.4)	186.8%
<b>Total Comprehensive Income</b>	<b>(2.1)</b>	<b>(113.6)</b>	<b>98.2%</b>	<b>(136.3)</b>	<b>(408.1)</b>	<b>66.6%</b>



# Investor Contacts

Entertainment Network is committed to improving its financial performance and continuously enhancing shareholder value through successfully implementing its growth plans. The Company's investor relations mission is to maintain an ongoing awareness of its performance among shareholders and the financial community. This update covers the company's financial performance for Q2 FY23

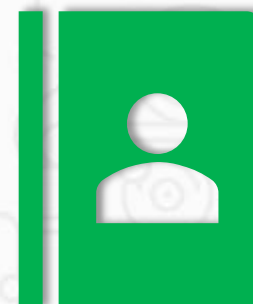
We thank you for your support and welcome your feedback and comments regarding this update and other investor issues

## **For further information please contact:**

Sanjay Ballabh, Head of Finance, ENIL  
Mobile: +91 98335 70435; Email: [Sanjay.ballabh@timesgroup.com](mailto:Sanjay.ballabh@timesgroup.com)

Runjhun Jain/Sonia Keswani  
Ernst & Young LLP  
Mobile: +91 98207 20993 / +91 80173 93854

Email: [Runjhun.jain1@in.ey.com](mailto:Runjhun.jain1@in.ey.com)  
[Sonia.keswani@in.ey.com](mailto:Sonia.keswani@in.ey.com)



# Disclaimer

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Certain statements in this release concerning our future growth prospects are forward-looking statements, which involve a number of risks, and uncertainties that could cause actual results to differ materially from those in such forward-looking statements. The risks and uncertainties relating to these statements include, but are not limited to, risks and uncertainties regarding fluctuations in earnings, our ability to manage growth, intense competition in our business segments, changes in governmental policies, political instability, legal restrictions on raising capital, and unauthorized use of our intellectual property and general economic conditions affecting our industry. ENIL may, from time to time, make additional written and oral forward-looking statements, including our reports to shareholders. The Company does not undertake to update any forward-looking statement that may be made from time to time by or on behalf of the company.





**Thank You**

