

October 14, 2021

The Manager,  
Listing Department,  
National Stock Exchange of India Ltd.,  
'Exchange Plaza', C-1,  
Block G,  
Bandra- Kurla Complex, Bandra (East),  
MUMBAI - 400 051

The Listing Department  
BSE Limited,  
Phiroze Jeejeebhoy Towers,  
Dalal Street,  
MUMBAI - 400 001

Symbol: SAREGAMA EQ

Scrip Code: 532163

**Subject: Announcement under Regulation 30 the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended ("SEBI Listing Regulations").**

Dear Sir/Madam,

This is with reference to the meeting of the board of directors ("**Board**") of the Company held on October 11, 2021, wherein the Board had, *inter-alia*, considered and approved the Unaudited Financial Results (Standalone and Consolidated) of the Company for the quarter and half year ended September 30, 2021.

In compliance with Regulation 30 and 33 of the SEBI Listing Regulations and in terms of the Uniform Listing Agreement entered by the Company with the stock exchanges, we had filed an outcome of the board meeting per the timeline provided in the SEBI Listing Regulations. Further, an investor presentation and a corporate presentation ("**Presentation**") was also submitted by the Company to the stock exchanges along with the outcome of the said Board meeting. We are hereby filing revised Presentation which also *inter alia* includes strategies for our business. We request you to note that there are no revisions to the financials numbers disclosed in the earlier Presentation.

This information is available on the website of the Company [www.saregama.com](http://www.saregama.com) under the section "Investor Relations".

Kindly take the same on record.

Thanking you.

Yours faithfully,  
For **SAREGAMA INDIA LIMITED**

**Vikram Mehra**  
**Managing Director**  
**DIN: 03556680**  
Encl: As above

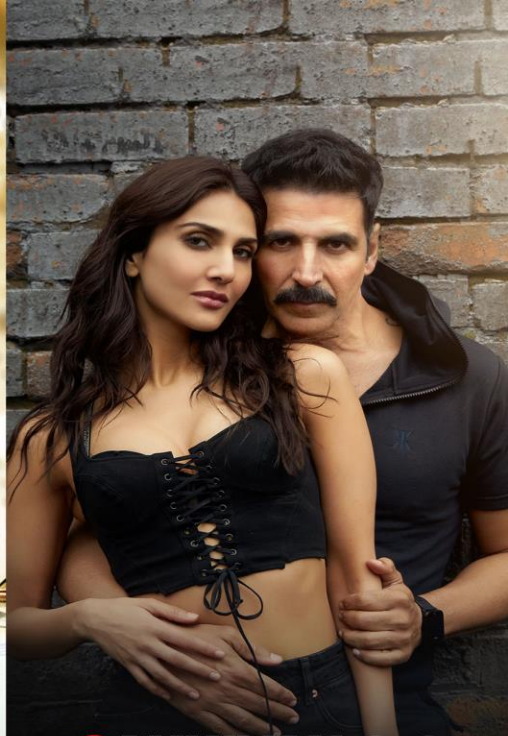


# अपनी तो जैसे जैसे

APNI TO JAISE TAISE

Singers : KHESARI LAL YADAV, SHILPI RAJ  
Music : ARYA SHARMA Lyricist : VIJAY CHAUHAN

**100** MILLION+  
VIEWS



# SAKHIYAN 2.0

BELLBOTTOM

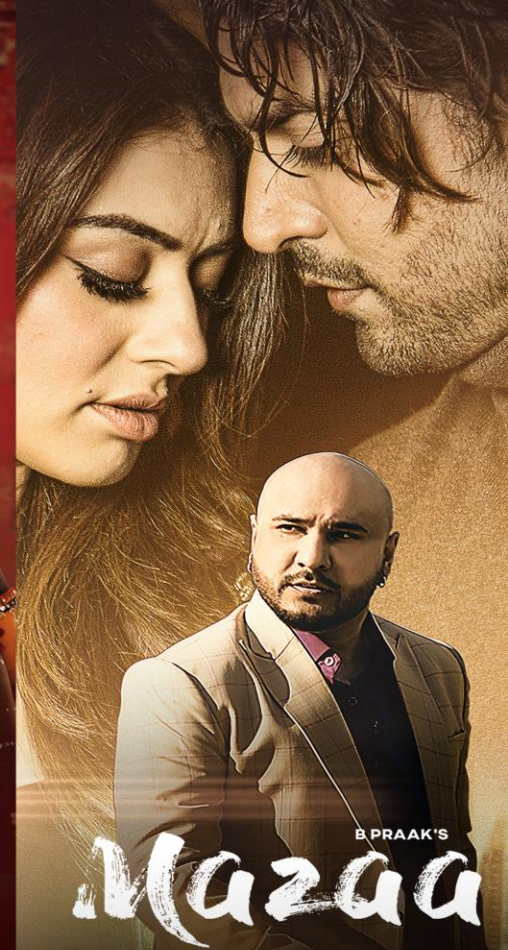
**100** MILLION+  
VIEWS



# PAANI PAANI

BADSHAH AASTHA GILL  
FT. JACQUELINE FERNANDEZ

**550** MILLION+  
VIEWS



# Mazaa

B PRAAK'S

**100** MILLION+  
VIEWS



# भतार सगे का का कइलू

(BHATAR SANGE KA KA KAILU)

SINGER SAMAR SINGH & SHILPI RAJ

**100** MILLION+  
VIEWS

FINANCIAL HIGHLIGHTS  
CONSOLIDATED

# Quarterly Financial Summary

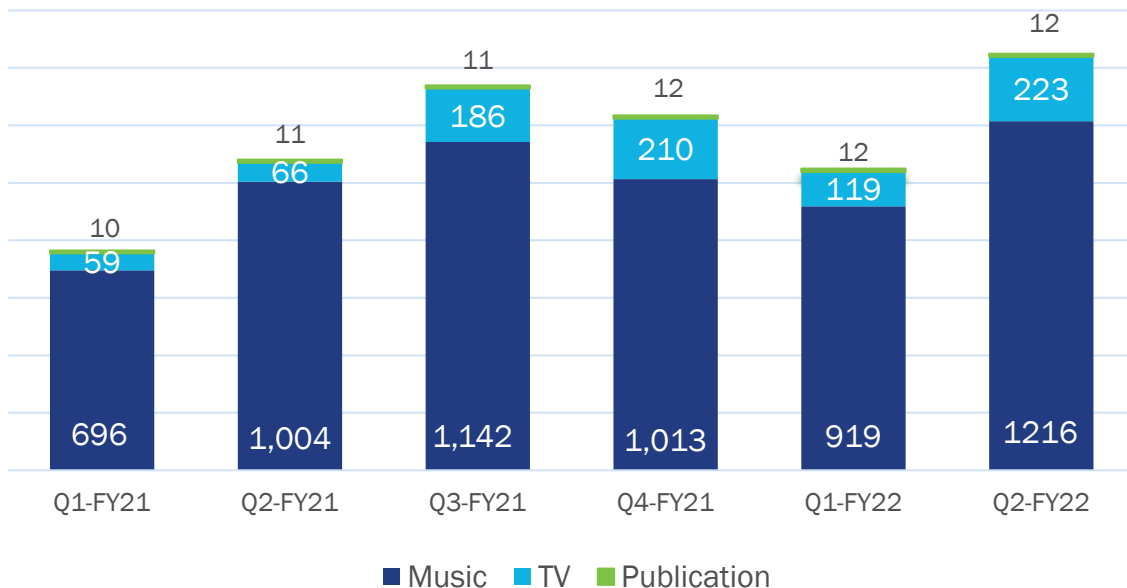


| Particulars (INR Mn)  | Q2 FY22      | Q1 FY22      | Q-o-Q Growth | Q2 FY21      | Y-o-Y Growth |
|---|--------------|--------------|--------------|--------------|--------------|
| <b>Revenue from Operations</b>  |              |              |              |              |              |
| • Music   | 1,216        | 919          | 32%          | 1,004        | 21%          |
| • TV & Films  | 223          | 119          | 87%          | 66           | 238%         |
| • Publication   | 12           | 12           | -            | 11           | 9%           |
| <b>Revenue from Operations</b>  | <b>1,451</b> | <b>1,050</b> | <b>38%</b>   | <b>1,081</b> | <b>34%</b>   |
| <b>Operating Income before Content Charge, Interest and Depreciation (OIBCID)</b> | <b>535</b>   | <b>421</b>   | <b>27%</b>   | <b>387</b>   | <b>38%</b>   |

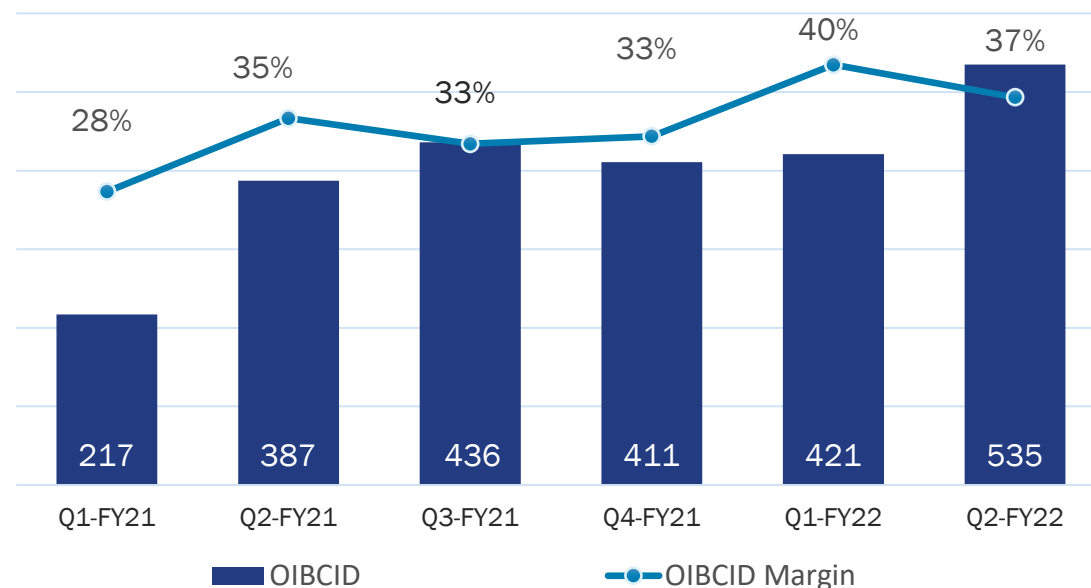
Content Charge include the following charges related to the new content during the year:

- 1) Amount amortised against the Minimum Guarantee advance paid in case of Royalty based deals
  - 2) Amount amortised against the one-time fee paid in case of Outright purchase-based deals
  - 3) Marketing of new content
- Content charge does not include any royalty paid post recoupment of the Minimum Guarantee amount

### Revenue from Operations (INR Mn)



### OIBCID (INR Mn) & OIBCID Margin



# OIBCID to PAT



| Particulars (INR Mn)        | Q2-FY22 | Q1-FY22 | Q-o-Q Growth | Q2-FY21 | Y-o-Y Growth | H1-FY 22 | H1-FY 21 | Y-o-Y Growth |
|-----------------------------|---------|---------|--------------|---------|--------------|----------|----------|--------------|
| Revenue from Operations (A) | 1,451   | 1,050   | 38%          | 1,081   | 34%          | 2,500    | 1,846    | 35%          |
| Total Expenses (B)          | 916     | 629     | 45%          | 694     | 32%          | 1,544    | 1,242    | 24%          |
| OIBCID (C= A-B)             | 535     | 421     | 27%          | 387     | 38%          | 956      | 604      | 58%          |
| OIBCID Margin (%)           | 37%     | 40%     |              | 36%     |              | 38%      | 33%      |              |
| Content Charging Cost (D)   | 114     | 68      | 68%          | 25      | 356%         | 182      | 59       | 208%         |
| Depreciation (E)            | 6       | 6       | -            | 6       | -            | 12       | 13       | (8)%         |
| Finance Cost (F)            | 14      | 7       | 100%         | 8       | 75%          | 21       | 18       | 17%          |
| Other Income (G)            | 52      | 28      | 86%          | 34      | 53%          | 80       | 88       | (9)%         |
| PBT (C-D-E-F+G)             | 453     | 368     | 23%          | 382     | 19%          | 821      | 602      | 36%          |
| Tax                         | 115     | 95      | 21%          | 93      | 24%          | 210      | 155      | 35%          |
| PAT                         | 338     | 273     | 24%          | 289     | 17%          | 611      | 447      | 37%          |
| PAT Margin (%)              | 23%     | 26%     |              | 27%     |              | 24%      | 24%      |              |
| Diluted EPS                 | 19.41   | 15.62   |              | 16.35   |              | 35.08    | 25.41    |              |

Content Charge include the following charges related to the new content during the year:

- 1) Amount amortised against the Minimum Guarantee advance paid in case of Royalty based deals
- 2) Amount amortised again the one-time fee paid in case of Outright purchase based deals
- 3) Marketing of new content

Content charge does not include any royalty paid post recoupment of the Minimum Guarantee amount

# Balance Sheet



| Equity and Liabilities (INR Mn)    | As on 30 <sup>th</sup><br>Sept' 2021 | As on 31 <sup>st</sup><br>March' 2021 |
|------------------------------------|--------------------------------------|---------------------------------------|
| <b>Shareholders Fund</b>           |                                      |                                       |
| (a) Equity Share Capital           | 174                                  | 174                                   |
| (b) Other Equity*                  | 6,263                                | 4,884                                 |
| <b>Net worth</b>                   | <b>6,437</b>                         | <b>5,058</b>                          |
| (a) Non-Controlling Interest       | 33                                   | 31                                    |
| <b>Non-Current Liabilities</b>     |                                      |                                       |
| (a) Lease liabilities              | 6                                    | 8                                     |
| (b) Employee Benefit Obligations   | 45                                   | 42                                    |
| (c) Deferred tax liabilities (Net) | 610                                  | 505                                   |
| <b>Current Liabilities</b>         |                                      |                                       |
| (a) Financial Liabilities          |                                      |                                       |
| (i) Lease Liabilities              | 4                                    | 4                                     |
| (ii) Trade Payables                | 549                                  | 563                                   |
| (iii) Other Financial Liabilities  | 339                                  | 648                                   |
| (b) Other Current Liabilities      | 298                                  | 255                                   |
| (c) Provisions                     | 832                                  | 709                                   |
| (d) Employee Benefit Obligations   | 12                                   | 18                                    |
| <b>Total</b>                       | <b>9,165</b>                         | <b>7,841</b>                          |

| Assets (INR Mn)                           | As on 30 <sup>th</sup><br>Sept' 2021 | As on 31 <sup>st</sup><br>March' 2021 |
|---|--------------------------------------|---------------------------------------|
| <b>Non Current Assets</b>                 |                                      |                                       |
| (a) Property, Plant and Equipment *       | 2,142                                | 2,046                                 |
| (b) Right of use Assets                   | 9                                    | 11                                    |
| (c) Investment Properties                 | 22                                   | 23                                    |
| (d) Intangible assets                     | 252                                  | 179                                   |
| (e) Intangible asset under development    | 15                                   | 20                                    |
| (f) Financial Assets                      |                                      |                                       |
| (i) Investments                           | 1,864                                | 1,114                                 |
| (ii) Other Financial Assets               | 19                                   | 19                                    |
| (g) Other Non Current Assets              | 148                                  | 112                                   |
| <b>Current Assets</b>                     |                                      |                                       |
| (a) Inventories                           | 875                                  | 692                                   |
| (b) Financial Assets                      |                                      |                                       |
| (i) Investment                            | -                                    | 252                                   |
| (ii) Trade Receivables                    | 897                                  | 874                                   |
| (iii) Cash and cash equivalents           | 480                                  | 111                                   |
| (iv) Bank Balances other than (iii) above | 1,039                                | 1,338                                 |
| (v) Loans                                 | 183                                  | 92                                    |
| (vi) Other Financial Assets               | 73                                   | 42                                    |
| (c) Current Tax Assets (Net)              | 194                                  | 197                                   |
| (d) Other Current Assets                  | 953                                  | 719                                   |
| <b>Total</b>                              | <b>9,165</b>                         | <b>7,841</b>                          |

\* Include INR.96 Mn arising on account of Revaluation of land during the quarter ended 30 June, 2021 with corresponding credit to Other Equity.

# Cash Flow Statement



| Particulars (INR Mn)  | H1-FY22 |              | FY 21 |                |
|---|---------|--------------|-------|----------------|
| Pre-Tax Profit  | 821     |              | 1,519 |                |
| Change in other operating activities ( including non-cash Items)  | 15      |              | (176) |                |
| Change in Working capital   | (347)   |              | 692   |                |
| Taxes Paid  | (212)   |              | (139) |                |
| <b>Net cash generated from Operating Activities (A)</b>           |         | <b>277</b>   |       | <b>1,896</b>   |
| Investment in Fixed Deposits with maturity > 3m                   | (48)    |              | (971) |                |
| Redemption/(Investment) in Mutual Fund                            | 254     |              | (250) |                |
| Net cash used in Fixed assets and other Investing activities      | (139)   |              | (139) |                |
| <b>Net cash generated from/(used in) Investing Activities (B)</b> |         | <b>67</b>    |       | <b>(1,360)</b> |
| Net cash generated from/(used in) Treasury Shares                 | 26      |              | (17)  |                |
| Repayment of Short-term Borrowing                                 | -       |              | (92)  |                |
| Proceeds from Issue of Share Capital                              | 1       |              | 1     |                |
| Repayment of Lease Liability                                      | (2)     |              | (6)   |                |
| Dividend paid   | (349)   |              | (26)  |                |
| Interest paid   | -       |              | (6)   |                |
| <b>Net cash used in Financing Activities ( C )</b>                |         | <b>(324)</b> |       | <b>(146)</b>   |
| <b>Net increase in Cash and Cash Equivalent</b>                   |         | <b>20</b>    |       | <b>390</b>     |
| Cash and Cash Equivalents at the beginning of the period          |         | 460          |       | 70             |
| <b>Cash and Cash Equivalents at End of the period *</b>           |         | <b>480</b>   |       | <b>460</b>     |

\* Balance as on 31 March 2021 include cash earmarked for Dividend declared on 23rd March, 2021 – INR 349 Mn

FINANCIAL HIGHLIGHTS  
STANDALONE



# Financial Performance



| Particulars (INR Mn)        | Q2-FY22      | Q1-FY22      | Q-o-Q Growth | Q2-FY21      | Y-o-Y Growth | H1-FY 22     | H1-FY 21     | Y-o-Y Growth |
|-----------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| Turnover                    | 1,421        | 1,022        | 39%          | 1,077        | 32%          | 2,443        | 1,821        | 34%          |
| Other Income                | 52           | 28           | 86%          | 29           | 79%          | 80           | 83           | (4)%         |
| <b>Total Revenue</b>        | <b>1,473</b> | <b>1,050</b> | 40%          | 1,106        | 33%          | <b>2,523</b> | 1,904        | 33%          |
| Total Expenses              | 984          | 649          | 52%          | 727          | 35%          | <b>1,633</b> | 1,265        | 29%          |
| Depreciation & Amortisation | 27           | 23           | 17%          | 12           | 125%         | <b>50</b>    | 24           | 108%         |
| Finance Cost                | 14           | 7            | 100%         | 8            | 75%          | <b>21</b>    | 18           | 17%          |
| <b>PBT</b>                  | <b>448</b>   | <b>371</b>   | <b>21%</b>   | <b>359</b>   | <b>25%</b>   | <b>819</b>   | <b>597</b>   | <b>37%</b>   |
| Tax                         | 115          | 95           | 21%          | 93           | 24%          | <b>210</b>   | 155          | 35%          |
| <b>PAT</b>                  | <b>333</b>   | <b>276</b>   | 21%          | 266          | 25%          | <b>609</b>   | 442          | 38%          |
| <i>PAT Margin (%)</i>       | <b>23%</b>   | <b>27%</b>   |              | 25%          |              | <b>25%</b>   | 24%          |              |
| <b>Diluted EPS</b>          | <b>19.10</b> | <b>15.88</b> |              | <b>15.40</b> |              | <b>35.01</b> | <b>25.52</b> |              |

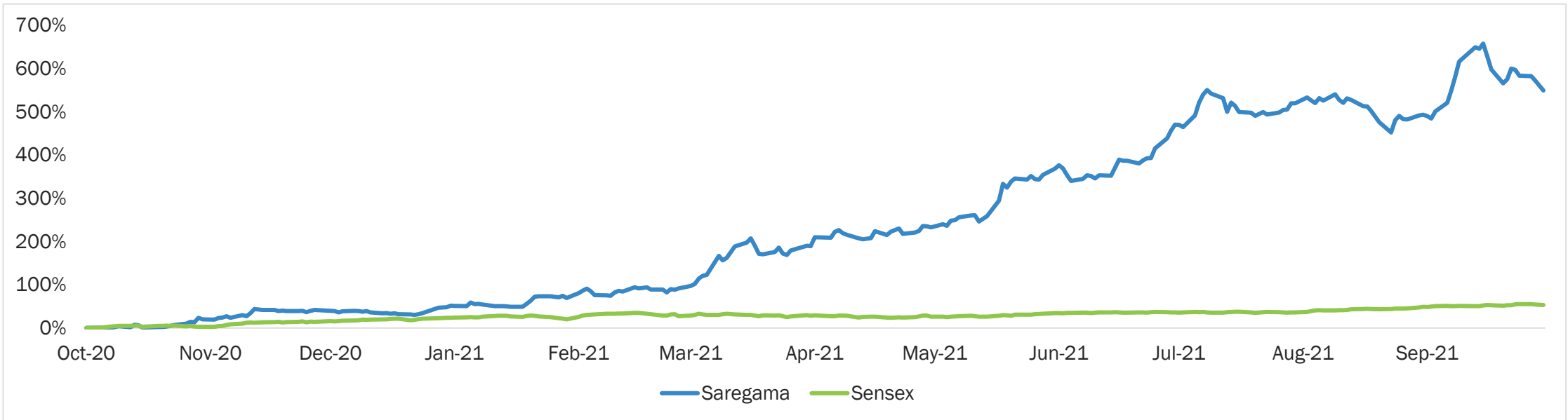
# Balance Sheet



| Equity and Liabilities (INR Mn)    | As on 30 <sup>th</sup><br>Sept' 2021 | As on 31 <sup>st</sup><br>March 2021 | Assets (INR Mn)                                  | As on 30 <sup>th</sup><br>Sept' 2021 | As on 31 <sup>st</sup><br>March 2021 |
|------------------------------------|--------------------------------------|--------------------------------------|--|--------------------------------------|--------------------------------------|
| <b>Shareholders Fund</b>           |                                      |                                      | <b>Non Current Assets</b>                        |                                      |                                      |
| (a) Equity Share Capital           | 174                                  | 174                                  | (a) Property, Plant and Equipment*               | 2,141                                | 2,045                                |
| (b) Other Equity*                  | 6,176                                | 4,921                                | (b) Right to use assets                          | 9                                    | 11                                   |
| <b>Net worth</b>                   | <b>6,350</b>                         | <b>5,095</b>                         | (c) Investment Properties                        | 22                                   | 22                                   |
| <b>Non-Current Liabilities</b>     |                                      |                                      | (d) Intangible assets                            | 252                                  | 179                                  |
| (a) Lease liabilities              | 6                                    | 7                                    | (e) Intangible asset under development           | 15                                   | 19                                   |
| (b) Employee Benefit Obligations   | 39                                   | 36                                   | (f) Investment in subsidiaries and joint venture | 186                                  | 186                                  |
| (c) Deferred tax liabilities (Net) | 581                                  | 492                                  | (g) Financial Assets                             |                                      |                                      |
| <b>Current Liabilities</b>         |                                      |                                      | (i) Investments                                  | 1,524                                | 912                                  |
| (a) Financial Liabilities          |                                      |                                      | (ii) Other financial assets                      | 19                                   | 19                                   |
| (i) Lease Liabilities              | 4                                    | 4                                    | (h) Other Non Current assets                     | 148                                  | 112                                  |
| (ii) Trade Payables                | 511                                  | 526                                  | <b>Current Assets</b>                            |                                      |                                      |
| (iii) Other Financial Liabilities  | 313                                  | 630                                  | (a) Inventories                                  | 844                                  | 655                                  |
| (b) Other Current Liabilities      | 277                                  | 234                                  | (b) Financial Assets                             |                                      |                                      |
| (c) Provisions                     | 831                                  | 708                                  | (i) Investments                                  | -                                    | 252                                  |
| (d) Employee Benefit Obligations   | 12                                   | 17                                   | (ii) Trade Receivables                           | 911                                  | 896                                  |
| <b>Total</b>                       | <b>8,924</b>                         | <b>7,749</b>                         | (iii) Cash and cash equivalents                  | 423                                  | 63                                   |
|                                    |                                      |                                      | (iv) Bank Balances other than (iii) above        | 1,039                                | 1,338                                |
|                                    |                                      |                                      | (v) Loans  | 204                                  | 113                                  |
|                                    |                                      |                                      | (vi) Other financial assets                      | 72                                   | 39                                   |
|                                    |                                      |                                      | (c) Current Tax Assets (Net)                     | 184                                  | 189                                  |
|                                    |                                      |                                      | (d) Other Current Assets                         | 931                                  | 699                                  |
|                                    |                                      |                                      | <b>Total</b>                                     | <b>8,924</b>                         | <b>7,749</b>                         |

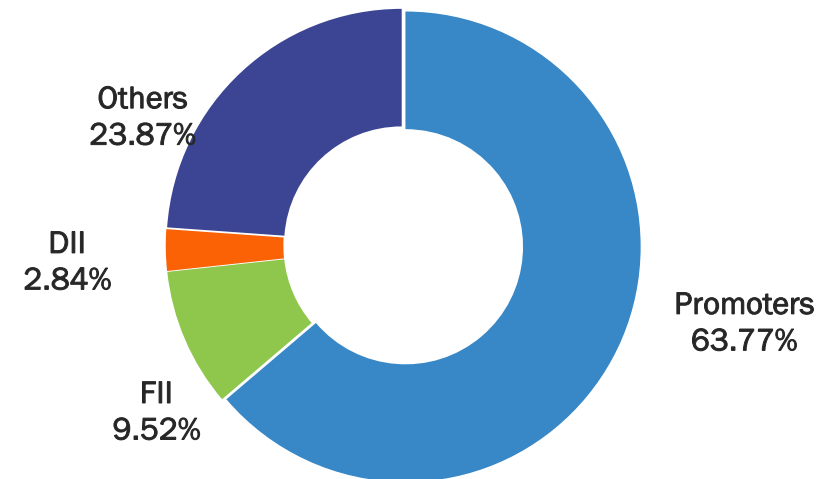
\* Include INR.96 Mn arising on account of Revaluation of land during the quarter ended 30 June, 2021 with corresponding credit to Other Equity.

# Capital Market Data



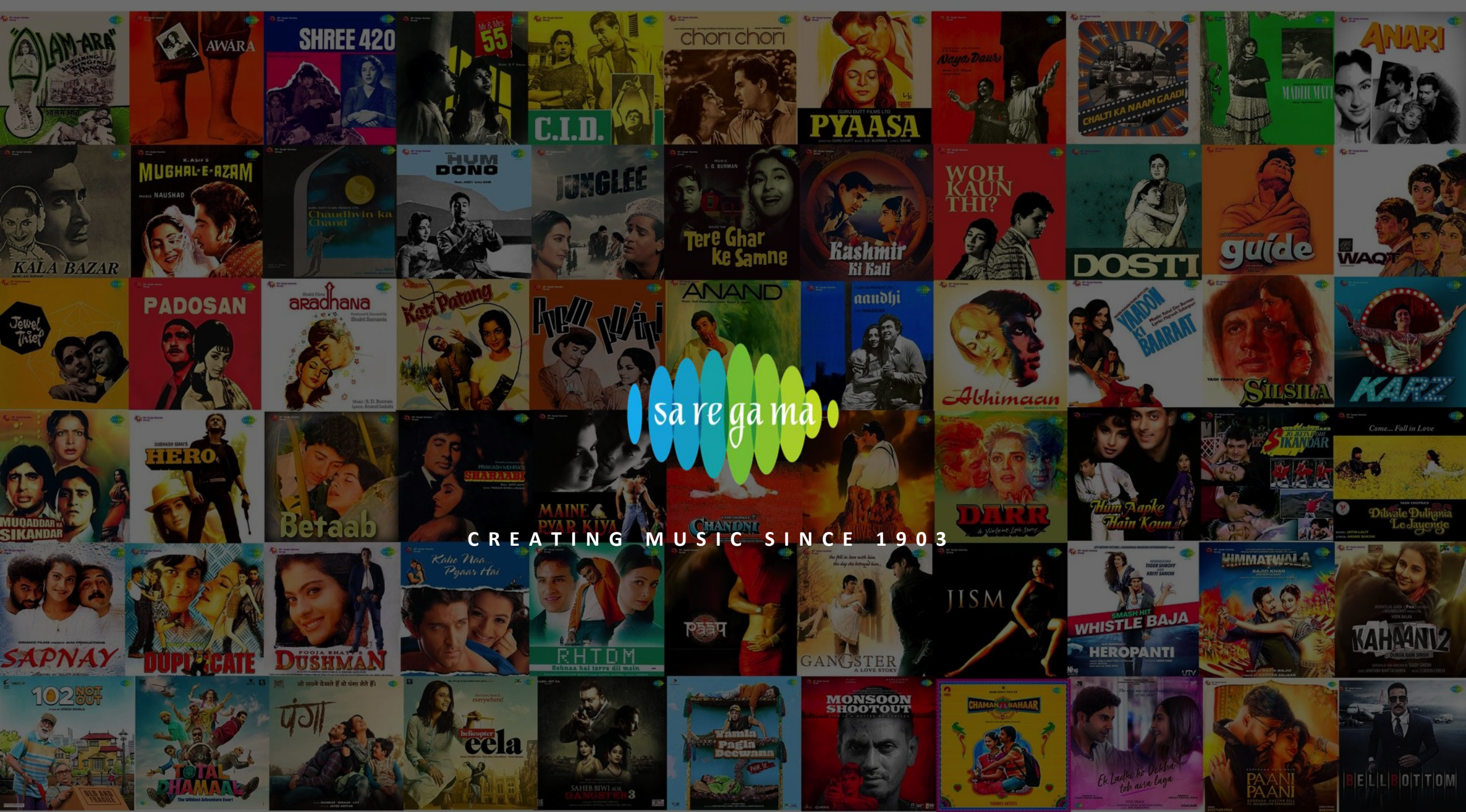
| Price Data (As of 30 <sup>th</sup> September 2021) |  | INR           |
|--|--|---------------|
| Face Value   |  | 10.0          |
| Market Price                                       |  | 3,578.9       |
| 52 Week H/L  |  | 4,294.0/543.8 |
| Market Cap (INR Mn)                                |  | 62,379.4      |
| Equity Shares Outstanding (Mn)                     |  | 17.4          |
| 1 Year Avg. Trading Volume ('000)                  |  | 47.9          |

## Shareholding Pattern as on 30<sup>th</sup> September 2021



# **SAREGAMA CORPORATE PRESENTATION**

## **Oct'2021**



sa re ga ma

CREATING MUSIC SINCE 1903

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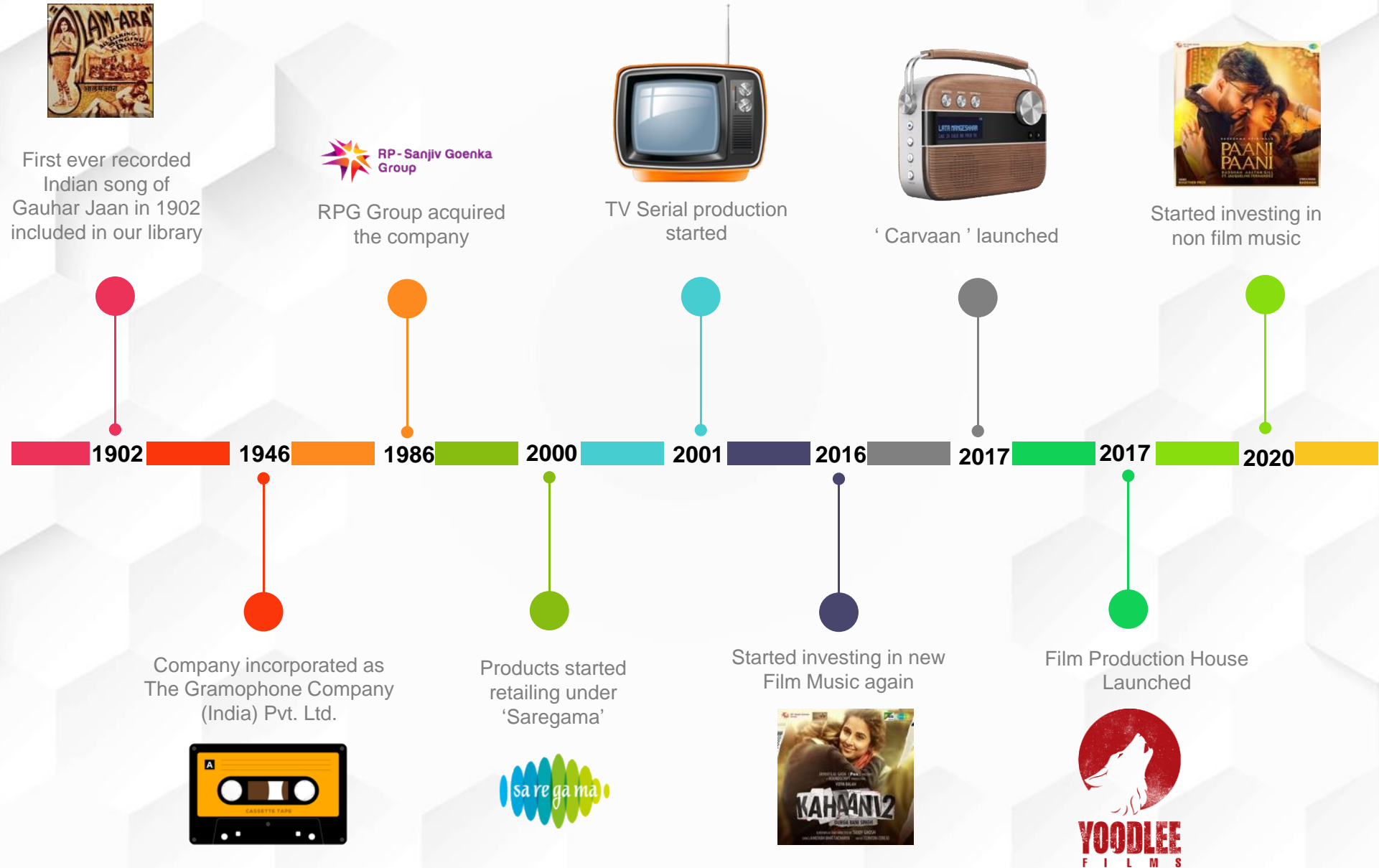
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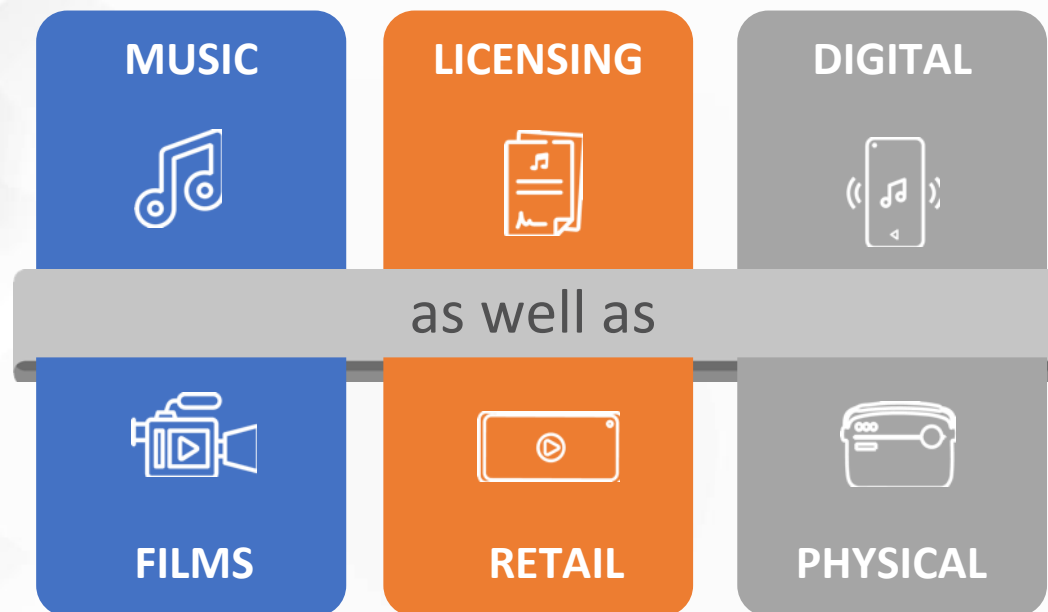
# OVERVIEW

# Journey





## INDIA'S ONLY Entertainment Company into



### Music

#### Licensing

India's Largest Music IP #

**130k+**

Songs

**FY21: Rs 2839 Mn\***

\* Exclude one time income of Rs.155 Mn

#### Retail

Distribution network #

**30k+**

Retailers

**FY21: Rs 861 Mn**

# As on 30<sup>th</sup> September'2021

### Films & TV

#### Television Serials

Content IP rights of #

**6k+**

Hours of Television Serials

**FY21: Rs 521 Mn**

#### Films & Web Series

Content IP rights of #

**62**

Films

# Largest Indian Music Library

## 130000+ Songs\*#

Covering multiple Indian languages and genres

HINDI  
38900+

BENGALI  
26600+

TAMIL  
11800+

MARATHI  
6300+

TELUGU  
8100+

MALAYALAM  
7000+

PUNJABI  
8400+

KANNADA  
3100+

DEVOTIONAL  
18300+

CLASSICAL  
8400+

Ghazals  
1200+

Folk  
4700+

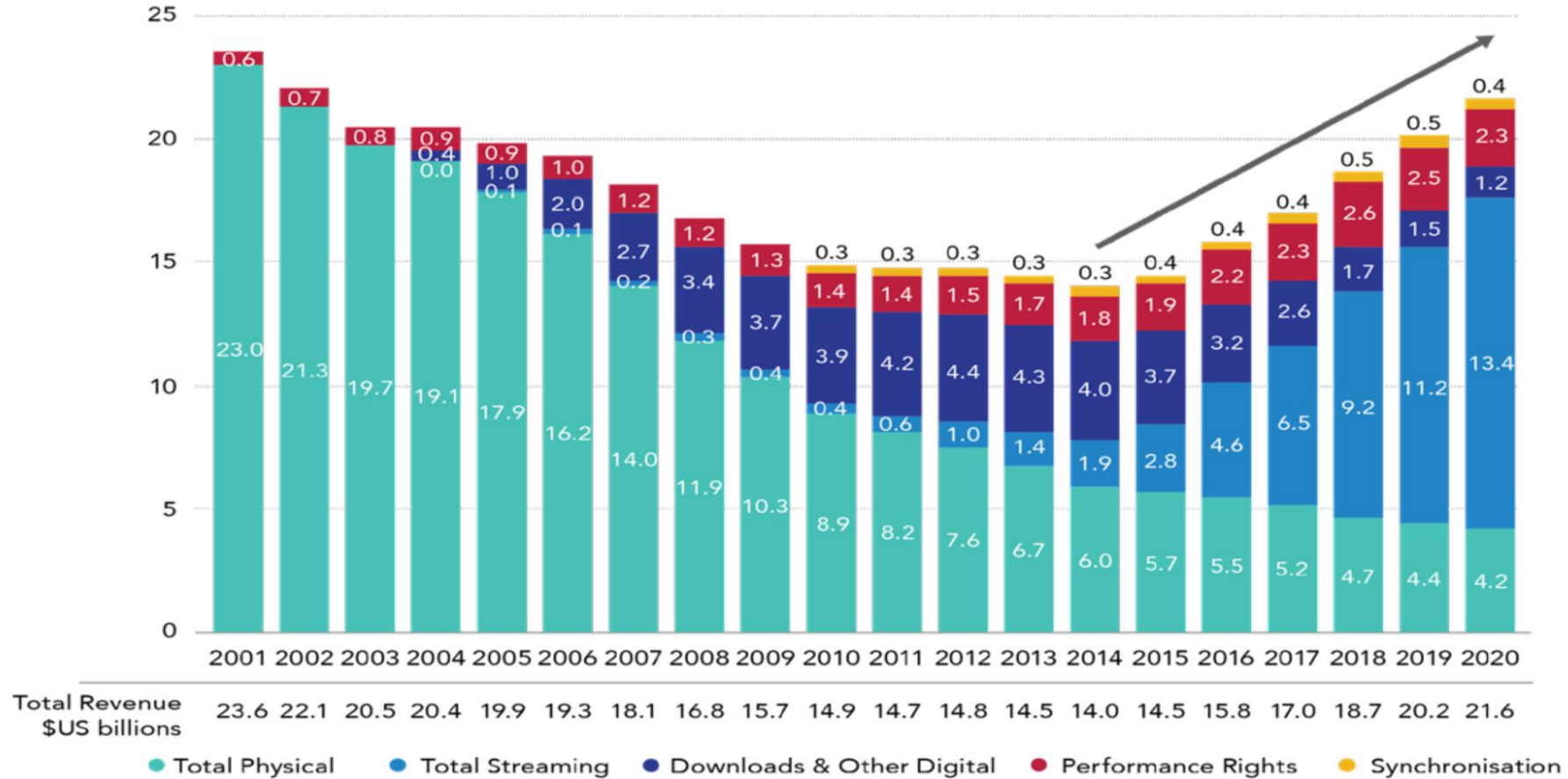
\* As on 30<sup>th</sup> September'2021

# Intellectual Property Rights to over 1,30,000 songs

# INDUSTRY

# Globally Music in on a Growth Trajectory

**Music Industry has been on an upswing globally, on the back of increased digital revenues**  
Global recorded music industry revenues 2001-2020 (US\$ billions)



Source: IFPI Global Music Report - 2021

# Streaming is the Growth Driver

**The quality of the music business has improved dramatically due to consumer adoption of streaming**

- Reduced upfront investment and associated risk
- Distribution and customer-acquisition costs now funded by major tech companies
- Predictable recurring revenue streams
- Less hit driven than in the past
- Limited, if any, seasonality
- Minimal recession risk
- Increasing value of catalogue

***Music streaming is a substantial, fast-growing, predictable, capital-light, growing annuity with high revenue visibility***

## Indian Media & Entertainment Sector is growing rapidly

- Media & Entertainment sector to grow 18.7% in 2022 to reach INR 1280 Bn and then to grow at a CAGR of 11.7% to reach INR 1784 Bn by 2025.
- India's sustained economic growth and the universal acceleration of digital adoption by users across geographies are the two areas that offer encouragement.
- The Government of India increased the FDI limit from 74% to 100%, thus inviting more foreign capital in the sector

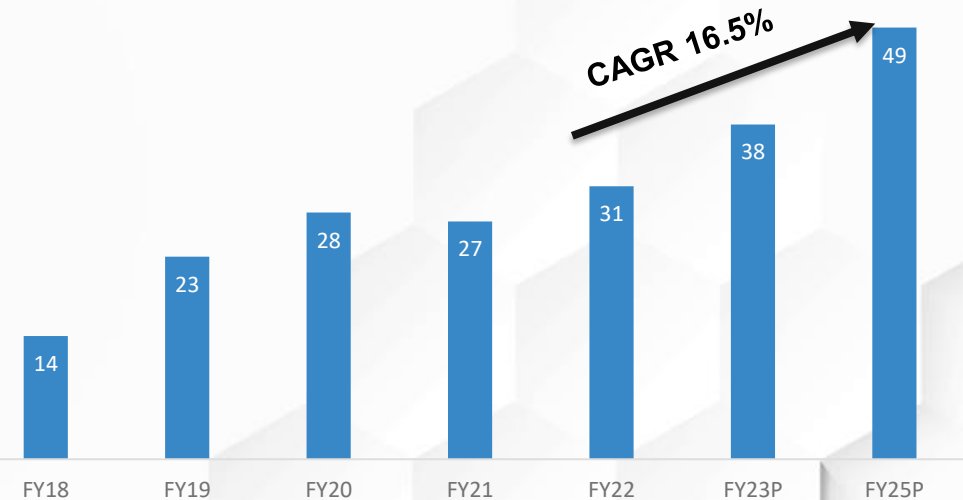
| (INR Bn)     | FY 2019     | FY 2020     | FY 2021     | FY 2022     | FY 2023P    | FY 2025P    | CAGR 2022-25 |
|--------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|
| Print        | 308         | 299         | 188         | 239         | 253         | 274         | 4.7%         |
| TV           | 656         | 701         | 650         | 705         | 745         | 816         | 5.0%         |
| Radio        | 28          | 25          | 13          | 20          | 24          | 30          | 14.5%        |
| Digital      | 117         | 140         | 162         | 200         | 240         | 358         | 21.4%        |
| Films        | 185         | 194         | 23          | 62          | 156         | 221         | 52.8%        |
| Outdoor      | 33          | 32          | 15          | 23          | 28          | 36          | 16.1%        |
| Music        | 23          | 28          | 27          | 31          | 38          | 49          | 16.5%        |
| <b>Total</b> | <b>1350</b> | <b>1419</b> | <b>1078</b> | <b>1280</b> | <b>1484</b> | <b>1784</b> | <b>11.7%</b> |

# Music Industry

- Indian Music industry remains at INR 31 Bn in 2022 and is expected to grow at a CAGR of 16.5% to cross INR 49 Bn by 2025.
- The growth in India has come on the back of digital consumption led by smartphone popularity and low data tariffs
- The success of audio streaming services is fuelled by the ease of accessibility, cheaper data and efficient distribution models
- While India-based Audio OTT streaming services may have gathered over 150-200 Mn monthly active users, the overall paid subscribers are estimated to be ~1%, thus offering a huge headroom for growth. Audio OTT streaming companies have 450Mn paid subscribers globally
- Ancillary benefit of streaming services is the rising popularity of Regional music namely, Tamil, Bhojpuri, Punjabi, Gujarati, Telugu, Bengali etc
- Retro music will constantly be in demand

Indian Music Industry is expected to grow at a CAGR of 16.5%

Indian Music Industry Size (INR Bn)



## High Entry Barrier in Music

### Advantages of Scale

- Lower Cost to Market a Song
- Higher Monetisation per Song
- Top 3 (Universal, Sony, Warner) control 67% of Music Market globally (excluding India)

## Invest Once, Dividends for next 60+ years

|           | Sound Recording Rights | Publishing Rights     |
|-----------|------------------------|-----------------------|
| India     | 60 yrs                 | Life of Author+60 yrs |
| USA       | 70 yrs                 | Life of Author+70 yrs |
| UK        | 70 yrs                 | Life of Author+70 yrs |
| Australia | 70 yrs                 | Life of Author+70 yrs |
| Japan     | 70 yrs                 | Life of Author+70 yrs |



## Returns from Music keep Growing

Annual Growth in OTT (Music Apps) Streams for Saregama owned Songs classified by Decade of Release

|              | FY17 | FY18 | FY19 | FY20 |
|--------------|------|------|------|------|
| Upto 1960    | 88%  | 66%  | 27%  | 37%  |
| 1961 to 1970 | 105% | 65%  | 25%  | 46%  |
| 1971 to 1980 | 96%  | 71%  | 34%  | 49%  |
| 1981 to 1990 | 111% | 80%  | 30%  | 41%  |
| 1991 to 2000 | 97%  | 111% | 48%  | 53%  |
| 2001 to 2010 | 111% | 112% | 37%  | 50%  |
| 2011 to 2020 | 160% | 145% | 133% | 40%  |

FY21 Logs not fully processed yet

# SAREGAMA

# Investment Highlights / Our Strengths



India's only entertainment company with IP offerings across media channels (music, film, television and print), delivery platforms (physical and digital) and business models (licensing and retail)



Large intellectual property portfolio of 130K+ songs, 62 films and 6K+ hours of television content\*



Strong licensing relationships with streaming applications and platforms for music and video



Increasing IP library with a growing presence in all leading Indian languages



Capabilities in data and analytics for content acquisition and IP protection



Strong financial position with track record of revenue growth, margin expansion and cash flow generation

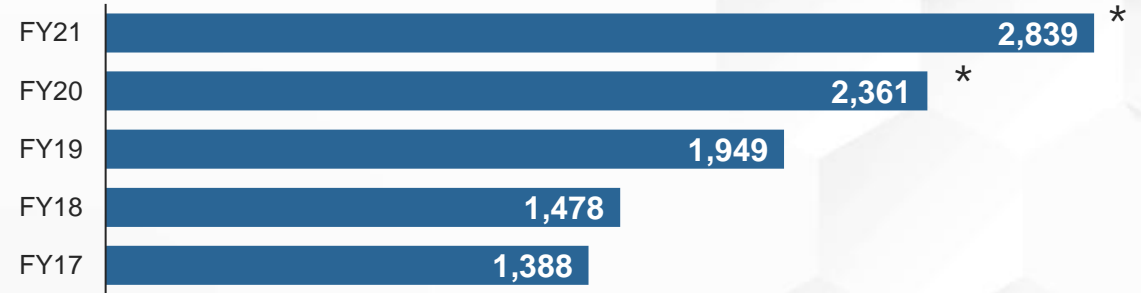


Experienced and creative leadership through Management Team and Promoter Group

# Saregama Music

## Growing Licensing Revenue

### Licensing Revenue (INR Mn)

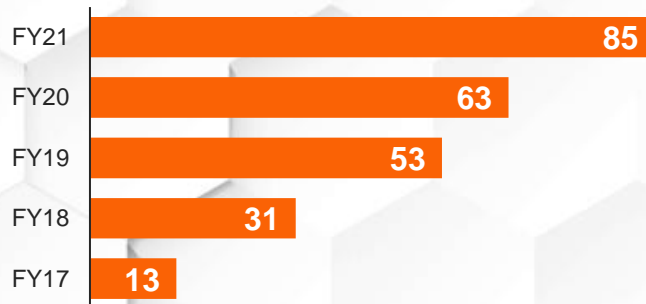


\* One time income of INR 155 Mn (FY21) and INR 21 Mn (FY20) are excluded

### On account of

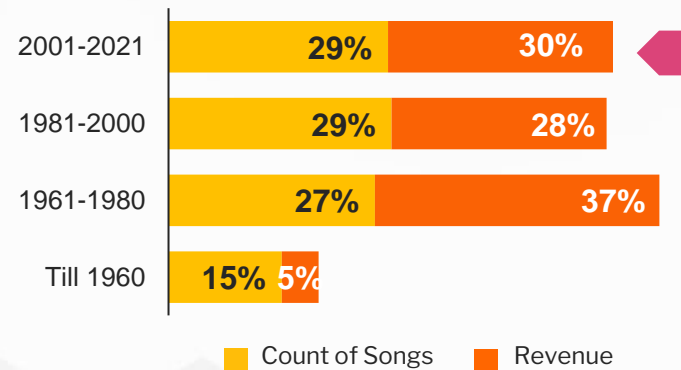
#### A. Growing customer interest in Retro Music

Catalogue Usage across OTT / YouTube / TV channels / Radio etc (Bn)



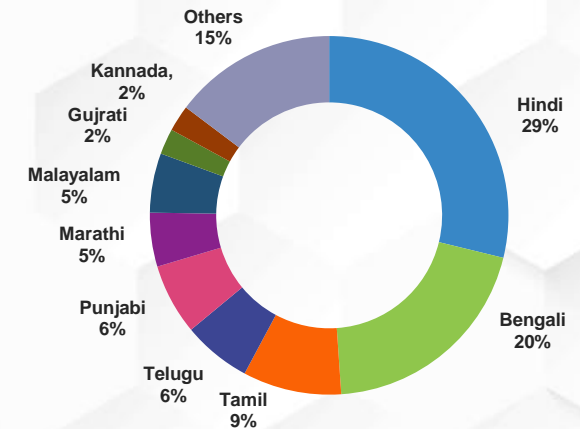
#### B. Saregama's Focus on New Music

Share of Saregama's Songs by Decades



#### C. Presence across Indian Languages

Share of Saregama's Songs by language\*



We believe that a typical movie has 5 songs. Assuming a music label acquires 1000 movies in a year, it will get 5k songs. By comparison, Saregama owns 130k songs, each digitised with rich metadata behind it, giving it a big competitive advantage

Numbers included in the presentation have been rounded off

\* As of 31<sup>st</sup> March'2021

# Our Music Licensing Partners

## Music Streaming Partners

|               |              |
|---------------|--------------|
| Spotify       | Wynk Music   |
| Gaana         | Hungama      |
| Jio Saavn     | Resso        |
| YouTube Music | Itunes Music |
| Amazon Music  | + Many more  |

## Broadcasting Partners

|           |              |
|-----------|--------------|
| Star      | Kamdehenu Tv |
| Sony      | Odisha Tv    |
| Zee       | New Era      |
| Viacom 18 | Sankara      |
| Etv       | MM Tv        |
| Jaya Tv   | N TV         |
| Sun Tv    | + Many more  |
| India Tv  |              |

## Video Streaming Partners

Netflix  
Prime Video  
Disney+ Hotstar  
Zee5  
Sony Liv  
Alt Balaji  
+ Many more

## Social Media Platforms

YouTube. Facebook. Instagram. Josh. Moj. Triller.

## Brands

Apple. Google. Coca-Cola. Kit-Kat. Levi's. Marico. Blue Star.  
Berger Paints. Dabur. Limca. + Many more

# Making Money from Music



## A. MUSIC STREAMING APPS (OTT)



Saregama Music is licensed to **multiple Global Platforms**

- Saregama licenses its music to various OTT platforms for online streaming. This segment has seen ~40% YoY growth, and we believe that the segment will grow even faster with increasing number of people staying at home
- The growth is driven by both: increasing number of users (growth in smartphones) and higher usage (cheaper data)
- **Saregama earns every time a customer listens to Saregama owned song on any OTT app**

### Music Streaming Platforms (OTT)

|               |              |            |
|---------------|--------------|------------|
| Gaana         | Spotify      | Wynk Music |
| Hungama Music | Amazon Music | Jio Saavn  |
| YouTube Music | Apple Music  | Deezer     |
| Resso         | Pandora      | NetEase    |

## B. SOCIAL MEDIA PLATFORMS (incl. Video sharing Apps)

Saregama has **26 channels on YouTube** with a cumulative **subscriber base of over 54.6 Mn\***

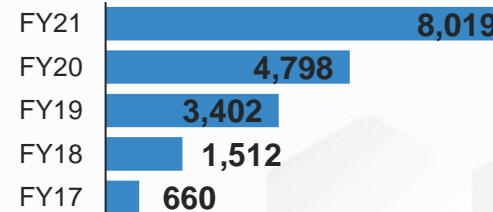
The monthly views on Saregama's YouTube channels have grown to 1 Bn+ in Aug'21 from 36 Mn in April'16. **YouTube generates advertising revenues on these views which are shared with Saregama.** This also applies to advertising running on 3rd party content that is using any of Saregama's IP (song, lyrics, music composition, dialogues) within the video.

**Saregama has issued 1-2yrs fixed-fee licenses to other platforms, allowing their users to upload videos containing Saregama songs**

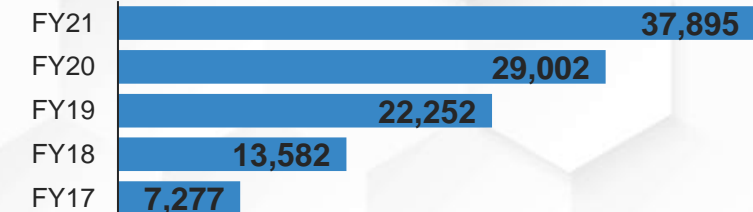
### Social Media Platforms

YouTube Facebook Instagram Josh Moj Triller

YouTube - Saregama Channel Views (Mn pa)



YouTube - 3rd Party Videos (using Saregama content) Views (Mn pa)



\* As on 30<sup>th</sup> September'21

# Making Money from Music

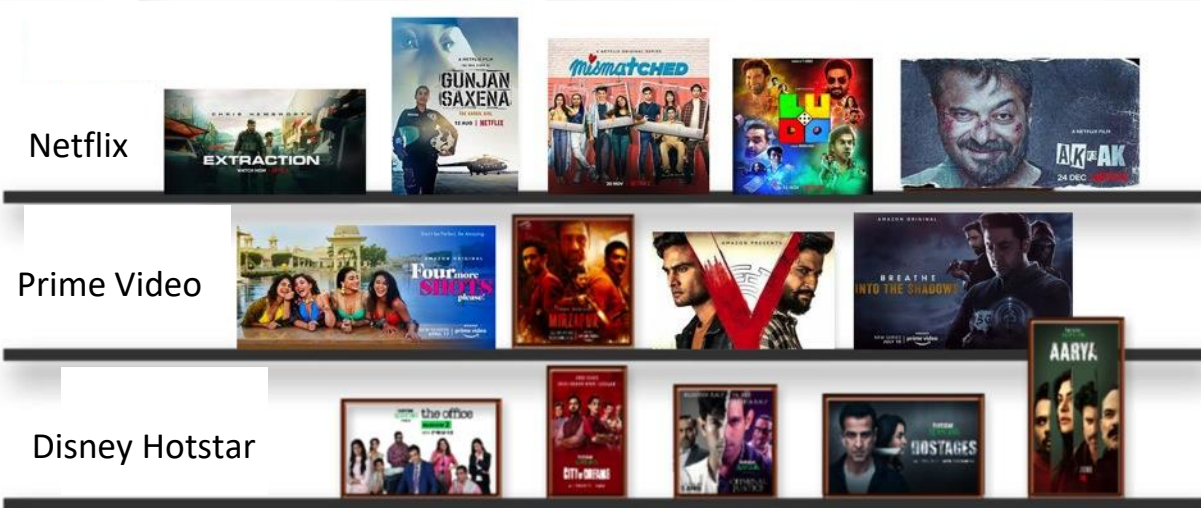


## C. VIDEO STREAMING PLATFORMS

With the rising popularity of video streaming in India, platforms like Netflix, Disney+ Hotstar, Amazon, MX Player etc are aggressively investing in Indian content. Most of these new shows license Saregama owned music, for the global territory, thus creating a rapidly growing revenue stream for the company.

**Saregama issues fixed fee licenses to Program Producers for use of its music in their Programs that they in turn license to Video Streaming Platforms**

Digital Films/Web series licensing Saregama Music



## D. BROADCASTING PLATFORMS – TV CHANNELS, BRANDS

- Saregama Licenses its music to Television Channels for use in various TV serials, reality shows, promotions, etc., and also to Production houses for use in ads running on TV, Digital including Social Media and Radio.
- The Company has built a browser-based search functionality, using the song metadata, helping content creators find the best song fit for their situation.
- **Saregama issues 1-2 yrs fixed-fee licenses to TV channels for use of its music in programs running on their channels**

TV Channels License Issued



TV Channels, Brand Advertising

|         |         |            |               |             |
|---------|---------|------------|---------------|-------------|
| Star    | Sony    | Viacom 18  | Zee Tv        | India TV    |
| IBN     | ETV     | Captain TV | Shree Sankara | MM TV       |
| Polimer | New Era | ETV        | Thanthi TV    | Mathrunhumi |

# Music Retailing : Directly through Carvaan



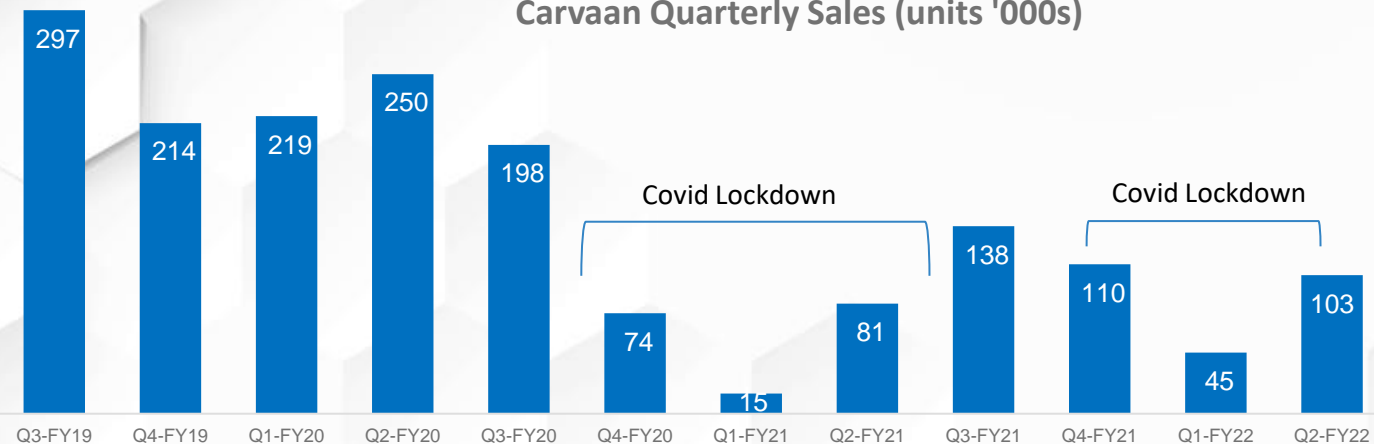
SAREGAMA  
**CARVAAN**<sup>®</sup>

Targeted at the 35+ generation, who **value Convenience over Control** for their audio listening experience

### The Product

- Blend of digital technology and a retro form factor.
- Available in multiple sizes, price points and languages, including one with Harman Kardon.
- The product is retailed through 30k+\* retail outlets and all major e-commerce platforms

Carvaan Quarterly Sales (units '000s)



\* As on 30<sup>th</sup> September'21



# Music Retailing : Directly through Carvaan

## Product to Platform

Over 2.5M units sold as of 30<sup>th</sup> September'21

Saregama plans to now evolve the brand from a standalone Product to a Platform offering all kinds of daily updatable audio content to 35+ people living in India and abroad



advantage of converting

**Carvaan to a Platform is that it will allow us to generate recurring advertising and subscription revenue in the future**

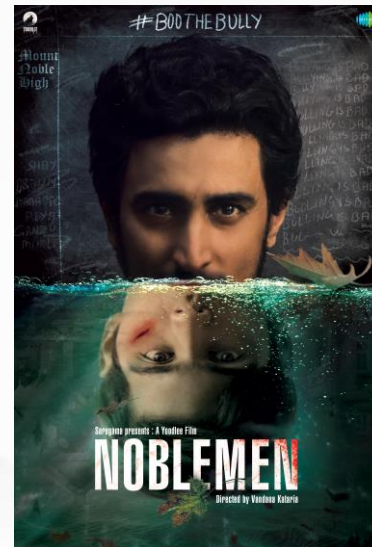
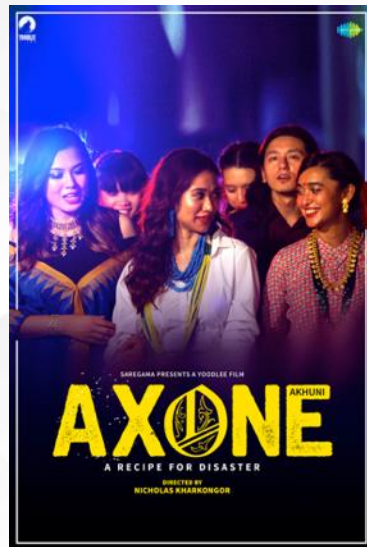
# Yoodlee Films

- Yoodlee Films is Saregama's production house focussed on creating content for 3<sup>rd</sup> party digital platforms
- Saregama issues period-based licenses for its movies to these platforms for a fixed-fee. In some cases, it also licenses the same movie to TVoD platforms and TV channels
- Yoodlee films, as a studio is positioned as a "Writer's Studio" focussed on telling powerful stories targeted at younger audiences across the world who primarily consume content on personal devices
- Yoodlee has successfully released 16 films in the last 4yrs on various digital streaming platforms
- The Company follows a business model of hedging the risk by keeping upfront talent cost low by offering assured profit sharing
- Focus on output deals to generate assured revenues up front but with the IP remaining with Saregama



**16 Movies  
Released**

3 Netflix Originals,  
7 Licensing Deals  
4 Hotstar Originals  
2 Films for Zee 5



# TV Serials

## TAMIL TV SERIALS

- Saregama is leading TV series content producer for Southern channels. *In the past, it also produced shows for Hindi GECs, but due to IP ownership, it decided to focus on business where the company can retain the IP.* It now produces TV content in South Indian languages
- Saregama has created approximately 6k+ hours of content for Sun TV over the last 20 years. In Sep'21, it produced 37.5 Hours of new content across 3 TV serials for Sun TV.
- The IP of all these serials is owned by Saregama
- Saregama is already monetising the serials on Youtube and Facebook and plans to do the same on other video platforms too

The revenue stream is through sale of commercial time (advertising slot). The Company also monetises these serials on digital platforms like YouTube.

Our South TV YouTube channel garnered 1.5Bn views in FY21



- Roja continues to hold the leadership position on SunTV,
- Chandralekha earned the rare honour of being the first Tamil serial to cross 2000 episodes
- New Tamil TV serial, Anbe Vaa, launched on Prime-Time slot on Sun TV in Nov20 is garnering 8+ TRP currently



# Leadership



**Vikram Mehra**

Managing Director  
(Associated with the Company since Oct'2014)



**Vineet Garg**

Chief Financial Officer  
(Associated with the Company May'2018)



**Rashna Pochkhanawala**

Sr. Vice President, Music Licensing  
(Associated with the Company Since Mar'2015)



**Kumar Ajit**

Sr. Vice President, Music Retail  
(Associated with the Company Since June'2016)



**Siddharth Anand Kumar**

Vice President, Films and Series  
(Associated with the Company Since June'2016)



**B. R. Vijayalakshmi**

Sr. Vice President, South TV  
(Associated with the Company Since Jan'2000)

# STRATEGY

# Strategic Overview

To be a **Pure Play Content Company** capitalising on the global content consumption boom driven by the ever-increasing **Digitisation**

## Monetisation of Existing IP



▶ Through licensing to EVERY 3rd party Digital (music, video, social) and TV platform.



▶ Carvaan transitioning from being a Product with only one-time margin to a Platform with upfront margin and recurring advertising and subscription revenue.

## Building of New IP



▶ Cementing leadership position with New film and non-film music acquisition across Hindi, Tamil, Bhojpuri, Gujarati, Punjabi, Telugu and other regional languages.



▶ Producing Thematic films, with Story as the only hero, targeted at youth. Revenue primarily from licensing to digital platforms. Scale allowing lower cost of production.

IP Creation over next 3-5 years



Market Leadership  
In Music Segment



60 New Films and  
Web Series Episodes



1200 - 1500 hrs  
of new TV serials content

# Saregama wants to take Market Leadership position in Indian Music

Disproportionate  
share of  
New Content  
across Hindi &  
Regional Languages

+

Strategic Acquisitions  
to help  
Plug the Content  
Gaps of last 25 years  
and strengthen our  
new content play

+

Artiste Management

**Catalogue Strength**

# Disproportionate Share of New Music Content

## Film Music

Hindi  
Tamil  
Telugu  
Malayalam

65% Spends

## Non-Film Music

Hindi  
Punjabi  
Bhojpuri  
Gujarati  
Haryanvi  
Bengali

35% Spends

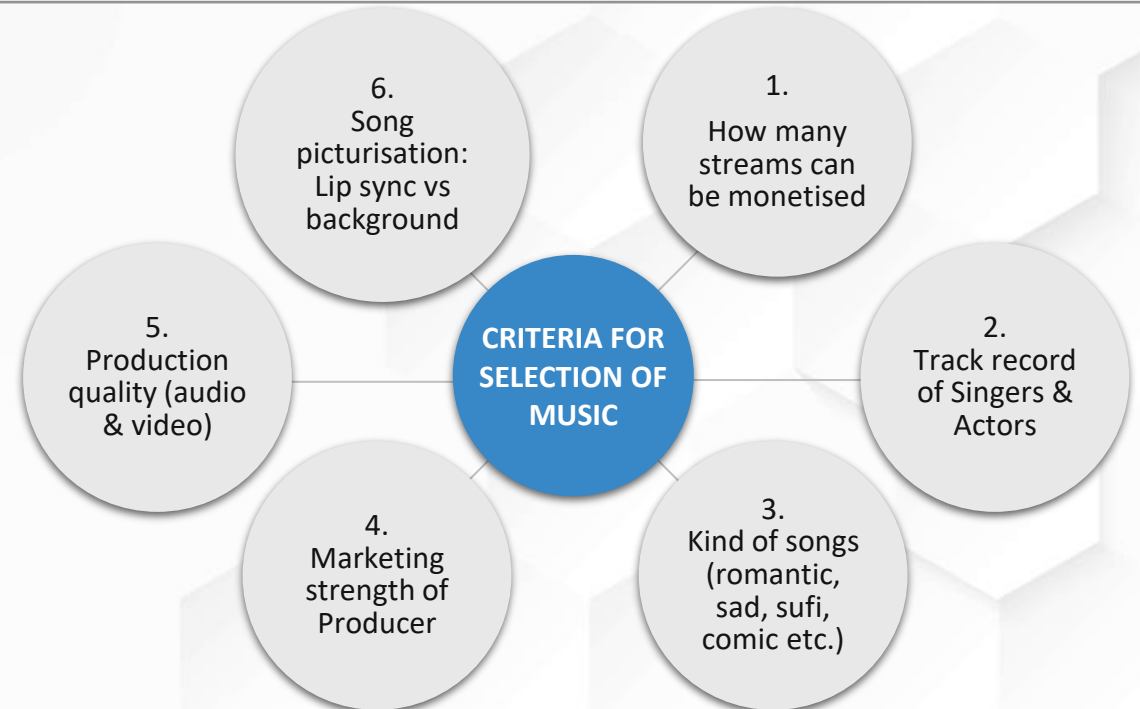


The Music IP will be built through new film music acquisition across Hindi, Tamil and Telugu with a clear strategy to start slowly, vet assumptions and build up the slate over a period of time

The company is additionally creating non-film music in Hindi, Bhojpuri, Punjabi and Gujarati languages. This is being done with artistes like Badshah, BPraak, Kaka, Rakesh Barot etc. It's also investing in devotional music as well as recreating its catalogue tracks into new recordings along with videos

The company dedicates a significant proportion of the content acquisition cost towards marketing the music, to ensure a higher success rate during the monetisation cycle

The vetting process is both data driven and intuitive in nature with a focus on the certain criteria such as track record of the singer, lyricist, popularity of the mix of music genre in a particular movie, as well as the production house and movie cast. This is done based on our own past data and publicly available sources like YouTube and select OTT platforms



# PAANI PAANI

BADSHAH AASTHA GILL  
FT. JACQUELINE FERNANDEZ



Released on 9<sup>th</sup> June'21

- 579M+ YouTube Views\* as of 13<sup>th</sup> Oct'21
- 1.6 Bn+ YouTube UGC Views\* as of 10<sup>th</sup> Oct'21
- 159M+ OTT streams\*
- 1.3M Instagram Reels\* as of 13<sup>th</sup> Oct'21
- #1 across streaming platforms and YouTube for 3 weeks

\* As on 10<sup>th</sup> October'2021

# Artiste Management

## Artiste Discovery

- Singer
- Composer
- Influencer

## Artiste Buildup

- Music
- Marketing

## Artiste Monetisation

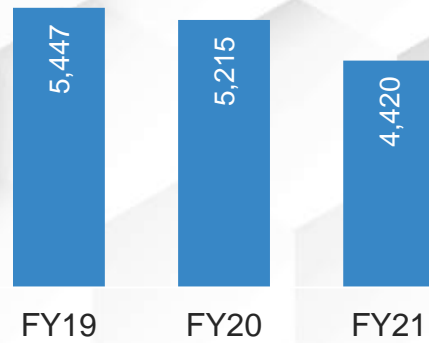
- Content Creation
- Events & Shows
- Brands

**In-House Or Joint Venture**

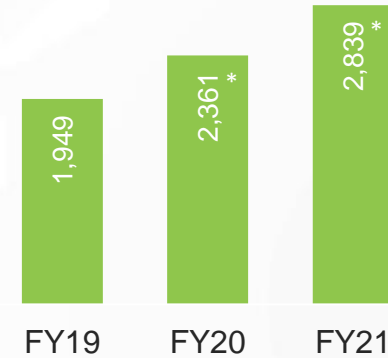
# FINANCIALS

# Financial Charts (Consolidated)

Revenue from Operations (Turnover) (INR Mn)

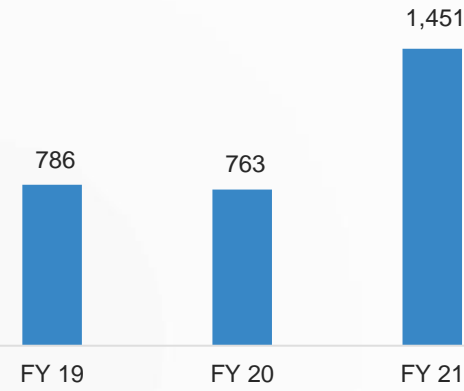


Music Licensing Revenue (INR Mn)



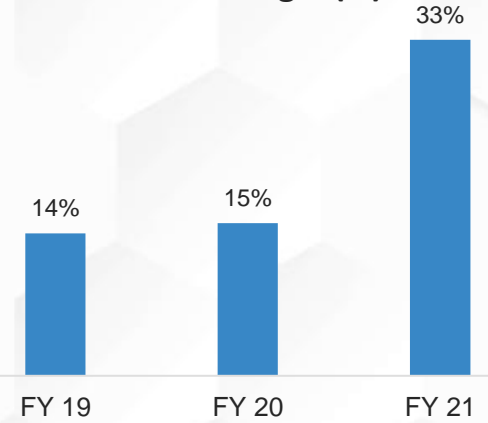
\* One time income of INR 155 Mn (FY21) and INR 21 Mn (FY20) are excluded

OIBCID (INR Mn)

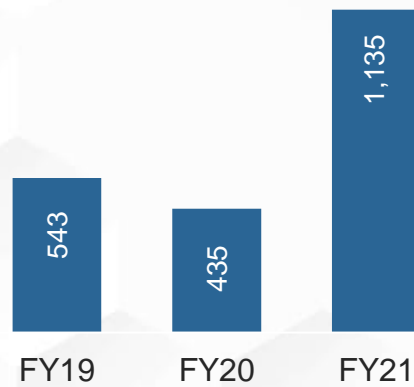


\* Exclude Other Income

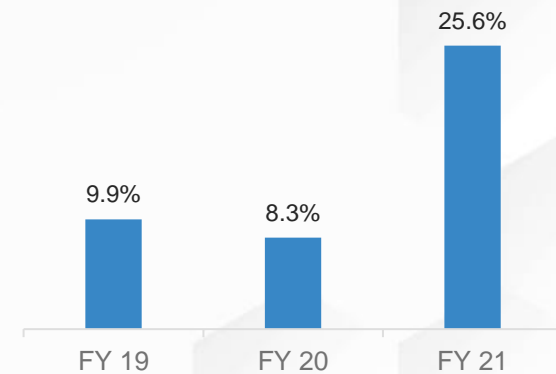
OIBCID Margin (%)



PAT (INR Mn)

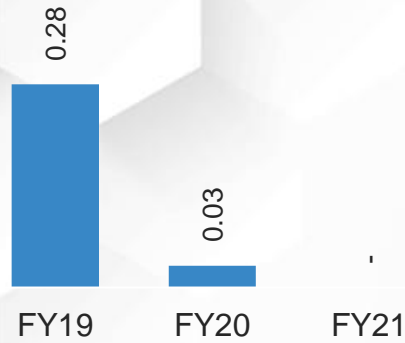


PAT Margin (%)



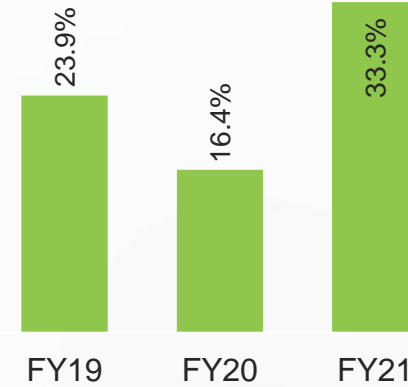
# Financial Charts (Consolidated)

### Debt to Equity Ratio



\* As on 31<sup>st</sup> Mar'21, Debt is Nil

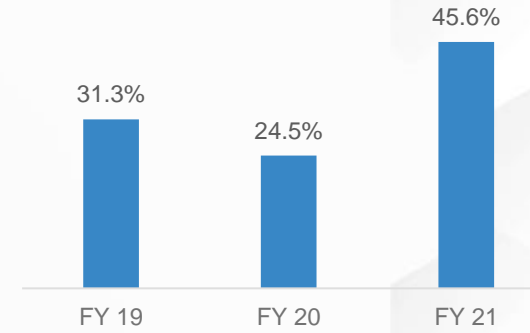
### Return on Equity (ROE) (%)\*



\* ROE = PAT / Shareholders Equity

\* Shareholders Equity = Equity share capital and free reserves

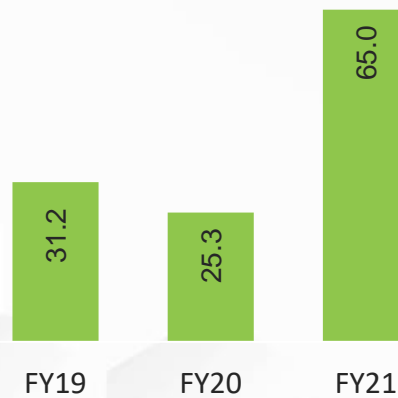
### Return on Capital Employed (ROCE) (%)\*



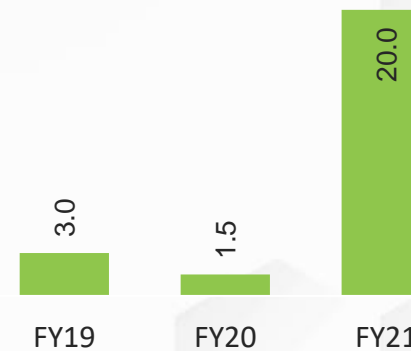
\* ROCE = EBIT / (Shareholders Equity + Debt)

\* Shareholders Equity = Equity share capital and free reserves

### Diluted EPS (INR)



### Dividend per Share (INR)



# OIBCID to PAT



| Particulars (INR Mn)               | H1 FY22      | H1FY21       | FY21         | FY20         | FY19         |
|------------------------------------|--------------|--------------|--------------|--------------|--------------|
| <b>Revenue from Operations (A)</b> | <b>2,500</b> | <b>1,846</b> | <b>4,420</b> | <b>5,215</b> | <b>5,447</b> |
| Total Expenses (B)                 | <b>1,544</b> | 1,242        | <b>2,969</b> | 4,452        | 4,661*       |
| <b>OIBCID (C= A-B)</b>             | <b>956</b>   | 604          | <b>1,451</b> | 763          | 786          |
| <b>OIBCID Margin (%)</b>           | <b>38%</b>   | 33%          | <b>33%</b>   | <b>15%</b>   | <b>14%</b>   |
| Content Charge (D)                 | <b>182</b>   | 59           | <b>179</b>   | 176          | 99           |
| Depreciation (E)                   | <b>12</b>    | 13           | <b>27</b>    | 29           | 17           |
| Finance Cost (F)                   | <b>21</b>    | 18           | <b>35</b>    | 67           | 66           |
| Other Income (G)                   | <b>80</b>    | 88           | <b>309</b>   | 112          | 242*         |
| <b>PBT (C-D-E-F+G)</b>             | <b>821</b>   | <b>602</b>   | <b>1,519</b> | <b>603</b>   | <b>847</b>   |
| Tax                                | <b>210</b>   | 155          | <b>384</b>   | 168          | 304          |
| <b>PAT</b>                         | <b>611</b>   | 447          | <b>1,135</b> | <b>435</b>   | <b>543</b>   |
| <b>PAT Margin (%)</b>              | <b>24%</b>   | <b>24%</b>   | <b>26%</b>   | <b>8%</b>    | <b>10%</b>   |
| <b>Diluted EPS</b>                 | <b>35.08</b> | <b>25.41</b> | <b>64.97</b> | <b>25.26</b> | <b>31.18</b> |

**Content Charge** include the following charges related to the new content during the year:

- 1) amount amortised against the Minimum Guarantee advance paid in case of Royalty based deals
  - 2) Amount amortised again the one-time fee paid in case of Outright purchase based deals
  - 3) Marketing of new content
- Content charge does not include royalty paid post-Minimum Guarantee amount recouped

\*Excludes impact of Goods Lost by fire of Rs.322 Mn

# Historical Consolidated Balance Sheet

| Equity and Liabilities (INR Mn)    | FY21         | FY20         | FY19         |
|------------------------------------|--------------|--------------|--------------|
| <b>Shareholders Fund</b>           |              |              |              |
| (a) Equity Share Capital           | 174          | 174          | 174          |
| (b) Other Equity                   | 4,884        | 3,814        | 4,107        |
| <b>Net worth</b>                   | <b>5,058</b> | <b>3,988</b> | <b>4,281</b> |
| (c) Non Controlling Interest       | 31           | 22           | 26           |
| <b>Non Current Liabilities</b>     |              |              |              |
| (a) Employee Benefit Obligations   | 42           | 35           | 28           |
| (b) Deferred tax liabilities (Net) | 505          | 458          | 581          |
| (c) Lease liabilities              | 7            | -            | -            |
| <b>Current Liabilities</b>         |              |              |              |
| (a) Financial Liabilities          |              |              |              |
| (i) Borrowings                     | -            | 92           | 638          |
| (ii) Trade Payables                | 563          | 579          | 564          |
| (iii) Lease Liabilities            | 4            | 5            | -            |
| (iv) Other Financial Liabilities   | 648          | 235          | 421          |
| (b) Other Current Liabilities      | 255          | 244          | 183          |
| (c) Provisions                     | 709          | 516          | 357          |
| (d) Employee Benefit Obligation    | 18           | 23           | 9            |
| <b>Total</b>                       | <b>7,840</b> | <b>6,197</b> | <b>7,088</b> |

| Assets (INR Mn)                           | FY21         | FY19         | FY19         |
|---|--------------|--------------|--------------|
| <b>Non Current Fixed Assets</b>           |              |              |              |
| (a) Property, Plant and Equipment         | 2,046        | 2,053        | 2,057        |
| (b) Right to use assets                   | 11           | 5            | -            |
| (c) Investment Properties                 | 22           | 23           | 24           |
| (d) Intangible assets                     | 179          | 112          | 71           |
| (e) Intangible Assets under development   | 19           | -            | -            |
| (f) Financial Assets                      |              |              |              |
| (i) Investments                           | 1,114        | 754          | 1,483        |
| (ii) Loans and Deposits                   | 19           | 47           | 49           |
| (iii) Other Financial Assets              | -            | -            | -            |
| (g) Other Non Current Assets              | 112          | 24           | 16           |
| <b>Current Assets</b>                     |              |              |              |
| (a) Inventories                           | 692          | 936          | 963          |
| (b) Financial Assets                      |              |              |              |
| (i) Investment in Mutual Fund             | 252          | -            | -            |
| (ii) Trade Receivables                    | 874          | 1,085        | 1,098        |
| (iii) Cash and cash equivalents           | 111          | 70           | 50           |
| (iv) Bank Balances other than (iii) above | 1,338        | 19           | 18           |
| (v) Loans                                 | 116          | 3            | 2            |
| (vi) Other Financial Assets               | 19           | 1            | -            |
| (c) Current Tax Assets (Net)              | 197          | 369          | 349          |
| (d) Other Current Assets                  | 719          | 696          | 908          |
| <b>Total</b>                              | <b>7,840</b> | <b>6,197</b> | <b>7,088</b> |



# Consolidated Cash Flow Statement

| Particulars (INR Mn)  | FY21  |                | FY20  |              | FY19 |             |
|---|-------|----------------|-------|--------------|------|-------------|
| Pre-Tax Profit  | 1,519 |                | 603   |              | 847  |             |
| Change in other operating activities ( including non-cash Items)    | (176) |                | 25    |              | -163 |             |
| Change in Working capital   | 692   |                | 388   |              | -916 |             |
| Taxes Paid  | (139) |                | (221) |              | -126 |             |
| <b>Net cash generated from/(used in) Operating Activities (A)</b>   |       | <b>1,896</b>   |       | <b>795</b>   |      | <b>-358</b> |
| Investment in Fixed Deposits with Maturity more than 3 months       | (971) |                | (1.2) |              | -    |             |
| Investment in Mutual Fund   | (250) |                | -     |              | -    |             |
| Net cash (used in) Fixed assets and other Investing activities      | (139) |                | (49)  |              | -63  |             |
| <b>Net cash (used in) Investing Activities (B)</b>                  |       | <b>(1,360)</b> |       | <b>(50)</b>  |      | <b>-63</b>  |
| Net cash (used in) Treasury Shares                                  | (17)  |                | (76)  |              | -    |             |
| Proceeds/(Repayment) of Short-term Borrowing                        | (92)  |                | (546) |              | 479  |             |
| Proceeds from Issue of Share Capital                                | 1     |                | 2     |              | -    |             |
| Repayment of Lease Liability  | (6)   |                | (9)   |              | -    |             |
| Dividend and taxes thereon paid                                     | (26)  |                | (63)  |              | -62  |             |
| Interest Paid   | (6)   |                | (33)  |              | -38  |             |
| <b>Net cash generated from/(used in) Financing Activities ( C )</b> |       | <b>(146)</b>   |       | <b>(725)</b> |      | <b>379</b>  |
| <b>Net Inc./ (Dec.) in Cash and Cash Equivalent</b>                 |       | <b>390</b>     |       | <b>20</b>    |      | <b>-42</b>  |
| Cash and Cash Equivalents at the beginning of the period            |       | 70             |       | 50           |      | 92          |
| <b>Cash and Cash Equivalents at End of the period *</b>             |       | <b>460</b>     |       | <b>70</b>    |      | <b>50</b>   |

\* Include cash earmarked for Dividend declared on 23rd March, 2021 – INR 349 Mn

THANK YOU