

August 3, 2022

1. National Stock Exchange of India Ltd. Exchange Plaza, 5 th Floor Plot No. C/1, G Block; Bandra (East) Mumbai 400 051	2. BSE Limited Corporate Relationship Department Phiroze Jeejeebhoy Towers Dalal Street; Fort Mumbai 400 001
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Ref: Scrip Code: NSE RADIOCITY/ BSE 540366 (ISIN: INE919I01024)

Sub: Investor Presentation

Dear Sir/Ma'am,

In accordance with Regulation 30 of the Securities and Exchange Board of India (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 Company for the quarter ended June 30, 2022.

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 and disseminate the same on your website.

Thanking you,

Yours faithfully

For Music Broadcast Limited




Arpita Kapoor
Company Secretary and Compliance officer

Encl: a/a



Music Broadcast Limited

Investor Presentation

RAG RAG MEIN
DAUDE CITY.



August 2022



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Radio City

- Recorded a market share of 18%* in Q1FY23, primarily due to increase in rates
- Company has registered a 19.8% EBITDA Margin
- 38% of the total clients on the Radio platform advertised on Radio City
- 30% of New clients on Radio platform advertised on Radio City
- Collection of Rs. 51.7 Crores during the quarter, of which collection from Government was Rs. 4.89 Crores
- Cash and Cash Equivalents of Rs. 273 Crores as on June 30th, 2022



Radio Industry

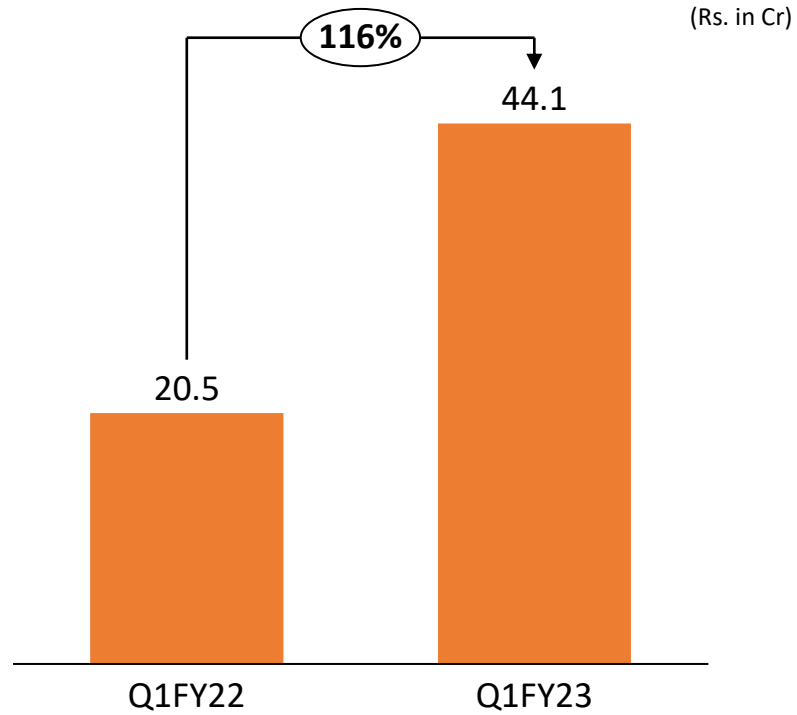
- 168% YoY growth in volumes for Q1FY23
- 2.24K clients are new in Q1FY23 out of 4.05K total clients advertised on Radio platform

Strong Recovery to continue

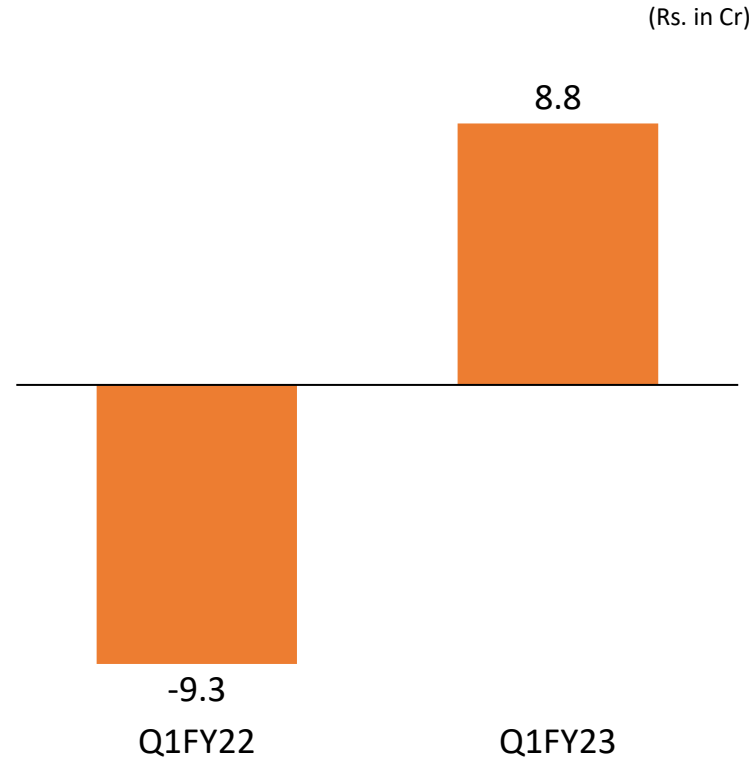
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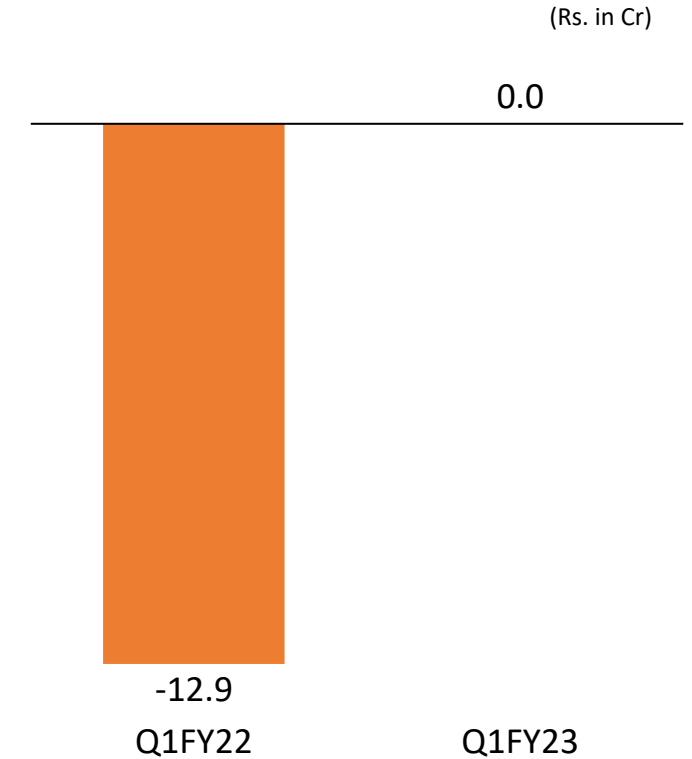
Quarterly



Revenue



EBITDA



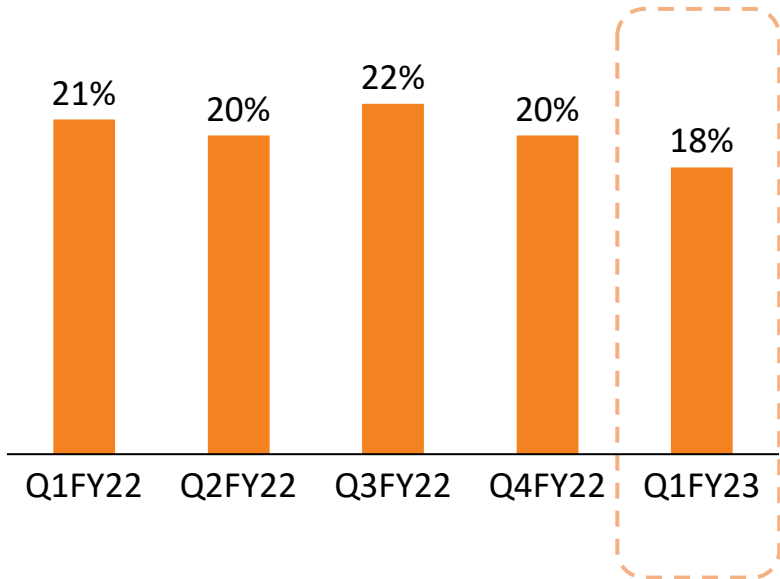
PAT

Maintained Leadership Market Share

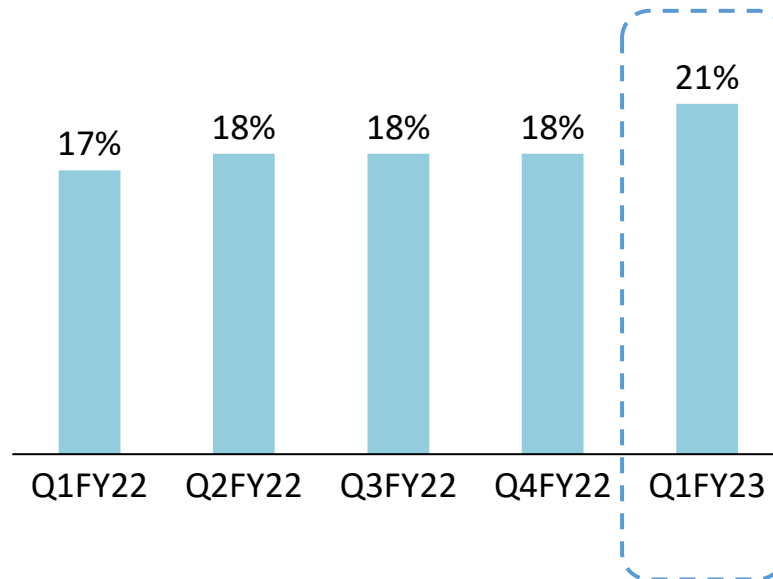
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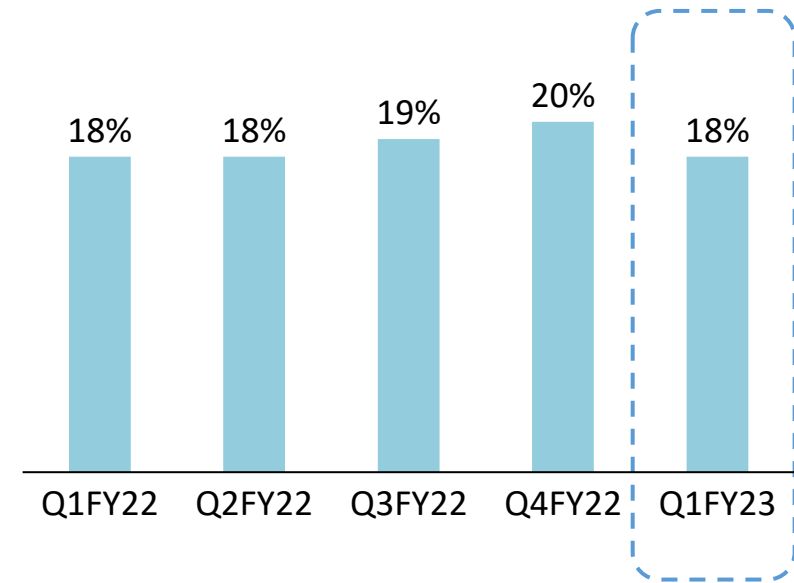
Radio City



Peer 1



Peer 2



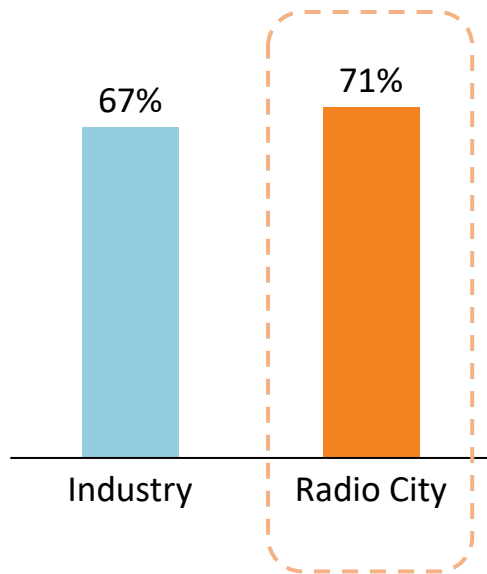
Dip in Volume Shares from 21% to 18% is primarily due to increase in rates resulting in reduction in low ER Volumes

Consistent Volume Growth Trajectory

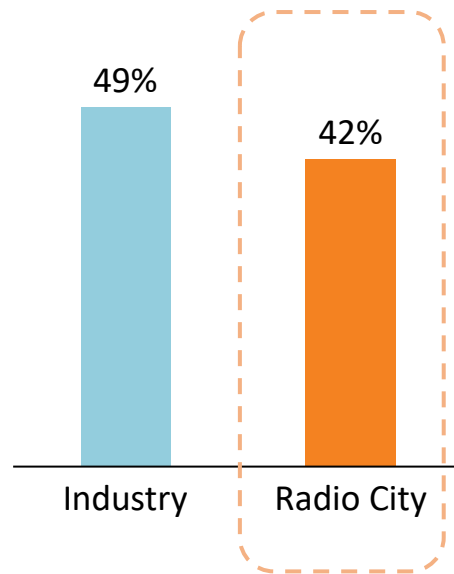
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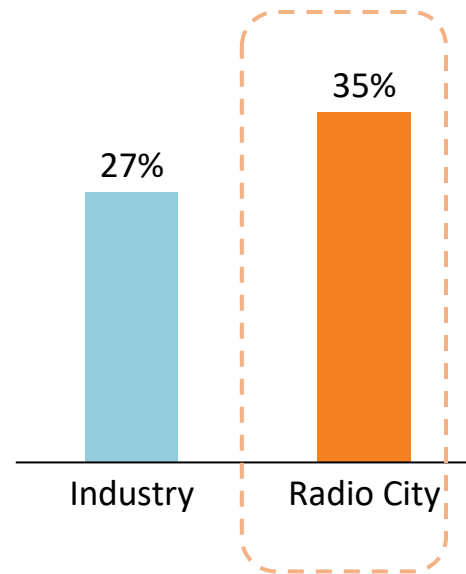
**Q1 FY22 Radio Industry
Performance YoY**



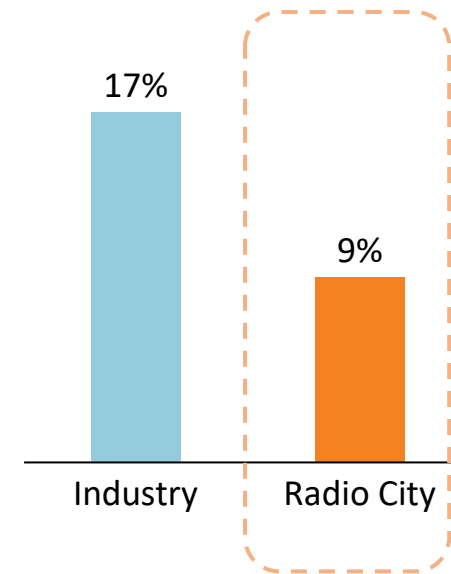
**Q2 FY22 Radio Industry
Performance YoY**



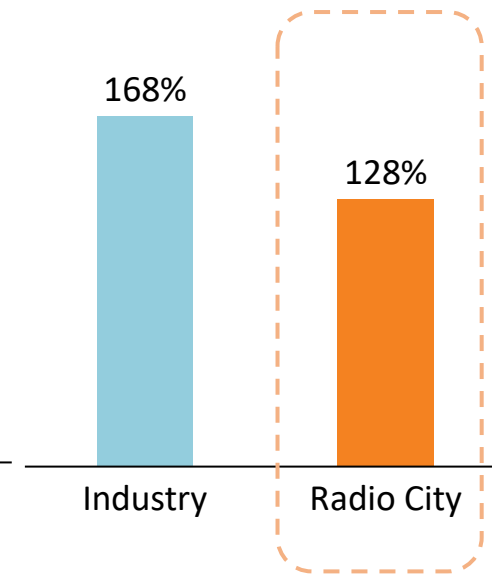
**Q3 FY22 Radio Industry
Performance YoY**



**Q4 FY22 Radio Industry
Performance YoY**

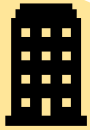


**Q1 FY23 Radio Industry
Performance YoY**



Initiatives Driving Ad-Volumes

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Bole Toh Property



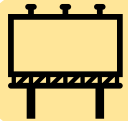
Special Days & Schemes



Govt. Proactive pitches



RC Bazaar



FCT Proactive pitches

Initiatives



Long Term Deals



Local Initiatives



Digital First Integrations



Big Ticket Content Integrations



Satellite Revenue

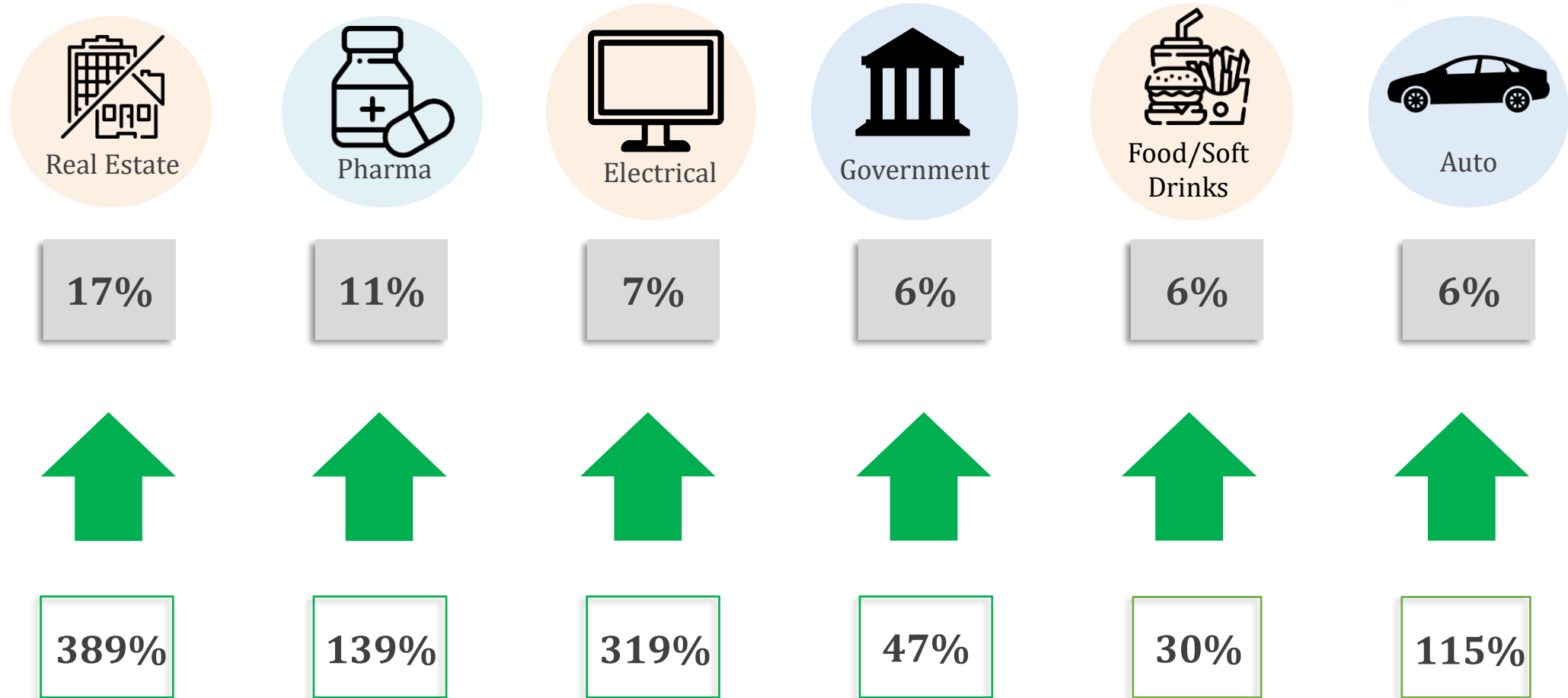
- **14.8 Cr.** Revenue Garnered from Created Business - Properties, Proactive pitches, Digital, Satellite & Special days
- Q1FY23 Digital revenue has grown by 169% over Q1FY22
- 2nd Highest client count share in the Industry with 38% in Q1FY23

Radio Industry – Q1FY23 Category Trend

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Categories





Radio City Programming & Digital Performance & Initiatives

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High Focus on Digital Integrations

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Digital Highlights

Digital reach of **245 Mn** through social media apps like Youtube, Facebook, Twitter, Instagram and Web Radio



Rank #1
4.1 Mn



Rank #2
3.25 Lakhs



Rank #3
3.6 Lakhs



Rank #3
1.3 Mn



Super 4 (IPL Integration)

Business Value- 14 Lacs

2 brand videos created for Super 4 App which had Radio City's RJs promoting the brand in a way that would convince followers to download the app & start playing fantasy league.



True Value

Business Value- 10 Lacs

We have done a RJ interactive video in which our RJs help a listener to buy a pre-owned car from True Value showroom. We have received 450K+ reach on the same vide



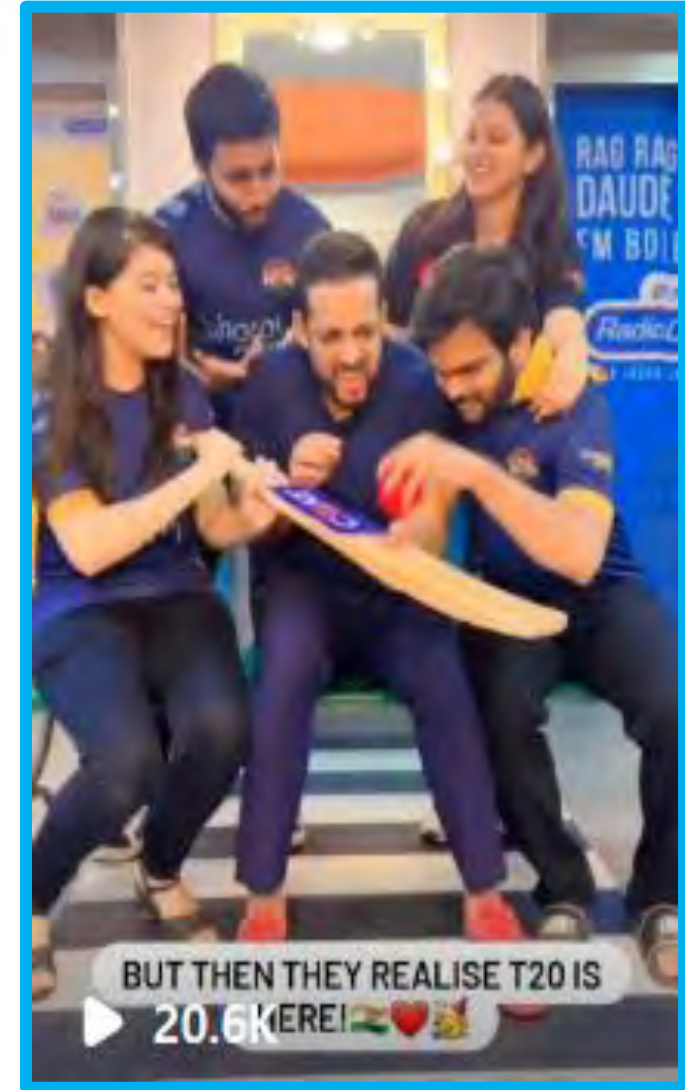
MI RJ integrated Reels

Business value: 4.6 Lacs

A series of videos in 7 different locations wherein RJ visited the store, talked about the product and inform the audience about the offers.

Digital Collaboration with Content Creators

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Integration with social media influences, creating fun content and collaborative postings on each others handles, getting us reach out to their followers.

We have hosted influencers from various categories like food Dr.Sidhant, Entertainment – Aditi Rajput, Bollywood – Mika Singh and many more – **Total Outreach 10M plus**

Programming & Marketing Initiatives

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Partnership with Live Concert

Total outreach: 5000+

Sunil Grover live where **RJ Ginnie**, on stage

Partnered with **Papon LIVE concert**, where **RJ Salil** had a good engagement with the crowd and at **Harshdeep Kaur's Live concert** we had **RJ Archana's** interaction with crowd.



Delhi India Petrol League Promotion

Total outreach: 12Lac

Digital OOH for Petrol Campaign To amplify our ongoing campaign "Indian Petrol League", we have activated LED OOH campaign at various places in Delhi with high footfall

GAANO KI KNOWLEDGE KO DIJIYE
EK SHOT, KYUNKI RADIO CITY
PHIR SE LEKAR AAYA HAI



PARTICIPATE IN ON-AIR AND SOCIAL
MEDIA CONTEST TO WIN DAILY PRIZES.

DM us on
@RadioCityIndia



Gaano Ka Jackpot – UP

Total winner – 30 winner per market.

Gaano Ka Jackpot: It's listener engagement activity. There were arranged the contest around music & gratify to winner by many gratification.



Gaddha Pahalwan On Ground

To own the city centric issues such as potholes. **Its' satire on poor infrastructure management by local authorities.** It engage and involves listeners on air as well as on ground

RCSS - Suron Ke Sartaj – Ahmedabad

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Activity: One of the biggest singing talent hunt of the country.

Objective: To check the feasibility of paid participation for Super Singer in Ahmedabad as a test market.

Touch Points

Music Institutes
Mall Activations
Colleges
School
Corporate Activation
Hangouts

**Total Intended
-4430**

Total Paid -585

Profit and Loss Statement

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Particulars (Rs. in Cr)	Q1FY23	Q1FY22	YoY	Q4FY22	QoQ	FY22	FY21	YoY
Revenue	44.1	20.5	116%	46.0	-4%	168.4	127.6	32%
Other Income	4.5	3.9		4.2		16.8	14.9	
Total Income	48.6	24.4		50.3		185.2	142.5	
Licenses Fees	4.8	4.6		4.8		19.1	18.6	
Employee Expenses	14.7	12.9		14.3		53.1	47.4	
Other Expenses	20.4	16.3		25.0		85.2	72.8	
EBITDA	8.8	-9.3	NA	6.1	43%	27.8	3.7	656%
EBITDA Margin	19.8%	-45.5%		13.3%		16.5%	2.9%	
Depreciation/Amortization	8.2	8.2		8.2		32.7	33.2	
EBIT	0.5	-17.5	NA	-2.0	NA	-4.9	-29.6	NA
EBIT Margin	1.2%	-85.5%		-4.4%		-2.9%	-23.2%	
Finance costs	0.5	0.7		0.6		2.6	3.2	
PBT	0.0	-18.2	NA	-2.7	NA	-7.6	-32.8	NA
Tax	0.0	-5.3		-0.6		-1.9	-8.6	
PAT	0.0	-12.9	NA	-2.1	NA	-5.7	-24.2	NA
PAT Margin	0.0%	-63.2%		-4.5%		-3.4%	-19.0%	
Other Comprehensive Income	0.0	-0.1		-0.3		-0.5	2.2	
Total Comprehensive Income	0.0	-13.1	NA	-2.4	NA	-6.2	-22.0	NA

Contact Us

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