

**Date: 10<sup>th</sup> June, 2024**

The Manager,  
Listing Department,  
National Stock Exchange of India Limited  
Exchange Plaza, C-1,  
Block G, Bandra – Kurla Complex,  
Bandra (East), Mumbai – 400 051

The General Manager  
Listing Department  
BSE Limited  
Phiroze Jeejeebhoy Towers,  
Dalal Street,  
Mumbai – 400 001

**Symbol: SAREGAMA**

**Scrip Code: 532163**

**Subject: Corporate Presentation**

Dear Sir/ Madam,

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 ('SEBI Listing Regulations') as amended from time to time, please find enclosed the Corporate Presentation for June, 2024.

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

You are requested to kindly take the abovementioned on record.

Yours Faithfully,  
For **SAREGAMA INDIA LIMITED**

**Priyanka Motwani**  
**Company Secretary and Compliance Officer**  
**Encl: As above**



INDIA'S LARGEST IP COMPANY  
MUSIC, ARTIST-MANAGEMENT, VIDEOS, EVENTS.

# India's Leading and only Entertainment Company with Diversified Business



First recording of an Indian song by Gauhar Jaan.

RPG Group acquired the company

TV Serial production started

Carvaan launched

Started investing in non-film music

Acquired digital entertainment Company

1902 1946 1986 2000 2001 2016 2017 2017 2020 2022 2023

Company incorporated as The Gramophone Company (India) Pvt. Ltd.

Products started retailing under 'Saregama'

Started investing in new Film Music again

Film Production House Launched

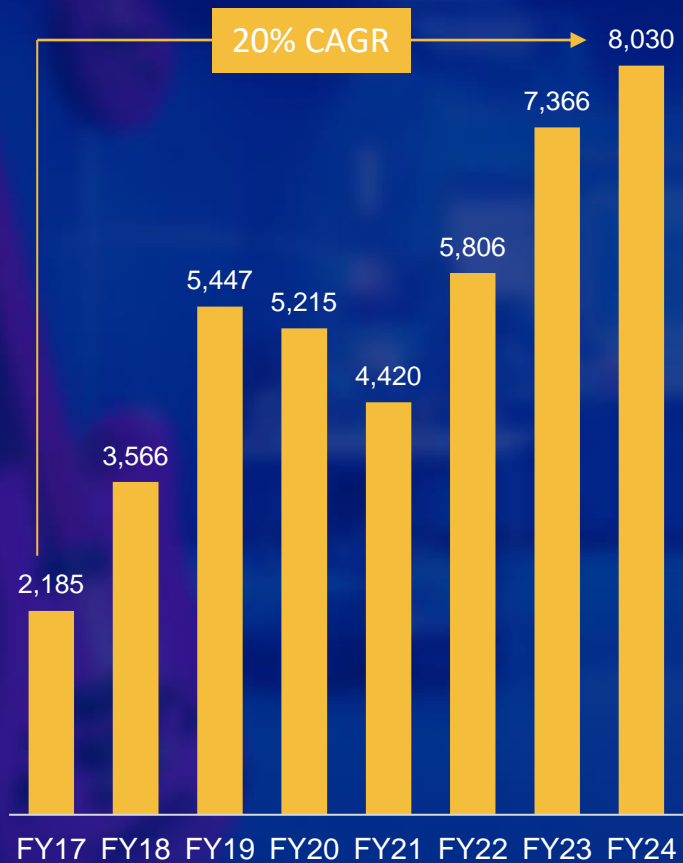
Launched Live Events business



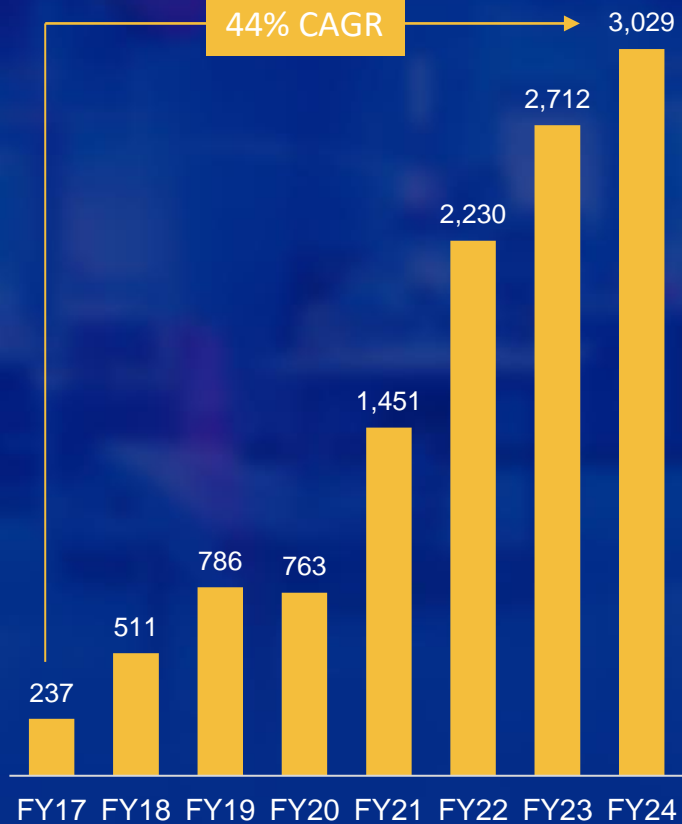
# SAREGAMA

## KEY FINANCIAL METRICS

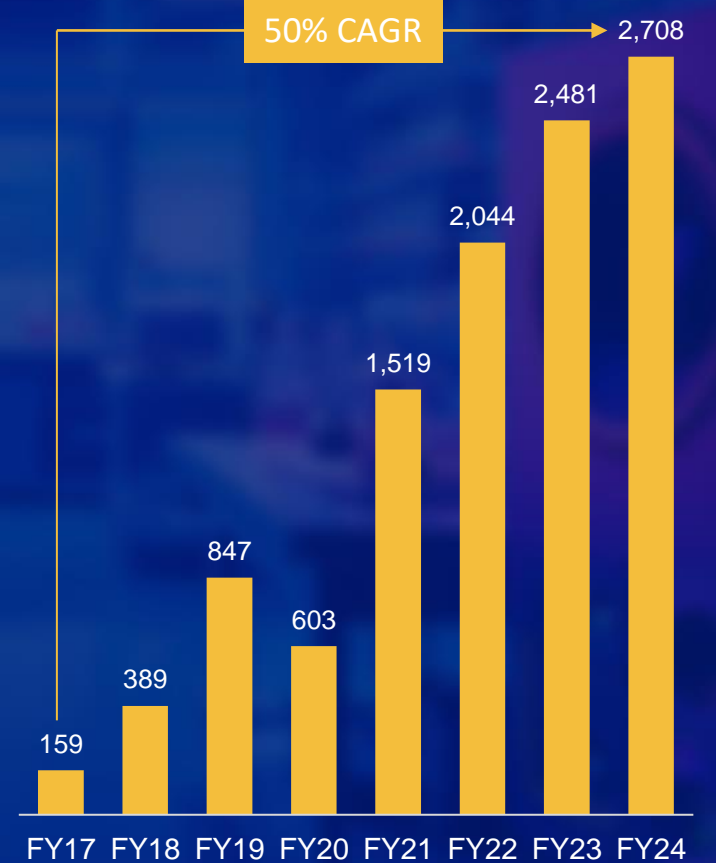
### Revenue From Operations (INR Mn)



### Adjusted EBITDA (INR Mn)



### PBT (INR Mn)

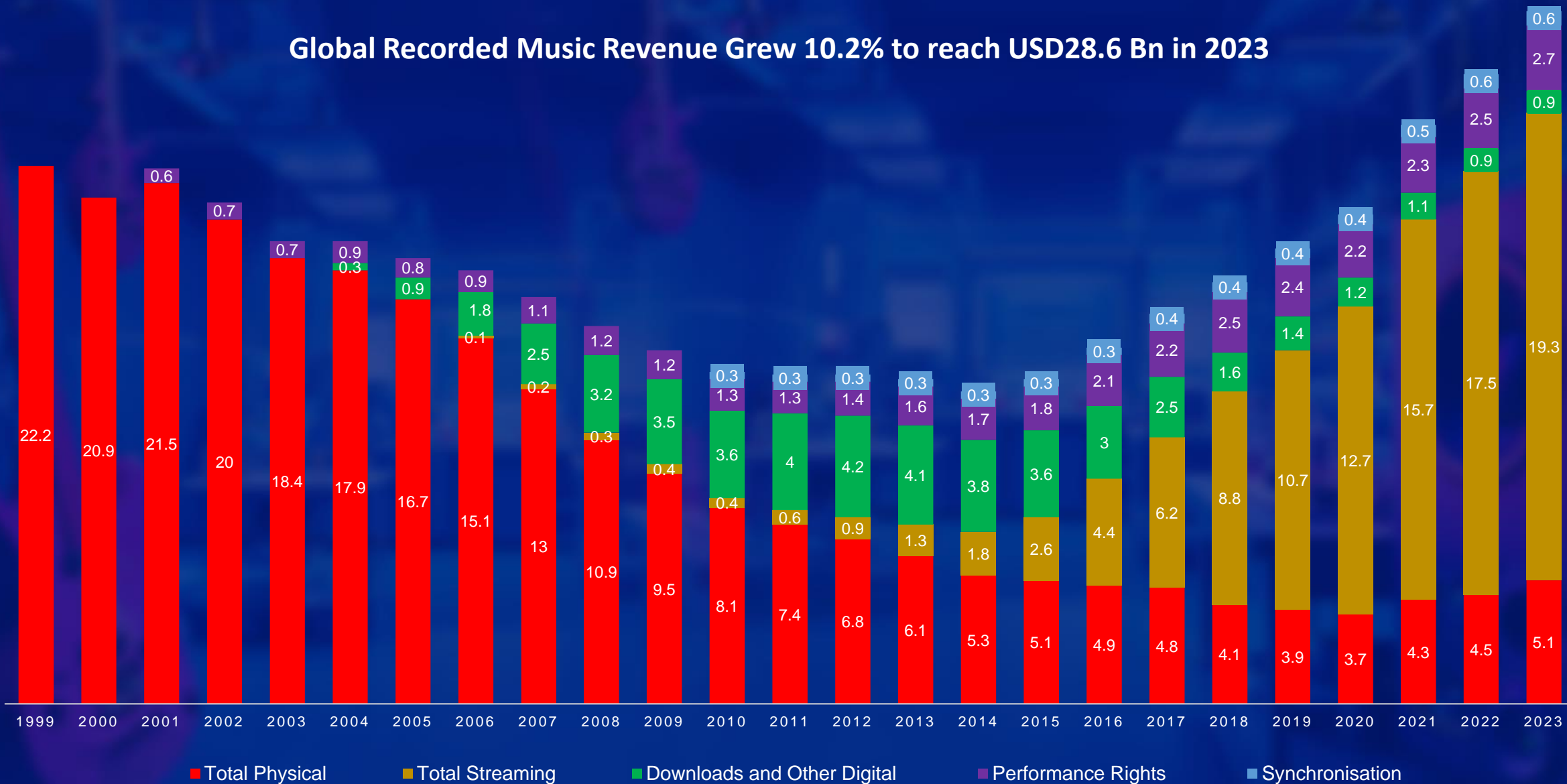


FY23 numbers are re-stated post impact of demerger

# INDUSTRY OVERVIEW

# The Growth of Global Music Industry Continues

Global Recorded Music Revenue Grew 10.2% to reach USD28.6 Bn in 2023



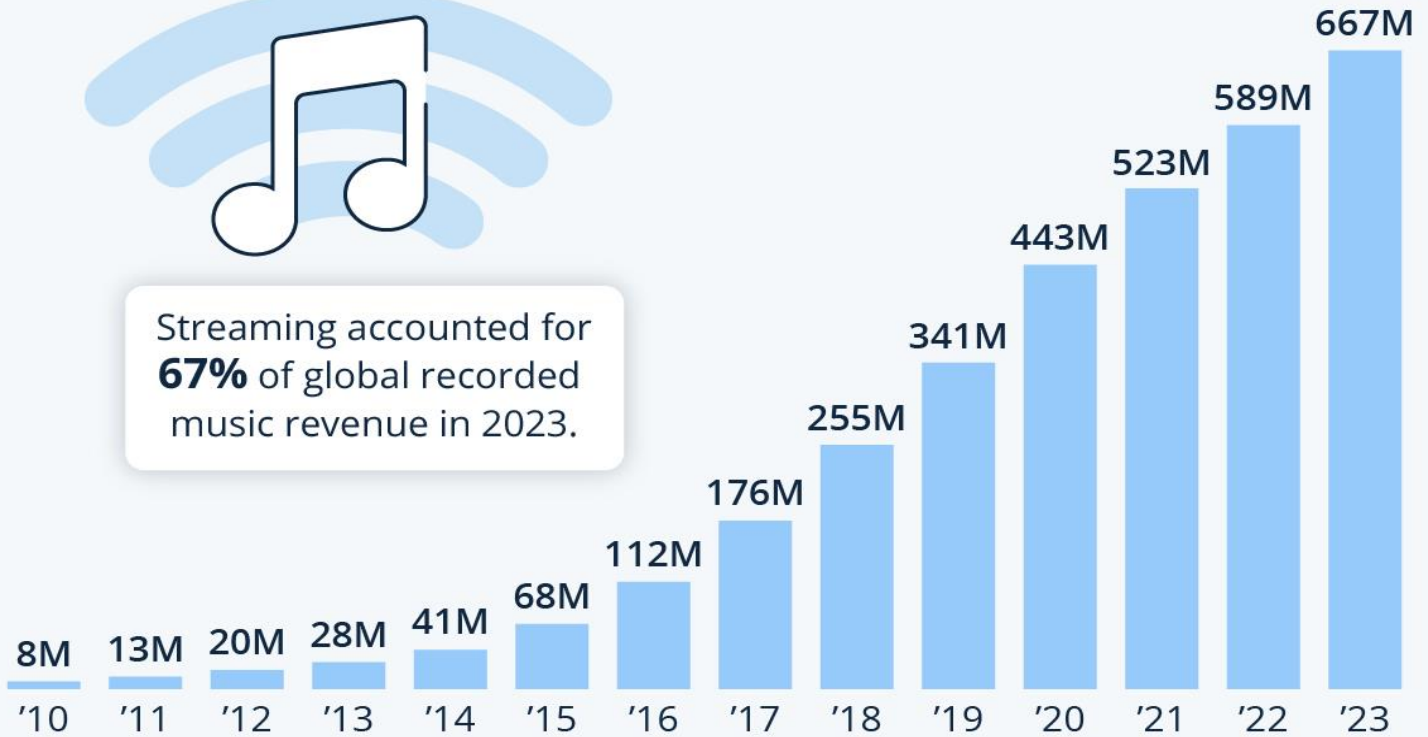
## Subscription Business is Growing Globally

# Streaming's Rapid Rise to Mass Adoption

Worldwide users of paid music streaming subscriptions at the end of the respective year



Streaming accounted for **67%** of global recorded music revenue in 2023.



Source: IFPI



# Indian Media & Entertainment Sector is expected to grow at 10% pa on the back of Digitisation

## Saregama has a play in multiple verticals of the Sector



### MUSIC

INDUSTRY SIZE (2023): INR 24,000Mn  
NEXT 3 YEAR GROWTH: 14.7%

#### DRIVERS

- Easy Access: 750M smart phones
- Cheap Data
- Fall in Piracy
- Streaming turning Pay
- Growth in Digital Advertising
- Short-format apps inviting Advertising



### VIDEO

FILM INDUSTRY SIZE (2023): INR 197,000Mn  
NEXT 3 YEAR GROWTH : 6.5%

#### DRIVERS

- 750M smart phones
- 22M connected TVs expected to grow to 40M by 2025
- 45M SVOD subscribers
- 450M+ YouTube users



### LIVE EVENTS

INDUSTRY SIZE (2023): INR 88,000 Mn  
NEXT 3 YEAR GROWTH : 17.6%

#### DRIVERS

- Rising Disposable Income
- Lack of Entertainment options
- Improvement in Infrastructure



### ARTIST / INFLUENCER MANAGEMENT

INDUSTRY SIZE (2023) : INR 18,750 Mn  
NEXT 3 YEAR GROWTH : 15.8%

#### DRIVERS

- Due to shift in consumer behavior, there is an upward inclination on advertisements by relatable individuals rather than traditional celebrities
- Brands focus on driving awareness and engagement through influencers

Source: State of Influencer Marketing India EY Report 2023

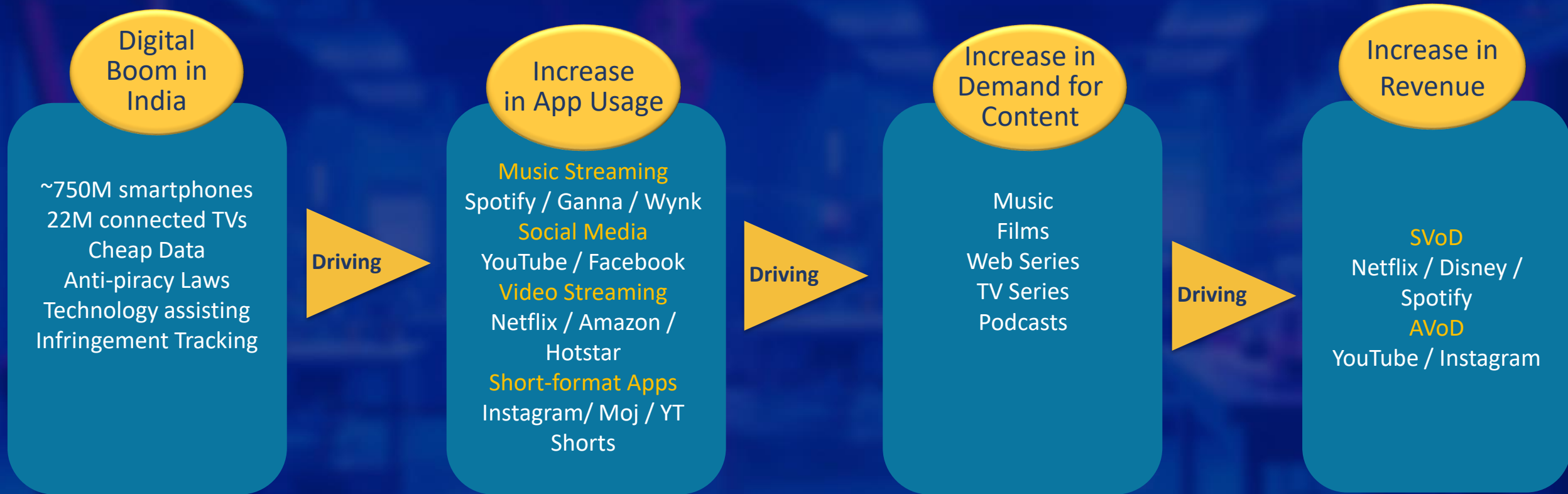
Source: FICCI-EY Report March 2024

**Biggest driver is Digital Advertising. Grew by 15% last year to INR 576B.  
This is primarily due to explosion in consumption of content on digital platforms**



# Strategic Overview

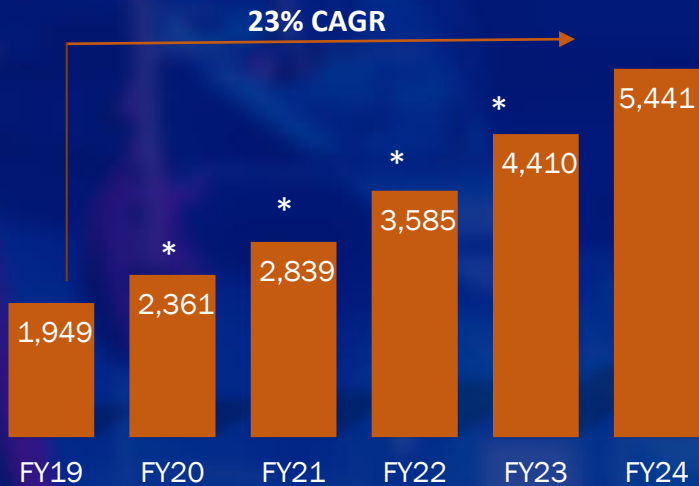
## Digitisation Driving Growth



150k+ Songs | 70+ Movies & Web Series | 6k+ hrs of TV Series | Advantage Saregama

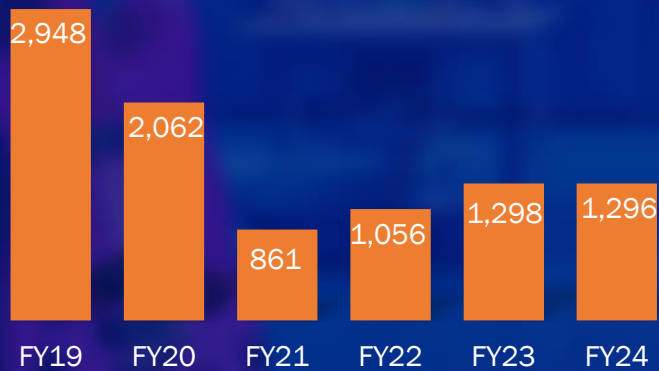
# COMPANY OVERVIEW

# SEGMENTAL GROWTH

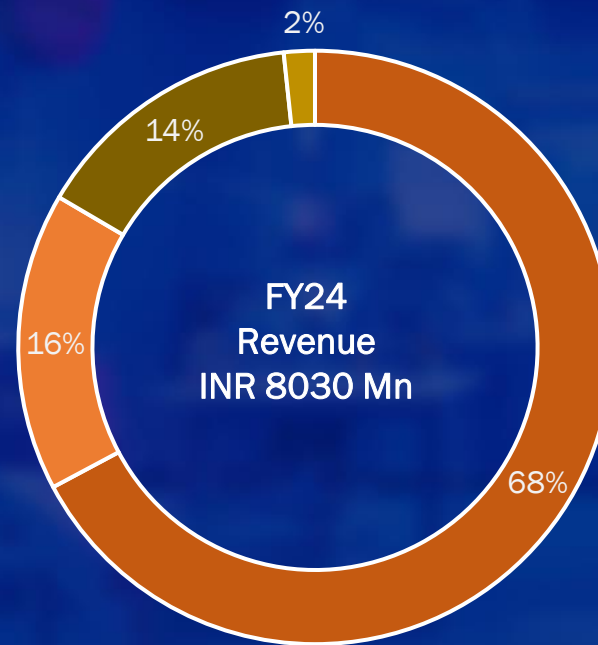


\* One time income of INR 84Mn in FY23, INR 97Mn in FY22, INR 155Mn in FY21 and INR 21Mn in FY20 are excluded

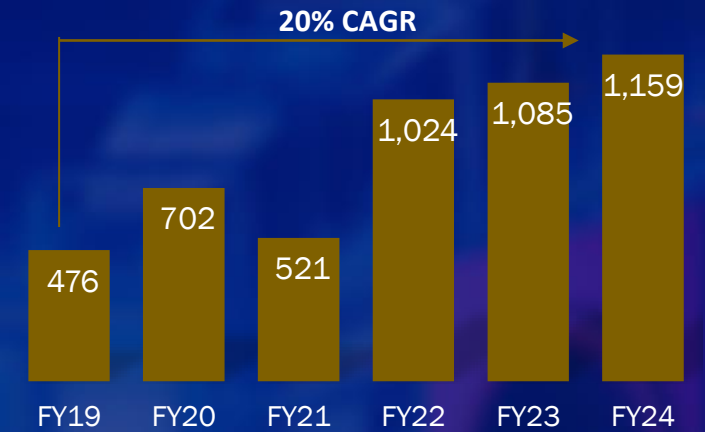
## A. Music - Licensing + Artist Management



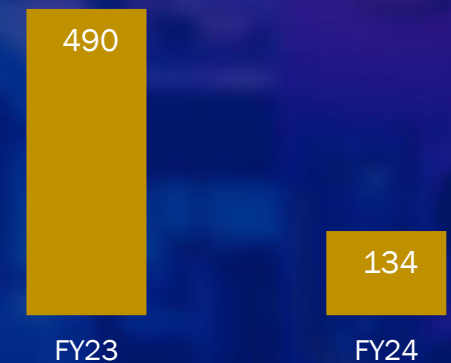
## B. Music - Retail



FY24 Revenue  
INR 8030 Mn



## C. Video – Films, TV and Digital Content



## D. Events

FY23 numbers are re-stated post impact of demerger

# 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.
- ▶ Through artist management, wherein artists are made popular through our content IP release. And then we monetize these artists by booking them for live events, weddings, and brand endorsements.

## Building of New IP



- ▶ Cementing leadership position with New film and non-film music acquisition across Hindi, Tamil, Telugu, Bhojpuri, Gujarati, Punjabi, Malayalam, Kannada, Bengali and other regional languages.
- ▶ Producing Theatrical Films in only Regional languages and Web Series in all languages. Revenue secured through pre-licensing to digital platforms. Scale allowing lower cost of production
- ▶ Building Live Music based Events IP, preferably around Saregama owned music

## Path To Leadership Position In Music Segment

Disproportionate Share of New Content across Hindi & Regional Languages



Acquisition of Small & Mid size Music Catalogues using Cash Reserves



Better Monetisation Capability on the back of Catalogue + New Content strength

Investments in Data Analytics & AI Marketing Muscle



Deeper artiste relationships through play in Artiste Management & Live Events



Use Power of Pocket Aces for wider and faster sampling of our Content

**India's Largest and Most Popular Music Catalogue**

# OUR GROWTH STRATEGY IN VIDEO SEGMENT

1min – 22mins – 45mins – 120mins

Pick Films and Cast primarily basis recoveries from Digital and TV licensing



Pick Series basis pre-licensing approval from a VoD /TV platform



Build D2C destinations for Youth-targeted content

Generate Brand Sponsorship Revenue around short-format content



Retain IP for Portfolio building & future exploitation

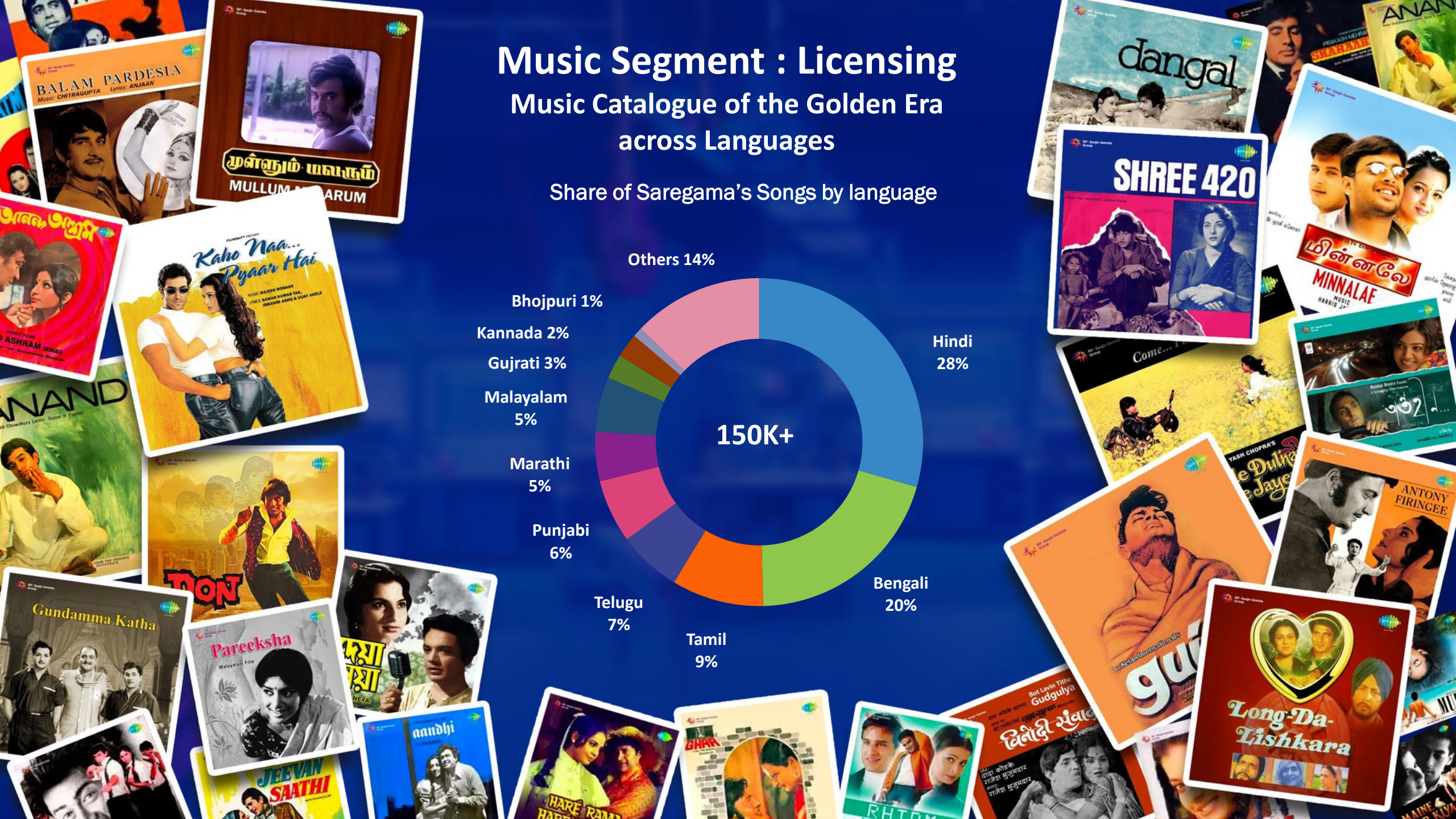
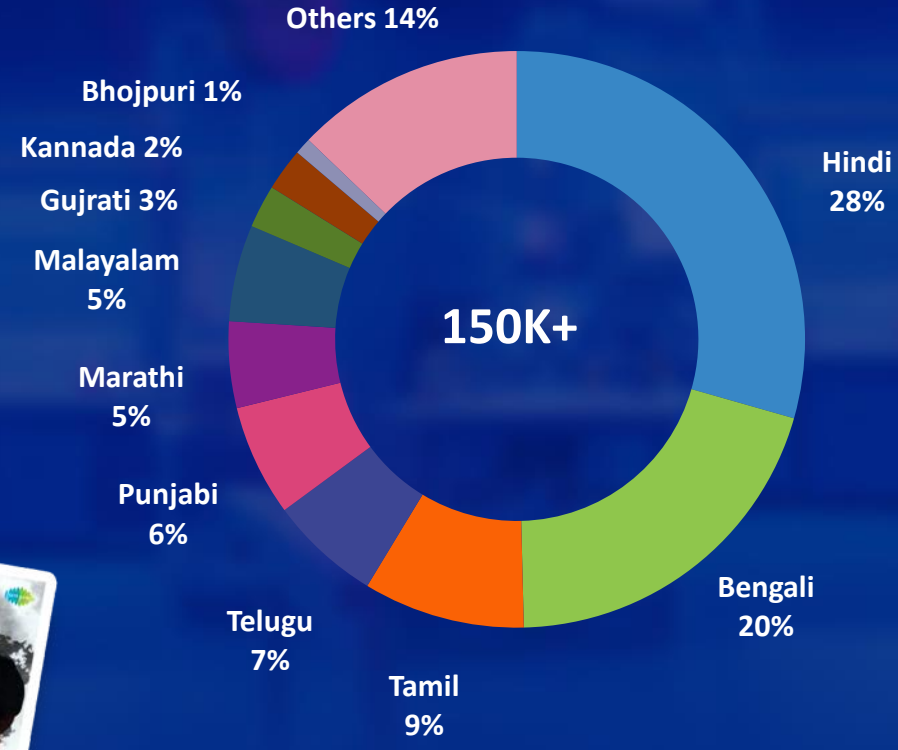
**Access to Music Catalogue gives Unique Strength**

# MUSIC SEGMENT

LICENSING, RETAILING & ARTIST MANAGEMENT

# Music Segment : Licensing Music Catalogue of the Golden Era across Languages

Share of Saregama's Songs by language





# Music Segment : Licensing

## Revenue from Catalogue Music continues to grow

3-pronged strategy to maximize Catalogue Revenue

Releasing Derivatives relevant to younger generation

- LoFi
- Trap Mix
- Acoustic
- Dance videos

Encouraging User Generated Cover versions

- Share Royalty with the Creator
- Competitions

Occasion based promotion of the Original song

- Instagram
- YT Shorts
- Streaming Platforms
- Use our influencers

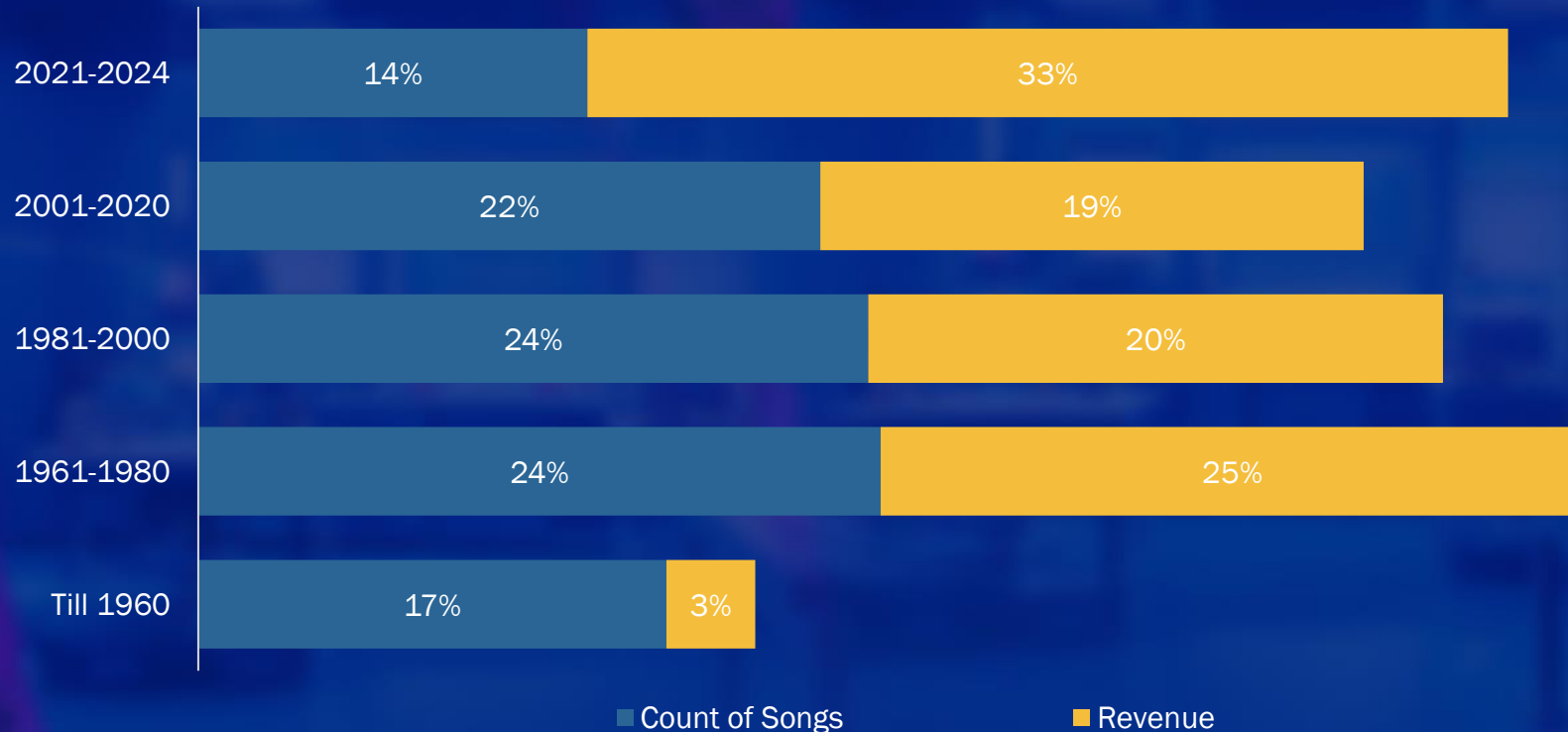
New Song (derivative of a Catalogue song) gets a fresh Copyright Life

# Music Segment : Licensing

## Saregama, the music label is Changing

Share of Licensing Revenue from 21<sup>st</sup> century songs growing (52% in FY24 Vs 48% in FY23)

FY23 150k+ songs generated Licensing Revenue INR 5,441 Mn \*  
Era wise Breakup



**36% of Saregama's songs were released post 2000, and they contributed to 52% of FY24 revenue**

Derivatives of catalogue songs are classified basis derivative song release date

# Music Segment : Licensing Chartbuster Songs of 2023

## Hindi

Songs Released

Industry  
1600+

Saregama  
195+

26

songs of Saregama  
entered  
Spotify Mumbai  
local pulse chart

Count of weeks on Spotify Mumbai Local Pulse weekly charts

--- Songs ---	--- Weeks on chart ---
Phir Aur Kya Chahiye (From "Zara...")	24
Ve Kamleya - Asees Version	23
Kon Disa Mein	18
Tu Mile Dil Khile	15
4.10	14
Tere Vaaste (From "Zara Hatke...")	14
Tum Kya Mile (From "Rocky Aur...")	12
Baby Tujhe Paap Lagega (From...)	10
Hasta Hua Noorani Chehra - ...	9
Kya Hua Tera Wada	8
Pari Hoon Main (From "Thank You...")	6
Bolo Na - Film Version	6
Hai Tu (From "I Love You")	6
What Jhumka ? (From "Rocky Aur...")	5
Desi Wine (From "Thank You For...")	4

## Bhojpuri

Songs Released

Industry  
1900+

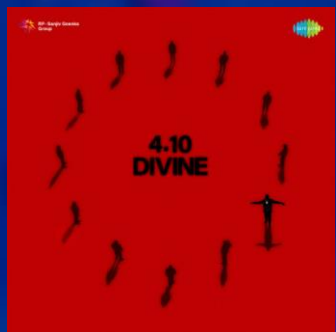
Saregama  
170+

53

songs of Saregama  
entered  
Spotify Patna local  
pulse chart

Count of weeks on Spotify Patna Local Pulse weekly charts

--- Songs ---	--- Weeks on chart ---
Gaddari Karbe	35
Nachaniya	20
Gali Mein Maal Ail Ba	13
Paisa Bhar Ke Le Jaogi	13
Charcha Hamar Ba Gali Gali	13
Jab Dole Hamar Patari Kamar	12
Billo Rani	12
Naach Re Patarki 3.0	12
Murabba	11
Saat Samundar Paar - Bhojpuri	11
Sej Pa Chala	10
Pagli Dekhave Agarbatti	10
Pakka Bihari Hoyi	9
Bagalwali - Jhankar Beats	9
Note Bhale Honth Mein	8



# Music Segment : Licensing Chartbuster Songs of 2023

## Telugu

Songs Released

Industry  
700+

Saregama  
160+

77

songs of Saregama entered Spotify Hyderabad local pulse chart

Count of weeks on Spotify Hyderabad Local Pulse\_weekly charts

--- Songs ---

--- Weeks on chart ---

Nalo Nena Natho Nena	28
Oh Na Madhu	25
Mana Orilo Evadra Apedhi	25
Paravasame Paravasame...	24
Pyaar Lona Paagal	23
Dipiri Dipiri (From "Keedaa...")	21
Chamkeela Angeelesi	21
Ager Bomb	15
Ganagana Mogalira (From...)	12
O Dollar Pillagaa	11
Na Roja Nuvve	10
Bring It On (From "Keedaa...")	9
Atta Ettaga (From "Sagileti...")	9
Killer Killer (From "Captain...")	9
Kushi Title Song (From...)	8

## Malayalam

Songs Released

Industry  
281+

Saregama  
125+

53

songs of Saregama entered Spotify Kochi local pulse chart

Count of weeks on Spotify Kochi Local Pulse\_weekly charts

--- Songs ---

--- Weeks on chart ---

Alaye (From "Kasargold")	29
Romancham Title Track	26
Kiliye Kiliye - Chill HipHop Mix	25
Thanaro	24
Aradhya (From "Kushi")...	21
Aariraaro Raariraaro	19
Rakka Rakka (From "Bandra")	16
Kayampoovin Kannil (From...)	16
Neela Nilave (From "RDX")	15
Scene Mone (From "RDX")	11
Manasilum Pookkaalam	9
Venmathi Venmathiye - Lofi	6
Punnara Kattile Poovanatthil...	5
Koodey Nin Koodey	5
Halaballoo (From "RDX")	5



# Music Segment : Licensing Chartbuster Songs of 2023

## Tamil

Songs Released		<b>94</b> songs of Saregama entered Spotify Chennai local pulse chart
Industry	Saregama	
650+	200+	

Count of weeks on Spotify Chennai Local Pulse weekly charts

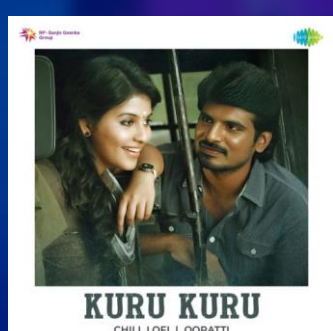
--- Songs ---	--- Weeks on chart ---
Kaatrodu Pattam Pola	50
Vannarapettayila (From...)	41
Paadatha Pattellam (From...)	40
Kuru Kuru - Chill Lofi	37
Thunder Kaaran (Promo Song)	26
Aradhya (From "Kushi")...	24
Veeran Thiruvizha (From...)	21
Inayae - Chill Trap	19
Nana Buluku	18
Babyma (From "Saba...)	17
En Rojaa Neeye	17
Kuttyma (From "JINN-The...)	12
Vizhi Edhiril Thaezum (From...)	12
Udhaya Udhaya - Chill Trap	12
Rhythm Of Rain (From...)	11

## Gujarati

Songs Released		<b>25</b> songs of Saregama entered Spotify Ahemdabad local pulse chart
Industry	Saregama	
500+	100+	

Count of weeks on Spotify Ahemdabad Local Pulse weekly charts

--- Songs ---	--- Weeks on chart ---
Dil Ne Manavi Lau	44
Kajal Na Dil Ma Rehjo	42
Aashiq Nasa Ma Nai To Kasa...	23
Bandhi Muthi Lakh Ni Kholi...	10
Varsho Juni Vaato	10
Bewafa No Award	4
Tame Thaya Cho Bijana	4
Mara Love Ni Gadi	3
Savariya	3
Jivashe Nahi Tamara Vagar	3
Bhulva Mangu Chu Tane	3
Vadale Lakhyu Taru Nom	3
Bija Jode Aavu Na Karti	2
Vahli Tare Jagdva Natu	2
Vayara Viyog Na Vaya	2



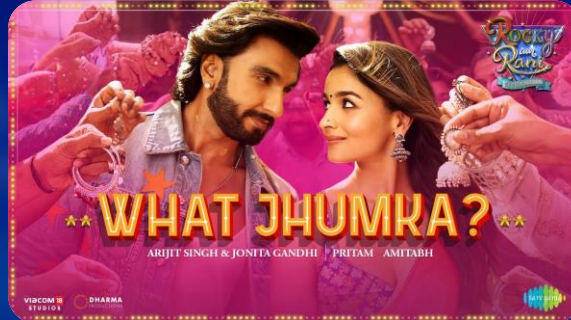
# MUSIC : CONTENT CREATION

## Chartbuster Songs of 2023

### YouTube : 100M views Club



470M+



290M+



240M+



240M+



240M+



190M+



130M+



110M+

Views from all versions of the song, including lyrical, uploaded on Saregama's official YouTube channel. Does not include UGC views

# Music Segment : Licensing

## Our New Music Partners



# Music Segment : Licensing

## Major Film Releases FY25: Hindi



Movie: Bad Newz  
Cast: Vicky Kaushal, Ammy Virk, Tripti Dimri  
No. of Songs: 7



Movie: Sky Force  
Cast: Akshay Kumar, Sara Ali Khan  
No. of Songs: 4



Movie: Stree 2  
Cast: Shradha Kapoor, Varun Dhawan  
No. of Songs: 4



Movie: Jigra  
Cast: Alia Bhatt  
No. of Songs: 6



Movie: Sarzameen  
Cast: Kajol, Ibrahim Ali Khan  
No. of Songs: 4



# Music Segment : Licensing

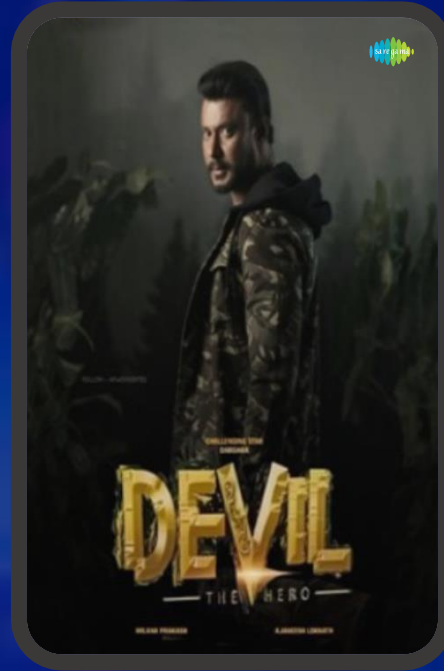
## Major Film Releases FY25: Kannada



Movie Name : Martin  
Telugu, Malayalam, Hindi  
Cast : Dhruva Sarja, Vaibhavi  
Shandilya  
Music : Mani Sharma  
No. of Songs : 4



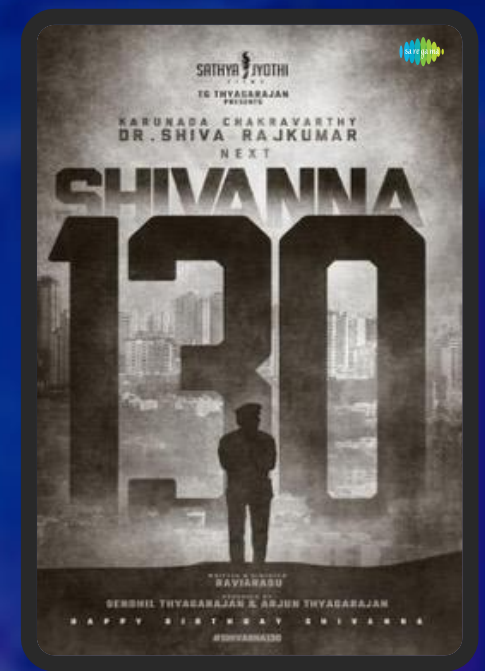
Movie Name : MAX  
Cast : Kiccha Sudeep, Simrat  
Kaur  
Music : Ajaneesh Loknath  
No. of Songs : 4



Movie Name : Devil  
Cast : Challenging Star Darshan  
Music : Ajaneesh Loknath  
No. of Songs : 5



Movie Name : Kichcha 47  
Cast : Kiccha Sudeep  
Music : TBD  
No. of Songs : 4



Movie Name : Shivanna 130  
Cast : Dr. Shiva Rajkumar  
Music : Charan Raj  
No. of Songs : 4

# Music Segment : Licensing

## Major Film Releases FY25: Tamil



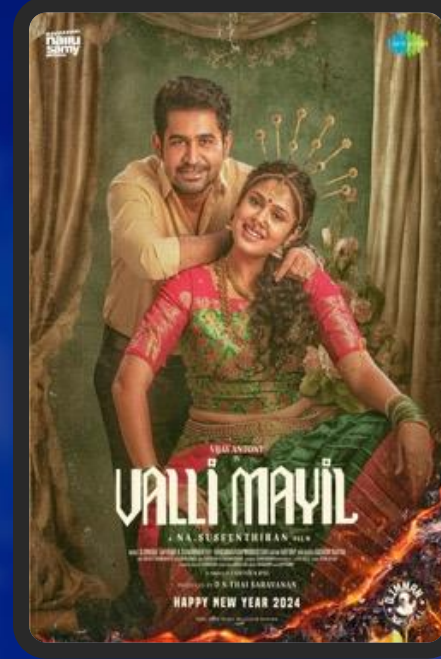
Movie Name : Kanguva  
Cast : Suriya, Disha Patani  
Music : Devi Sri Prasad  
No. of Songs : 5



Movie Name : Train  
Cast : Vijaysethupathi  
Music : Mysskin  
No. of Songs : 4



Movie Name : Kingston  
Cast : G.V. Prakash Kumar, Divya Bharathi  
Music : G.V. Prakash Kumar  
No. of Songs : 4



Movie Name : Valli Mayil  
Cast : Vijay Antony, Fariah Abdullah  
Music : D Imman  
No. of Songs : 4



Movie Name : Jalsa  
Cast : Prabhu Deva, Aiswarya Rajesh  
Music : Ashwin Vinayagamoorthy  
No. of Songs : 5

# Music Segment : Licensing

## Major Film Releases FY25: Telugu



Movie Name : Game Changer  
Cast : Ramcharan, Kiara Advani  
Music : Thaman S  
No. of Songs : 5



Movie Name : G.O.A.T  
Cast : Sudheer Anand, Divya Bharathi  
Music : Leon James  
No. of Songs : 5



Movie Name : Kalki 2898 AD  
Cast : Prabhas, Amitabh Bachchan, Kamal Haasan and Deepika Padukone  
Music : Santosh Narayanan  
No. of Songs : 7



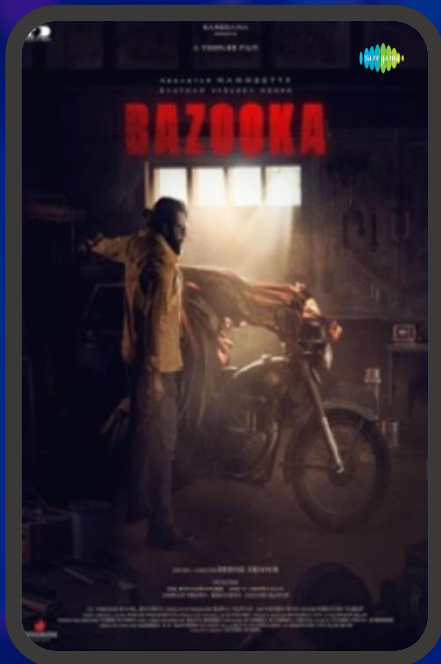
Movie Name : Krishnamma  
Cast : Sathya Dev, Aathira Raji  
Music : Kaala Bhairava  
No. of Songs : 5



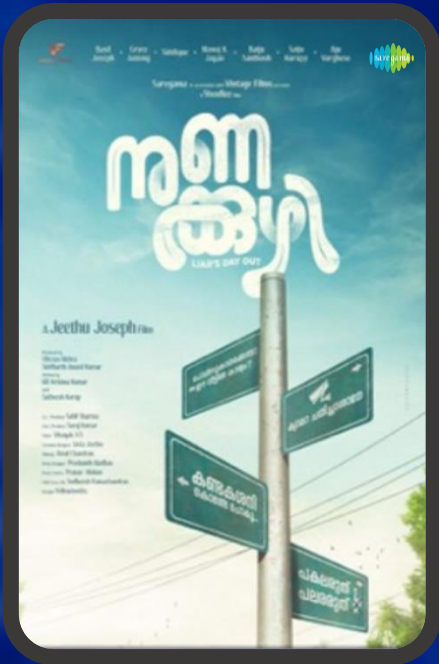
Movie Name : Dilruba  
Cast : Kiran Abbavaram  
Music : Sam CS Rukshar Dhillon  
No. of Songs : 5

# Music Segment : Licensing

## Major Film Releases FY25: Malayalam



Movie Name : Bazooka  
 Cast : Mammootty, Goutham Menon  
 Music : Midhun Mukundan  
 No. of Songs : 2



Movie Name : Nunakuzhi  
 Cast : Basil Joseph  
 Music : Vishnu Shyam  
 No. of Songs : 4



Movie Name : Pavi Caretaker  
 Cast : Dileep  
 Music : Mithun Mukundan  
 No. of Songs : 5

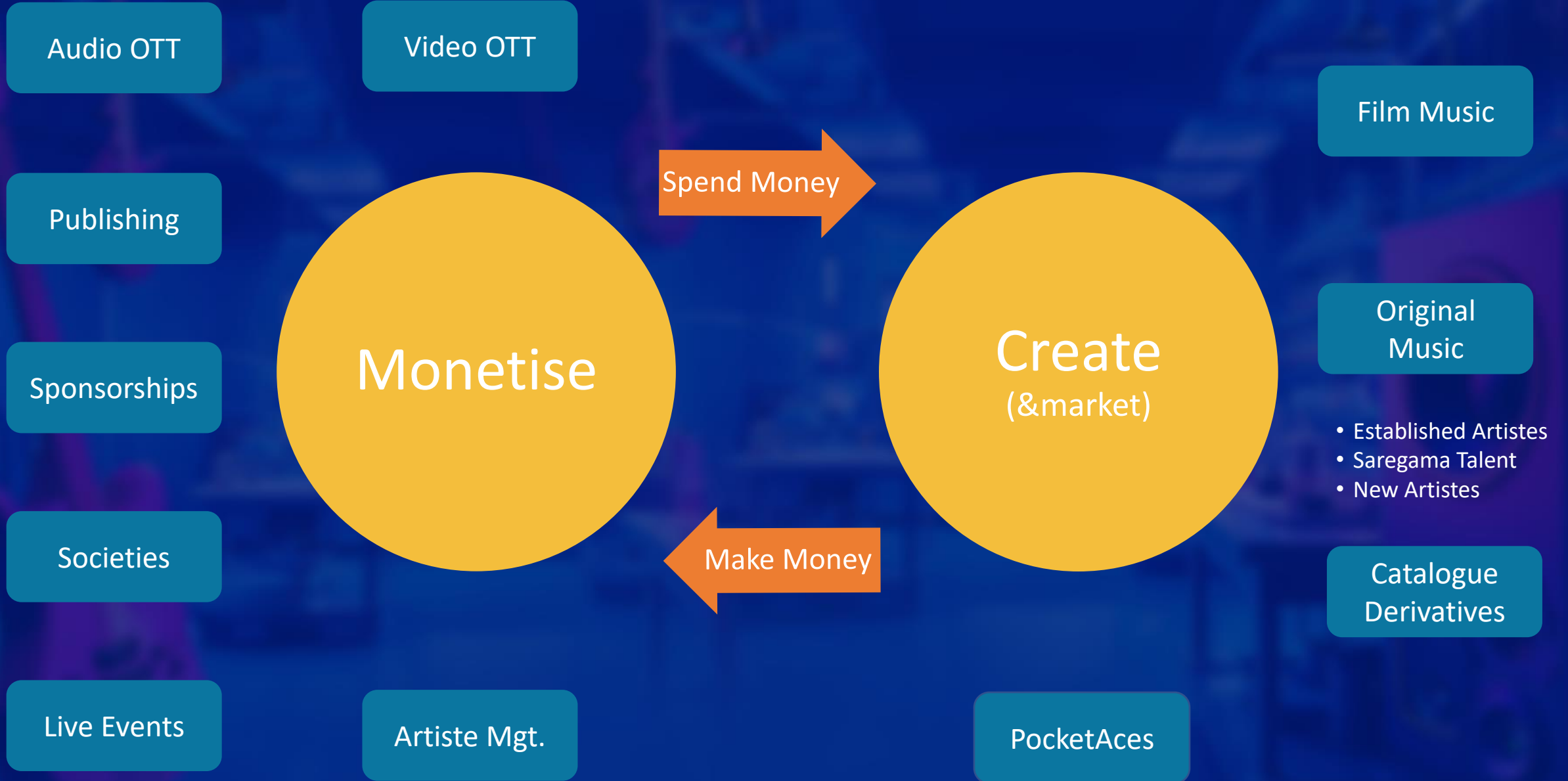


Movie Name : Nadanna Sambavam  
 Cast : Biju Menon, Suraj Venjaramood, Lijo Mol  
 Music : Ankit Menon  
 No. of Songs : 3



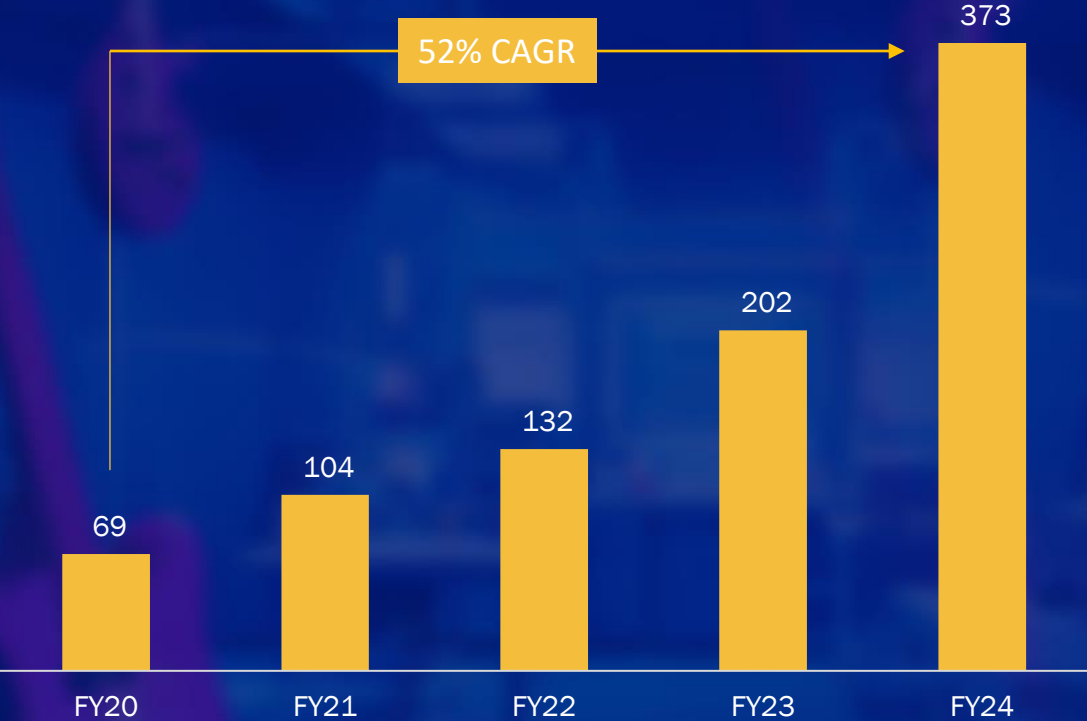
Movie Name : Guruvayoor Ambalanadayil  
 Cast : Prithiviraj Sukumaran  
 Music : Ankit Menon  
 No. of Songs : 4

# Making Money from Music Licensing

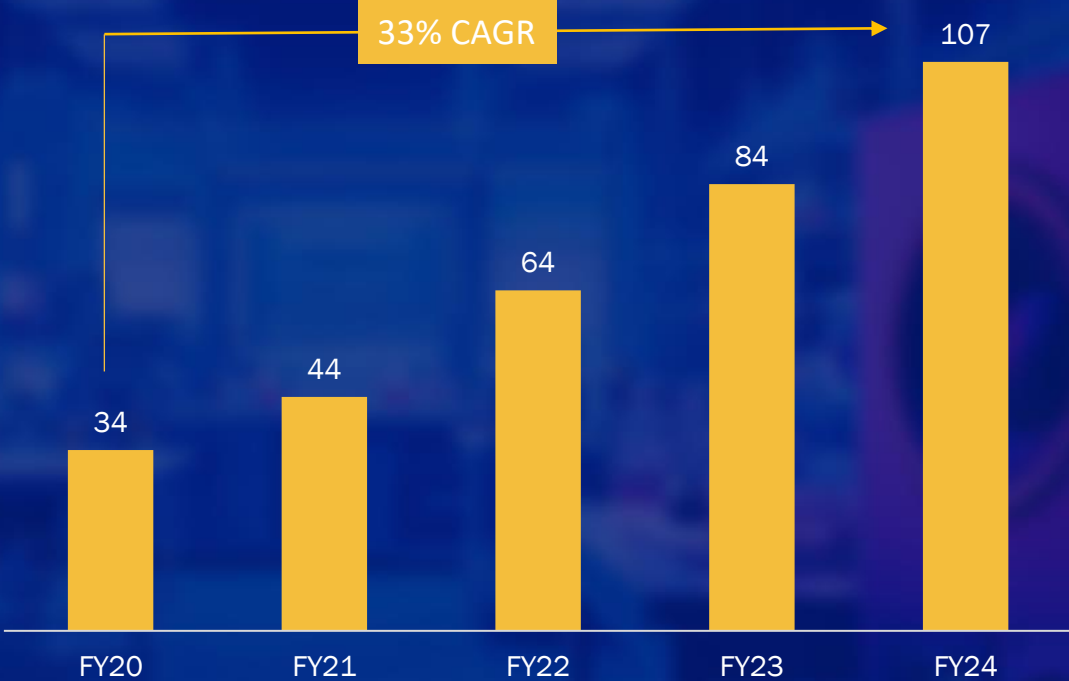


# Music Segment : Licensing

YouTube views in Bn p.a.



YouTube Subscribers in Mn



Includes all views related to Saregama IP across it's owned channels and user generated content on YouTube and YouTube Shorts

# Making Money from Music Licensing



## 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 >20% YoY growth for Saregama, and is expected to grow even faster with streaming platforms moving towards subscription economy
- The growth is driven by both increasing number of users (growth in smartphones) and higher usage (cheaper data) along with falling piracy
- **Saregama earns every time a customer listens to Saregama owned song on any OTT app**

Music Streaming Platforms (OTT)



## B. Social Media Platforms (incl. Video sharing Apps)

Saregama has **50 channels** on YouTube with a cumulative subscriber base of over **107 Mn** (i.e. **27% increase** from FY23 base of **84 Mn**)

**YouTube generates advertising revenues on 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 social media platforms, allowing their users to upload videos containing Saregama songs**

Social Media Platforms



# Making Money from Music Licensing



## C. Video streaming platforms

With the rising popularity of video streaming in India, platforms like Netflix, Disney+ Hotstar, Amazon, MX Player, Zee5, Alt 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**



## D. Broadcasting Platforms – TV Channels, Brands

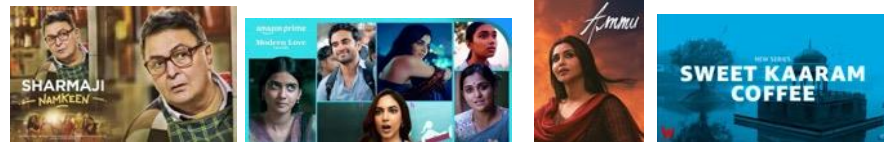
- Saregama Licenses its music to Television Channels for use in various TV serials, reality shows, promotions, etc., and also to Production houses for use in ads running on TV, Digital including Social Media and Radio.
- The Company has built a browser-based search functionality, using the song metadata, 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**

### Digital Films/Web series licensing Saregama Music

NETFLIX



prime video



Disney+ hotstar



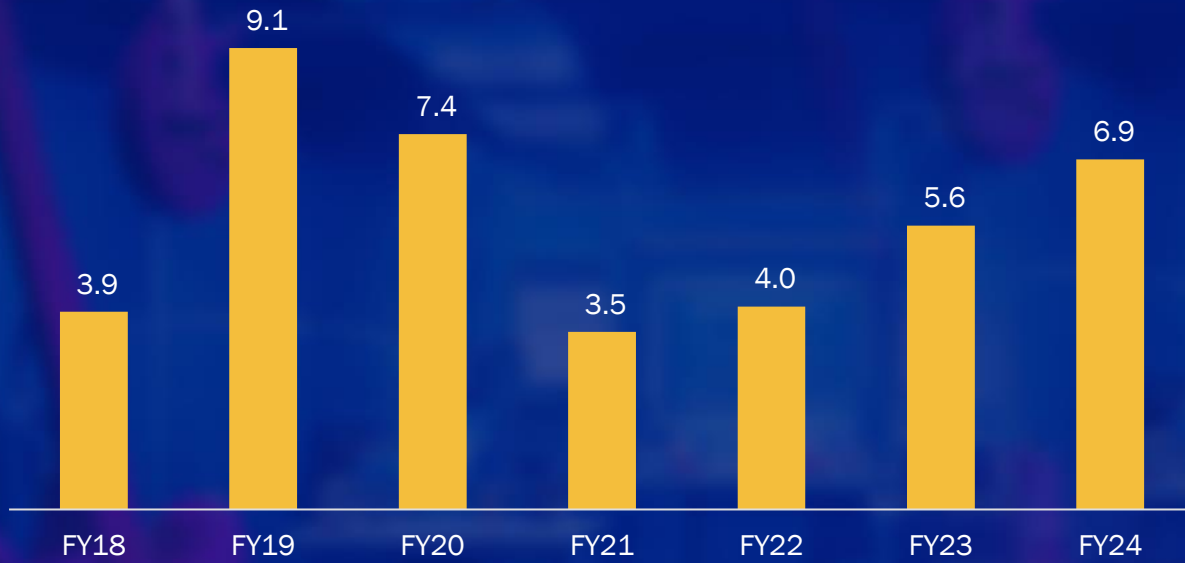
### TV Channels, Brand Advertising



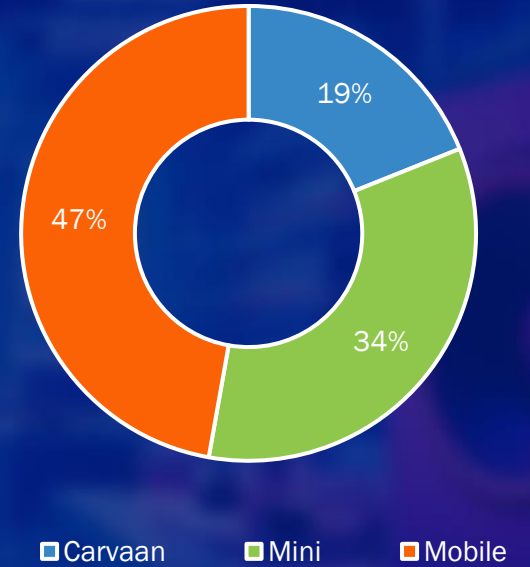


# Music Segment : Retailing

Carvaan volume (in lakhs)



Product wise Volumes FY24



# Music Segment : Artist Management



**Rj Karishma**

7.1M Followers



**Neel Salekar**

2.9M Followers



**Saurabh Ghadge**

2M Followers



**Sandeepa Dhar**

2.7M Followers



**RJ Princy**

1.3M Followers



**Pranav Chandran**

333K Followers



**Raghav**

81.6K Followers



**Ayush Mehra**

1.2M Followers



**Viraj Ghelani**

1.2M Followers



**Abhinav Yadav**

1.1M Followers



**Revathi Pillai**

1M Followers



**Nitibha Kaul**

1M Followers



**Gurdeep Mehndi**

48.3K Followers



**Avinash Gupta**

9K Followers

Music Segment : Artist  
Management



# SAREGAMA TALENT

LAUNCHING THE STARS OF TOMORROW

# Making Money from Artist Management



## A. Pocket Aces - Clout

Clout, which is Pocket Aces' talent management division, exclusively manages 125+ influencers having a follower base of over 80M

- Clout discovers talent early across the industry and then nurtures them to grow, through personal brand-building, content, and distribution strategy based on insights developed from owned channels and as per the latest ongoing trends.
- Clout works on building brand partnerships for influencers, and Casting opportunities across Pocket Aces' owned short/ long format video channels along with opportunities from other production houses.
- **For these opportunities, Clout charges a commission which remains fixed for the exclusivity term.**



## B. Saregama : Talent and Exclusive Artiste

In FY24 Company launched its newer vertical under Music Monetisation, Artiste Management.

**Talent :** The company discovers and grooms new and upcoming artistes, who are made popular through new IP releases and subsequently monetized by booking them for live events, weddings and brand endorsements. Saregama gets a share of all revenues generated by the artist for a negotiated period.

**Exclusive Artiste:** The company collaborates with known and established artistes on an exclusive basis for their live business monetisation. Company works on getting live events and shows for the artiste.

**Saregama earns every time a fixed share of income when artiste perform in live events, corporate shows etc.**



Music Segment : New Initiative



# SINGER KOI BURA NAHI HOTA BAS SEEKHNE KI DER HAI

LEARN TO SING IN SUR WITH PADHANISA



Learn to Sing



Masterclass with Experts



Vocal Techniques



Tailor-made Sessions



## PADHANISA

AI-Powered Personal Music Teacher



# VIDEO SEGMENT

FILMS & SERIES, TV AND DIGITAL CONTENT

# Video Segment : Films & Series

- Yoodlee Films is Saregama's production house focussed on creating content for theatrical releases and 3<sup>rd</sup> party digital platforms & TV
- Pocket Aces, through its studio Dice Media, creates premium web-series content for OTT platforms.
- **Company issues period-based licenses for its movies to these platforms for a fixed-fee**
- Focus on output deals to generate assured revenues up front but with the IP remaining with the Company
- **Symbiotic relationship with the Music business and talent management**



Anveshippin  
Tovino Thomas



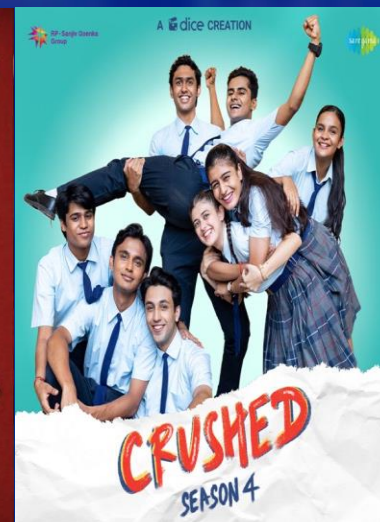
Warning 2  
Gippy Grewal



Malaikottai Valiban  
Mohanlal



Kasargold  
Asif Ali



Aadhya Anand & Arjun  
Deswal



Maanvi Gagroo &  
Karan Wahi

# Video Segment : Films & Series FY24 Releases



**Kasargold**  
(Malayalam)  
Release: Sep, 2023

**NETFLIX**



**Malaikottai Vaaliban**  
(Malayalam)  
Release: Jan, 2024



**Warning 2**  
(Punjabi)  
Release: Feb, 2024

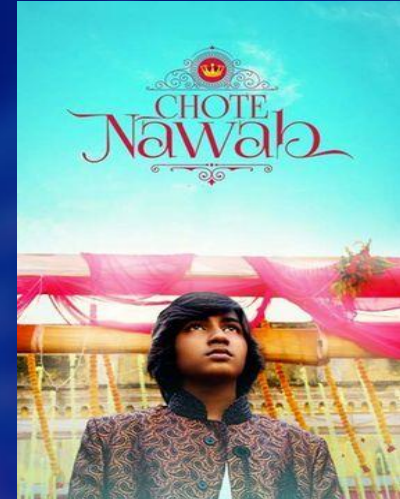


**Anweshippin Kandethum**  
(Malayalam)  
Release: Feb, 2024

**NETFLIX**



**Crushed Season 4**  
(Hindi)  
Release: Feb, 2024



**Chote Nawab (Hindi)**  
Release: Feb, 2024



# Video : Films & Series Upcoming Releases



**Shinda Shinda No Papa  
(Punjabi)**



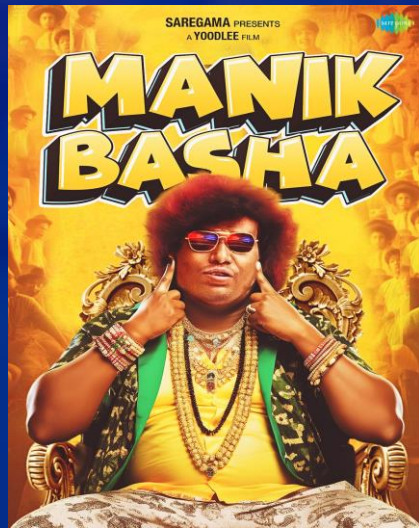
**Ni Main Sass Kuttni 2  
(Punjabi)**



**Bazooka (Malayalam)**



**Nunakuzhi (Malayalam)**



**Manik Basha (Tamil)**



**Agra (Hindi)**

## Video Segment : 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**
- 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 and Facebook.
- Company also make money from existing IP through language remakes, new platform licensing and syndication.
- **Our South TV YouTube channel garnered 3.8 Bn views in FY24**



Anbe Vaa – 1000+  
Episodes



Ilakkiya – 450+  
Episodes



Iniya – 420+  
Episodes



Tujhi Majhi Jamali Jodi – 110+  
Episodes

## Video Segment : D2C Channels

- Pocket Aces creates and publishes content through its owned distribution channels on YouTube, Facebook, Instagram, and Snapchat.
- **Pocket Aces primarily owns 5 channels FilterCopy, Nutshell, Dice Media, Gobble & Pocket Change, which boasts a total follower base of over 40M**
- Advertising Revenue is earned from brands that are part of the video content. We provide our creative solutions to brands within our produced content and ensure they receive maximum ROI on their marketing objective.
- Ad Share Revenue is earned from Social Media Platforms such as YouTube, Facebook, and Snapchat.
- Revenue earned from syndicating published content on 3<sup>rd</sup> party platforms.



# FINANCIALS

# Financial Summary

Particulars (INR Mn)	FY24	FY23*	Y-o-Y Growth	FY22
Revenue from Operations (A)	8,030	7,366	9%	5,806
Total Expenses (B)	5,001	4,654	7%	3,576
<b>Adjusted EBIDTA (C= A-B)</b>	<b>3,029</b>	<b>2,712</b>	<b>12%</b>	<b>2,230</b>
<i>Adjusted EBIDTA Margin (%)</i>	<b>38%</b>	37%		38%
Content Charge (D)	864	679	27%	463
Depreciation (F)	62	31	100%	27
Finance Cost (G)	32	57	(44)%	45
Other Income (H)	637	536	19%	349
<b>PBT (E-F-G+H)</b>	<b>2,708</b>	<b>2,481</b>	<b>9%</b>	<b>2,044</b>
Tax	732	630	16%	518
<b>PAT</b>	<b>1,976</b>	<b>1,851</b>	<b>7%</b>	<b>1,526</b>
<i>PAT Margin (%)</i>	<b>25%</b>	25%		26%
<b>Diluted EPS (Face value Re.1)</b>	<b>10.27</b>	<b>9.63</b>		<b>8.42</b>

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

- 1) Amount amortised 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
- 4) Content charge does not include royalty paid post-Minimum Guarantee amount recouped

\* Numbers are restated post impact of demerger

# Historical Consolidated Balance Sheet

Equity and Liabilities (INR Mn)	FY24	FY23*	FY22
<b>Shareholders Fund</b>			
(a) Equity Share Capital	193	193	193
(b) Other Equity	14,498	13,228	13,584
<b>Equity Attributable to Owners of the Company</b>	<b>14,691</b>	<b>13,421</b>	<b>13,777</b>
Non Controlling Interest	35	34	32
<b>Non Current Liabilities</b>			
(a) Financial Liabilities			
(i) Lease liabilities	23	1	7
(ii) Other financial liabilities	2,090	-	-
(b) Provisions	57	42	42
(c) Deferred tax liabilities (Net)	474	464	562
<b>Current Liabilities</b>			
(a) Financial Liabilities			
(i) Borrowing	17	-	-
(i) Lease Liabilities	15	6	6
(ii) Trade Payables	933	702	645
(iii) Other Financial Liabilities	610	565	431
(b) Other Current Liabilities	655	876	466
(c) Provisions	650	921	910
(e) Current Tax Liabilities (net)	88	9	1
<b>Total</b>	<b>20,338</b>	<b>17,041</b>	<b>16,879</b>

Assets (INR Mn)	FY24	FY23*	FY22
<b>Non Current Fixed Assets</b>			
(a) Property, Plant and Equipment	2,238	2,207	2,141
(b) Right to use assets	34	7	13
(c) Investment Properties	21	21	22
(d) Intangible assets	5,130	1,143	602
(e) Intangible Assets under development	55	40	17
(f) Financial Assets			
(i) Investments	-	-	1,453
(ii) Other Financial Assets	172	530	20
(g) Other Non Current Assets	468	573	292
<b>Current Assets</b>			
(a) Inventories	2,393	1,643	1,054
(b) Financial Assets			
(i) Investment in Mutual Fund	1,177	2,388	5,308
(ii) Trade Receivables	1,587	1,480	1,078
(iii) Cash and cash equivalents	569	167	1,527
(iv) Bank Balances other than (iii) above	4,852	4,916	1,710
(v) Loans	221	262	228
(vi) Other Financial Assets	31	219	79
(c) Current Tax Assets (Net)	275	301	257
(d) Other Current Assets	1,115	1,144	1,078
<b>Total</b>	<b>20,338</b>	<b>17,041</b>	<b>16,879</b>

\* FY23 numbers are restated post impact of demerger

# Consolidated Cash Flow Statement

Particulars (INR Mn)	FY24		FY23 #		FY22
Pre-Tax Profit	2,708		2,481		2,044
Change in other operating activities ( including non-cash Items)	(400)		(432)		(139)
Change in Working capital	(139)		116		383
Taxes Paid (net of refund)	(514)		(669)		(572)
<b>Net cash generated from Operating Activities (A)</b>		<b>1,655</b>		<b>1,496</b>	<b>1,716</b>
Spent on New Content @	(1,551)		(1,481)		(1475)
Investment in equity shares of subsidiary	(1,662)		-		-
Redemption/ (Investment) in Fixed Deposits with maturity > 3m	761		(3709)		(718)
Redemption/(Investment) in Mutual Fund	1,422		3,120		(4,995)
Net cash generated from / (used in) other Investing activities	474		27		113
<b>Net cash used in Investing Activities (B)</b>		<b>(556)</b>		<b>(2,043)</b>	<b>(7,075)</b>
Net cash (used in) / generated from Treasury Shares	(22)		(161)		33
Proceeds/(Repayment) of Short-term Borrowing	(14)		-		-
Proceeds from Issue of Share Capital	-		-		7,332
Repayment of Lease Liability	(11)		(6)		(4)
Dividend and taxes thereon paid	(771)		(578)		(577)
Interest Paid	(31)		(7)		(11)
<b>Net cash generated from/(used in) Financing Activities ( C )</b>		<b>(849)</b>		<b>(752)</b>	<b>6,773</b>
<b>Net Inc./(Dec.) in Cash and Cash Equivalent</b>		<b>250</b>		<b>(1,299)</b>	<b>1,414</b>
Cash and Cash Equivalents at the beginning of the period		167		1,527	111
Add: Acquisition through business combination		149		-	-
Less: Transferred pursuant to the scheme of arrangement		-		(77)	-
Effect of Translation of foreign currency cash and cash equivalents		3		16	2
<b>Cash and Cash Equivalents at End of the period *</b>		<b>569</b>		<b>167</b>	<b>1,527</b>

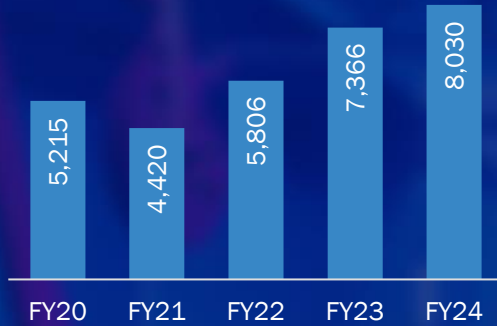
\* Exclude Investment in Bank FD with maturity more than 3 months and Investment in Mutual Funds INR 6.023 Mn in FY24, INR 7,802Mn in FY23 and INR 7,013Mn in FY22

@ Represents amount invested in acquiring/producing Music and Film IPs

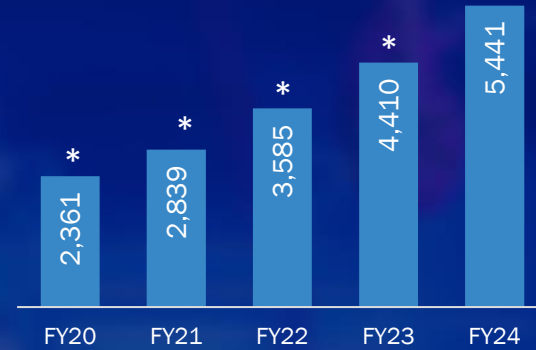
# FY23 numbers are restated post impact of demerger

# FINANCIAL CHARTS (CONSOLIDATED)

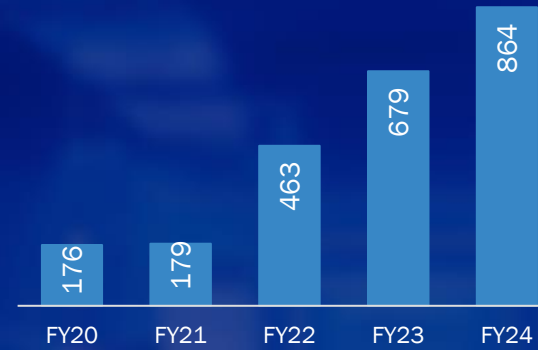
**Revenue from Operations  
(Turnover) (INR Mn)**



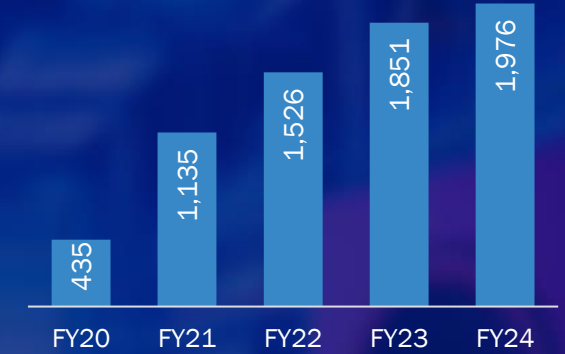
**Music Licensing Revenue  
(INR Mn)**



**Content Charge (INR Mn)**

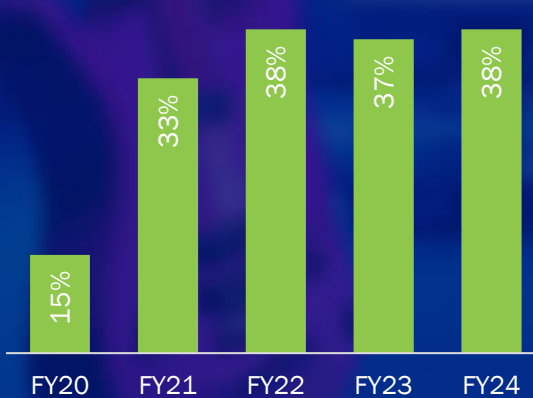


**PAT (INR Mn)**

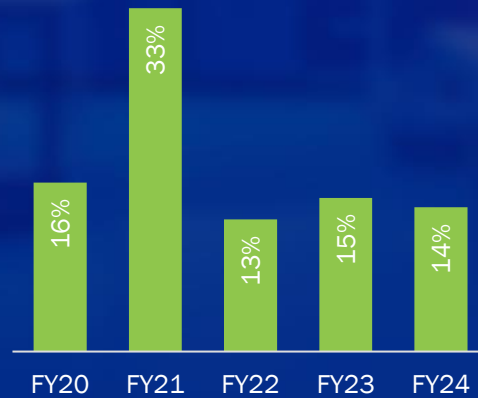


\* One time income of INR 84Mn in FY23, INR 97Mn in FY22, INR 155Mn in FY21 and INR 21Mn (FY20) are excluded

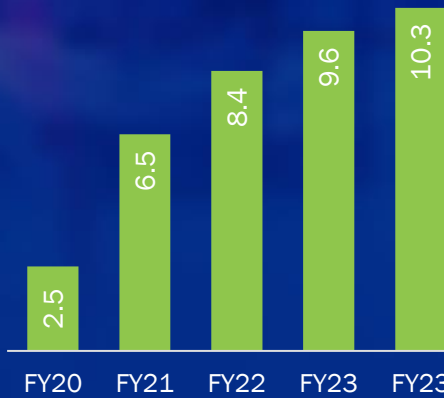
**Adjusted EBIDTA Margin  
(%)**



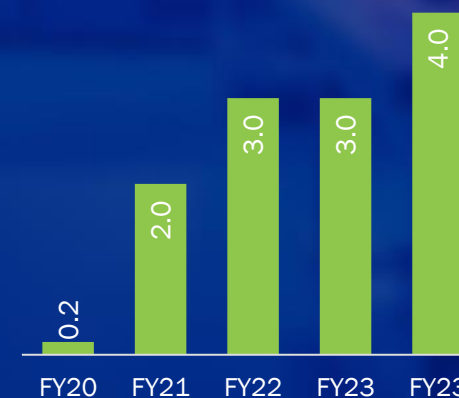
**Return on Equity (ROE)  
(%)\***



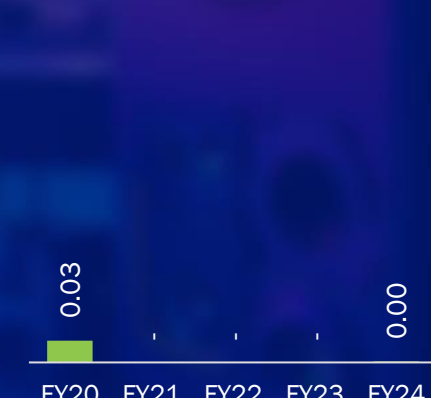
**Diluted EPS (INR)**



**Dividend per Share  
(INR)**



**Debt to Equity Ratio**



- ROE = PAT / Shareholders Equity
- Shareholders Equity = Equity share capital and free reserves
- Since FY22 INR 7500 Mn of fresh fund raise through QIP added to Shareholders Equity

Previous Years EPS has been restated basis face value of Re.1 per share

All FY23 numbers are restated, as applicable, post impact of demerger



# Disclaimer

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In evaluating our business, we consider and use non-GAAP financial measures such as EBITDA, Adjusted EBITDA, Adjusted EBITDA Margin, PAT Margin, Debt to Equity Ratio, Return on Equity, to review and assess our operating performance. These non-GAAP financial measures are not defined under Ind AS and are not presented in accordance with Ind AS. They may not be comparable to similarly titled measures reported by other companies due to potential inconsistencies in the method of calculation. We have included these non-GAAP financial measures because we believe they are indicative measures of our operating performance and are used by investors and analysts to evaluate companies in the same industry. These non-GAAP financial measures should be considered in addition to, and not as a substitute for, other measures of financial performance and liquidity reported in accordance with Ind AS. These measures should not be considered in isolation or construed as an alternative to Ind AS measures of performance or as an indicator of our operating performance, liquidity, profitability, or results of operations. The presentation of these non-GAAP financial measures is not intended to be considered in isolation or as a substitute for the Standalone/Consolidated Financial Statements.

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A person in a striped shirt is seen from behind, holding a mace high in the air. The background is a large, dense crowd of people, all appearing to be in a celebratory mood. The entire image is overlaid with a semi-transparent blue filter. The text "THANK YOU" is centered in the upper half of the image.

**THANK YOU**