

INVESTOR UPDATE



ENTERTAINMENT NETWORK (INDIA) LTD.



PERFORMANCE REVIEW: Q4 FY22

May 07, 2022

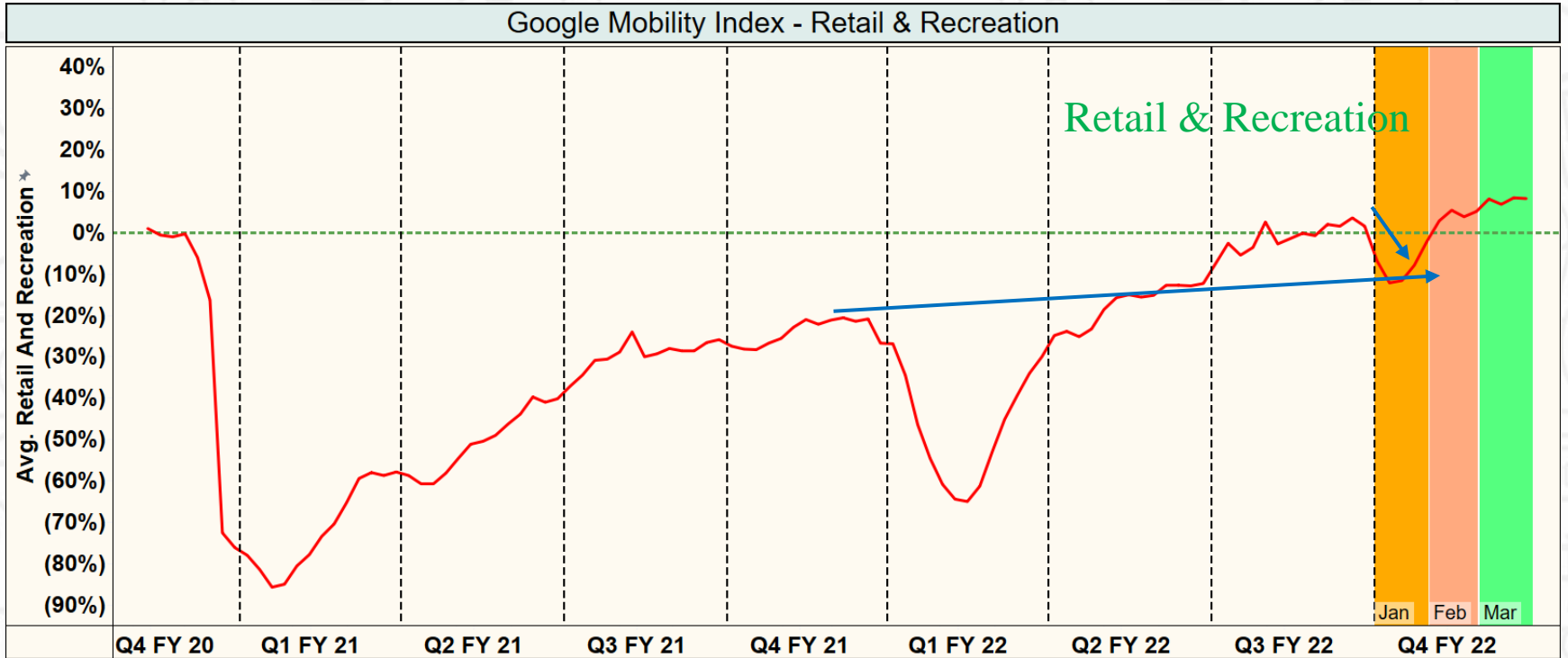


Presentation Path

- ❖ Overview
- ❖ Financial Review
- ❖ Business Review
- ❖ Strategic Direction
- ❖ Investors Contact

**Omicron impacted 1st half of the quarter,
We tinkered strategy mid way & emerged stronger
thereafter.**

Retail activity slipped in Jan with Omicron Scare...



...Stays high over LY

Google Mobility Index indicates Retail activity

Impact of Pandemic

	Radio	TV	Print	OOH	Digital
On-ground	H	L	L	L	L
Shops	H	L	H	L	L
Traffic/ Logistics	H	L	H	H	L

■ High Impact

■ Low Impact

Financial Review

Condensed Statement Of Operations (Standalone)

₹ In Millions	Q4 FY22	%age of Total Income	Q4 FY21	%age of Total Income	Growth (%)
Income from Operations	986.3	99.2%	986.5	99.6%	(0.0%)
Other Operating Income	7.5	0.7%	3.9	0.4%	93.1%
Total Income	993.8	100.0%	990.4	100.0%	0.3%
Operating Expenditure	820.4	82.6%	750.0	75.7%	9.4%
EBITDA	173.4	17.4%	240.4	24.3%	(27.9%)
Depreciation	83.7	8.4%	98.6	10.0%	(15.1%)
Amortisation	111.9	11.3%	130.5	13.2%	(14.2%)
EBIT	(22.2)	(2.2%)	11.3	1.1%	(296.9%)
Other Income	27.9	2.8%	45.6	4.6%	(38.9%)
Finance Cost	39.1	3.9%	41.7	4.2%	(6.3%)
PBT before exceptional items	(33.4)	(3.4%)	15.2	1.6%	(319.9%)
Exceptional items	-	0.0%	(974.9)	(98.4%)	NM
PBT after exceptional items	(33.4)	(3.4%)	(959.7)	(96.9%)	96.5%
Taxation	(5.9)	(0.6%)	(303.2)	(30.6%)	98.1%
Profit After Tax (PAT)	(27.6)	(2.8%)	(656.5)	(66.2%)	95.8%
Other Comprehensive Income (net)	0.7	0.1%	3.5	0.3%	(81.1%)
Total Comprehensive Income	(26.9)	(2.7%)	(653.0)	(65.9%)	95.9%

Financial Performance Q4 FY22

(All comparisons with corresponding period of previous year)

- FCT revenue grew by 7.6%
- Non-FCT
 - Solutions revenue de grew by 11.4%
 - Non-FCT Gross Margins @ 35.1%
 - Non-FCT EBITDA margin @ 26.7%
- Incurred Rs.63.0M towards Digital Platform
- Migrated stations (35) revenues during the quarter: Rs. 852 Mn up by 0.7%
 - EBITDA: Rs. 205.6 Mn
- Batch 1 revenues during the quarter : Rs.96.7 Mn up by 1.6%
 - EBITDA: Rs. 9.9 Mn
- Batch 2 revenues during the quarter : Rs 44.6 Mn down by (8.2)%
 - EBITDA: Rs.15.6 Mn

Financial Performance Q4 FY22

(All comparisons with corresponding period of previous year)

- Q4 Impact of IND AS 116 on PAT : Rs.7.0 Mn (Standalone); Rs. 18.5 Mn (Consolidated)
- Net Cash as on Mar31, 2022: Rs 2.11 Bn

Condensed Statement Of Operations (Standalone)

₹ In Millions	FY22	% age of Total Income	FY21	% age of Total Income	Growth (%)
Income from Operations	3,039.9	99.4%	2,644.3	99.1%	15.0%
Other Operating Income	19.3	0.6%	23.8	0.9%	(19.2%)
Total Income	3,059.2	100.0%	2,668.1	100.0%	14.7%
Operating Expenditure	2,627.5	85.9%	2,505.6	93.9%	4.9%
EBITDA	431.70	14.1%	162.5	6.1%	165.6%
Depreciation	335.3	11.0%	418.9	15.7%	(20.0%)
Amortisation	453.1	14.8%	529.1	19.8%	(14.4%)
EBIT	(356.7)	(11.7%)	(785.4)	(29.4%)	54.6%
Other Income	155.4	5.1%	177.3	6.6%	(12.4%)
Finance Cost	161.6	5.3%	183.2	6.9%	(11.8%)
PBT before exceptional items	(362.9)	(11.9%)	(791.4)	(29.7%)	54.1%
Exceptional items	-	0.0%	(742.6)	(27.8%)	NM
PBT after exceptional items	(362.9)	(11.9%)	(1,534.0)	(57.5%)	76.3%
Taxation	(88.6)	(2.9%)	(441.3)	(16.5%)	79.9%
Profit/(Loss) After Tax (PAT)	(274.3)	(9.0%)	(1,092.7)	(41.0%)	74.9%
Other Comprehensive Income (net)	(4.1)	(0.1%)	1.9	0.1%	(316.3%)
Total Comprehensive Income	(278.4)	(9.1%)	(1,090.8)	(41.1%)	74.5%

Financial Performance FY22

(All comparisons with corresponding period of previous year)

- FCT revenue grew by 25.9%
- Non-FCT
 - Revenues de-grew by 6.2%
 - Non-FCT Gross Margins @ 52% (FY21 :51.5%)
 - Non-FCT EBITDA margin : 35.4% (FY20 : 33.09%)
- Incurred Rs.74.5M towards strategic initiative in Digital Platform
- Migrated stations (35) revenues during the year: Rs. 2577.1 Mn up by 13.5%
 - EBITDA: Rs. 446.1 Mn
- Batch 1 revenues during the year : Rs.319.9 Mn (17.2%)
 - EBITDA: Rs. 12.2 Mn
- Batch 2 revenues during the year : Rs 162.1 Mn (29.7%)
 - EBITDA: Rs 47.8 Mn
- Impact of IND AS 116 on PAT: Rs 32.0 Mn

Summarized Balance Sheet

(Standalone)

₹ In Millions	As on			
	Mar'22	%age to Total	Mar'21	%age to Total
Shareholders' Funds				
Net Worth	7,717.4	78.2%	8,043.9	79.1%
Financial Lease Liability	2,148.0	21.8%	2,123.9	20.9%
Total	9,865.5	100.0%	10,167.8	100.0%
Fixed Assets (Net)				
Tangible & Intangibles	4,530.8	45.9%	5,067.2	49.8%
Right of Use Asset	1,504.6	15.3%	1,520.2	15.0%
Sub-total	6,035.4	61.2%	6,587.4	64.8%
Investment in Subsidiaries	322.2	3.2%	196.4	1.9%
Deferred Tax Assets (Net)	310.9	3.2%	221.0	2.2%
Other Long Term Assets (Net)	464.6	4.7%	387.0	3.8%
Short Term Assets (Net)	616.9	6.3%	592.9	5.8%
Cash & Cash Equivalents	2,115.5	21.4%	2,183.1	21.5%
Total	9,865.5	100.0%	10,167.8	100.0%

Condensed Statement Of Operations

(Consolidated)

₹ In Millions	Q4 FY22	%age of Total Income	Q4 FY21	%age of Total Income	Growth (%)
Income from Operations	1,032.4	99.3%	997.6	99.4%	3.5%
Other Operating Income	7.5	0.7%	6.0	0.6%	25.1%
Total Income	1,039.9	100.0%	1,003.7	100.0%	3.6%
Operating Expenditure	858.8	82.6%	763.3	76.1%	12.5%
EBITDA	181.1	17.4%	240.3	23.9%	(24.6%)
Depreciation	115.7	11.1%	104.7	10.4%	10.4%
Amortisation	113.0	10.9%	130.6	13.0%	(13.4%)
EBIT	(47.5)	(4.6%)	5.0	0.5%	NM
Other Income	28.9	2.8%	46.8	4.7%	(38.2%)
Finance Cost	44.0	4.2%	42.5	4.2%	3.7%
PBT before exceptional items	(62.7)	(6.0%)	9.4	1.0%	NM
Exceptional items	-	0.0%	(974.9)	(97.1%)	100.0%
PBT after exceptional items	(62.7)	(6.0%)	(965.6)	(96.1%)	93.5%
Taxation	(5.6)	(0.5%)	(303.1)	(30.2%)	98.2%
Profit After Tax (PAT)	(57.1)	(5.5%)	(662.5)	(65.9%)	91.4%
Other Comprehensive Income (net)	0.6	0.1%	2.9	0.3%	(79.6%)
Total Comprehensive Income	(56.5)	(5.4%)	(659.6)	(65.6%)	91.4%

Condensed Statement Of Operations

(Consolidated)

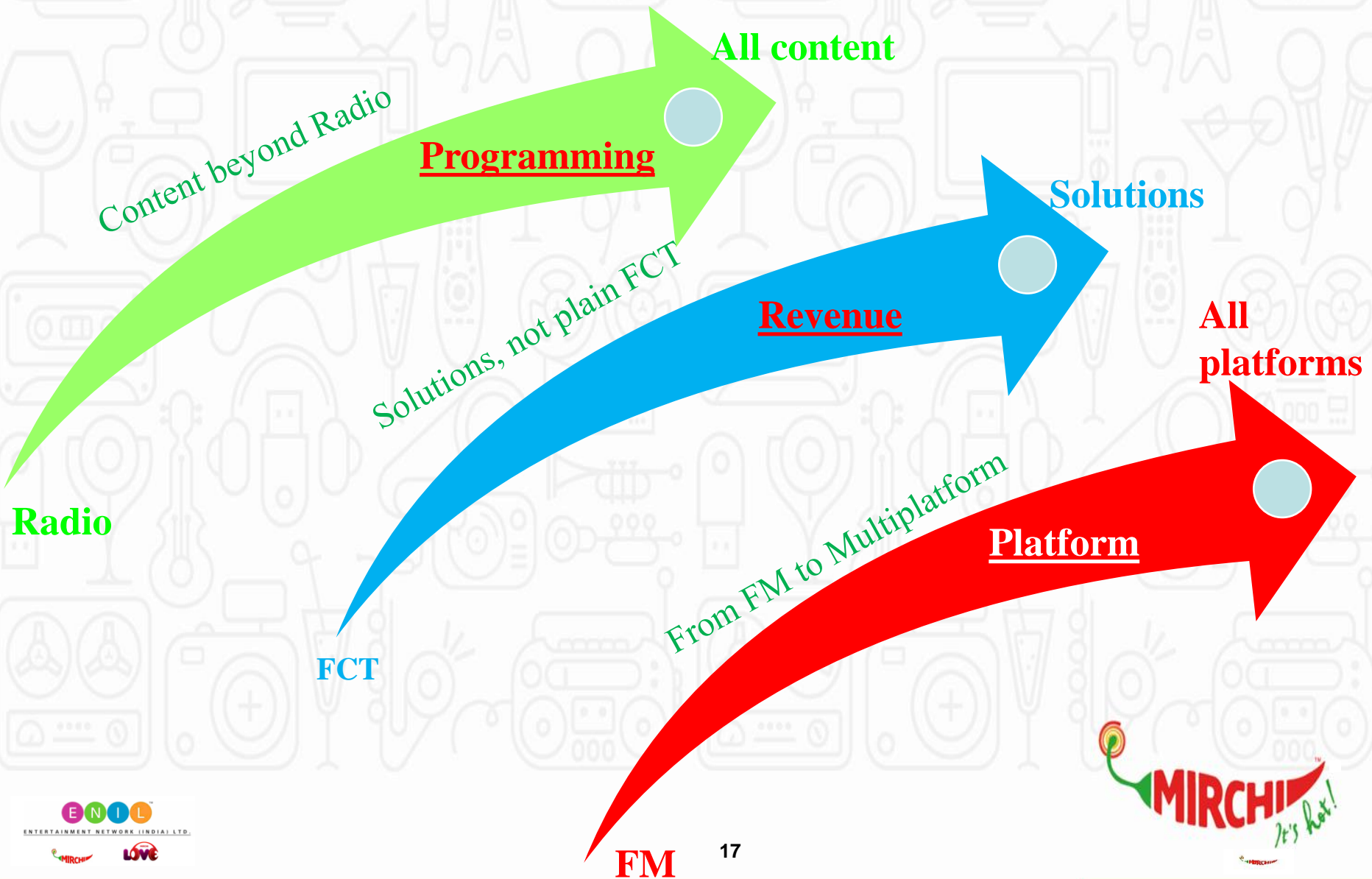
₹ In Millions	FY22	%age of Total Income	FY21	%age of Total Income	Growth (%)
Income from Operations	3,213.7	99.4%	2,694.9	99.0%	19.3%
Other Operating Income	19.3	0.6%	26.0	1.0%	(25.6%)
Total Income	3,233.0	100.0%	2,720.9	100.0%	18.8%
Operating Expenditure	2,754.9	85.2%	2,559.8	94.1%	7.6%
EBITDA	478.1	14.8%	161.1	5.9%	196.7%
Depreciation	452.9	14.0%	463.0	17.0%	(2.2%)
Amortisation	456.4	14.1%	529.2	19.4%	(13.8%)
EBIT	(431.2)	(13.3%)	(831.1)	(30.5%)	48.1%
Other Income	163.8	5.1%	190.9	7.0%	(14.2%)
Finance Cost	182.4	5.6%	189.1	6.9%	(3.5%)
PBT before exceptional items	(449.9)	(13.8%)	(829.3)	(30.5%)	45.8%
Exceptional items	-	0.0%	(716.5)	(26.3%)	100.0%
PBT after exceptional items	(449.9)	(13.8%)	(1,545.9)	(56.8%)	70.9%
Taxation	(87.8)	(2.7%)	(440.8)	(16.2%)	80.1%
Profit/(Loss) After Tax (PAT)	(362.1)	(11.1%)	(1,105.0)	(40.6%)	67.2%
Other Comprehensive Income (net)	(2.2)	(0.1%)	0.7	0.0%	(403.6%)
Total Comprehensive Income	(364.2)	(11.2%)	(1,104.3)	(40.6%)	67.0%

Business Review

Key Operating Highlights

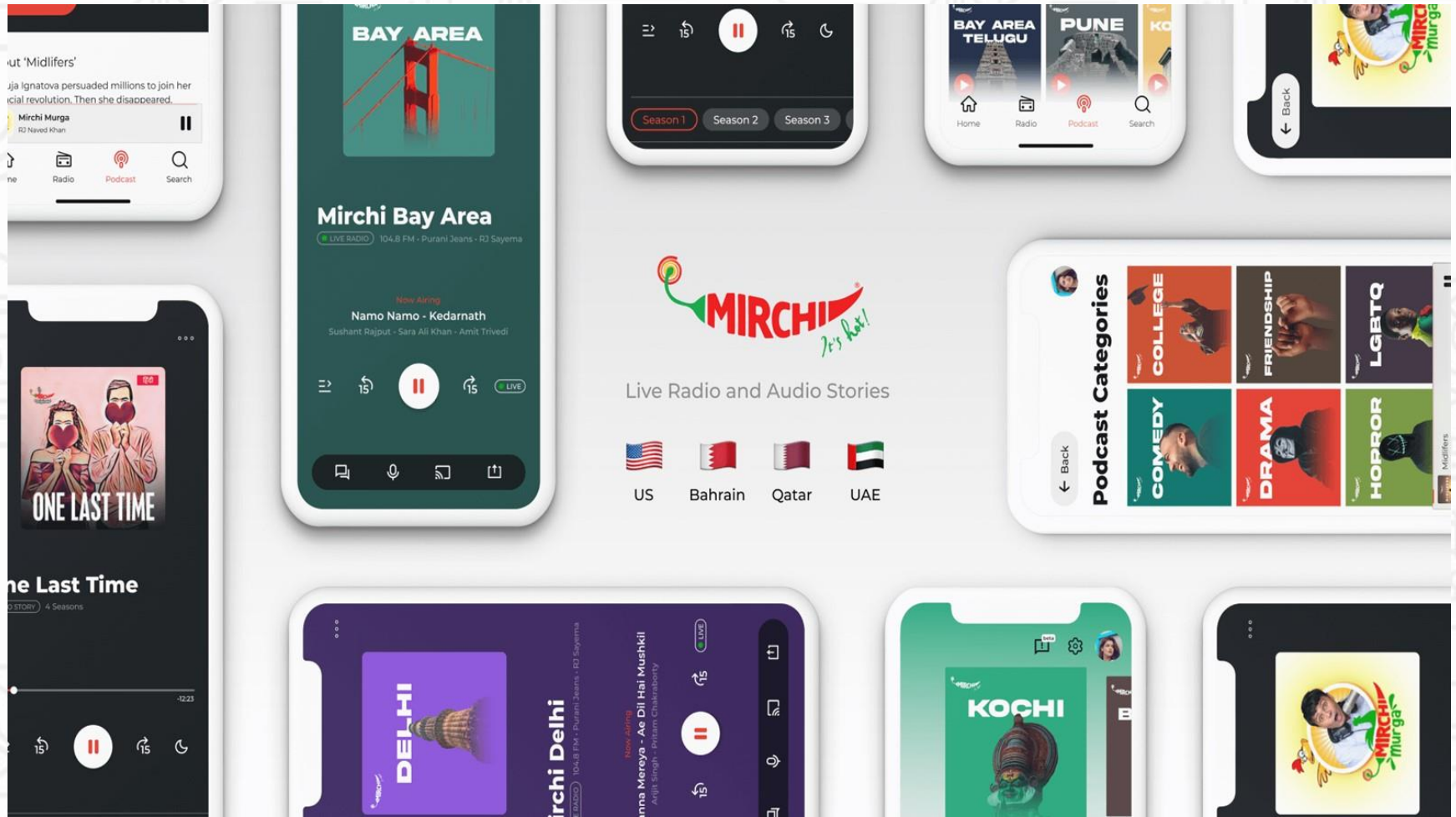
- Mirchi further expands its footprint in North America by entering Dallas market this April.
- Mirchi launched its digital app platform in international markets recently. The app will soon be extended to India too.
- Mirchi Play has 17 online stations in the landing page of Gaana app
- Mirchi continues to have the largest social media footprint amongst private FM players
- Mirchi's YouTube Network crossed 14mn subscribers during the quarter.
- Mirchi won 14 awards across various categories in ACEF 11th Global Customer Engagement Forum and Awards 2022

Strategy : Three Pivots



MIRCHI DIGITAL PLATFORM

Mirchi Digital App Launched in International Markets



Mirchi Digital App – Current Features

- Languages Supported : 8

- Hindi, Marathi, Bengali, Marathi, Gujarati, Kannada, Tamil, Telugu & Malayalam
- More getting added..

- FM Streams

- Overseas : 7

- San Francisco, New York, New Jersey, Bay Area Telugu, Bahrain, Qatar, Dubai

- Indian : 11 (More coming...)

- Mumbai, Delhi, Hyderabad, Kolkata, Chennai, Kochi, Chandigarh, Ahmedabad, Pune, Bengaluru & Patna

- Audio Stories

Media Coverage

Generated organic PR worth INR 1.6 cr

INDIAWEST JOURNAL

Home / Americas / Business / Mirchi Launches Streaming App For North America

Mirchi Launches Streaming App For North America

12 radio stations from India + more than 500 hours of audio content in 10 Indian languages & genres

Mirchi App: Your SHORTCUT to India
Now listen to Mirchi everywhere, anywhere.

Now available on the App Store and Play Store

India West Staff Reporter
SAN FRANCISCO, CA – Entertainment Network India Limited, the company that operates the Mirchi brand announced the launch of its streaming app.

The app is available on Apple and Android smartphones as well as Android Auto & Apple Car play systems. The Mirchi app brings 12 live FM stations from 11 cities in India including Mumbai, Delhi, Bengaluru, K (Telugu and English), Kochi, Ahmedabad, Pune, Chandigarh, and Patna. More cities will be available short The city-wide local streams provide a convenient shortcut for the expat community living in the US as the mirror local day parts. For example, a listener hailing from Mumbai but living in San Jose, will be able to lu the Mumbai morning show and so on. Besides providing nostalgic value, US based listeners get a fit developments taking place in their home city in India in the areas of music, movies, traffic, the stock market.

The app also has an on-demand feature that includes hundreds of hours of curated "audio stories" ac staples like like RJ Naved's lighthearted Murga prank calls, "The Devdutt Patraik" mythology show, "The Bhatt Show", Kareena Kapoor Khan's "What Women Want" interview series with top Bollywood written by the legendary Saadhat Hasan Manto and voiced by top personalities like Nandita Das, Naayana Sanyal will be available on the app.

The Mirchi App widens Mirchi's reach from local terrestrial radio stations in USA to an "on demand & Mirchi's social media presence has been prolific with viral videos and posts, the app now formalizes i

campaign MENA TECH THE LARGEST WEBSITE IN THE MIDDLE EAST

Latest - Events Directory Podcast Marcomms260 Magazine More -

Mirchi introduces app in the United Arab Emirates
Sofia Samra

Catch Mirchi's Indian radio stations from 11 cities live, hundreds of hours of audio stories, all on-the-go.

12 radio stations from India + more than 500 hours of audio content in 10 Indian languages & genres

Mirchi App: Your SHORTCUT to India
Now listen to Mirchi everywhere, anywhere.

Now available on the App Store and Play Store

Indian and South Asian listeners across the United Arab Emirates welcomed the launch of the Mirchi app on Apple and Android smartphones and the Android Auto and Apple Car play systems.

The Mirchi app brings 12 live FM stations from 11 cities in India—Mumbai, Delhi, Bengaluru, Kolkata, Chennai, Hyderabad, Kochi, Ahmedabad, Pune, Chandigarh, and Patna. The stations are "time-shifted" to adjust for differences in time zones. A listener in Dubai will be able to listen to Mirchi Mumbai's breakfast show at her Dubai breakfast time. Listeners will receive real-time updates on music, movies, traffic, stock markets, etc. from India.

The app also offers hundreds of hours of "audio stories" across genres. It will host Mirchi's finest content like RJ Naved's Murga prank calls, "The Devdutt Patraik" mythology show, "The Bhatt Show", Kareena Kapoor Khan's "What Women Want" and audio series "Manto" among others.

The Mirchi App widens Mirchi's reach from local terrestrial radio stations to an "always on App experience". It also allows marketers and advertisers to engage with their audiences through targeted online advertising opportunities.

THE DAILY TRIBUNE NEWS OF BAHRAIN

21 April 2022 THURSDAY

HOME BAHRAIN WORLD BUSINESS SPORTS VIEWS TRENDS VIDEOS

HOME > BUSINESS > RADIO MIRCHI NOW AVAILABLE IN ALL INDIAN LANGUAGES

12 radio stations from India + more than 500 hours of audio content in 10 Indian languages & genres

Mirchi App: Your SHORTCUT to India
Now listen to Mirchi everywhere, anywhere.

Now available on the App Store and Play Store

Radio Mirchi Now Available In All Indian Languages
BUSINESS - FEBRUARY 24, 2022

TDT | Manama

The Daily Tribune – www.newsfofbahrain.com

Radio Mirchi has announced launching an app in Bahrain, bringing to every Indian residing in Bahrain at their fingertips. Radio Mirchi is Ind FM brand with 73 frequencies across 63 cities.

"With the new launch of the app, Mirchi is bringing a unique experience provide the best news and entertainment content," said the company

The launch of the app, Radio Mirchi said, has helped to position itself entertainment brand for Indians in Bahrain, with 12 live FM stations from more than 500 hours of audio content in 10 Indian languages and ge

Indian and South Asian audiences and listeners from across Qatar welcomed the launch of the Mirchi app on Apple and Android smartphones and the Android Auto and Apple Car play systems. The Mirchi App was launched by Indian Ambassador to Qatar HE Dr. Deepak Mittal at Crown Plaza followed by press conference. The Indian ambassador stressed the importance of radio as a medium in entertaining people will hyper-local information from their cities, even though far from their homeland. Dr Mittal recollected the initial days of radio before the TV became popular saying this medium has always been



MIRCHI DIGITAL



Mirchi Murga
3.7Mn+ subscribers
1300+ videos
18Mn views/ Month



1.7Mn fans on Twitter
4L Monthly engagement



28Mn fans on facebook
4.2Mn Monthly engagement
10 Regional pages



11 Mn fans on Insta
2.7Mn Monthly engagement
10 Regional pages

Mirchi Digital
 Monthly Active Users

77Mn
 (more than FM)



180+ RJ's as popular influencers.
 across regions and language

14.0 Mn+ subscribers to Mirchi
 Channels
13 Channels
70Mn Views/ Month

18 Digital Radio Stations
45+ mins avg TSL
4 Mn unique visitors



Online Radio



Genre Based

- Melodies/ Bollywood/ Retro/ Indies/ Unplugged/90s/ Club/ English Hits

Theme Based

- Toota Dil/ Drive

Regional

- Tamil/ Telugu/ Kannada/ Bengali

City Centric

- Mumbai/ Delhi

Mirchi streams 17 online radio stations;

Mirchi's YouTube Network at 14Mn+ Subscribers

Theme Based
Multi-Lingual(Multiplatform)

CHANNEL	Subscribers (Mn) Mar-22	Annual Views (Mn) H2FY22 oct - mar
FILMY MIRCHI	6.4	135
MIRCHI MURGA	3.6	95
Mirchi Mehfil (Poetry) (New)	0.09	1.3
Mirchi Campus (Youth) (New)	0.01	0.2
Mirchi Indies	0.01	0.5
Total (A)	10.11	232
MIRCHI BANGLA	1.8	88
MIRCHI TAMIL	0.9	6
MIRCHI PUNJABI	0.3	4.6
MIRCHI TELUGU	0.1	2.7
MIRCHI KANNADA	0.06	0.5
MIRCHI MARATHI (New)	0.2	4.1
MIRCHI MALAYALAM (New)	0.1	9.4
MIRCHI GUJARATI (New)	0.2	7.5
Total (B)	3.66	122.8
Grand Total (A+B)	14	355

Star Jocks on Web Radio



Shruti



**Total SM
Followers:
3,55,000+**



**Total SM
Followers:
5,60,000+**



Rochie



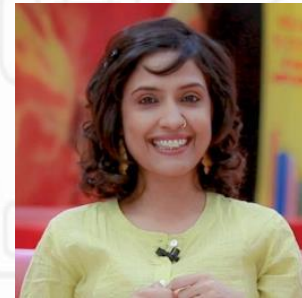
Sana



**Total SM
Followers:
4,00,000+**



**Total SM
Followers:
20,00,000+**



Sayema

MULTIMEDIA SOLUTIONS

Adani- iCan School Campaign



- iCan empowered children to innovate for a better tomorrow through a school challenge.
- Projects were revolved around 'For a better tomorrow' & 'a brighter future' with the theme of climate change.
- We also had Soha Ali Khan as a celebrity influencer.



sakpataudi
Paid partnership with adanionline



31,566 views

sakpataudi It feels so endearing to learn how a noble initiative like the #iCan School Challenge has garnered such a massive participation and popularity amongst the young changemakers. I deeply appreciate the Adani Group for creating such a platform, and the mentors and schools for encouraging young minds to lead us to dream for a better tomorrow! Lots of love and adulation to the winners and the participants.



ENTER



Radio Mirchi Campaign Gujarat Giants



Spread awareness of Kabaddi league and drive interest of people and promoting Gujarat Giants kabaddi team new anthem

Anthem Launch



Digital



Giant logo

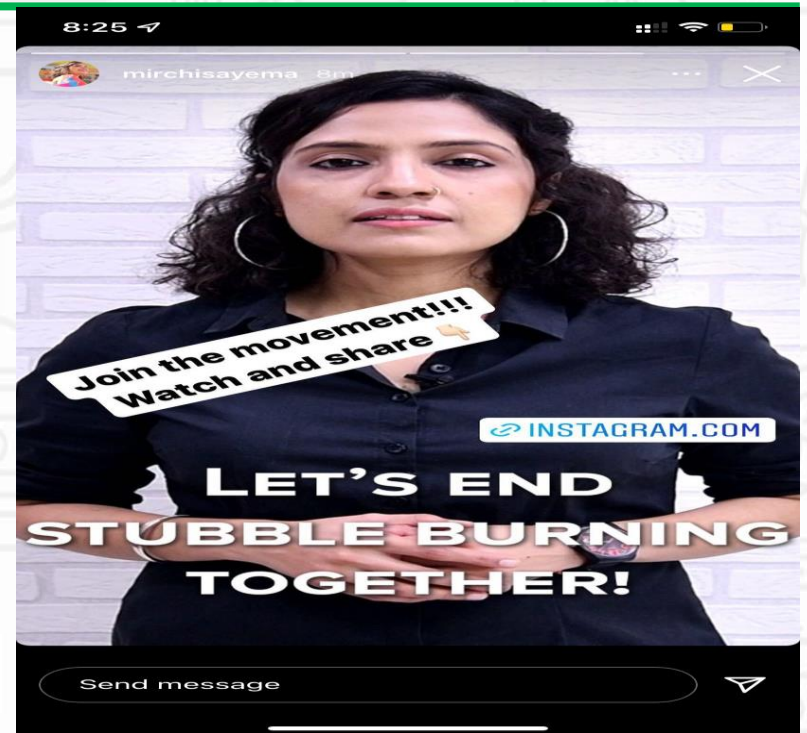


Nuture Farm

End the Burn – A movement to end crop stubble burning

The video by RJ Sayema on Mirchi World page:

TOTAL DIGITAL REACH: 29000 VIEWS



 nurture.farm

Presents

#EndTheBURN
A Movement to End Crop Stubble Burning
In association with
 **MIRCHI**
It's Hot!



Impact Properties

AXIS Splash - Igniting young minds!



“ Hi I'm Sneha and I am participating in

AXIS BANK

SPLASH

this year.

Are you? ”

SNEHA BHATIA
AGE 12

For every child who participates in **Axis Bank Splash**, Axis Bank will donate an amount of **Rs. 10/-** to the Covid relief fund for children and affected families. Click here for more www.axisplash.in

AXIS BANK

Total registrations: 1,80,000 +
 Total entries received: 61,000,
 Total digital outreach: 30+ mn
 million,
 Total charity raised: 20 + lacs

MMA was the only prominent award executed in Q4

Mirchi Music Awards Hindi– 14th Edition

- “Mirchi Music Awards”, this night full of glamour, celebrating the best of Indian music.
- Aired on 27th March on Colors, Colors Rishtey & MTV
- Hosted by Bollywood’s loved playback singer - Sonu Nigam.
- Eminent artistes like Taapsee Pannu, Vidya Balan, Karishma Kapoor, Papon and many more were present at the awards.



No. Of Posts	111
Reach	12.3M
Engagement	1.1L



No. Of Posts	97
Reach	5.1M
Engagement	12K



Mirchi Music Awards South – 12th Edition

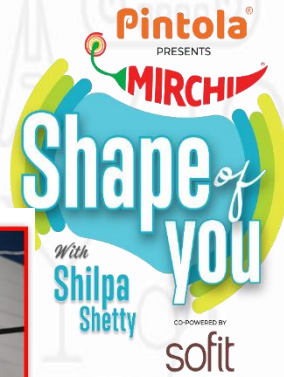
The award night witnessed several sizzling performances by top-notch artists from Cinema and TV. Singing performances by leading playback singers Yazin Nizar and Saindhavi, and Sam Vishal and Srinisha's. A heartfelt tribute paid to late singers Manikka Vinayagam and Lata Mangeshkar, whose contribution to the musical industry will stand strong for generations to come.



Original Content

Shape of you with Shilpa Shetty

This first-of-its-kind talk show on celebrity fitness journeys is available on Mirchi's YouTube channel - Filmy Mirchi.



Jaqueline Fernandes



John Abraham



Shehnaaz Gill



Badshah



Gaurav Taneja



Shamita Shetty

Total Aggregated views across all platforms : 9mn+
Total Engagement : 3mn+

Awards and Recognitions

Awards and Recognitions

ACEF
11th GLOBAL
CUSTOMER
ENGAGEMENT
FORUM & AWARDS
2022



MIRCHI International

Holi – Rang Barse

Campaign started off with a Trip to Turkey for one lucky couple

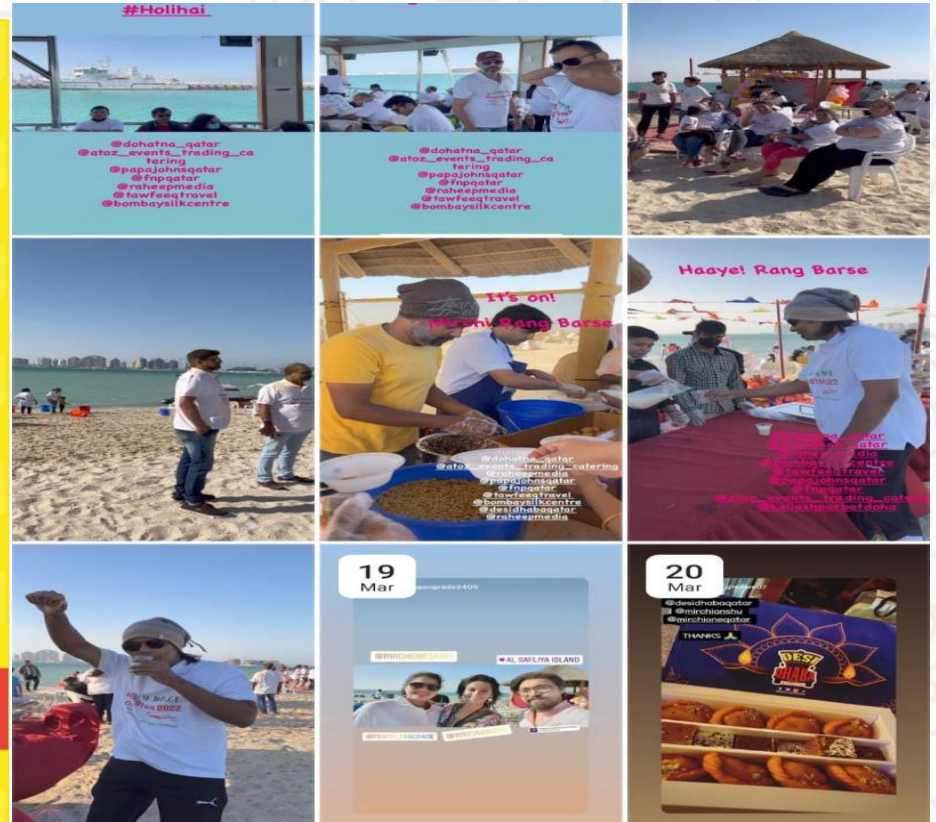
TAWFEEQ TRAVEL
توفيق للسفريات

Win a trip to
Turkey

89.6FM
MIRCHIONE
It's Hot!

Tell us about your favourite colour in the comments
and get a chance to win a trip to Turkey.

9



Giveaways inclusive of sweets boxes, hampers and gift vouchers for the crowd which came to play holi

International Women's Day



INVESTOR CONTACT

Entertainment Network is committed to improving its performance every fiscal and continuously enhance shareholder value through successful implementation of its growth plans. The Company's investor relations mission is to maintain an ongoing awareness of its performance among shareholders and financial community. This update covers the company's financial performance for Q4FY22

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

For further information please contact:

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Disclaimer

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

THANK YOU