

January 31, 2020

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

The Calcutta Stock
Exchange Limited,
7, Lyons Range,
Kolkata - 700 001

Symbol : SAREGAMA EQ

Scrip Code : 532163

Scrip Code: 017177

Sub.: Investor Presentation

Dear Sir/ Madam,

Pursuant to the provisions of Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed the Investor Presentation.

This information is available on the website of the Company www.saregama.com.

Please note that the above shall be subject to changes, if any.

Kindly take the same on record and acknowledge the receipt.

Thanking You.

Yours faithfully,
For Saregama India Limited



Kamana Khetan
Company Secretary and Compliance Officer

Encl. As above



A FILM BY AIJAZ KHAN
HAMID
HAVE YOU EVER SPOKEN TO GOD?



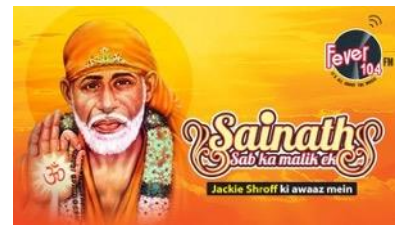
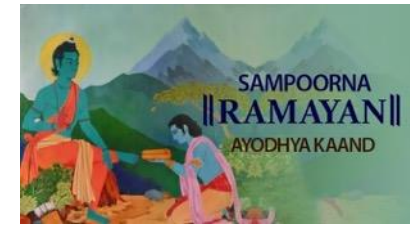
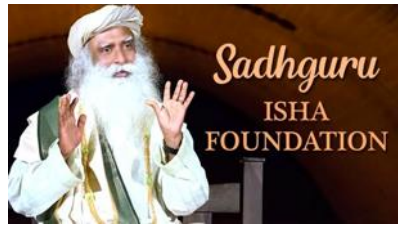
Roja **1**
No **1** Serial in TN



SAREGAMA INDIA LIMITED

SAREGAMA
CARVAAN™
2.0

MUSIC MEETS PODCAST



Snapshot

India's oldest music label and
youngest film production house

Producing digital thematic
films targeted at the youth
segment



High Dividend Yield and a Zero
Debt Company

Leading producer in terms of
number of hours of content
produced for Tamil television
serials



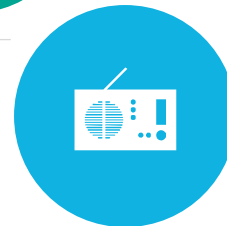
Strong and professional
management team with
experienced stalwarts from the
entertainment industry

Revolutionary product Carvaan:
Digital Music Player with 5000
preloaded songs, easy UI and
high quality speakers



Owning Intellectual Property (IP)
rights for more than 120,000
songs, 6050+ hours of television
serials and 25 movies

Digital licensing agreements
across global OTT platforms, TV
channels, radio stations, telcos

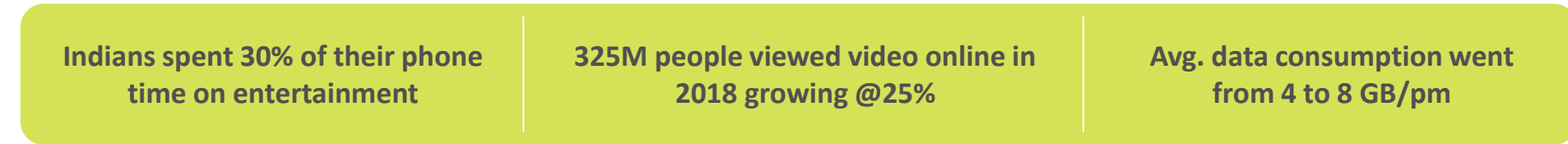


India's first song was recorded in 1902
under the company. Earlier retailed
under the name Gramophone
Company of India, and then HMV

Strategic Overview



Content Consumption thru Legal means Going Up



Greater Monetisation opportunities for Premium Content IP Owners

ADVANTAGE SAREGAMA

120k songs IP across 18 Indian languages
+
20% Market Share in New Film Music in next 3 yrs

25 Films IP
+
50 New Films over next 3 years

6050+ hrs of Tamil serial content IP
+
1800 hours of new content over next 3 yrs

Strategic Overview

Saregama's long term strategy : To be a Pure Play Content Company capitalising on the global data driven entertainment boom
Diversified monetisation of Existing IP to fund IP Creation for Future

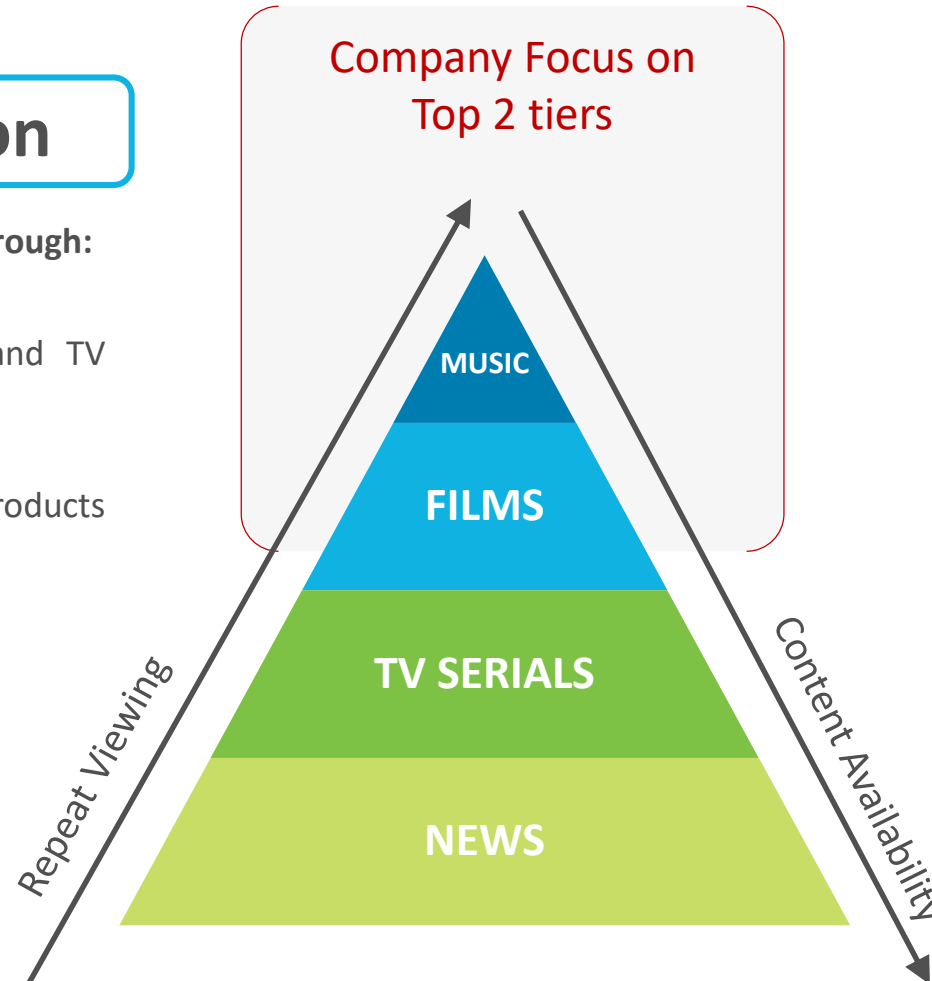


IP Monetisation

Higher monetisation of existing content through:

Greater presence on 3rd party digital and TV platforms globally

Launch of Saregama branded physical products with embedded music



IP Creation

New film music acquisition across Hindi, Tamil, Marathi and other languages

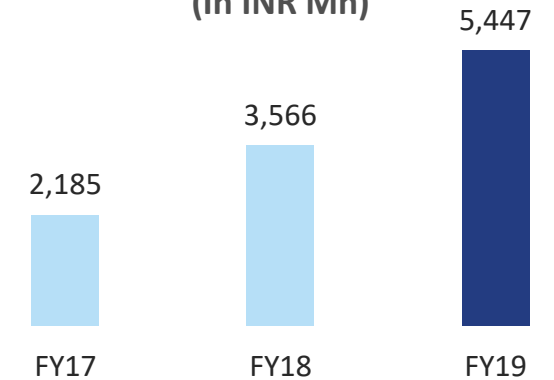
Production of thematic films / series targeted at youth consuming on digital platforms

TV programs in South Indian languages

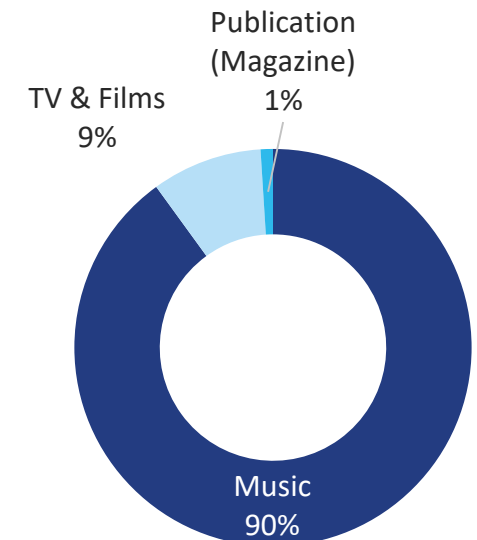
Company Overview

- Saregama India Ltd., a RP Sanjiv Goenka Group Company, is India's oldest music label, youngest film studio and a multi-language TV content producer. Over the years, the Company has expanded its business from audio to films, TV serials, publishing, digital , retail and events.
- The Company has a music library of 1.2 lakh songs, covers 18 languages spread across eight music categories – Bollywood, regional films, ghazals, devotional classical, Indian pop and kids music.
- Since 2017, Saregama has been making headlines again owing to the launch of two unique initiatives, Saregama Carvaan and Yoodlee Films.
- Carvaan is a perfect blend of digital technology and a retro form factor, in less than a year from its launch, it is now Saregama's flagship product.
- Saregama Carvaan, Carvaan Premium, Carvaan Gold and Carvaan mini are portable digital music players that come with features such as Bluetooth, USB, FM/AM and a collection of in-built songs.
- Yoodlee Films, Saregama's film production arm is positioned as a writers studio. The films produced by the studio are driven by the powerful stories targeted at young audiences across the world who primarily consume content on personal devices
- 6050+ hours of Tamil serial programming telecast on Sun TV and features in top 3 slots of afternoon prime time.

**Revenue from Operational
(In INR Mn)**



**Segmental Revenue Breakup
Consolidate FY19**

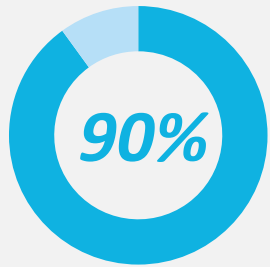


Business Verticals

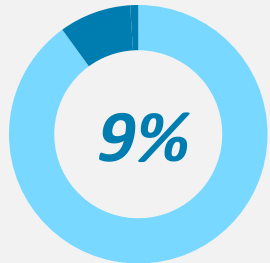
Saregama is the pioneer of the Indian music industry and has evolved into a premier diversified content player with Intellectual property rights of songs, TV serials, movies having presence across platforms like television, radio, digital, telecom, etc.

FY19 Revenue Share

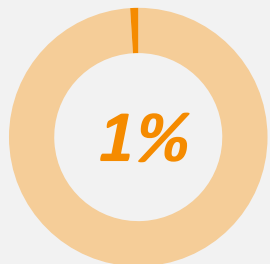
MUSIC



TV & FILMS



PUBLICATIONS



Business Verticals

- Includes intellectual property monetisation of music content.
- The Company owns global and perpetual rights for over 120,000 songs.
- The revenue is driven from various B2B partners like streaming online platforms, radio, television, caller ring tone, Youtube, brand advertisements, films, etc.
- The Company launched its revolutionary product 'Carvaan' in 2017, an innovative digital audio player with preloaded songs and other features like USB and FM radio which has been highly acclaimed and has taken the market by storm. It has now added a wifi based return path supporting streaming content also

- This segment has leadership in Tamil Sun Network channels and has been producing content for Sun TV for last 17 years and broadcast 3-4 serials on Sun TV at any given time
- Company owns rights to 6,050+ hours of Tamil Series
- Yoodlee Films is the production division which focuses on thematic digital films in all languages with tightly controlled budgets

- This segment includes the publication of Open Magazine and a weekly current affairs and features magazine.
- Open has sustained circulation and ad revenues with an association of premium brands including Audi, Omega, Volkswagen, Toyota, Honda, Samsung, Airtel, IBM, HP, TAJ, ITC, Skoda, etc.

The image features a hand in the foreground pointing at a document with various financial charts, including pie charts and bar graphs. A tablet is visible to the right. The background shows a blurred office setting with people. The entire image is overlaid with a semi-transparent dark green horizontal band containing the text.

Financial Highlights

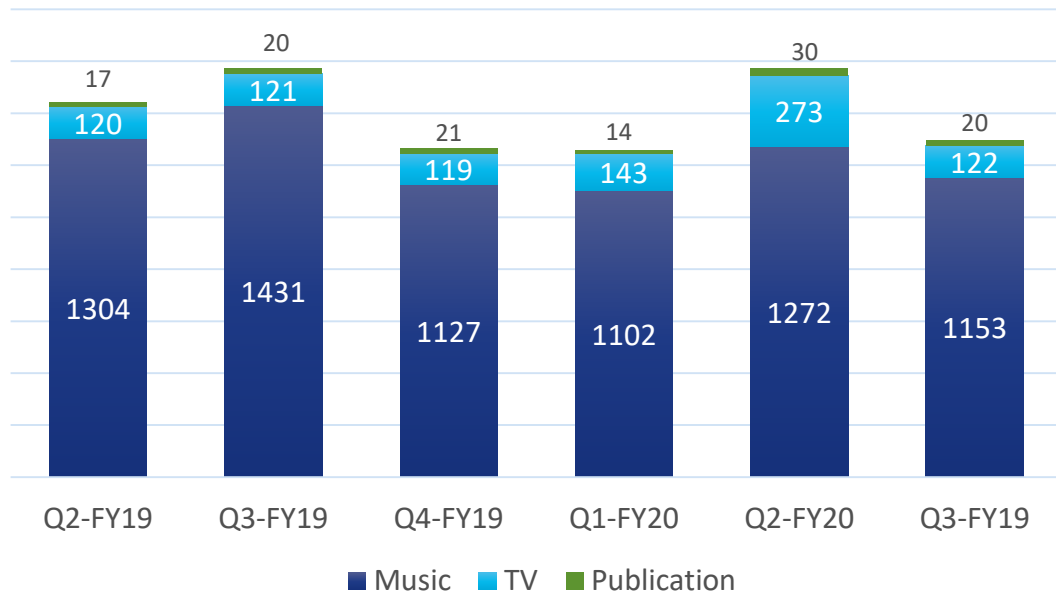
A hand in a dark suit jacket points with a pen at a document on a desk. The document features several pie charts and bar graphs. In the foreground, a tablet computer is visible. The background shows a blurred office setting with a laptop and other people. The entire image has a strong green and cyan color cast.

Consolidated

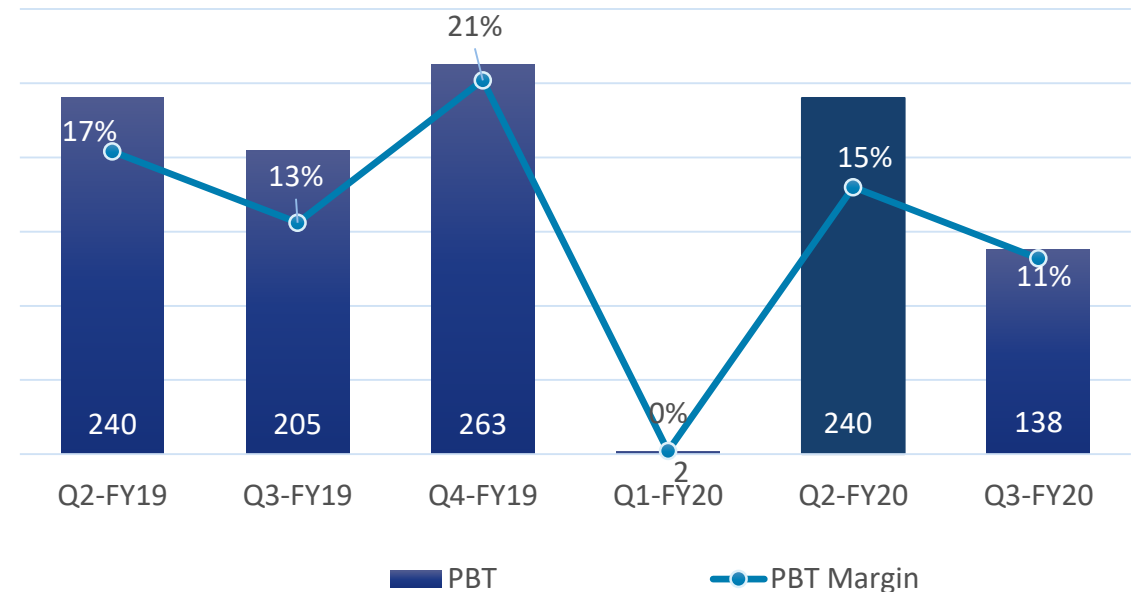
Quarterly Financial Summary

Particulars (INR Mn)	Q3-FY20	Q2-FY20	Q-o-Q Growth	Q3-FY19	Y-o-Y
Revenues					
• Music	1153	1,272	-9%	1,431	-19%
• TV & Films	122	273	-55%	121	1%
• Publication	20	30	-33%	20	0%
Total Revenue from Operation	1295	1,575	-18%	1,572	-18%
PBT	138	240	-42%	205	-33%
PAT	105	194	-46%	135	-22%

Revenue (INR Mn)



PBT (INR Mn) & PBT Margin



Financial Performance-Quarterly



Particulars (INR Mn)	Q3-FY20	Q2-FY20	Q-o-Q Growth	Q3-FY19	Y-o-Y Growth	9M-20	9M-19	Y-o-Y Growth
Music	1153	1,272	-9%	1,431	-19%	3526	3,770	-6%
TV & Films	122	273	-55%	121	1%	538	357	51%
Publication	20	30	-33%	20	0%	64	53	21%
Revenue from Operations	1295	1,575	-18%	1,572	-18%	4128	4,180	-1%
Other Income#	27	29	-7%	10	167%	78	440	-82%
Total Revenue	1322	1,604	-18%	1,582	-16%	4206	4,620	-9%
Total Expenses	1159	1,333	-13%	1,352	-14%	3738	3,961	-6%
EBITDA	163	271	-40%	230	-29%	468	659	-29%
EBITDA Margin (%)	13%	17%		15%		11%	16%	
Depreciation	11	11	0%	10	10%	35	28	25%
Finance Cost	14	20	-30%	15	-1%	53	47	13%
PBT	138	240	-43%	205	-33%	380	584	-35%
Tax	33	46	-28%	70	-53%	93	206	-55%
PAT	105	194	-46%	135	-22%	287	378	-24%
Diluted EPS (In Rs.)	5.85	11.06	-47%	7.70	-24%	16.16	21.41	-25%

Balance Sheet

Equity and Liabilities (INR Mn)	As on 31st Dec 2019	As on 31st Mar 2019
Shareholders Fund		
(a) Equity Share Capital	174	174
(b) Other Equity	4089	4,107
Net worth	4263	4,281
(c) Non Controlling Interest	32	26
Non Current Liabilities		
(a) Financial Liabilities		
(i) Lease Liabilities	7	-
(b) Employee Benefit Obligations	36	28
(c) Deferred tax liabilities (Net)	545	581
Current Liabilities		
(a) Financial Liabilities		
(i) Borrowings	310	638
(ii) Trade Payables	557	564
(iii) Other Financial Liabilities	356	421
(b) Other Current Liabilities	225	183
(c) Provisions	450	357
(d) Employee Benefit Obligation	15	9
Total	6796	7,088

Assets (INR Mn)	As on 31st Dec 2019	As on 31st Mar 2019
Non Current Fixed Assets		
(a) Property, Plant and Equipment	2060	2,057
(b) Right of use Asset	7	-
(c) Investment Properties	23	24
(d) Intangible assets	65	71
(e) Investments in subsidiaries and Joint Venture	-	-
(f) Financial Assets		
(i) Investments	1303	1,483
(ii) Loans	51	49
(iii) Other Financial Assets	1	-
(e) Other Non Current Assets	18	16
Current Assets		
(a) Inventories	979	963
(b) Financial Assets		
(i) Trade Receivables	1190	1,098
(ii) Cash and cash equivalents	78	50
(iii) Bank Balances other than (ii) above	18	18
(iv) Loans	3	2
(c) Current Tax Assets (Net)	401	349
(d) Other Current Assets	599	908
Total	6796	7,088

Cash Flow Statement

Particulars (INR Mn)	FY20 – 9ME		FY19	
Pre-Tax Profit	380		847	
Change in other operating activities (Non Cash Items)	11		-163	
Change in Working capital	312		-915	
Taxes Paid	-161		-126	
Net cash generated from/used in Operating Activities (A)		542		-357
Investment in Treasury Shares (B)		-71		-
Net cash used in Other Investing Activities (C)		-26		-64
Repayment/Proceed from Short term Borrowing	-327		479	
Proceeds from Issue of Share Capital	2		-	
Dividend and taxes thereon paid	-63		-63	
Interest Paid	-29		-37	
Net cash generated from/used in Financing Activities (D)		-417		379
Net Inc./ (Dec.) in Cash and Cash Equivalent (A+B+C+D)		28		-42
Cash and Cash Equivalents at the beginning of the period		50		92
Cash and Cash Equivalents at End of the period		78		50

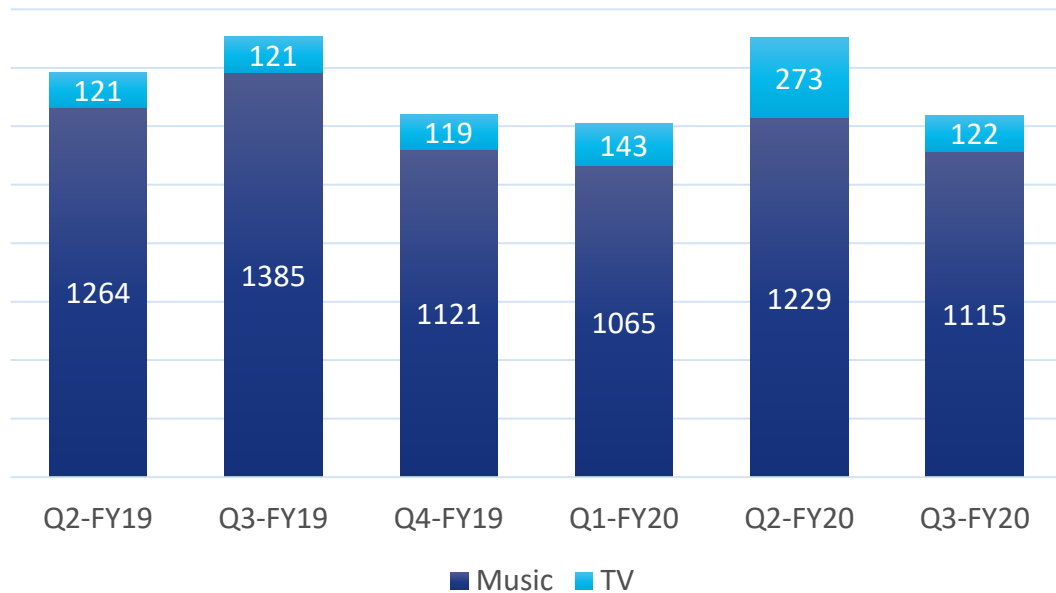
A hand in a dark suit jacket points with a pen at a document on a desk. The document features several pie charts and bar graphs. To the right, a tablet computer is visible. The background shows a blurred office setting with a laptop and other people. The entire image has a green and blue color overlay.

Standalone

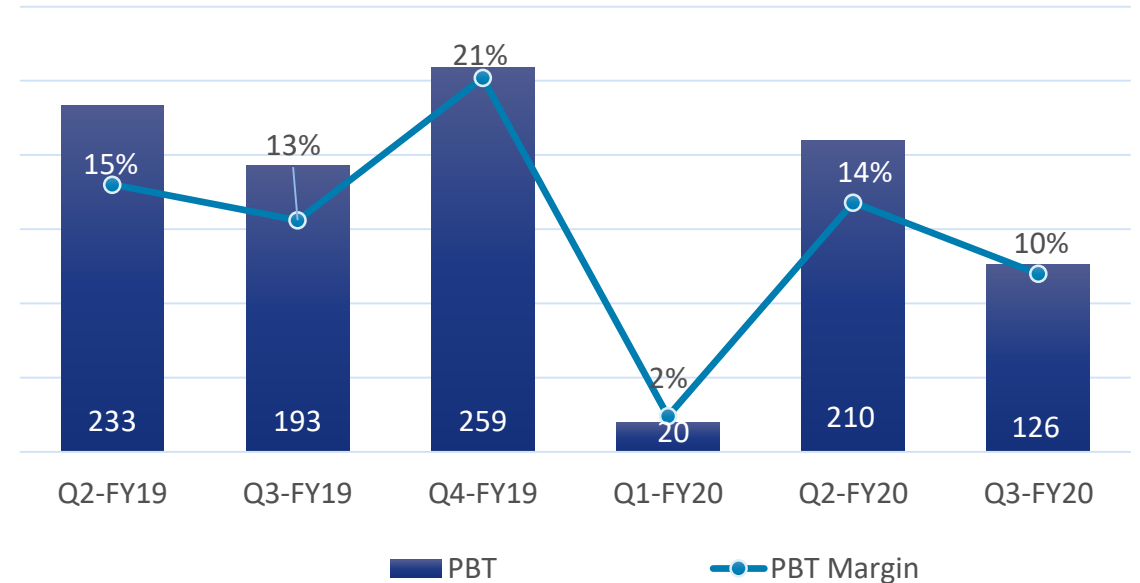
Quarterly Financial Summary

Particulars (INR Mn)	Q3-FY20	Q2-FY20	Q-o-Q Growth	Q3-FY19	Y-o-Y
Revenues					
• Music	1,115	1,229	-9%	1,385	-20%
• TV & Films	122	273	-55%	121	1%
Total Revenue from Operation	1,237	1,502	-18%	1,506	-18%
PBT	126	210	-40%	193	-35%
PAT	92	164	-44%	122	-25%

Revenue (INR Mn)



PBT (INR Mn) & PBT Margin



Financial Performance



Particulars (INR Mn)	Q3-FY20	Q2-FY20	Q-o-Q Growth	Q3-FY19	Y-o-Y Growth	9M-20	9M-19	Y-O-Y Growth
Revenue from Operations	1237	1,502	-18%	1,506	-18%	3947	4,003	-1%
Other Income#	26	29	-10%	23	13%	87	477	-82%
Total Revenue	1263	1,531	-18%	1,529	-17%	4034	4,480	-10%
Total Expenses	1112	1,290	-14%	1,313	-15%	3593	3,843	-7%
EBITDA	151	241	-37%	216	-38%	441	637	-31%
EBITDA Margin (%)	12%	16%		14%		11%	14%	
Depreciation	11	11	0%	8	30%	33	26	27%
Finance Cost	14	20	-30%	15	-7%	53	47	13%
PBT	126	210	-40%	193	-35%	355	564	-37%
Tax	34	46		70	-51%	93	206	-55%
PAT	92	164	-44%	123	-25%	262	358	-27%
PAT Margin (%)	7%	11%		8%		7%	8%	
Comprehensive Income	-34	-95		46		-135	(113)	
Total Profit including Comprehensive Income(Net of tax)	58	69		169		127	245	
Diluted EPS (In Rs.)	5.31	9.43	-44%	7.05	25%	15.03	20.56	-27%

Balance Sheet

Equity and Liabilities (INR Mn)	As on 31 st Dec 2019	As on 31 st Mar 2019
Shareholders Fund		
(a) Equity Share Capital	174	174
(b) Other Equity	4079	4,087
Net worth	4253	4,261
(c) Non Controlling Interest	-	-
Non Current Liabilities		
(a) Financial Liabilities		
(i) Lease Liabilities	7	
(b) Employee Benefit Obligations	33	25
(c) Deferred tax liabilities (Net)	526	557
Current Liabilities		
(a) Financial Liabilities		
(i) Borrowings	281	608
(ii) Trade Payables	502	526
(iii) Other Financial Liabilities	329	411
(b) Other Current Liabilities	210	166
(c) Provisions	448	356
(d) Employee Benefit Obligation	14	8
Total	6603	6,918

Assets (INR Mn)	As on 31 st Dec 2019	As on 31 st Mar 2019
Non Current Fixed Assets		
(a) Property, Plant and Equipment	2054	2,056
(b) Right to use assets	7	-
(c) Investment Properties	23	24
(d) Intangible assets	70	69
(e) Investments in subsidiaries and Joint Venture	158	158
(f) Financial Assets		
(i) Investments	1065	1,212
(ii) Loans	47	46
(iii) Other Financial Assets	-	-
(g) Other Non Current Assets	17	15
Current Assets		
(a) Inventories	912	924
(b) Financial Assets		
(i) Trade Receivables	1192	1129
(ii) Cash and cash equivalents	45	15
(iii) Bank Balances other than above	18	18
(iv) Loans	15	13
(v) Other Financial Assets	2	1
(c) Current Tax Assets (Net)	387	336
(d) Other Current Assets	591	902
Total	6603	6,918

Cash Flow Statement

Particulars (INR Mn)	FY20 – 9ME		FY19	
Pre-Tax Profit	355		823	
Change in other operating activities (Non Cash Items)	27		-34	
Change in Working capital	345		-897	
Taxes Paid	-160		-122	
Net cash generated from/used in Operating Activities (A)		567		-230
Investment in Treasury Shares (B)		-71		-
Net cash used in Other Investing Activities (C)		-49		-197
Repayment/Proceed from Short term Borrowing	-327		479	
Proceeds from Issue of Share Capital	2		-	
Dividend and taxes thereon paid	-63		-63	
Interest Paid	-29		-38	
Net cash generated from/used in Financing Activities (D)		-417		378
Net Inc./ (Dec.) in Cash and Cash Equivalent (A+B+C+D)		30		-49
Cash and Cash Equivalents at the beginning of the period		15		64
Cash and Cash Equivalents at End of the period		45		15

A close-up photograph of a hand on a steering wheel, overlaid with a green and cyan color gradient. The steering wheel has a decorative, embossed pattern. The hand is wearing a watch and a ring. The text "Operational Highlights" is centered in a white font on a dark horizontal band.

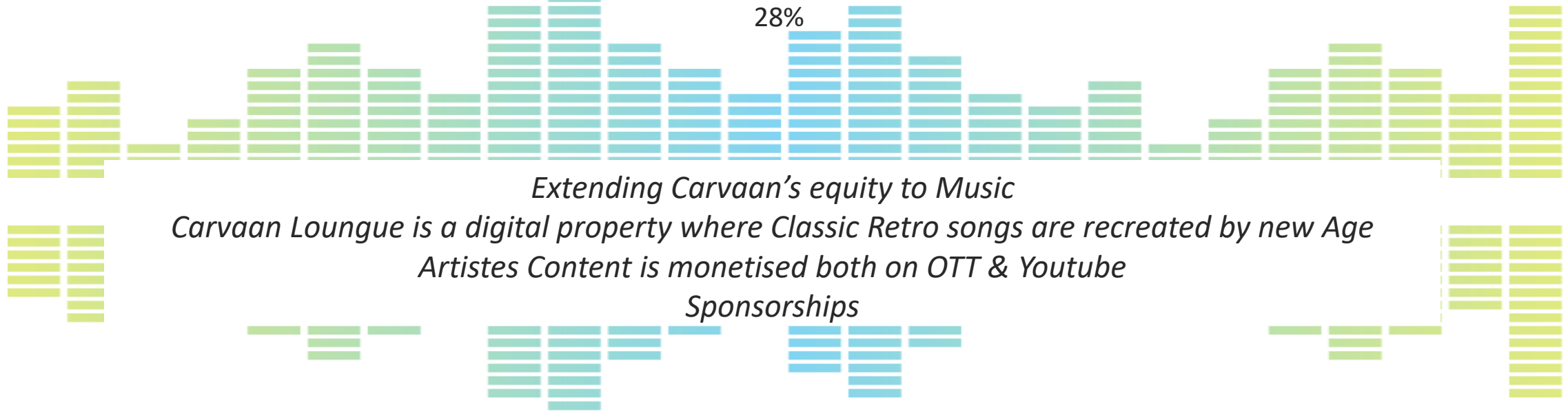
Operational Highlights

Music Segment Operational Highlights

Saregama invested Rs.56 Mn in FY18 and Rs.324 Mn in FY19 in new music rights acquisition

Licensing Revenue registered Y-o-Y Growth in Q3 FY-20 at the rate of

28%



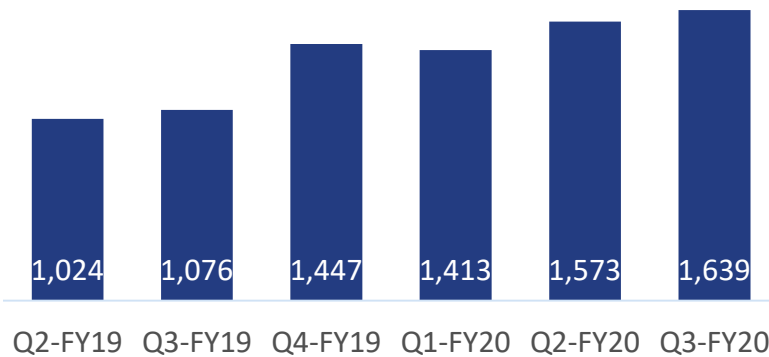
Extending Carvaan's equity to Music

Carvaan Lounge is a digital property where Classic Retro songs are recreated by new Age

Artistes Content is monetised both on OTT & Youtube

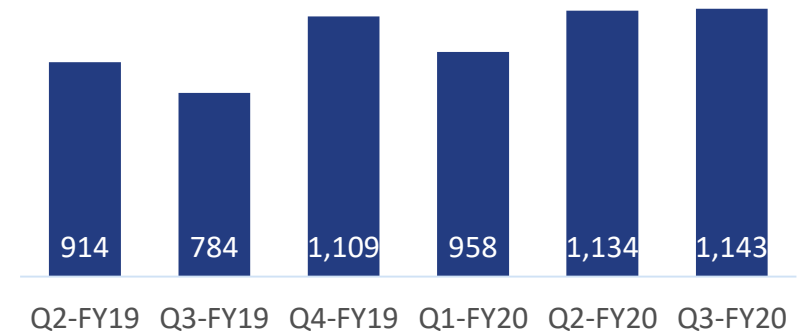
Sponsorships

OTT Streams (Mn) per Quarter



Nos. till Q4 are Actualised and Q2 and Q3 Nos. included estimated Nos.

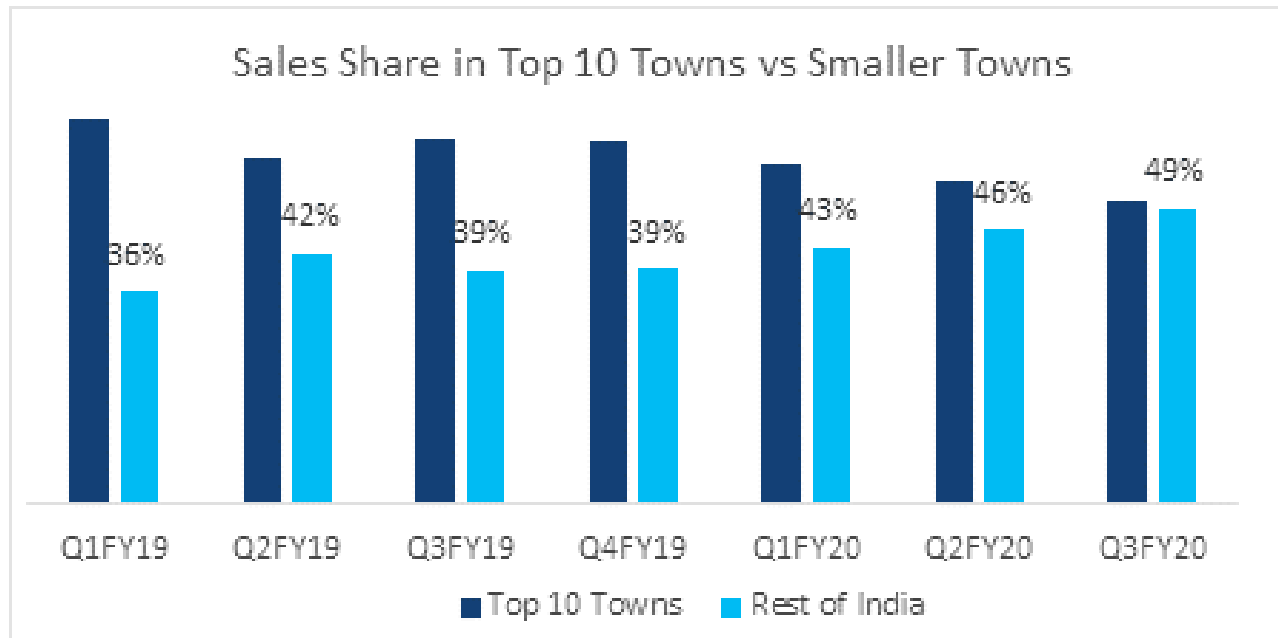
YouTube Views (Mn) per Month



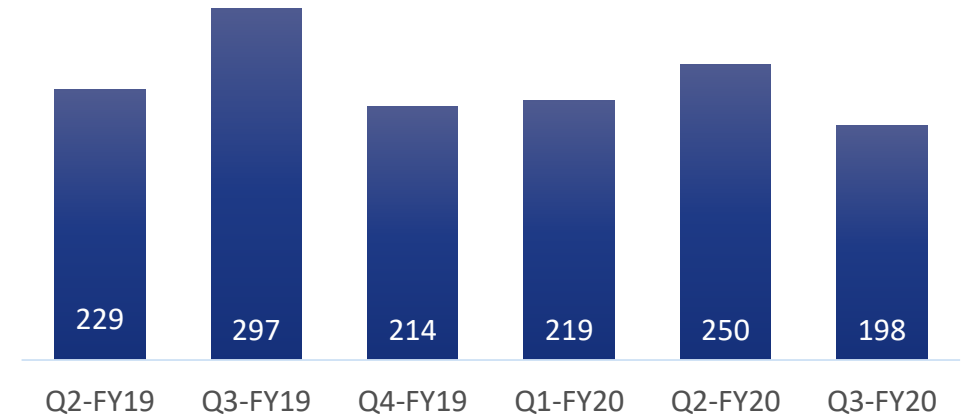
Views count is from 25 Channel owned by Saregama

Music Segment Operational Highlights

- Lower than expected Festival sales as Lower footfalls in Consumer Durable & Telecom outlets
- Carvaan 2.0 : Wide range of podcasts added. Broadens appeal of Carvaan to younger age groups
- Continued focus on increasing mid to small towns penetration
 - Awareness creation. Distribution network expansion
 - 49% of sales came from these markets



Carvaan Sales (units '000s)



1.8K new billing dealers added in Q3 total 28.7K dealers

Gross margin for Carvaan is 25% in Q3 of FY-20

Future Outlook

Carvaan Karaoke. Live Housie. Carvaan Mini-Art of Living. Carvaan Mini – Kids. Carvaan Earphones.

Films & TV Segment Operational Highlights

Film Segment

KD

- Anand Vikatan Awards for best production, best child actor, best dialogue
- Released across 100+ theatres in TN and 40 screens globally
- Best Tamil film of the year as per TOI list, rave reviews continue to pour in
- Licensed to Netflix, Astro, Singapore TV, Etisalat



Future Outlook

- Digital Premiere of KD on Netflix (Jan 2020)
- 3rd Hotstar film “Bahut Hua Samman” to be released
- Digital deal licensing closed for Chaman Bahar & Axone



TV Segment

- Roja undisputed number 1 serial in Week 51 in TN
- Roja has been awarded Best Serial by Sun TV and Vikatan for 2019.
- Saregama has won 7 Sun Awards 2019 in Artist segment for Roja serial which includes Best Hero and Best Heroine from Sun TV.
- Roja Telugu achieved highest TRP in its time band in Gemini TV
- Sevanthi's TRP improved and achieved 3rd position in Udaya TV



Future Outlook

- Next quarter should maintain the ratings and revenue

The background of the slide is a complex, layered composition. It features a dark teal-to-green gradient. Overlaid on this are various financial data visualizations: a bar chart with a prominent white bar labeled '12195.37', a line graph with multiple white and light blue lines, and a candlestick chart at the bottom. The overall aesthetic is modern and data-driven, typical of a corporate financial report.

Financial Overview

Consolidated Income Statement



Particulars (INR Mn)	FY19	FY18	FY17
Revenue from Operations	5447	3,566	2,185
Other Income #	564	102	133
Total Revenue	6,011	3,668	2,318
Total Expenses	5,065	3,203	2,090
EBITDA	946	465	228
EBITDA Margin (%)	16%	13%	10%
Depreciation	33	42	44
Finance Cost	66	34	24
PBT	847	389	160
Tax	304	106	73
PAT	543	283	87
PAT Margins (%)	9%	8%	4%
Other Comprehensive Income	-13	164	1,402
Total Comprehensive Income (After Tax)	530	447	1,489
Diluted EPS (INR)	31.2	16.2	4.9

In FY2018-19 other income includes Rs. 322 Mn estimated Insurance claim receivable & Total Expense includes Rs. 376Mn towards cost of damaged stocks because of fire in the warehouse.

Consolidated Balance Sheet



Equity and Liabilities (INR Mn)	FY19	FY18	FY17
Shareholders Fund			
(a) Equity Share Capital	174	174	174
(b) Other Equity	4,107	3,643	3,223
Net worth	4,281	3,817	3,397
(c) Non Controlling Interest	26	23	25
Non Current Liabilities			
(a) Employee Benefit Obligations	28	24	22
(b) Deferred tax liabilities (Net)	581	479	444
Current Liabilities			
(a) Financial Liabilities			
(i) Borrowings	638	159	30
(ii) Trade Payables	564	404	384
(iii) Other Financial Liabilities	421	359	125
(b) Other Current Liabilities	183	149	91
(c) Provisions	357	361	263
(d) Employee Benefit Obligation	9	8	16
Total	7,088	5,783	4,797

Assets (INR Mn)	FY19	FY18	FY17
Non Current Fixed Assets			
(a) Property, Plant and Equipment	2,057	1,884	1,897
(b) Investment Properties	24	24	25
(c) Intangible assets	71	65	67
(d) Investments in subsidiaries and Joint Venture	-	-	-
(e) Financial Assets			
(i) Investments	1,483	1,510	1,316
(ii) Loans	49	40	47
(iii) Other Financial Assets	-	-	-
(f) Other Non Current Assets	16	112	20
Current Assets			
(a) Inventories	963	493	103
(b) Financial Assets			
(i) Trade Receivables	1,098	730	523
(ii) Cash and cash equivalents	50	92	190
(iii) Bank Balances other	18	16	1
(iv) Loans	2	2	27
(v) Other Financial Assets	0	0	-
(c) Current Tax Assets (Net)	349	423	419
(d) Other Current Assets	908	392	162
Total	7,088	5,783	4,797

Standalone Income Statement



Particulars (INR Mn)	FY19	FY18	FY17
Revenue from Operations	5,244	3,456	2,081
Other Income#	595	142	159
Total Revenue	5,839	3,598	2,240
Total Expenses	4,920	3,115	2,003
EBITDA	919	483	237
EBITDA Margin (%)	16%	13%	11%
Depreciation	30	38	41
Finance Cost	66	34	23
PBT	823	411	173
Tax	304	106	73
PAT	519	305	100
PAT Margins (%)	9%	8%	5%
Other Comprehensive Income	-16	136	1,301
Total Comprehensive Income (After Tax)	503	441	1,401
Diluted EPS (INR)	29.8	17.5	5.7

In FY2018-19 other income includes Rs. 322 MN estimated Insurance claim receivable & Total Expense includes Rs. 376Mn towards cost of damaged stocks because of fire in the warehouse.

Standalone Balance Sheet

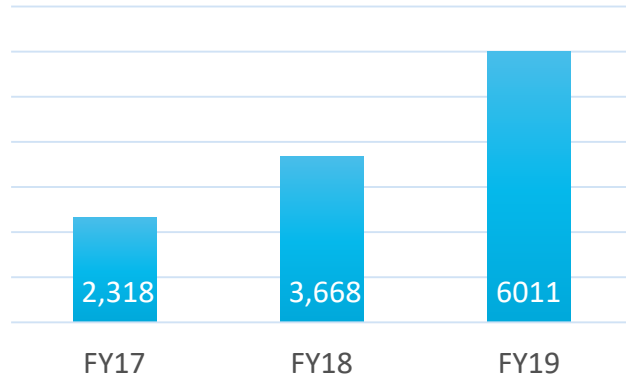


Equity and Liabilities (INR Mn)	FY19	FY18	FY17
Shareholders Fund			
(a) Equity Share Capital	174	174	174
(b) Other Equity	4087	3,647	3,236
Net worth	4261	3,821	3,410
Non Current Liabilities			
(a) Employee Benefit Obligations	25	21	19
(b) Deferred tax liabilities (Net)	557	456	424
Current Liabilities			
(a) Financial Liabilities			
(i) Borrowings	608	129	-
(ii) Trade Payables	526	386	371
(iii) Other Financial Liabilities	411	347	115
(b) Other Current Liabilities	166	116	68
(c) Provisions	356	359	262
(d) Employee Benefit Obligation	8	7	16
Total	6,918	5,642	4,685

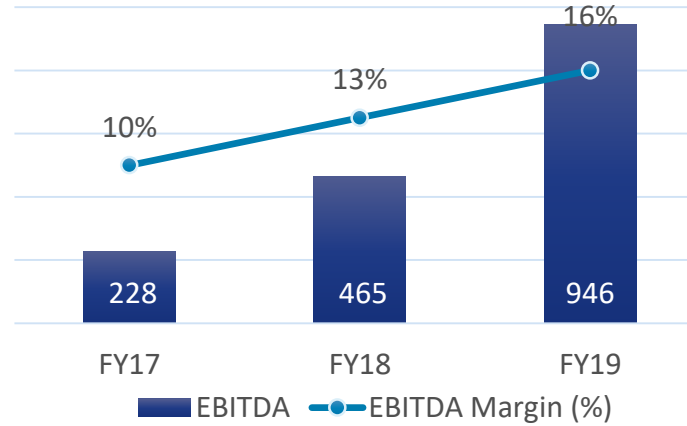
Assets (INR Mn)	FY19	FY18	FY17
Non Current Fixed Assets			
(a) Property, Plant and Equipment	2056	1,881	1,893
(b) Investment Properties	24	24	25
(c) Intangible assets	69	61	62
(d) Investments in subsidiaries and Joint Venture	158	155	155
(e) Financial Assets			
(i) Investments	1,212	1,234	1,076
(ii) Loans	46	34	42
(iii) Other Financial Assets	-	-	-
(f) Other Non Current Assets	15	112	19
Current Assets			
(a) Inventories	924	473	99
(b) Financial Assets			
(i) Trade Receivables	1129	781	556
(ii) Cash and cash equivalents	15	64	156
(iii) Bank Balances other	18	16	1
(iv) Loans	13	5	28
(v) Other Financial Assets	1	1	1
(c) Current Tax Assets (Net)	336	414	413
(d) Other Current Assets	902	387	159
Total	6,918	5,642	4,685

Financial Charts (Consolidated)

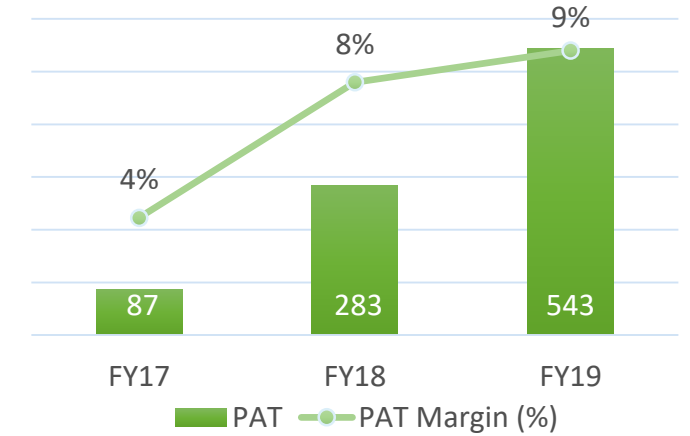
Total Revenue (INR Mn)



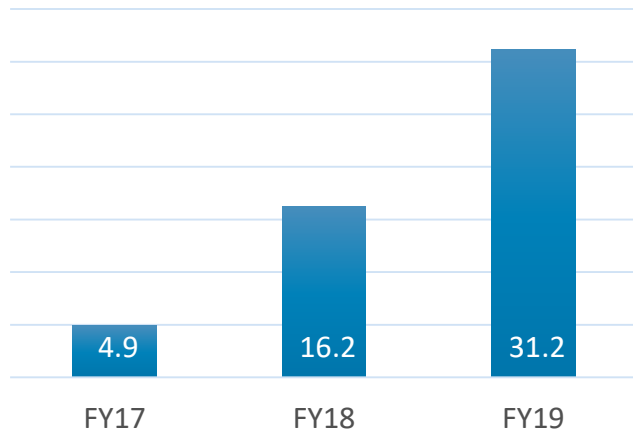
EBITDA and EBITDA Margin (%)



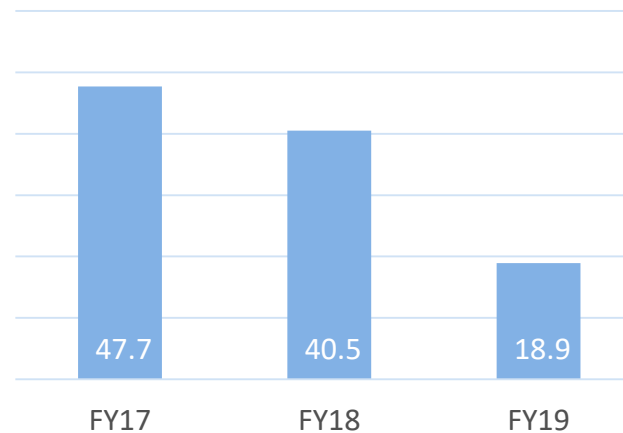
PAT and PAT Margin (%)



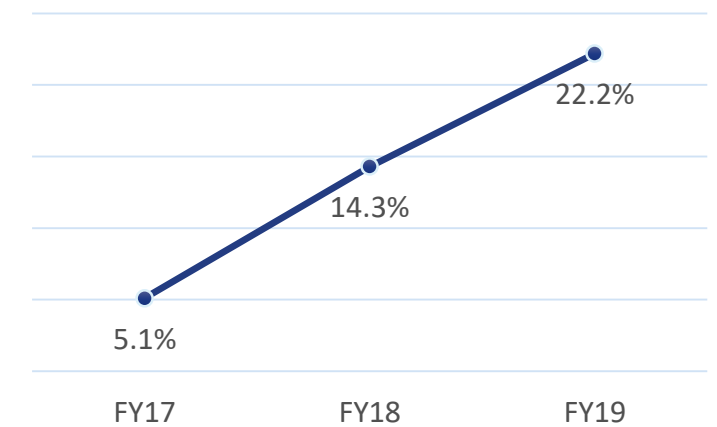
Diluted EPS (INR)



PE Ratio

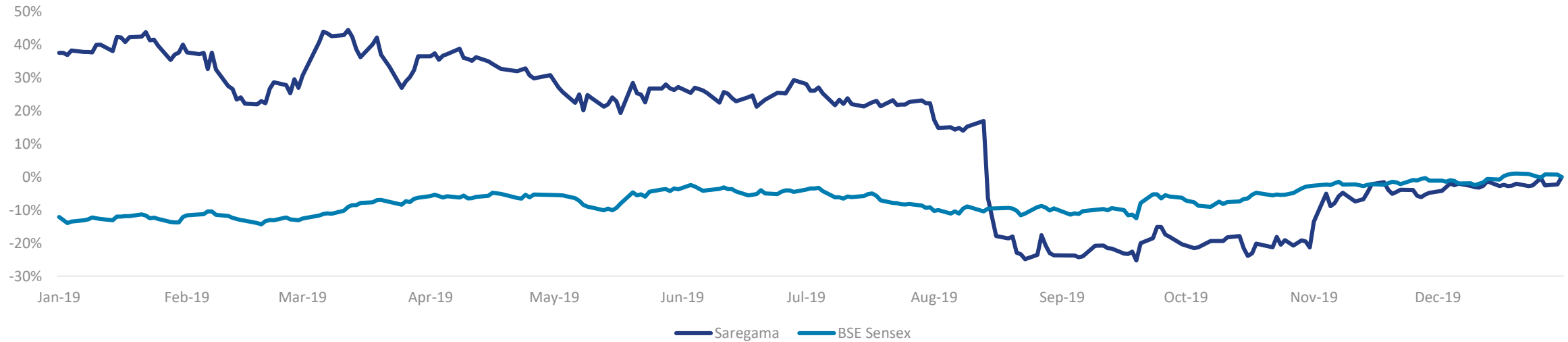


ROCE%*



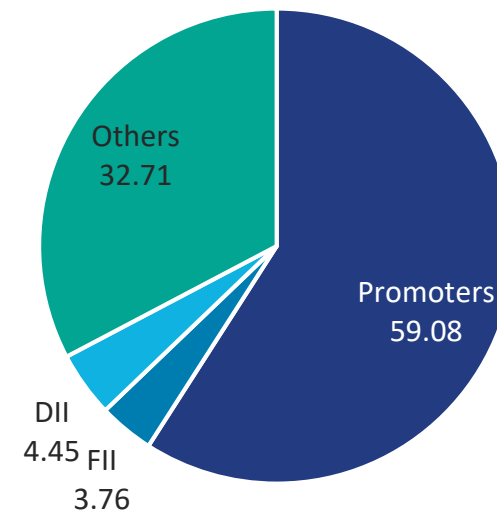
*Capital Employed = share capita. security premium & free reserves

Capital Market Data



Price Data (As of 31 st December, 2019)		INR
Face Value		10.0
Market Price		596.9
52 Week H/L		636.6/302.2
Market Cap (INR Mn)		10,392.0
Equity Shares Outstanding (Mn)		17.4
1 Year Avg. Trading Volume ('000)		23.7

Shareholding Pattern as on 31st December, 2019



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