

October 21, 2021

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

Dear Sirs,

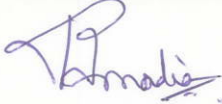
**Sub: Investor Presentation**

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are enclosing herewith a copy of Investor Presentation on financial results of the Company for quarter and half year ended September 30, 2021.

The aforesaid Investor Presentation will also be uploaded on the website of the Company i.e. [www.radiocity.in](http://www.radiocity.in)

Kindly take the above on record and oblige.

Yours faithfully  
For Music Broadcast Limited



Prashant Domadia  
Chief Financial Officer



Encl: a/a



# Music Broadcast Limited

## Investor Presentation

RAG RAG MEIN  
DAUDE CITY.



October 2021



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## Radio City

- Maintains its leadership position at 20%\* market share in Q2FY22
- Company has registered a turnaround at PAT Level and reported a 22% EBIDTA Margin
- 43% of the total clients on the Radio platform advertised on Radio City – Highest in the Industry
- 35% of New clients on Radio platform advertised on Radio City – Highest in the Industry
- Collection of Rs. 35 Crores during the quarter of which collection from Government was Rs. 6.5 Crores
- Cash and Cash Equivalents of Rs. 245 Crores as on September 30th, 2021



## Radio Industry

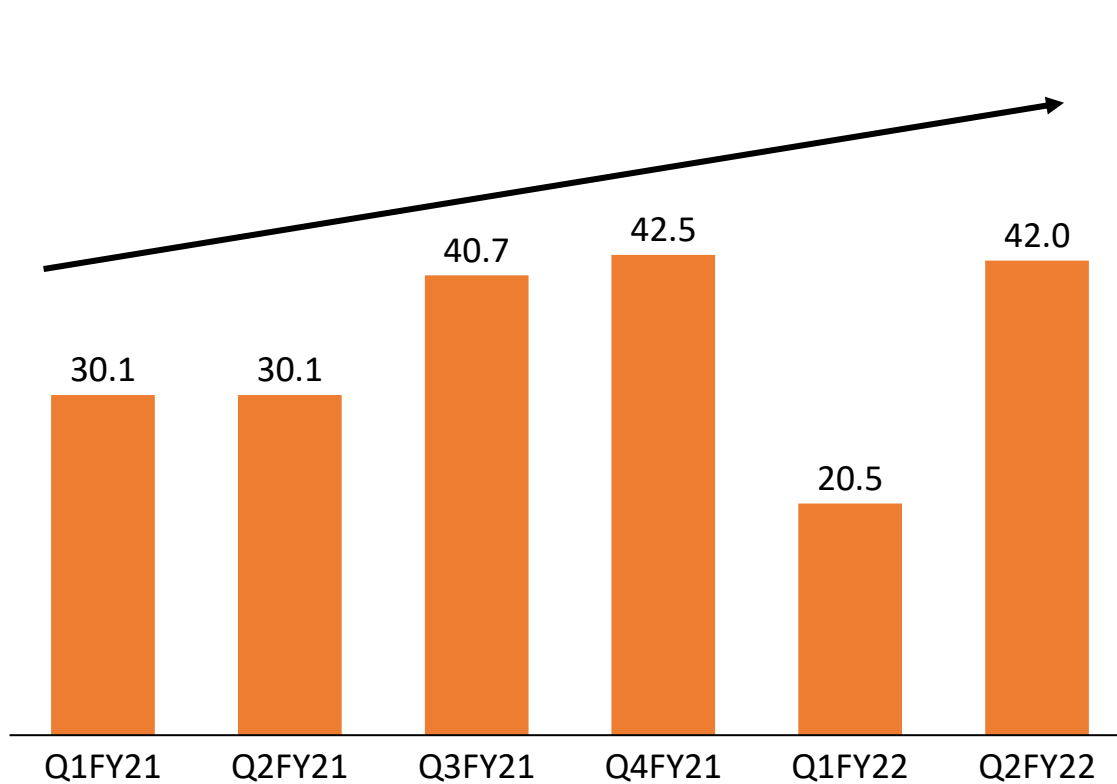
- YoY 49% growth in volumes for Q2 FY22
- ~5% growth in client count for Q2 FY22 as compared to Q2 FY21
- 3.58K clients advertised on Radio in Q2 of which 1.85k clients used the radio platform for the 1<sup>st</sup> time

# Strong Recovery to continue

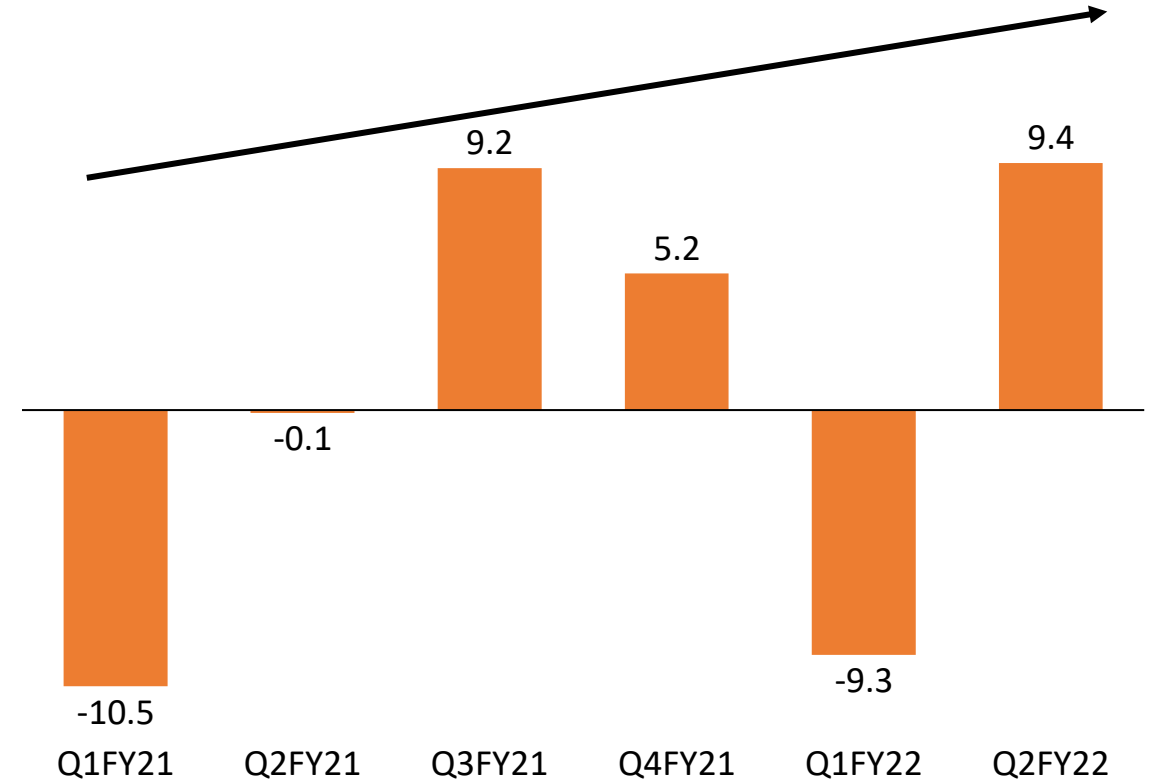
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## Significant Revenue Recovery



## Reversing trends towards Profitability



# Maintained Leadership Market Share

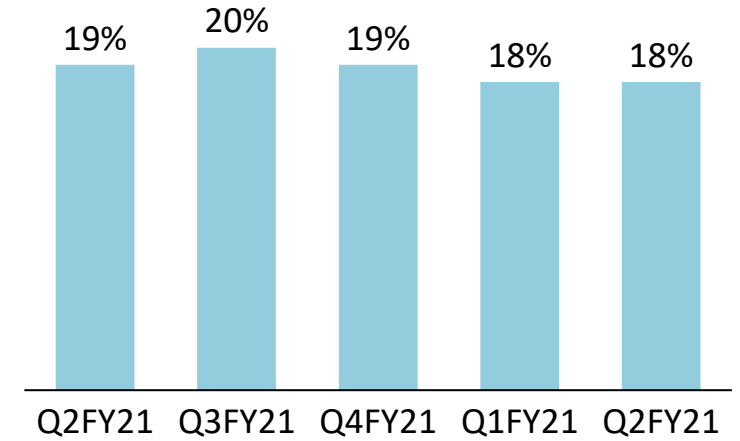
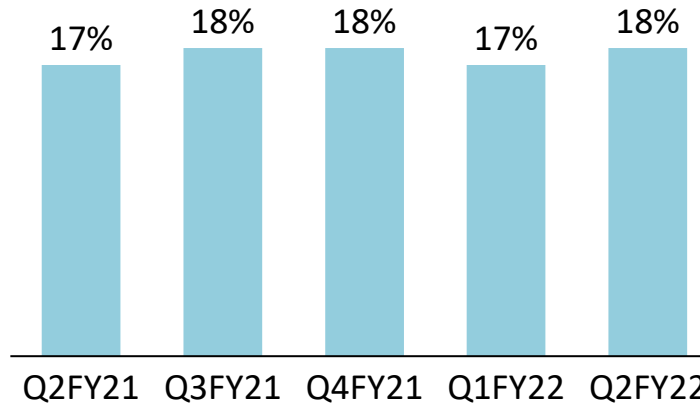
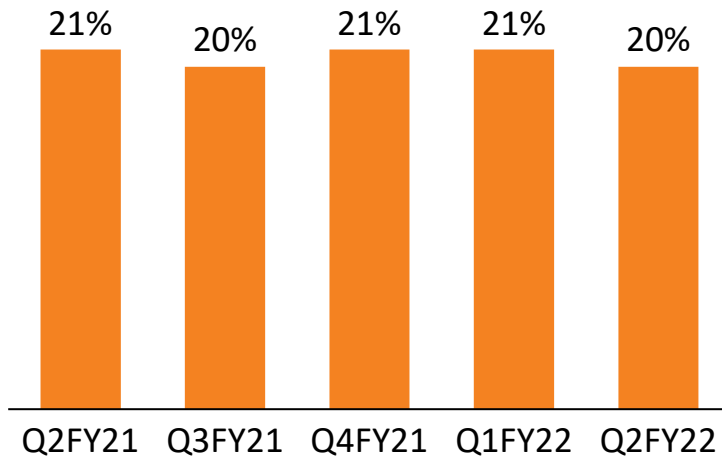
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Radio City

Peer 1

Peer 2



**Radio City continues to be at highest Volume Market Share across all operator's main frequencies in Q2 FY22**

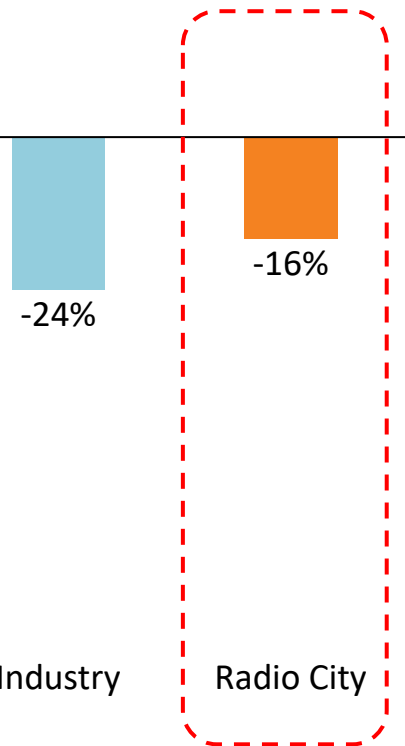


# Consistent Volume Growth Trajectory

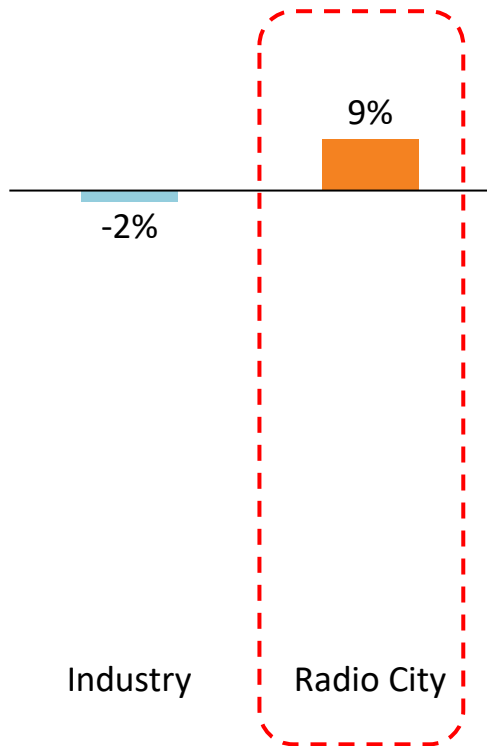
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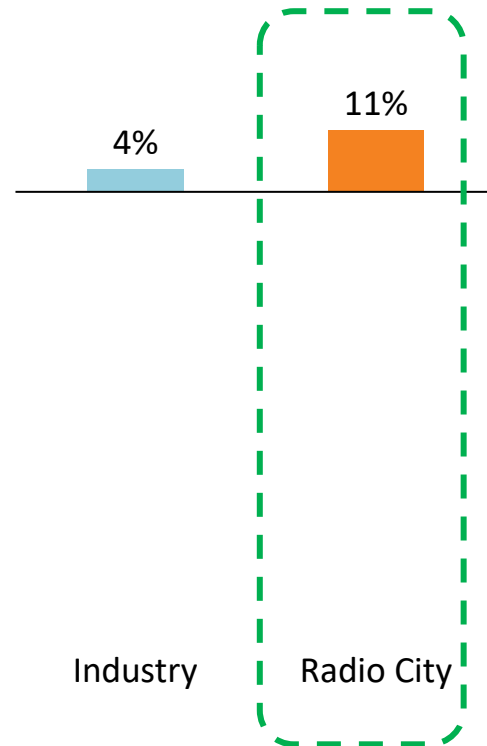
### Q2 FY21 Radio Industry Performance YoY



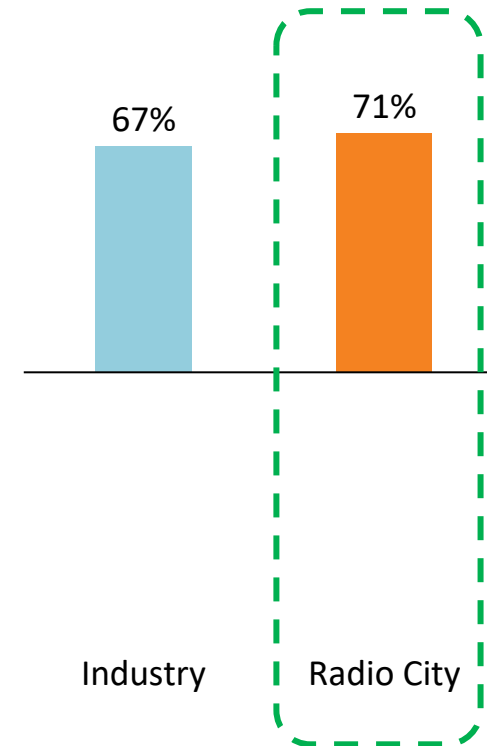
### Q3 FY21 Radio Industry Performance YoY



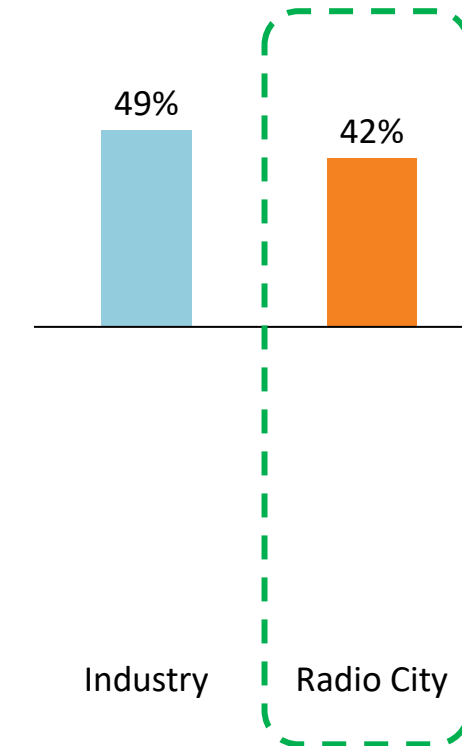
### Q4 FY21 Radio Industry Performance YoY



### Q1 FY22 Radio Industry Performance YoY



### Q2 FY22 Radio Industry Performance YoY



# Initiatives Driving Ad-Volumes

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- New Revenue Opportunities contributed Rs. 15.14 crores of revenue for Q2 FY22
- Leaders in NEW client addition for the quarter with 35% share
- Highest client share in the Industry with 43% as on 30<sup>th</sup> September 2021



# Radio Industry – Q2FY22 Category Trend

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## Growth Categories

## De-Growth Categories



Real Estate

15%



Finance

13%



Pharma

9%



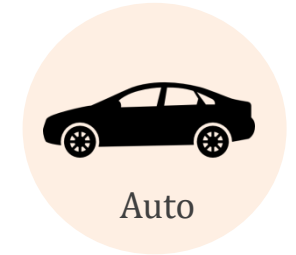
Food/Soft  
Drinks

8%



Education

8%



Auto

8%

Growth (YOY)

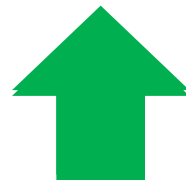
De-Growth (YOY)

Volume  
Contribution

Volume  
Growth



150%



59%



41%



33%



51%



19%



# Radio City Programming & Digital Performance & Initiatives

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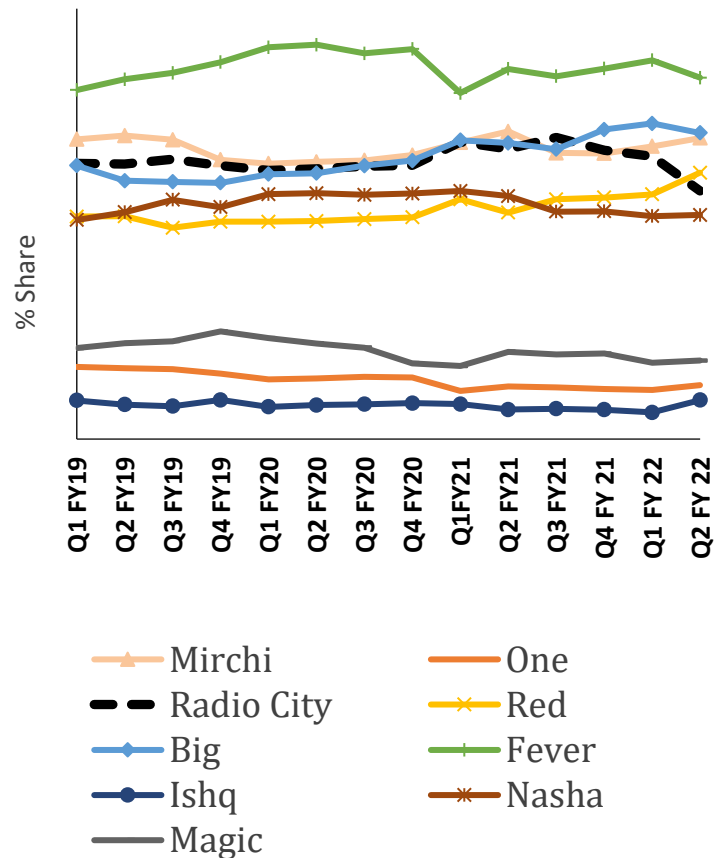
# Radio City Listenership trends in Mumbai, Delhi and Bengaluru

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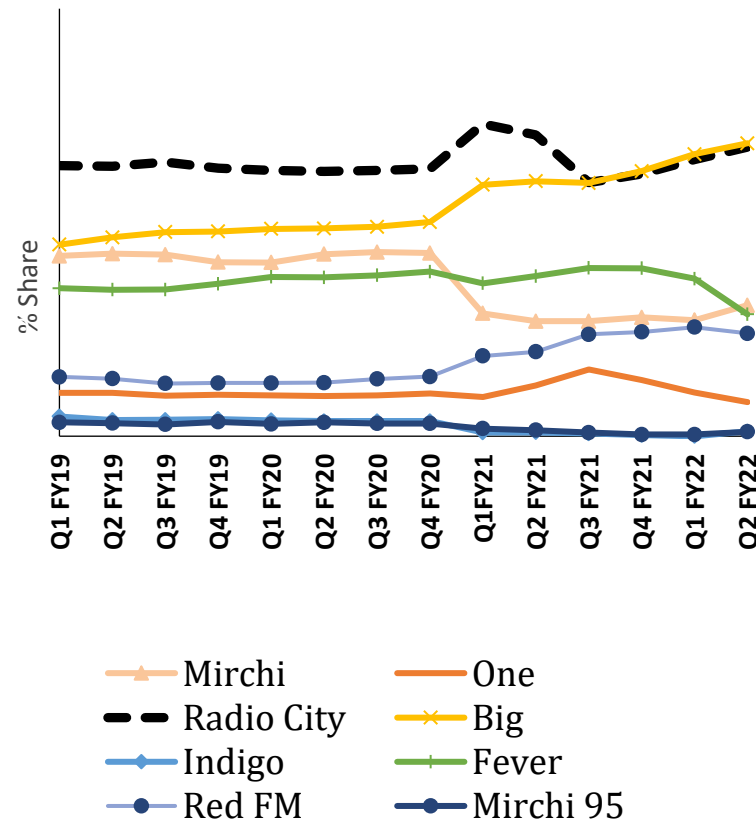


## Listenership Market Share Data

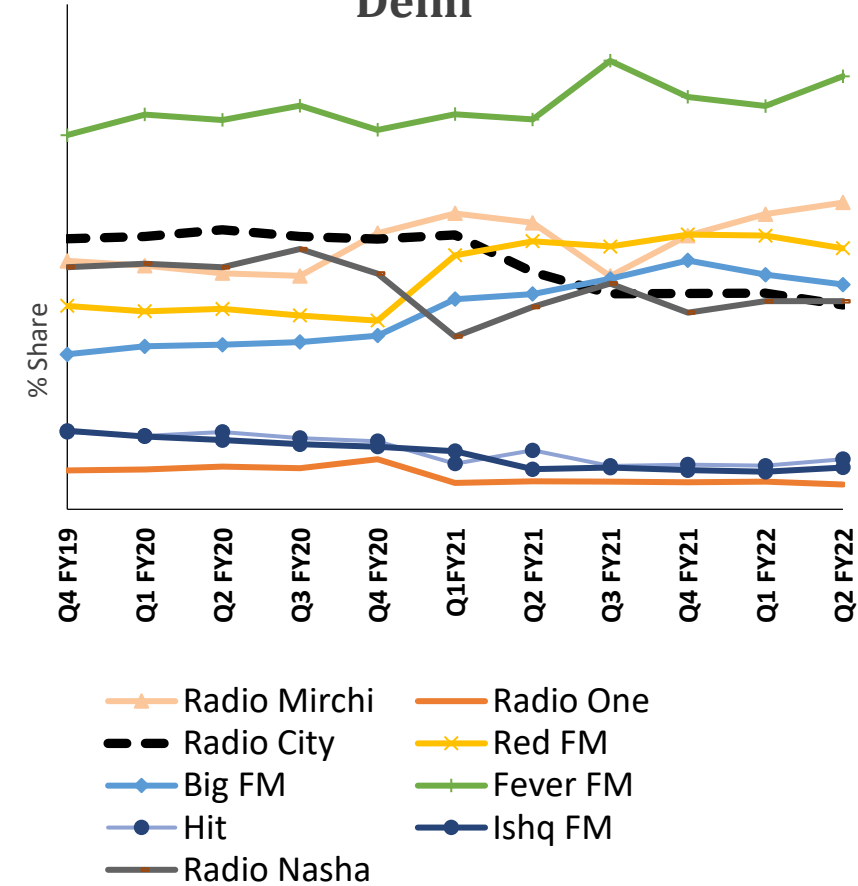
### Mumbai



### Bengaluru



### Delhi



Source: All SEC 12+, RAM Data

Data till Week 36 2021 (27<sup>th</sup> June, 2021 to 4<sup>th</sup> September, 2021)


# High Focus on Digital Integrations


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## Social Media Reach

Digital reach of **130 Mn** through social media apps like Youtube, Facebook, Twitter, Instagram and Web Radio

 Rank #1  
5.2 Mn Likes

 Rank #1  
4.5 Lakhs

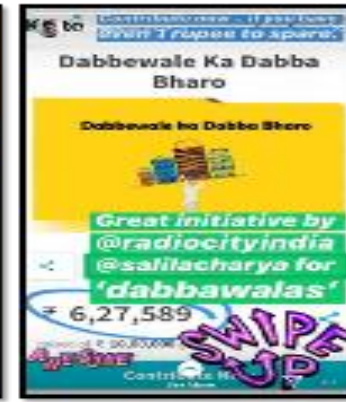
 Rank #3  
3.9 Lakhs

 Rank #3  
1.24 Mn

- Strategic integration of RC initiatives on various Social Media platforms through well know influencers & celebrities.
- All RC initiatives like Dabbewalo ka Dabba Bharo, Ghar se na Niklenge, Concert from Home, AROI Research, Badal Daal Hyderabad, Love Guru, Kaam Wapsi, Mumbai Relaunch, etc. were promoted.

RC brand across all Platforms

For all RC Initiatives





# Initiatives in the Quarter

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## Radio City Podcast

ABP NEWS Digital Integration  
(75M reach)  
Instagram influencer Singh Harjot  
with 102k followers  
Instagram influencer Deepak  
Thakur with 10 lakh followers  
Instagram influencer Sneh  
Upadhyay with 10.lakh followers  
Patiala helpline web page 97k  
followers.



## Super Singer 13

Radio's biggest singing talent hunt  
entered 13th Season.  
We culminated this season with  
36000 auditions  
And for the first time RCSS finale  
was hosted virtually.  
**Total Exposure – 10.23 Cr**



## Cricket Ka Blockbuster

Radio City's IPL property mixing  
cricket with Bollywood which has  
reached to 6.97 Cr. Listeners across  
RC markets



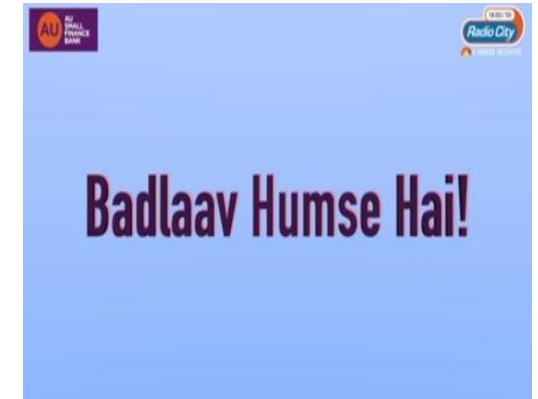
## Radio City Ganpati Spike

RJ Led video campaign consisting  
of 2 videos to promote the brand  
and generate high recall.

225k Reach, 93k views

# Initiatives in the Quarter

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## DABUR HONITUS PR Video and RJ Video

Overall Campaign of Dabur with 2 Brand videos, 2 RJ Led videos and 2 PR Videos in Delhi and Bangalore respectively. 2.2 M+ Views in the whole campaign.

## Samsung Z Series Launch Campaign

Unboxing videos Ft. RJs.  
Store visit videos, Launch Event Lives.  
Static Offer posts, Samsung Ad Videos promotion through our SM Pages

## WHATSAPP #MessagePrivately

#MessagePrivately A celeb interview led campaign wherein the brand was indirectly integrated. Celebs involved- Sharad kelkar, Sumeet Vyas, Atul Khatri, Shankar Mahadevan and Maniesh Paul  
1M plus views, 3.7M Reach

## AU SMALL FINANCE #BadlaavHumseHai

RJ Led video campaign consisting of 2 videos to promote the brand and generate high recall.  
225k Reach, 93k views

# Profit and Loss Statement

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| In Rs. Crs                        | Q2FY22       | Q2FY21        | YoY        | Q1FY22        | QoQ         | H1FY22        | H1FY21        | YoY        |
|-----------------------------------|--------------|---------------|------------|---------------|-------------|---------------|---------------|------------|
| <b>Revenue</b>                    | <b>42.0</b>  | <b>30.1</b>   | <b>40%</b> | <b>20.5</b>   | <b>105%</b> | <b>62.5</b>   | <b>44.4</b>   | <b>41%</b> |
| Other Income                      | 4.8          | 2.9           |            | 3.9           |             | 8.7           | 7.6           |            |
| <b>Total Income</b>               | <b>46.8</b>  | <b>33.0</b>   |            | <b>24.4</b>   |             | <b>71.2</b>   | <b>52.1</b>   |            |
| Licenses Fees                     | 4.8          | 4.6           |            | 4.6           |             | 9.3           | 9.1           |            |
| Employee Expenses                 | 12.5         | 11.4          |            | 12.9          |             | 25.4          | 23.0          |            |
| Other Expenses                    | 20.2         | 17.1          |            | 16.3          |             | 36.5          | 30.6          |            |
| <b>EBITDA</b>                     | <b>9.4</b>   | <b>-0.1</b>   | <b>NA</b>  | <b>-9.3</b>   | <b>NA</b>   | <b>0.0</b>    | <b>-10.6</b>  | <b>NA</b>  |
| <b>EBITDA Margin</b>              | <b>22.4%</b> | <b>-0.3%</b>  |            | <b>-38.3%</b> |             | <b>0.0%</b>   | <b>-23.9%</b> |            |
| Depreciation/Amortization         | 8.2          | 8.3           |            | 8.2           |             | 16.4          | 16.8          |            |
| <b>EBIT</b>                       | <b>1.3</b>   | <b>-8.4</b>   | <b>NA</b>  | <b>-17.5</b>  | <b>NA</b>   | <b>-16.4</b>  | <b>-27.4</b>  | <b>NA</b>  |
| <b>EBIT Margin</b>                | <b>3.1%</b>  | <b>-27.9%</b> |            | <b>-71.9%</b> |             | <b>-26.2%</b> | <b>-61.7%</b> |            |
| Finance costs                     | 0.7          | 1.0           |            | 0.7           |             | 1.3           | 1.7           |            |
| <b>PBT</b>                        | <b>0.6</b>   | <b>-9.4</b>   | <b>NA</b>  | <b>-18.2</b>  | <b>NA</b>   | <b>-17.7</b>  | <b>-29.1</b>  | <b>NA</b>  |
| Tax                               | 0.3          | -2.9          |            | -5.3          |             | -5.0          | -8.7          |            |
| <b>PAT</b>                        | <b>0.3</b>   | <b>-6.5</b>   | <b>NA</b>  | <b>-12.9</b>  | <b>NA</b>   | <b>-12.7</b>  | <b>-20.4</b>  | <b>NA</b>  |
| <b>PAT Margin</b>                 | <b>0.7%</b>  | <b>-21.6%</b> |            | <b>-63.2%</b> |             | <b>-20.3%</b> | <b>-46.0%</b> |            |
| Other Comprehensive Income        | 0.0          | 1.5           |            | -0.1          |             | -0.1          | 1.9           |            |
| <b>Total Comprehensive Income</b> | <b>0.3</b>   | <b>-5.0</b>   | <b>NA</b>  | <b>-13.1</b>  | <b>NA</b>   | <b>-12.8</b>  | <b>-18.4</b>  | <b>NA</b>  |

**Due to Covid-19, the figures do not represent normal quarter/operations and to that extent are not strictly comparable with last year or preceding quarter**



# Balance Sheet

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| Assets (In Crs)                 | Sep-21       | Mar-21       | Equity & Liabilities (In Crs)         | Sep-21       | Mar-21       |
|---------------------------------|--------------|--------------|---------------------------------------|--------------|--------------|
| <b>Total Non Current Assets</b> | <b>435.5</b> | <b>364.9</b> | <b>Shareholders Fund</b>              | <b>597.0</b> | <b>609.7</b> |
| Fixed Assets                    | 268.1        | 282.9        | Share Capital                         | 69.1         | 69.1         |
| Tangible Assets                 | 65.2         | 67.8         | Other Equity                          | 527.9        | 540.6        |
| Intangible Assets               | 183.0        | 193.3        | <b>Total Non Current Liabilities</b>  | <b>18.1</b>  | <b>19.9</b>  |
| Right of use asset              | 19.9         | 21.8         | Long Term Borrowings                  | -            | -            |
| <b>Financial Assets</b>         |              |              | Lease Liabilities                     | 16.6         | 18.5         |
| Investments                     | 113.5        | 41.0         | Employee Benefit Obligation           | 1.5          | 1.4          |
| Other Financial Asset           | 24.1         | 12.9         | <b>Total Current Liabilities</b>      | <b>30.2</b>  | <b>27.2</b>  |
| Deferred Tax Asset(Net)         | 22.8         | 17.7         | Short Term Borrowings                 | 0.0          | 0.0          |
| Other Non Current Assets        | 3.4          | 3.7          | Trade Payables                        | 11.9         | 12.2         |
| Non Current Tax Assets          | 4.2          | 6.7          | Lease Liabilities                     | 5.4          | 5.0          |
| <b>Total Current Assets</b>     | <b>209.3</b> | <b>291.9</b> | Other Financial Liabilities           | 3.3          | 2.1          |
| Current Investments             | 99.4         | 160.9        | Employee Benefit Obligation           | 0.3          | 0.4          |
| Trade Receivables               | 74.6         | 77.3         | Other Current Liabilities             | 9.2          | 7.5          |
| Cash & Cash Equivalents         | 2.4          | 9.9          | Current tax liabilities (net)         | -            | -            |
| Bank Balances                   | 10.4         | 20.5         | <b>TOTAL EQUITY &amp; LIABILITIES</b> | <b>645.3</b> | <b>656.8</b> |
| Other Financial Assets          | 6.6          | 2.1          |                                       |              |              |
| Other Current Assets            | 15.9         | 21.2         |                                       |              |              |
| <b>TOTAL ASSETS</b>             | <b>645.3</b> | <b>656.8</b> |                                       |              |              |

**~Rs. 245 Cr of Cash, Cash Equivalents & Investments as on 30<sup>th</sup> September 2021**

# Cash Flow Statement

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| Particulars (Rs. in Crs)  | Half Year ended 30-Sep-21 | Full Year ended 31-Mar-21 |
|---|---------------------------|---------------------------|
| Profit before tax   | -17.7                     | -32.8                     |
| <i>Adjustments</i>  | 9.5                       | 25.3                      |
| Operating Profit Before Working Capital Changes                     | -8.2                      | -7.5                      |
| <i>Change in operating assets and liabilities</i>                   | 10.6                      | 14.9                      |
| Cash generated from operations                                      | 2.4                       | 7.4                       |
| <i>Income taxes paid</i>  | 2.5                       | -2.0                      |
| <b>Net cash inflow from operating activities (A)</b>                | <b>4.9</b>                | <b>5.5</b>                |
| <b>Net cash inflow/(outflow) from investing activities (B)</b>      | <b>-8.9</b>               | <b>3.8</b>                |
| <b>Net cash outflow from financing activities (C)</b>               | <b>-3.5</b>               | <b>-7.0</b>               |
| <b>Net increase/(decrease) in cash and cash equivalents (A+B+C)</b> | <b>-7.5</b>               | <b>2.3</b>                |
| <b>Cash and cash equivalents at the beginning of the year</b>       | <b>9.9</b>                | <b>7.6</b>                |
| <b>Cash and cash equivalents at the end of the year</b>             | <b>2.4</b>                | <b>9.9</b>                |

# Contact Us

RAG RAG MEIN  
DAUDE CITY.



CIN: L64200MH1999PLC137729

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**SGA** Strategic Growth Advisors

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