

May 24, 2022

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

Sub: Investor Presentation

Dear Sir/Ma'am,

In terms of Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith the Investor Presentation of the Company in connection with the quarter/ financial year ended March 31, 2022.

The aforesaid Press Release will also be uploaded on the website of the Company <https://www.radiocity.in/>

You are requested to take the aforesaid on record.

Thanking you

Yours Faithfully
For **Music Broadcast Limited**



Arpita Kapoor
Company Secretary and Compliance Officer

Encl: as above



Music Broadcast Limited

Investor Presentation

RAG RAG MEIN
DAUDE CITY.



May 2022



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Radio City

- Maintains a strong market position at 20%* market share in Q4FY22
- Company has registered a 13% EBIDTA Margin
- 41% of the total clients on the Radio platform advertised on Radio City
- 31% of New clients on Radio platform advertised on Radio City
- Collection of Rs. 66.6 Crores during the quarter, of which collection from Government was Rs. 11.5 Crores
- Cash and Cash Equivalents of Rs. 264 Crores as on March 31st, 2022



Radio Industry

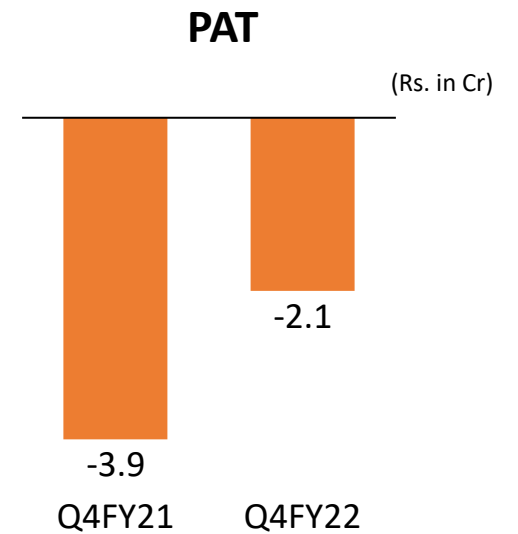
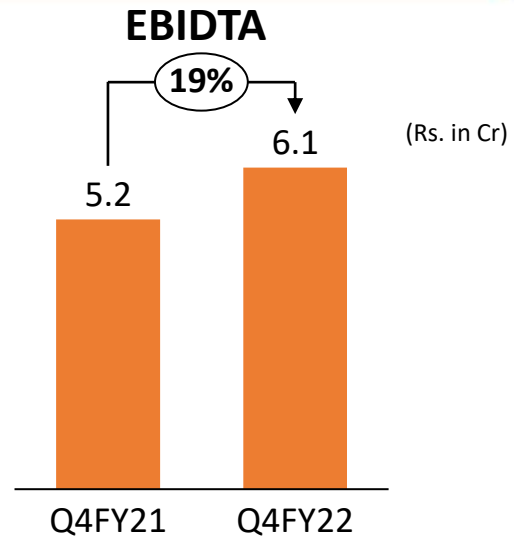
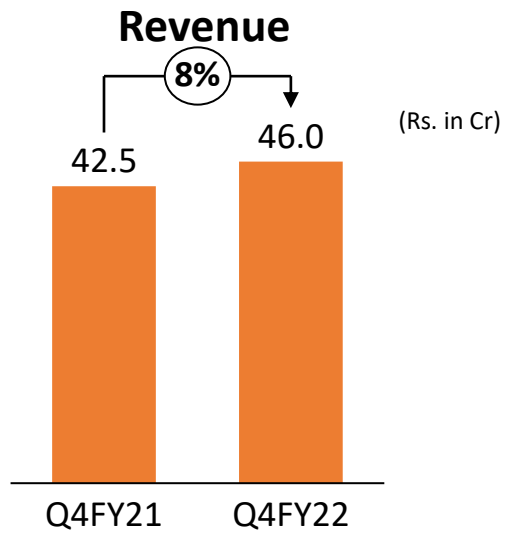
- YoY 17% growth in volumes for Q4FY22
- ~2% growth in client count for Q4FY22 as compared to Q4FY21
- 1.8K clients are new in Q4FY22 out of 3.79K total clients advertised on Radio platform

Strong Recovery to continue

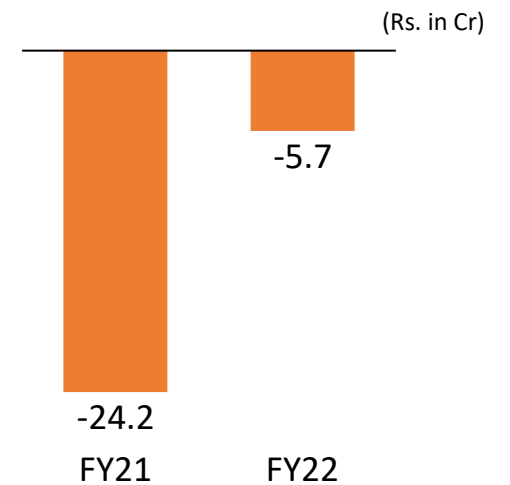
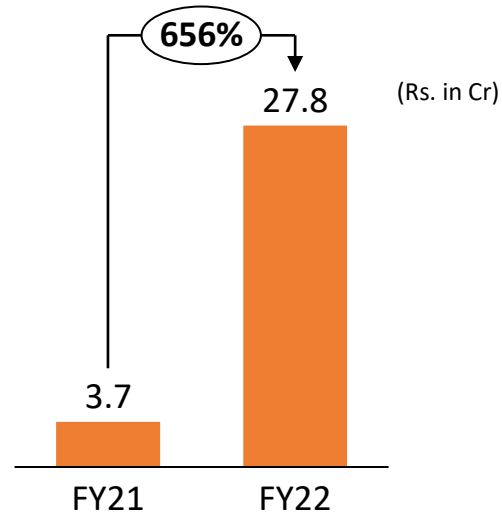
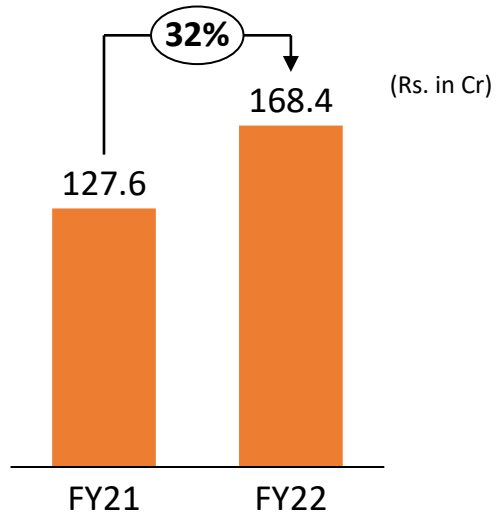
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Quarterly



Annually



Maintained Leadership Market Share

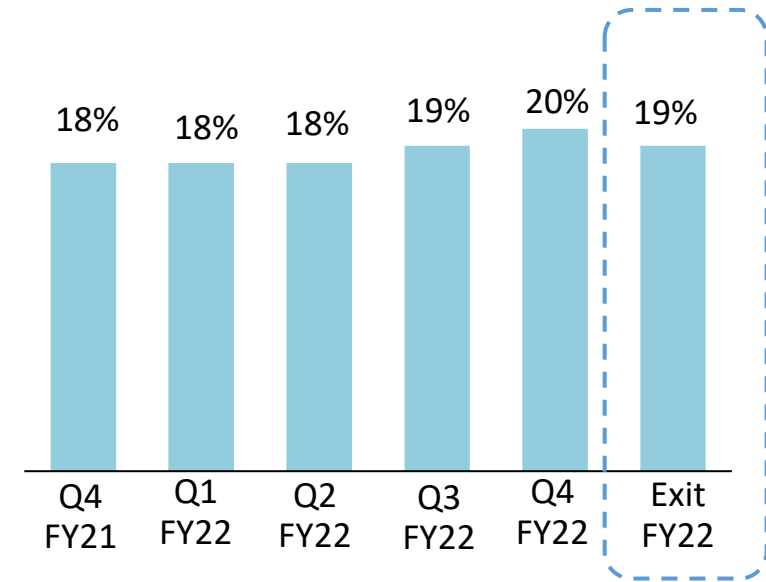
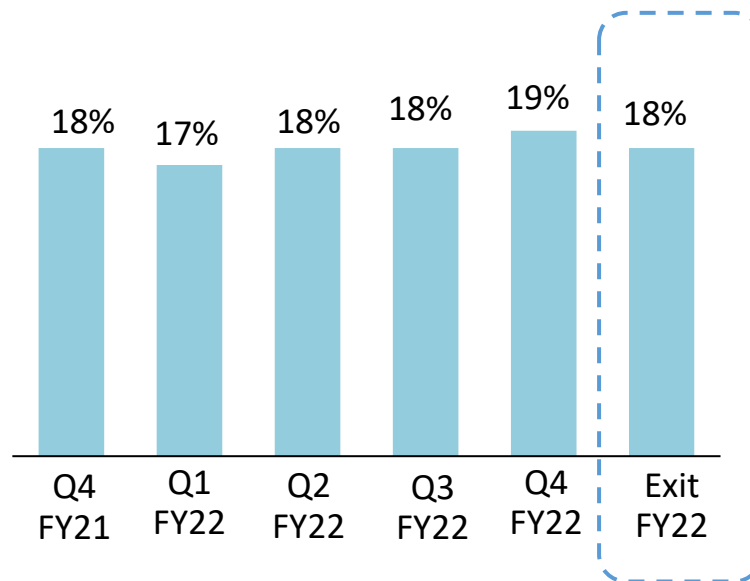
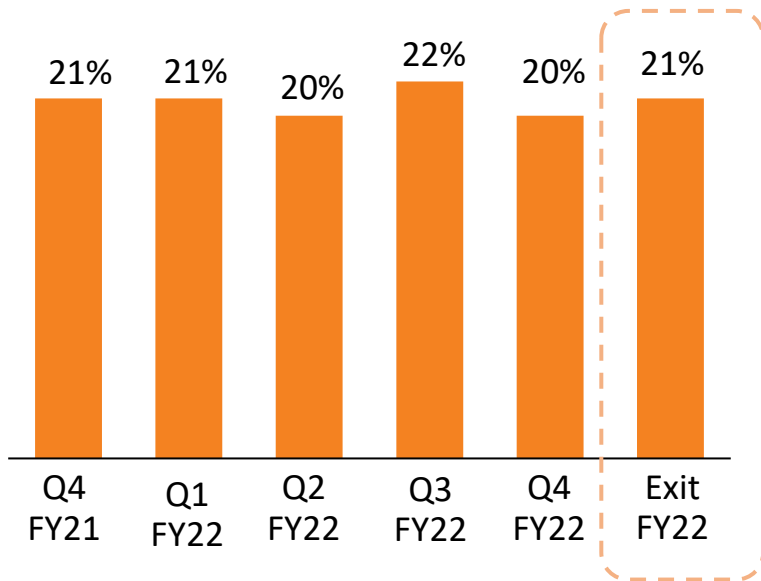
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Radio City

Peer 1

Peer 2



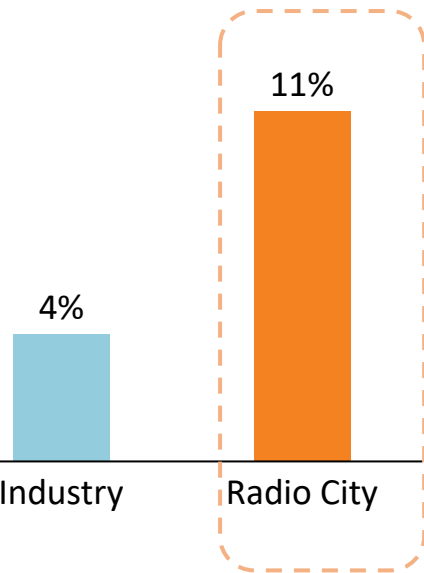
Radio City continues to be at highest Volume Market Share across all operator's main frequencies in FY22 Exit

Consistent Volume Growth Trajectory

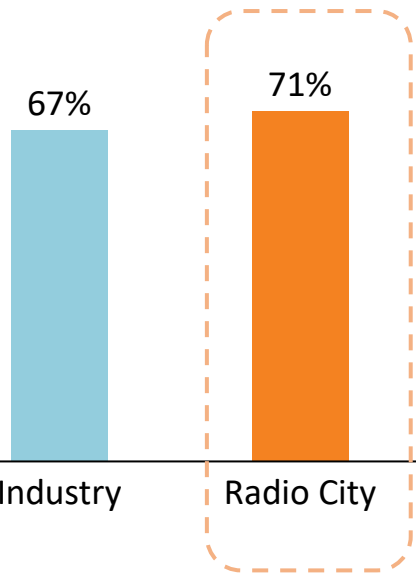
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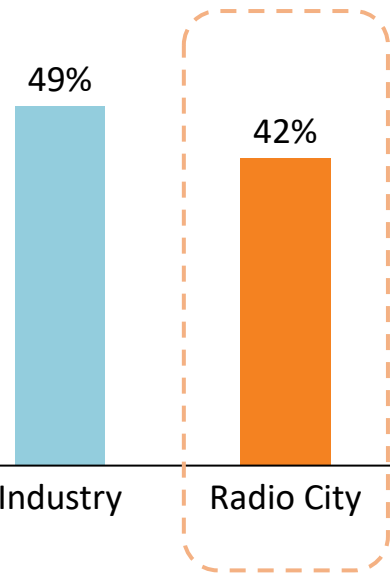
Q4 FY21 Radio Industry
Performance YoY



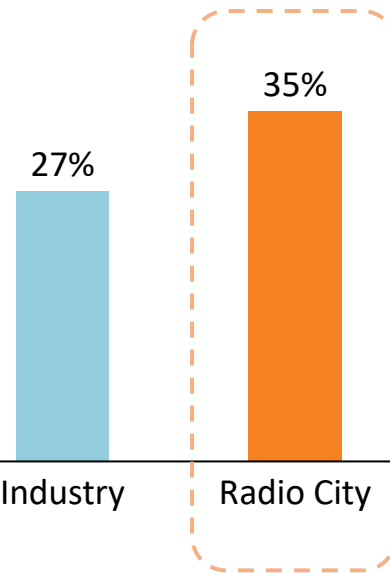
Q1 FY22 Radio Industry
Performance YoY



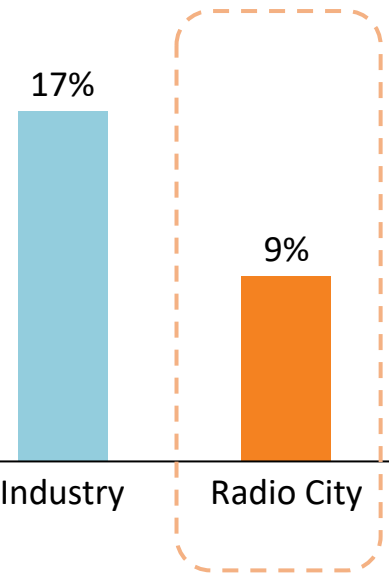
Q2 FY22 Radio Industry
Performance YoY



Q3 FY22 Radio Industry
Performance YoY



Q4 FY22 Radio Industry
Performance YoY



Initiatives Driving Ad-Volumes

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IPL & Hitlist OTT



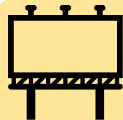
Special Days & Schemes



Govt. Proactive pitches



RC Bazaar



FCT Proactive pitches

Initiatives



Long Term Deals



Local Initiatives



Digital First Integrations



Big Ticket Content Integrations



Satellite Revenue

- New Revenue Opportunities contributed Rs. 14.75 crores of revenue for Q4FY22
- Q4FY22 Digital revenue has grown by 151% over Q4FY21 & grown 115% on an Annual basis
- 2nd Highest client count share in the Industry with 41% in Q4 FY22

Radio Industry – Q4FY22 Category Trend

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Growth Categories

De-Growth Categories



Real Estate

14%



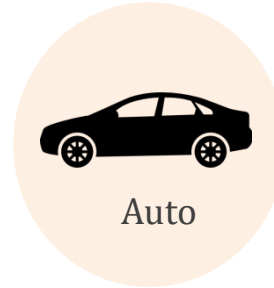
Finance

13%



Pharma

9%



Auto

9%



Food/Soft
Drinks

9%



Government

7%

Volume
Contribution

Growth (YOY)

De-Growth (YOY)



41%



14%



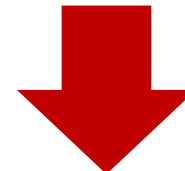
10%



34%



5%



25%

Volume
Growth



Radio City Programming & Digital Performance & Initiatives

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High Focus on Digital Integrations

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Digital Highlights

Digital reach of **198 Mn** through social media apps like Youtube, Facebook, Twitter, Instagram and Web Radio



Rank #1
4.1 Mn



Rank #2
3.2 Lakhs



Rank #3
3.6 Lakhs



Rank #3
1.3 Mn



Manav Rachna

FB & Insta campaign in which we are integrating RJs into reel and other short video format. Walkthrough videos and stories



Mother Dairy (Holi)

We executed a Sketch-Listicle video for Mother dairy along with the static post on Types of People in Holi | Ft. Mother Dairy. The campaign garnered 250K+ views and 600K+ reach



Moglix App

Radio City is currently posting 2 digital LED videos along with the static images under this campaign. A small animated video with RJ integration has been shot and its in approval stage right now.



Amazon Pay

Hype around the online grocery shopping app. RJ integrated engaging short videos were created highlighting the brand USP and urging the audience to order from Amazon Fresh.

Programming & Marketing Initiatives in the Quarter

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UPMRC

First private FM player to have successful association with Lucknow Metro. Metro feeds have now been extended to Kanpur metro.
Sonic branding in Lucknow and Kanpur metro enhanced overall relationship with the audience.
Daily ridership of 65k Daily at Lucknow and Kanpur reaching out to 2.25Cr listeners annually



RCSS – Virtual Finale

Mega influencers shouting loud for RCSS-13 virtual grand finale, where these celebs posted swipe-up links on their SM. Total reach – 10M+



High Focus on TV (Zee Business)

Strategic RJ integration for 8 mins every Thursday at 6pm Bulletin on Zee Business for continuous 2 Years



RJ Integration with Bigg Boss

Featured RJ Karan and RJ Palak in the Big Boss House, interacting with housemates.

Brand Communication Initiatives in the Quarter

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Official Radio Partner of Mumbai Indians

Radio City has partnered with IPL team Mumbai Indians for the 12th consecutive year. Radio City is amplifying Mumbai Indians campaign thought 'KHELENGE DIL KHOL KE' across on-air and digital platforms.



Hitlist OTT Awards 2022

Radio City & Mid-day announced the launch of Season 3 of the most credible Hitlist OTT Awards. Public voting started from 18th February 2022 to determine the winners of country's finest talent on the OTT platform



Official Radio Partner of Lucknow Super Giants

Radio City has partnered with debutant IPL team 'Lucknow Super Giants'. As Uttar Pradesh entered the world of IPL, Radio City has come forward to bring the entire region together to build an impeccable connect between the listeners and the new team



Radio City Cine Awards Marathi

Concluded the fifth edition of 'City Cine Awards Marathi' with the objective to honor and recognize the Marathi film fraternity and celebrate the talent of the industry

Profit and Loss Statement

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Particulars (Rs. in Cr)	Q4FY22	Q4FY21	YoY	Q3FY22	QoQ	FY22	FY21	YoY
Revenue	46.0	42.5	8%	59.9	-23%	168.4	127.6	32%
Other Income	4.3	2.3		3.9		16.8	14.9	
Total Income	50.3	44.7		63.8		185.2	142.5	
Licenses Fees	4.8	4.8		5.0		19.1	18.6	
Employee Expenses	14.3	12.2		13.5		53.1	47.4	
Other Expenses	25.0	22.6		23.7		85.2	72.8	
EBITDA	6.1	5.1	19%	21.7	-72%	27.8	3.7	656%
EBITDA Margin	13.3%	12.1%		36.2%		16.5%	2.9%	
Depreciation/Amortization	8.2	8.2		8.2		32.8	33.2	
EBIT	-2.0	-3.1	34%	13.5	-115%	-4.9	-29.6	NA
EBIT Margin	-4.4%	-7.2%		22.5%		-2.9%	-23.2%	
Finance costs	0.7	0.7		0.7		2.6	3.2	
PBT	-2.7	-3.8	30%	12.8	-121%	-7.6	-32.8	NA
Tax	-0.6	0.1		3.8		-1.9	-8.6	
PAT	-2.1	-3.9	47%	9.0	-123%	-5.7	-24.2	NA
PAT Margin	-4.5%	-9.1%		15.0%		-3.4%	-19.0%	
Other Comprehensive Income	-0.3	0.1		0.0		-0.5	2.2	
Total Comprehensive Income	-2.4	-3.8	37%	9.0	-127%	-6.2	-22.0	NA

Balance Sheet

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Assets (Rs. in Cr)	Mar-22	Mar-21	Liabilities (Rs. in Cr)	Mar-22	Mar-21
Total Non Current Assets	501.5	364.8	Shareholders Fund	603.6	609.8
Fixed Assets	255.0	282.9	Share Capital	69.1	69.1
Tangible Assets	65.2	67.8	Other Equity	534.5	540.6
Intangible Assets	172.7	193.3	Total Non Current Liabilities	15.3	19.8
Right of use asset	17.1	21.8	Long Term Borrowings	0.0	0.0
Financial Assets			Lease Liabilities	13.5	18.5
Investments	192.3	41.0	Employee Benefit Obligation	1.9	1.4
Other Financial Asset	24.2	12.9	Total Current Liabilities	35.1	27.1
Deferred Tax Asset(Net)	19.7	17.7	Short Term Borrowings	0.0	0.0
Other Non Current Assets	3.3	3.7	Trade Payables	16.5	12.2
Non Current Tax Assets	7.1	6.7	Lease Liabilities	6.0	5.0
Total Current Assets	152.6	291.9	Other Financial Liabilities	2.2	2.1
Current Investments	26.8	160.9	Employee Benefit Obligation	1.1	0.3
Trade Receivables	75.6	77.3	Other Current Liabilities	9.4	7.5
Cash & Cash Equivalentents	7.6	9.9	Current tax liabilities (net)	0.0	0.0
Bank Balances	18.4	20.5	TOTAL EQUITY & LIABILITIES	654.1	656.7
Other Financial Assets	6.3	2.1			
Other Current Assets	17.9	21.2			
TOTAL ASSETS	654.1	656.7			

Cash Flow Statement

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Particulars (Rs. in Cr)	Full Year ended 31-Mar-22	Full Year ended 31-Mar-21
Profit before tax	-7.6	-32.8
<i>Adjustments</i>	25.0	25.3
Operating Profit Before Working Capital Changes	17.4	-7.5
<i>Change in operating assets and liabilities</i>	5.7	14.9
Cash generated from operations	23.1	7.4
<i>Income taxes paid</i>	-0.4	-2.0
Net cash inflow from operating activities (A)	22.7	5.5
Net cash inflow/(outflow) from investing activities (B)	-17.6	3.8
Net cash outflow from financing activities (C)	-7.4	-7.0
Net increase/(decrease) in cash and cash equivalents (A+B+C)	-2.3	2.3
Cash and cash equivalents at the beginning of the year	9.9	7.6
Cash and cash equivalents at the end of the year	7.6	9.9

Contact Us

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