



Ref No.: SEL/Reg. 30 – LODR/Jul-21

July 27, 2021

The Secretary,
National Stock Exchange of India Limited
Exchange Plaza,
Bandra-Kurla Complex
Bandra (E), Mumbai-400 051.
NSE Symbol: SHEMAROO

The Secretary,
BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street,
Mumbai-400 023.
Scrip Code : 538685

Dear Sir / Madam,

Re: SHEMAROO ENTERTAINMENT LIMITED - ISIN: INE363M01019

Sub: - Earnings Con. Call Presentation- Intimation under Reg. 30(6) of SEBI (LODR), Regulations, 2015

Please find enclosed herewith Earnings Presentation of Shemaroo Entertainment Limited for the quarter ended June 30, 2021 (Q1).

The detail of aforesaid conference is enclosed herewith.

The aforesaid shall also be available on the website of the Company i.e. www.shemarooent.com

Thanking you,

Yours faithfully,
For Shemaroo Entertainment Limited


Dipesh U. Gosar



Company Secretary & Compliance Officer
Membership no. A23755

Encl.: As above

SHEMAROO ENTERTAINMENT LIMITED

Shemaroo House, Plot No. 18, Marol Co - Op. Industrial Estate, Off Andheri Kurla Road, Andheri (E), Mumbai - 400 059.
Tel.: +91 - 22 4031 9911 | Fax: +91 - 22 2851 9770 | Email: shemaroo@shemaroo.com
shemarooent.com | CIN: L67190MH2005PLC158288

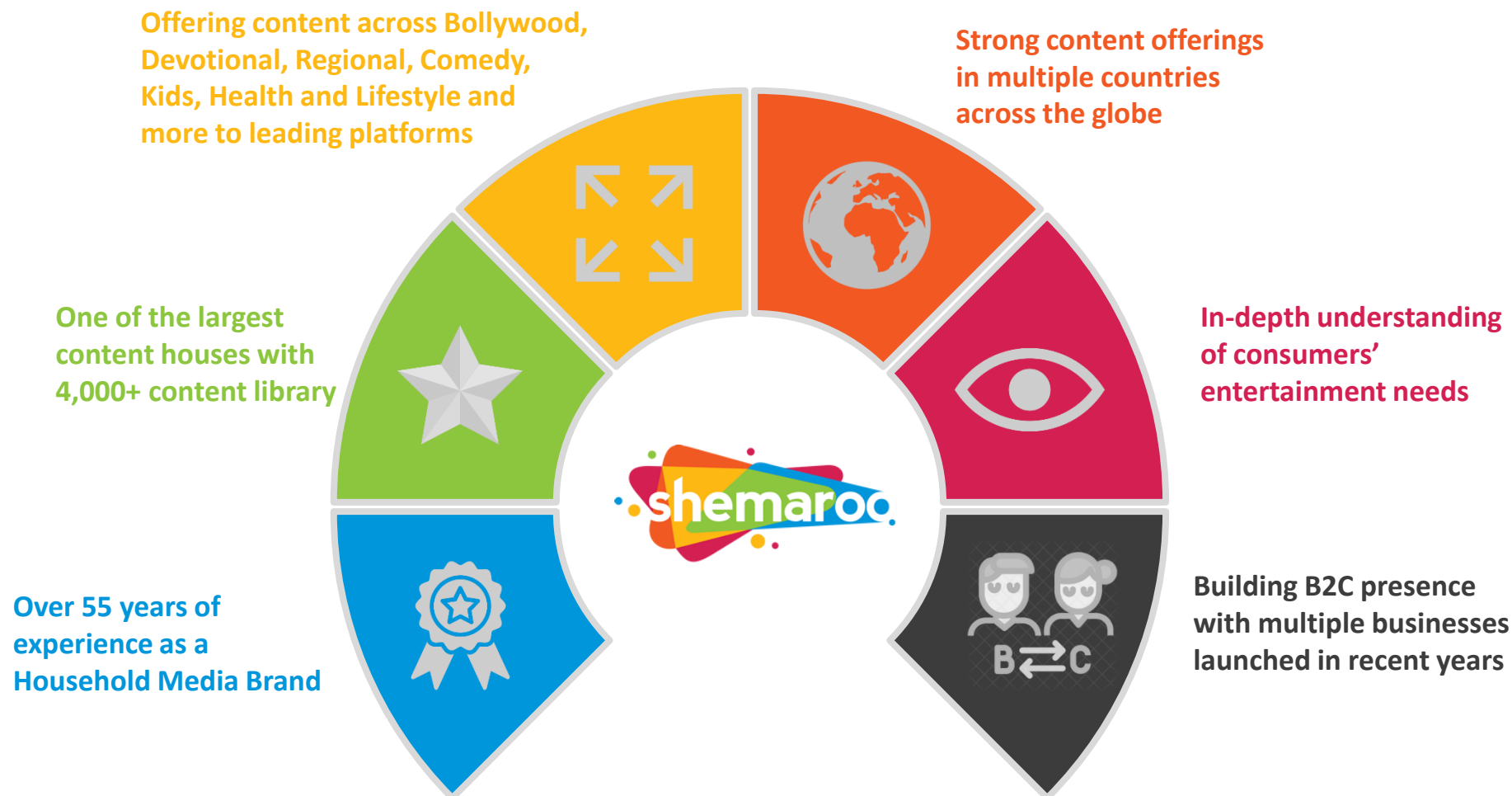


Shemaroo Entertainment Limited | Q1-FY22

INDIA KHUSH HUA



At a Glance



Revenue FY21
INR 3,111 Mn

EBITDA FY21
INR 126 Mn

PAT FY21
INR (215) Mn

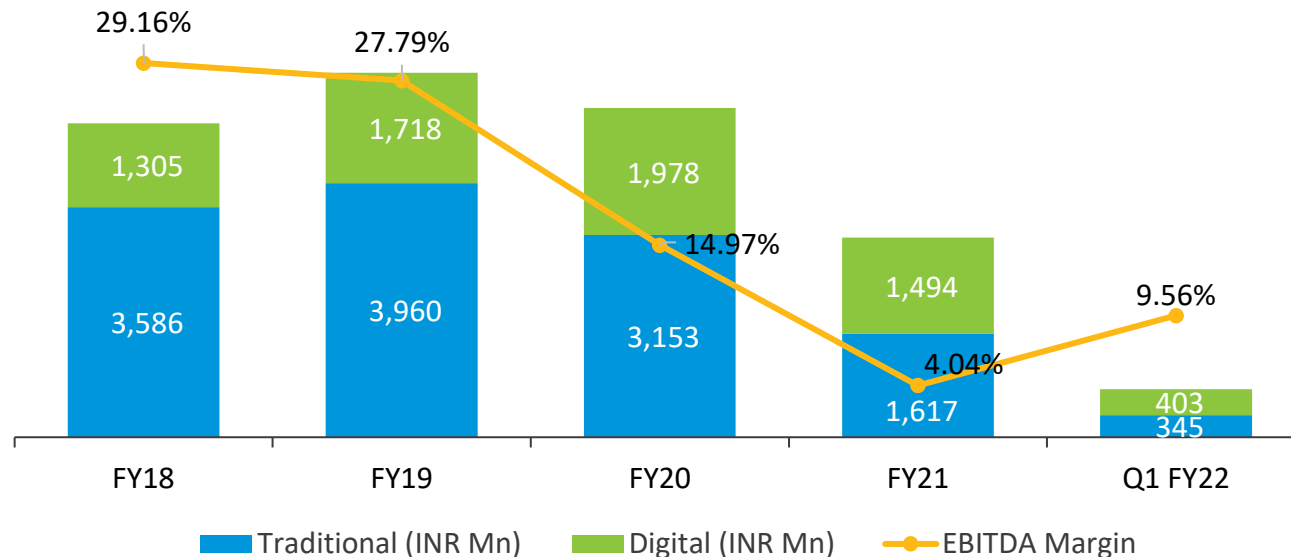
Net Worth FY21
INR 5,763 Mn

Overview

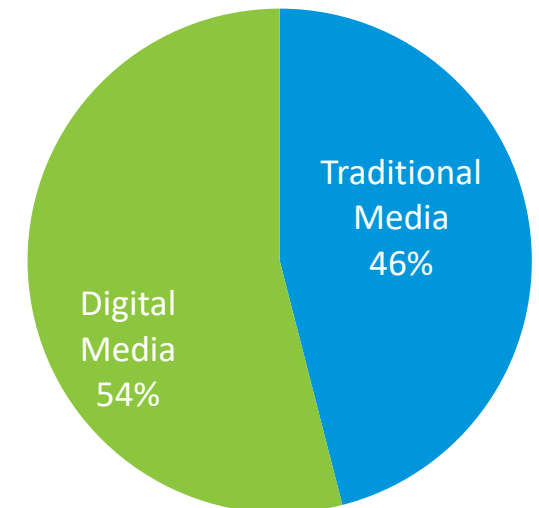


- Founded in 1962 as a book circulating library, today Shemaroo Entertainment Limited (Shemaroo) is a leading Indian content powerhouse with a global reach, headquartered out of Mumbai and employs 550+ people
- Shemaroo is a pioneer in content aggregation and distribution in India and globally with offerings spread across Television, Mobile, Internet, OTT, Preloaded devices, etc.
- Identifying that movies have the longest shelf life for television and other media content, Shemaroo pioneered the movie library syndication business by acquiring movie titles from producers and distributing it to broadcasters and other media platforms
- Shemaroo has grown multifold over the years, developing excellent relationships across the media industry value chain, to become one of the largest organized players in a fragmented industry
- The company's digital business contribution has grown from less than 10% in FY14 to 54% in Q1-FY22

Operational Revenue (INR Mn) and EBITDA Margin (%)



Q1-FY22 Revenue Distribution



Q1-FY22 HIGHLIGHTS



Q1-FY22 Key Financial Highlights



Q1-FY22 Performance (Consolidated)

INR 748 Mn
Revenue from Operations

INR 71 Mn
EBITDA

9.56%
EBITDA Margin

INR (14) Mn
Net Profit

(1.82)%
Net Profit Margin

INR (0.50) /share
EPS

Q1-FY22 Profit and Loss includes expenses on new initiatives (net of revenue) - INR 166 Mn

Divisional Breakup (Consolidated):

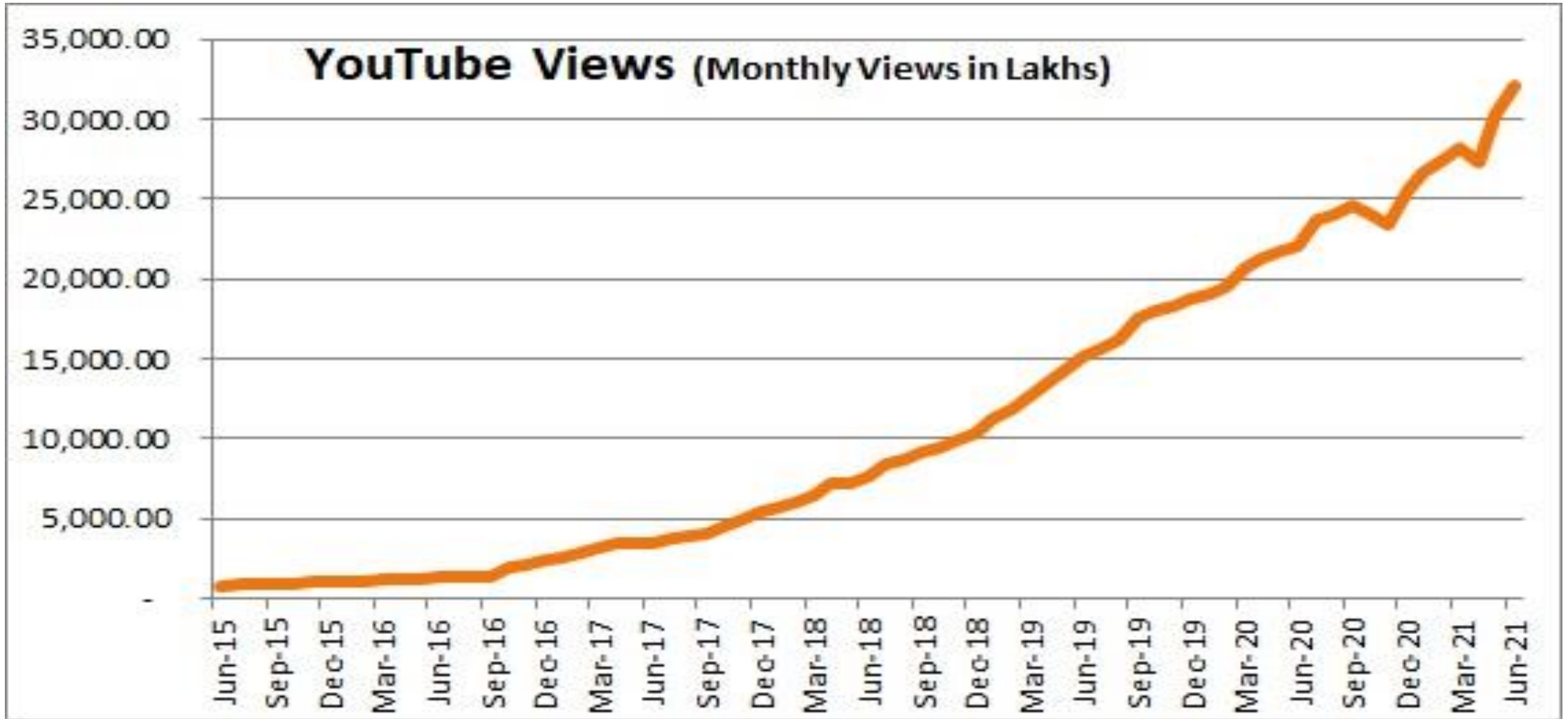
INR Mn	Q1-FY22	Q1-FY21	YOY Growth	FY21	FY20	YOY Growth
Digital Media	403	339	18.8%	1,494	1,978	(24.5)%
Traditional Media	345	523	(34.1)%	1,617	3,153	(48.7)%
Income from Operations	748	862	(13.3)%	3,111	5,131	(39.4)%

Q1-FY22 Key Operational Highlights



- Advertising, subscription and syndication revenues continued to **remain under pressure** this quarter due to the second wave of Covid-19 and the resultant lockdown; the impact was felt more in traditional media than in digital media
- With **states unlocking and vaccinations underway**, consumer and business sentiments across sectors are expected to improve over the next few months, thereby **driving the recovery for the M&E sector**
- During the quarter, the company undertook several measures to **optimize operations and rationalize those businesses** that had been severely impacted due to Covid'19
- **ShemarooMe:**
 - The Company rolled out the ShemarooMe B2C strategy this quarter on the back of **ShemarooMe Gujarati** with an impressive line-up of **direct-to-digital movie releases and original web-series** with a leading starcast. This was aided by an **extensive marketing campaign** on both television and digital media. Through this, the Company intends to make ShemarooMe the most prominent OTT video destination for the Gujarati audience
 - Partnered with Zain, stc and Mobily in Saudi Arabia and Etisalat in UAE
 - Partnered with Zeasn, a smart TV solutions provider, for global distribution on Android TV devices
- Shemaroo **crossed 53 mn subscribers** on its YouTube channel 'FilmiGaane'; the channel became the 21st most subscribed channel in the world
- Shemaroo was the **distribution partner** for a docuseries titled 'Alma Matters: Inside The IIT Dream' on **Netflix**
- **Broadcasting:**
 - During the quarter, the Company **continued investing** into its broadcasting channels i.e. Shemaroo MarathiBana and ShemarooTV
 - While both the channels witnessed an **uptake in monetization** through advertisements, the second wave of Covid-19 affected the advertising spends by brands this quarter
 - Shemaroo MarathiBana continued to **deliver steady ratings** throughout the quarter, thereby establishing the brand's connect within a short span of time
 - While ShemarooTV started in a challenging economic and competitive scenario, the company is **strengthening its proposition** through a focused approach towards building programming, marketing and distribution

7 | Shemaroo YouTube Monthly Views



ShemarooMe Gujarati



- Relunched ShemarooMe's Gujarati proposition in April 2021, positioning it as a premier Gujarati-focused OTT service
- Aims to make every Gujarati fall in love with Gujarati Entertainment once again
- Content:
 - Has an exciting mix of webseries, natak, and movies including direct-to-OTT releases
 - Promises to offer one new fresh content piece every week
- Aims to bring together all Gujarati speaking audiences on one platform, cater to the entertainment needs of all age groups in the family and bring back the spotlight on local Gujarati talent



નાટકો



ઓરિજનલ્સ

બ્લોકબસ્ટર ફિલ્મો

રમૂજ નાટકો અને ઘણું બધું...

ટૂંક સમયમાં...



Q1-FY22 Consolidated Income Statement (Ind-AS)



Particulars (INR Mn)	Q1-FY22	Q4-FY21	Q-o-Q	Q1-FY21	Y-o-Y
Revenue from Operations	748	776	(3.7)%	862	(13.3)%
Total Expenses	676	665	1.8%	911	(25.8)%
EBITDA	71	111	(35.7)%	(49)	NA
EBITDA Margin (%)	9.56%	14.32%	(476) Bps	(5.67)%	NA
Other Income	3	(1)	NA	3	(13.0)%
Depreciation	17	17	0%	19	(6.7)%
Finance Cost	71	72	(1.0)%	69	3.4%
Exceptional Items	-	-	-	-	-
PBT	(14)	21	NA	(133)	NA
Tax	0	3	NA	(5)	NA
PAT	(14)	18	NA	(128)	NA
Minority Interest & Share of profit/ (loss) in associate company	0	3	NA	(1)	NA
PAT after adjustments	(14)	22	NA	(130)	NA
PAT Margin (%)	(1.82)%	2.80%	NA	(15.04)%	NA
Comprehensive Income	0	8	NA	0	NA
Total Profit including Comprehensive Income (Net of tax)	(14)	30	NA	(130)	NA
EPS (INR)(not annualised)	(0.50)	0.80	NA	(4.77)	NA

Shemaroo In Digital Media



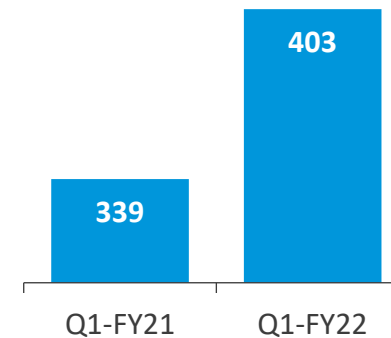
Digital Media



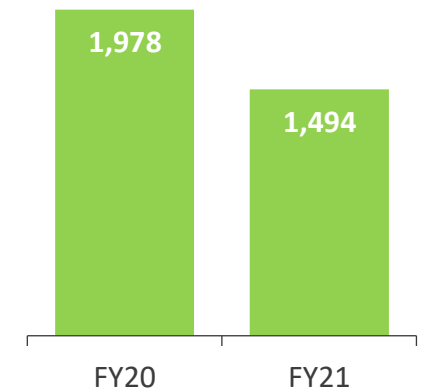
Shemaroo was one of the early Indian media companies to syndicate its library to the high growth digital media platforms, thereby gaining early mover advantage

- The company caters to all types of revenue models like subscription, pay per transaction, advertisement supported (free to consumer), etc.
- Due to its large library ownership, Shemaroo has the ability to slice and dice content and package it in different ways that are more suited for the digital media platforms

Q1-FY22 Digital Media Performance (INR Mn)



FY21 Digital Media Performance (INR Mn)



Digital Media Presence

ShemarooMe

- ShemarooMe is the OTT platform launched in Feb'19 – offering vast content library across Bollywood, Gujarati, Marathi, Kids, Punjabi, Comedy, Devotional, etc.
- Has partnerships with all leading Indian Telcos

Internet and OTT

- Shemaroo has agreements with various internet video platforms like YouTube, Netflix, Amazon Prime, Disney+Hotstar, Jio, Apple iTunes, Google Play, etc.

Mobile Value-Added services (MVAS) / Mobile Internet

- The company has agreements with major telecom operators, namely Airtel, Vodafone Idea to distribute videos, full songs, live streaming etc. under MVAS

Shemaroo in Traditional Media



Television Syndication

- Shemaroo has a diverse content library which it syndicates to various satellite Channels, cable and terrestrial networks
- Considering the vast and diverse library of Shemaroo, it can be easily assumed that most broadcasting channels would have some content syndicated from Shemaroo at sometime or the other

TV Syndication Platforms

Satellite Television	<ul style="list-style-type: none"> • Predominantly consists of Hindi films • This includes Movie Channels, Kids Channels, Music Channels, News Channels etc. • Enter into exclusive agreements for a film or package of films with a particular group of movie channels for a specified period of time
Terrestrial Television	<ul style="list-style-type: none"> • The company also licenses content for broadcasting on terrestrial television network

Subscription Based Services

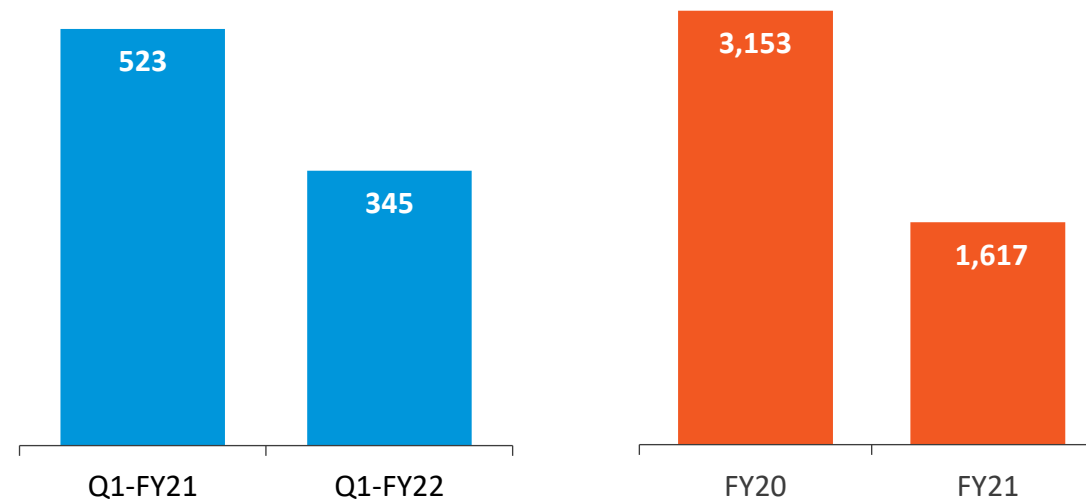
- In partnership with major DTH and Cable operators, Shemaroo operates subscription-based, ad-free content services across various genres like Movies, Devotion, Comedy and Regional

Advertisement led Satellite Channel

- Shemaroo launched a satellite FTA channel named 'Shemaroo MarathiBana' in Dec'19, targeted to be a prominent leader in the Marathi movie genre
- It launched a satellite FTA GEC channel named 'Shemaroo TV' in May'20, targeted towards HSM market and serving daily entertainment needs of consumers

Q1-FY22 Traditional Media Performance (INR Mn)

FY21 Traditional Media Performance (INR Mn)



Consolidated Income Statement (Ind-As)



Particulars (INR Mn)	FY19	FY20	FY21	Q1-FY22
Revenue from Operations	5,678	5,131	3,111	748
Total Expenses	4,100	4,363	2,986	676
EBITDA	1,578	768	126	71
EBITDA Margin (%)	27.79%	14.97%	4.04%	9.56%
Other Income	18	30	10	3
Depreciation	56	75	73	17
Finance Cost	256	244	284	71
Exceptional Items	-	(62)	-	-
PBT	1,284	417	(221)	(14)
Tax	457	113	(2)	0
PAT	827	304	(219)	(14)
Minority Interest & Share of profit/ (loss) in associate company	3	(3)	4	0
PAT after adjustments	830	301	(215)	(14)
PAT Margin (%)	14.62%	5.87%	(6.91)%	(1.82)%
Comprehensive Income	3	7	9	0
Total Profit including Comprehensive Income (Net of tax)	833	309	(205)	(14)
EPS (INR) (not annualised)	30.52	11.09	(7.90)	(0.50)

Consolidated Balance Sheet (Ind-As)



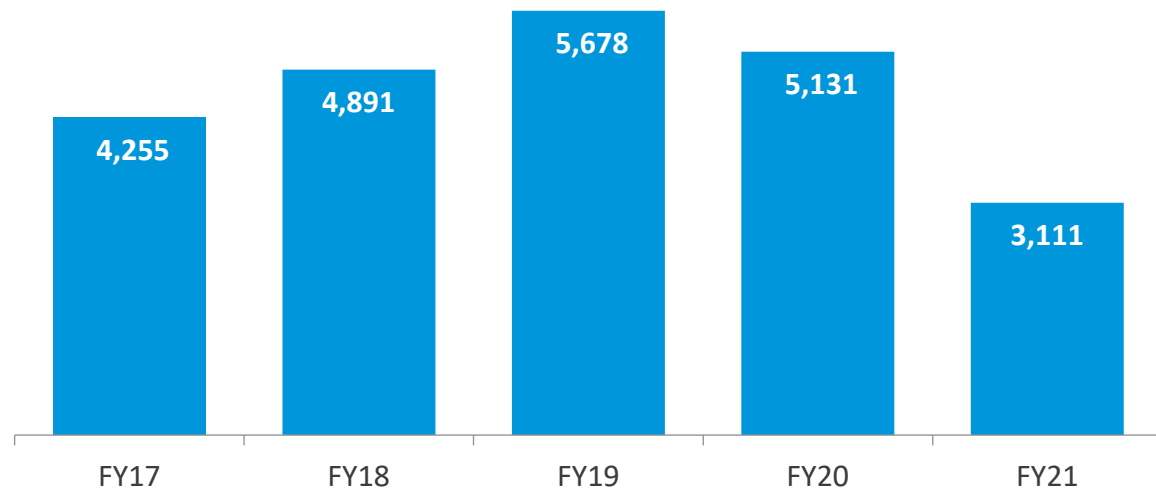
Equity and Liabilities (INR Mn)	FY20	FY21
Shareholders Fund		
Share Capital	272	272
Other Equity	5,698	5,491
Total Equity	5,970	5,763
Non controlling interest	(41)	(45)
Non Current Liabilities		
Long Term borrowings	239	174
Lease Liability	14	1
Deferred tax liabilities (Net)	21	18
Long tem provisions	16	11
Total Non-Current Liabilities	289	204
Current Liabilities		
Short Term Borrowings	2,151	2,451
Trades payables	491	252
Other Financial Liabilities	103	76
Lease Liability	10	9
Other Current Liabilities	28	32
Short Term Provisions	14	22
Current Tax Liabilities (Net)	-	-
Total Current Liabilities	2,797	2,843
Total	9,015	8,765

Assets (INR Mn)	FY20	FY21
Non Current Assets		
Fixed Assets		
Property, Plant & Equipment	308	255
Intangible assets	10	9
Intangible assets under development	2	-
Right of use assets	21	9
Investments	25	25
Long Term Loan and Advances	7	4
Other Financial Assets	3	2
Other Non Current Assets	15	19
Total Non-Current Assets	393	324
Current Assets		
Inventories	7,136	7,303
Trade Receivables	1,048	547
Cash and Cash Equivalents	7	8
Other Bank Balances	3	65
Short Term loan and advances	4	2
Current Tax Assets (Net)	112	245
Other Current Assets	311	271
Total Current Assets	8,622	8,442
Total	9,015	8,765

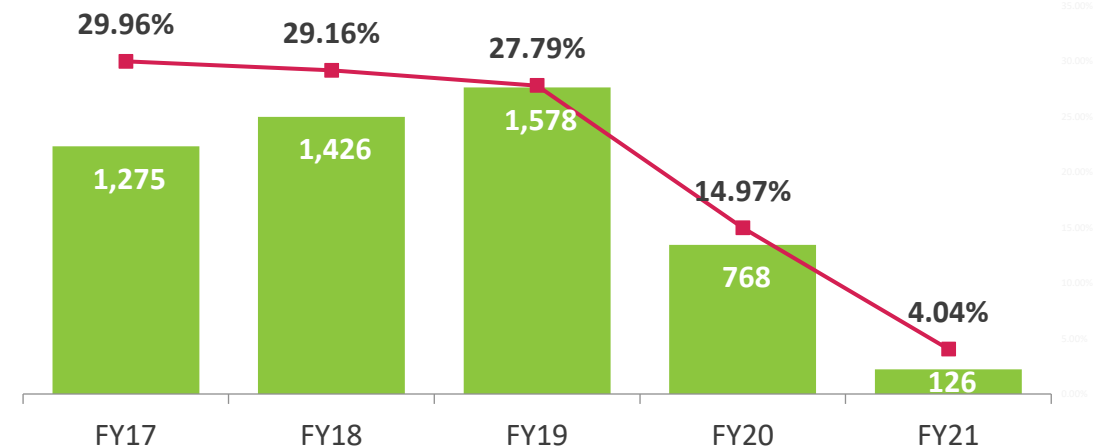
Historical Consolidated Financial Charts



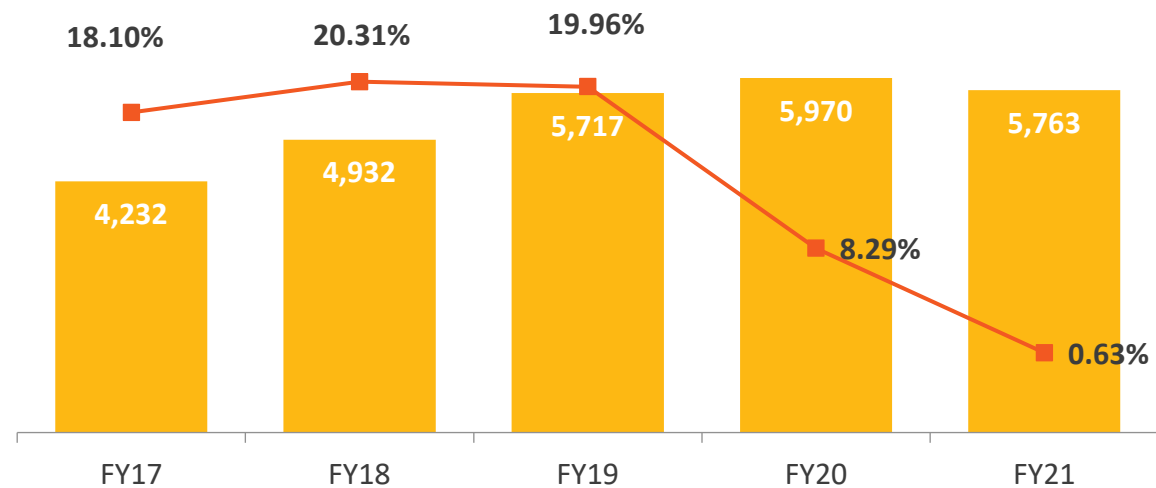
Operational Revenue* (INR Mn)



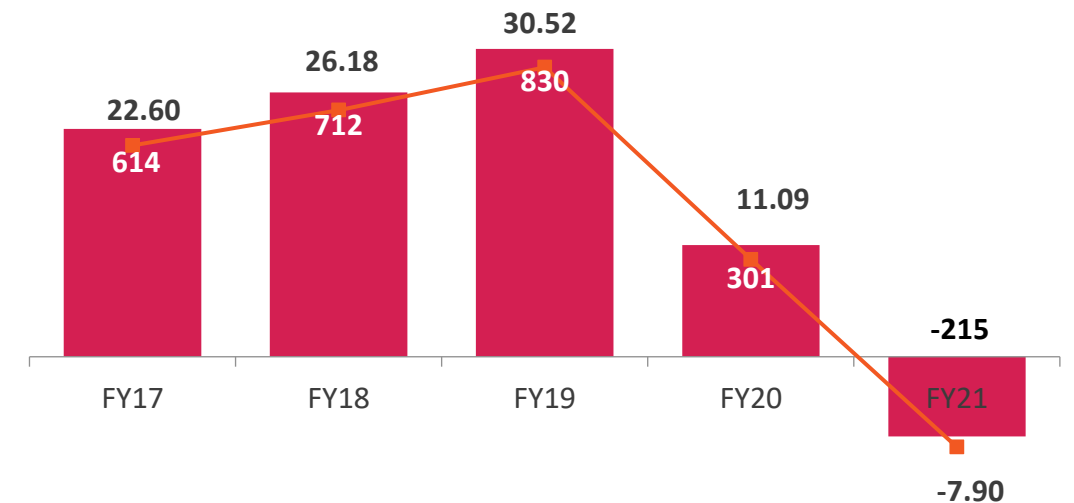
EBITDA (INR Mn) and EBITDA Margin (%)



Net Worth (INR Mn) and ROCE (%)



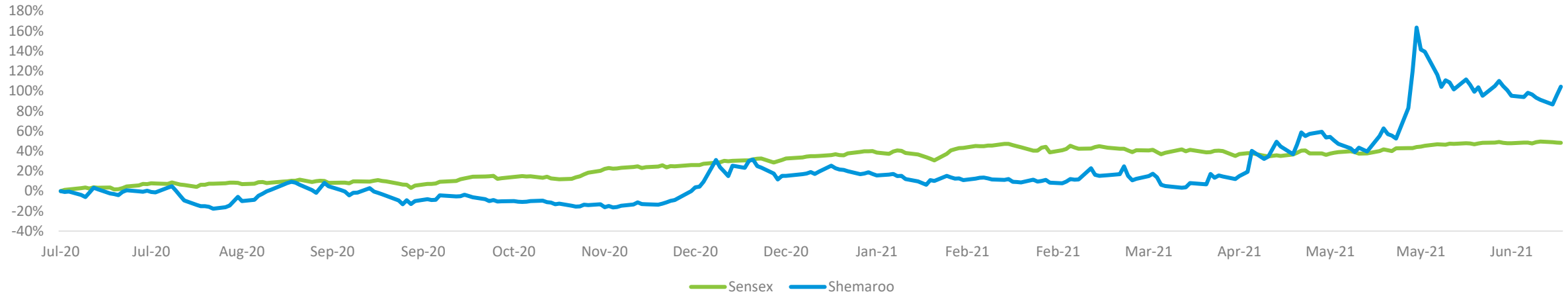
PAT (INR Mn) and EPS (INR)



* Note: FY17 to FY19 numbers are as per IND-As



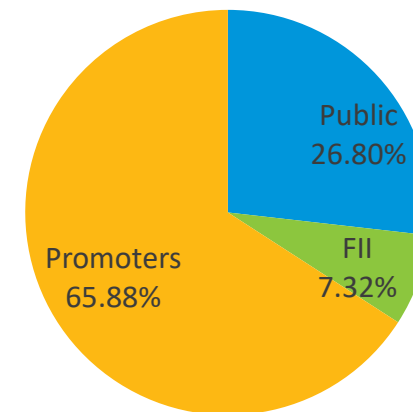
Share Price Data as on 30th June, 2021



Price Data (As of 30th June, 2021)

	INR
Face Value	10.0
Market Price	128.9
52 Week H/L	181.0/51.0
Market Cap (INR Mn)	3,503.79
Equity Shares Outstanding (Mn)	27.2
1 Year Avg. Trading Volume ('000)	156.67

Share Holding Pattern as on 30th June, 2021





Shemaroo Entertainment Limited

No representation or warranty, express or implied, is made as to, and no reliance should be placed on, the fairness, accuracy, completeness or correctness of the information or opinions contained in this presentation. Such information and opinions are in all events not current after the date of this presentation. Certain statements made in this presentation may not be based on historical information or facts and may be "forward looking statements" based on the currently held beliefs and assumptions of the management of Shemaroo Entertainment Limited ("Company" or "Shemaroo"), which are expressed in good faith and in their opinion reasonable, including those relating to the Company's general business plans and strategy, its future financial condition and growth prospects and future developments in its industry and its competitive and regulatory environment.

Forward-looking statements involve known and unknown risks, uncertainties and other factors, which may cause the actual results, financial condition, performance or achievements of the Company or industry results to differ materially from the results, financial condition, performance or achievements expressed or implied by such forward-looking statements, including future changes or developments in the Company's business, its competitive environment and political, economic, legal and social conditions. Further, past performance is not necessarily indicative of future results. Given these risks, uncertainties and other factors, viewers of this presentation are cautioned not to place undue reliance on these forward-looking statements. The Company disclaims any obligation to update these forward-looking statements to reflect future events or developments.

This presentation is for general information purposes only, without regard to any specific objectives, financial situations or informational needs of any particular person. This presentation does not constitute an offer or invitation to purchase or subscribe for any securities in any jurisdiction, including the United States. No part of it should form the basis of or be relied upon in connection with any investment decision or any contract or commitment to purchase or subscribe for any securities. None of our securities may be offered or sold in the United States, without registration under the U.S. Securities Act of 1933, as amended, or pursuant to an exemption from registration there from.

This presentation is confidential and may not be copied or disseminated, in whole or in part, and in any manner.

Valorem Advisors Disclaimer:

Valorem Advisors is an Independent Investor Relations Management Service company. This Presentation has been prepared by Valorem Advisors based on information and data which the Company considers reliable, but Valorem Advisors and the Company makes no representation or warranty, express or implied, whatsoever, and no reliance shall be placed on, the truth, accuracy, completeness, fairness and reasonableness of the contents of this Presentation. This Presentation may not be all inclusive and may not contain all of the information that you may consider material. Any liability in respect of the contents of, or any omission from, this Presentation is expressly excluded. Valorem Advisors also hereby certifies that the directors or employees of Valorem Advisors do not own any stock in personal or company capacity of the Company under review.

For further information please contact our Investor Relations Representative:



Mr. Anuj Sonpal

Valorem Advisors

Tel: +91-22-4903-9500

Email: shemaroo@valoremadvisors.com

Investor Kit Link: www.valoremadvisors.com/shemaroo

THANK YOU





Earnings Con-call Invite

VALOREM ADVISORS



VALOREM ADVISORS

is pleased to invite you for a Conference Call
to discuss Q1-FY22 earnings of
Shemaroo Entertainment Limited



on Wednesday 28th July, 2021 at 2:00 pm (IST)

Shemaroo Entertainment Limited's Management will be represented by:

Mr. Hiren Gada, CEO & CFO

Mrs. Kranti Gada, COO

Dial in details

Universal Dial In: +91 22 6280 1341 / +91 22 7115 8242

International Numbers

USA Toll Free Number: 1866 746 2133

UK Toll Free Number: 0808 101 1573

Singapore Toll Free Number: 800 1012 045

Hong Kong Toll Free Number: 800 964 448

USA Toll Number: 1323 386 8721

UK - Toll Number: 4420 3478 5524

Singapore Toll Number: 653 1575 746

Hong Kong Toll Number: 8523 018 6877

Accessible from all carriers.

Click below to connect your call without having to wait for an operator!

