



October 22, 2022

To,  
Listing Department  
**BSE Limited**  
P.J Towers, Dalal Street,  
Fort, Mumbai – 400 001

To,  
Listing Department  
**National Stock Exchange of India Limited**  
Exchange Plaza, 5th Floor, Plot No. C/1, G Block,  
Bandra Kurla Complex, Bandra (E), Mumbai – 400 050

Scrip Code: **532375**

Symbol: **TIPSINDLTD**

**Subject: Submission of Presentation of Analysts/Investors Meeting**

Dear Sir,

This is further to our letter dated October 18, 2022 on the Investor/ Analyst call scheduled on Saturday, October 22, 2022 at 11:00 a.m. (IST) and pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations 2015, we enclose herewith a copy of Investor Presentation with respect to Audited Financial Results of the Company for the quarter ended September 30, 2022.

The same shall be uploaded on our website [www.tips.in](http://www.tips.in)

We request you to kindly take the above information on record.

Thanking you,

For **Tips Industries Limited**

**Bijal R. Patel**  
Company Secretary

Encl: a/a

**TIPS INDUSTRIES LTD.**

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601, Durga Chambers, 6th Floor, Linking Road, Khar (West); Mumbai 400 052.  
Tel. : 6643 1188 Email : [response@tips.in](mailto:response@tips.in) Website : [www.tips.in](http://www.tips.in)  
CIN: L92120MH1996PLC099359



**Tips Industries Limited**

**Investor Presentation**  
**Q2FY23**

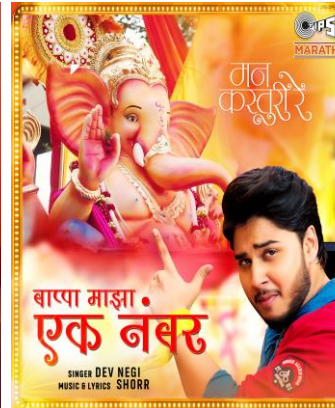
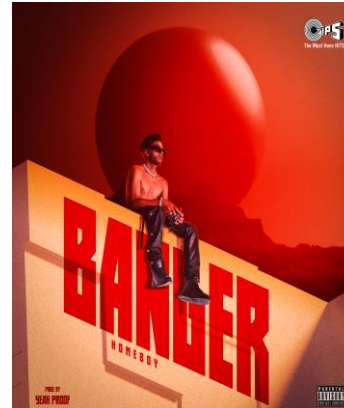
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# New Release Highlights (Click to view)



Total **228** new Songs Released in Q2FY23

**88** Non-Film songs released in Q2FY23

**140** Film songs released under Tips Originals



# Financial Overview

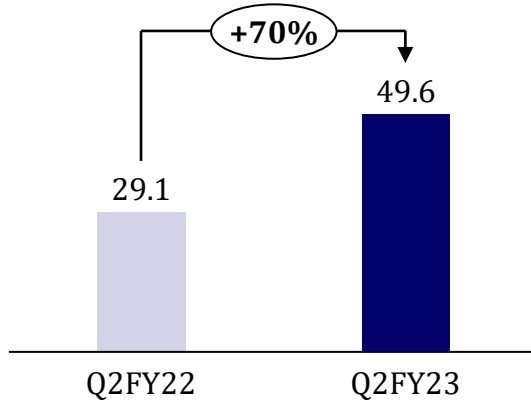


# Quarterly Business Performance

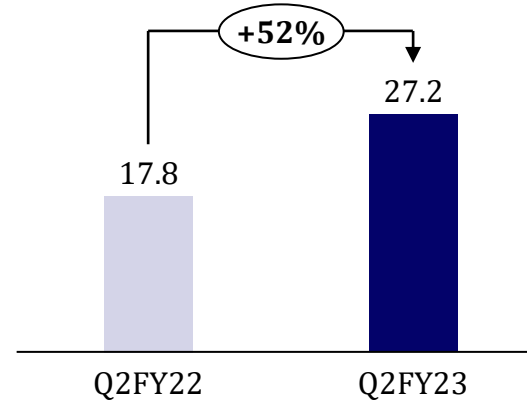


Y-o-Y

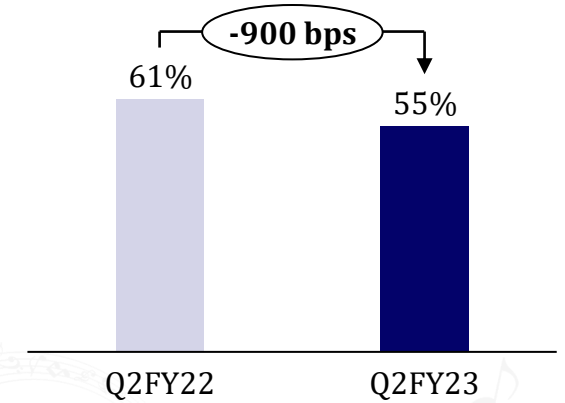
Revenue (Rs. in Crs)



Op. EBITDA (Rs. in Crs)

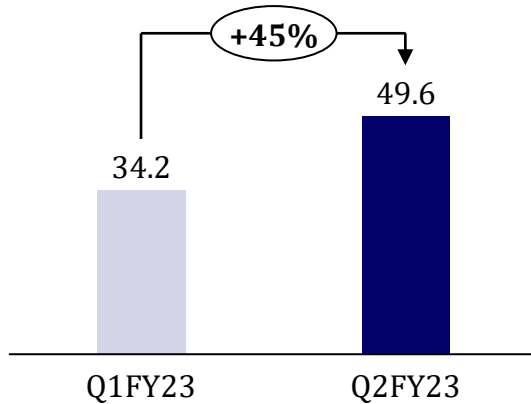


Op. EBITDA Margins (%)

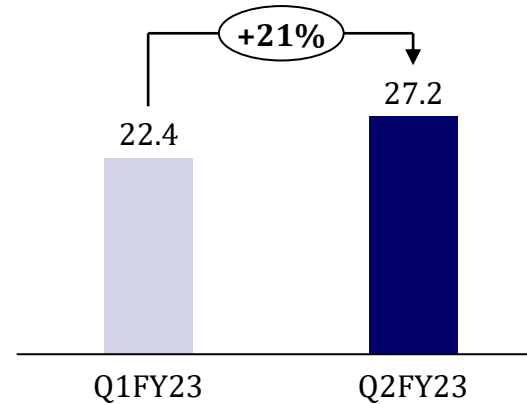


Q-o-Q

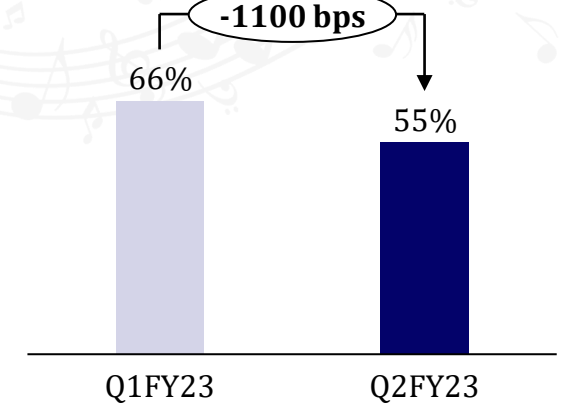
Revenue (Rs. in Crs)



Op. EBITDA (Rs. in Crs)



Op. EBITDA Margins (%)



# Q2 FY23 Profit & Loss Statement



Particulars (Rs. in Crs)	Q2FY23	Q2FY22	Y-o-Y	Q1FY23	Q-o-Q	H1FY23	H1FY22	Y-o-Y	FY22
Revenue From Operations	49.6	29.1	70%	34.2	45%	83.8	57.2	46%	135.6
Content Cost	17.2	7.6	126%	7.6	126%	24.8	11.5	115%	32.7
Employee Benefits Expenses	1.8	1.6		1.6		3.5	3.1		6.3
Other Expenses	3.4	2.1		2.6		6.0	4.4		10.4
<b>Op. EBITDA</b>	<b>27.2</b>	<b>17.8</b>	<b>52%</b>	<b>22.4</b>	<b>21%</b>	<b>49.6</b>	<b>38.2</b>	<b>30%</b>	<b>86.2</b>
<b>Op. EBITDA %</b>	<b>54.8%</b>	<b>61.3%</b>		<b>65.6%</b>		<b>59.2%</b>	<b>66.7%</b>		<b>63.6%</b>
Other Income	1.1	0.6		1.0		2.2	1.2		3.2
Depreciation and Amortisation Expense	0.4	0.1		0.4		0.8	0.3		0.7
<b>Op. EBIT</b>	<b>27.9</b>	<b>18.3</b>	<b>52%</b>	<b>23.1</b>	<b>21%</b>	<b>51.0</b>	<b>39.0</b>	<b>31%</b>	<b>88.7</b>
Finance Costs	0.1	0.0		0.1		0.1	0.0		0.1
<b>PBT</b>	<b>27.8</b>	<b>18.3</b>	<b>52%</b>	<b>23.0</b>	<b>21%</b>	<b>50.9</b>	<b>39.0</b>	<b>30%</b>	<b>88.6</b>
Tax	7.0	7.1		5.9		12.9	11.9		24.1
<b>PAT</b>	<b>20.8</b>	<b>11.2</b>	<b>85%</b>	<b>17.2</b>	<b>21%</b>	<b>38.0</b>	<b>27.1</b>	<b>40%</b>	<b>64.6</b>
<b>PAT %</b>	<b>41.1%</b>	<b>37.8%</b>		<b>48.7%</b>		<b>44.2%</b>	<b>46.4%</b>		<b>46.5%</b>
EPS	16.06	8.66		13.25		29.3	20.91		49.78

# Balance Sheet



Equity & Liabilities (₹ in Cr)	Sep'22	Mar'22
Equity Share Capital	13.0	13.0
Other Equity	124.8	89.4
<b>Total Equity</b>	<b>137.8</b>	<b>102.4</b>
<b>Non-Current Liabilities</b>		
<b>Financial liabilities</b>		
(i) Lease Liabilities	3.5	3.6
Deferred Tax Liabilities, (net)	0.0	0.0
Employee Benefit Obligations	0.2	0.1
Other Non Current Liabilities	13.1	29.7
<b>Total Non-Current Liabilities</b>	<b>16.9</b>	<b>33.4</b>
<b>Current Liabilities</b>		
<b>Financial Liabilities</b>		
(i) Lease Liabilities	0.6	0.3
(ii) Trade Payables		
(a) total outstanding dues of micro enterprises and small enterprises	0.0	0.0
(b) total outstanding dues of creditors other than micro enterprises and small enterprises	15.0	4.2
(iii) Other Financial Liabilities	0.1	0.2
Employee benefit Obligations	0.0	0.0
Current Tax Liabilities (net)	0.5	5.2
Other Current Liabilities	19.7	1.1
<b>Total Current Liabilities</b>	<b>35.9</b>	<b>11.0</b>
<b>Total Equity &amp; Liabilities</b>	<b>190.6</b>	<b>146.8</b>

Assets (₹ in Cr)z	Sep'22	Mar'22
<b>Non-Current Assets</b>		
Property, plant and equipment	6.1	6.3
Investment Property	0.2	0.2
<b>Financial Assets</b>		
(i) Investments	0.0	0.0
(ii) Loans & Deposits	0	0
(iii) Other Financial Assets	2.9	3.0
Deferred Tax Assets	0.4	0.4
Other Non-Current Assets	8.0	8.0
<b>Total Non-Current Assets</b>	<b>17.5</b>	<b>17.9</b>
<b>Current Assets</b>		
<b>Financial Assets</b>		
(i) Investments	9.5	5.4
(ii) Trade receivables	20.4	17.9
(iii) Cash and cash equivalents	20.3	22.1
(iv) Bank balances other than (ii) above	74.6	39.9
(v) Loans	0.2	0.2
(vi) Other Financial Assets	11.5	8.7
Other Current Assets	32.2	30.4
Current Tax Assets (Net)	4.2	4.2
<b>Total Current Assets</b>	<b>173.0</b>	<b>128.8</b>
<b>Total Assets</b>	<b>190.6</b>	<b>146.8</b>



# Cash Flow Statement



Cash Flow Statement (Rs. Crs.)	Sep-22	Mar-22
<b>Cash Flow from Operating Activities</b>		
Profit before Tax	50.9	88.6
Adjustment for Non-Operating Items	-1.1	-1.4
<b>Operating Profit before Working Capital Changes</b>	<b>49.8</b>	<b>87.2</b>
Changes in Working Capital	6.3	-36.0
<b>Cash Generated from Operations</b>	<b>56.0</b>	<b>51.2</b>
Less: Direct Taxes paid	-17.6	-21.9
<b>Net Cash from Operating Activities</b>	<b>38.4</b>	<b>29.3</b>
Cash Flow from Investing Activities	-37.6	-27.1
Cash Flow from Financing Activities	-2.6	-2.8
<b>Net increase/ (decrease) in Cash &amp; Cash equivalent</b>	<b>-1.7</b>	<b>-0.6</b>
Add : Cash and cash equivalents at the beginning of the year	22.1	0.0
Adjusted Cash and Cash Equivalents at the beginning of the year	0.0	22.7
<b>Cash and cash equivalents at the end of the year</b>	<b>20.3</b>	<b>22.1</b>



# Company Overview



# Company Overview



Established in 1988, Tips Industries is one of the large corporate houses in the field of music



Consistent success in creating and acquiring high quality music I.P.R.



Since 1990, Tips has been amongst players with the highest number of gold and platinum discs to their credit



Extensive catalogue of Film, Non-Film, Devotional, Pop, Remixes

## Catalogue is licensed to

- OTT platforms
- Content Aggregators
- TV Channels
- Telecom Companies
- Radio Stations,
- Advertisers
- Event Management Companies
- Hotels, Restaurants, and Others

Hindi | Punjabi | Gujarati | Bhojpuri & many others...

## Presence across platforms



## MUSIC... THE RHYTHM OF LIFE



### Our Vision

To maintain and grow a **MUST HAVE HITS** catalogue



### Our Mission

To create, acquire and deliver quality music to a wide range of audiences



### Our Purpose

Deliver Entertainment



### Our Core Values

- Honesty
- Passion
- Commitment
- Teamwork
- Positive attitude

# Generating multiple revenue streams



## Large and diversified music library

Our catalogue comprises film, non-film, pop, remixes devotional songs and bhajans, created by some of the leading artistes and musicians of this country.

## Rich & Evergreen Catalogue

Digitized catalogue comprises over 29,000 songs in multiple Indian languages and genres with new additions every year

## Digitally available

Catalogue is available on all the leading online music stores, applications, and web platforms including YouTube, Resso, Amazon Prime, JioSaavn and Facebook


 Over **74.84 Mn** YouTube channel subscribers/followers

Rich content can be leveraged to generate multiple revenue streams via following

## Sync Deals



## Broadcast Partners



# Two Pronged Content Acquisition Strategy



Our endeavour is to cater to a wide range of audiences

# 1

## Produce

### Strategy



- To introduce promising singers (TIPS) is in our DNA
- We have a strong A&R team which engages with artistes across genres and languages which allows us to present upcoming talent to our listeners.
- Our team has a deep understanding of music which allows us to create and build a repertoire of **“Must Have Hits”**

# 2

## Purchase

### Strategy



- We also engage with other producers to buy music rights to complement our repertoire
- Our understanding of music and its creative process provides us deep insights on costs and returns and therefore we always remain cost conscious while acquiring music rights

## Content Cost

**100% of Content cost is written off from profit & loss account in the quarter of release. There is no Capitalization & no pending write-offs in the future. Company has followed this policy since inception**

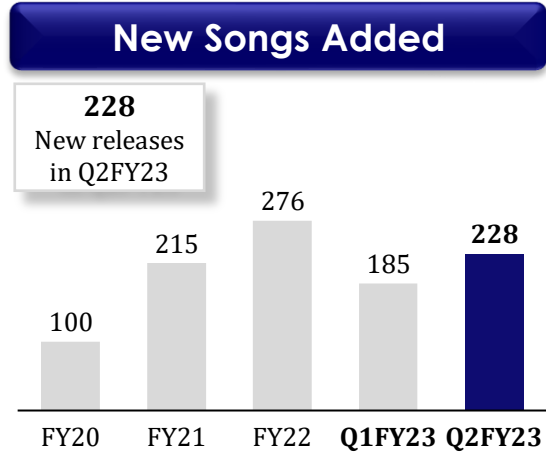
**Content acquisition cost is entirely funded through internal accruals**

**Strong A&R team to acquire content across languages & genres. 5 Artists signed exclusively**

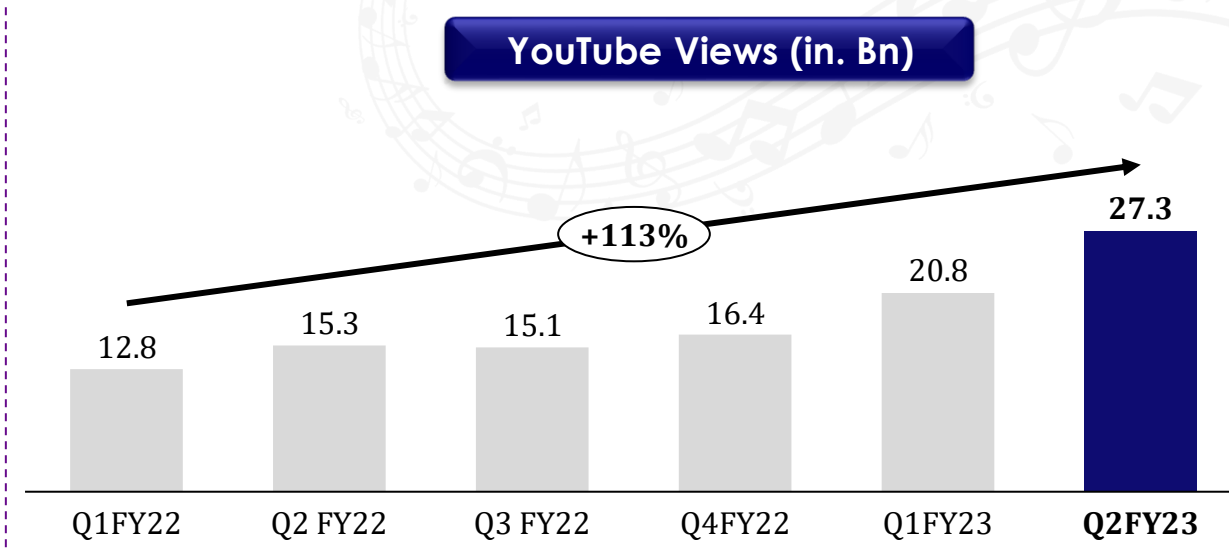
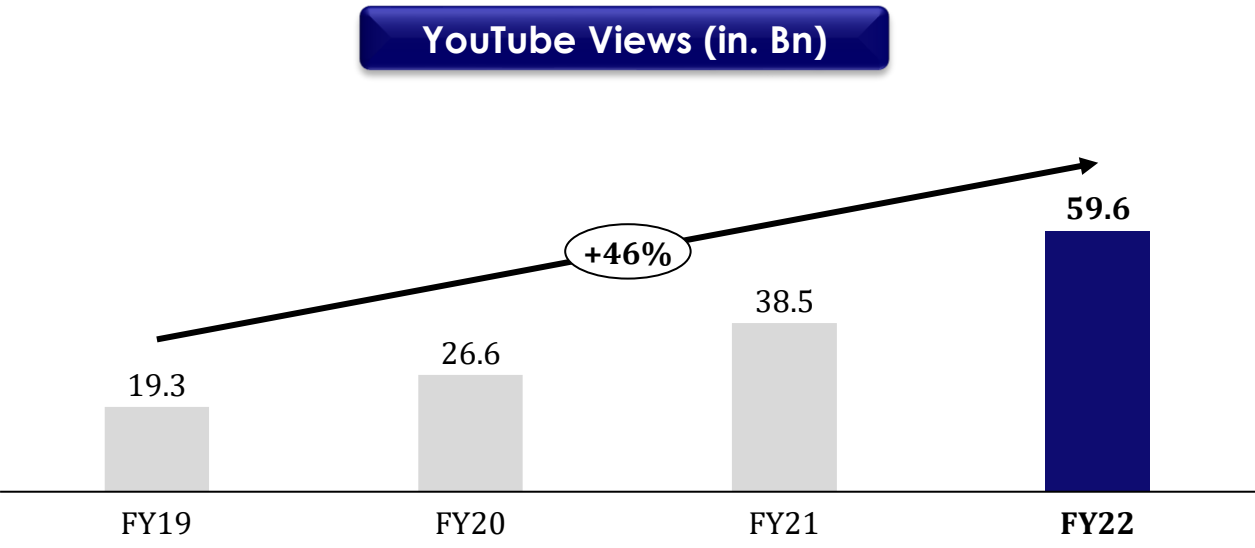
# Growing listenership & Increasing Content Addition



Evergreen & Rich content of **over 29,000 songs** across genres, languages & decades giving us high visibility of music revenue



**Existing Content + Continuous Additions : Increasing Music Revenue**





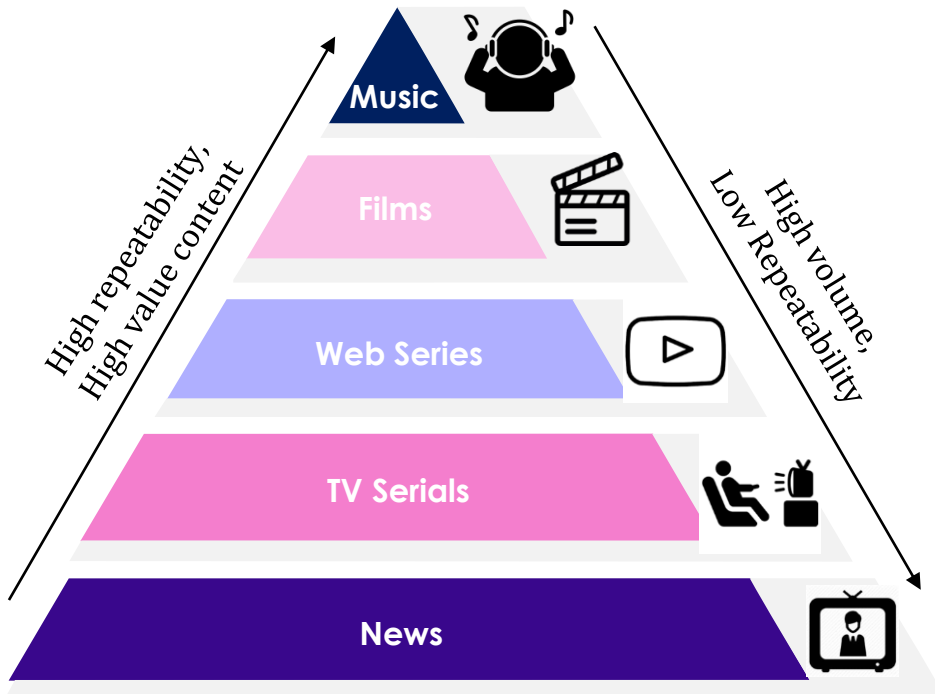
# Annexures





# Music is the most valuable content

## Ranking on repeated monetization



Content that can be monetized multiple times naturally commands greater economic value

Music ranks at the top of the content pyramid when ranked on repeated monetization

## Yearly performance

### Streaming

Streaming continued to grow strongly in 2021, up by 24.3% to US\$16.9 billion. Paid streaming revenues rose by 21.9% and accounted for 47.3% of the global market (US\$12.3 billion).

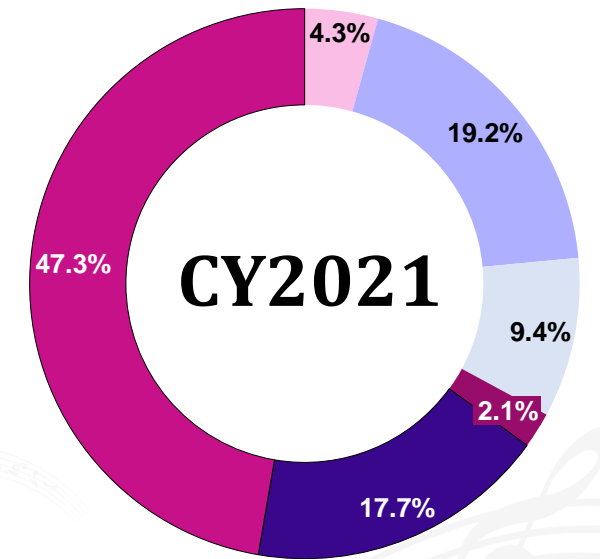
### Synchronisation

Use of recorded music in advertising, film, games and TV climbed by 22.0% (US\$549.1 million) in 2021. Revenues from synchronization accounted for 2.1% of the global market.

### Downloads

Revenues from permanent downloads fell by 15.3% to US\$839.3 million and represented just 3.2% of the global market in 2021. Other digital formats experienced growth (+6.8 %) but represent only 1.1% of global revenues

## Music is now an internet business



■ Ad-supported streams    ■ Physical  
■ Synchronisation    ■ Download & Other digital  
■ Performance rights

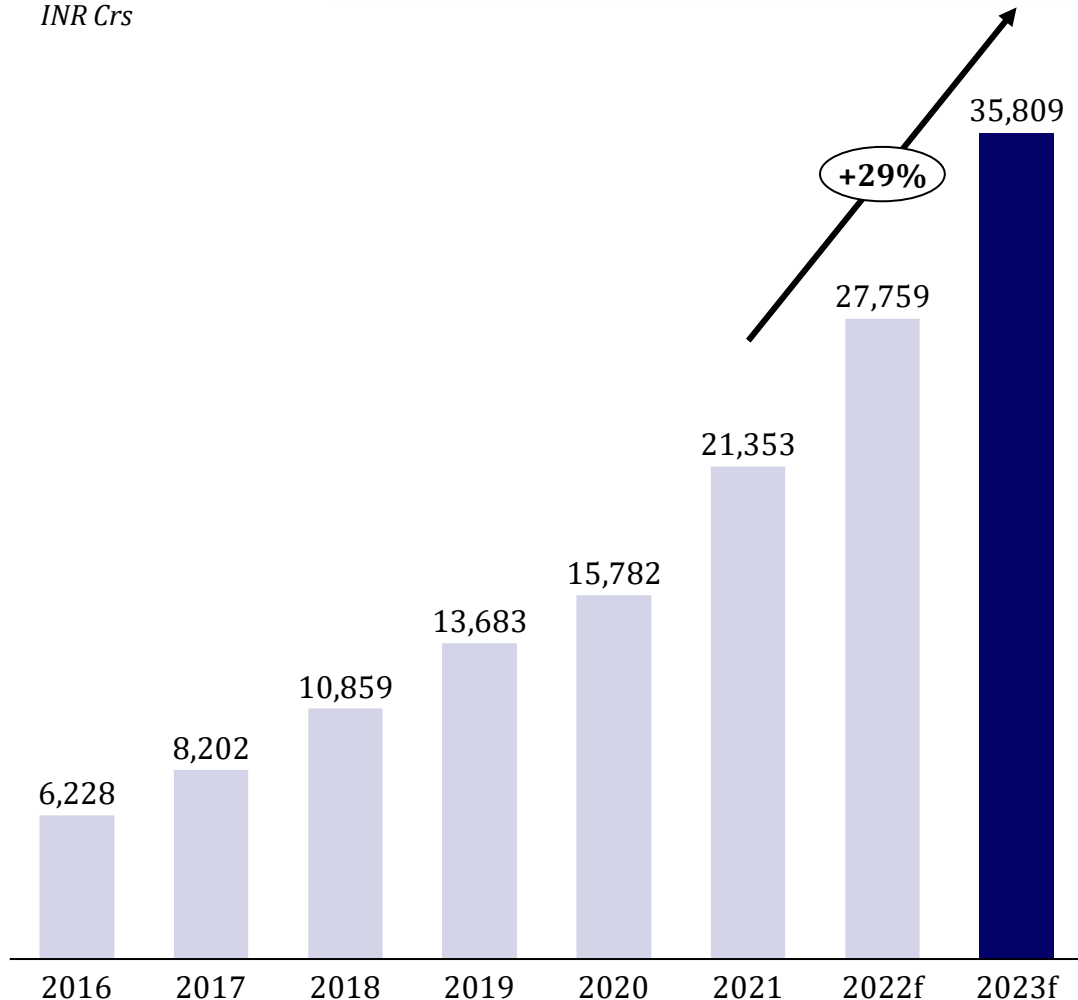
Streaming comprised **65%** of total revenues in 2021, an increase of **24.3%** vs 2020, for the Global Music Industry

# Digital Advertising – Key Driver of Indian Music Industry



## Indian Digital Ad Industry

INR Crs



- The Indian digital advertising industry stood at Rs 21,353 crore by the end of 2021, up from Rs 15,782 crore in the previous year. It has grown at a rate of 35.3%

- This sustained growth can be attributed to the technological advancements, improvements in data science & analytics, introduction of policies & regulations, among others.

- The highest proportion of spends on digital media is claimed by social media (29%, Rs 6,218 crore), closely followed by online Video (28%, Rs 5,907 crore). Paid search claims 23% (Rs 5,039 crore), while display banners claim 16% (Rs 3,420 crore).

- Social media is expected to grow with a CAGR of 29.79% to have a spend share of 29% by 2023.

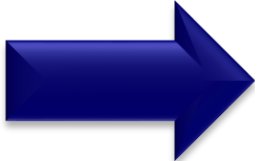
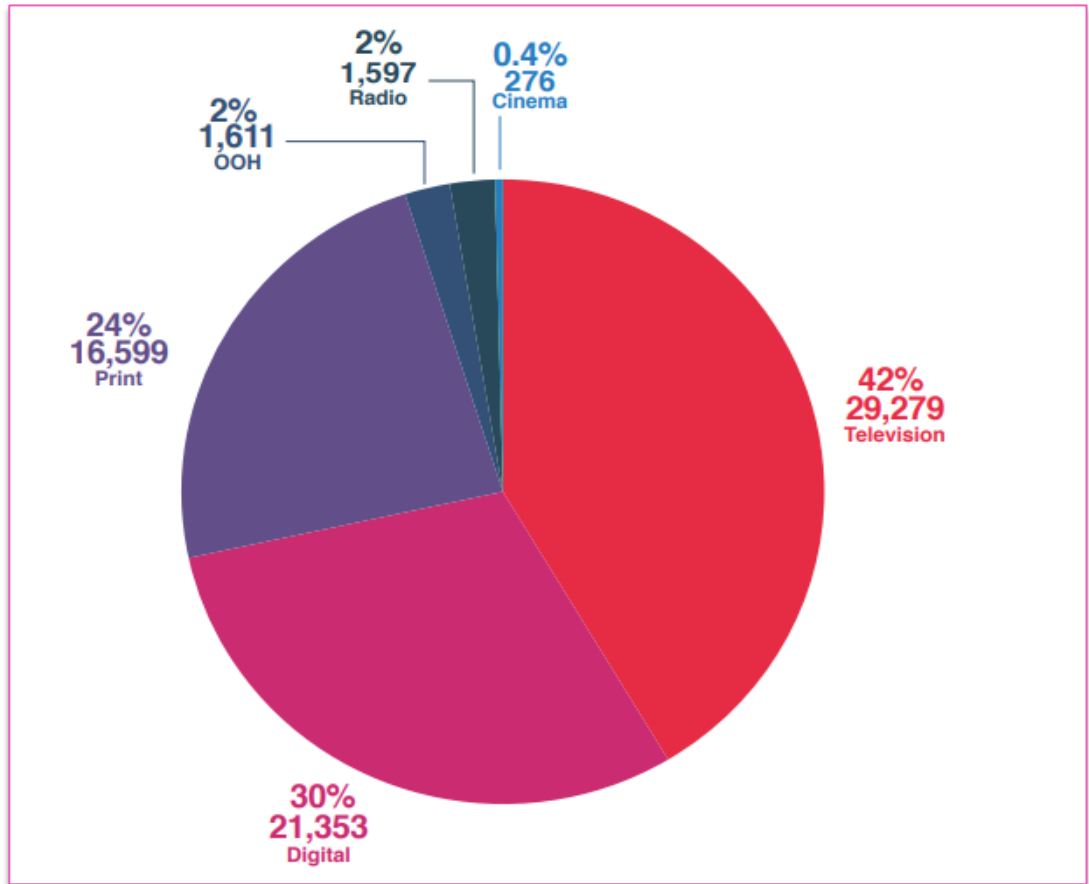
- On an average, Indians spend 2-3 hours on Social Media, which is at par with the global average.

- 73% of the audience belonging to the age group of 45 years to 54 years use YouTube to watch online content.

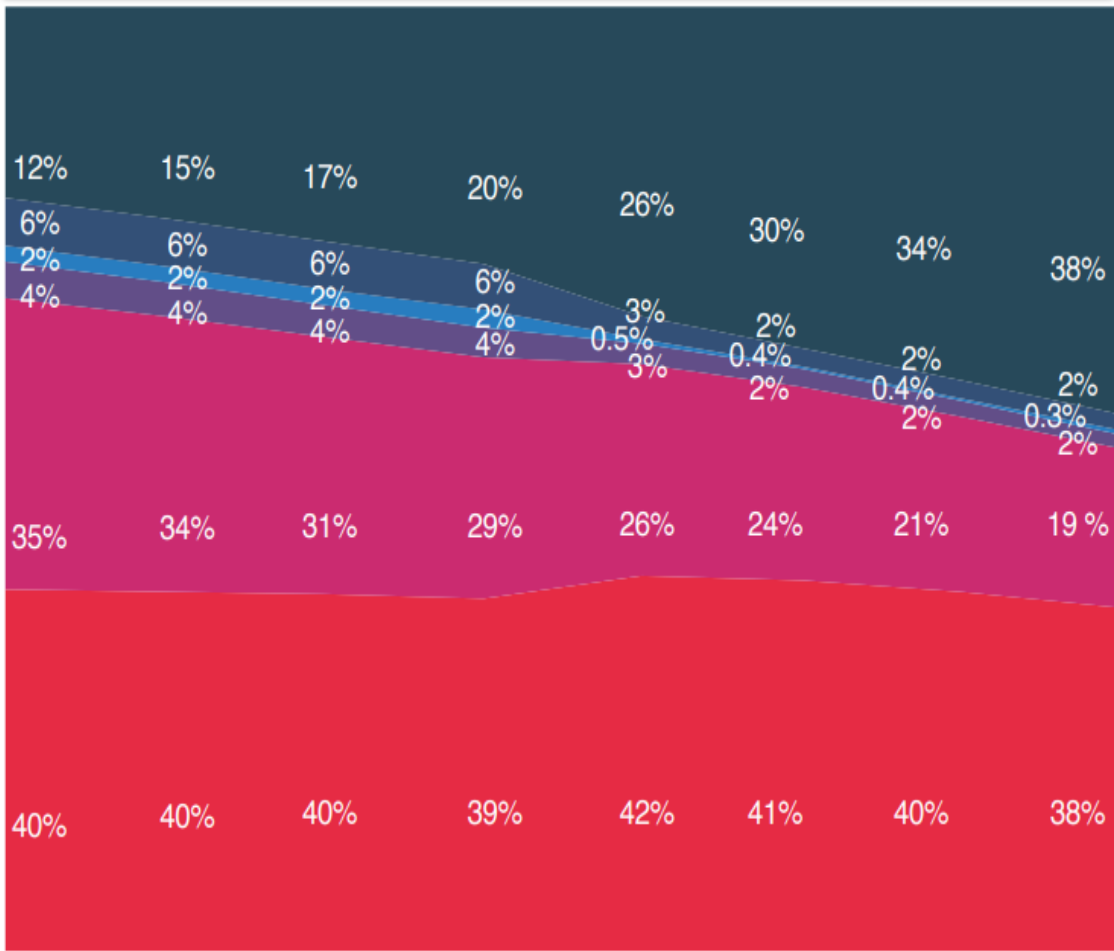
# Growing Digital Ad spend



Advertising spends on different media (Rs. Crore)



Advertising spends across various media (%) - Forecast



The current pie of digital ad spends constitutes 30% of the advertising spends in 2021, and moving forward in 2022 and 2023, the percentage is expected to increase to 34% and 38% respectively.

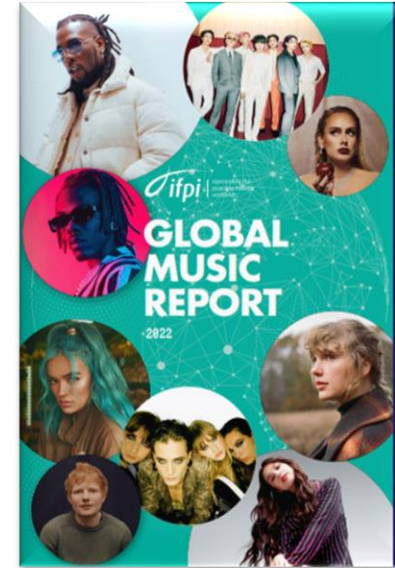
Source: Dentsu Aegis Network Report 2022

# Few Industry Reports



dentsu – Digital Advertising in India

[Click Here](#)



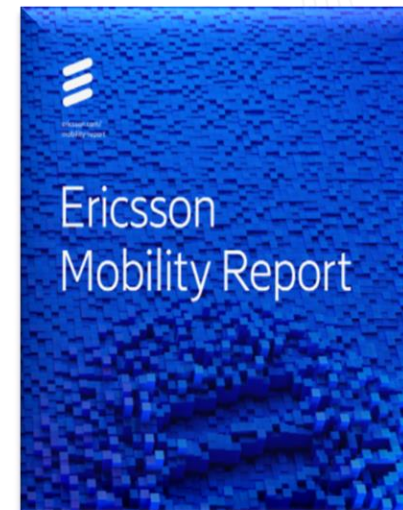
IFPI – Global Music Report

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FICCI – EY Media & Entertainment Report 2022

[Click Here](#)



Ericsson Mobility Report

[Click Here](#)



**Thank  
You**

**Company Details:**



**Tips Industries Limited**

CIN: L92120MH1996PLC099359

Email id: [investorrelations@tips.in](mailto:investorrelations@tips.in)

**Investor Relations  
Advisors:**



**Orientcapital**

(a division of Link Intime India Pvt Ltd)

Mr. Faraz Ahmed : +91 9619705150  
[faraz.ahmed@linkintime.co.in](mailto:faraz.ahmed@linkintime.co.in)

Mr. Rajesh Agrawal : +91 9967491495  
[rajesh.agrawal@linkintime.co.in](mailto:rajesh.agrawal@linkintime.co.in)