INVESTOR UPDATE





PERFORMANCE REVIEW: Q2 FY21

November 05, 2020

Presentation Path

- Financial Review
- Business Review
- Strategic Direction
- Investors Contact



Financial Review



Condensed Statement Of Operations Standalone

₹ In Millions	Q2 FY21	%age of Total Income	Q2 FY20	%age of Total Income	Growth (%)
Income from Operations	462.4	98.3%	1,096.9	96.3%	(57.8%)
Other Operating Income	8.0	1.7%	42.2	3.7%	(81.1%)
Total Income	470.4	100.0%	1,139.1	100.0%	(58.7%)
Operating Expenditure	532.6	113.2%	864.0	75.8%	(38.4%)
EBITDA	(62.2)	(13.2%)	275.1	24.1%	(122.6%)
Depreciation	107.6	22.9%	112.7	9.9%	(4.6%)
Amortisation	133.4	28.4%	133.0	11.7%	0.3%
EBIT	(303.2)	(64.4%)	29.4	2.5%	(1129.6%)
Other Income	37.9	8.0%	31.8	2.8%	19.2%
Finance Cost	50.8	10.8%	46.2	4.1%	10.0%
Profit Before Tax (PBT)	(316.1)	(67.2%)	15.0	1.3%	(2208.5%)
Taxation	(79.0)	(16.8%)	2.6	0.2%	(3181.2%)
Profit After Tax (PAT)	(237.1)	(50.4%)	12.4	1.1%	(2008.5%)
Other Comprehensive Income (net)	0.04	0.01%	(1.7)	(0.2%)	(102.2%)
Total Comprehensive Income	(237.1)	(50.4%)	10.7	0.9%	(2319.8%)



Financial Performance Q2FY21

(All comparisons with corresponding period of previous year)

- FCT revenue de-grew by 57.1% (Q2FY21); Sequential growth 131.8%
- Non-FCT
 - Revenues de-grew by 62.5% (Q2FY21)
 - ▶ Non-FCT Gross Margins register strong growth : 52.7% (Q2 FY20 : 45.6%)
 - ➢ Non-FCT EBITDA margin : 37.5% (Q2 FY20 : 24.7%)
- Revenue of Migrated stations (35) declined by 58.7% during the quarter
- Batch 1 revenues during the quarter : Rs.65.2 Mn (\downarrow 61.4%)
 - EBITDA loss: Rs. 24.7 Mn (Q2FY20 profit: Rs.25.0 Mn)
- Batch 2 revenues during the quarter : Rs 19.8 Mn (47.8%)
 - EBITDA loss: Rs 10.8 Mn (Q2FY20 loss : Rs. 0.7 Mn)
- Revenue from Digital during the quarter: Rs.60.4 Mn; Sequential growth 67%
- Reduction in Overall operating costs including DVC : 35%
- Impact of IND AS 116 on PAT : Rs 11.4 Mn
- Net Cash as on Sep 30, 2020 : Rs 2.4 Bn



Condensed Statement Of Operations Standalone

₹ In Millions	YTD Sep'20	%age of Total Income	YTD Sep'19	%age of Total Income	Growth (%)
Income from Operations	816.8	98.0%	2,393.7	97.5%	(65.9%)
Other Operating Income	16.2	2.0%	61.2	2.5%	(73.5%)
Total Income	833.0	100.0%	2,454.9	100.0%	(66.1%)
Operating Expenditure	1,154.9	138.6%	1,849.3	75.3%	(37.6%)
EBITDA	(321.9)	(38.6%)	605.6	24.7%	(153.2%)
Depreciation	213.7	25.7%	222.2	9.1%	(3.8%)
Amortisation	265.3	31.8%	264.2	10.8%	0.4%
EBIT	(800.9)	(96.1%)	119.2	4.9%	(772.0%)
Other Income	92.1	11.1%	62.8	2.6%	46.6%
Finance Cost	95.5	11.5%	92.6	3.8%	3.1%
Profit Before Tax (PBT)	(804.3)	(96.6%)	89.4	3.6%	(999.3%)
Taxation	(201.0)	(24.1%)	28.7	1.2%	(800.2%)
Profit After Tax (PAT)	(603.3)	(72.4%)	60.7	2.5%	(1093.4%)
Other Comprehensive Income (net)	(1.1)	(0.1%)	(2.9)	(0.1%)	(60.7%)
Total Comprehensive Income	(604.4)	(72.6%)	57.8	2.4%	(1145.3%)



Summarized Balance Sheet Standalone

	As on					
Rs. In Million	Sep'20	%age to Total	Mar'20	%age to Total		
Shareholders' Funds						
Capital	476.7	4.4%	476.7	4.1%		
Reserves and Surplus	8,053.6	74.2%	8,705.7	75.3%		
Net Worth	8,530.3	78.6%	9,182.4	79.4%		
Deferred Tax Liability (net)	18.1	0.2%	219.6	1.9%		
Financial liabilities	2,144.6	19.8%	2,155.9	18.7%		
Net Short term Liabilities	154.1	1.4%	-	0.0%		
Total	10,847.2	100.0%	11,557.9	100.0%		
Fixed Assets (Net)						
Tangible & Intangibles	6,198.9	57.1%	6,536.6	56.6%		
Right of Use Asset	1,704.3	15.7%	1,790.5	15.5%		
Capital Work in progress	11.0	0.1%	8.5	0.1%		
Sub-total	7,914.2	73.0%	8,335.6	72.1%		
Equity in ABSL & EN INC	156.4	1.4%	141.7	1.2%		
Investment Properties	22.8	0.2%	23.1	0.2%		
Other Long Term Assets (Net)	345.3	3.2%	327.4	2.8%		
Net Short Term Assets	-	-	454.2	3.9%		
Cash & Cash Equivalents	2,408.4	22.2%	2,275.9	19.7%		
Total	10,847.2	100.0%	11,557.9	100.0%		



Condensed Statement Of Operations Consolidated

₹ In Millions	Q2 FY21	%age of Total Income	Q2 FY20	%age of Total Income	Growth (%)
Income from Operations	475.7	98.4%	1,113.4	96.3%	(57.3%)
Other Operating Income	8.0	1.6%	42.2	3.7%	(81.1%)
Total Income	483.7	100.0%	1,155.6	100.0%	(58.1%)
Operating Expenditure	546.9	113.1%	875.5	75.8%	(37.5%)
EBITDA	(63.2)	(13.1%)	280.1	24.2%	(122.6%)
Depreciation	122.1	25.3%	126.5	10.9%	(3.5%)
Amortisation	133.4	27.6%	132.8	11.5%	0.4%
EBIT	(318.7)	(65.9%)	20.6	1.8%	(1644.1%)
Other Income	44.9	9.3%	33.4	2.9%	34.5%
Finance Cost	52.6	10.9%	49.3	4.3%	6.6%
Profit Before Tax (PBT)	(326.4)	(67.5%)	4.7	0.4%	NM
Taxation	(78.9)	(16.3%)	2.8	0.2%	NM
Profit After Tax (PAT)	(247.5)	(51.2%)	1.9	0.2%	NM
Other Comprehensive Income (net)	(0.1)	(0.0%)	(1.8)	(0.2%)	(95.6%)
Total Comprehensive Income	(247.6)	(51.2%)	0.1	0.0%	NM



Condensed Statement Of Operations Consolidated

₹ In Millions	YTD Sep'20	%age of Total Income	YTD Sep'19	%age of Total Income	Growth (%)
Income from Operations	844.8	98.1%	2,418.6	97.5%	(65.1%)
Other Operating Income	16.3	1.9%	61.2	2.5%	(73.4%)
Total Income	861.1	100.0%	2,479.8	100.0%	(65.3%)
Operating Expenditure	1,183.6	137.5%	1,869.1	75.4%	(36.7%)
EBITDA	(322.5)	(37.5%)	610.7	24.6%	(152.8%)
Depreciation	243.0	28.2%	244.8	9.9%	(0.7%)
Amortisation	265.3	30.8%	264.3	10.7%	0.4%
EBIT	(830.9)	(96.5%)	101.6	4.1%	(918.1%)
Other Income	103.4	12.0%	66.0	2.7%	56.7%
Finance Cost	99.8	11.6%	98.0	4.0%	1.9%
Profit Before Tax (PBT)	(827.3)	(96.1%)	69.6	2.8%	(1288.9%)
Taxation	(200.7)	(23.3%)	29.2	1.2%	(787.7%)
Profit After Tax (PAT)	(626.6)	(72.8%)	40.4	1.6%	(1651.0%)
Other Comprehensive Income (net)	(1.1)	(0.1%)	(3.0)	(0.1%)	(62.9%)
Total Comprehensive Income	(627.7)	(72.9%)	37.4	1.5%	(1777.5%)



Business Review



Key Operating Highlights

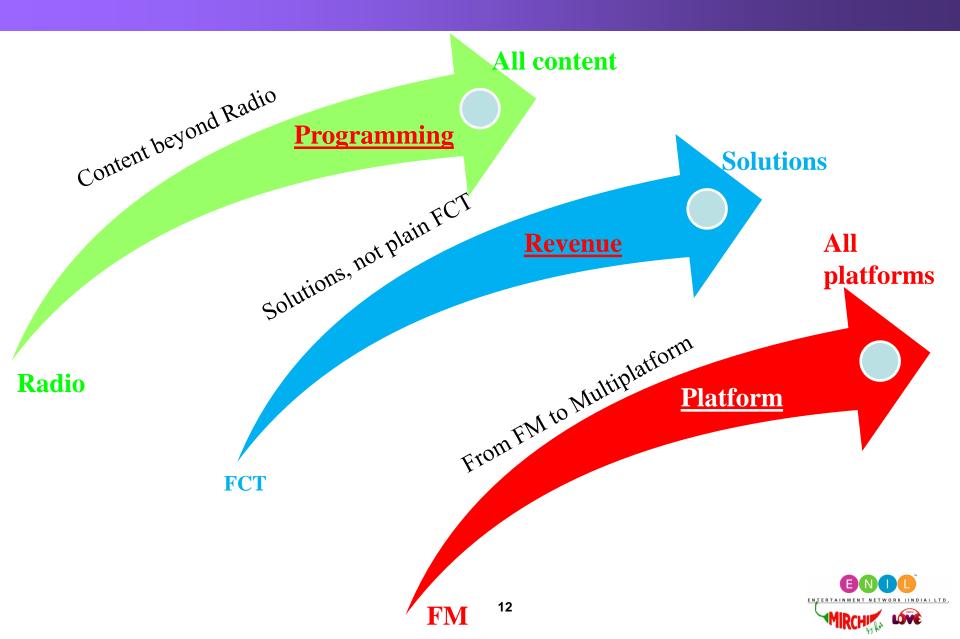
- Middle East expansion : Launch in Qatar and Bahrain early next year
- Mirchi launched its first App in USA on both IOS and Android;

Downloads crossed 115K with 52K followers

- Mirchi Play has 25 online stations now available on landing page of Gaana app
- Mirchi continues to have the largest social media footprint amongst private FM players
- Mirchi's Youtube Network crossed 11mn subscribers during the quarter
- Time brokerage arrangement for 1600AM frequency in New York discontinued with effect from Oct 31, 2020
- Advertising Sales Agreement (ASA) with TVTN discontinued w.e.f. September 1, 2020



Strategy : Three Pivots



MIRCHI DIGITAL



Online Radio

LIVE WEB RADIOS Click on image and listen to LIVE Radio			
Online Radio Live - Betlywood >	Genre Based	 Melodies/ Bollywood/ Retro/ Indies/ Unplugged/90s/ Club/ English Hits 	
CLUB Sector Contractor	Theme Based	 Toota Dil/ Drive 	
Online Radio Live - Regional 2	Regional	 Tamil/ Telugu/ Punjabi/ Kannada/ Bengali 	
	City Centric	• Mumbai/ Delhi	
Conline Radio Live - English >		ß	

Mirchi now streams 25 online radio stations.



Presence on YouTube

Mirchi's YouTube network crossed 11Mn Subscribers



Celebrating 5Mn Subscribers of *Filmy Mirchi* channel with a contest on YT channel (2L+ views)





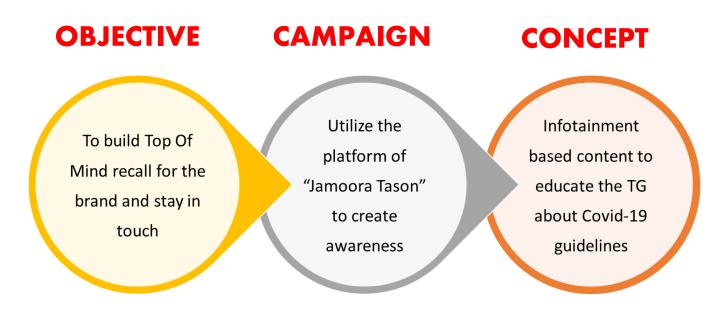


A Special video on Independence day with Swapnil Joshi, Rasika Duggal and Vinay Pathak – highlighting the issues of fake news and

Did Bollywood Celeb interviews over zoom calls rumors on SM and message groups



Gulf Oil – Jamoora Tason

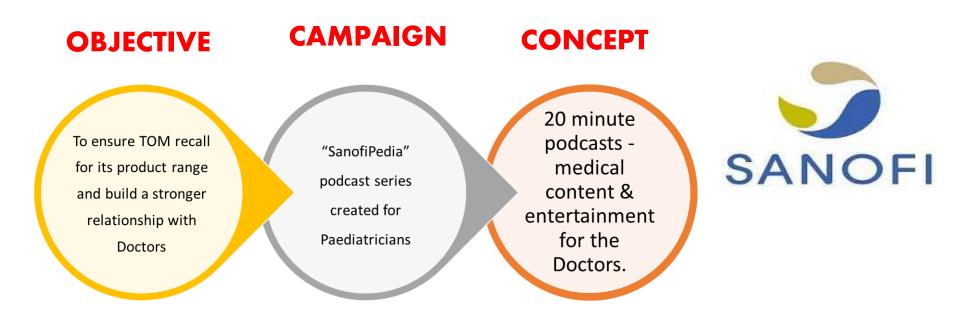








Sanofi – Podcast Series



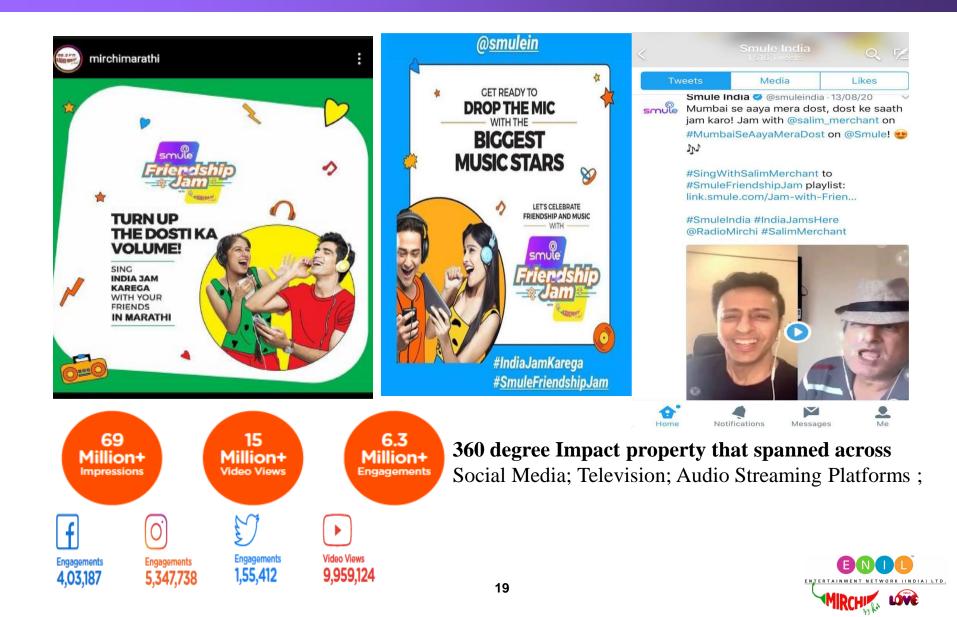
Average consumption of **5 to 6 minutes from Day 1 (all organic)** Mirchi to be the first company to create content for Doctors in the industry and Sanofi became the first pharma player to execute a Podcast for Doctors.



MULTI MEDIA SOLUTIONS

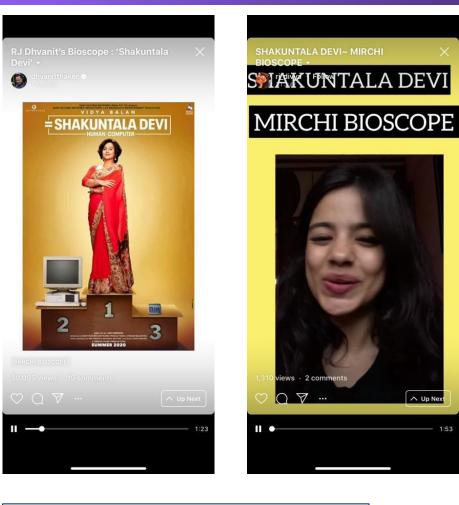


Friendship day Jam



Amazon : Shakuntala Devi





Promotion of release of Shakuntala Devi on Amazon Prime



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1:53

ORIGINAL CONTENT



Original Content



Launched another Punjabi webseries 'Back Stage Boys' Licensed to MX Player



Impact Properties



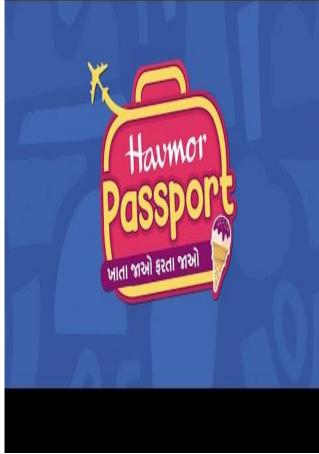
Mirchi Startup Express (Ahmedabad)



- Mirchi Startup Express is a radio e-event where Mirchi invited budding entrepreneurs of Gujarat to register and present their startup idea to a panel of Mirchi. Shortlisted idea will be nurtured and developed by the sponsor at their incubation center.
- Promotion of the event resulted in 1850 registrations for the event



Havmor Passport (Ahmedabad)





Havmor Passport is a mini series executed by Havmor featuring Gujarati Film star Malhar Thakar, sitting at home and enjoying digital tour to different countries with the help of his friends and relatives.



Mirchi Corporate Rockstar (Pune)



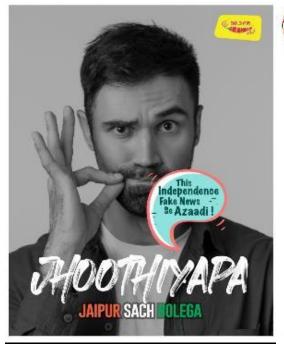
• Employees to partner up with their family members and create a one-minute video of them singing a song.



Mirchi Programming and Marketing Activities



Jaipur-Jodhpur - Jhutiyapa



Fake News Se Aazadi



#JhootiyapaSeAazadi 🤐



🔮 Purkhaa @Rj_Purkhaa - 24 Aug

Here's an excerpt from my conversation with @AshishSinghLIVE on my show last week on #Jhoothiyapa jhooth and fake news se aazaadi! We adore him for his कॉन्सरेट support and encouragement 😇 🐯



Quote Tweets



Punit Agarwal ② @Punitspeaks - 26 Aug → It was a great conversation @R]_Purkhaa . Thank you for inviting me on your show.

🔮 Purkhaa @R]_Purkhaa · 24 Aug

'कुछ तो लोग कहेंगे, लोगों का काम है कहना' says @Punitspeaks when asked about the spread of #fakenews by IT Cells. Here's an excerpt from the conversation that we had on my show on #Jhoothiyapa-thisi...





Fantastic Purkhaa...दिखता कुछ है, होता कुछ है :) Very gud initiative...And Ashish is a friend, hi thr my friend @ashishphotos 😢 😢

® RJ Purkhaa @R]_Purkhaa - 15 Aug 98.3 Mirchi Jaipur is celebrating this Independence week 'झुठ से आजादी' #Jhoothiyapa

On my show today was @ashishsphotos who showed us the reality of a photoshopped image f...



7:43 pm · 15 Aug 20 · Twitter for Android.

This campaign meant to stop fake news. The campaign was carried out in Rajasthan.



Go Guwahati

Guwahati Hope Jingle -

1 minute audio visual which shows how the city is limping back to action after Corona



The video is lively which covers almost every aspect of Guwahatians. It shows the positivity and optimism in their eyes.

Baan Way – An initiative on Assam Floods



Mirchi collaborated with Indian Red Cross Society to of help victims Assam Floods in the month of August. Mirchi helped the with society donation appeals. And also talked about the heroic of Assam stories flood fighters.



Hasna Zaroori Hai – Hyderabad 95





- Hasna Zaroori Hai was
 Mirchi 95's search for
 original Hyderabadi
 comedy talent to feature
 on air alongside RJ
 Shadab
- The winner, Mudassir, co-hosted his own show, *Mast Mudassir*, on Mirchi Shadab's evening show
 - It was covered by Times Of India and got an enthusiastic reception by Mirchi 95 listeners



Mirchi Social Initiatives



Gujarat - Mirchi Aatmanirbhar Tree Idiot



- A tree plantation drive
- 1.18 lac+ sapling registrations.
- 80 Live Sessions; Dhvanit's session crossed 1 crore+ post reach during the campaign.
- 5.65 lacs social media interactions



Mumbai - Bappa Toh Aake Rahengey!







- 12 RJs of Maharashtra challenged each other to make Origami Bappas on video.
- Mirchi created DIY Origami Ganesha kits for listeners to make paper Bappas at home.
- The paper had seeds in it, when immersed in a pot a plant grew out of it.



Baat Baat Pe Jobs





Hiring Spree: 670 Professionals Hired Through 'Baat Baat Pe Jobs' Campaign in Just 27 days



IT professional Anunag Jana's dream tech caneer crashed when his company let him go a lew weeks ago. Like most other employees, he was working from nome amid the LOVID-29 pandemic, but the company lost its business and Anurag lost his job! Just then, Anurag applied at the 'Mirchi Par Baat Baat Pe Jobs with Timeslabs', a CSR initiative to help those professionals whose kip has been hit by COVID-19.

recruitment website limestops, and Mirchi re- This was the second season of a hugely popular CSR initiative hosted jointly by Mirchi and Timeslobs in 2019 called 'ReadySteadylobs', where 1,055+ professionals were hired in 21 days.



New Delhar the COVID-19 crisis has brough global economies to standstill, jeopardizing conserved lakhs of professionals. In a hid to Lefp durse who have been affected is allowiddally by the pandentile, en cerclume vi website Times lobs, and Mirchine istnited their CSR. initiative 'Ready Steady Jobs' for Season's with the title- 'Mirchi Per Beat Bast Pe-Jobs with Times lobs.

Mirchi along with Timesjobs changed the lives of 670 families with their campaign "Mirchi Par Baat Baat Pe Jobs"

66

21 companies hired 670 people in 27 days during this campaign



Mumbai - Not Always Khush Is Also Ok



On World Suicide Prevention Day, Mirchi changed its positioning statement to "Not Always Khush Is Also Ok" to educate listeners on depression and help them prevent it.



Mirchi Chandigarh – Salaam to Corona Warriors



• Mirchi Pune Team Distributes 5000 essential kits containing Sanitisers and Masks across parts of Pune to frontline workers as well as to those who cant afford these safety items.



Bengaluru – Mere pas plasma hai



- We organized the first ever plasma donor and recipient meet.
- RJ Jimmy became the poster boy for plasma donation in Bengaluru. We ran a campaign on air to get people to become superheroes to donate plasma



Jalandhar – My waste, my responsibility



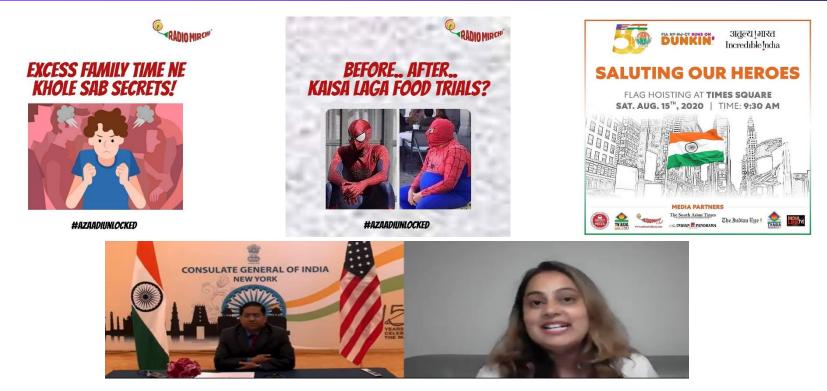
Our RJ Heena headed a clean up operation as the brand ambassador for Municipal Corporation Jalandhar



MIRCHI USA



Azadi Unlocked

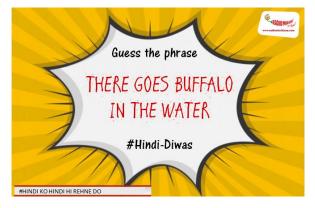


This Independence month Radio Mirchi finds way to combat & celebrate the true independence. The activity culminated in Times Square by hosting the flag which created history.



Hindi ko Hindi rehnedo





Hindi mein baat karein! हिंदी को हिंदी ही रहने दो! with RJ Naved. #HindiDiwas2020 #hindidiwascelebration #HindikoHindiHiRehnedo

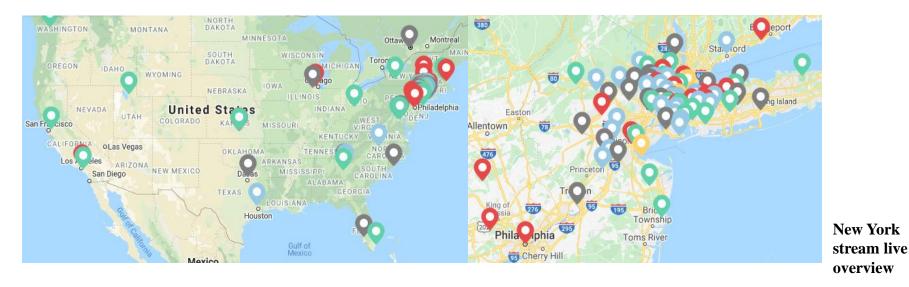


Radio Mirchi becomes a teacher to our fellow Britishers and Americans who keep • interest in Bollywood



Smartphone APP and listenership growth

Radio Mirchi launched it's first basic App in USA available on both IOS and Android..





52,000 Indian followers from New York Metropolitan area

Total APP downloads - 115,000



INVESTOR CONTACT

Entertainment Network is committed to improving its performance every fiscal and continuously enhance shareholder value through successful implementation of its growth plans. The Company's investor relations mission is to maintain an ongoing awareness of its performance among shareholders and financial community. This update covers the company's financial performance for Q2FY21

We thank you for your support and welcome your feedback and comments regarding this update and other investor issues

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Disclaimer

Certain statements in this release concerning our future growth prospects are forward-looking statements, which involve a number of risks, and uncertainties that could cause actual results to differ materially from those in such forward-looking statements. The risks and uncertainties relating to these statements include, but are not limited to, risks and uncertainties regarding fluctuations in earnings, our ability to manage growth, intense competition in our business segments, change in governmental policies, political instability, legal restrictions on raising capital, and unauthorized use of our intellectual property and general economic conditions affecting our industry. ENIL may, from time to time, make additional written and oral forward looking statements, including our reports to shareholders. The Company does not undertake to update any forward-looking statement that may be made from time to time by or on behalf of the company.



THANK YOU