

entertainment network (India) limited

Corporate Office: 14th Floor, Trade World, D-Wing, Kamala Mills Compound, Senapati Bapat Marg,
Lower Parel (West), Mumbai – 400 013, India. Tel: 022 6753 6983.

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BSE Limited, Rotunda Building, P. J. Towers, Dalal Street, Fort, Mumbai- 400001	National Stock Exchange of India Limited, Exchange Plaza, Bandra Kurla Complex, Bandra (East), Mumbai – 400051
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BSE Scrip Code: 532700/ Symbol: ENIL

Sub: Disclosure under Regulation 30 of the Securities and Exchange Board of India (Listing Obligation and Disclosure Requirements) Regulations, 2015 ('Listing Regulations')

Dear Sir/ Madam,

Please find attached herewith the press release regarding the launch of the Company's new brand identity. After 19 years, the iconic radio brand has undergone a complete overhaul and has pivoted to just Mirchi.

Yours truly,

For Entertainment Network (India) Limited



Mehul Shah
SVP - Compliance
& Company Secretary
(FCS no- F5839)

Encl: as above

Mirchi unveils its new brand identity

After 19 years of being the leader in FM, the new identity demonstrates its evolving content capabilities across Digital, Live and FM platforms

Mirchi is all set to become the country's No. 1 city-centric music and entertainment company. The erstwhile Radio Mirchi, India's leading FM brand, has launched its new brand identity. After 19 years, the iconic radio brand has undergone a complete overhaul and has pivoted to just Mirchi. Capturing the essence of the company's transformation in its campaign — "Sirf radio nahi, har entertainment mein Mirchi hai" — the brand has dropped the word radio from its logo. The change in the branding strongly reflects Mirchi's hyperlocal, multi-format and multi-platform content & solutions capabilities that cut across digital, live and FM.

At the back of this announcement, India's top rapper Raftaar, soulful music composer Amaal Mallik, and YouTube sensation Darshan Raval, in collaboration with Mirchi, released a music video for their new song 'Har entertainment mein Mirchi', a visual representation of the sheer extent of variety in content across Mirchi's platforms. The video is cinematically shot to create excitement around the experience of unlimited entertainment, through the vibrant and energetic performances.

Mirchi stands for everything entertainment and focuses on creating diverse avenues and marquee content to be a part of its consumers' lives, regardless of the platform. Be it radio, digital, or live events, Mirchi is available everywhere. Mirchi's FM arm features channels like Mirchi, Mirchi Love and Kool. Under the LIVE offering, the brand has on ground and virtual events such as Mirchi Music Awards, Mirchi Neon Run, Mirchi Cover Star, Mirchi Spell Bee, and Mirchi Rock N Dhol. The Digital arm of business focuses on new media properties like Web radios, Mirchi Originals, Mirchi Murga and Filmy Mirchi, among others. Mirchi with its 170 digital influencers is present on multiple

platforms — 74 radio stations across the world, 24 online radio stations, 12 YT channels & presence across various social media platforms.

After being the undisputed leaders in the FM business for two decades, the company now, with its multi-platform and multi-format approach, is the only music and entertainment entity that reaches 63 hyperlocal markets with over 100 million consumers per month. The renewed brand identity also heightens the company's focus and forte to build customised city-centric brand solutions for its advertisers aligned to its 'hypervocal for hyperlocal' strategy. Over the last few years, Mirchi progressed to become a diversified media company with

solutions revenues growing faster than radio revenues. Currently, the FM business stands at 66% of total revenues with solutions and digital making up the rest.

Commenting on the new identity launch, Prashant Panday, MD & CEO, Mirchi says, "The new brand identity signals our strategic pivot from a pure play radio company to a full-suite solutions provider for our consumers and advertisers. As a diverse platform with a plethora of content and offerings, we knew

we had to collaborate with artists just as diverse, like Raftaar, Amaal and Darshan. This marks the beginning of a new era and depicts our transformation to become India's No. 1 city-centric entertainment company"

As an extension of this new identity launch, Mirchi will also be launching an A to Z video series, with each letter of the alphabet representing a feature or content created by the company. Mirchi, today, has evolved beyond radio — consumers can catch the plethora of content from Mirchi on platforms like Ganaa, MX Player, YouTube, Amazon Alexa & Echo devices, Instagram, FB, and much more.



Mirchi, owned by Entertainment Network India Limited, is a music and entertainment company that has India's largest private FM radio brand with 73 frequencies across 63 cities — Radio Mirchi. Launched in 2001, Mirchi now has a variety of properties under their FM, LIVE, and Digital platforms, each populated with multi-lingual, multi-platform and multi-format content