

INVESTOR UPDATE



ENTERTAINMENT NETWORK (INDIA) LTD.



PERFORMANCE REVIEW: Q1 FY22

August 16, 2021



Presentation Path

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

Financial Review

Condensed Statement Of Operations (Standalone)

₹ In Millions	Q1 FY22	%age of Total Income	Q1 FY21	%age of Total Income	Growth (%)
Income from Operations	385.3	99.2%	354.4	97.7%	8.7%
Other Operating Income	3.2	0.8%	8.3	2.3%	(61.6%)
Total Income	388.5	100.0%	362.7	100.0%	7.1%
Operating Expenditure	575.6	148.2%	622.2	171.6%	(7.5%)
EBITDA	(187.1)	(48.2%)	(259.5)	(71.6%)	27.9%
Depreciation	83.3	21.4%	106.2	29.3%	(21.5%)
Amortisation	112.8	29.0%	131.9	36.4%	(14.5%)
EBIT	(383.2)	(98.6%)	(497.6)	(137.3%)	23.0%
Other Income	54.3	14.0%	54.1	14.9%	0.3%
Finance Cost	39.9	10.3%	44.7	12.3%	(10.8%)
Profit Before Tax (PBT)	(368.8)	(94.9%)	(488.2)	(134.7%)	24.4%
Taxation	(91.4)	(23.5%)	(122.1)	(33.7%)	25.2%
Profit After Tax (PAT)	(277.4)	(71.4%)	(366.1)	(101.0%)	24.2%
Other Comprehensive Income (net)	(1.6)	(0.4%)	(1.1)	(0.3%)	(36.7%)
Total Comprehensive Income	(279.0)	(71.8%)	(367.2)	(101.3%)	24.0%

Financial Performance Q1FY22

(All comparisons with corresponding period of previous year)

- FCT revenue grew by 57% (Q1FY22)
- Non-FCT
 - Revenues excluding ADMC grew by 27.9%
 - Non-FCT Gross Margins @ 50.5% (Q1 FY21: 37.6% excl ADMC)
 - Non-FCT EBITDA margin : 25.4% (Q1 FY21 : (-8.2%) excl ADMC)
- Revenue of Migrated stations (35) *excluding ADMC* up by 39.4% during the quarter
- Batch 1 revenues during the quarter : Rs.35.2 Mn up by 85.3%
 - EBITDA: Rs. (49.3) Mn ; Q1FY21 : Rs. (85.3) Mn
- Batch 2 revenues during the quarter : Rs 24.5 Mn up by 131.8%
 - EBITDA: Rs (11.1 Mn); Q1FY21 : Rs. (27.3) Mn
- Revenue from Digital during the quarter Rs 48.8 Mn; 12.6% of Overall revenue.

*ADMC – One time fee from Abu Dhabi Media Co towards Brand Licensing & Content consultancy.

Financial Performance Q1FY22

(All comparisons with corresponding period of previous year)

- Reduction in Overall operating costs excluding DVC : 8.5%
- Covid-induced PDD as on June 30, 2021 : Rs 30.0 Mn
- Impact of IND AS 116 on PAT : Rs 1.2 Mn
- Net Cash as on Mar 31, 2021 : Rs 2.13 Bn

Condensed Statement Of Operations

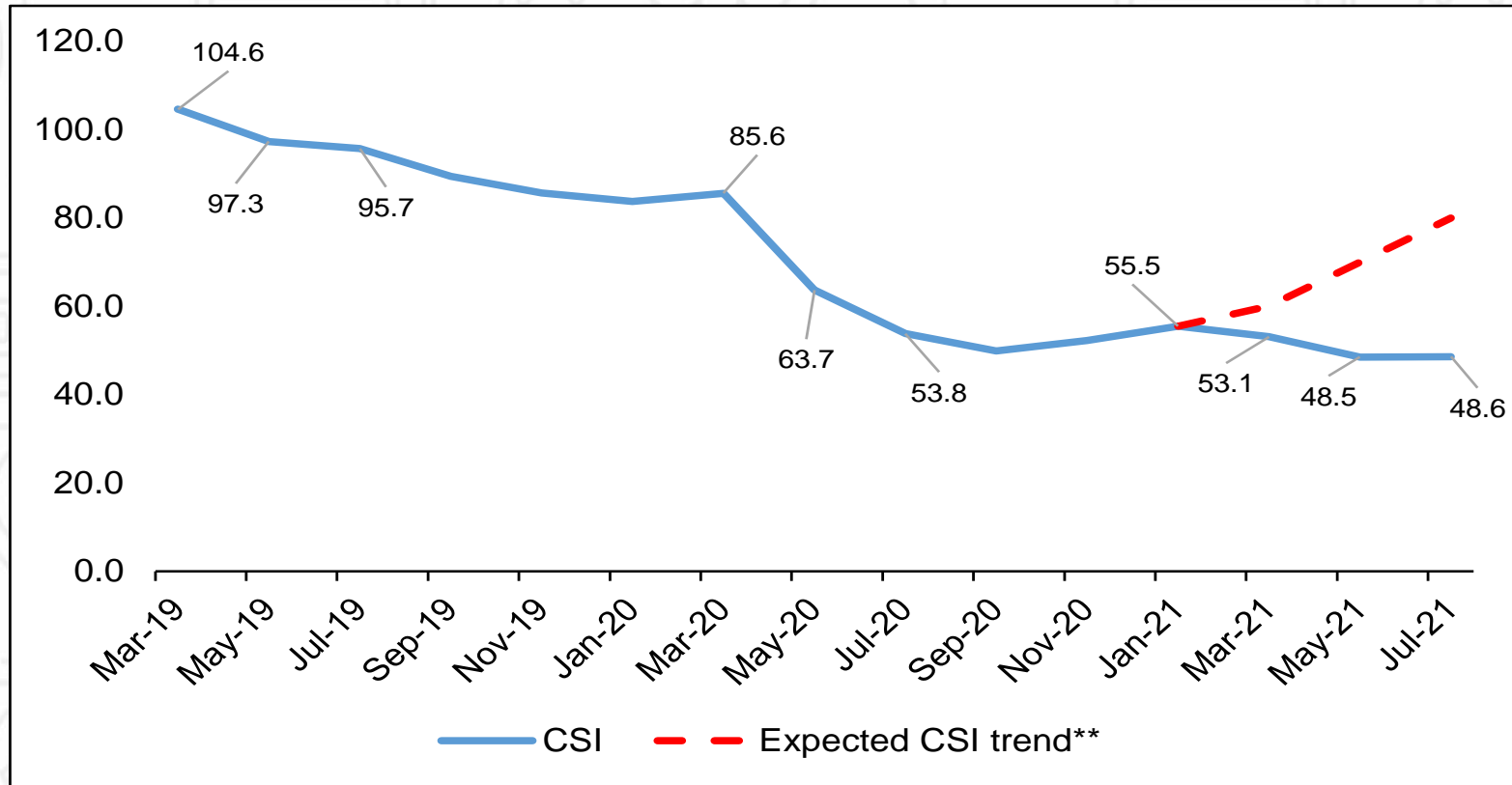
(Consolidated)

₹ In Millions	Q1 FY22	%age of Total Income	Q1 FY21	%age of Total Income	Growth (%)
Income from Operations	412.4	99.2%	369.1	97.8%	11.7%
Other Operating Income	3.2	0.8%	8.3	2.2%	(61.6%)
Total Income	415.6	100.0%	377.4	100.0%	10.1%
Operating Expenditure	596.1	143.4%	636.7	168.7%	(6.4%)
EBITDA	(180.5)	(43.4%)	(259.3)	(68.7%)	30.4%
Depreciation	103.4	24.9%	120.9	32.0%	(14.5%)
Amortisation	113.5	27.3%	131.9	35.0%	(13.9%)
EBIT	(397.4)	(95.6%)	(512.1)	(135.7%)	22.4%
Other Income	55.4	13.3%	58.5	15.5%	(5.3%)
Finance Cost	43.6	10.5%	47.3	12.5%	(7.7%)
Profit Before Tax (PBT)	(385.6)	(92.8%)	(500.9)	(132.7%)	23.0%
Taxation	(91.2)	(22.0%)	(121.8)	(32.3%)	25.1%
Profit After Tax (PAT)	(294.4)	(70.8%)	(379.1)	(100.5%)	22.3%
Other Comprehensive Income (net)	(0.2)	(0.0%)	(1.0)	(0.3%)	82.3%
Total Comprehensive Income	(294.6)	(70.8%)	(380.1)	(100.7%)	22.5%

Business Review

Covid 2nd wave : Hard hit on consumer confidence...

Consumer Confidence – Current Situation Index



*** Expected CSI trend in Jan '21*

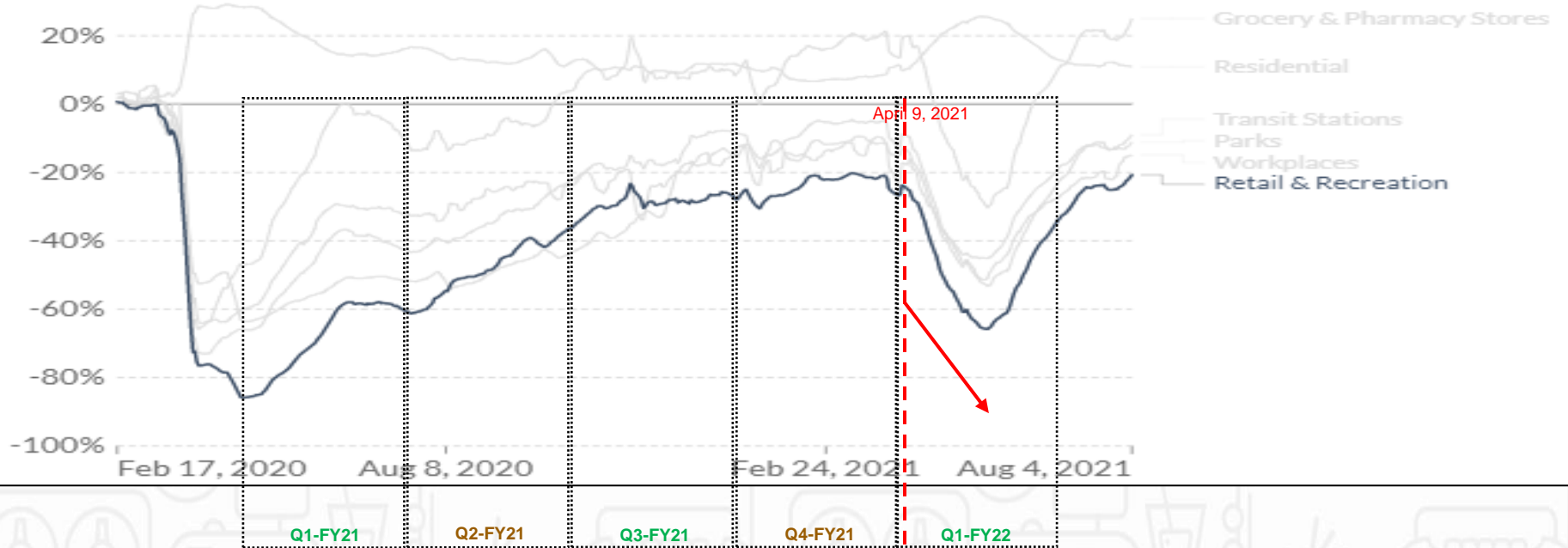
Decline in Mobility index impacted Retail business post 9th April

How did the number of visitors change since the beginning of the pandemic?, India

This data shows how community movement in specific locations has changed relative to the period before the pandemic.

Our World in Data

Change country



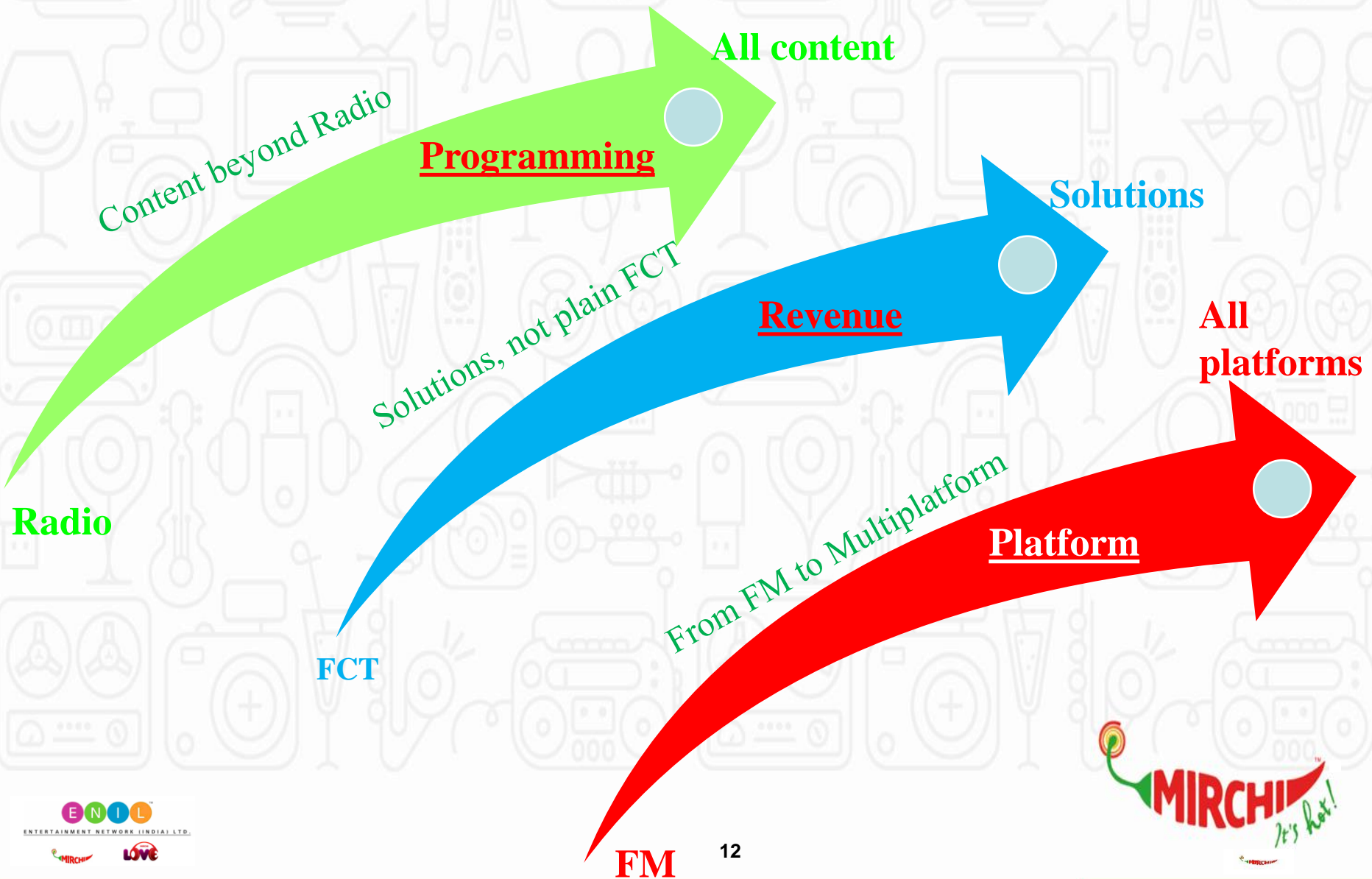
Sudden impact of State level restrictions from 9th April.

Impact of State level restrictions was lesser as compared to national Lockdown last year

Key Operating Highlights

- Middle East Expansion:
 - Launched in Bahrain as Mirchi 104.2FM on May 9, 2021
- USA Expansion:
 - Launched in Bay Area as Mirchi 1170AM on July 4, 2021
- Mirchi Play has 18 online stations in the landing page of Gaana app
- Mirchi continues to have the largest social media footprint amongst private FM players
- Mirchi's YouTube Network (13 channels) crossed 12.8mn subscribers during the quarter

Strategy : Three Pivots



MIRCHI DIGITAL

Online Radio



Genre Based

- Melodies/ Bollywood/ Retro/ Indies/ Unplugged/90s/ Club/ English Hits

Theme Based

- Toota Dil/ Drive

Regional

- Tamil/ Telugu/ Punjabi/ Kannada/ Bengali

City Centric

- Mumbai/ Delhi

Mirchi now streams 18 online radio stations;

Popular videos on our Online Radio platform

Filmy Mirchi



@Sonu Nigam Gives Tribute To Artists We Lost | Smule...

2.8M views • 3 months ago



Bharti Selling Masks at Smule Mirchi Music Award...

2M views • 3 months ago

Mirchi Murga



Crush Coaching Center | Mirchi Murga | RJ Naved |...

2.1M views • 3 months ago



Akele Ho Dosti Karoge | Mirchi Murga | RJ Naved |...

2M views • 3 months ago

Mirchi Bangla



Sunday Suspense | Byomkesh | Durg...
Rahasya | Saradindu Bandopadhyay | Mirchi...
Mirchi Bangla - 22 lakh views - 1 month ago



#SundaySuspense | Master Angshuman |
Satyajit Ray | Mirchi Bangla
Mirchi Bangla - 10 lakh views - 2 months ago

Best Performing posts



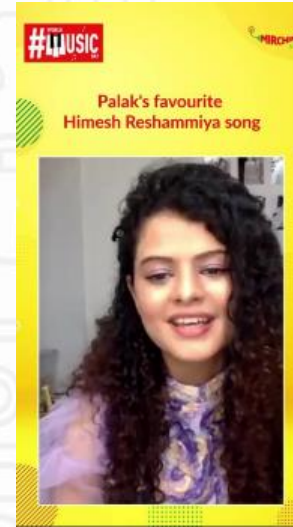
Views – 2.6 Mn
Reactions – 34,137



Views – 5.5 Mn
Reactions – 26,413



Views – 5.4 Mn
Reactions - 6468



Views – 1.4 Mn
Reactions - 1155



Reactions - 2063



Our RJ content with fun skits to informative post during the lockdown
Guest interviews along with topicals have been key drivers for better engagement amongst our Mirchi community.

Mirchi Campus

- New Channel recently Launched

Mirchi Campus: a product made by the Students, for the students

- First Morning show aired on 9th June with resident RJ Jashank
- First college tie-up with Mithibai College, Mumbai
- First college RJ show airing soon
- YouTube and Social Media pages have been set-up



Beta
version



MULTIMEDIA SOLUTIONS

TALi



Campaign done for Tali app through Radio & digital conversations by our RJs addressing the issues & path for children's development.

Garnered a great response through radio, digital conversations and targeted social media ads. 2.36 Million clicks and counting, with 11+ Million reach.


SBI Life Insurance – Papa Hain Na!



mirchiworld 

Paid partnership with sbilifeinsurance 



mirchiworld  SBI Life #PapaHainNa - Sumit Ke Papa | Happy Father's Day

A father is the epitome of strength who reassures his kids at every step in life that no matter the odds #PapaHainNa. This Father's Day watch the heart-warming tale, of 'Sumit Ke Papa', inspired by thousands of families who made good happen during the pandemic. Link in bio.

7w

Over 5 million views and was warmly received by the audience.

A multi-lingual solution consisting of posting of client's ad on Mirchi's digital & Radio assets, and RJ post on social media.

Wazir X



An influencer-led activity that generated brand engagement, over 1.38 Million views across, making Wazir X the most downloaded crypto app in India.



rannvijaysingha
RannvijayaurWazirX

When I began my Sneaker collection, I had no one to guide me 🙄
Thankfully with my Bitcoin journey, @WazirX is there, right from the very first step 😊

Copped my #MyFirstBitcoin in less than 5 seconds using the simple QuickBuy feature of #WazirX - with zero hidden charges. Get started in no time. You can buy as minimal as Rs. 100 worth of #Bitcoin.

First 500 users who sign-up using the below-mentioned link and code will get 1 WRX Token #Cryptocurrency

ORIGINAL CONTENT

“AANI KAY HAVA” – 3rd season on MX Player



ANNI KAY HAVA Season 1 and Season 2 have harnessed 225 Million lifetime minutes on an average per session and have grabbed 1.3 million consolidated views across Channels

1. Aani Kay Hava 1 and 2

Aani Kay Hava Season 2 Review, Binge Or Cringe: All That You Need To Smile With Your Better Half

After the success of Season 1, here comes the 2nd season of Aani Kay Hava on MX Player. The series provides a slice-of-life look at marriage and is sure to bring a smile on your face

SpotboyE Team



ETimes / Web Series / Reviews / Aani Kay Hava / Season 2

Aani Kay Hava Season 2

Marathi
Romance - Drama - Family - Comedy
Streaming on: MX Player

Critic's Rating 3.5/5
Avg. Users' Rating 3.5/5

Synopsis
In many ways, the new season, airing on MX Player, is also like a second level of Jui and Saket's relationship.

Cast & Crew

- Varun Narvekar Director
- Priya Bapat Actor
- Umesh Kamat Actor

Impact Properties

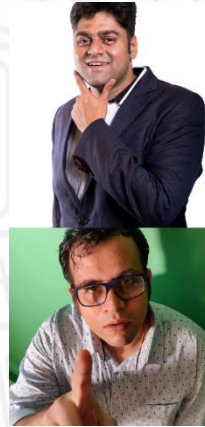
Mirchi Shaam Shaandar: Season 3



- Season 3 of Mirchi Shaam Shandaar brought 3 evenings filled with music, poetry, laughter, band music, with the top jocks & celebs of Gujarat (Dhvanit, Mohini, Kunal & Yashvi) using social media to do the live event and then promoting the same through Radio.

Mirchi Programming and Marketing Activities & Social Initiatives

Maharashtra May



- Pushkar Bendre and Mandar Bhide – Famous Marathi Stand up Comics
- Madhura Bachal – Home Cook/Chef, YouTuber
- RJ Pallavi
- RJ Nidhi
- RJ Vaidehi
- Tushar – TooSharpDubs – Famous Independent Content Creators
- Jeevenshu Ahluwalia – Hindi Stand up comic

Intsa Live with Famous Digital Content creators and famous faces on Special Days

Shot Is Hot

- Shot is Hot, an awareness program towards vaccination was the focal point of our jocks.
- Content was built around musicals, Insta reels & selfies etc.
- Eye catchy outdoor were done in batch 3 cities



Jammu Mirchi – Transforming 98.3 to Vaccine8.3

- ✓ Two-month long campaign to spread awareness about vaccination (Radio+Digital) with support of district administration, doctors & staff of ASCOMS Hospital, Dr. Shafqat Khan OSD Health & Medical Education, UT of J&K extended support
- ✓ Supported registration of 3000+ people on helpline & at physical helpdesk at the station
- ✓ Special shows to bust various myths around the vaccine and about everyday slot availability

When Mirchi 98.3 became Mirchi vaccinate point three

JAMMU

Desperate times call for desperate measures. And we are living in a time where we desperately need to help and support everyone around us. In their bid to play their part in the same, 98.3 Mirchi in association with AM Hyundai, did a Digital and Radio awareness campaign in the month of May.

Shri Narinder Modi, the honble PM of India, on 1st May 2021 had opened vaccination for everyone over 18 years of age, through App Based Registration. Mirchi took the initiative to educate and aware people about the importance and how about of getting vaccinated. Supported by AM Hyundai's Mr. Sanjay



Gupta & Mr. Ankur Mahajan, 98.3 Mirchi's morning jock, Jammu di kuddi Mirchi Shwetima started the 2-month long campaign. The administration of Jammu District started the education &

registration support drive. DC Jammu Mr. Anshul Garg, Drs. & staff of ASCOMS Sidra under the guidance of Shri Manik Batra, Doctor Shafqat Khan OSD Health & Medical

Education all came together and by providing a help desk for registration, Mirchi was able to support registration of over 3000 people on helpline 0191 2460983 and at their physical help desk at the station. Assistant Magistrate Shri Rakesh Dubey and others from the administration joined hands to support and encourage people to register and take the vaccine shots. Special shows were done by every jock at 98.3 Mirchi's station to bust various myths around the vaccine which was lauded by loving response from the people of Jammu. Series of Digital Videos in Mirchi's style were done to make people aware about the importance of getting

vaccinated. 98.3 Mirchi has always spearheaded campaigns when it comes to the benefit of the people of Jammu and Kashmir and vows to keep doing the same in the future. 98.3 Mirchi has always been very supportive when it comes to lending an ear to the masses and help them in every way possible. When it comes to vaccination, the key message of this campaign is that together by getting vaccinated as soon as possible, we can move ahead of the pandemic and move forward to a better future. 98.3 Mirchi aims to keeps their listeners happy and well and will forever continue to achieve the same every day.

Mirchi 98.3
Is Now
Mirchi **Vaccine 8.3**

Ghan Shyam Singh (KAS) Dr. JP Singh CMO Bharat Bhushan DDC Chairman Mirchi Shwetima

Kya Lockdown Extend Hoga?
Also, Know about the exclusive Covid Care Centre at Jammu

MIRCHI International

Programming & Marketing Highlights



UAE : Win AED 20,000 in 30 seconds

2-week activity around Ramadan.

Listeners got the chance to win AED 20,000 in a special game show format on radio (3 questions, every wrong answer takes away the last digit of the prize money)



Qatar Mirchi Mic Ka Jackson

RJ Hunt to find new talent from Qatar. 100+ entries. 2 winners are now interning with Mirchi.

Programming & Marketing Highlights



Inviting Local influencers to the studio

USA : Mango Ya Thango

Game show format conducted on air and on ground - Mango (True) or Thaango (False)

Studios buzzing with Mirchi listener visits

Programming & Marketing Highlights



Qatar: Mirchi Mic Ka Jackson
RJ Hunt to find new talent from Qatar. 100+ entries. 2 winners are now interning with Mirchi



Qatar: Super Mom
Mother's Day special, on radio and social media, an activity to celebrate the purest form of relationship



Bahrain: Musical Wave of Hope

When Bahrain went into a lockdown, this was Mirchi's initiative to lift up the spirits of people – playing positive stories on air, with this special jingle playing on radio too

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 Q1FY22

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