



Ref No.: SEL / Reg. 30 – LODR /Oct-20 / 01

October 15, 2020

**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: Investor Presentation

Please find enclosed herewith Investor Presentation of Shemaroo Entertainment Limited for your information and records.

The same is also disseminated on the website of the Company i.e. www.shemarooent.com

Thanking you,

Yours faithfully,
For Shemaroo Entertainment Limited

Sd/-

.....

Dipesh U. Gosar
Company Secretary & Compliance Officer
ICSI Membership No. A23755



Shemaroo Entertainment Limited | Investor Presentation OCTOBER 2020

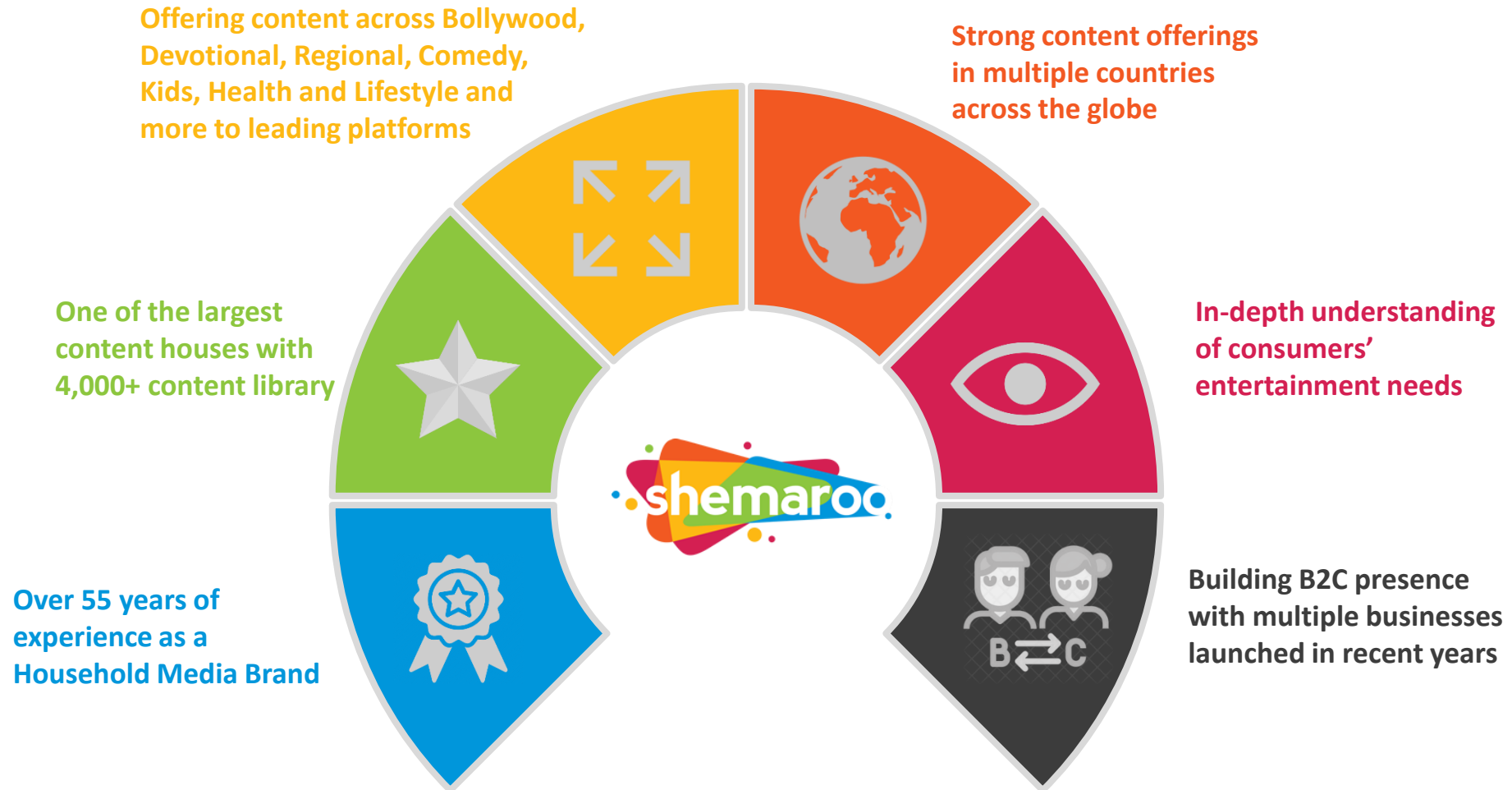
INDIA KHUSH HUA



ABOUT SHEMAROO



At a Glance



Revenue FY20
INR 5,131 Mn

EBITDA FY20
INR 768 Mn

PAT FY20
INR 301 Mn

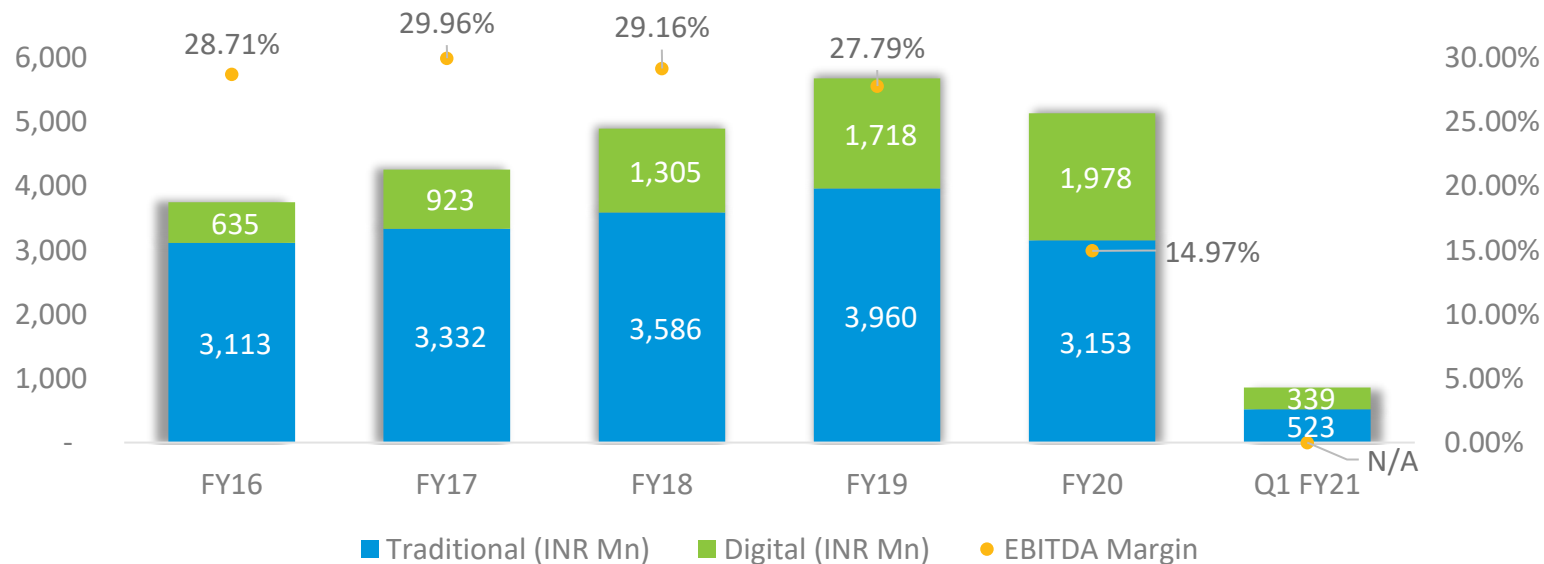
Net Worth FY20
INR 5,970 Mn

Overview

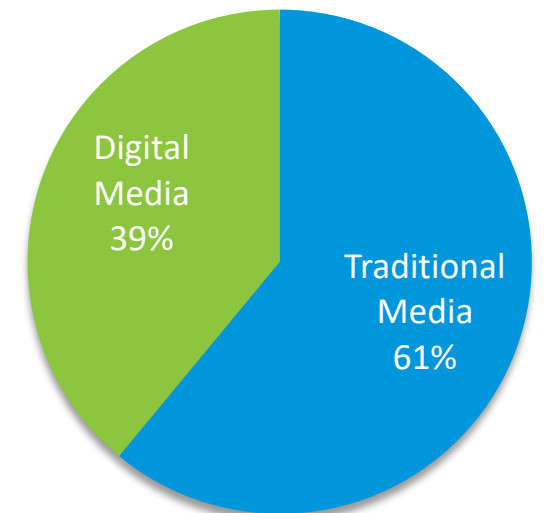


- Founded in 1962 as a book circulating library, today Shemaroo Entertainment Limited (Shemaroo) is a leading Indian content powerhouse with a global reach, headquartered out of Mumbai and employs 550+ people.
- Shemaroo is a pioneer in content aggregation and distribution in India and globally with 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 39% in FY20.

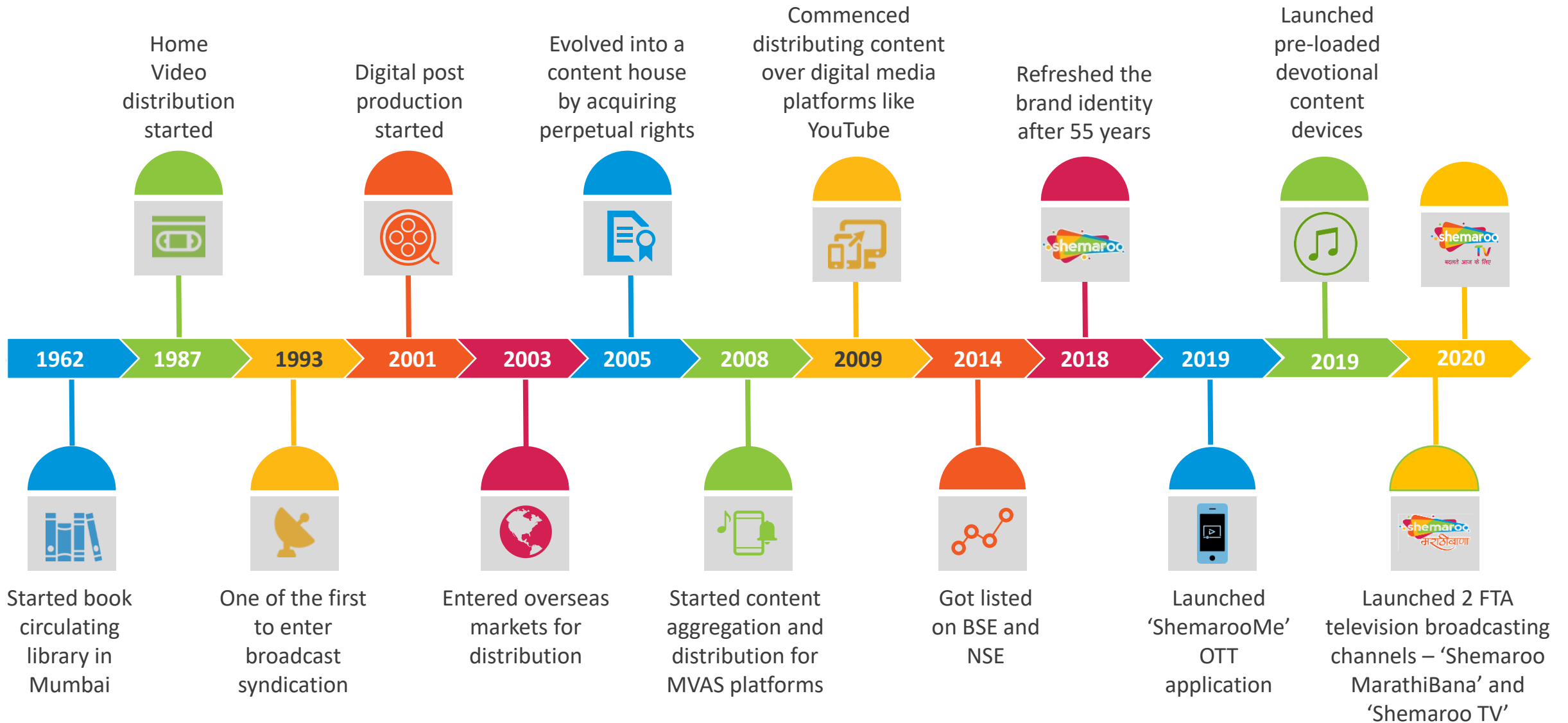
Operational Revenue (INR Mn) and EBITDA Margin (%)



FY20 Revenue Distribution



Key Milestones





Amazing OTT Newcomer Award at OTTV Mumbai 2019

ShemarooMe



NASSCOM Awards, 2019 for **Shrimad Bhagavad Gita Audio Book**



YouTube Diamond play button for YouTube channel

Shemaroo Filmi Gaane



YouTube Diamond play button for YouTube channel

Shemaroo Entertainment



Best Marketing Strategy in OTT at BCS Ratna Award 2019

ShemarooMe



Best Brand Campaign for an OTT Platform- ScreenXX 2019

ShemarooMe

7 | Experienced Leadership



Buddhichand Maroo – Chairman - He is the founder of Shemaroo Group. He started the business with a book library in 1962 and gradually transformed it into a well-diversified corporate in the Media and Entertainment Sector. He has an experience of approximately 58 years, out of which, 37 years have been in the Media and Entertainment Industry. He holds Lifetime Achievement GIFA Golden Award



Raman Maroo - Managing Director - He has an experience of approximately 46 years, out of which he has spent around 37 years in the Media and Entertainment Industry. He has been instrumental in the Group's expansion into television rights syndication as well as transformation of Shemaroo into an established filmed entertainment content house. He has always remained the driving force in the Company, taking it into new directions



Atul Maru - Joint Managing Director - He has around 40 years of experience in the Media and Entertainment industry. He has managed the transition of the Company from VHS days to today's multi-platform operations. He has been actively involved in the operations of the Company and has spearheaded various initiatives including the home video division for the Company



Hiren Gada – CEO & CFO - He has been at the helm of driving the corporate & financial growth, digital direction, strategy, and the transformation of the Company from a family run business to a professional corporate firm. He has approximately 24 years of work experience, out of which, he has around 17 years of experience in the Media and Entertainment Industry. He is an industry thought leader and brings a fresh perspective to the M&E space in India



Jai Maroo – Executive Director - He has experience in the technology industry in USA and Singapore and approximately 17 years of experience in the Media and Entertainment industry. Given his strong technical background, he has catalyzed Shemaroo's expansion on digital distribution platforms such as Mobile, Internet, OTT etc. Currently, he is steering the Organization Transformation & Excellence portfolio for the Company



Kranti Gada Arambhan - Chief Operating Officer - Kranti heads the revenue function of the Company to drive extensive and sustainable growth. She joined Shemaroo in 2006 after a successful stint in the FMCG industry in the field of marketing at PepsiCo. She is instrumental in incubating the Company's expansion into the DTH segment, digital media and international business verticals. She pioneered and set-up the Company's mobile business and played a key role in the Company's early adoption of digital platforms



Gnanesh Gala - Independent Director - He has around 37 years of experience in the Educational Publishing Industry. He was the President (Finance) of Navneet Publications (India) Limited for more than 23 years and is presently the Managing Director of the said company



Dr. (CA) Reeta Bharat Shah - Independent Director - She has over 32 years of experience in the field of education and administration in various capacities. Dr. CA Reeta is a Ph.D. from IIT Bombay, a member of Institute of Chartered Accountants of India, Masters in Philosophy, Masters in Commerce, Masters in Business Administration (HRM), Bachelors of Law (General) and Bachelors of Commerce (Hons.). She is engaged as Growth strategist, Tedx and International Keynote Speaker. She has worked as Head of Department (Accountancy) at SIES College of Commerce & Economics for 27 years



Vasanji Mamania - Independent Director - He has around 58 years of experience in various industrial sectors including Film Processing, Civil Constructions, Heavy Engineering and Non-ferrous Metals. He was the Co-Founder of Adlabs. Mr. Mamania has handled responsibilities ranging from operations to financial planning and engineering inputs in design and processes



Shashidhar Sinha - Independent Director - He is an alumni of IIT Kanpur and IIM Bangalore. He has over 31 years of experience in media and advertising. He is presently the CEO of IPG Mediabrands India. He is widely recognized for his strategic approach to media solutions across a wide portfolio of over 100 blue chip clients. He is actively involved and drives key industry bodies like the Advertising Standards Council of India, Advertising Agencies Association of India, Audit Bureau of Circulation, Readership Studies Council of India (RSCI), the Broadcast Audience Research Council India (BARC). He is also an honorable member of the prestigious Facebook India Client Council

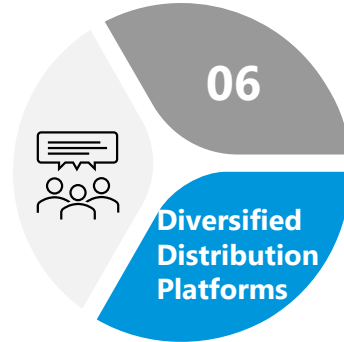


Kirit Gala - Independent Director - He has completed his Masters in Business Administration and Mechanical Engineering from Mumbai University. He has around 30 years of business experience. Mr. Gala is the Managing Director of Gala Precision Engineering Private Limited. He has been guest speaker on various entrepreneurial and venture capital/private equity forums and has already been featured in some leading Business magazines for his expertise

9 | Key Strengths

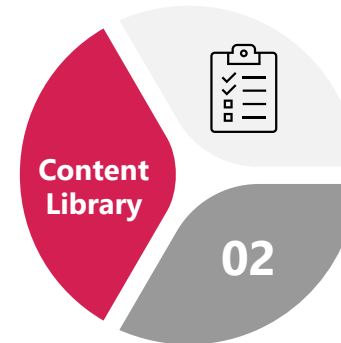
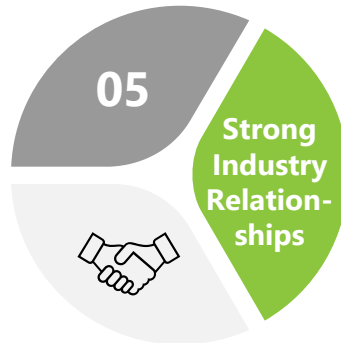


- Presence across television, digital media and other media
- Distribution reach is a key advantage, as company is able to offer “anytime anywhere” entertainment to consumers



- Brand in existence for over 55 years
- The “Shemaroo” brand has high consumer recall and media visibility

- Managed to create, maintain and build goodwill in the industry
- Repeated transactions with known names – STAR, SONY, Viacom 18, R.K. Studios, Tips Industries, Nadiadwala Grandson, etc.



- Most Bollywood services that require content would have at least some content provided by Shemaroo
- Content Library of more than 4,000+ titles spanning Bollywood, Devotional, Regional, Comedy, Kids, Health & Lifestyle, etc.
- Perpetual Rights of 1,300+ films with 40:60 split between Hindi : Other content

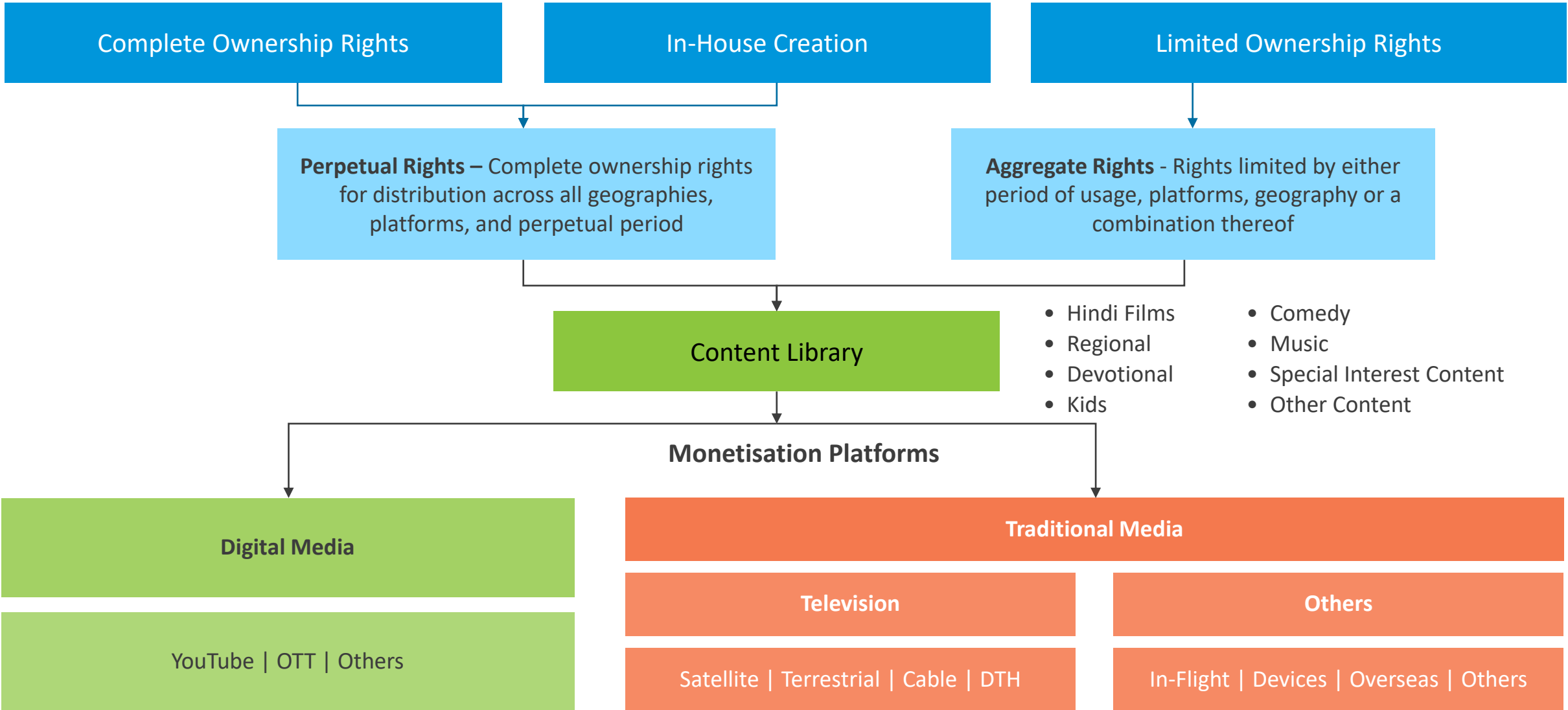
- Large number of titles
- Width and depth of distribution platforms
- Multiple genres and types of content



- Strong management team with experienced industry professionals
- In-depth understanding of the film industry, deep insights on technology and market trends

CONTENT





- Hindi Films
- Regional
- Devotional
- Kids
- Comedy
- Music
- Special Interest Content
- Other Content



Digital Media

~40% Revenue Contribution

YouTube

Shemaroo Filmi Gaane, Shemaroo Ent, Shemaroo Movies, etc.

Syndication

Netflix, Amazon Prime, YuppTV, Mubi, etc.

ShemarooMe

Mi TV, Apple TV, Roku, Amazon Fire Stick, Android TV, MX Player, Jio, Tata Sky Binge, etc.

Telcos Partnerships:

Vodafone Play, Jio, Airtel etc.



Shemaroo is one of the largest Indian Content Houses



INDIA KHUSH HUA

INR 5,131 Mn

Revenues
(FY20)

4,000+ Content Titles

1,300+
Perpetual Titles

2,800+
Aggregate Titles

Traditional Media

~60% Revenue Contribution

Broadcasters:

Zee, Sony, Star, Viacom18, etc.

Cable Operators:

Hathway, InCable, GTPL, etc.

D2H Operators:

Tata Sky, Airtel TV, Dish TV, D2h

Broadcasting Channels:

Shemaroo TV and Shemaroo Marathi Bana

In-Flight Entertainment

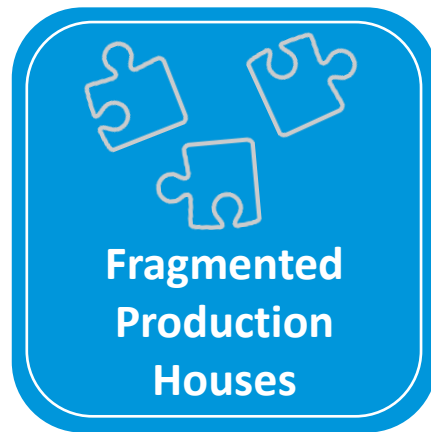
Emirates, Qatar, Singapore Airlines, Etihad, etc.

Preloaded Devices

Shrimad Bhagavad Gita, Bhajan Vani, etc.



Shemaroo's Role In The Value Chain



- **Multiple production houses** / content owners in India with **smaller content lot**
- Smaller content lot is **difficult to unbundle**
- This fragmented market necessitates the **need for a content aggregator** and distributor

- **Creates Value:** Increasing the life of the movie and creating value for all the stakeholders
- **Convenient and Hassle Free:** For both Producers and Platforms, it is convenient to deal with one aggregator rather than multiple players
- **Large Content Ownership:** Large content ownership gives Shemaroo an advantage for unbundling and re-bundling of content
- **Premium Quality:** Offers quality content to platforms by adhering to robust selection criteria
- **Legally Clean Titles:** Offering undisputed titles
- **Quality Content:** High quality source material with in-house upgradation and restoration facility

- Require **unbundled and re-bundled content** with customization
- Need a **consistent flow** of content
- Require **clean and litigation free** titles
- **High volume** of content for diversified platforms to monetize

Shemaroo's Role In A Movie Lifecycle



- Shemaroo typically participates in the second and subsequent cycles of film monetisation
- These subsequent cycles of film monetisation have been typically growing due to various factors like increasing advertisement spends, digitization, etc.
- There is a lower risk in these cycles due to visibility of performance of movie during first cycle of launch
- Shemaroo decides on the cost of the content after it is confident of achieving the desired ROI at portfolio level
- Shemaroo then distributes this content over different platforms like broadcasting channels and digital media platforms

Revenue



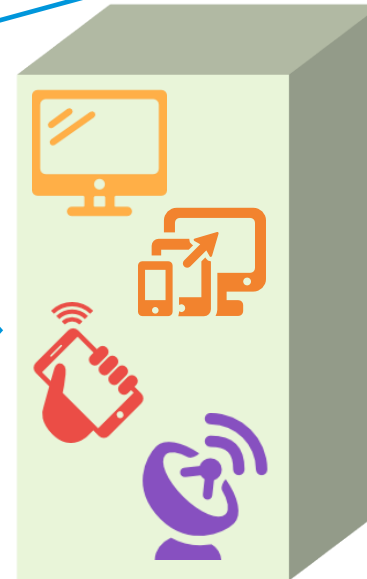
First Cycle

Theatrical, Television, Digital and overseas release generate over 95% of the revenues in the first cycle of movie launch, where **Shemaroo is not typically present.**

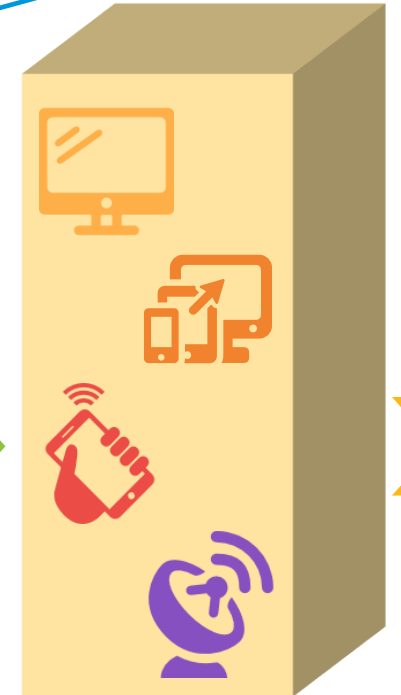
Shemaroo is present in the ancillary revenue streams like DTH and in-flight movie distribution



Second Cycle



Third Cycle


















Subsequent Cycles

Content Selection Criteria



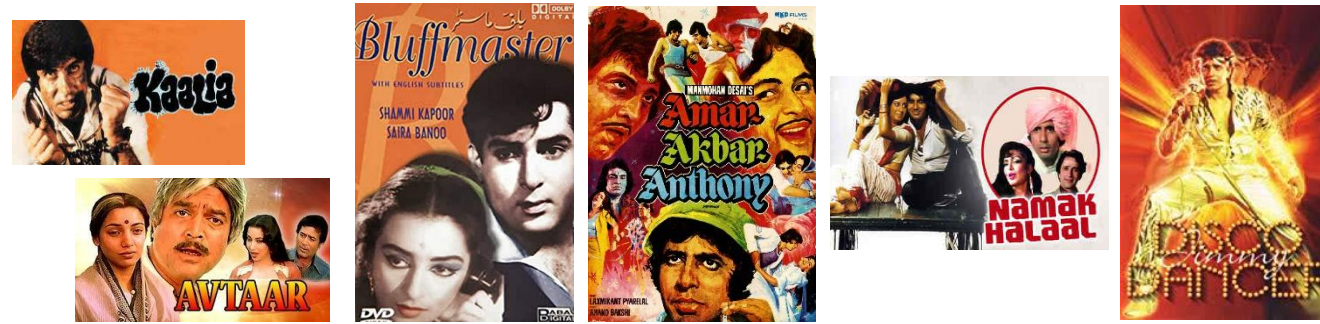
Shemaroo uses proprietary tools and considers various other factors for content valuation as shown below. **The company purchases forward rights to movies and decides on the cost of the content after it is sure to achieve a desired return on investment at a portfolio level.**

| Sr. No. | Content Selection Criteria | | |
|---------|----------------------------|---|---|
| 1. | Viewership Rating |  |  |
| 2. | Box Office Records |  |  |
| 3. | Cast |  |  |
| 4. | Music |  |  |

| Sr. No. | Content Selection Criteria | | |
|---------|-------------------------------|---|---|
| 5. | Production House Track Record |  |  |
| 6. | Genres | ROMANCE ACTION COMEDY DRAMA |  |
| 7. | Reviews and Awards |  |  |
| 8. | Comparable Movie Valuation |  |  |

Ownership of over 2,000 Hindi Film Content Titles

Bollywood
Classics



1990's



2000's



2010's



Content IPs - Regional & Special Other Content



| | | | | | | |
|-----------------|----------|--|--|--|--|--|
| REGIONAL TITLES | MARATHI | | | | | |
| | GUJARATI | | | | | |
| | PUNJABI | | | | | |

| | | | | |
|--------------------------|------------|--|--|--|
| SPECIAL INTEREST CONTENT | COMEDY | | | |
| | KIDS | | | |
| | DEVOTIONAL | | | |

1,780+ Number of Titles

370+ Content titles

DIGITAL MEDIA



Digital Media Industry



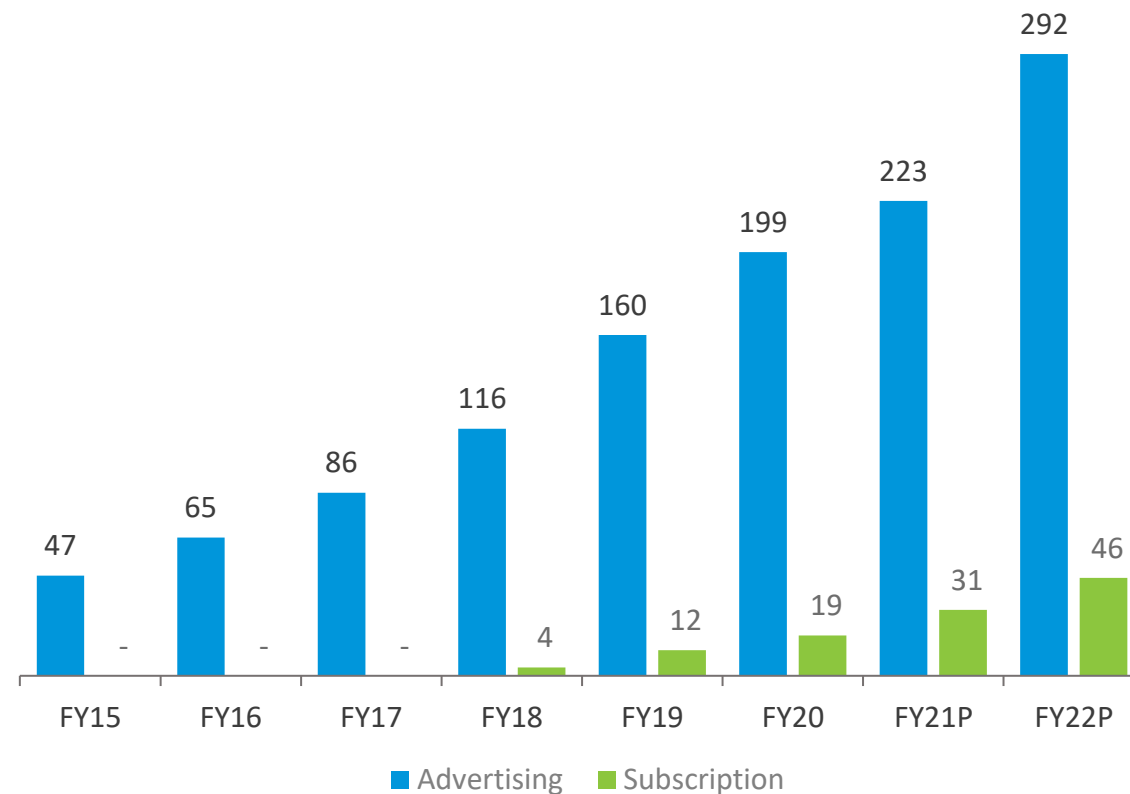
Digital Advertising revenues in India grew by 24% over FY19 to reach INR 199 Bn in FY20. It is expected to grow at a 21% CAGR over the period FY20-FY22 to reach INR 292 Bn

Digital Subscriptions (audio and video) revenues in India grew by 47% to reach INR 19 Bn in FY20 and are expected to reach INR 46 Bn by FY22. The video subscription ecosystem has evolved over the past few years and now has over 40 OTT players in India

Highlights

- ✓ Digital advertising revenues are likely to surpass TV advertising revenue by FY21; a milestone that was earlier expected to occur only by FY23
- ✓ Slowing economy in FY20 resulted in lower than projected growth in digital advertising; full impact of COVID-19 will be felt in digital in FY21 with muted projected growth of 12%
- ✓ Advancements in digital infrastructure, increasing penetration from non-urban areas, cheaper data and high adoption of mobile phones has contributed to growth in digital advertising
- ✓ The number of smartphone users in India is 92% of the wireless subscribers i.e. 661 Mn

Digital Industry Revenues (INR Bn)



Strategic Drivers for Growth in Digital Media



Broadband Infrastructure

- Increasing reach of 4G and fall in data prices to enhance the consumption of videos
- The 'Digital India' initiative from the Government



Technology

- Growing availability of sub INR 5,000 smart phones
- Increased penetration of Hybrid connected TV STBs, Smart TVs etc.



Rise of OTT

- Increase in the number of OTT destinations for online video watching
- Surge in the width and depth of content offered for Indian consumers



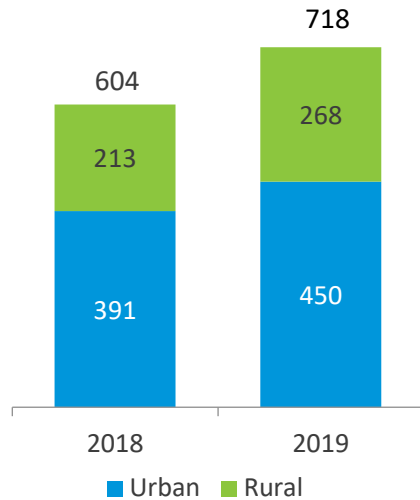
Rapid digital adoption in non-metros

- Next wave of internet video users will come from the non-metros driving video consumption in local languages

Digital Potential



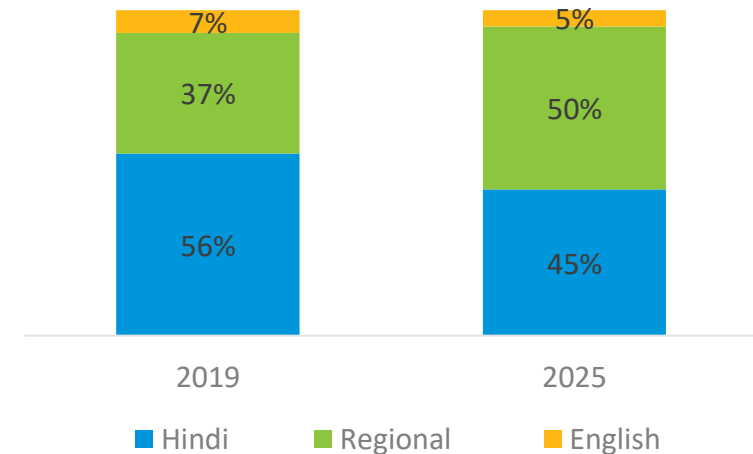
Rising Internet Users (Mn)



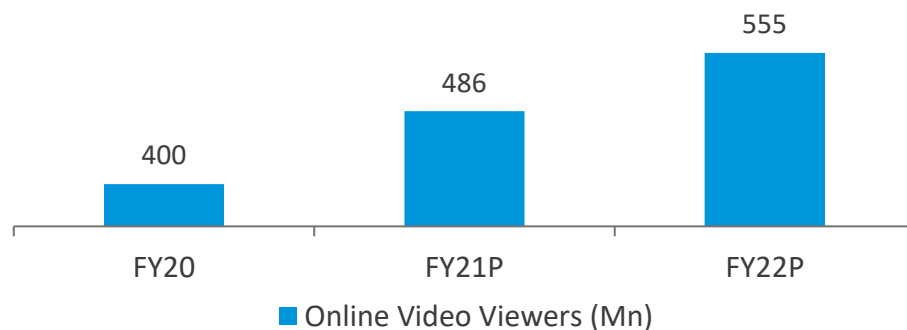
Internet users are rising because of the following factors:

- Low-cost smart phones
- Improved rural internet connectivity
- Rising regional language popularity
- Voice enabled utilization of internet

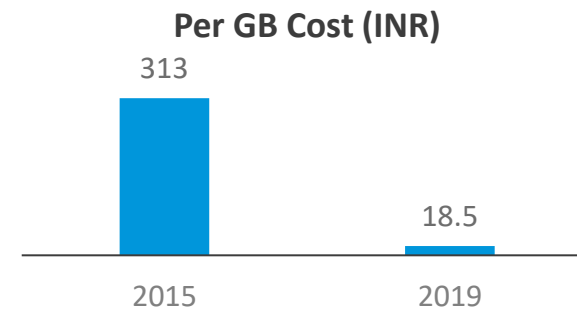
Increasing Share of Regional Language Video Consumption



Growth in Online Video Viewers (Mn)



Cheapest and Highest Mobile Data Consumption in the World



India consumed 12 GB/month data compared to global average of 7 GB/month

Shemaroo In Digital Media



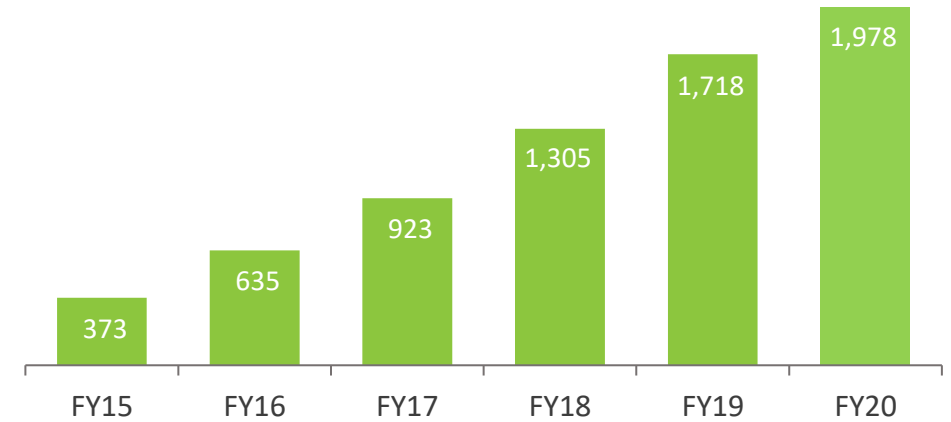
Digital Media



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

Digital Media Revenue (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.

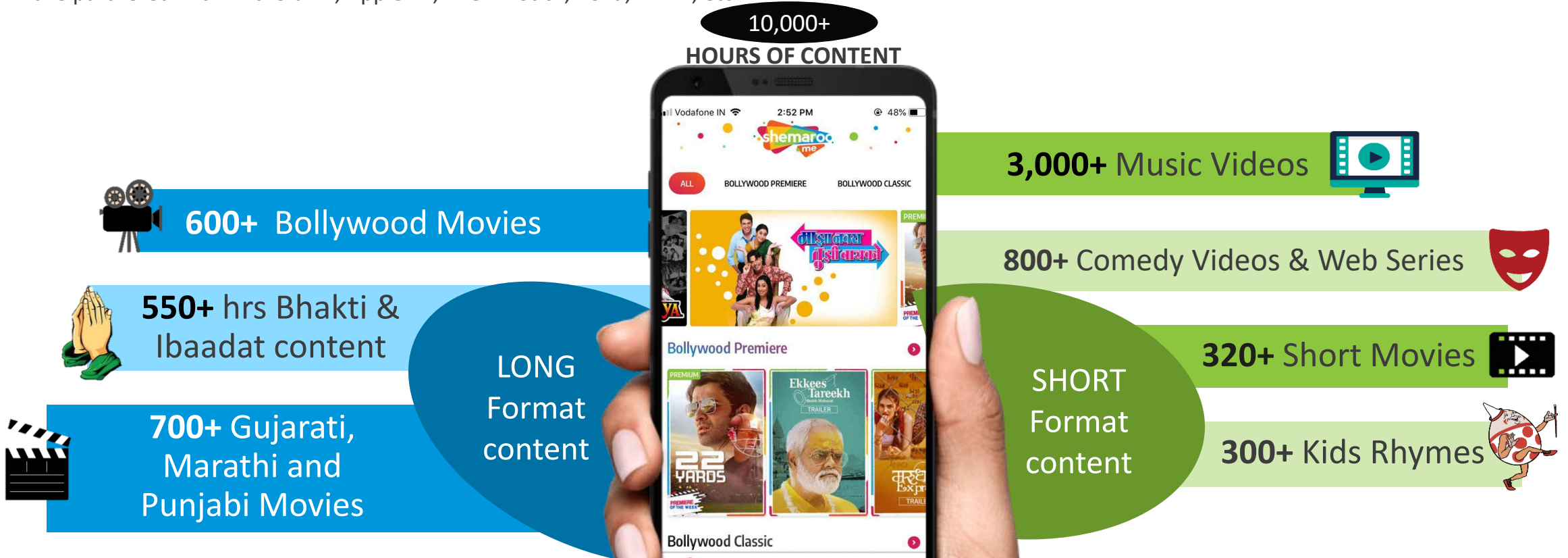
Mobile Value-Added services (MVAS) / Mobile Internet

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

ShemarooMe



- Is a hybrid (subscription + advertisement) digital platform launched in FY19
- Is available in more than 150 countries globally
- Offers a vast content library across Bollywood, Gujarati, Marathi, Punjabi, Bengali, Devotional and Kids genres
- Works on a B2B2C partnership model and is available on platforms like Vi Movies and TV, Airtel, Jio, Tata Sky Binge, MX Player, etc.
- Have partnered with Android TV, Apple TV, Fire TV Stick, Roku, Mi TV, etc.



Available on Multiple Devices:



| **ROKU** | CloudWalker

YouTube



Shemaroo's content on YouTube gets over 3 Bn views a month at an average of more than 100 Mn views per day

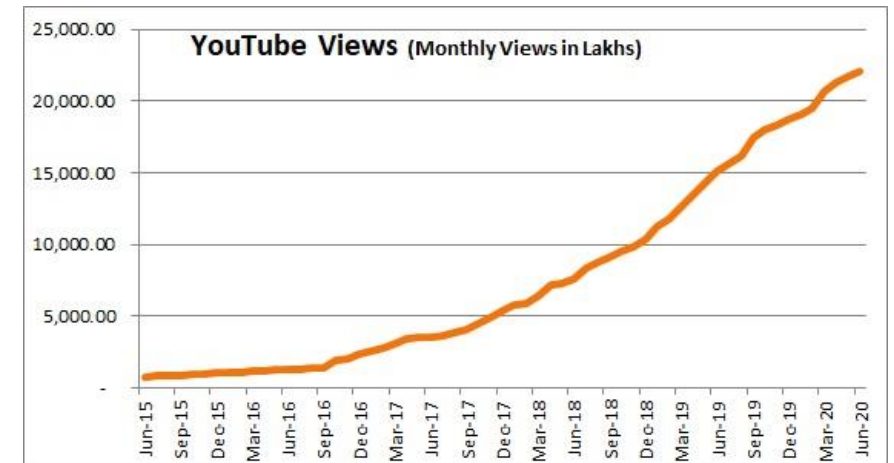
- The company's flagship channels 'ShemarooEnt' crossed 26 Mn subscribers and 'FilmiGaane' crossed 42 Mn subscribers in Sept 2020 on YouTube
- High viewership, content connect and viewer stickiness has translated into higher revenues for Shemaroo over the years

Revenue Model for YouTube

- Shemaroo gets revenue from the advertisements shown on its channels on YouTube, in many ways, for example:
 - Banner Ads
 - Pre roll ads
 - Mid roll ads, etc.
- Shemaroo gets a revenue share from the advertisement revenue that YouTube makes from Shemaroo channels

Shemaroo is among the most viewed channel partners for YouTube in India and has more than 40 channels of its own on YouTube

YouTube Views Growth



42 Mn
subscribers
5th most subscribed
Indian channel on Youtube



26 Mn
subscribers



TRADITIONAL MEDIA



Television Industry

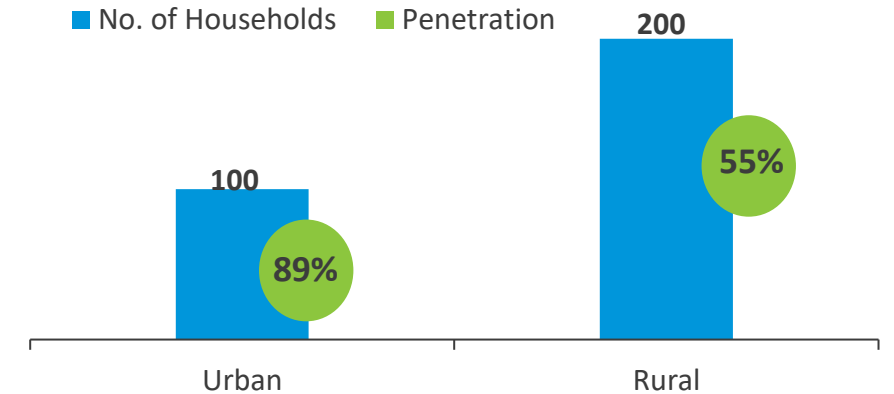


Industry Dynamics

- Television syndication is the sale of content rights to broadcasters
- The Indian television broadcasting segment has multiple genres and movies as a genre is second in terms of viewership after GEC
- The standard practice of the Indian television industry is to purchase forward rights for a period of 5 to 7 years
- There is a one-time fixed fee payment made at the network level for exclusive license to broadcast the content for multiple telecasts

On any given day, an average of 8 movies are shown on a Movie channel. Even considering the repeat telecast of these movies, the broadcaster would need access to a significantly large movie library

Under Penetrated Rural India (TV) (Mn Homes)



Although the number of households with TV viewership in rural area is 22% more than urban area, the penetration is as low as 55%



300 Mn
HHs in India



198 Mn
TV HHs in India



100 Mn i.e.
33% of Indian
Households
don't have TV!



TV as a medium is
the largest platform
for video
consumption (93%)

TV - Choice of MASSES & Headroom for Growth



TV will continue to be one of the most popular media consuming platform.

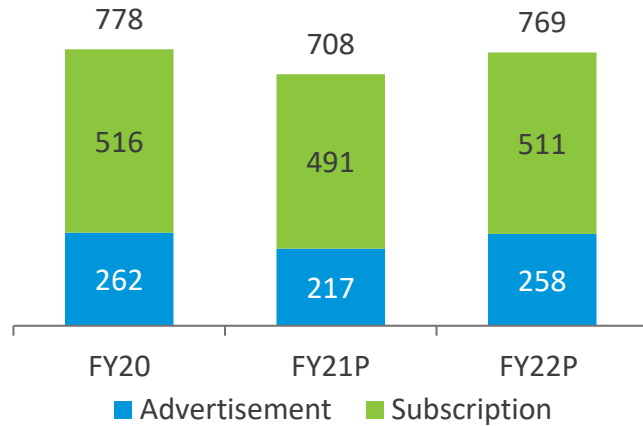
| Segment (INR Bn) | FY20 | FY22P | CAGR (2020-22P) | % Contribution in FY20 | % Contribution in FY22P |
|------------------|--------------|--------------|-----------------|------------------------|-------------------------|
| TV | 778 | 769 | -1% | 44% | 41% |
| Digital and OTT | 218 | 338 | 25% | 12% | 18% |
| Print | 306 | 296 | -2% | 17% | 16% |
| Films | 183 | 182 | 0% | 10% | 10% |
| Animations & VFX | 101 | 77 | -13% | 6% | 4% |
| Gaming | 90 | 143 | 26% | 5% | 8% |
| Out of Home | 31 | 28 | -5% | 2% | 1% |
| Radio | 25 | 17 | -18% | 1% | 1% |
| Music | 19 | 17 | -5% | 1% | 1% |
| Total | 1,751 | 1,866 | 3% | 100% | 100% |



TV Industry Performance and Projection

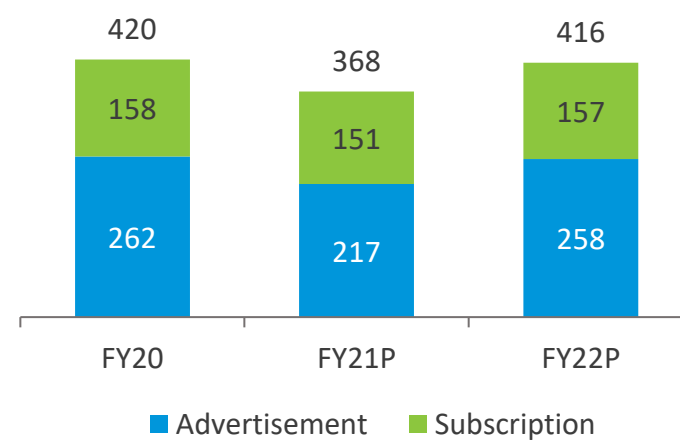


TV Industry Performance (INR Bn)









- ✓ TV Industry grew from INR 714 Bn in FY19 to INR 778 Bn in FY20, a growth of 8.9%
- ✓ Advertisement revenue contributed 34% of the revenue in FY20; National elections, IPL and Cricket World Cup 2019 gave majority of ad revenue
- ✓ Slowdown in economy will affect the ad revenue projection for the next two years
- ✓ Subscription got a healthy growth due to implementation of NTO 1.0 and higher ARPU from Phase 3 and 4 subscribers

Broadcasters' Revenue (INR Bn)



- ✓ Broadcaster's overall revenue increased from INR 371 Bn to INR 420 Bn in FY20; subscription revenue as a % of overall revenue of broadcasters went up from 32% in FY19 to 38% in FY20
- ✓ FY21 is widely affected due to weak economic conditions due to the Covid-19 pandemic
- ✓ Revenues are expected to recover in FY22

India's Pay TV ARPU is one of the lowest globally

| Countries | Pay TV ARPU pm | Digital ARPU pm |
|--|----------------|-----------------|
| US  | \$40-80 | \$8-12 |
| UK  | \$25-40 | \$6-12 |
| Africa  | \$15-20 | \$5-8 |
| Middle East  | \$15-20 | \$6-12 |
| Thailand  | \$30-70 | \$6-12 |
| India  | \$2-5 | \$3-8 |

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 |

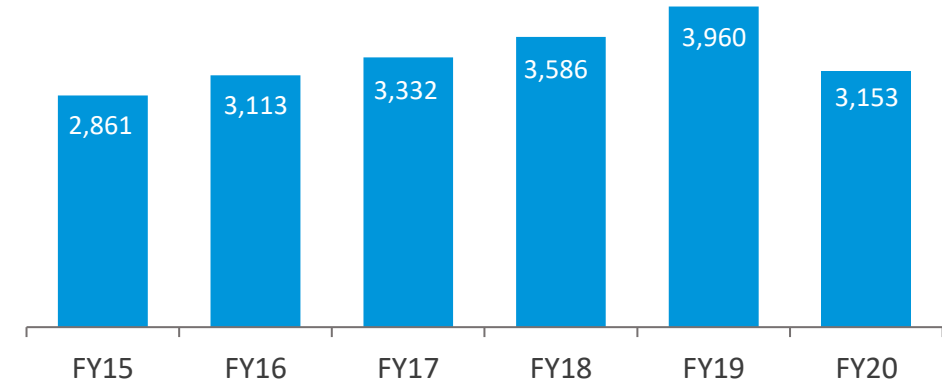
Subscription Based Services

- 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

Traditional Media Revenue (INR Mn)

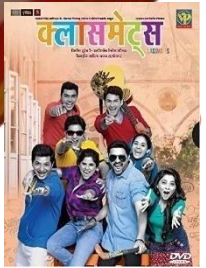


Digging deeper into the Regional markets



- Shemaroo launched its first satellite FTA channel named as 'Shemaroo MarathiBana' in Dec'19 targeting to be a prominent leader in the **Marathi movie genre**
- The company has over the years built a strong library in the regional space and with the launch of this new channel, it plans to strategically capture a vacuum in the Marathi movie genre
- Aims to be a one-stop destination for Marathi movies and theatre plays
- Focuses on Marathi audiences across Maharashtra and Goa
- Became the **No. 4** channel in the Marathi genre within 3 months of launch and has been in the Top 5 consistently since then

Available on DD Freedish and other leading cable and DTH operators

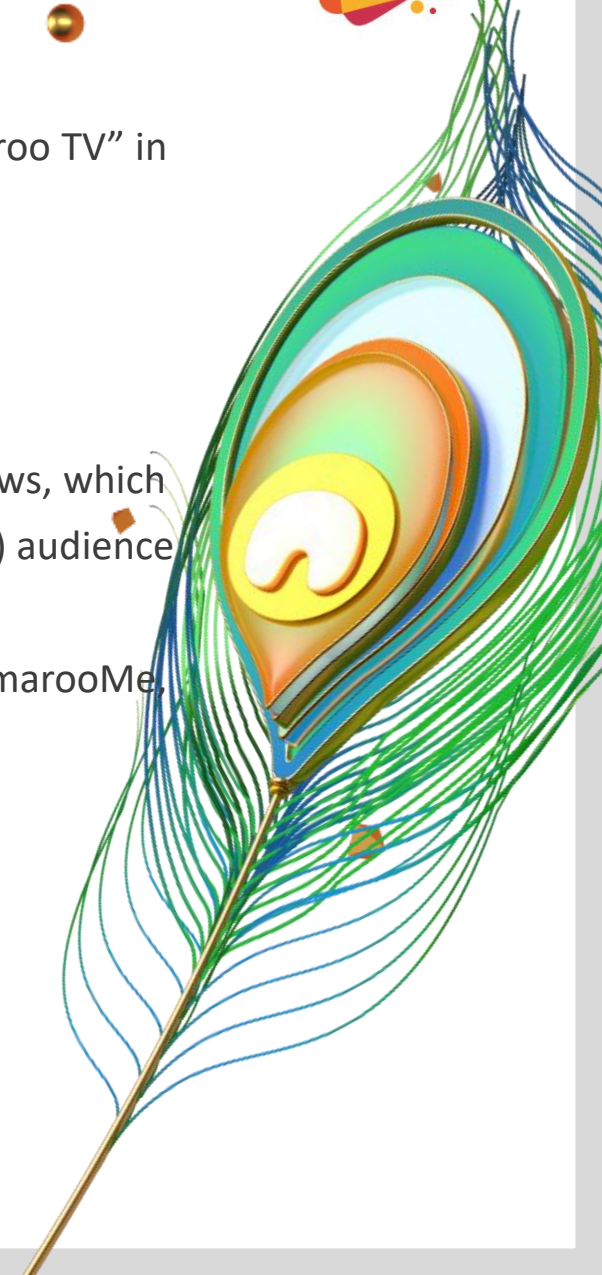
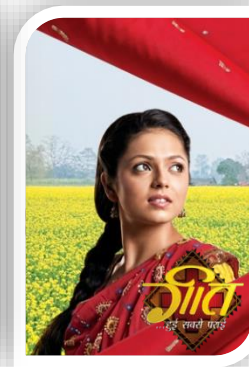


Reaching out to the Hindi Speaking Markets



Available on DD
Freedish and other
leading cable and
DTH operators

- Shemaroo launched its second satellite FTA channel named “Shemaroo TV” in May 2020
- Targeted to be a prominent leader in the **Hindi GEC genre**
- Shemaroo TV will showcase a perfect mix of originals and iconic shows, which can be consumed for the first-time by a large set of Free-To-Air (FTA) audience
- Streaming live on OTT apps such as Tata Sky Mobile, MX Player, ShemarooMe, amongst others



Preloaded Audio Devices



- Launched 7 preloaded devices with devotional content in FY20; namely Srimad Bhagavad Gita, Bhakti Bhajan Vani, Amrit Bani, Ganesh Vani, Krishna Bhajan Vani and Sai Bhajan Vani
- Distributed across 20 states in India with a retail presence of +2,500 outlets
- Available on major online retail platforms like Amazon, Flipkart, Tata Cliq, etc. as well as offline stores like Crosswords, Archies, etc.

| Device type | Shrimad Bhagavad Gita | Bhajan Vani | Ibaadat Quran Majeed | Ganesha Bhajan Vani | Krishna Bhajan Vani | Amrit Bani | Sai Bhajan Vaani |
|------------------|--|---|--|---|---|---|---|
| |  |  |  |  |  |  |  |
| Content Hours | 80+ | 60+ | 150+ | 16+ | 18+ | 210+ | 18+ |
| Content Offering | Designed to replicate the sacred scripture Shrimad Bhagavad Gita in three languages - Hindi, Sanskrit, and English | Bhakti Bhajan Vani offers Bhajans, Aartis, Jaaps, Mantras, and Stotras | Quran- Pak verses, Quran Sharif Translation | Ganesh Bhajan Vani offers Ganesha Bhajans, Aartis, Chants, Mantras & Stotras | Krishna Bhajan Vani offers Krishna Songs in two languages – Hindi, Gujrati | Shri Guru Granth Sahib ji, Sahaj Paath, Kathas, Kirtans, Dharmik Geet and Simrans | Sai Bhajan Vani offers Sai Baba Songs in two languages – Hindi & Marathi |

STRATEGY



“Shemaroo’s multifold growth over the years has been a result of its excellent relationships with its partners in the media industry. Shemaroo will continue to strengthen its position in the industry by providing unparalleled value addition to all stakeholders”



Riding on the Digital Wave

With a fundamental shift happening in how consumers consume the content, Shemaroo aims to be at the forefront of digital and technological innovations

Strengthening IPs and Entering new domains

In line with the fast growing appetite of multiple genres of content by consumers, Shemaroo aims to further strengthen its Bollywood and non-Bollywood IPs like regional, devotion, kids, etc.

Expanding our footprint globally

There is an increasing affinity towards Indian content globally. Shemaroo aims to significantly scale up its presence internationally serving diaspora as well as non diaspora audience to tap this growing demand

Increasing B2C presence

Shemaroo aims to significantly increase its B2C presence in the next few years through innovative product offerings meeting the changing needs of the consumers

FINANCIALS



Consolidated Income Statement (Ind-As)



| Particulars (INR Mn) | FY18 | FY19 | FY20 | Q1-FY21 |
|--|---------------|---------------|---------------|-----------------|
| Revenue from Operations | 4,891 | 5,678 | 5,131 | 862 |
| Total Expenses | 3,465 | 4,100 | 4,363 | 911 |
| EBITDA | 1,426 | 1,578 | 768 | (49) |
| EBITDA Margin (%) | 29.16% | 27.79% | 14.97% | (5.67)% |
| Other Income | 12 | 18 | 30 | 3 |
| Depreciation | 51 | 56 | 75 | 19 |
| Finance Cost | 307 | 256 | 244 | 69 |
| Exceptional Items | - | - | (62) | - |
| PBT | 1,080 | 1,284 | 417 | (133) |
| Tax | 367 | 457 | 113 | (5) |
| PAT | 713 | 827 | 304 | (128) |
| Minority Interest & Share of profit/ (loss) in associate company | (1) | 3 | (3) | (2) |
| PAT after adjustments | 712 | 830 | 301 | (130) |
| PAT Margin (%) | 14.56% | 14.62% | 5.87% | (15.04)% |
| Comprehensive Income | 3 | 3 | 7 | - |
| Total Profit including Comprehensive Income (Net of tax) | 715 | 833 | 308 | (130) |
| EPS (INR) (not annualised) | 26.18 | 30.52 | 11.09 | (4.77) |

Consolidated Balance Sheet (Ind-As)



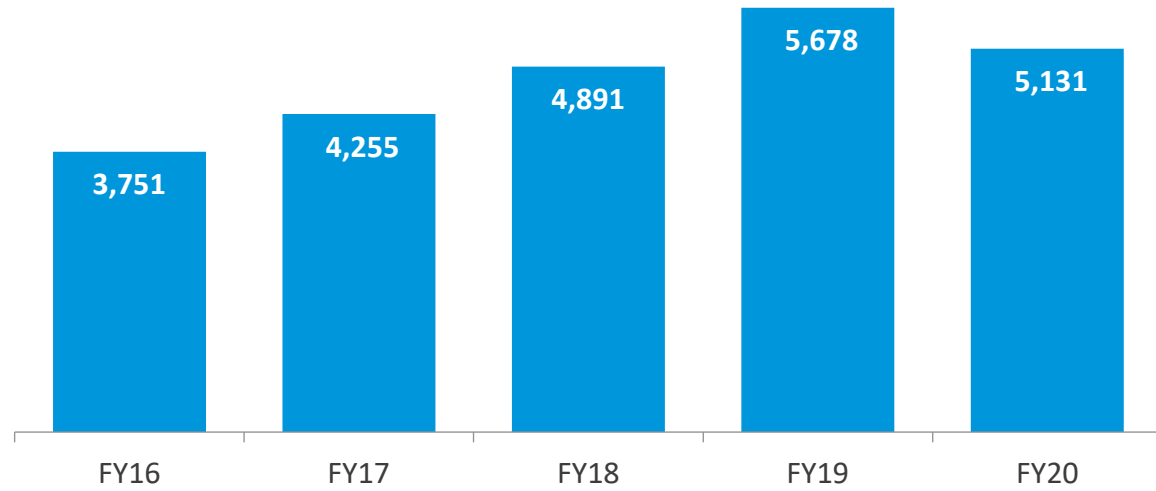
| Equity and Liabilities (INR Mn) | FY19 | FY20 |
|--------------------------------------|--------------|--------------|
| Shareholders Fund | | |
| Share Capital | 272 | 272 |
| Other Equity | 5,445 | 5,698 |
| Total Equity | 5,717 | 5,970 |
| Non controlling interest | (42) | (41) |
| Non Current Liabilities | | |
| Long Term borrowings | 4 | 239 |
| Lease Liability | - | 14 |
| Deferred tax liabilities (Net) | 34 | 20 |
| Long tem provisions | 32 | 16 |
| Total Non-Current Liabilities | 70 | 289 |
| Current Liabilities | | |
| Short Term Borrowings | 1,969 | 2,151 |
| Trades payables | 298 | 491 |
| Other Financial Liabilities | 51 | 103 |
| Lease Liability | - | 10 |
| Other Current Liabilities | 80 | 28 |
| Short Term Provisions | 8 | 14 |
| Current Tax Liabilities (Net) | 151 | - |
| Total Current Liabilities | 2,557 | 2,797 |
| Total | 8,302 | 9,015 |

| Assets (INR Mn) | FY19 | FY20 |
|-------------------------------------|--------------|--------------|
| Non Current Assets | | |
| Fixed Assets | | |
| Property, Plant & Equipment | 306 | 308 |
| Intangible assets | 10 | 10 |
| Intangible assets under development | 1 | 2 |
| Right of use assets | - | 22 |
| Investments | 65 | 26 |
| Long Term Loan and Advances | 7 | 7 |
| Other Financial Assets | 3 | 3 |
| Other Non Current Assets | 11 | 15 |
| Total Non-Current Assets | 403 | 393 |
| Current Assets | | |
| Inventories | 6,027 | 7,136 |
| Trade Receivables | 1,590 | 1,048 |
| Cash and Cash Equivalents | 11 | 7 |
| Other Bank Balances | 3 | 4 |
| Short Term loan and advances | 6 | 4 |
| Current Tax Assets (Net) | - | 112 |
| Other Current Assets | 262 | 311 |
| Total Current Assets | 7,899 | 8,622 |
| Total | 8,302 | 9,015 |

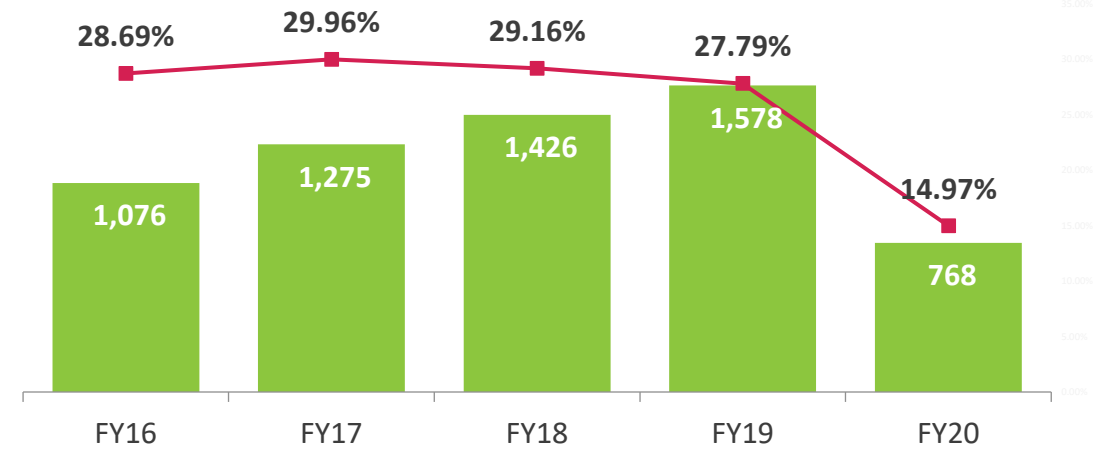
Historical Consolidated Financial Charts



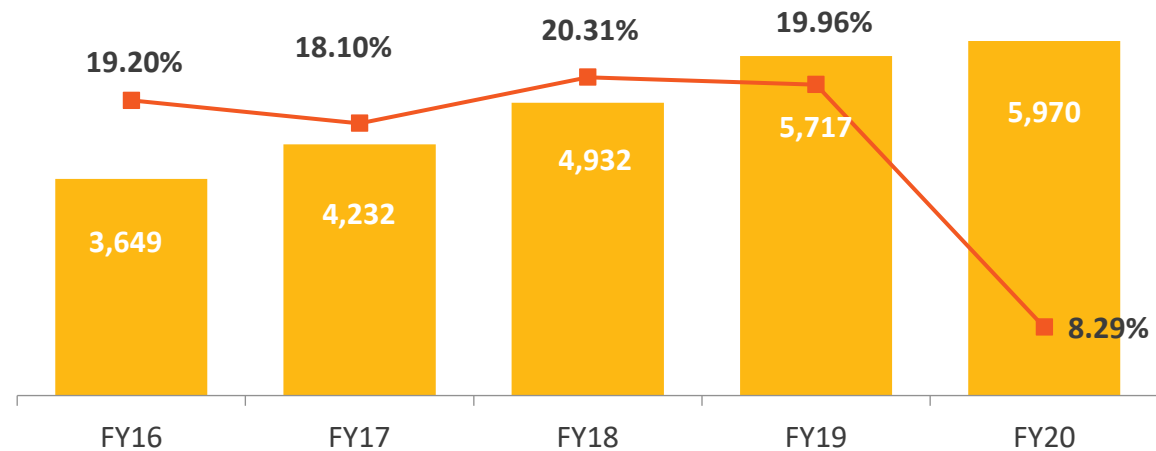
Operational Revenue* (INR Mn)



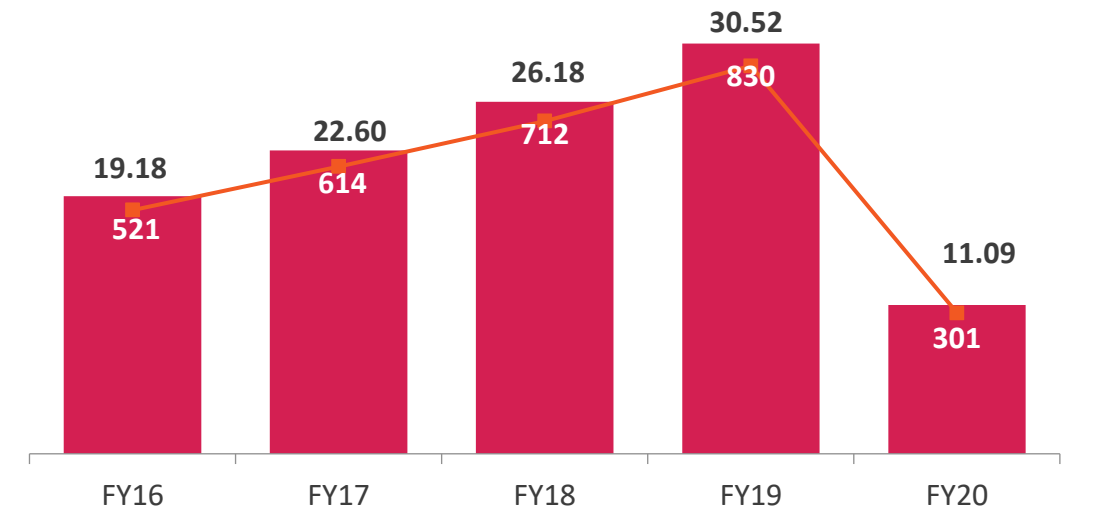
EBITDA (INR Mn) and EBITDA Margin (%)



Net Worth (INR Mn) and ROCE (%)

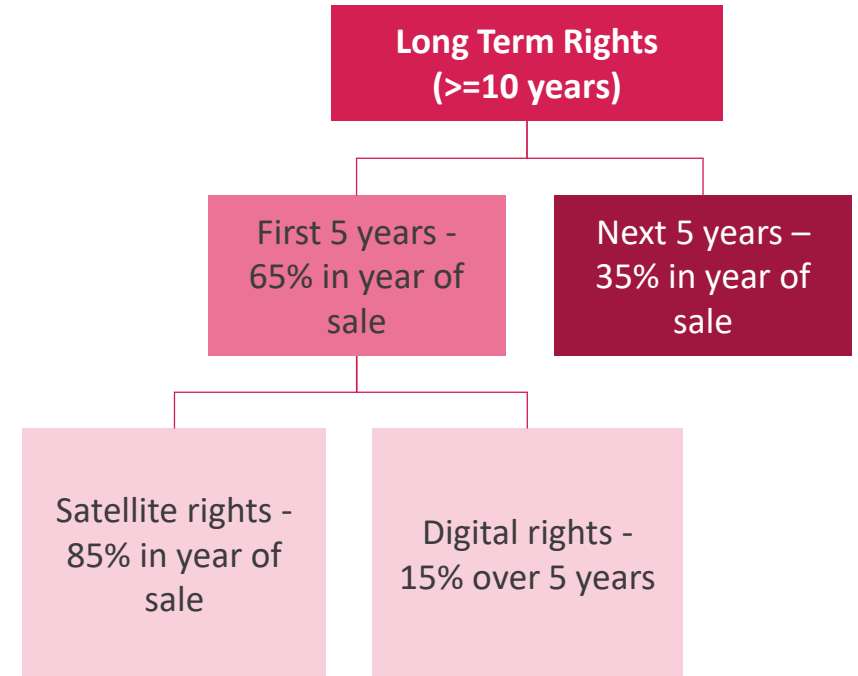
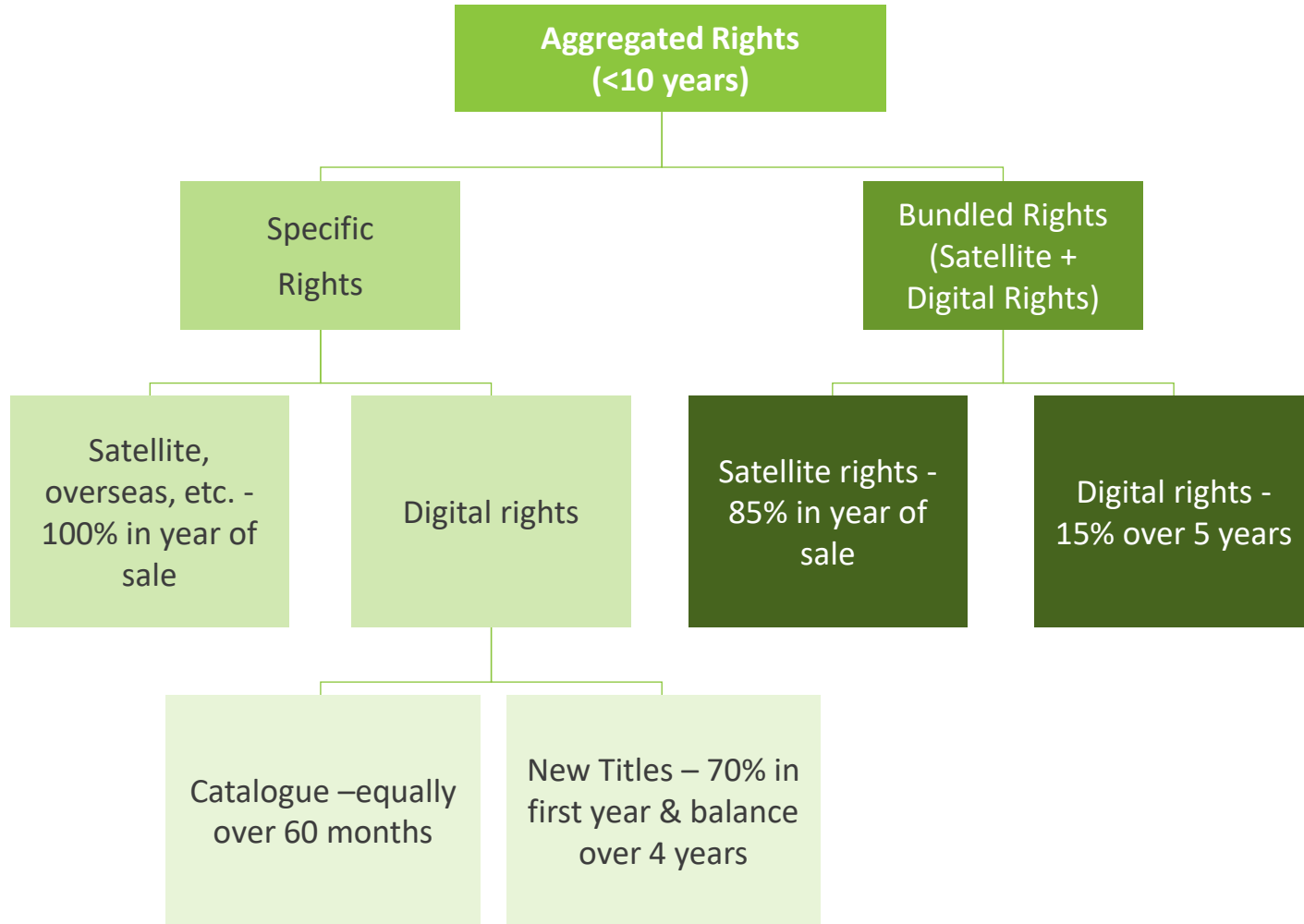


PAT (INR Mn) and EPS (INR)

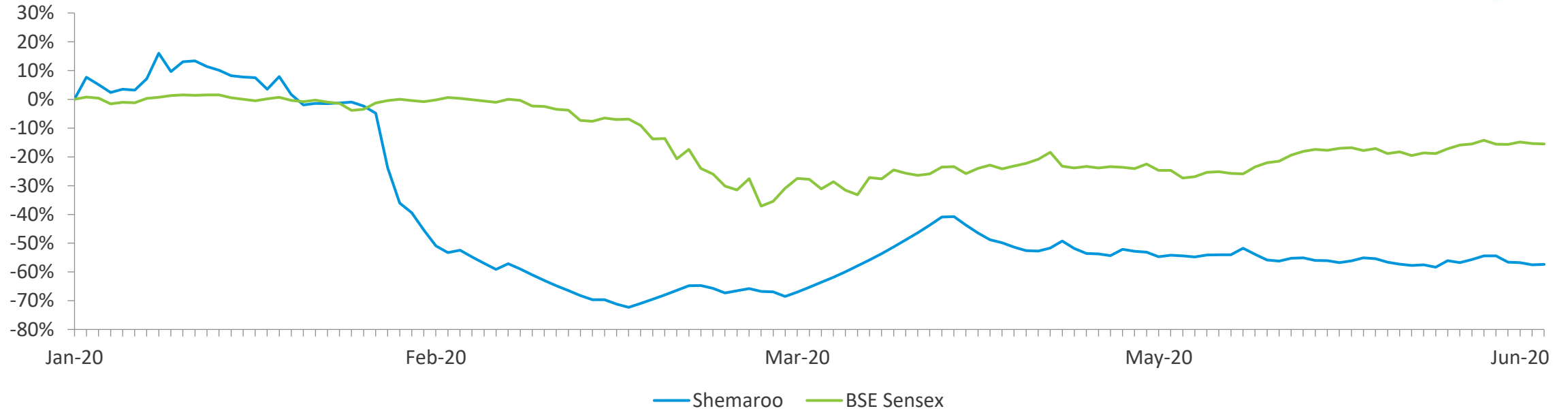


* Note: FY17 to FY19 numbers are as per IND-As

Rights Accounting Policy – Charge To P&L



Capital Market Data

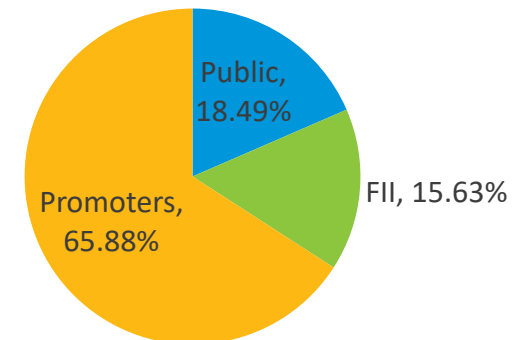


Price Data (As of 30th June, 2020)

INR

| | |
|-----------------------------------|----------|
| Face Value | 10.0 |
| Market Price | 63.5 |
| 52 Week H/L | 399/41.8 |
| Market Cap (INR Mn) | 1,726 |
| Equity Shares Outstanding (Mn) | 27.2 |
| 1 Year Avg. Trading Volume ('000) | 33.0 |

Share Holding Pattern as on 30th June, 2020





Shemaroo Entertainment Limited

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THANK YOU

