

January 24, 2023

1.	<b>National Stock Exchange of India Ltd</b> Exchange Plaza, 5 <sup>th</sup> Floor Plot No. C/1, G Block; Bandra (East), Mumbai 400 051	2.	<b>BSE Limited</b> Corporate Relationship Department Phiroze Jeejeebhoy Towers, Dalal Street, Fort, Mumbai 400 001
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**Ref: Scrip Code: NSE RADIOCITY/ BSE 540366 (ISIN: INE919I01024)**

**Sub: Investor Presentation on Un-audited Financial Results of the Company for the third quarter and nine months ended December 31, 2022**

Dear Sir/Ma'am,

In accordance with Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith a copy of presentation to Analysts/ Investors on the financial performance of the Company for Un-audited Financial Results of the third quarter and nine months ended December 31, 2022.

The aforesaid Analysts/ Investors Presentation is also available on the website of the Company <https://www.radiocity.in>

Kindly take the above on your record and disseminate the same on your website.

Thanking you  
**For Music Broadcast Limited**

**Arpita Kapoor**  
**Company Secretary and Compliance Officer**

Encl: as above



# Music Broadcast Limited

## Investor Presentation

RAG RAG MEIN  
DAUDE CITY.



January 2023



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## Radio City

- Company has registered a 26.6% EBITDA Margin
- Recorded a market share of 19%\* in Q3FY23
- 38% of the total clients on the Radio platform advertised on Radio City
- 31% of New clients on Radio platform advertised on Radio City
- Collection of Rs. 54.13 Crores during the quarter, of which collection from Government was Rs. 4.79 Crores
- Cash and Cash Equivalents of Rs. 288 Crores as on December 31<sup>st</sup>, 2022



## Radio Industry

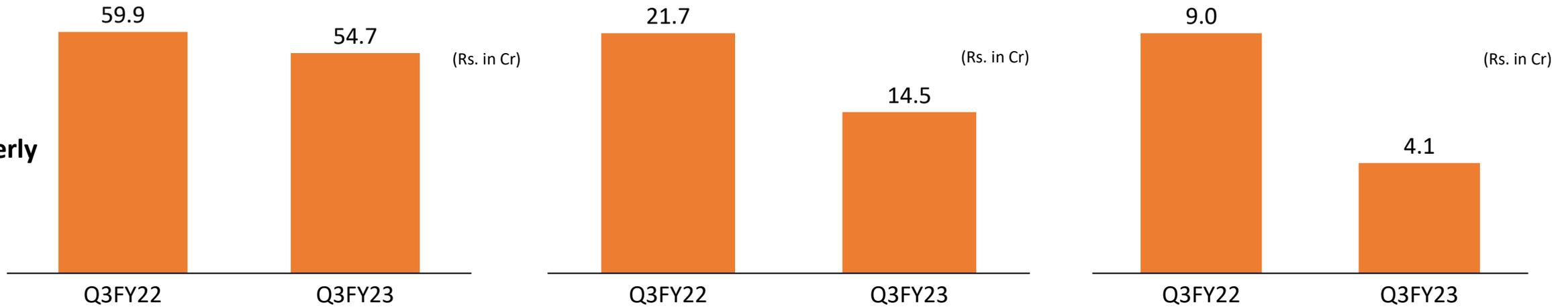
- 3% YoY growth in volumes for Q3FY23
- 20% growth in client count for Q3FY23 as compared to Q3FY22
- 2.8 K clients are new in Q3FY23 out of 5.2 K total clients advertised on Radio platform

# Key Numbers for Q3 & 9M FY23

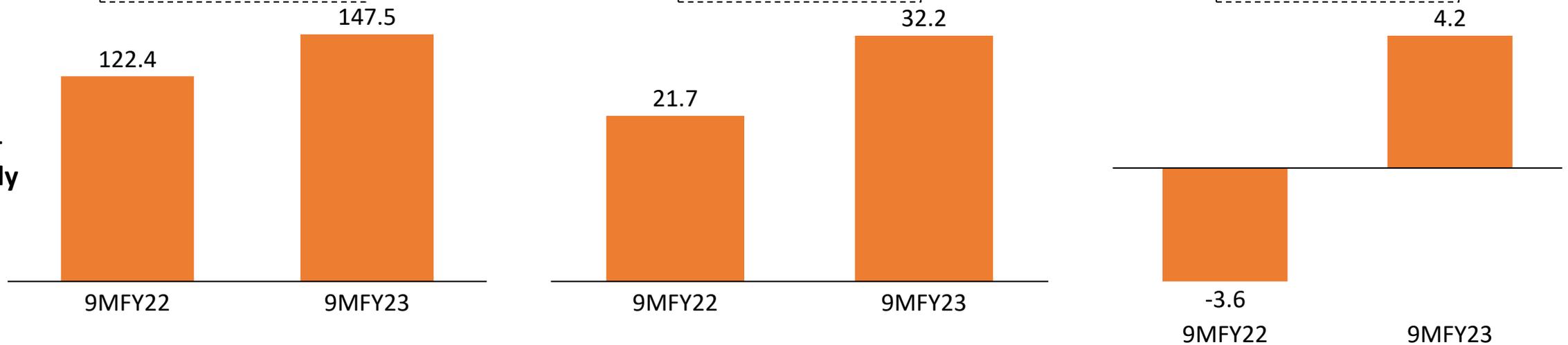
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Quarterly



Nine -  
Monthly

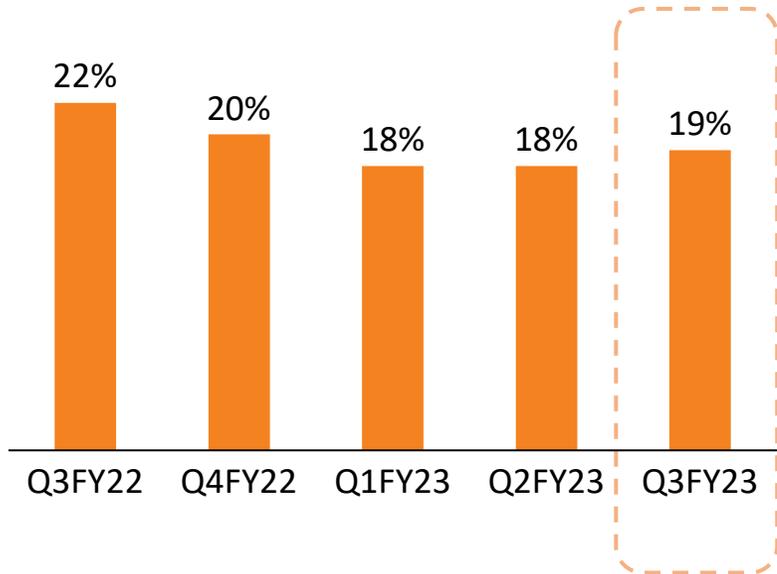


# Increased Market Share

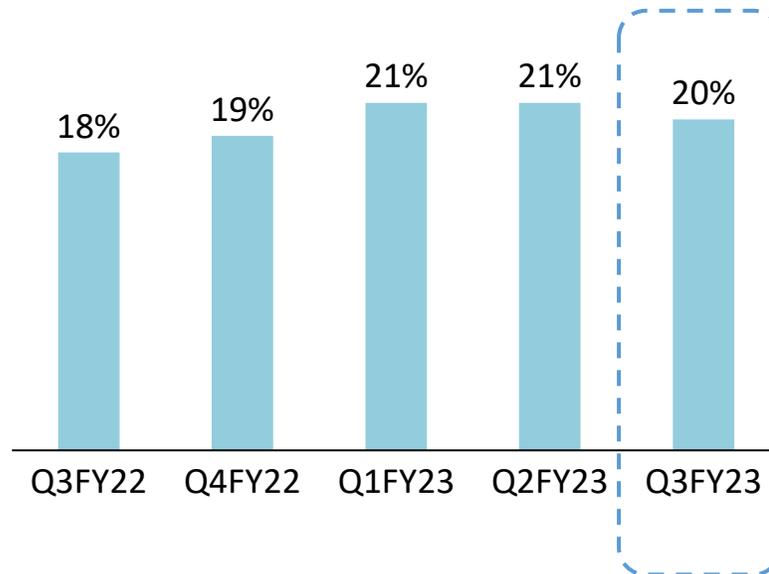
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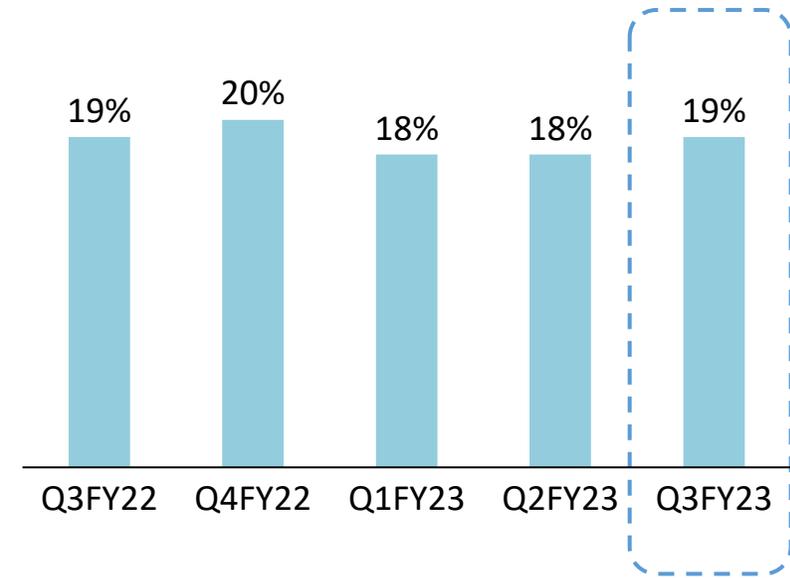
## Radio City



## Peer 1



## Peer 2



**Rise in Volume Shares from 18% of Q2FY23 to 19% in Q3FY23**

# Initiatives Driving Ad-Volumes

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Bole Toh Property



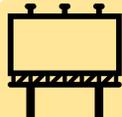
Show Sponsorship



Govt. Proactive pitches



Regional Property



National Properties

## Initiatives



Long Term Deals



Local Initiatives



Digital First Integrations



Big Ticket Content Integrations



Satellite Revenue

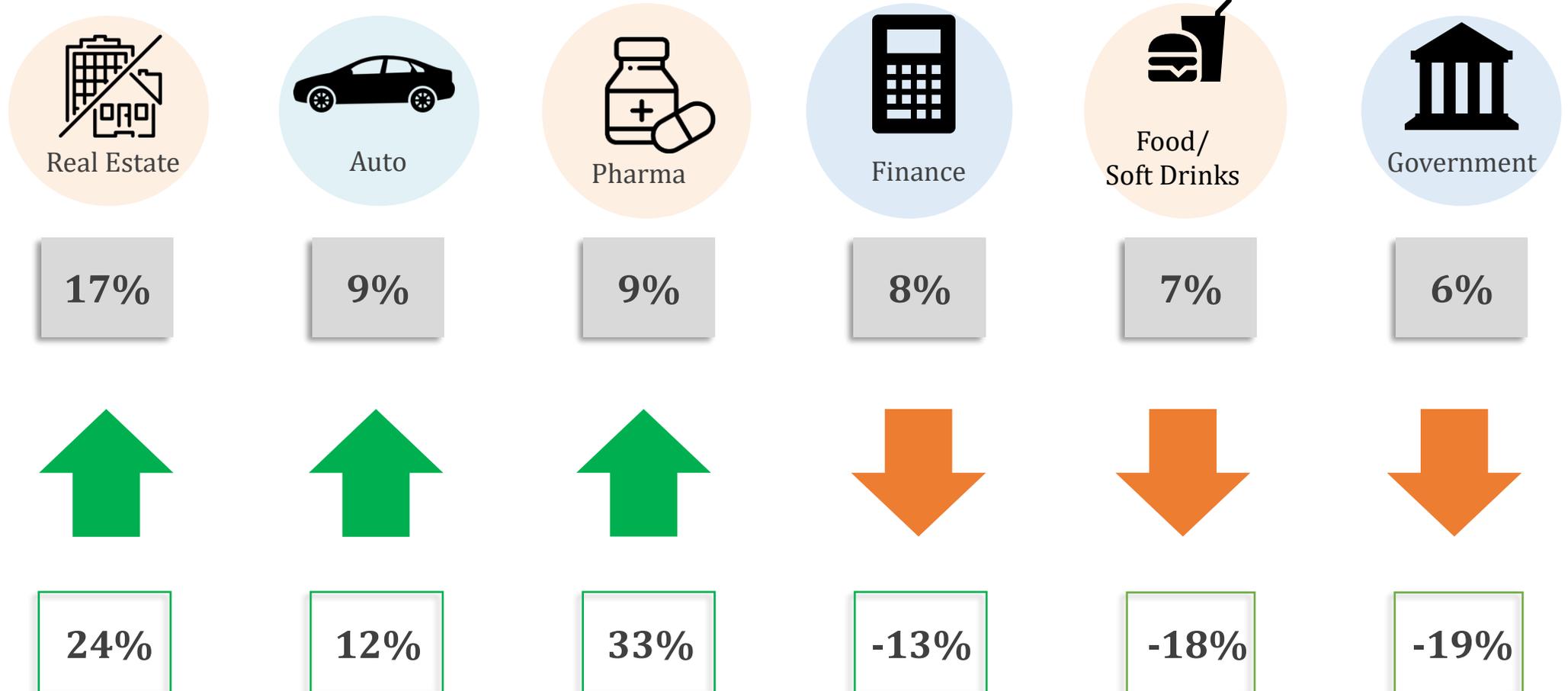
- **31%** Revenue Garnered from Created Business - Properties, Proactive pitches, Digital, Satellite & Special days
- Q3FY23 Digital revenue has grown by 25% over Q3FY22
- 2<sup>nd</sup> Highest client count share in the Industry with 38% in Q3FY23

# Radio Industry – Q3FY23 Category Trend

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## Categories





# Radio City Programming & Digital Performance & Initiatives

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## Digital Highlights

Digital reach of **274 Mn** through social media apps like Youtube, Facebook, Twitter, Instagram and Web Radio



Rank #1  
4.1 Mn



Rank #2  
3.29 Lakhs



Rank #3  
3.62 Lakhs



Rank #3  
1.3 Mn

### Nissan



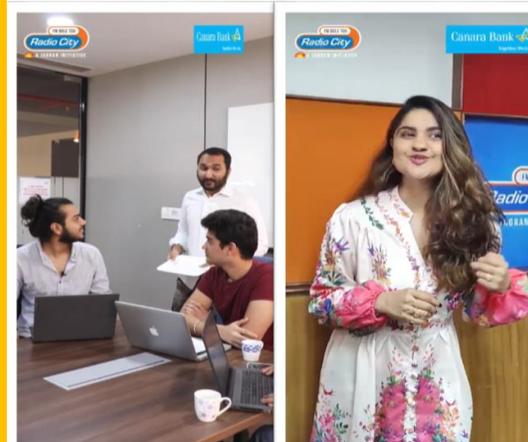
Contests and informative static posts were planned for Nissan in Radio City's I.P. Cricket ka Blockbuster 2022, along with the video series with Ms. Anjum Chopra.

### Ather



A series of social media posts, RJ videos, contestant audiograms and CTA posts directing to the microsite were created for the I.P. which was structured as per the promotional plan divided into phases such as pre-promotion, promotion, finale and post event.

### Canara Bank



A total of 6 reels were shot which had engaging storylines relating to each audience base and conveyed the message in a fun and entertaining yet informative manner.

### Atheltive



For the first time in the history of Radio City Digital, to get the maximum traffic on the brand website and clicks through the campaign, multiple promotional ads were run as part of the performance marketing campaign for the associate sponsor of the I.P.

# Profit and Loss Statement

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Particulars (Rs. in Cr)	Q3FY23	Q3FY22	YoY	Q2FY23	QoQ	9MFY23	9MFY22	YoY
<b>Revenue</b>	<b>54.7</b>	<b>59.9</b>	<b>-9%</b>	<b>48.6</b>	<b>12%</b>	<b>147.5</b>	<b>122.4</b>	<b>20%</b>
Other Income	5.2	3.9		4.8		14.5	12.5	
<b>Total Income</b>	<b>59.9</b>	<b>63.8</b>		<b>53.5</b>		<b>162.0</b>	<b>135.0</b>	
Licenses Fees	4.9	5.0		4.8		14.5	14.3	
Employee Expenses	15.7	13.5		14.8		45.2	38.8	
Other Expenses	24.8	23.7		24.9		70.1	60.2	
<b>EBITDA</b>	<b>14.5</b>	<b>21.7</b>	<b>-33%</b>	<b>8.9</b>	<b>64%</b>	<b>32.2</b>	<b>21.7</b>	<b>48%</b>
<b>EBITDA Margin</b>	<b>26.6%</b>	<b>36.2%</b>		<b>18.3%</b>		<b>21.8%</b>	<b>17.7%</b>	
Depreciation/Amortization	8.2	8.2		8.2		24.6	24.6	
<b>EBIT</b>	<b>6.4</b>	<b>13.5</b>	<b>-53%</b>	<b>0.7</b>	<b>873%</b>	<b>7.6</b>	<b>-2.9</b>	<b>NA</b>
<b>EBIT Margin</b>	<b>11.6%</b>	<b>22.5%</b>		<b>1.3%</b>		<b>5.1%</b>	<b>-2.4%</b>	
Finance costs	0.5	0.7		0.5		1.6	2.0	
<b>PBT</b>	<b>5.8</b>	<b>12.8</b>	<b>-54%</b>	<b>0.1</b>	<b>3940%</b>	<b>6.0</b>	<b>-4.9</b>	<b>NA</b>
Tax	1.7	3.8		0.0		1.8	-1.3	
<b>PAT</b>	<b>4.1</b>	<b>9.0</b>	<b>-55%</b>	<b>0.1</b>	<b>3859%</b>	<b>4.2</b>	<b>-3.6</b>	<b>NA</b>
<b>PAT Margin</b>	<b>7.5%</b>	<b>15.0%</b>		<b>0.2%</b>		<b>2.9%</b>	<b>-3.0%</b>	
Other Comprehensive Income	0.1	0.0		0.1		0.2	-0.1	
<b>Total Comprehensive Income</b>	<b>4.2</b>	<b>9.0</b>	<b>-54%</b>	<b>0.3</b>	<b>1561%</b>	<b>4.4</b>	<b>-3.8</b>	<b>NA</b>

# Contact Us

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