



October 17, 2024

**Listing Department,
National Stock Exchange of India Limited**
Exchange Plaza,
Bandra-Kurla Complex
Bandra (E), Mumbai-400 051.
NSE Symbol: SHEMAROO

**Corporate Relationship Department,
BSE Limited**
Phiroze Jeejeebhoy Towers
Dalal Street,
Mumbai - 400 001.
Scrip Code : 538685

Dear Sir/Madam,

Re: SHEMAROO ENTERTAINMENT LIMITED - ISIN: INE363M01019

Sub: Earnings Con. Call Presentation – Intimation under Regulation 30(6) of SEBI (LODR), Regulations, 2015

Please find enclosed herewith Earnings Presentation of Shemaroo Entertainment Limited for quarter and period ended September 30, 2024 (Q2/H1-FY25).

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

Kindly take the above on record and oblige.

Thanking you,

Yours faithfully,
For Shemaroo Entertainment Limited

Pooja Sutradhar
Company Secretary & Compliance Officer
ICSI Membership No.: A40807

Encl: as above

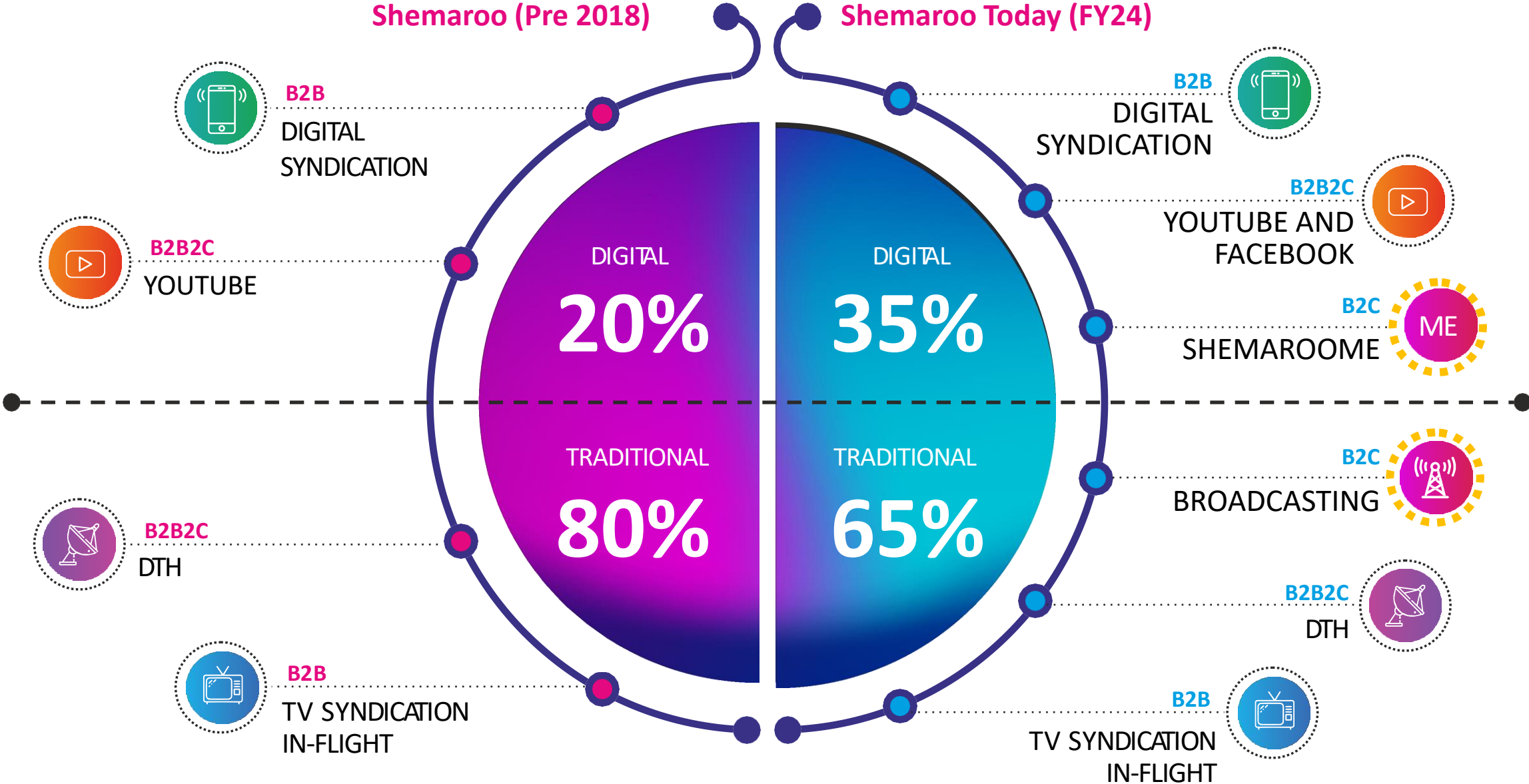


60 YEARS OF
ENTERTAINING
INDIA

Shemaroo Entertainment Limited

EARNINGS PRESENTATION – Q2/H1-FY25

Shemaroo: At a Glance



Financials

Q2/H1-FY25

Q2/H1-FY25 Key Financial Highlights



Q2-FY25 performance (Consolidated)

INR 1,621 Mn Revenue from Operations	INR (265) Mn EBITDA	(16.33)% EBITDA Margin
INR (262) Mn Net Profit	(16.18)% Net Profit Margin	INR (9.59)/share EPS

Q2-FY25 Profit and Loss includes expenses on new initiatives (net of revenue) - INR 149 Mn

H1-FY25 performance (Consolidated)

INR 3,165 Mn Revenue from Operations	INR (398) Mn EBITDA	(12.59)% EBITDA Margin
INR (435) Mn Net Profit	(13.74)% Net Profit Margin	INR (15.90)/share EPS

H1-FY25 Profit and Loss includes expenses on new initiatives (net of revenue) - INR 232 Mn

Divisional Breakup (Consolidated)*:

INR Mn	Q2-FY25	Q2-FY24	Y-o-Y Growth	H1-FY25	H1-FY24	Y-o-Y Growth
Digital Media	672	574	16.9%	1,243	1,148	8.3%
Traditional Media	949	1,415	(32.9)%	1,921	2,376	(19.1)%
Income from Operations	1,621	1,989	(18.5)%	3,165	3,524	(10.2)%

* Revenue has been reclassified between Digital Media and Traditional Media for the past periods

Q2/H1-FY25 Key Operational Highlights



- During the second quarter of FY25, the Company's overall revenue declined by 18.5% YoY
 - While the digital business continued to show robust growth, with a 16.9% YoY increase, the topline was affected by weaker performance in traditional businesses, particularly in B2B syndication, which faced delays due to deferred deal closures
 - The deferral of B2B deals was primarily attributed to transitional changes in the media industry over the past few quarters and we expect these deals to materialize in the coming months
 - While digital advertising revenue witnessed continued growth across the industry, broadcast advertising demand remains sluggish, putting further pressure on the traditional revenue streams
- The Company's margins were impacted by ongoing accelerated inventory charge-offs, a strategic initiative that began last fiscal
 - These charge-offs are accounting adjustments with no effect on content monetization or the Company's ability to generate free cash flows
- The Company exhibited healthy performance metrics during the quarter, excluding the impact of charge-offs and deferred deal closures
- The Company continued to invest in intellectual property, further strengthening its content portfolio to drive long-term growth
- Going forward, the Company will focus on strengthening its balance sheet and maintaining operational efficiencies which will help unlock its intrinsic value

Q2/H1-FY25 Key Operational Highlights (Cont.)



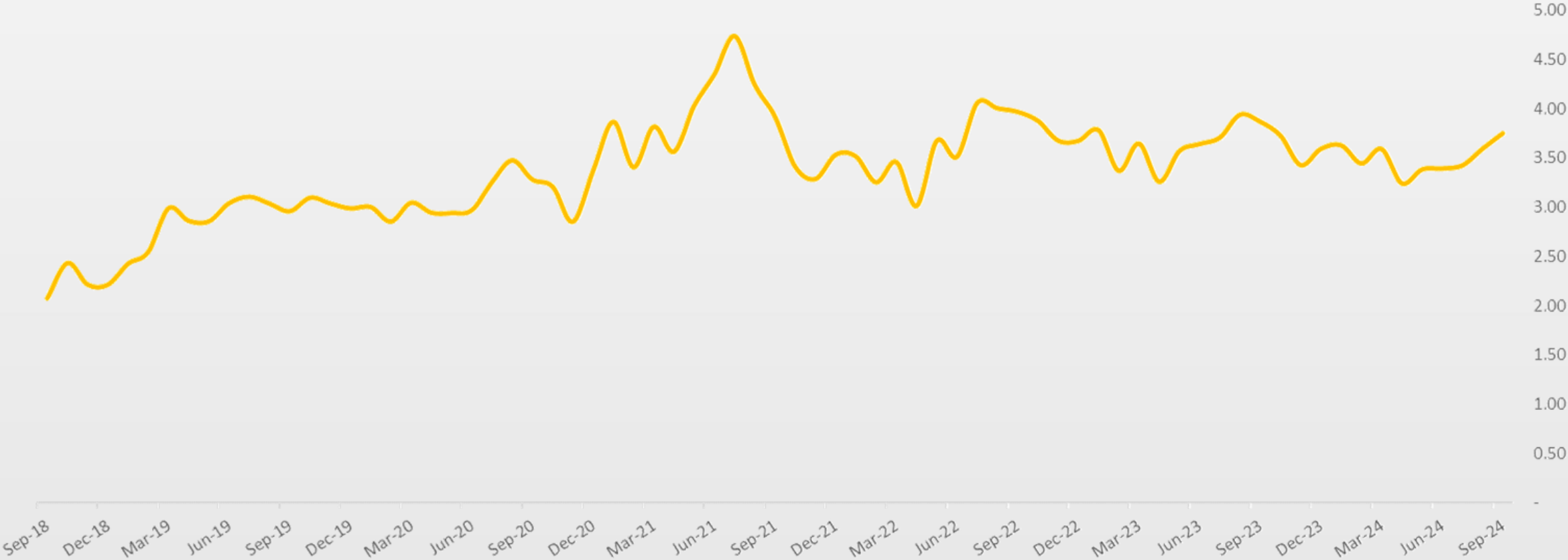
- **ShemarooMe Gujarati**
 - Released 8 new titles during the quarter with content across movies, web series and plays
 - Digital world premiere of blockbuster movies 'BachuBhai', 'Kamthaan' and release of original web series 'Goti Soda 5'
- **YouTube:** With 69.6 mn subscribers, Shemaroo FilmiGaane is the 24th most subscribed channel in the world
- **Broadcasting:**
 - Launched original shows 'Shamshan Champa' and 'Main Dil Tum Dhadkan' on Shemaroo Umang
 - Shemaroo GEC channels have a viewership share of around 7.6% in the overall Hindi GEC genre
- **Web 3.0:** Launched 'Jab We Met,' a Shemaroo IP, as a digital collection and gaming experience on The Sandbox-BharatBox

Shemaroo YouTube Monthly Views



YouTube Views (Sep'18 to Sep'24):

Youtube Monthly Views (in Bn)



Note: Views excluding Shorts

- ShemarooMe Gujarati:
 - Over 8 new Gujarati movies, web-series, plays released in Q2 FY25
 - Digital world premiere of blockbuster movies 'BachuBhai', 'Kamthaan' and release of original web series 'Goti Soda 5'
- ShemarooMe service launched with UMobile in Malaysia



Shemaroo Broadcasting



60 YEARS OF ENTERTAINING INDIA

- Shemaroo GEC channels have a viewership share of around 7.6% in the overall Hindi GEC genre
- Launched original shows 'Shamshan Champa' and 'Main Dil Tum Dhadkan' on Shemaroo Umang



Consolidated Quarterly Financial Performance



Particulars (INR Mn)	Q2-FY25	Q1-FY25	Q-o-Q	Q2-FY24	Y-o-Y
Revenue from Operations	1,621	1,544	5.0%	1,989	(18.5)%
Total Expenses	1,885	1,678	12.4%	1,817	3.8%
EBITDA	(265)	(134)	(98.1)%	172	NA
EBITDA Margin (%)	(16.33)%	(8.65)%	(768) Bps	8.65%	NA
Other Income	7	11	(35.9)%	11	(36.7)%
Depreciation	15	15	(0.9)%	14	3.9%
Finance Cost	85	90	(5.6)%	94	(9.5)%
PBT	(358)	(228)	(56.9)%	75	NA
Tax	(98)	(57)	(71.2)%	20	NA
PAT	(259)	(171)	(52.0)%	55	NA
Minority Interest & Share of profit/ (loss) in associate company	(3)	(2)	(46.2)%	(6)	50.0%
PAT after adjustments	(262)	(173)	(52.0)%	49	NA
PAT Margin (%)	(16.18)%	(11.17)%	(501) Bps	2.45%	NA
Comprehensive Income	0	0	125.0%	(3)	100.6%
Total Profit including Comprehensive Income(Net of tax)	(262)	(172)	(52.0)%	46	NA
EPS (INR)(not annualised)	(9.59)	(6.31)	(52.0)%	1.80	NA

Consolidated Half Yearly Financial Performance



Particulars (INR Mn)	H1-FY25	H1-FY24	Y-o-Y
Revenue from Operations	3,165	3,524	(10.2)%
Total Expenses	3,563	3,274	8.8%
EBITDA	(398)	250	NA
EBITDA Margin (%)	(12.59)%	7.08%	NA
Other Income	17	18	(5.3)%
Depreciation	30	27	10.9%
Finance Cost	175	181	(3.7)%
PBT	(586)	59	NA
Tax	(156)	15	NA
PAT	(430)	44	NA
Minority Interest & Share of profit/ (loss) in associate company	(5)	(9)	44.5%
PAT after adjustments	(435)	36	NA
PAT Margin (%)	(13.74)%	1.01%	NA
Comprehensive Income	0	(6)	100.4%
Total Profit including Comprehensive Income(Net of tax)	(435)	30	NA
EPS (INR)(not annualised)	(15.90)	1.31	NA

Historical Consolidated Income Statement



Particulars (INR Mn)	FY22	FY23	FY24	H1-FY25
Revenue from Operations	3,814	5,566	7,072	3,165
Total Expenses	3,455	5,093	7,075	3,563
EBITDA	358	473	(3)	(398)
EBITDA Margin (%)	9.40%	8.49%	(0.04%)	(12.59)%
Other Income	19	34	49	17
Depreciation	66	52	56	30
Finance Cost	259	307	363	175
PBT	52	148	(373)	(586)
Tax	1	53	26	(156)
PAT	51	96	(399)	(430)
Minority Interest & Share of profit/ (loss) in associate company	2	(2)	(7)	(5)
PAT after adjustments	53	94	(407)	(435)
PAT Margin (%)	1.38%	1.68%	(5.75%)	(13.74)%
Comprehensive Income	(3)	(9)	(11)	0
Total Profit including Comprehensive Income (Net of tax)	50	85	(417)	(435)
EPS (INR) (not annualised)	1.94	3.45	(14.94)	(15.90)

Historical Consolidated Balance Sheet



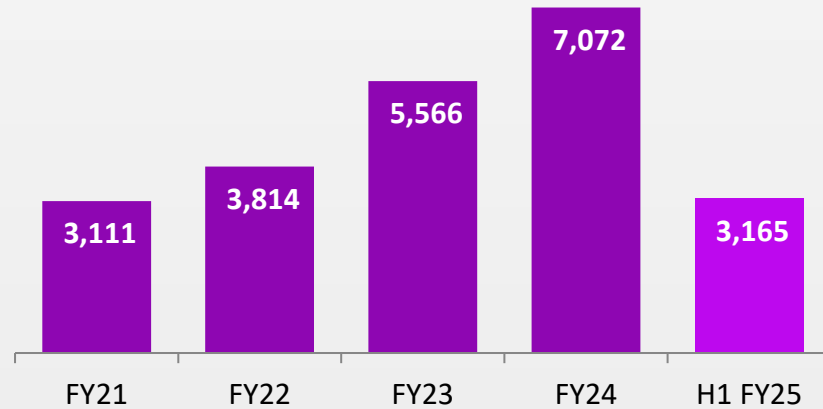
Equity and Liabilities (INR Mn)	FY23	FY24	H1-FY25
Shareholders Fund			
Share Capital	272	272	273
Other Equity	5,647	5,260	4,857
Total Equity	5,919	5,532	5,130
Non-controlling interest	(45)	(37)	(42)
Non-Current Liabilities			
Long Term borrowings	126	70	65
Lease Liability	1	18	16
Deferred tax liabilities (Net)	-	-	-
Contract Liabilities	23	5	81
Long tem provisions	20	36	55
Total Non-Current Liabilities	169	129	218
Current Liabilities			
Short Term Borrowings	3,002	3,248	3,287
Trades payables	939	1,068	983
Other Financial Liabilities	94	82	39
Lease Liability	1	6	5
Other Current Liabilities	288	172	75
Short Term Provisions	16	21	29
Total Current Liabilities	4,341	4,597	4,418
Total	10,385	10,220	9,724

Assets (INR Mn)	FY23	FY24	H1-FY25
Non-Current Assets			
Fixed Assets			
Property, Plant & Equipment	350	410	402
Capital WIP	11	-	-
Intangible assets	6	9	8
Investment Property	1	1	1
Right of use assets	2	23	19
Investments	25	25	25
Long Term Loan and Advances	1	1	4
Other Financial Assets	8	44	30
Other Non-Current Assets	11	3	1
Deferred tax assets (net)	28	114	270
Total Non-Current Assets	444	630	762
Current Assets			
Inventories	7,346	6,823	6,183
Trade Receivables	1,268	1,453	1,216
Cash and Cash Equivalents	9	2	18
Other Bank Balances	12	0	0
Short Term loan and advances	120	126	117
Other Financial Assets	146	116	172
Current Tax Assets (Net)	472	427	420
Other Current Assets	567	644	836
Total Current Assets	9,941	9,590	8,962
Total	10,385	10,220	9,724

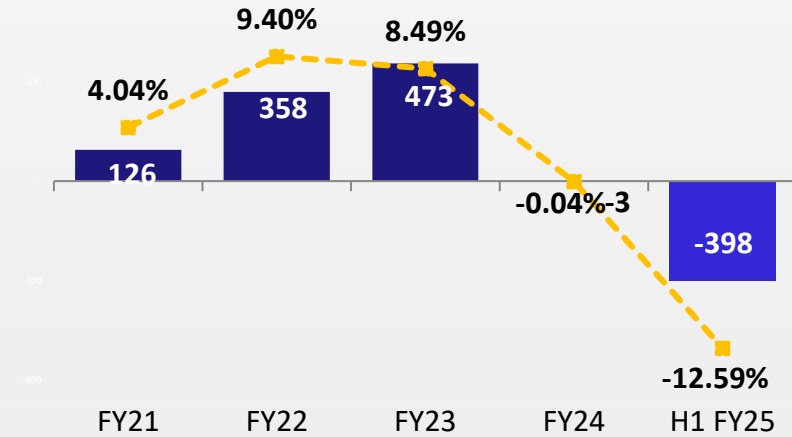
Historical Consolidated Financial Charts



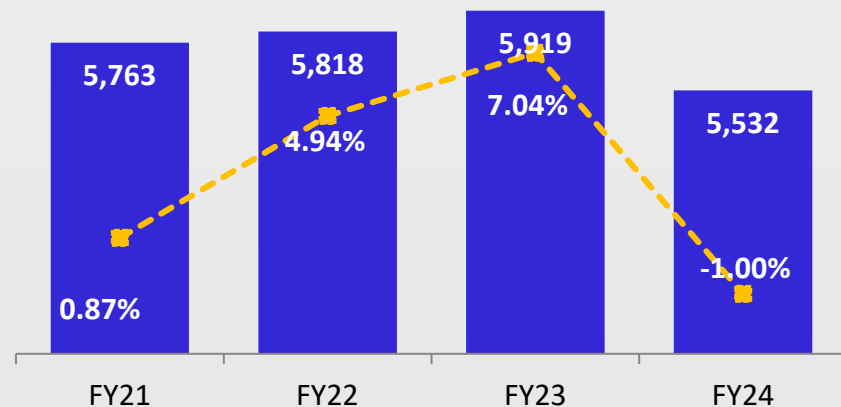
Operational Revenue (INR Mn)



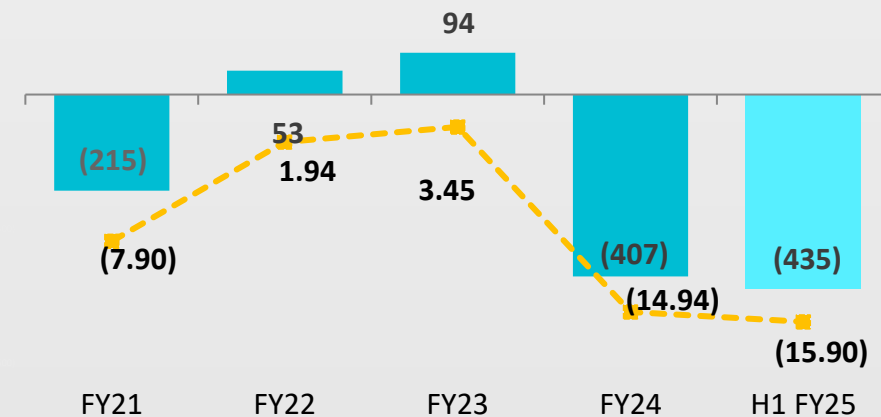
EBITDA (INR Mn) and EBITDA Margin (%)



Net Worth (INR Mn) and ROCE (%)

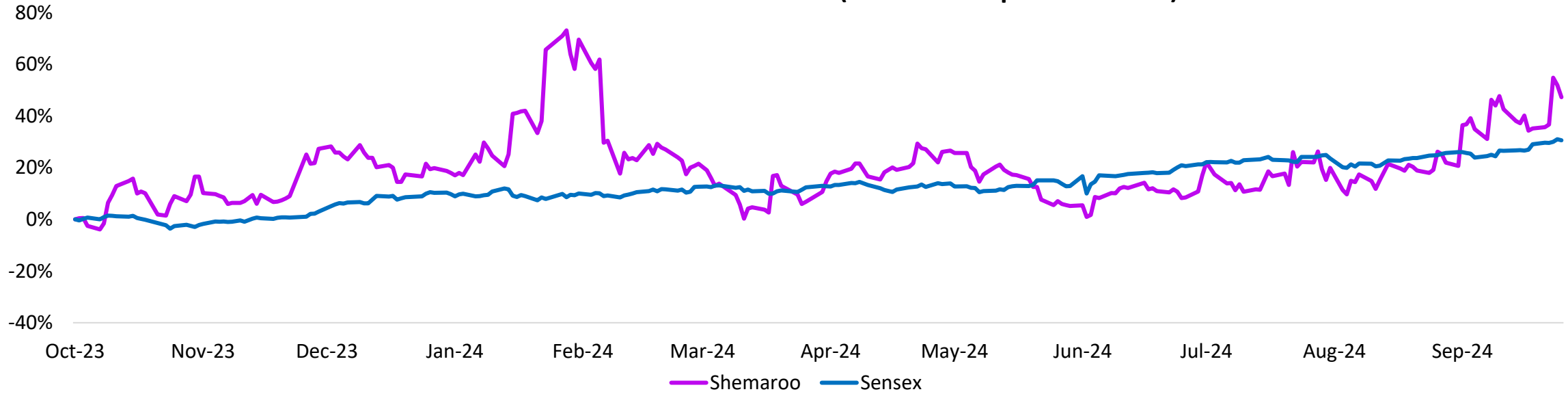


PAT (INR Mn) and EPS (INR)



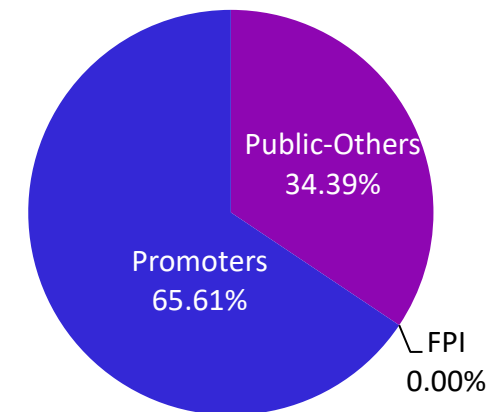
Capital Market Data

1 Year Stock Market Performance (as on 30th September 2024)



Price Data (As of 30th September 2024)		INR
Face Value		10.00
Market Price		198.15
52 Week H/L		239.80/122.00
Market Cap (INR in Mn)		5,408.13
Equity Shares Outstanding (in Mn)		27.29
1 Year Avg. Trading Volume ('000)		226.06

Shareholding Pattern (As on 30th September, 2024)



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Shemaroo Entertainment Limited

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THANK YOU

