

August 1, 2024

National Stock Exchange of India Limited Exchange Plaza, 5 th Floor Plot No. C/1, G Block; Bandra (East) Mumbai 400 051			BSE Limited Corporate Relationship Department Phiroze Jeejeebhoy Towers Dalal Street; Fort, Mumbai 400 001		
Equity	Scrip Code	RADIOCITY	Equity	Scrip Code	540366
	ISIN	INE919I01024		ISIN	INE919I01024
NCRPS	Scrip Code	RADIOCITY	NCRPS	Scrip Code	717504
	ISIN	INE919I04010		ISIN	INE919I04010

Sub: Press Release

Dear Sir/Ma'am,

In accordance with Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith the Press Release of the Company in respect to Un-Audited Financial Results of the Company for the quarter ended June 30, 2024 of the Financial Year 2024-25.

The aforesaid Press Release is also available on the website of the Company <https://www.radiocity.in>

Kindly take the above on your record.

Thanking you

For Music Broadcast Limited

Arpita Kapoor
Company Secretary and Compliance Officer

Encl: as above



Music Broadcast Limited



Q1FY25 PERFORMANCE HIGHLIGHTS

Revenue

Rs.60 Crs

12%
YoY



EBITDA

Rs.16 Crs

25%
YoY



PAT

Rs. 3 Crs

175%
YoY



Commenting on the results Mr. Shailesh Gupta, Director said:

"We are delighted to report a good performance for the past quarter, with profit growth surpassing our revenue growth. Revenue increased by 12% YoY, EBITDA rose by 25% YoY, and PAT grew by an impressive 175% YoY. We achieved an EBITDA margin of 27%. This exceptional performance was driven by good market demand & success of our ongoing cost reduction strategies over the past few years driving enhanced operational efficiency.

At Radio City, we've implemented various strategies to strengthen our position in the radio industry. This quarter, we maintained our market share at 19%. Our comprehensive omni-channel framework enhances our network's reach, delivering maximum value to our clients.

Our digital business remains a key focus, which achieved remarkable 45% YoY growth. We are adapting to the evolving media landscape by prioritizing digital channels for content creation, distribution, and engagement. Our investment in technology ensures we stay ahead of the curve and provide seamless experiences across platforms.

Radio City's launch on JioTV not only extends our reach but also provides advertisers with limitless opportunities to engage with a nationwide audience. Radio City will be able to reach out to JioTV's massive audience base across the country.

We are happy to share the recent launch of 'SMINCO.in' a Social Media Influencer Confluence which connects brands with influencers. Through its comprehensive framework, it provides seamless solutions for brands and influencers alike. These initiatives demonstrate our commitment & innovation towards our digital business which remains our key focus.

We are pleased to report that Radio City remains the top choice for advertisers, with 40% of the industry's client base choosing our platform. Additionally, 32% of new clients in the radio sector have specifically selected Radio City for their advertisements, underscoring the strength of our brand and the success of our marketing efforts.

Looking ahead, we are committed to driving sustainable growth and delivering value to our stakeholders. By staying agile, innovative, and customer-focused, we are well-positioned to seize emerging opportunities and navigate challenges in the evolving media landscape."

Radio City, a part of Music Broadcast Limited (MBL) is a subsidiary of Jagran Prakashan Ltd. Being the first private FM radio broadcaster in India with over two decades of expertise in the radio industry, Radio City has established a strong presence across 39 stations in 12 states and 1 Union Territory, comprising 62% of the country's FM population. Radio City reaches out to over 69 million weekly listeners across India covered by AZ Research 2019 (Source: AZ Research Report). The network provides terrestrial programming through its digital interface, www.radiocity.in

Radio City has spearheaded the evolution of FM radio by offering content that is unique, path-breaking and invokes city passion amongst listeners with its brand philosophy of "Rag Rag Mein Daude City". With the launch of its new station sound #CityKiNayiVibe, a modern version of Rag Rag Mein Daude City, Radio City aims to engage with the young and vivacious Gen Z audience who sought coolness quotient in their experiences. The network's humour-based IPs 'Babber Sher', 'Joke Studio' and the IP 'Love Guru' with a concept of love, relationships and romantic endeavours are immensely revered by the audience. In 2013, the radio station introduced 'Radio City Freedom Awards', a platform to recognize independent music. The leading FM station provides a launch pad to budding singers with 'Radio City Super Singer', the first singing talent hunt on radio since the last fourteen years. In 2022, the organization launched its pioneering international property 'Radio City Business Titans' to recognize Indian businesses for their unwavering business excellence. In addition to its terrestrial programming, Radio City has embraced 'Radigitalization' - the seamless integration of radio and digital technologies. This transformative approach extends the reach of radio beyond traditional boundaries, enhancing audience interaction and integrating radio into people's daily lives across the country. RJ Sia, an AI-driven radio jockey is known for her dynamic presence and seamless audience interaction. Utilizing advanced technology, she delivers personalized content and real-time engagement, enriching the radio experience for millions of listeners. Complementing this, RC Studio stands as a cutting-edge 24x7 video channel, redefining the essence of entertainment by combining the power of video and audio in perfect harmony. RC Studio plays a pivotal in bridging the gap between different audience segments and expanding Radio City's reach to a larger demographic, creating a more inclusive and vibrant approach.

Radio City has bagged over 217 awards across renowned national and international platforms such as New York Festivals Radio Awards, ACEF Global Customer Engagement Forum & Awards, Golden Mikes - Radio & Audio Awards, India Audio Summit and Awards, India Radio Forum, etc. in the recent past. In 2022, Music Broadcast Limited won 'India's Best Company of the Year 2022' Award by Berkshire media. Radio City has been consistently featured for the 7th time in 'India's Best Companies to Work For' study conducted by Great Place to Work Institute. The company has also been recognized in 'India's Best Workplaces for Women - 2019' and has ranked amongst the Top 75 organizations on the list. In 2020, Radio City ranked 4th in 'Best Large Workplaces in Asia', according to the GPTW survey.

For more information, please contact

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Music Broadcast Limited



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Safe Harbour Statement:

Statements in this document relating to future status, events, or circumstances, including but not limited to statements about plans and objectives, the progress and results of research and development, potential product characteristics and uses, product sales potential and target dates for product launch are forward-looking statements based on estimates and the anticipated effects of future events on current and developing circumstances. Such statements are subject to numerous risks and uncertainties and are not necessarily predictive of future results. Actual results may differ materially from those anticipated in the forward-looking statements. The company assumes no obligation to update forward-looking statements to reflect actual results, changed assumptions or other factors.