



July 24, 2024

To,
Listing Department
BSE Limited
P.J Towers, Dalal Street,
Fort, Mumbai – 400 001

To,
Listing Department
National Stock Exchange of India Limited
Exchange Plaza, 5th Floor, Plot No. C/1, G Block,
Bandra Kurla Complex, Bandra (E), Mumbai – 400 050

Scrip Code: **532375**

Symbol: **TIPSINDLTD**

Dear Sir/Madam,

Subject: Submission of Presentation of Analysts/Investors Meeting

This is further to our letter on the Investor/ Analyst call scheduled on Wednesday, July 24, 2024 at 5:30 p.m. (IST) and pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations 2015, we enclose herewith a copy of Investor Presentation with respect to Unaudited Financial Results of the Company for quarter ended June 30, 2024.

The same shall be uploaded on our website <https://tips.in>.

We request you to kindly take the above information on record.

Thanking you,

For **Tips Industries Limited**

Bijal R. Patel
Company Secretary

Encl: a/a

TIPS INDUSTRIES LTD.

601, Durga Chambers, 6th Floor, Linking Road, Khar (West), Mumbai 400 052.
Tel. : 6643 1188 Email : response@tips.in Website : www.tips.in
CIN: L92120MH1996PLC099359



The Must Have HITS

Investor Presentation

Q1FY25

Safe harbor

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KEY FACTS

Catalogue comprises of music in over **25 languages** available across multiple platforms **globally**

Only listed player to write off 100% of content cost in the quarter of release

Debt free company with **₹ 262 cr** of cash & investments

Founded Year
1988

Website
www.tips.in

Industry
Media & Entertainment

Target
Indian Subcontinent & Diaspora

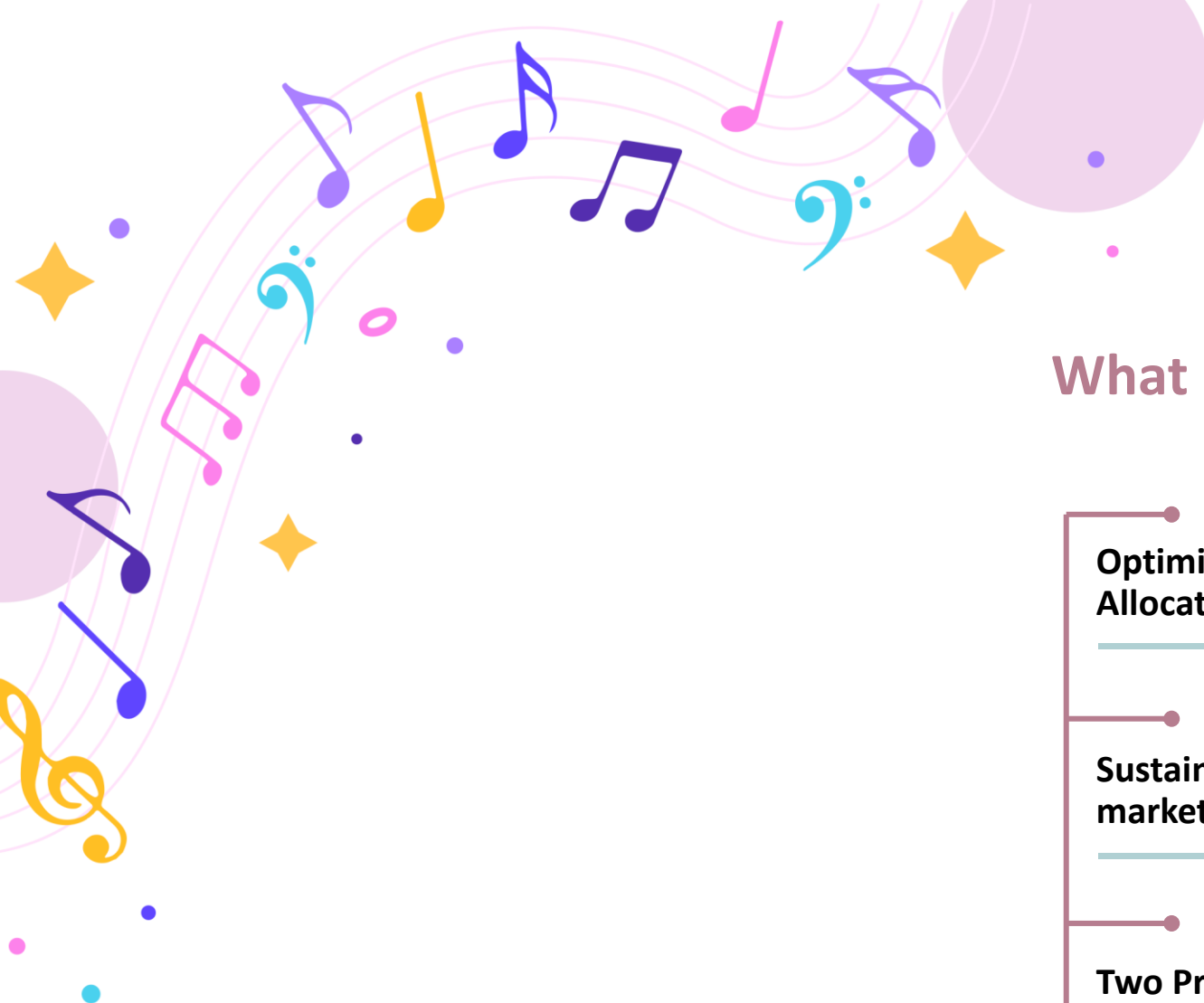
Established **A&R** capability

95
Employees
(Q1FY2025)

79%
Revenue through
digital platforms

25+
Partners across
media business

104 mn
subscribers on
YouTube



What Makes Us Unique

Optimising Capital Allocation

Sustainably Increasing market share

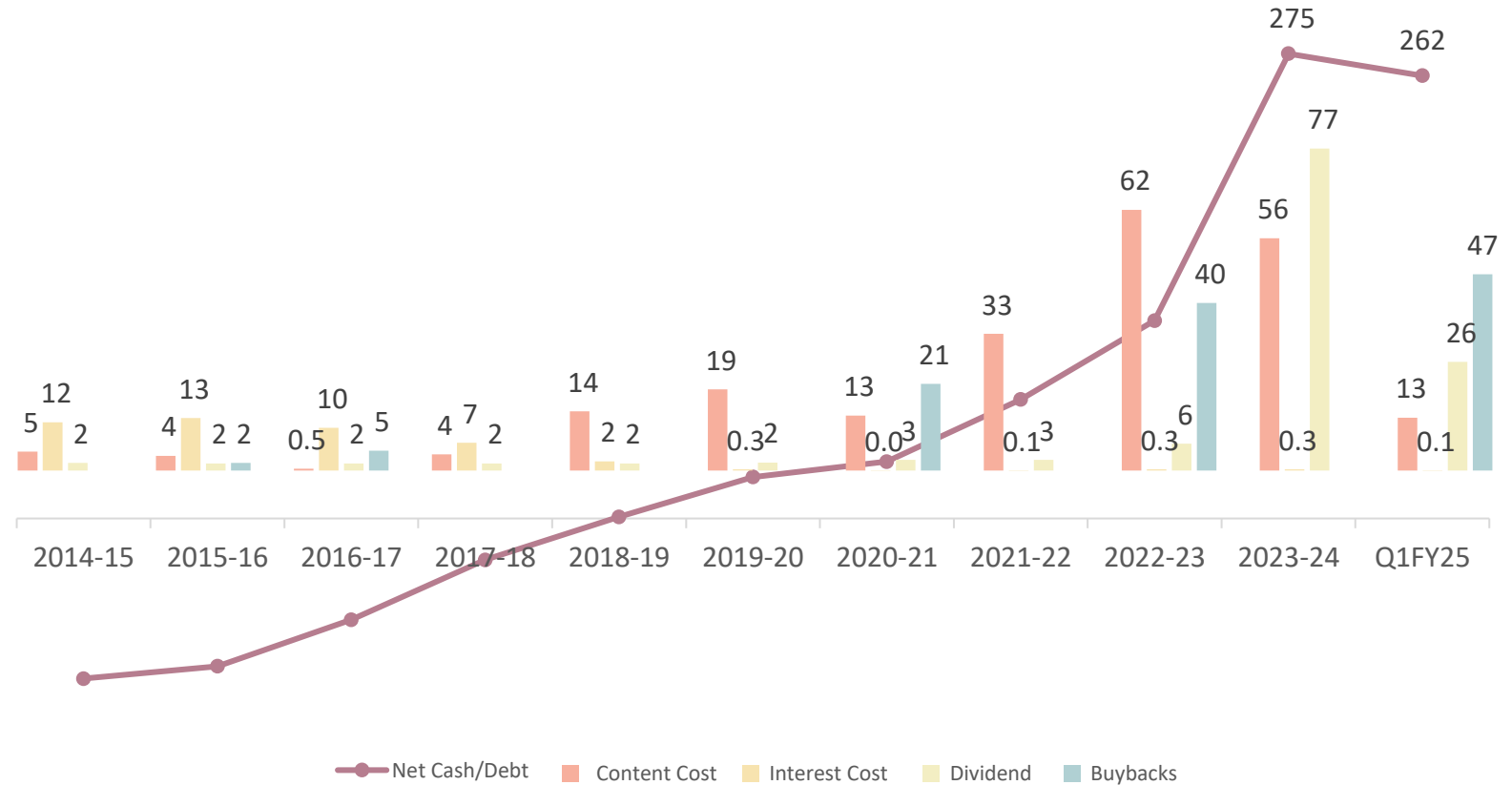
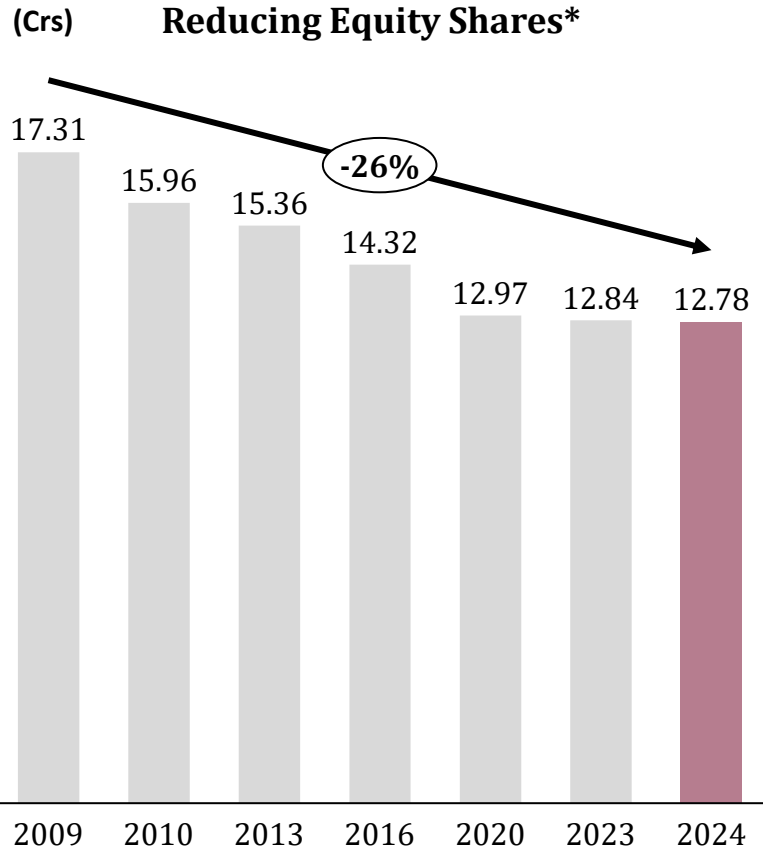
Two Pronged Content Acquisition Strategy

Our Content Powers Global Platforms

Growing listenership & Increasing Content Addition

Optimising Capital Allocation : Total Payout to shareholders in FY25 Rs 72.18 Cr

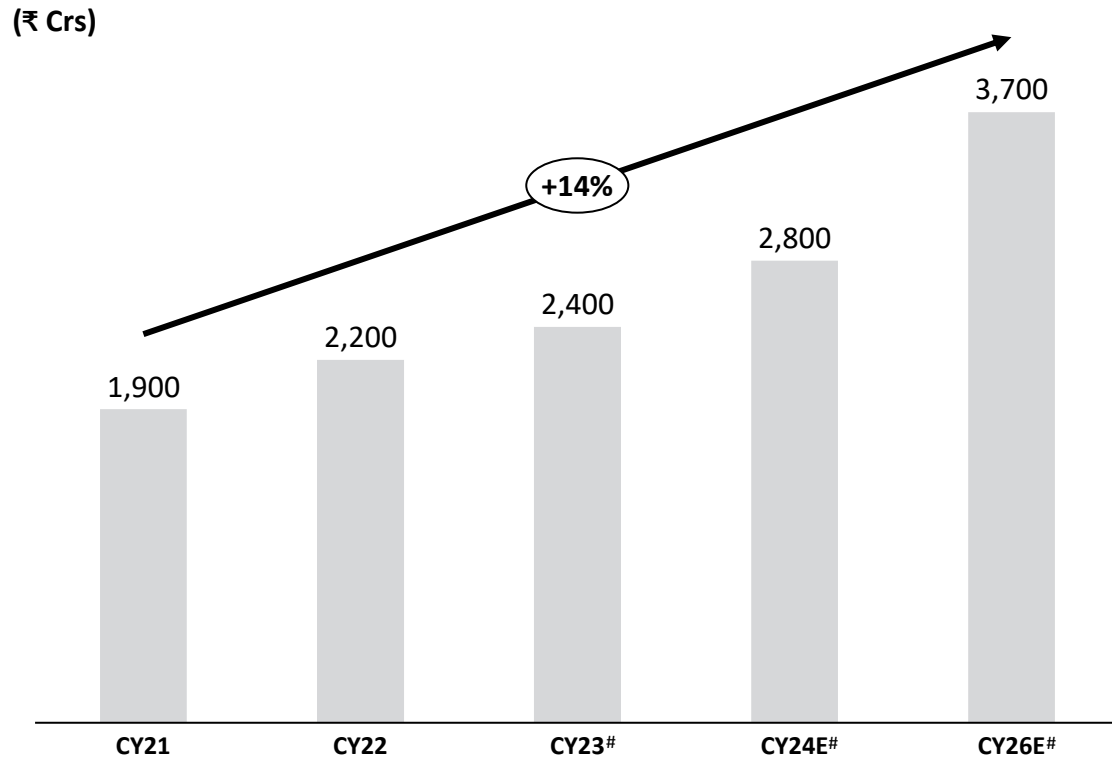
Consistently rewarding shareholders through Buybacks & Dividends



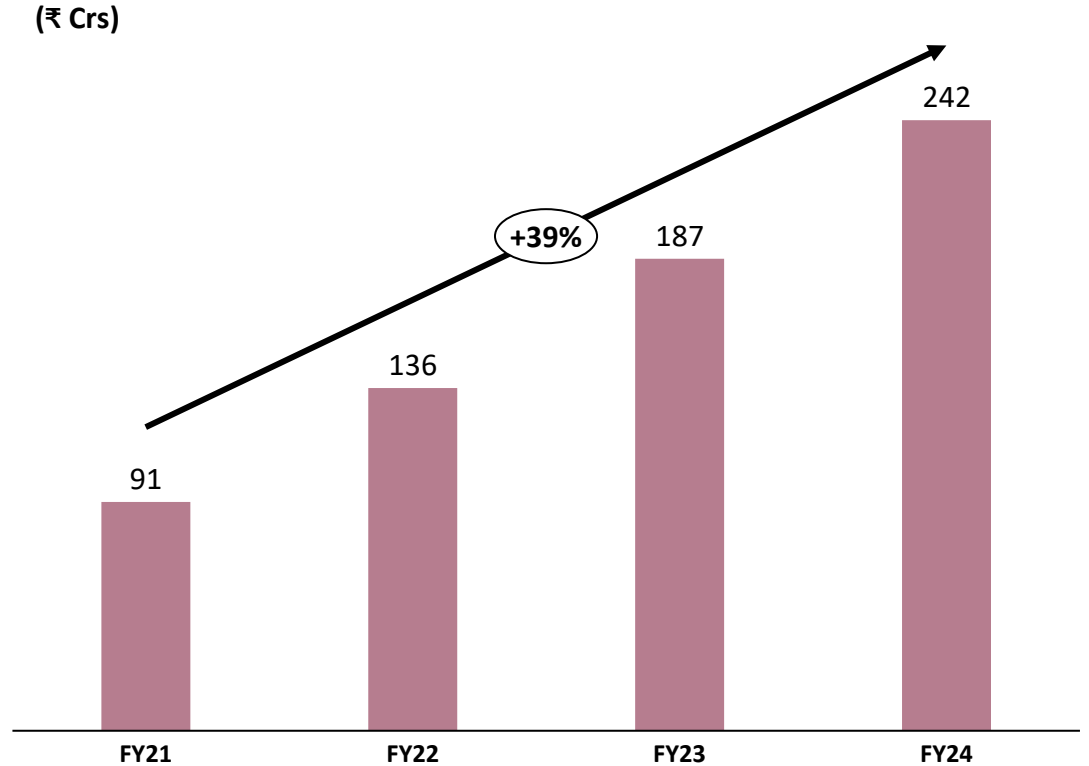
**Q1FY25- Dividend (Rs 25.56 Cr) + Buyback for non-promoter shareholders (Rs 46.62 Cr)
Total Payout for Q1FY25 Rs 72.18 Cr**

Sustainably Increasing market share: Revenues Surged 1.8x in Last 2 Years

Music Sector*



Revenues



Tips Industries outperformed sectoral growth by 2.8x over the past 4 years

Two Pronged Content Acquisition Strategy

PURCHASE

STRATEGY

- We purchase music rights from other producers when we see profitable opportunities
- Our understanding of music and its creative process provides us deep insight on costs and returns and therefore we always maintain cost consciousness while acquiring music rights

PRODUCE

STRATEGY

- To introduce promising singers (Tips) is in our DNA
- We have a strong A&R team which engages with artistes across genres and languages which allows us to promote upcoming talent
- Our team has a deep understanding of music & a track record of creating a repertoire of “Must Have Hits”
- Strong track record of producing hit music

CONTENT COST

**100% of content cost is written off from profit & loss account in the quarter of release
No capitalization & no pending write-offs in the future.**

**Content acquisition is entirely funded through internal accruals.
No borrowings/leverage**

**A&R teams to acquire content across languages, genres and to
signup promising artists**

Our Content Powers Global Platforms

Digital Partners



Sync Deals



Broadcast Partners



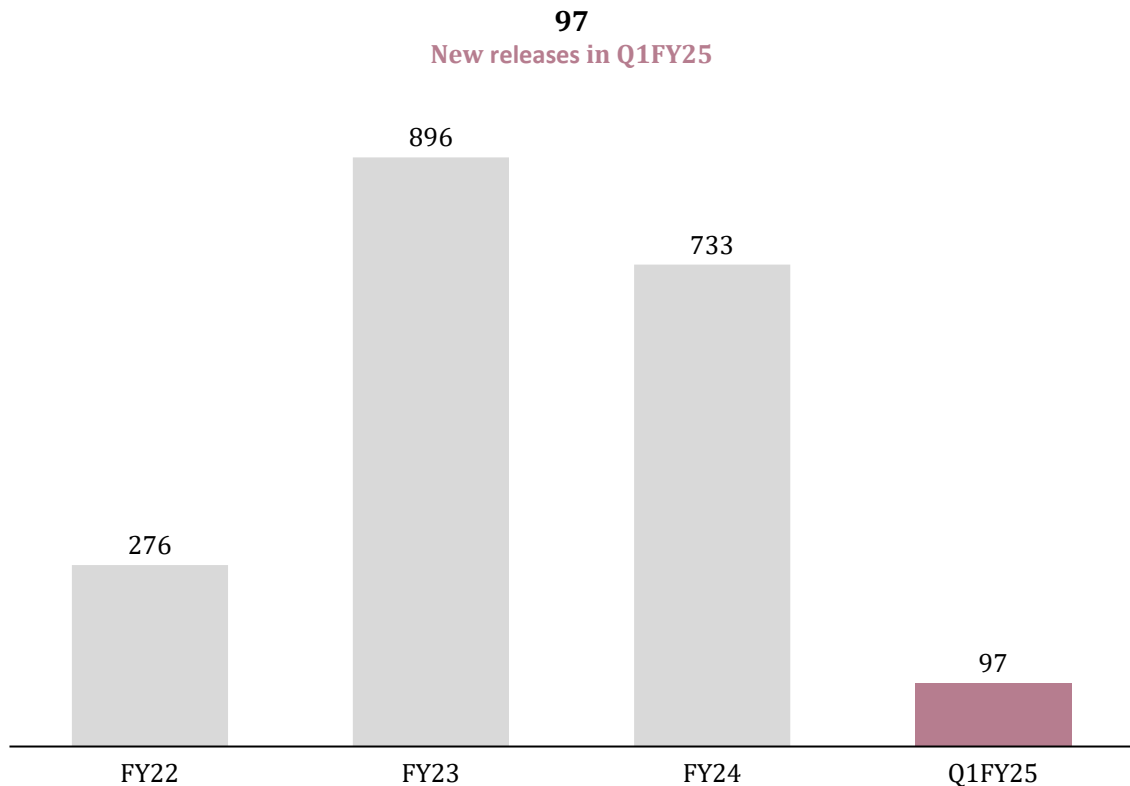
Back-to-Back Musical Blockbusters- Crew & Ishq Vishk Rebound



Growing listenership & Increasing Content Addition

Evergreen & Rich content of **over 30,000 songs** across genres, languages & decades giving us high visibility of music revenue

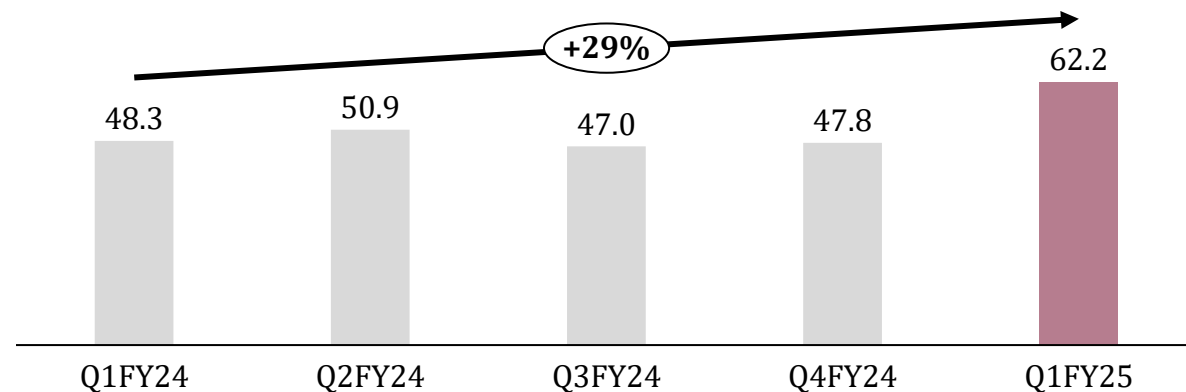
New Songs Added



YouTube Views (in. Bn)



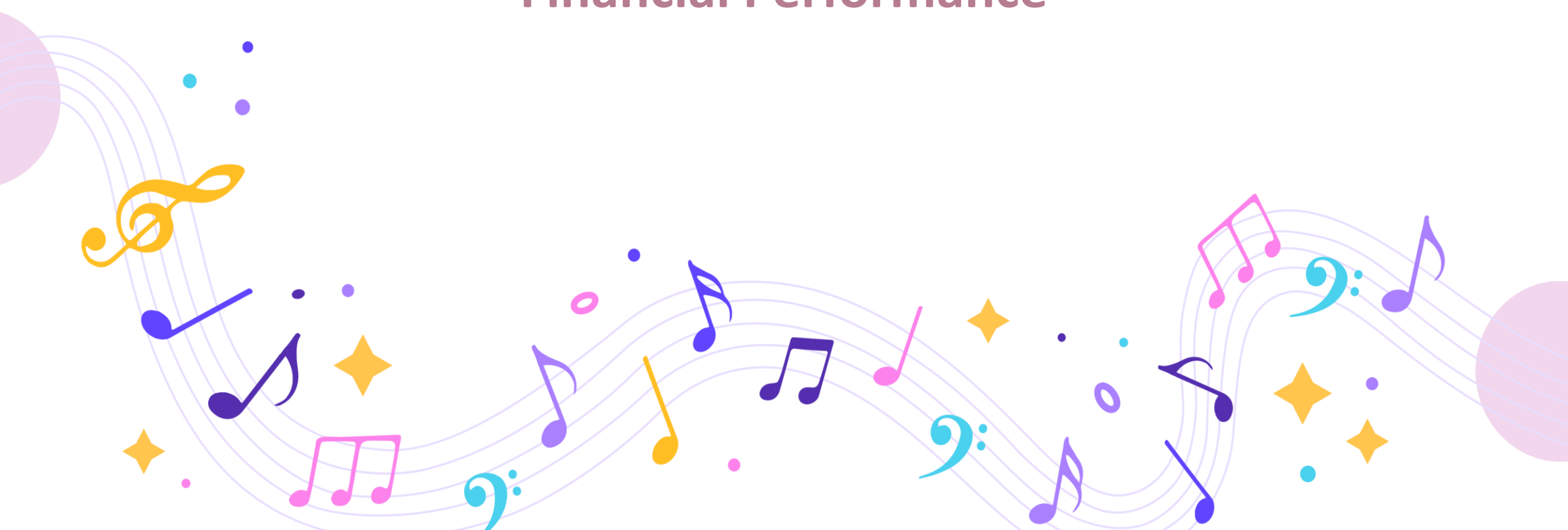
YouTube Views (in. Bn)





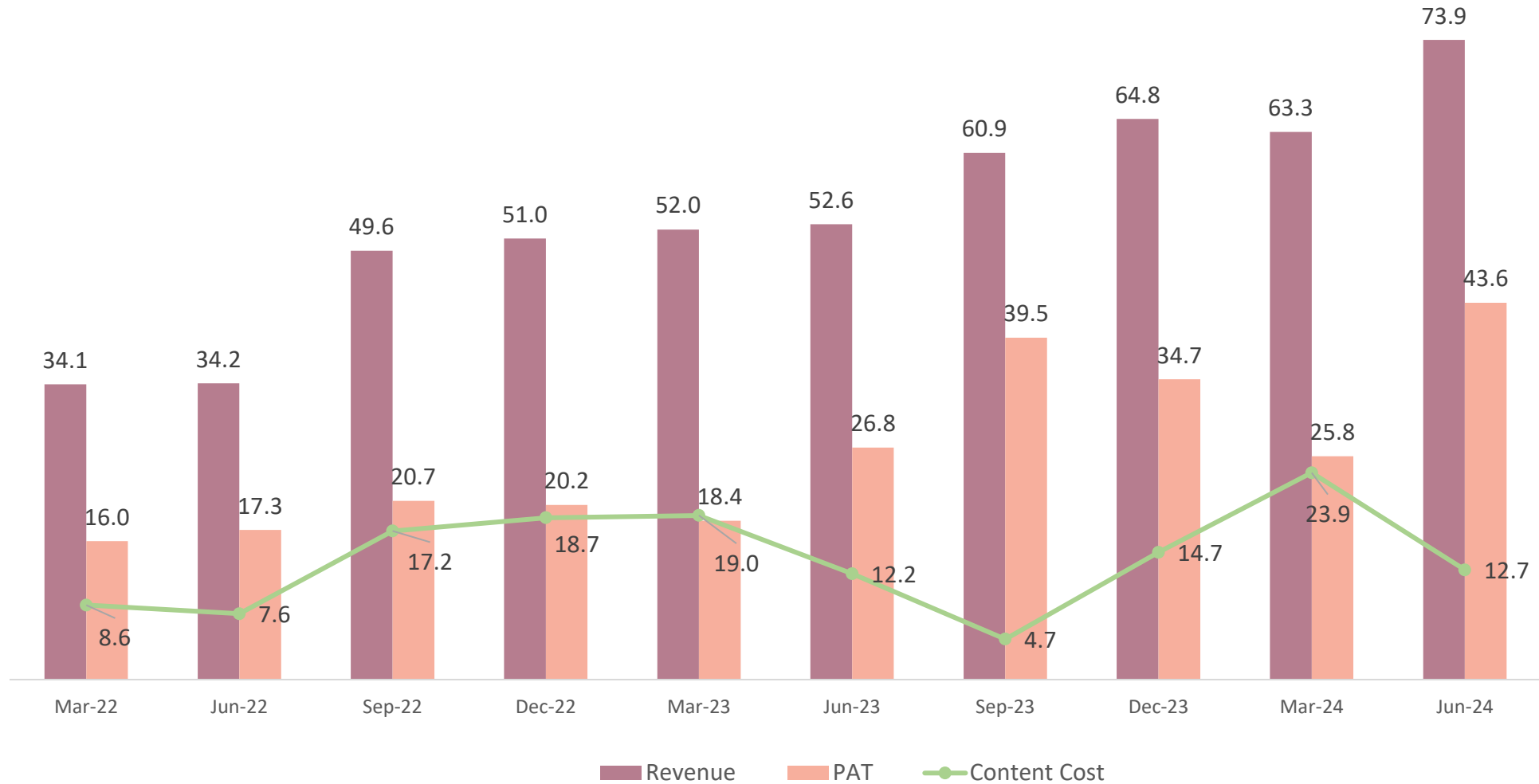
The Must Have HITS

Financial Performance



Summary of Last 10 Quarters

(Crs)



**Cumulative
(10 quarters)**

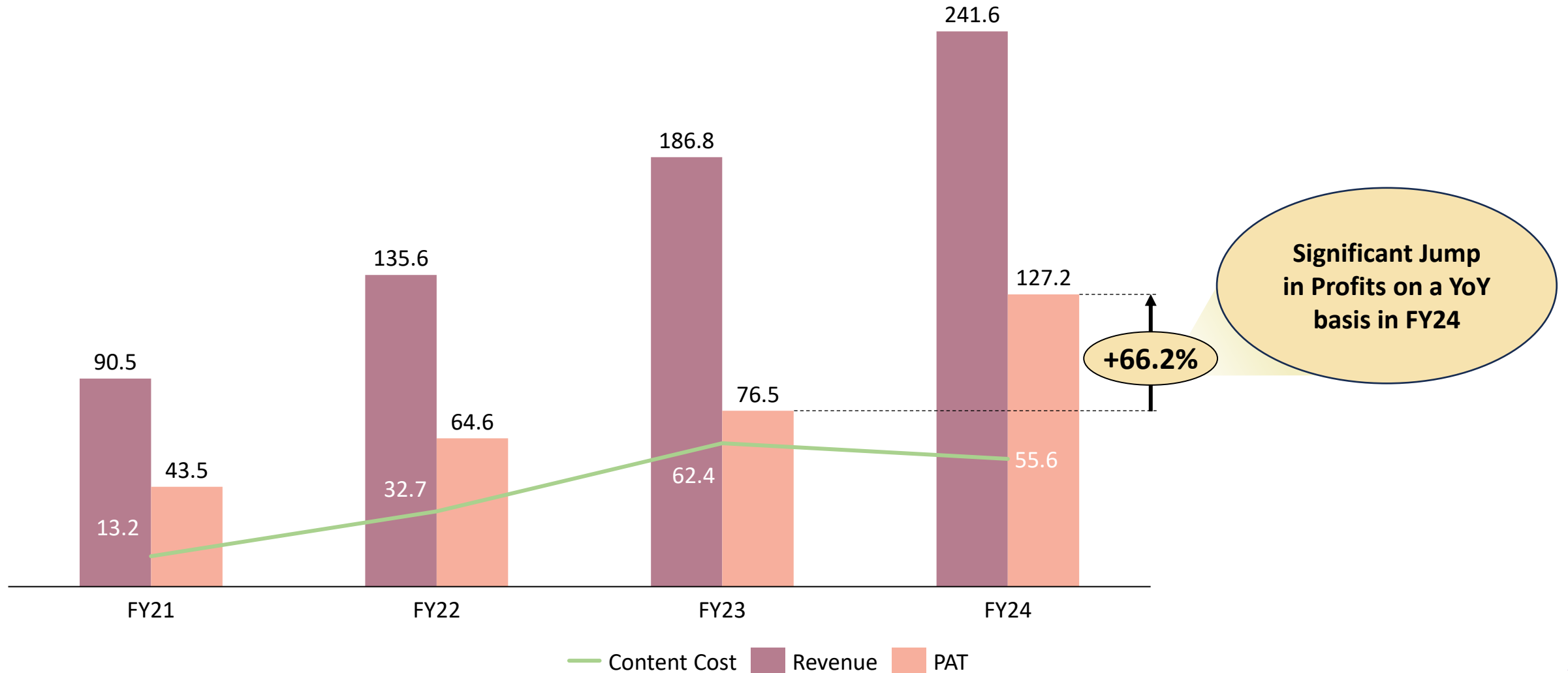
**Revenue
536.4**

**Content Cost
139.2**

**Profit after Tax
262.9**

Summary of Last 4 Years

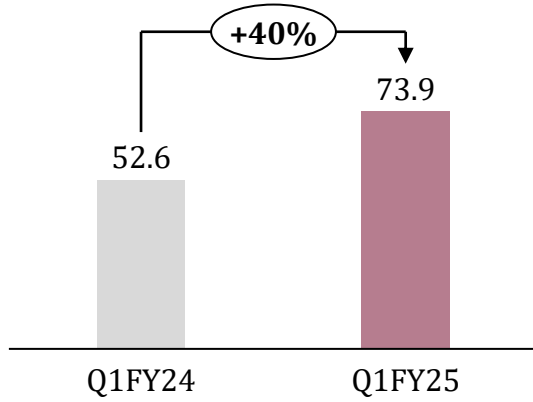
(Crs)



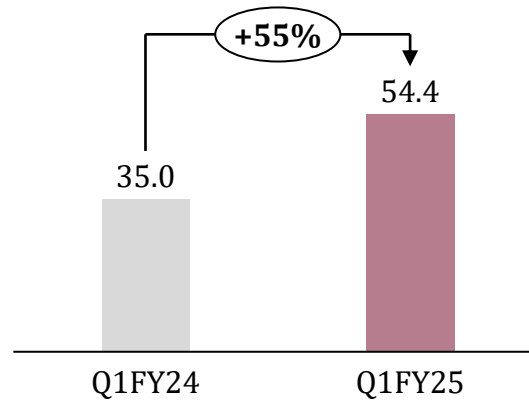
Business Performance

(₹ Crs)

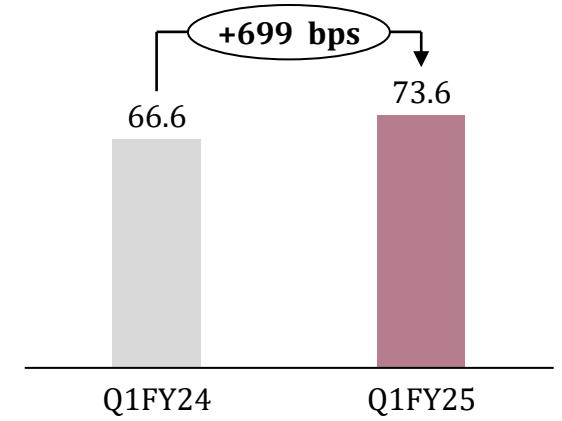
Revenue



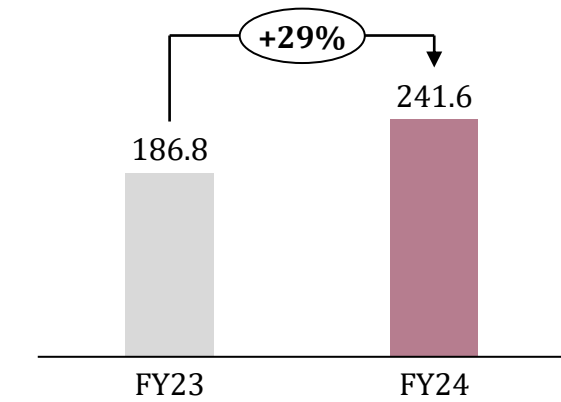
Op. EBITDA



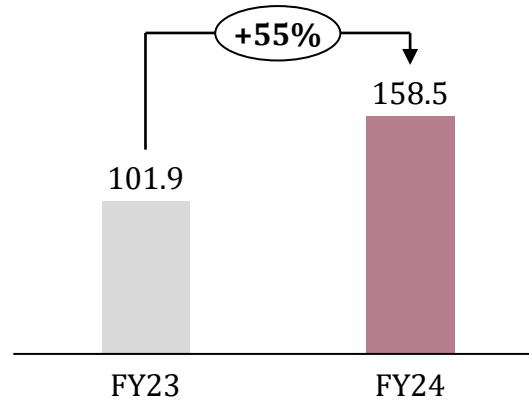
Op. EBITDA Margins (%)



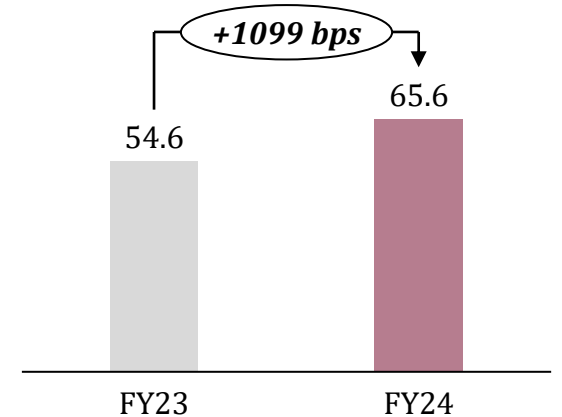
Revenue



Op. EBITDA



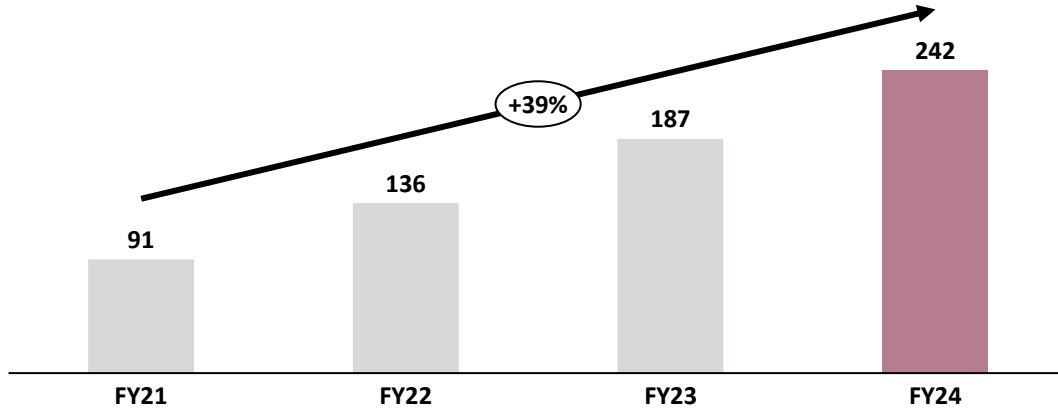
Op. EBITDA Margins (%)



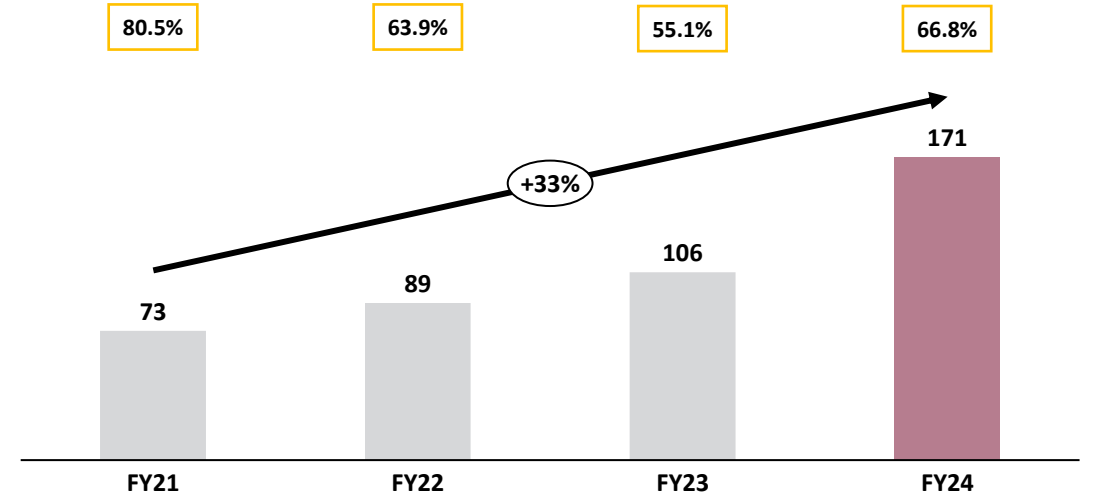
Industry Leading Financial Performance

(₹ Crs)

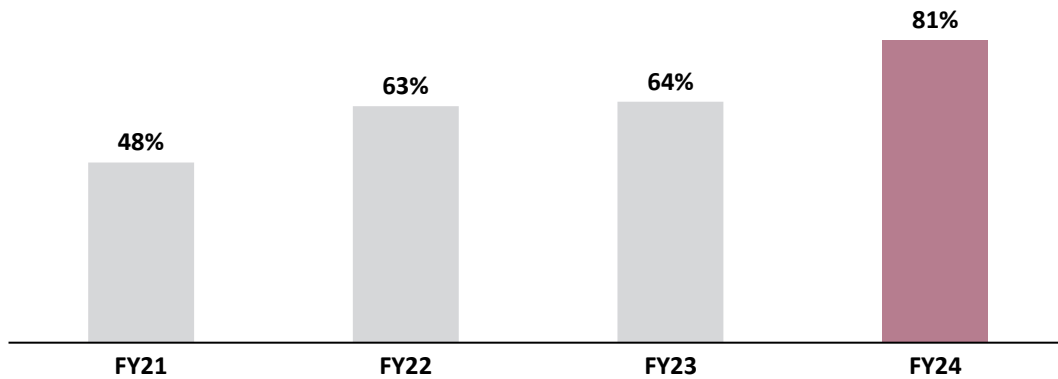
Revenue



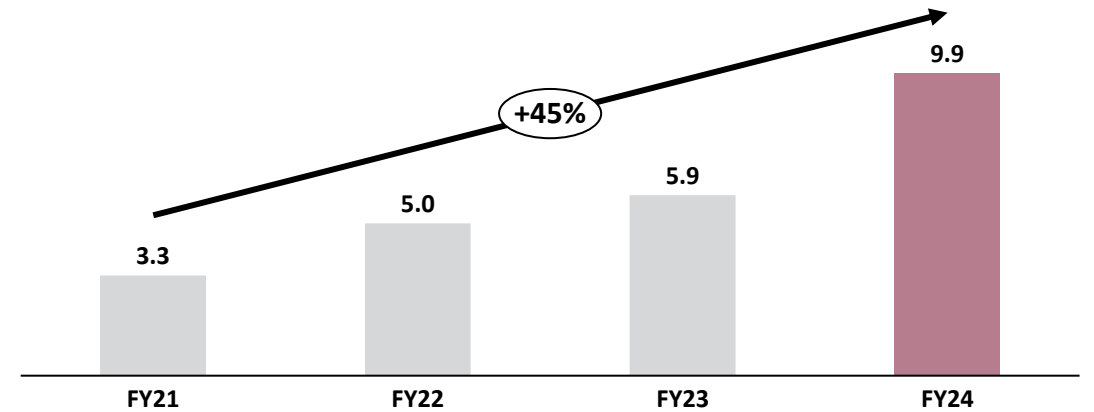
EBIT & EBIT Margin*



ROE#



EPS#



Note *Segmental EBIT before allocating corporate overheads for FY21; #ROE and EPS are before demerger for FY21

Profit & Loss Statement

Particulars (Rs. in Crs)	Q1FY25	Q1FY24	Y-o-Y	Q4FY24	Q-o-Q	FY24	FY23	Y-o-Y
Revenue From Operations	73.9	52.6	40%	63.3	17%	241.6	186.8	29%
Content Cost	12.7	12.2	4%	23.9	-47%	55.6	62.4	-11%
Employee Benefits Expenses	2.8	1.9		4.3		10.9	7.3	
Other Expenses	4.1	3.5		4.9		16.6	15.1	
Op. EBITDA	54.4	35.0	55%	30.2	80%	158.5	101.9	55%
Op. EBITDA %	73.6%	66.6%		47.7%		65.6%	54.6%	
Other Income	4.6	2.0		5.3		14.4	5.4	
Depreciation and Amortisation Expense	0.5	0.6		0.5		2.0	1.3	
Op. EBIT	58.4	36.5	60%	35.0	67%	170.9	105.9	61%
Finance Costs	0.1	0.1		0.1		0.3	0.3	
PBT	58.3	36.4	60%	34.9	67%	170.5	105.7	61%
Tax	14.8	9.3		9.2		43.4	29.1	
PAT	43.6	27.1	61%	25.8	69%	127.2	76.5	66%
PAT %	58.9%	51.5%		40.7%		52.7%	41.0%	
EPS	3.4	2.1		2.0		9.9	5.9	

Note Other comprehensive income/(loss) during the quarter was Rs. 8.0 lakhs (Q1FY24 – Rs.(28.45) lakhs; Q4FY24 – Rs. 8.77 lakhs).

Balance Sheet

Equity & Liabilities (₹ in Cr)	Mar'24	Mar'23
Equity Share Capital	12.8	12.8
Other Equity	166.7	123.3
Total Equity	179.5	136.2
Non-Current Liabilities		
Financial Liabilities		
(i) Lease Liabilities	3.6	3.1
Provisions	0.7	0.1
Other Non-Current Liabilities	71.7	0.0
Total Non-Current Liabilities	76.0	3.2
Current Liabilities		
Financial Liabilities		
(i) Lease Liabilities	1.4	0.7
(ii) Trade Payables		
(a) total outstanding dues of micro enterprises and small enterprises	0.0	0.0
(b) total outstanding dues of creditors other than micro enterprises and small enterprises	14.7	15.9
(iii) Other Financial Liabilities	2.9	0.2
Provisions	0.0	0.0
Current Tax Liabilities (net)	0.3	0.3
Other Current Liabilities	64.2	36.1
Total Current Liabilities	83.4	53.3
Total Equity & Liabilities	338.9	192.7

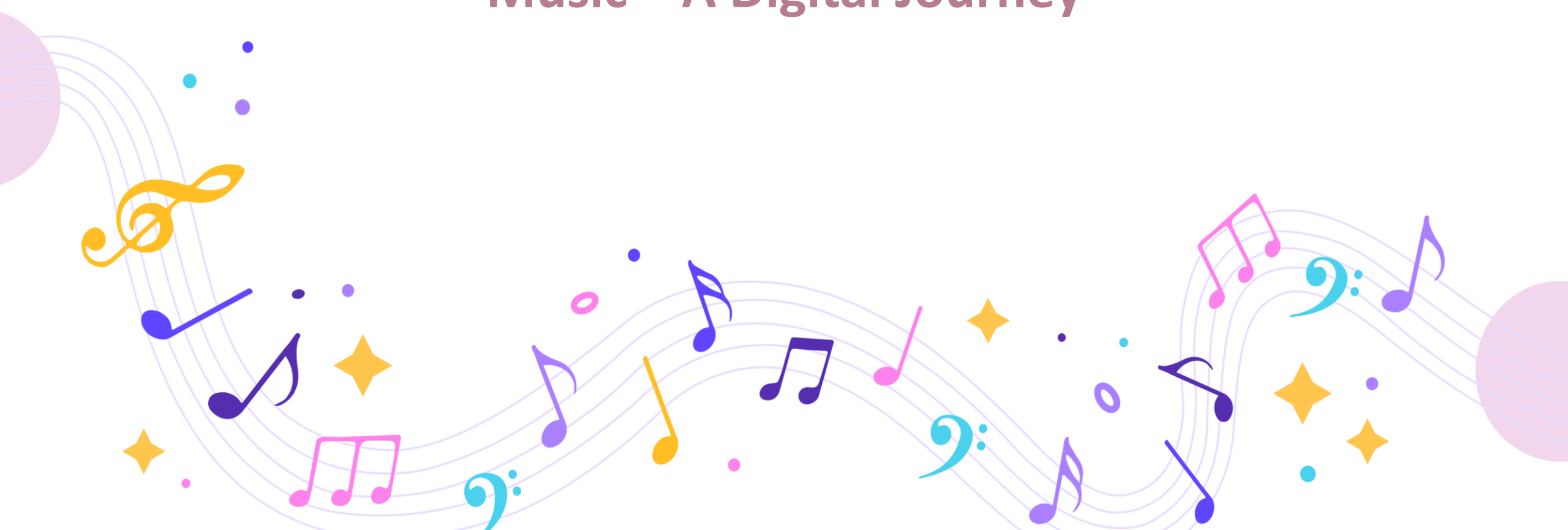
Assets (₹ in Cr)	Mar'24	Mar'23
Non-Current Assets		
Property, plant and equipment	7.8	5.0
Investment Property	0.1	0.1
Capital Work in Progress	0.0	0.0
Financial Assets		
(i) Loans	0.1	0.1
(ii) Other Financial Assets	47.8	7.0
Deferred Tax Assets	0.6	0.5
Other Non-Current Assets	6.8	15.3
Total Non-Current Assets	63.2	28.1
Current Assets		
Financial Assets		
(i) Investments	91.3	13.1
(ii) Trade receivables	26.3	20.3
(iii) Cash and cash equivalents	48.5	11.4
(iv) Bank balances other than (ii) above	82.7	84.3
(v) Loans	2.7	2.6
(vi) Other Financial Assets	5.8	4.5
Other Current Assets	16.8	27.4
Current Tax Assets (Net)	1.6	1.0
Total Current Assets	275.6	164.6
Total Assets	338.9	192.7

Cash Flow Statement

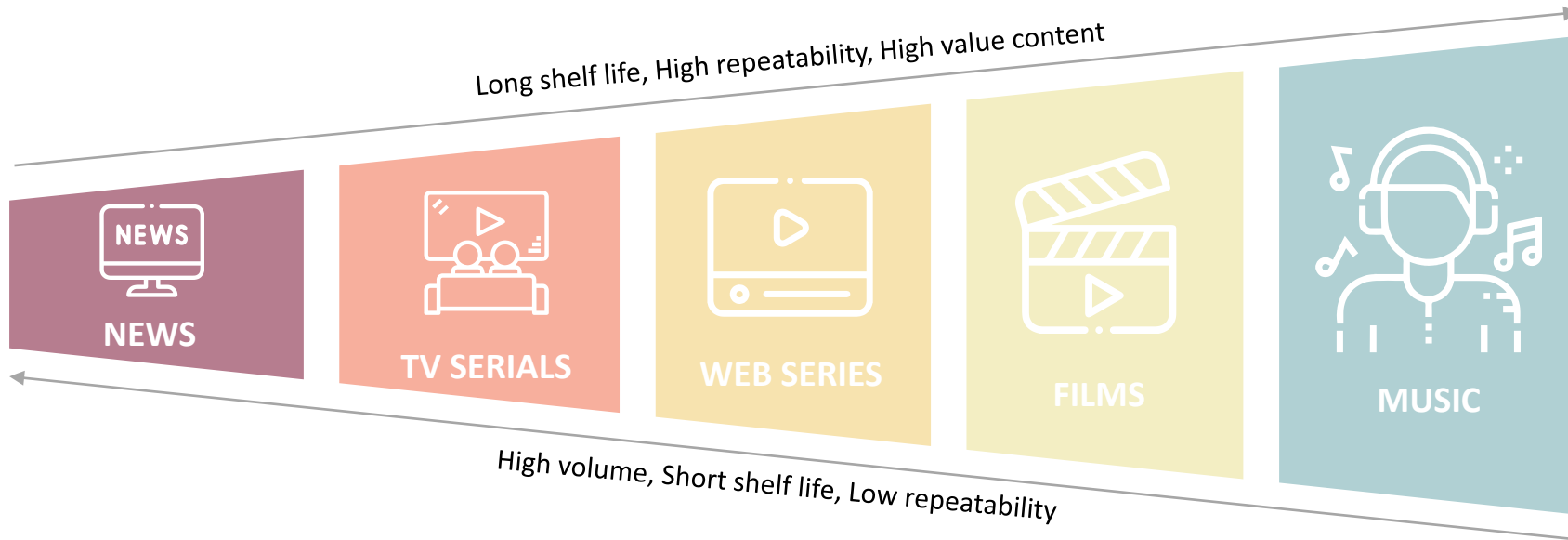
Cash Flow Statement (Rs. Crs.)	Mar-24	Mar-23
Cash Flow from Operating Activities		
Profit before Tax	170.5	105.6
Adjustment for Non-Operating Items	-6.3	-2.6
Operating Profit before Working Capital Changes	164.1	103.1
Changes in Working Capital	112.8	9.0
Cash Generated from Operations	276.9	112.1
Less: Direct Taxes paid	-43.9	-31.0
Net Cash from Operating Activities	233.0	81.1
Cash Flow from Investing Activities	-111.0	-48.3
Cash Flow from Financing Activities	-84.8	-43.5
Net increase/ (decrease) in Cash & Cash equivalent	37.1	-10.7
Add : Cash and cash equivalents at the beginning of the year	11.4	22.1
Cash and cash equivalents at the end of the year	48.5	11.4



Music – A Digital Journey



Music Is The Most Valuable Content



Content that can be monetized multiple times naturally commands greater economic value
 Music ranks at the top of the content pyramid when ranked on repeated monetization

STREAMING

Streaming continued to grow strongly in 2023, up by 10.4% to US\$19.3 billion. Paid streaming revenues for CY23 were US\$14 billion

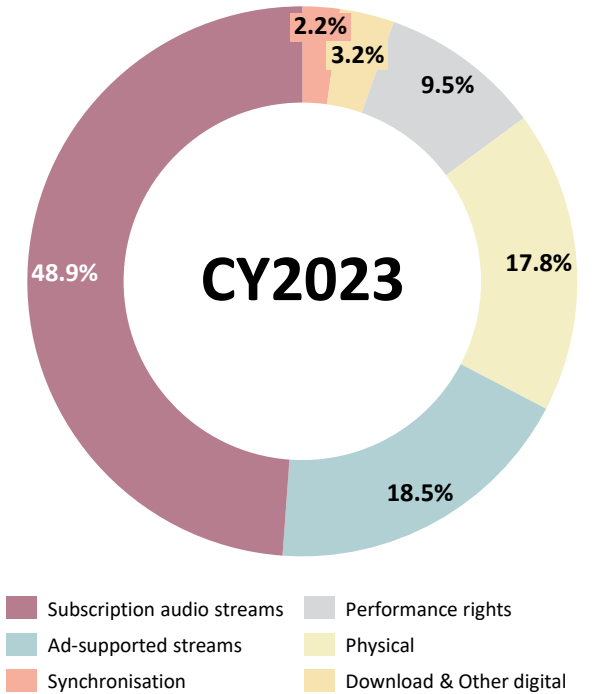
SYNCHRONISATION

Use of recorded music in advertising, film, games and TV grew by 4.7% (US\$632 million) in 2023. Revenues from synchronization accounted for 2.2% of the global market

PERFORMANCE RIGHTS

Performance rights are now a US\$2.7 billion revenue stream which grew 9.5% in CY2023

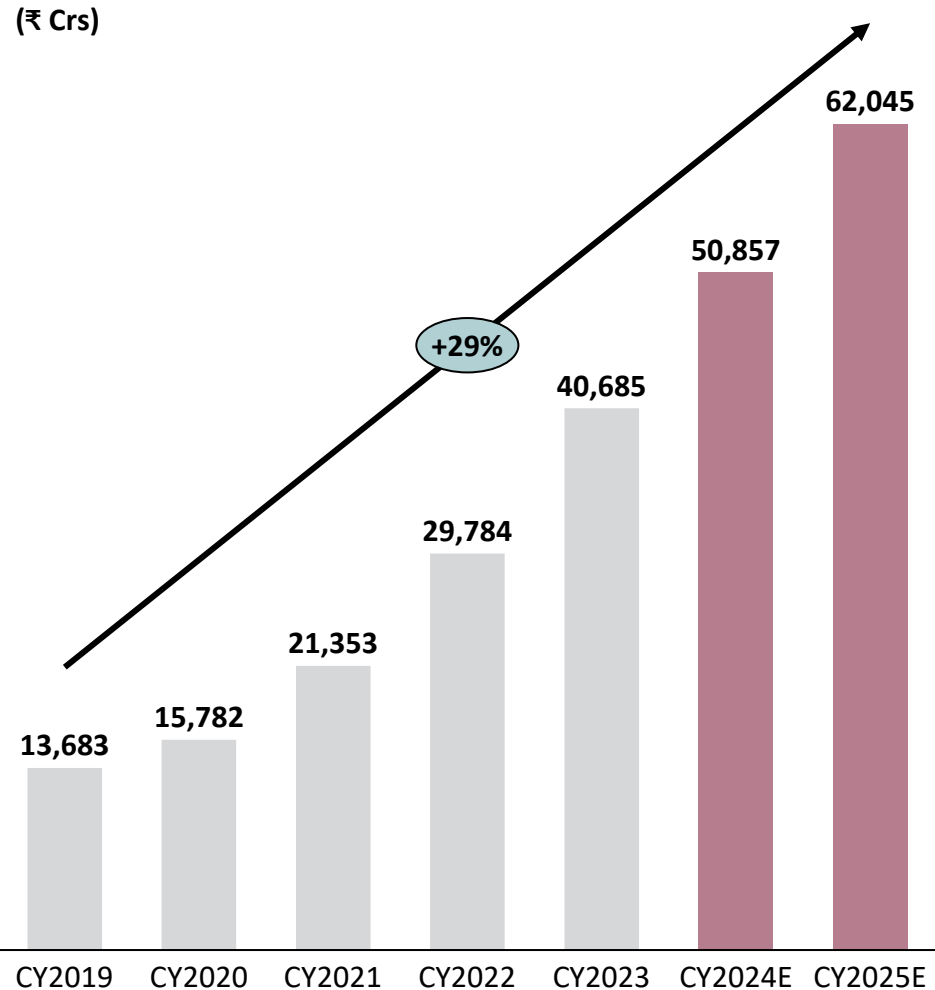
Global Music Revenue Sources



Streaming comprised **67%** of total revenues in 2023
48.9% of all streams were subscription based

Digital Advertising – Key Driver of Indian Music Industry

Indian Digital Ad Industry



The Indian digital advertising industry stood at Rs 40,685 crore by the end of 2023, up from Rs 29,784 crore in the previous year. It is estimated to grow at a CAGR of 29%.

Ongoing enhancements in digital infrastructure, combined with the robust e-commerce activities, have propelled digital to become the largest media platform, contributing significantly to the overall growth of the advertising industry in India.

The highest proportion of spends on digital media is claimed by **social media (30%, Rs 11,962 crore)**, closely followed by **online Video (28%, Rs 11,363 crore)**. Paid search claims 23% (Rs 9,419 crore), while display banners claim 16% (Rs 6,579 crore).

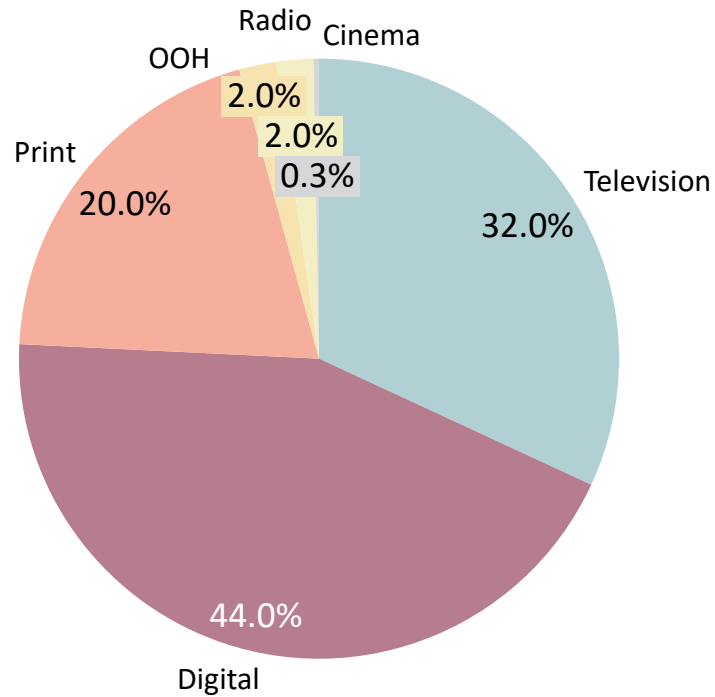
Social media is expected to grow with a CAGR of 24% to have a spend share of 30% by 2025.

On average, Indians spend 3-4 hours on Social Media daily, which is at par with the global average.

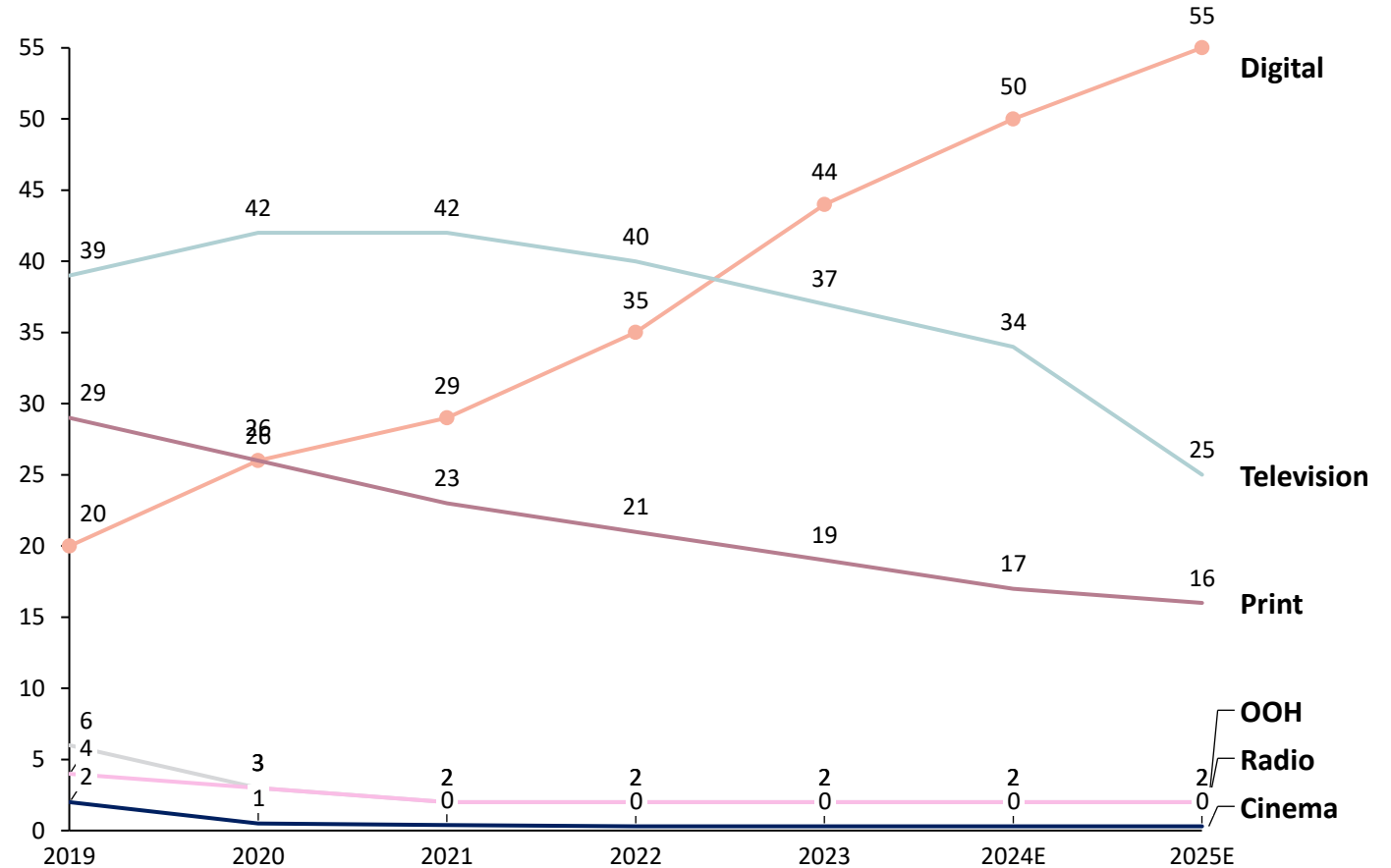
73% of the audience belonging to the age group of 45 years to 54 years use YouTube to watch online content.

Digital Advertising will Dominate Media Spending in India for the Next Few Years

Advertising spends on different media



Advertising spends across various media (%) - Forecast



The current pie of digital ad spends constitutes 44% of the advertising spends in 2023, and moving forward in 2024 and 2025, the percentage is expected to increase to 50% and 55% respectively.

Few Industry Reports



dentsu
Digital Advertising in India



IFPI
Global Music Report



FICCI
EY Media & Entertainment
Report 2023



EMR
Ericsson Mobility
Report

Thank You



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