

January 24, 2018

The Manager,
Listing Department,
National Stock Exchange of
India Ltd.,
'Exchange Plaza', C-1,
Block G,
Bandra- Kurla Complex, Bandra
(East),
Mumbai - 400 051
Symbol : SAREGAMA EQ

The Listing Department
BSE Limited,
Phiroze Jeejeebhoy
Towers,
Dalal Street,
Mumbai - 400 001

The Calcutta Stock
Exchange Limited,
7, Lyons Range,
Kolkata - 700 001

Scrip Code : 532163

Scrip Code: 017177

Sub.: Investor Presentation

Dear Sir/ Madam,

Pursuant to the provisions of Regulation 30 of SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015, please find enclosed the investor presentation to be discussed with the analysts.

This information is available on the website of the Company www.saregama.com.

Please note that the above shall be subject to changes, if any.

Kindly take the same on record and acknowledge the receipt.

Thanking You.

Yours Faithfully,
For Saregama India Limited



Kamana Khetan
Company Secretary and Compliance Officer
Encl. As above



Investors
Update
Q3 FY`17-18



Cautionary Statement

Statement in this “Management Discussion and Analysis” describing the company’s objectives, projections, estimates, expectations or predictions may be “forward looking statements” within the meaning of applicable securities law and regulations. Actual results could differ materially from those expressed or implied. Important factors that could make a difference to the company’s operations include demand supply conditions, finished goods prices, availability and prices of raw materials, changes in the government regulations, tax regimes, economic development within India and the countries within which the company conducts business and other factors such as litigations and labor negotiations.

For enquiries mail us at investors_relation@rpg.in

Strategic Direction

Remain a pure play content company capitalising on the data boom globally, with focus on:

- Higher monetisation of existing IP
(1.2L owned songs & 3000 hours of Tamil serials)
 - through greater presence on all 3rd party digital and TV platforms
 - launch of Saregama branded physical products with embedded music
- Building of new IP
 - through new film music acquisition across Hindi, Tamil and Marathi languages
 - TV programs in Tamil language
 - Low budget thematic films targeted at youth with primary exploitation on digital platforms

Q3 17-18 Financial Performance

| <i>Rs. Lacs</i> | <i>Q3 17-18</i> | <i>Q3 16-17</i> | <i>% Growth YOY</i> | <i>Q1 17-18</i> | <i>Q2 17-18</i> |
|--|-----------------|-----------------|-------------------------|-----------------|-----------------|
| <u>REVENUES</u> | | | | | |
| Music | 8234 | 3842 | 114% | 4551 | 7320 |
| TV & Films | 1140 | 1581 | -28% | 1653 | 1126 |
| Total | 9374 | 5423 | 73% | 6204 | 8446 |
| <u>EBIDTA w/o SAR provision</u> | 1381 | 411 | 236% | 934 | 1315 |
| <u>PBT w/o SAR provision</u> | 1196 | 245 | 388% | 775 | 1137 |
| <u>PBT post SAR provision</u> | 421 | 245 | 72% | 677 | 901 |
| <u>PAT</u> | 130 | 124 | 5% | 330 | 446 |

SAR: Stock Appreciation Rights

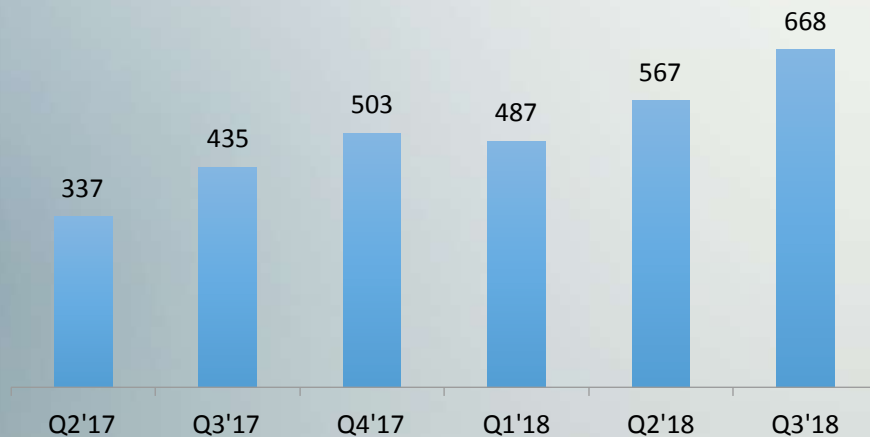
Standalone basis

Highlights

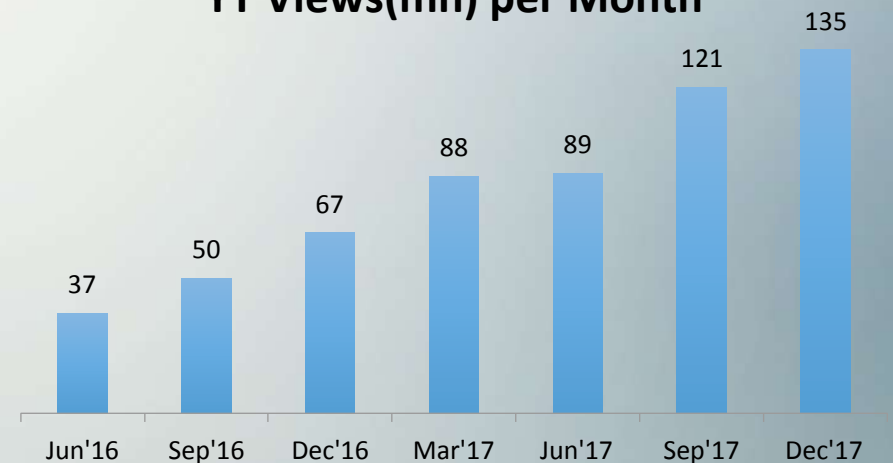
- Music Business grown by 114%
- 60% of music revenue came from B2C
- B2C Music: 132k units of Carvaan & its variants sold
- TV software business showing signs of recovery. 1st Yoodlee film released
- ED Inquiry on music industry for non payment of royalties; no adverse order or communication to Saregama

Growth from 3rd party digital / TV platforms continues

OTT Streams (mn) per Quarter



YT Views(mn) per Month



- OTT income grew by 42%
- Licensing deal with Amazon Prime closed. Apple Music India to start streaming in Q4
- YT income also witnessed growth, while Telecom declined

- **132k** units sold of Carvaan & Mini in Q3'18
- Carvaan Tamil Mini – MS Subbalakshmi launched in December 17
- Carvaan launched in US. Price: \$159
- GST reduced from 28% to 18%. Price benefit passed on to customers. New price Rs 5990 / 6390 compared to earlier Rs 6490/ 6990 for Carvaan and Rs 2290 compared to Rs 2490 for Mini
- 4th manufacturer appointed. India based. Supply from May'18
- Advertising launched on Hindi & Tamil channels & Digital platforms
- “Demonstration on Demand” started in top 10 towns
- First order from 5 Star hotel for placement in rooms
- On track for a 2018 model launch during festival season

| | Q3 17-18 | Q2 17-18 | Q1 17-18 |
|-----------------|----------|----------|----------|
| Sale | 132k | 95k | 14k |
| Billing Outlets | 7126 | 4640 | 752 |
| Gross Margin | 20% | 19% | 17% |



Positive coverage continues

Brand Equity - Economic Times - Delhi/Wed, 04 Oct-17, 05:48 - BBL 35 sq.cm - Page - 3

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SINGIN' IN... MAGICBRICKS TAKES A MUSICAL

STOP, CHANGE
How Ridh & Zopho commuters' lives e

SAREGAMA'S CARAVAN
A product not for millennials

Giftng Guide

TECH corner

Smart headphones
Blood-based music
Phone-free audiobooks
Colorful watch
Home kit

DIGITAL CONSUMER

Tech tasting
It's gift buying season, whether you're treating yourself or indulging others. While the latest smartphone is a cop out, Abhik Sen offers some more tech for the top

MESUTU CASE IPHONE
LAKE WATCHEWPAY
AMAZON KINDLE
FUJIFILM INSTAX SQUARE SQ10
APPLE TV 4K

The brand promise of nostalgia

Sharp targeting and smart marketing have made Carvaan a successful brand. But, will its retro appeal allow it to remain a lasting one?

Saregama's spending campaign makes an emotional pitch for the portable digital music player, and focuses on the large library of old Hindi film and classical music recordings.

BUSINESS OF MUSIC

5 STRATEGIES TO LEARN FROM SAREGAMA'S CARVAAN

"NOSTALGIA COULD BE THE RIGHT CHORD TO STRIKE!"
Aparajita Misra Loucist

இனிய பயணத்து

இனிய இசை தான், பயணத்து அடிப்படையில், பயணத்தின் செல்லக்கூடிய, 'சரிகம கேரவன்' இது பரிசளிக்கவும் ஏற்றது. எப்.எ. ஒலிபரப்பை, இதில் கேட்கலாம். பெண் டிரைவர் போன்றவற்றை இட தொடர்ந்து இசையை கேட்க முடிபதிவேற்றப்பட்டிருப்பது கூடுதல் சேவை அளிக்கிறது. எலக்ட்ரிக் புள எடை, 1.5 கிலோ மட்டுமே.

box from the yesteryear

an's design and music collection are a last, but its features are contemporary

...downloaded by anyone...
...why didn't I...
...the music...
...Old world...
...Saregama...
...the music...
...Saregama...
...the music...
...Saregama...
...the music...

CAMPAIGN LOGIC

Nostalgic tunes

In a digital brand film, Saregama's new audio player has turned on the nostalgic value of old Hindi film classics to woo an older audience set

BRAND: Saregama
BUSINESS TYPE: Music
YOUR ESTIMATED ADDED: The Nostalgia

MOVE-AWAY FROM B2B FOCUS PAYS OFF

Saregama Connects with Consumers, Hits the Right Notes

ET ANALYSIS

Co's portable digital radio product that has pre-loaded 5,000 songs draws good response

Music to Ears
Saregama India Revenue Segment-wise % of total revenues

| Category | Revenue |
|------------------------|---------|
| License Fees | 63 |
| Income from TV Serials | 31 |
| Product sales | 3 |
| Advertising | 3 |

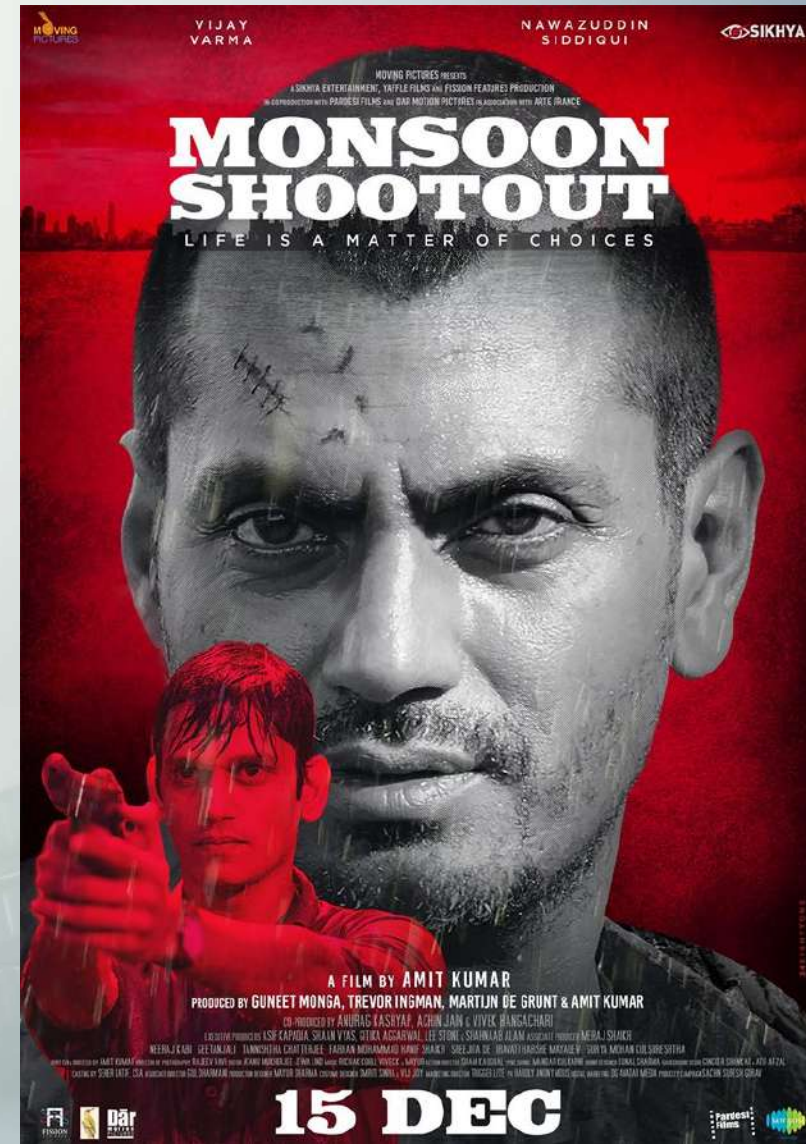
Source: Company Reports, Kotak Securities, FY 17 revenues: ₹ 218 cr

ET Intelligence Group: Business-to-consumer (B2C) appears to be the soothing sound of music for the Indian investors.

Rajesh.Naidu@timesgroup.com

Building IP New MUSIC

- Music of “Monsoon Shootout” acquired in the quarter.
- Audio and Music Video rights in perpetuity
- “Pal” from Arijit Singh proved to be a chartbuster



Building IP Films



- Data explosion resulting in growing demand for 'exclusive' content from all OTT players and TV channels
- Thematic films with tightly controlled budgets; targeted at 18-35 yrs segment; story and not the starcast being the hero
- Launched under sub-brand Yoodlee Films
- International audience also considered while selecting stories
- Risk hedging by keeping upfront talent cost low, and offering profit sharing
- Movies in all languages
- Promo www.youtube.com/Yoodleefilms

- 8 films ready. All shot in 18-21 days each
- First film "Ajji" release in Nov 17
- Digital rights licensing for Ajji completed
- "Brij Mohan Amar Rahein" being released straight on a digital platform
- Revenue from both movies being recognised in Q4
- Cost of both movies being charged off in FY17-18

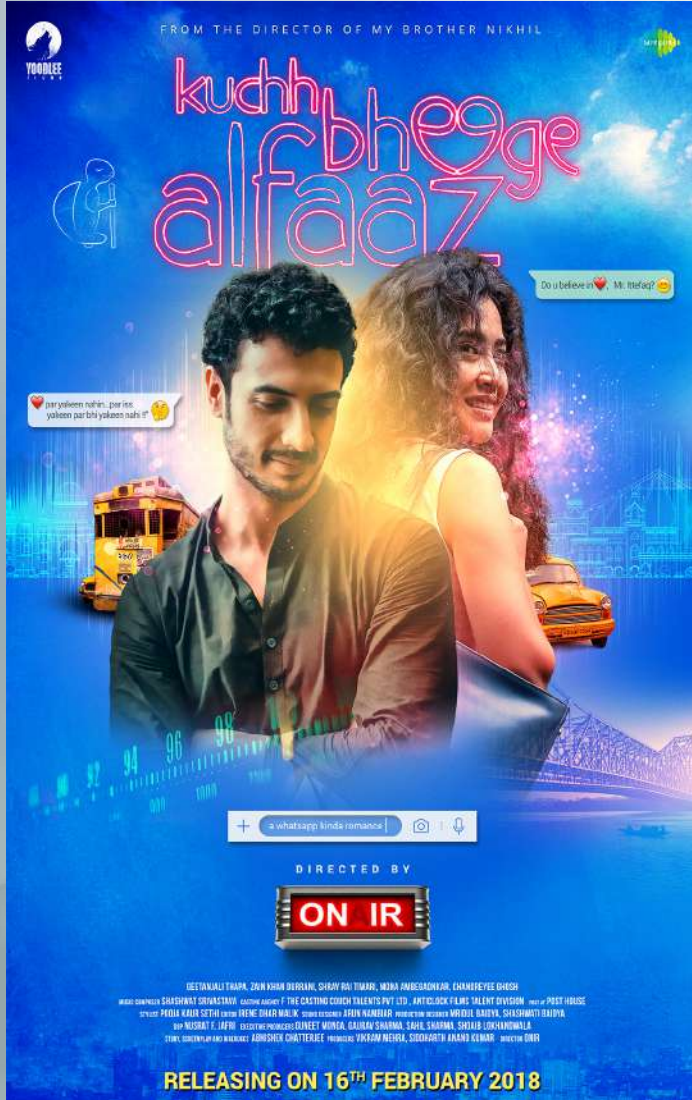
Yoodlee Films - Ajji Accolades & Reviews



The collage features a variety of media including:

- Chronicle:** "Ajji: While Potent and Rattling, This Film Is Not For the Faint-Hearted"
- Filmfare.com:** "'ajji': Film Review | Busan 2017"
- FilmPoke.com:** "AJJI MOVIE REVIEW: DEVASHISH MAKHJA'S FILM MANAGES TO KEEP ONE ON THE EDGE"
- MidDay.com:** "Review: 'Ajji' is not for the faint-hearted"
- The Asian Age:** "stark take on a dark reality"
- Indian Express:** "w: Horrifying mirror image of poverty"
- Glamsham.com:** "Ajji Movie Review: A bloody gruesome 'cut' above indie"
- Various other sites:** Reviews from sites like 'The Hindu', 'The New York Times', and 'The Guardian' are partially visible.

Yoodlee Films Q4 Releases



Publication Biz - Open Magazine

- Publication Biz in 100% subsidiary
- Sustained Circulation and Ad Revenues
- Association of premium brands
- No unprovided drag on financial results of parent - Saregama

Outlook - Music Business

Music B2B

- OTT & YouTube will continue double digit growth while Telecom will continue to decline
- Licensing arrangements with Amazon and Apple will result in additional revenues from Q4 onwards
- Acquisition of new music content will start helping publishing business to grow further
- Industry organization like PPL & IPRS will get strengthened, and will start contributing higher revenues by Q2 next year

Music B2C

- Sales of Carvaan and its variants will grow further in next few quarters
- Larger scale ATL marketing activities from Q4 onwards
- Launch of Carvaan variants – Bengali Carvaan, Canada / UK / Middle East versions of Carvaan in Q4
- Improvement in gross margins expected with volumes

Outlook - TV , Films & Publication Businesses

Television Business

- South TV – Banked inventory will start getting contributing to Profits from Q1, FY 18-19
- Hindi TV – conscious call to get out of all non IP business

Films (Yoodlee)

- Release of two films in theatre in Q4
- Future movies to be focused more towards U & U/A movies
- Focus on building catalogue
- Cost of movies to be fully charged off in the year of release

Publication Business

- Achieve break even through subscription and ad revenues



Thank
You