

July 22, 2020

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  NSE Scrip Code: RADIOCITY ISIN: INE919I01024	2. <b>BSE Limited</b> Corporate Relationship Department Phiroze Jeejeebhoy Towers Dalal Street; Fort Mumbai 400 001 BSE Scrip Code: 540366 ISIN: INE919I01024
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Dear Sirs,

**Sub: Investor Presentation**

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are enclosing herewith a copy of Investor Presentation on financial results of the Company for quarter ended June 30, 2020.

The aforesaid Investor Presentation will also be uploaded on the website of the Company i.e. [www.radiocity.in](http://www.radiocity.in)

Kindly take the above on record and oblige.

Yours faithfully  
**For Music Broadcast Limited**



**Chirag Bagadia**  
Company Secretary and Compliance Officer

Encl: a/a



# Music Broadcast Limited

## Investor Presentation

RAG RAG MEIN  
DAUDE CITY.



July 2020



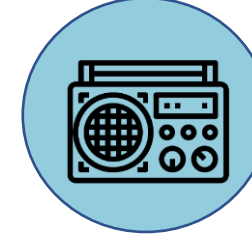
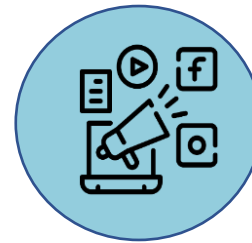
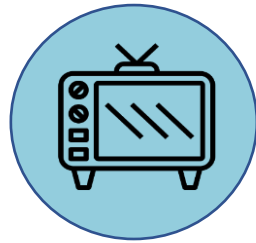
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# COVID-19 Impact on M&E Industry

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	<i>Ad Volume in Cr</i>	<i>Display Volume in Cr</i>	<i>Video Ad Secondage in Cr</i>	<i>Sq Cm Volume in Cr</i>	<i>Ad Secondage Volume in Cr</i>
<b>Q1 FY21</b>	<b>26</b>	<b>2,93,600</b>	<b>19</b>	<b>8</b>	<b>1.9</b>
<b>Q1 FY20</b>	<b>41</b>	<b>4,76,100</b>	<b>34</b>	<b>32</b>	<b>7.8</b>
<b>Growth</b>	<b>-38%</b>	<b>-38%</b>	<b>-44%</b>	<b>-75%</b>	<b>-75%</b>

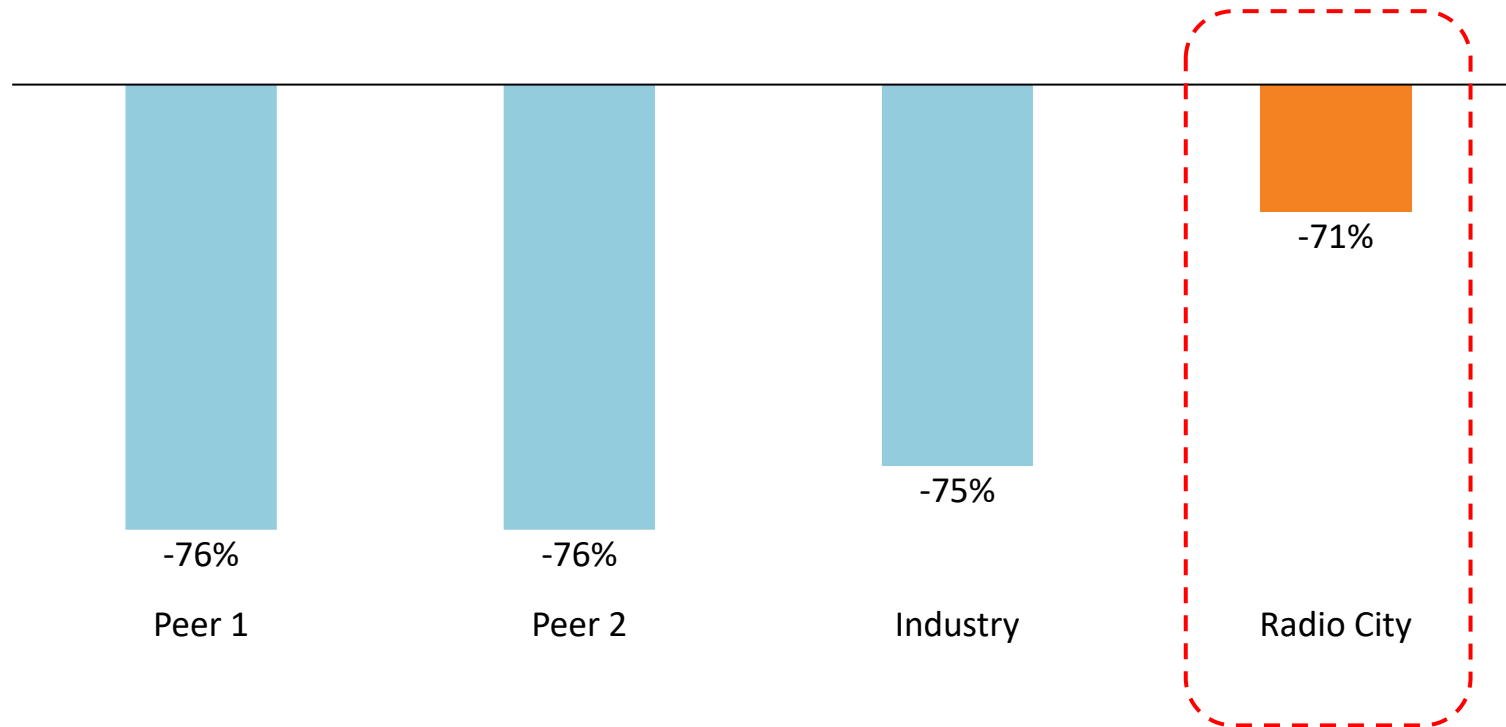
Source: Adex Vol for TV, Digital, Print (Excluding In-House Ads) and Aircheck 15 Mkts for Radio

# Radio City Performed better than the Industry

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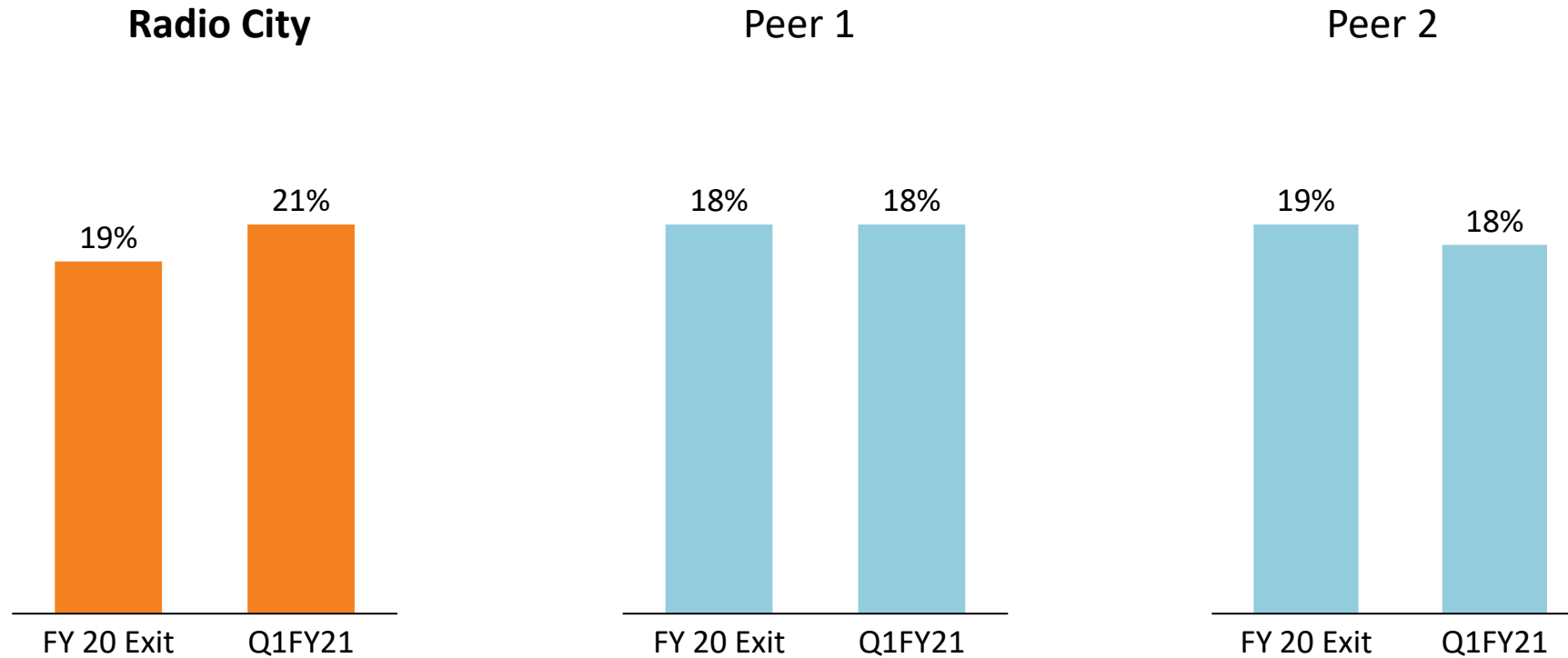


## Q1 FY21 Radio Industry Performance



# Gained Volume Market Share in Q1FY21

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**Radio City is at highest volume Market share amongst all Operator's Main Frequency**

# Revenue Initiatives & Success Stories

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## Long Term Deals



Regional Print



Regional TV



Social Media



## Tactical Deals



Special Campaigns



Gulabo Sitabo (Exclusive OTT  
Camp) & Web Awards






Corona Awareness Campaigns

- Closed Long Term Ad-Deals totaling to **~25% of last years revenue**
- Out of the 1,000+ new clients in Radio Industry, Radio City attracted the majority with **366 clients**
- Tactical Deals have contributed to **more than 30% in Q1 revenues**

# Cost and Marketing Initiatives proving effective

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	<b>Cost Efficiency</b>	Operating Cost saving of Rs. 17.8 Crs in Q1, <b>which is 38% Cost Reduction compared to Q1FY20</b>
	<b>Collection Efficiency</b>	<b>Overall improvement in collection by 9 days</b>
	<b>Strong Liquidity Position</b>	Cash and Cash Equivalents <b>of Rs 239 Crs as on June 30<sup>th</sup> 2020</b> compared to Rs 220 Crs on 31 <sup>st</sup> March 2020



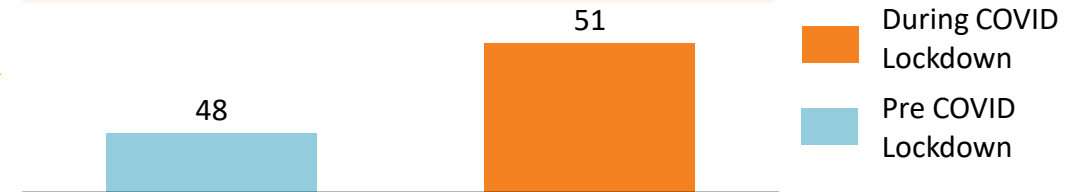
# COVID-19 Lockdown Boosts Radio Consumption..

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Radio had a **reach of 51 mn** second only to TV with 56 mn

## Regular listeners (In Millions)



During lockdown Radio listener spent avg. of 02:36 (HH:MM) on radio listening which has **increased by 30 minutes**

## Average daily duration in HH:MM



Total daily man hours of Radio consumption increased from 102 mn to **131 mn**

## Total daily duration (In Million man hours)

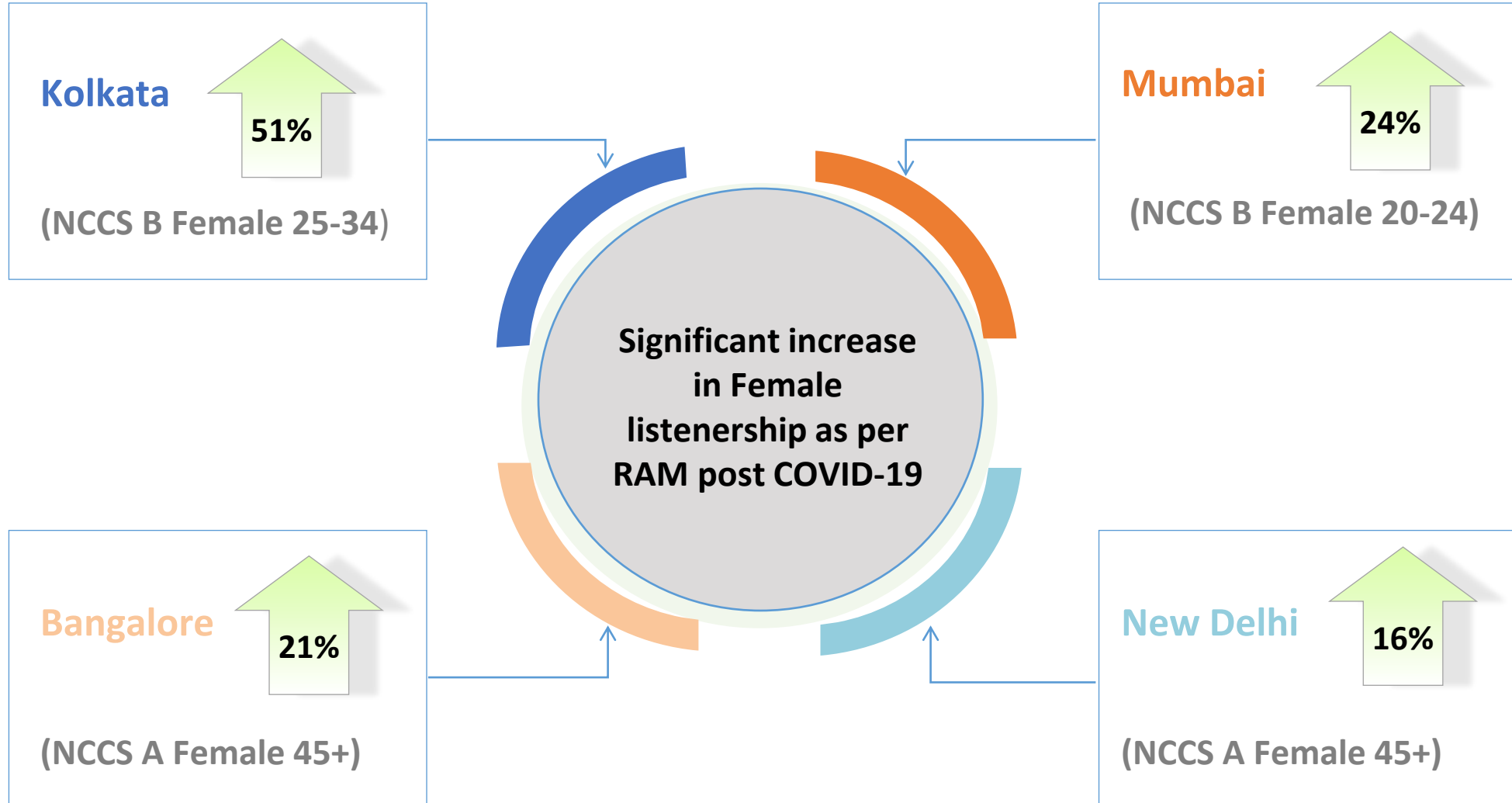


**Radio listenership has grown significantly amongst SEC B, C and D/E with Time Spent on Radio has grown highest in SEC D/E at 28%**

Source: AZ Research: Impact on Media consumption in Urban India (Audience Survey across 6 metros i.e. Mumbai, Delhi, Bangalore, Kolkatta , Pune & Hyderabad)

# Also showed High Growth in Women Listenership (Significante TG for Advertiser)

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# Radio Industry – Q1FY21 Category Trend

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## Growth Categories



Finance

28%

Growth (YOY)



49%

Volume  
Contribution

Volume  
Growth

## De-Growth Categories



Government

17%



Food/Soft  
Drinks

9%



Pharma

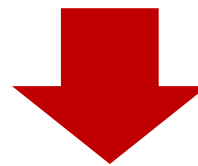
7%



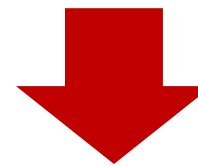
Education

6%

De-Growth (YOY)



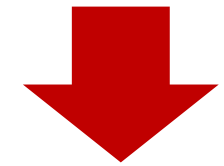
38%



41%



59%



77%



# Radio City Programming & Digital Performance & Initiatives

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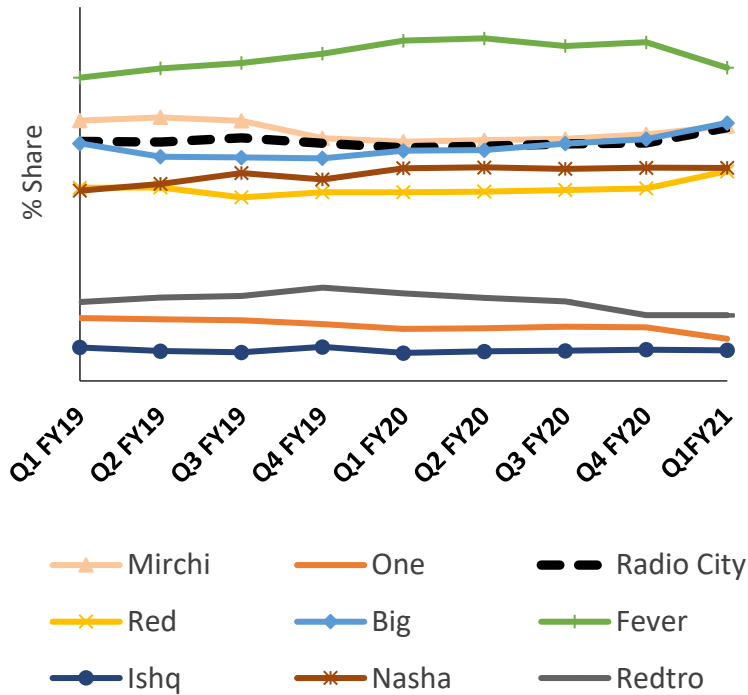
# Radio City Listenership trends in Mumbai, Delhi and Bengaluru

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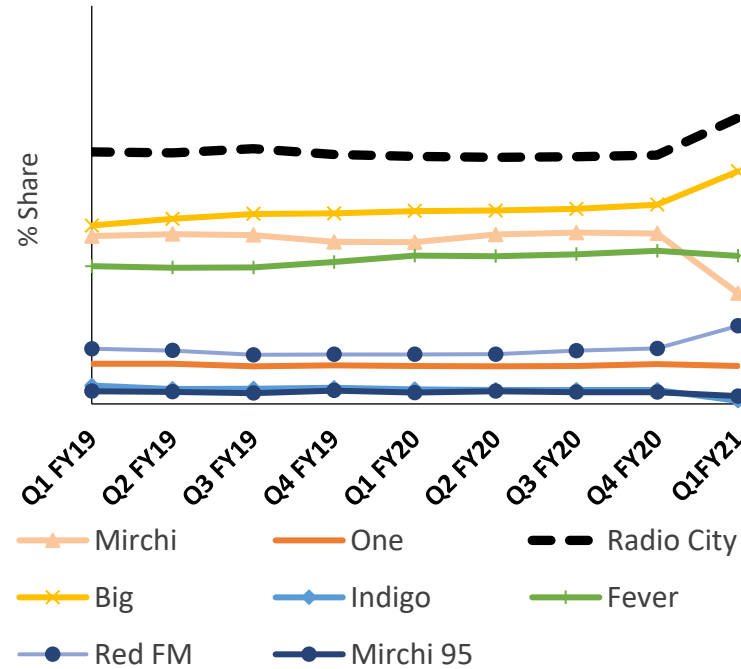


## Listenership Market Share Data

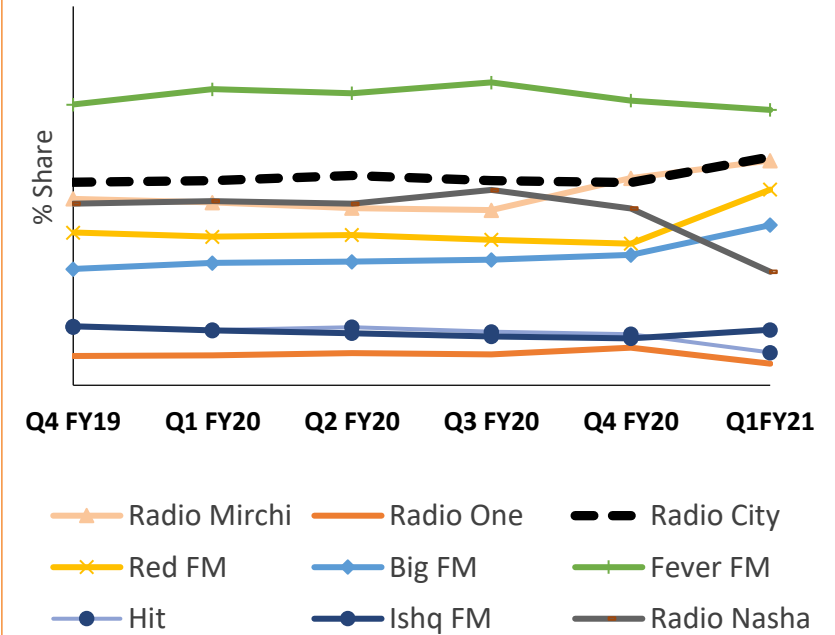
### Mumbai



### Bengaluru



### Delhi



## Social Media Reach

Digital reach of **179.6M** through social media apps like Youtube, Facebook, Twitter, Instagram and Web Radio



Rank #1  
4.2 Mn Likes



Rank #2  
3.1 Lakhs



Rank #3  
1.38 Lakhs



Rank #3  
Views – 188 Mn  
Subscribers – 9.3 L

## Q1FY21 Video IP's Highlights



Concert From Home in South & Rajasthan received **2.12 million views & 3.5 million reach**

Concert For Nation - Instagram Live with singers was held which **fetches 36k views**



Facebook **Crossed 14 Million Views**  
Reach **of more than 28 Million**



Crossed **10 Million Views** on Youtube  
In Q1 the episodes received **2.7 Million Views**



Facebook Episode received **5.5 Lakh views**  
Reach **of more than 1 Million**

## Ghar Se Na Niklenge Anthem



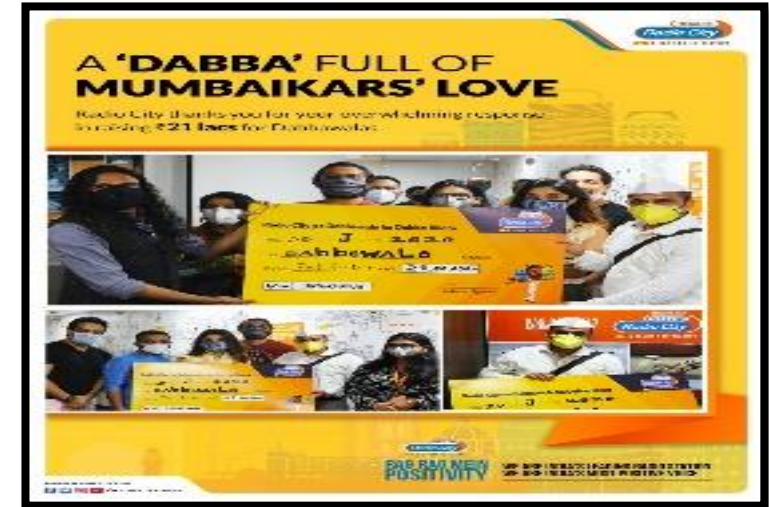
Radio City has launched an anthem 'Ghar se na niklenge', urging citizens to come forward and support the nation by donating for the PM Cares Fund. The anthem has been voiced by singers Divya Kumar, Benny Dayal, Asees Kaur, Meghna Mishra, and Nakash Aziz. It is being aired across Radio City's Hindi Speaking Markets. The music video of the anthem features Radio City RJs along with artists like Sahil Khattar, Sushant Poojary, Paul Marshal, Rahul Shetty, Deepak Singh, Himanshu Parihar, Hiten Shah et

## Radio City : Concert From Home



Radio City launched Radio City's 'Concert From Home' to entertain its listeners during the lockdown. The initiative witnessed more than 100 artists, including famous singers and music composers, perform from their homes to engage Radio City's audience spread across 39 stations in 12 states for 30 day.

## Dabbewale Ka Dabba Bharo



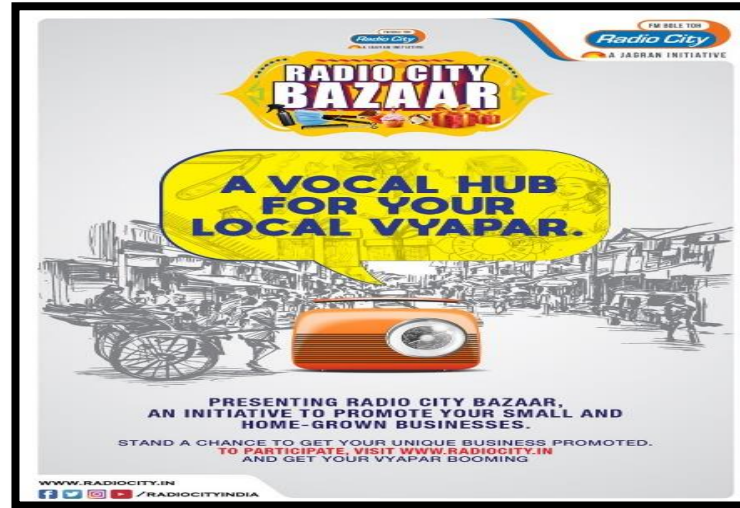
Radio City, launched a fund raiser initiative, Dabbewale ka Dabba Bharo to urge Mumbaikars, to come forward and contribute towards the initiative. Various celebrities, digital influencers like Amrita Rao, Sahil Khan, Rohit Roy, Aditi Singh Sharma, Abhijeet Sawant, Madhushree, Mumbai foodie, etc have lent their support to the campaign. There has been an overwhelming response from the citizens with help pouring in and 21 lakh rupees has been collected and handed over to the Mumbai Dabbawala Association.

## Radio City and Spotify Association



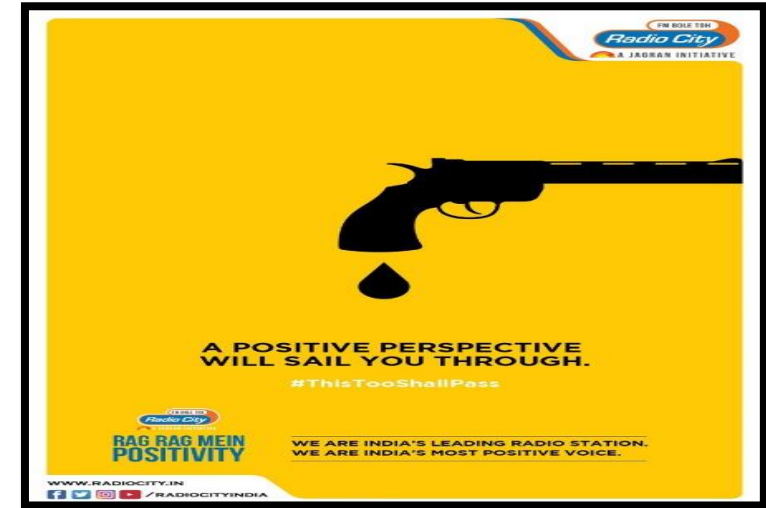
Radio City partnered with Spotify, to provide the former's content, including more than 1400 episodes of 16 audio IPs, exclusively to Spotify users. Radio City will provide content in 6 languages, including Hindi, Gujarati, Kannada, Tamil, Punjabi, and English, as well as across genres such as Romance, Comedy, Crime, Poetry, among others.

## Radio City Bazaar



Radio City, launched a novel initiative of Radio City Bazaar, which aims to turn the spotlight onto industrious homegrown businesses to give them a credible platform to build awareness about their business propositions. Through this initiative, Radio City stations across the nation have been giving an opportunity for these businesses to talk about their offerings on-air and reach out to a diverse set of audience.

## Rag Rag Mein Positivity



Through Rag Rag Mein Positivity campaign, Radio City proactively airs positive stories on air through their shows across the nation, giving citizens hope that this phase shall pass soon. The conversations across the channel is hopeful, with the RJs being factual and informative but not bordering on negative sensationalism. The RJ's are sharing positive stories, speaking about mental and physical well being during this tough phase



## Great Places To Work Asia Ranking



Music Broadcast Limited ranks 4th on the 2020 Best Workplaces in Asia list, per Great Place to Work® — the global authority on workplace culture. The ranking of Asia's Best Workplaces is based on data collected prior to the novel coronavirus outbreak.

## New York Festivals Radio Awards



Radio City has bagged 5 awards at New York Awards 2020 including a silver medal for Craft – Best Sound and 5 finalist certificates

# Profit and Loss

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In Rs. Crs	Q1FY21	Q1FY20	YoY	Q4FY20	QoQ	FY20	FY19	YoY
<b>Revenue</b>	<b>14.4</b>	<b>69.8</b>	<b>-79%</b>	<b>45.9</b>	<b>-69%</b>	<b>247.8</b>	<b>324.7</b>	<b>-24%</b>
Licenses Fees	4.5	5.0		4.8		19.7	21.4	
Employee Expenses	11.6	16.2		12.4		55.4	69.0	
Other Expenses	13.5	26.2		24.6*		106.1*	121.2	
<b>EBITDA</b>	<b>-15.2</b>	<b>22.36</b>	<b>NA</b>	<b>4.2*</b>	<b>NA</b>	<b>66.6*</b>	<b>113.2</b>	<b>-41%</b>
<b>EBITDA Margin</b>	<b>-</b>	<b>32.0%</b>		<b>9.1%</b>		<b>26.9%</b>	<b>34.9%</b>	
Other Income	4.7	3.3		3.9		16.3	15.1	
Depreciation/Amortization	8.5	8.6		8.6		34.8	27.1	
<b>EBIT</b>	<b>-19.0</b>	<b>17.1</b>	<b>NA</b>	<b>-0.6*</b>	<b>NA</b>	<b>48.1*</b>	<b>101.2</b>	<b>-52%</b>
<b>EBIT Margin</b>	<b>-</b>	<b>24.4%</b>		<b>-</b>		<b>19.4%</b>	<b>31.2%</b>	
Finance costs	0.7	2.6		2.1		9.8	5.6	
<b>PBT before One-time</b>	<b>-19.7</b>	<b>14.5</b>		<b>-2.7</b>		<b>38.4</b>	<b>95.5</b>	<b>-60%</b>
One-time expenses	0.0	0.0		9.5		9.5	0.0	
<b>PBT</b>	<b>-19.7</b>	<b>14.5</b>	<b>NA</b>	<b>-12.1</b>	<b>NA</b>	<b>28.9</b>	<b>95.5</b>	<b>-70%</b>
Tax	-5.8	6.1		-3.2		0.7	33.9	
<b>PAT</b>	<b>-13.9</b>	<b>8.4</b>	<b>NA</b>	<b>-8.9</b>	<b>NA</b>	<b>28.2</b>	<b>61.6</b>	<b>-54%</b>
<b>PAT Margin</b>	<b>-</b>	<b>12.1%</b>		<b>-</b>		<b>11.4%</b>	<b>19.0%</b>	
Other Comprehensive Income	0.4	0.0		0.3		0.3	0.0	
<b>Total Comprehensive Income</b>	<b>-13.5</b>	<b>8.4</b>	<b>NA</b>	<b>-8.6</b>	<b>NA</b>	<b>28.5</b>	<b>61.6</b>	<b>-54%</b>

**Due to Covid-19, the figures do not represent normal quarter/operations and to that extent are not strictly comparable with last year or preceding quarter**

\* Excludes One-time Expenses of Rs. 9.5 crs (Rs. 4.9 crs being additional loss allowances on doubtful debts on estimated basis considering the future recoverability due to emergence of COVID 19 impact; Rs. 2.8 crs provided towards security deposit given to lessor of property located at Mumbai; Rs. 1.8 crs provided towards Legal and professional fees for proposed investment in Reliance Broadcast Network Limited)

# Contact Us

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DAUDE CITY.



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