

January 21, 2021

<p>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</p> <p>NSE Scrip Code: RADIOCITY ISIN: INE919I01024</p>	<p>2. <b>BSE Limited</b> Corporate Relationship Department Phiroze Jeejeebhoy Towers Dalal Street; Fort Mumbai 400 001 BSE Scrip Code: 540366 ISIN: INE919I01024</p>
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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 December 31, 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

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DAUDE CITY.



January 2021



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## Radio City

- PAT Break-even in Q3 FY21
- EBITDA Positive in Q3 FY21
- Maintains its leadership position at 21% volume market share - YTD December
- YoY 9% growth in volumes for Q3 FY21
- Volume growth of 1.6 times over Q2FY21
- Negligible impact of IPAB order on Royalty Cost\*



## Radio Industry

- Consistent growth in Ad volumes since Jul'20
- Volumes grew by 1.6 times in Q3 FY21 as compared to Q2 FY21
- 4.2K clients advertised on Radio in Q3 of which 2.2k clients used the radio platform for the 1<sup>st</sup> time

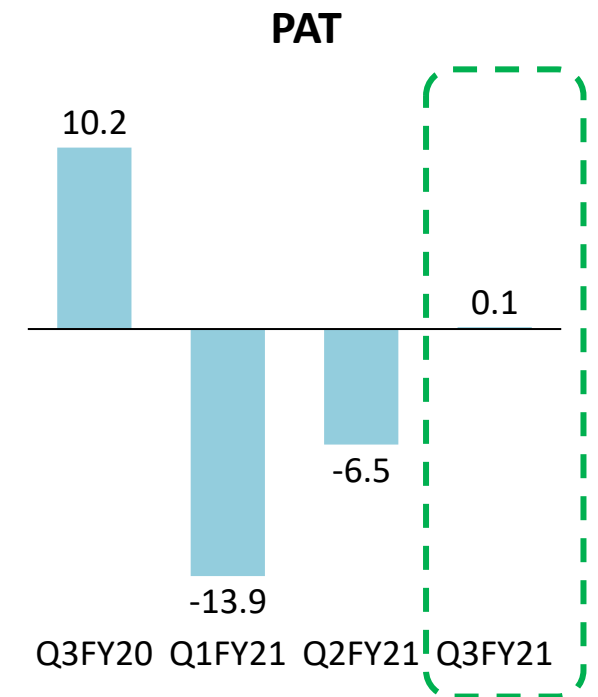
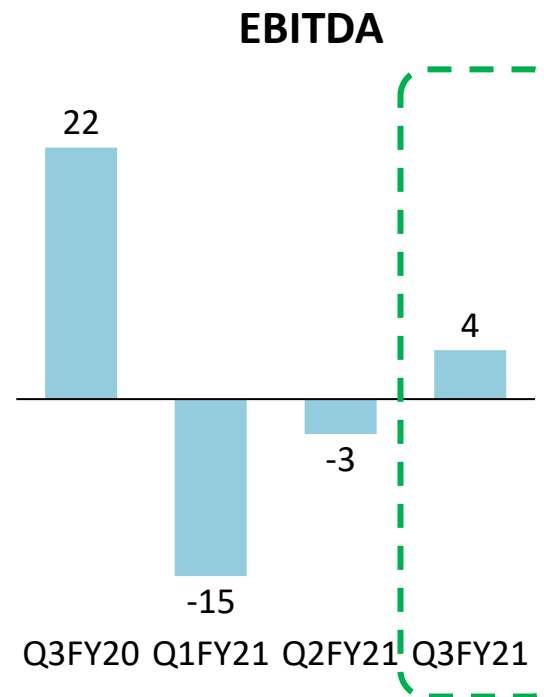
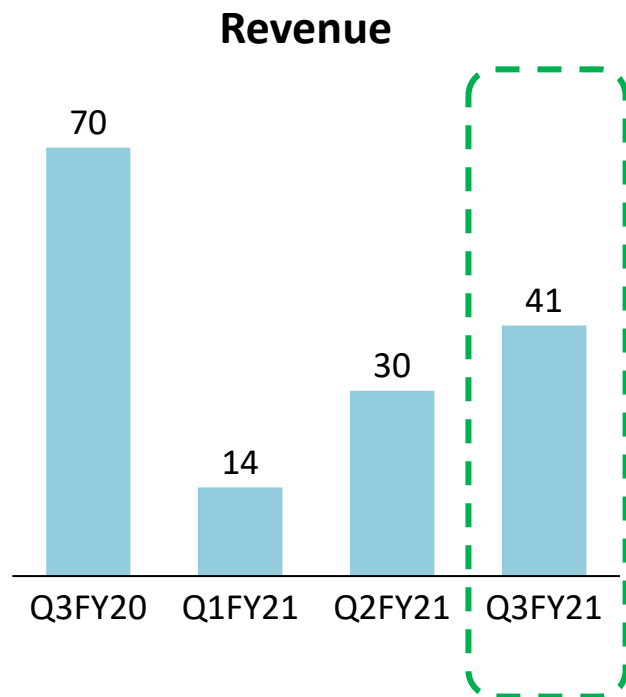
\* - calculation based on FY20 operational numbers

# EBITDA and PAT Positive for the quarter

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- Positive EBITDA in Q3FY21
- Reached Break-Even at PAT Level



# Negligible impact of IPAB order on Royalty Cost\*

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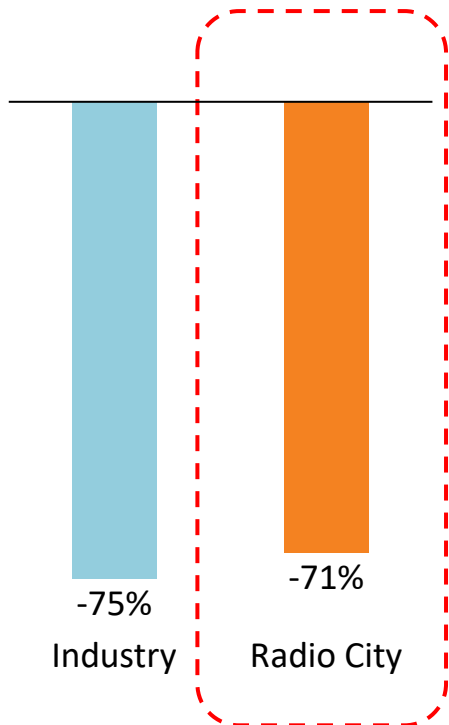
\* - calculation based on FY20 operational numbers

# Radio City Consistently Outperforming the Industry

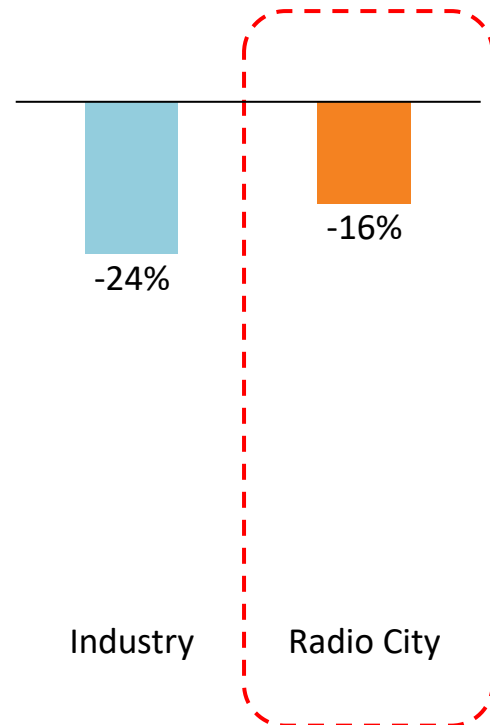
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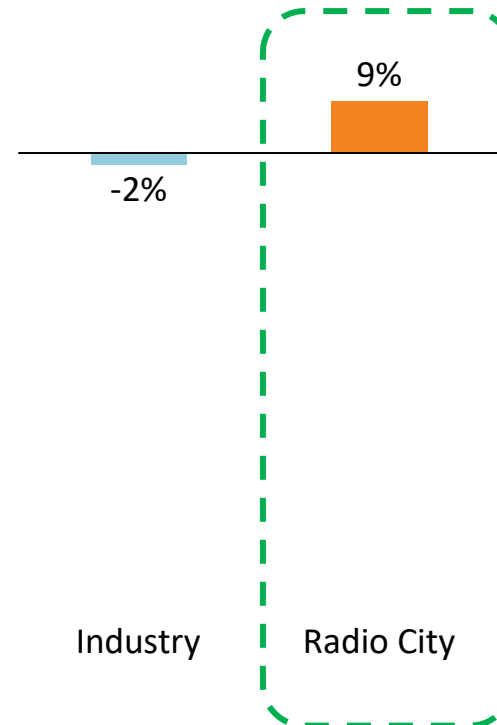
### Q1 FY21 Radio Industry Performance YoY



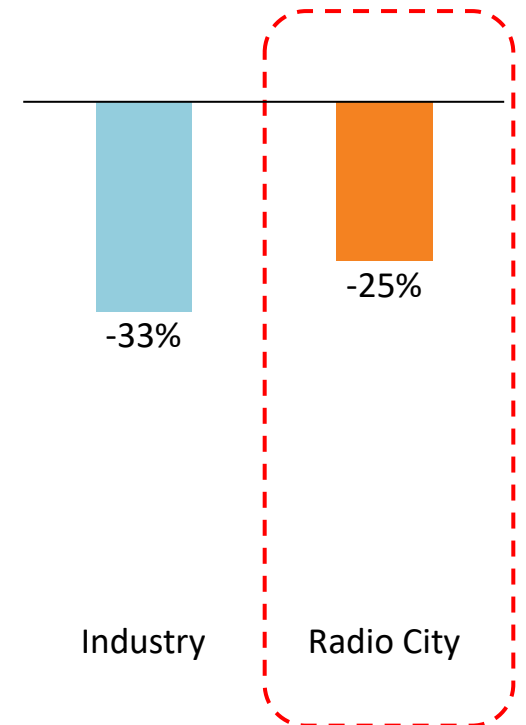
### Q2 FY21 Radio Industry Performance YoY



### Q3 FY21 Radio Industry Performance YoY



### YTD FY21 Radio Industry Performance YoY

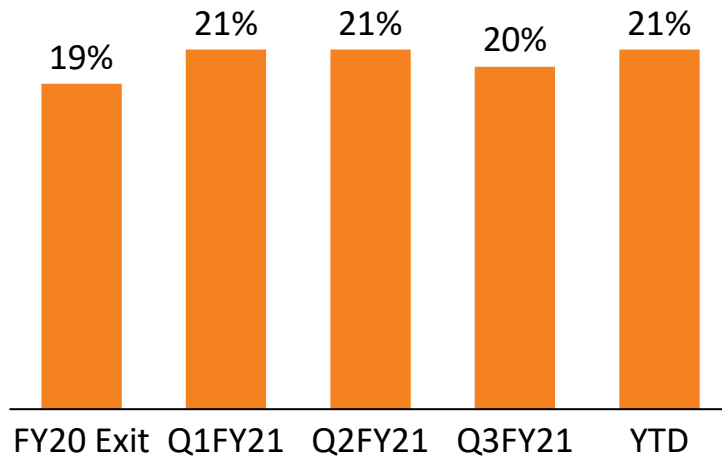


# Maintained Leadership Market Share

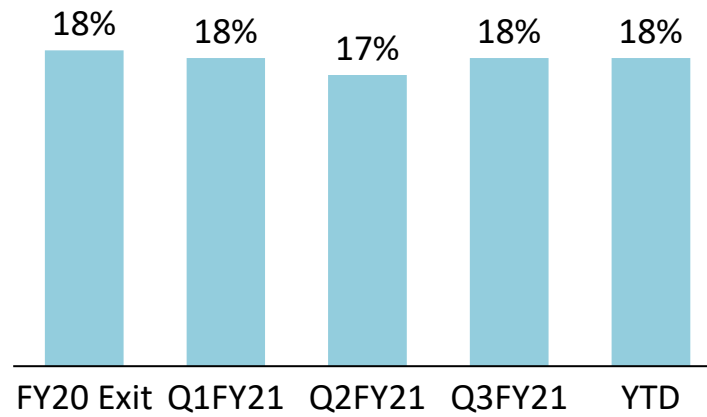
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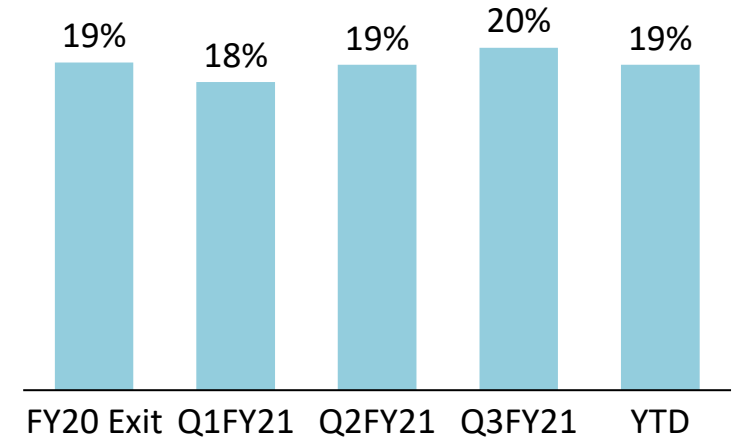
Radio City



Peer 1



Peer 2



**Radio City is at highest Volume Market Share across all operators main frequencies for Q3 FY21 as well as YTD**



# Initiatives Driving Ad-Volumes

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Special Campaigns



Govt. Proactive pitches



RC Bazaar



Safety Icon Awards

## Initiatives



Long Term Deals



Festive Revenues



Digital First Integrations



Big Ticket Content Integrations






Other Initiatives

- Attracted **34% of the new clients introduced** to the Radio platform in this quarter
- Created business opportunities which **account for 26% of quarter numbers**

# Cost and Collection initiatives

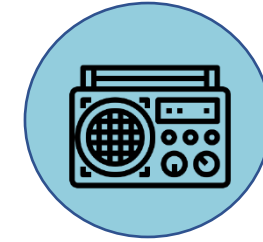
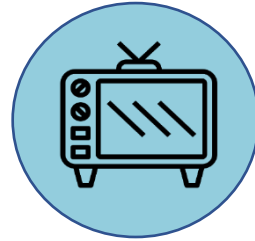
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	<b>Cost Efficiency</b>	Operating Cost saving of Rs. 40 Cr YTD till Dec → <b>29% Cost Reduction compared to same period last year</b>
	<b>Collection Efficiency</b>	<b>Collection of Rs. 33 Crores</b> during the quarter of which collection <b>from government was Rs 5 Crores</b>
	<b>Strong Liquidity Position</b>	Cash and Cash Equivalents <b>of Rs. 235 Cr as on December 31<sup>st</sup> 2020</b>

# M&E: Signs of Volume recovery ; However value recovery yet to follow

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	<i>TV Ad Duration Volume</i>	<i>Print Sq Cm Volume</i>	<i>Radio Ad Volume</i>
<b>Q3 FY21 V Q2 FY21</b>	<b>17%</b>	<b>55%</b>	<b>63%</b>
<b>Q3 FY21 V Q3 FY20</b>	<b>19%</b>	<b>-13%</b>	<b>-2%</b>
<b>Q2 FY21 V Q2 FY20</b>	<b>4%</b>	<b>-34%</b>	<b>-24%</b>

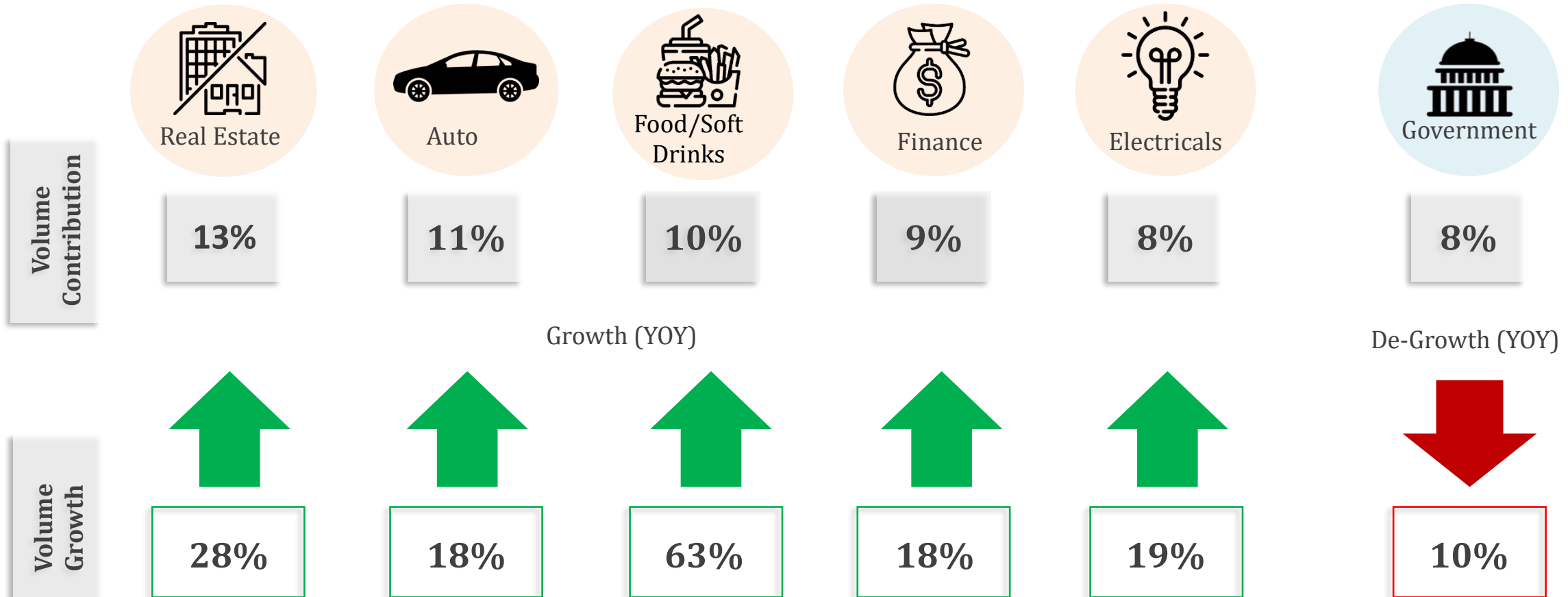
# Radio Industry – Q3FY21 Category Trend

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## Growth Categories

## De-Growth Categories





# Radio City Programming & Digital Performance & Initiatives

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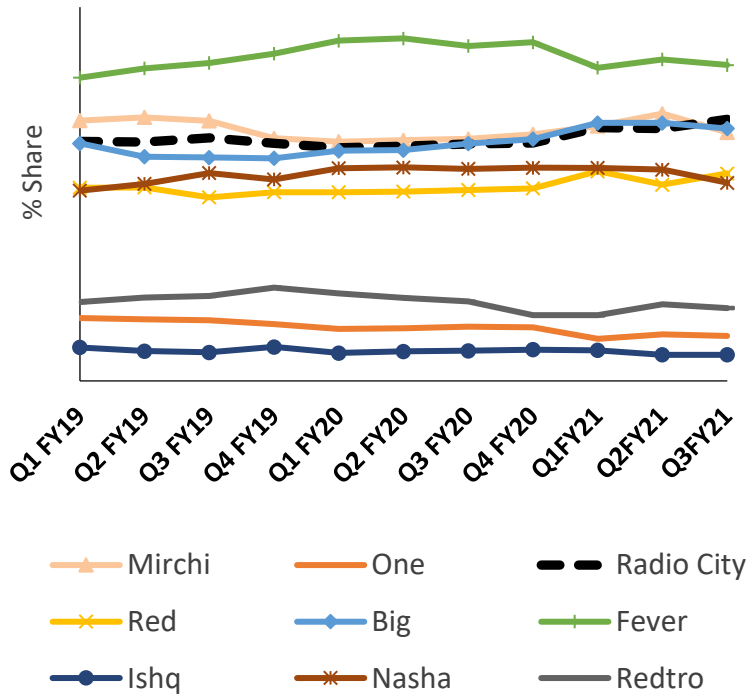
# Radio City Listenership trends in Mumbai, Delhi and Bengaluru

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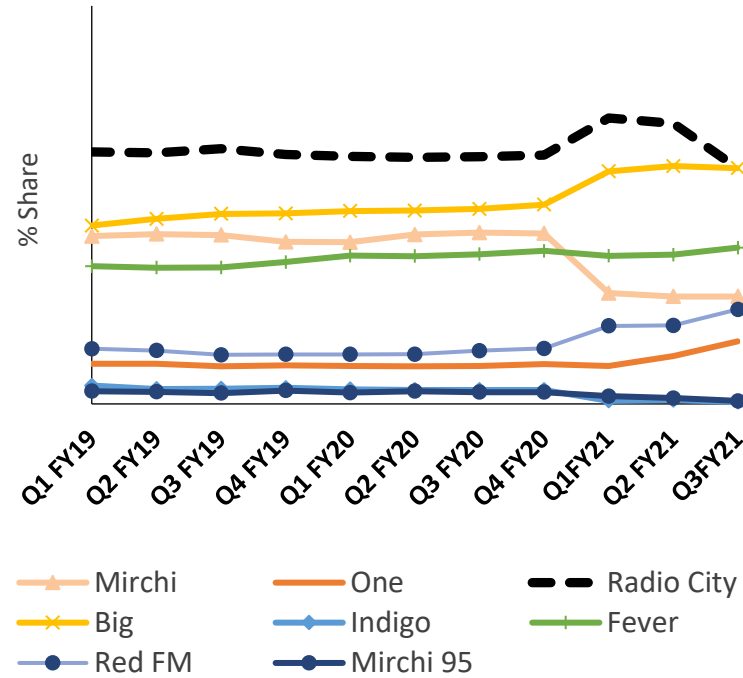


## Listenership Market Share Data

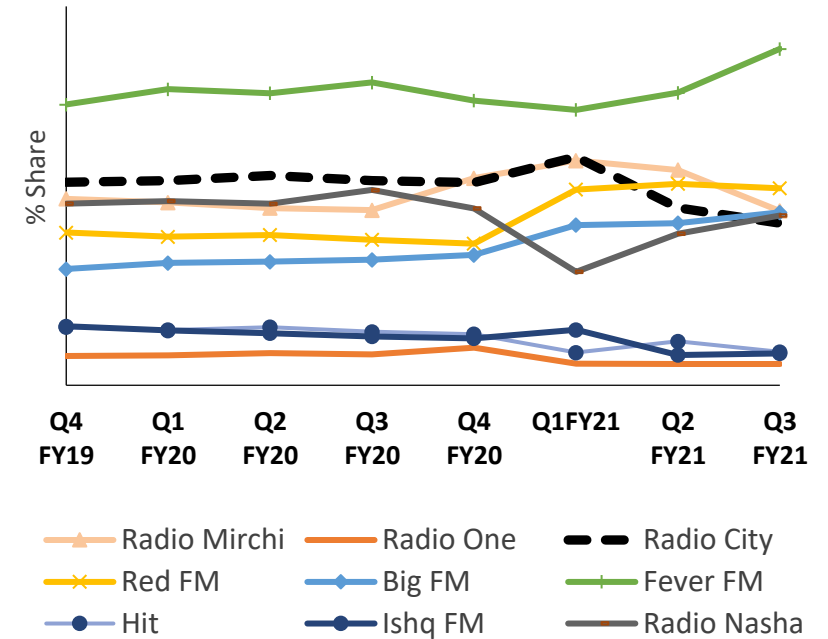
### Mumbai



### Bengaluru



### Delhi



## Social Media Reach

Digital reach of **120 Mn** through social media apps like Youtube, Facebook, Twitter, Instagram and Web Radio



Rank #1  
4.2 Mn Likes



Rank #2  
3.16 Lakhs



Rank #3  
1.49 Lakhs



Rank #3  
Views – 226 Mn  
Subscribers – 1.08 Mn

## Q3FY21 Video IP's Highlights



- In H3 the episodes of Viral City Mumbai & Delhi received 2.1 Million Views
- Started Viral City in Tamil with RJ Munna
- The episodes featured digital stars like Triggered Insaan, Tamil Tech etc



Prank videos by RJ Raghav

Views : 14.4 Million

Reach : 39 Million

Reactions : 5.7 Lakh

## Radio City Super Singer 12



Radio City culminated the 12th season of its singing talent hunt on the radio - Radio City Super Singer - to uphold its legacy of turning the spotlight onto some of India's brightest singing stars.

Kailash Kher judged the contestants of this season and crowned the ultimate winner of the Hindi speaking region across Radio City's presence. Through Radio City Super Singer, the radio channel encouraged aspiring singers by giving them a platform to showcase their singing talent across 39 cities

## City Ki Tech Shaala -2



Radio City, culminated the second edition of the 'City Ki Tech-Shaala' campaign this festive season. On receiving an overwhelming response in the first leg, Radio City decided to launch the second edition of City Ki Tech Shaala during Diwali to spread the light of education amongst children by gifting them laptops. Conceptualized and executed by Radio City, City Ki Tech Shaala executed across all the shows in Mumbai, aims to provide laptops/tablets to the students who find it difficult to afford it.

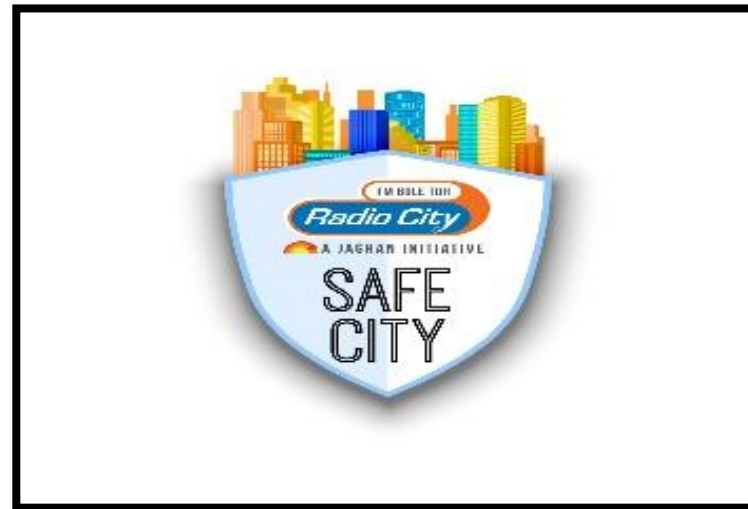


## Iss Diwali gale nahi, dil milne do'



Radio City initiated, Iss Diwali gale nahi, dil milne do' campaign to spread the message of safe Diwali during the pandemic. Since a lot of people were away from their families & friends keeping social distancing in mind, Radio City has decided to make up for this and help people send Diwali messages to their loved ones. With this campaign. The 2 week long campaign was live over all the 39 radio stations where RJs encouraged listeners to share their stories of how they are celebrating Diwali away from home and furthermore share a short message for their families.

## Safe City Awards



Radio City applauded efforts of retail businesses who have taken an extra step to ensure safety of their employees and customers and hence awarding such business categories throughout multiple markets.

## Santa Ka Naya Jhola



Radio City, India's leading radio network, celebrated Christmas with Santa Ka Naya Jhola, an initiative that aimed to spread awareness about biodegradable garbage bags. Through this campaign, Radio City intended to tackle the issue of people using normal bin bags that take years to decompose. Radio City commenced the Santa Ka Naya Jhola campaign where RJ Palak and RJ Harshit on their Double Decker show that airs Monday – Saturday 5pm-9pm urged listeners on-air and on-ground to use ecofriendly bin bags.

# Profit and Loss

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In Rs. Crs	Q3FY21	Q3FY20	YoY	Q2FY21	QoQ	9MFY21	9MFY20	YoY
<b>Revenue</b>	<b>40.7</b>	<b>69.6</b>	<b>-42%</b>	<b>30.1</b>	<b>35%</b>	<b>85.1</b>	<b>202.0</b>	<b>-58%</b>
Licenses Fees	4.7	5.0		4.6		13.8	14.9	
Employee Expenses	12.2	14.8		11.4		35.2	43.0	
Other Expenses	19.6	28.3		17.1		50.2	81.6	
<b>EBITDA</b>	<b>4.2</b>	<b>21.6</b>	<b>-91%</b>	<b>-3.0</b>	<b>NA</b>	<b>-14.1</b>	<b>62.5</b>	<b>NA</b>
<b>EBITDA Margin</b>	<b>10.2%</b>	<b>31.0%</b>		<b>-10.1%</b>		<b>-16.6%</b>	<b>30.9%</b>	
Other Income	5.0	4.2		2.9		12.7	12.4	
Depreciation/Amortization	8.2	8.9		8.3		25.0	26.2	
<b>EBIT</b>	<b>0.9</b>	<b>16.8</b>	<b>-94%</b>	<b>-8.4</b>	<b>NA</b>	<b>-26.5</b>	<b>48.7</b>	<b>NA</b>
<b>EBIT Margin</b>	<b>2.3%</b>	<b>24.2%</b>		<b>-27.9%</b>		<b>-31.1%</b>	<b>24.1%</b>	
Finance costs	0.8	2.5		1.0		2.5	7.7	
<b>PBT</b>	<b>0.1</b>	<b>14.3</b>	<b>-99%</b>	<b>-9.4</b>	<b>NA</b>	<b>-29.0</b>	<b>41.0</b>	<b>NA</b>
Tax	0.0	4.2		-2.9		-8.7	3.9	
<b>PAT</b>	<b>0.1</b>	<b>10.2</b>	<b>-99%</b>	<b>-6.5</b>	<b>NA</b>	<b>-20.3</b>	<b>37.1</b>	<b>NA</b>
<b>PAT Margin</b>	<b>0.2%</b>	<b>14.6%</b>		<b>-21.6%</b>		<b>-23.9%</b>	<b>18.4%</b>	
Other Comprehensive Income	0.2	0.0		1.5		2.1	0.0	
<b>Total Comprehensive Income</b>	<b>0.2</b>	<b>10.2</b>	<b>-98%</b>	<b>-5.0</b>	<b>NA</b>	<b>-18.3</b>	<b>37.1</b>	<b>NA</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**

# Contact Us

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