

May 20, 2021

<p>1. National Stock Exchange of India Ltd. Exchange Plaza, 5th Floor Plot No. C/1, G Block; Bandra (East) Mumbai 400 051</p> <p>NSE Scrip Code: RADIOCITY ISIN: INE919I01024</p>	<p>2. BSE Limited 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 and year ended March 31, 2021.

The aforesaid Investor Presentation will also be uploaded on the website of the Company i.e. 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.



May 2021



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Radio City

- YoY 11% growth in volumes for Q4 FY21
- Even during non-festive period, volumes in line with festive quarter -Q3FY21
- Maintains its leadership position at 21%* market share in Q4FY21 as well for FY21
- 43% of the total clients on the Radio platform advertised on Radio City – Highest in the Industry



Radio Industry

- Consistent growth in Ad volumes since Jul'20
- YoY 4% growth in volumes for Q4 FY21
- 3.7K clients advertised on Radio in Q4 of which 1.7k clients used the radio platform for the 1st time

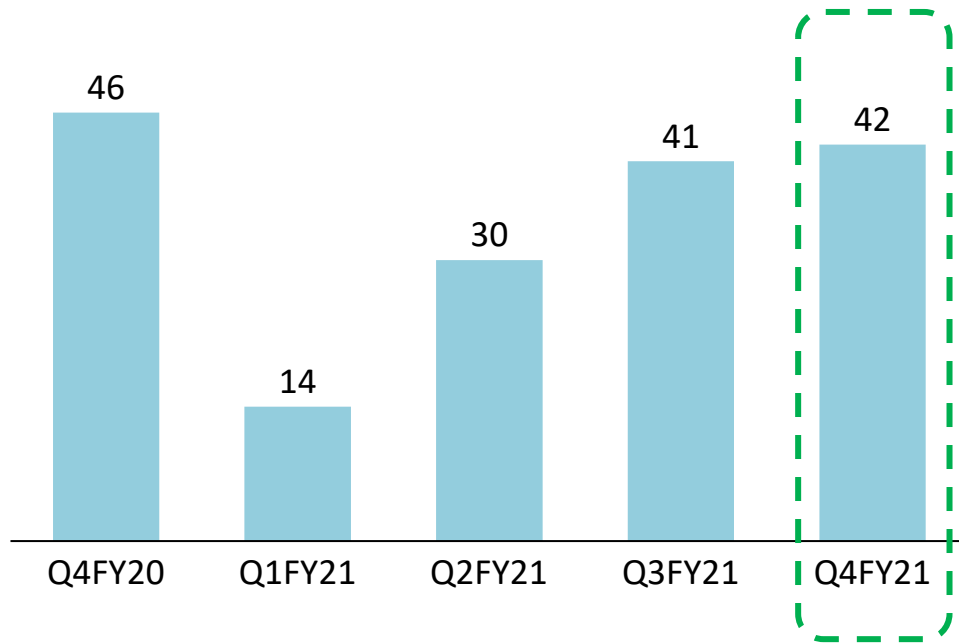
Continued Delivering Positive EBITDA

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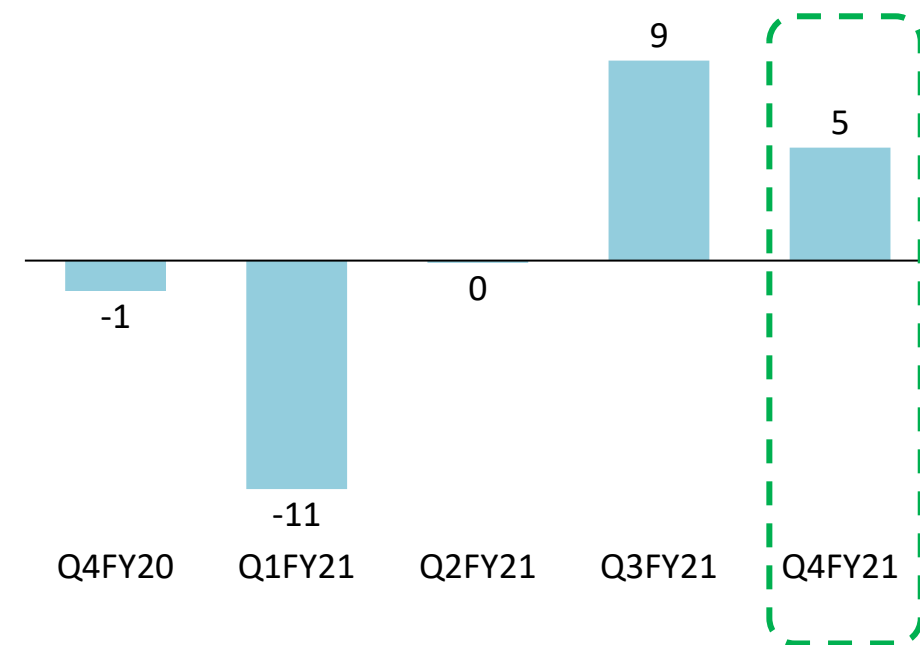


Growth Trajectory for Q4FY21 continues despite the 2nd wave of Covid

Revenue



EBITDA*



*Includes Other Income

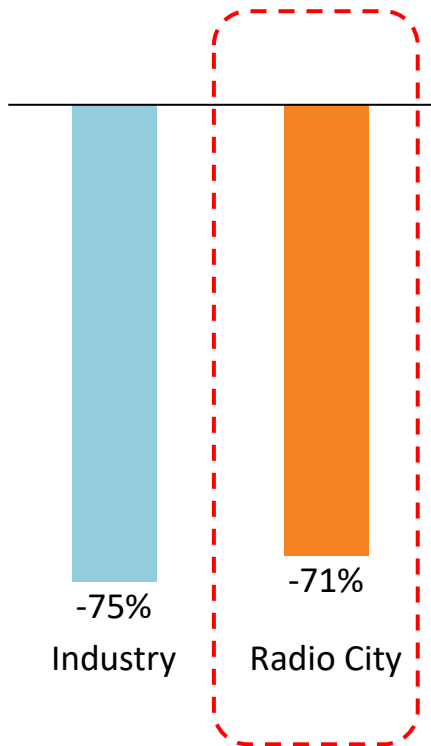
All figures in Rs. Cr

Radio City Consistently Outperforming the Industry

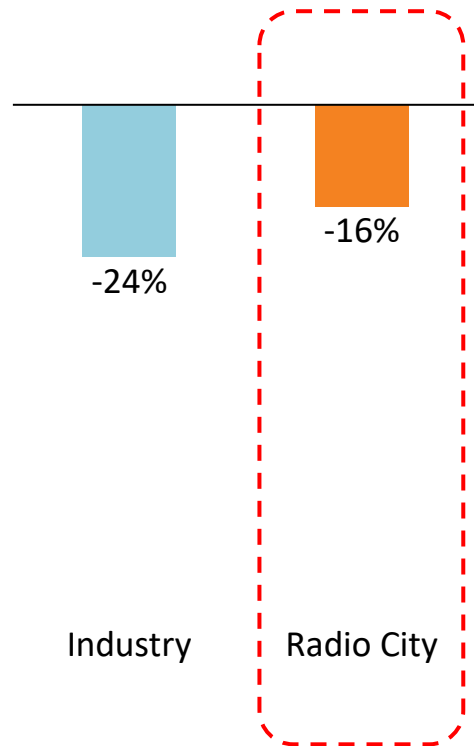
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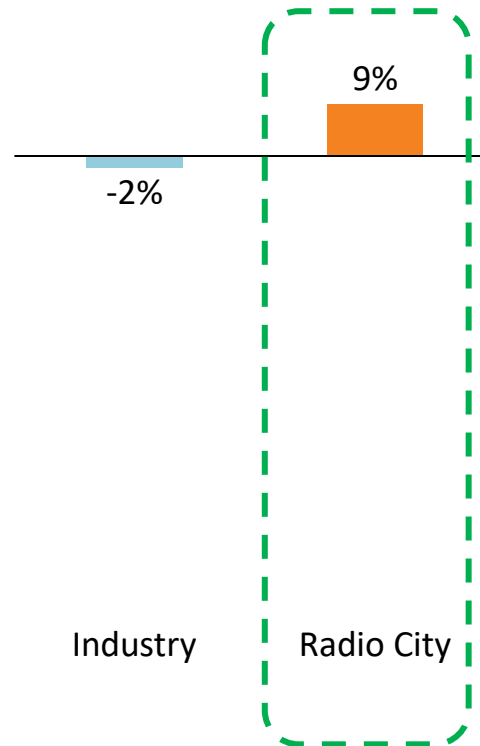
Q1 FY21 Radio Industry Performance YoY



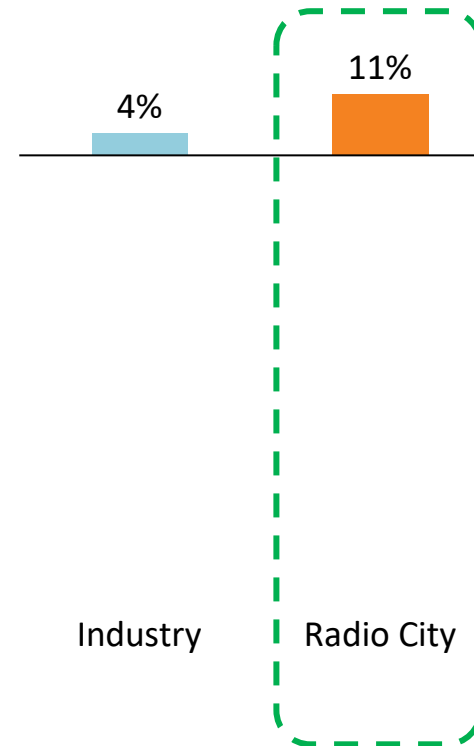
Q2 FY21 Radio Industry Performance YoY



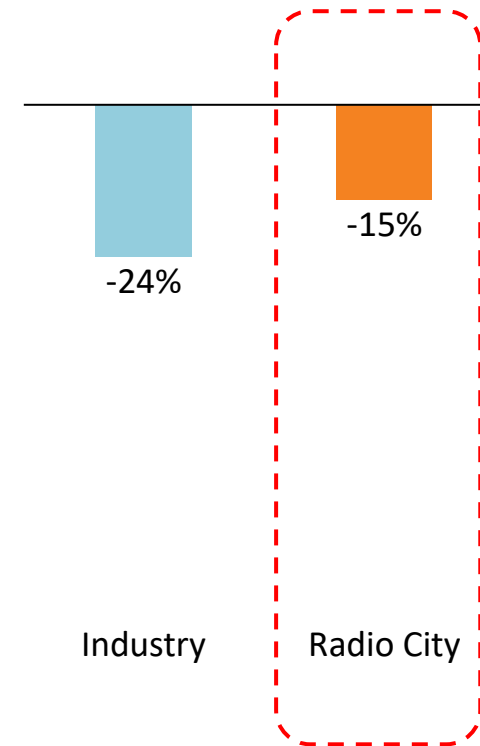
Q3 FY21 Radio Industry Performance YoY



Q4 FY21 Radio Industry Performance YoY



YTD FY21 Radio Industry Performance YoY



Maintained Leadership Market Share

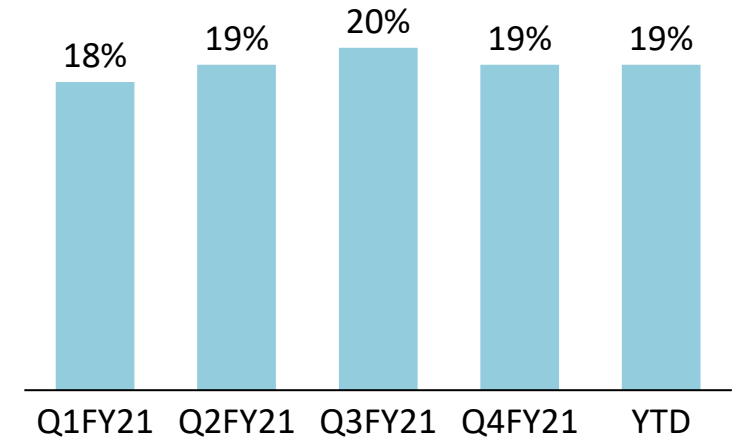
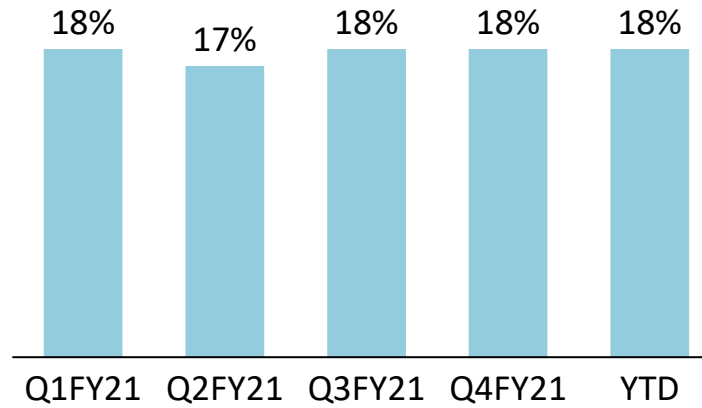
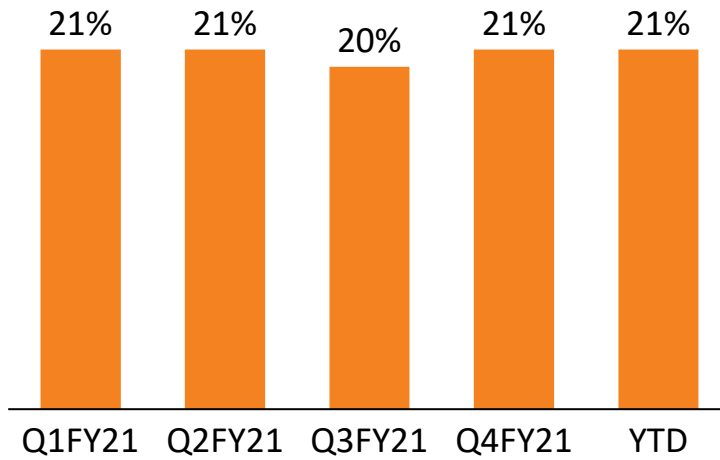
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Radio City

Peer 1

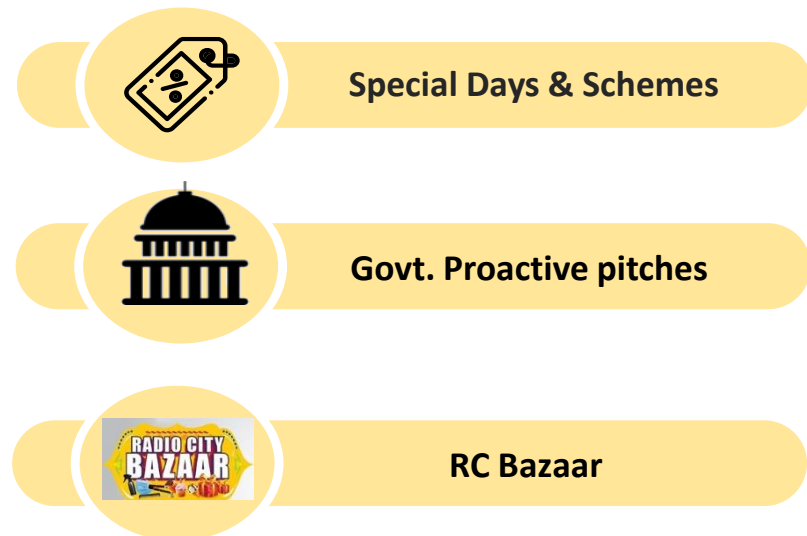
Peer 2



Radio City is at highest Volume Market Share across all operator's main frequencies for Q4 FY21 as well as FY21

Initiatives Driving Ad-Volumes

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- New Revenue Opportunities contributed Rs 29 crores of revenue for FY21
- Leaders in NEW client addition for the year with 34% share
- Highest client share in the Industry with 43% as on 31st March 2021

Cost and Collection initiatives

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	Cost Efficiency	Operating Cost saving of Rs. 52 Cr for FY21 → 27% Cost Reduction compared to FY20
	Collection Efficiency	Collection of Rs. 48 Crores during the quarter of which collection from government was Rs 9 Crores
	Strong Liquidity Position	Cash and Cash Equivalents of Rs. 233 Cr as on March 31st 2021

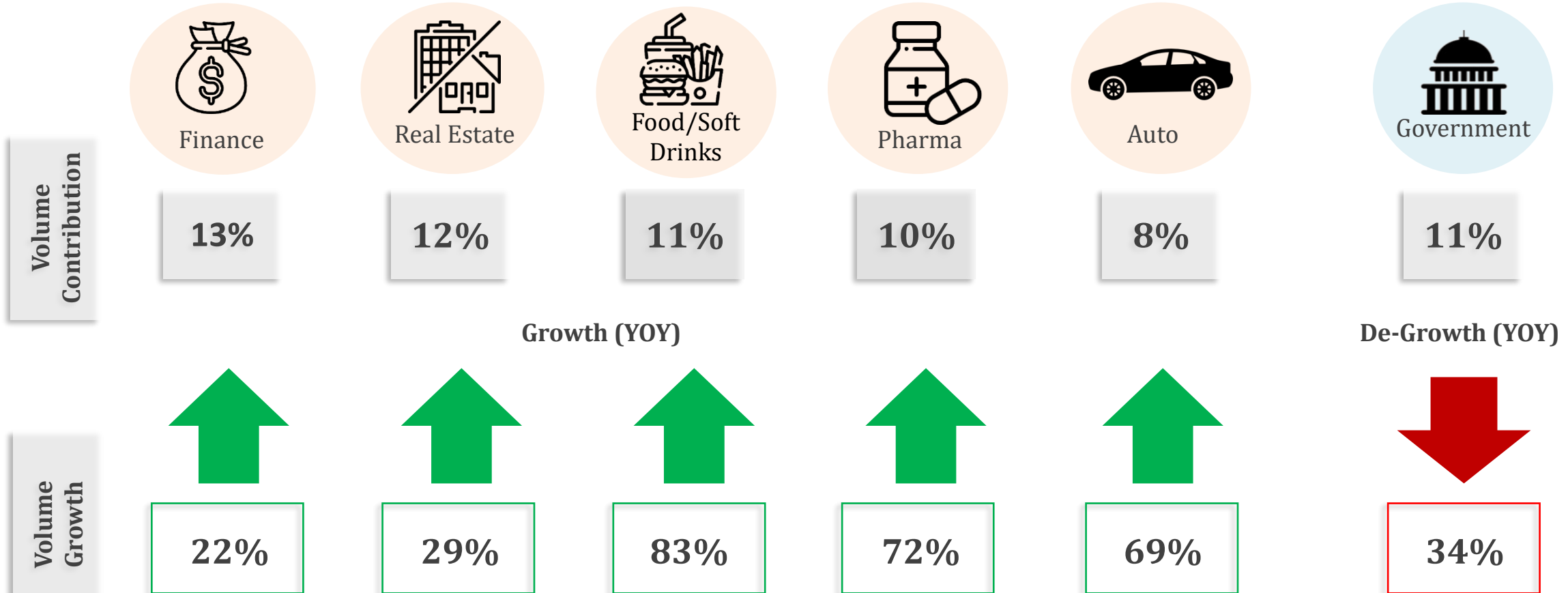
Radio Industry – Q4FY21 Category Trend

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Growth Categories

De-Growth Categories





Radio City Programming & Digital Performance & Initiatives

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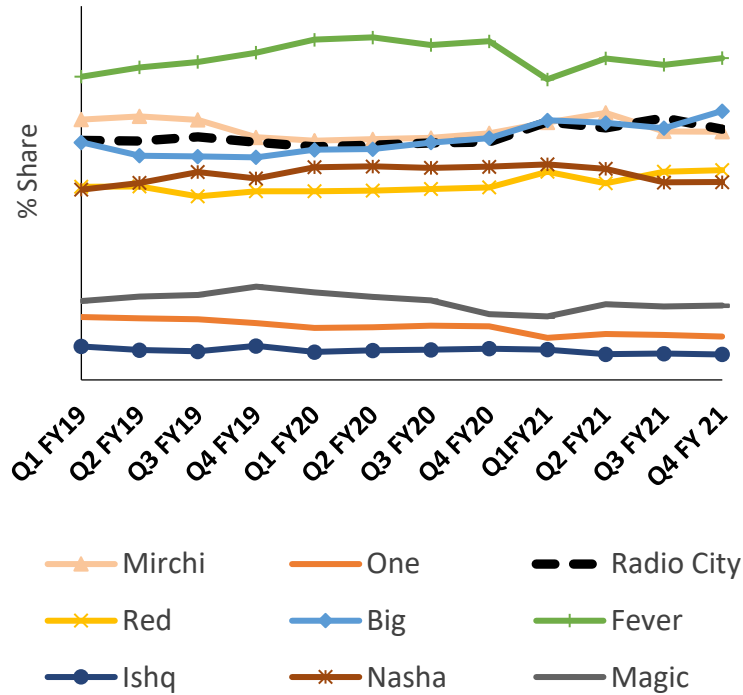
Radio City Listenership trends in Mumbai, Delhi and Bengaluru

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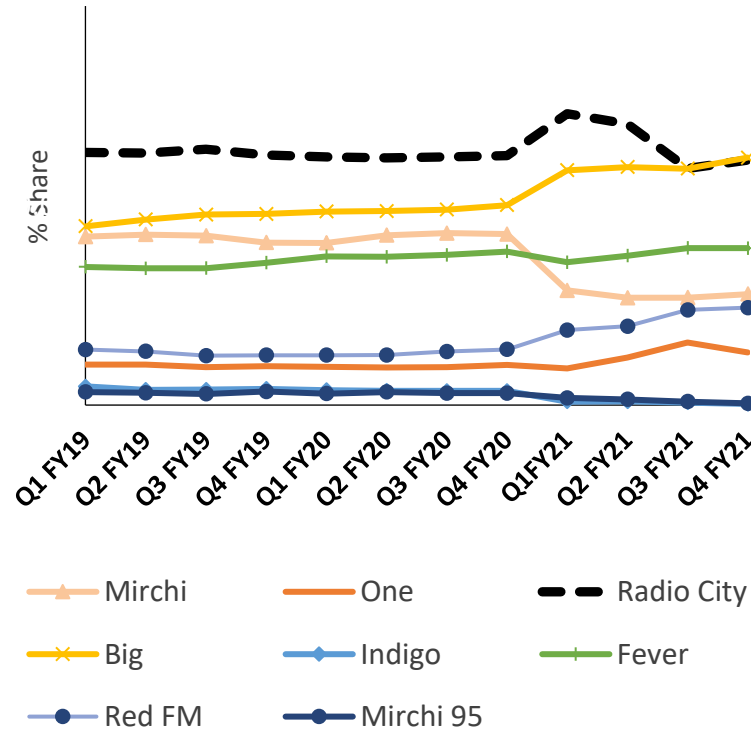


Listenership Market Share Data

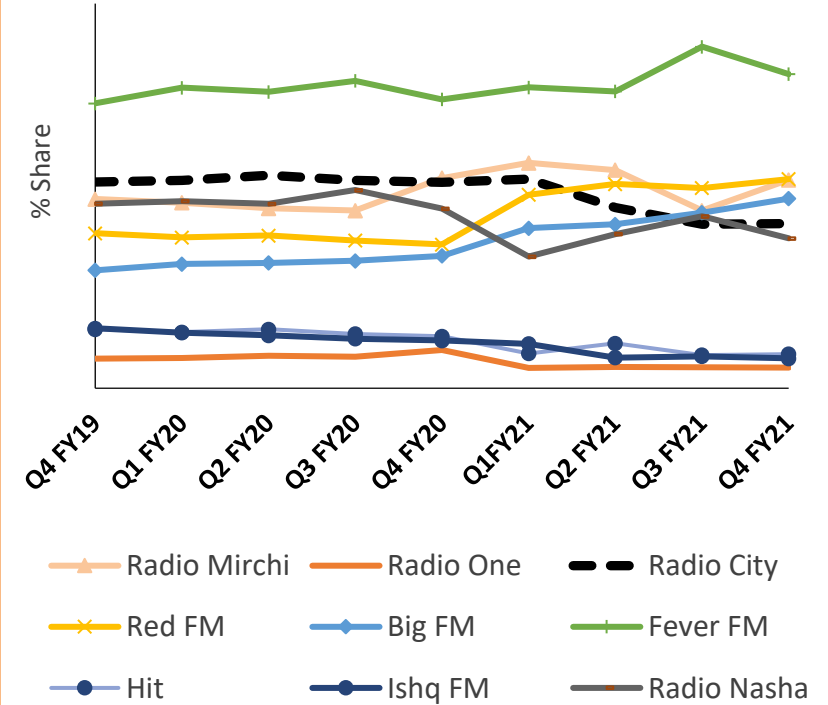
Mumbai



Bengaluru



Delhi



High Focus on Digital Integrations

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Social Media Reach

Digital reach of **267 Mn** through social media apps like Youtube, Facebook, Twitter, Instagram and Web Radio



Rank #1
4.2 Mn Likes



Rank #2
3.2 Lakhs



Rank #3
3.7 Lakhs



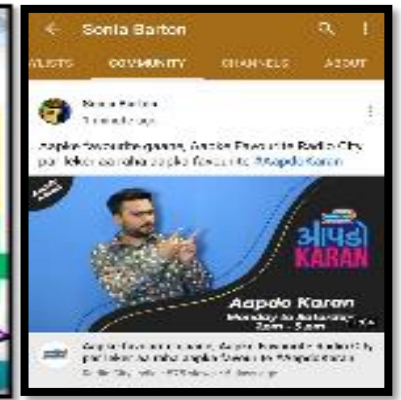
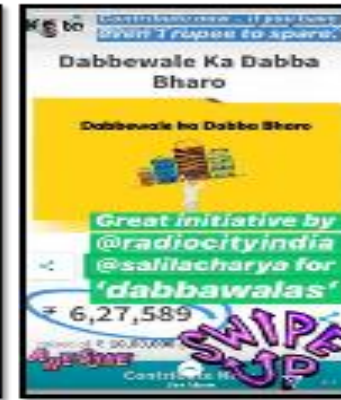
Rank #3
Views – 249 Mn
Subscribers – 1.16 Mn

- Strategic integration of RC initiatives on various Social Media platforms through well know influencers & celebrities.
- All RC initiatives like Dabbewalo ka Dabba Bharo, Ghar se na Niklenge, Concert from Home, AROI Research, Badal Daal Hyderabad, Love Guru, Kaam Wapsi, Mumbai Relaunch, etc. were promoted.

RC brand across all Platforms

For all RC Initiatives

Cum reach 26.6 Cr



RADIO CITY KAAM WAPASI



Radio City initiates “Kaam Wapasi” in association with Kaamwapasi.com (Lowe Lintas initiative), that leads listeners to register for various opportunities available in various categories of work profiles.

RC plays the role of a catalyst and expedites the process of job aspirants getting interviewed by the employer (if eligible).

In these times when its difficult to get your CV pushed, RC guarantees eligible job seekers a meeting with the HR team

Association with One India for World Radio Day



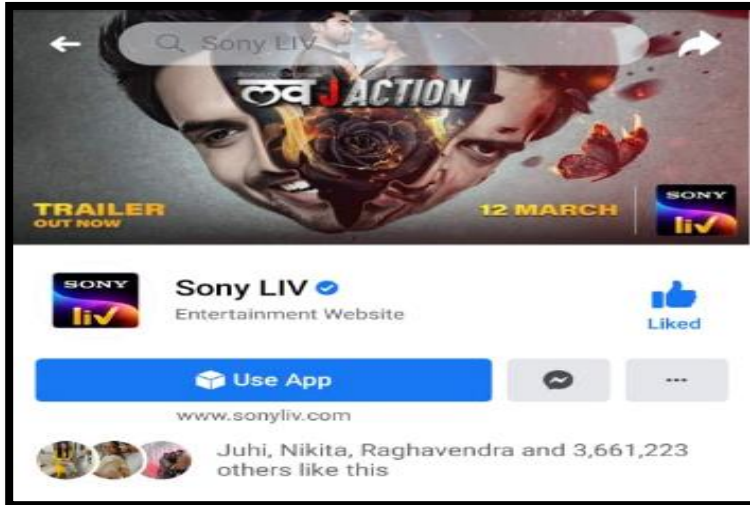
Association with OneIndia to create a video for World Radio Day. They have covered the backstory of a Radio station. The same is posted on multiple platforms & websites. Cumulative reach of all the Social media platforms & website is 1 crore+

Initiatives in the Quarter

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Association with Sony Liv – Girls Hostel 2.0



Strategic deal with Girls Hostel 2.0 on Sony Liv. We got to interview the lead starcast. The interview has been shared by Sony Liv on its Facebook which has 36.61 lakhs+ followers.

Association with Sony LIV for Gullak Season 2



Strategic deal with Gullak Season 2 on Sony Liv. We got to interview the lead starcast. The interview has been shared by Sony Liv on its Facebook which has 36.61 lakhs+ followers.

Association with Road Safety World Series



Association with India team of Road Safety World series. We got brand presence on jerseys of legendary players of team India like Sachin Tendulkar, Sehwag, Yuvraj Singh, Kaif, Irfan Pathan. We will also get boundary wall branding. The same was telecasted on Colors Cineplex and Voot.

Profit and Loss Statement

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In Rs. Crs	Q4FY21	Q4FY20	YoY	Q3FY21	QoQ	FY21	FY20	YoY
Revenue	42.5	45.9	-7%	40.7	4%	127.6	247.8	-49%
Other Income	2.3	3.9		5.0		14.9	16.3	
Licenses Fees	4.8	4.8		4.7		18.6	19.7	
Employee Expenses	12.2	12.4		12.2		47.4	55.4	
Other Expenses	22.6	34.0		19.6		72.8	115.6	
EBITDA	5.2	-1.4	NA	9.2	-44%	3.7	73.5	-95%
EBITDA Margin	12.2%	-3.1%		22.6%		2.9%	29.6%	
Depreciation/Amortization	8.2	8.6		8.2		33.2	34.8	
EBIT	-3.0	-10.1	NA	0.9	NA	-29.5	38.7	NA
EBIT Margin	-7.1%	-21.9%		2.3%		-23.1%	15.6%	
Finance costs	0.7	2.1		0.8		3.2	9.8	
PBT	-3.8	-12.1	NA	0.1	NA	-32.8	28.9	NA
Tax	0.1	-3.2		0.0		-8.6	0.7	
PAT	-3.9	-8.9	NA	0.1	NA	-24.2	28.2	NA
PAT Margin	-9.1%	-19.4%		0.2%		-18.9%	11.4%	
Other Comprehensive Income	0.1	0.3		0.2		2.2	0.3	
Total Comprehensive Income	-3.7	-8.6	NA	0.2	NA	-22.0	28.5	NA

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

Balance Sheet

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Assets (In Rs. Crs)	Mar-21	Mar-20	Equity and Liabilities (In Rs. Crs)	Mar-21	Mar-20
Total Non-Current Assets	364.8	339.0	Shareholders Fund	609.8	631.8
Fixed Assets	282.9	309.1	Share Capital	69.1	69.1
<i>Property, plant and equipment</i>	<i>67.8</i>	<i>73.6</i>	Other Equity	540.6	562.7
<i>Intangible Assets</i>	<i>193.3</i>	<i>214.2</i>	Total Non Current Liabilities	19.8	22.0
<i>Right to use Assets</i>	<i>21.8</i>	<i>21.3</i>	Long Term Borrowings	0.0	0.0
Financial Assets			Lease Liabilities	18.5	18.3
<i>Investments</i>	<i>41.0</i>	<i>0.0</i>	Employee Benefit Obligation	1.4	3.8
<i>Other Financial Asset</i>	<i>12.9</i>	<i>11.4</i>	Total Current Liabilities	27.1	33.9
Deferred Tax Asset(Net)	17.7	10.0	Short Term Borrowings	0.0	0.0
Other Non-Current Assets	3.7	4.0	Trade Payables	12.2	20.8
Non-Current Tax Assets	6.7	4.5	Lease Liabilities	5.0	3.8
Total Current Assets	291.9	348.8	Other Financial Liabilities	2.1	2.6
Current Investments	160.9	208.4	Employee Benefit Obligation	0.3	0.4
Trade Receivables	77.3	106.2	Other Current Liabilities	7.5	6.3
Cash & Cash Equivalents	9.9	7.6	Current tax liabilities (net)	0.0	0.0
Bank Balances	20.5	5.0	TOTAL EQUITY & LIABILITIES	656.7	687.8
Other Financial Assets	2.1	1.9			
Other Current Assets	21.2	19.8			
TOTAL ASSETS	656.7	687.8			

~Rs. 233 Cr of Cash, Cash Equivalents & Investments as on 31st March 2021

Cash Flow Statement

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In Rs. Crs	Year ended 31-Mar-21	Year ended 31-Mar-20
Profit before tax	-32.8	28.9
<i>Adjustments</i>	25.3	33.9
Operating Profit Before Working Capital Changes	-7.5	62.8
<i>Change in operating assets and liabilities</i>	14.9	-2.5
Cash generated from operations	7.4	60.3
<i>Income taxes paid</i>	-2.0	-11.0
Net cash inflow from operating activities (A)	5.5	49.3
Net cash inflow/(outflow) from investing activities (B)	3.8	32.2
Net cash outflow from financing activities (C)	-7.0	-88.8
Net increase/(decrease) in cash and cash equivalents (A+B+C)	2.3	-7.2
Cash and cash equivalents at the beginning of the year	7.6	14.8
Cash and cash equivalents at the end of the year	9.9	7.6

Contact Us

RAG RAG MEIN
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CIN: L64200MH1999PLC137729

Ms. Sangeetha Kabadi

Email : sangeethak@myradiocity.com

Mr. Jimmy Oza

Email: jimmyo@myradiocity.com

www.radiocity.in

SGA Strategic Growth Advisors

CIN: U74140MH2010PTC204285

Mr. Jigar Kavaia

Email : jigar.kavaia@sgapl.net

www.sgapl.net