

May 22, 2018

1. National Stock Exchange of India Ltd. Exchange Plaza, 5 th Floor Plot No. C/1, G Block; Bandra (East) Mumbai 400 051 NSE Scrip Code: RADIOCITY ISIN: INE919I01016	2. BSE Limited Corporate Relationship Department Phiroze Jeejeebhoy Towers Dalal Street; Fort Mumbai 400 001 BSE Scrip Code: 540366 ISIN: INE919I01016
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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, 2018.

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 2018



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Q4FY18 & FY18 Financial Updates

**RAG RAG MEIN
DAUDE CITY.**



Key Highlights - Quarterly

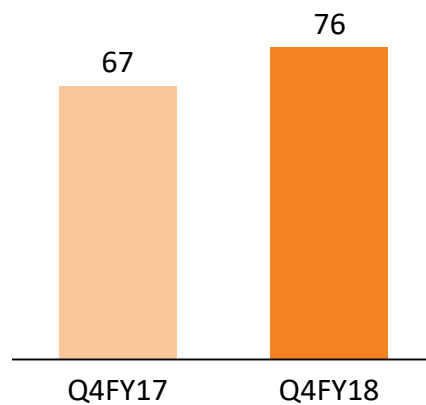
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Revenue

In Rs. Crs

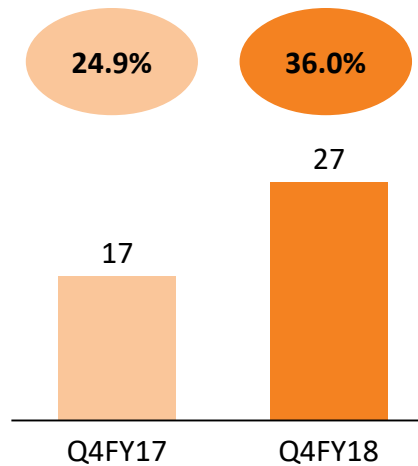
Growth of
14%



EBITDA & Margins

In Rs. Crs

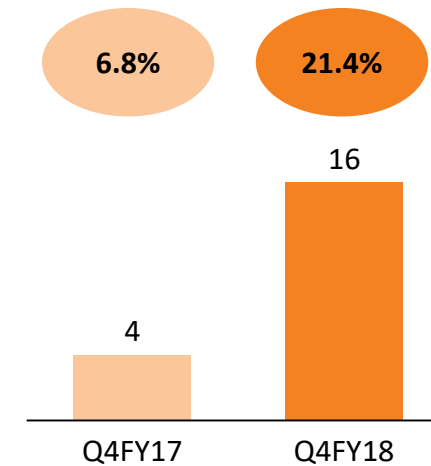
Growth of
65%



PAT & Margins

In Rs. Crs

Growth of
261%



Note: 11 new Phase III station commenced operation from Q4FY17

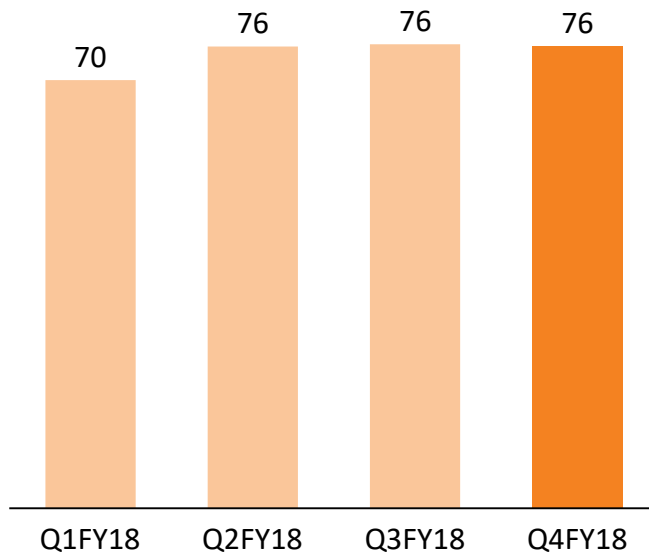
Consistent Output Deliveries

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Revenues

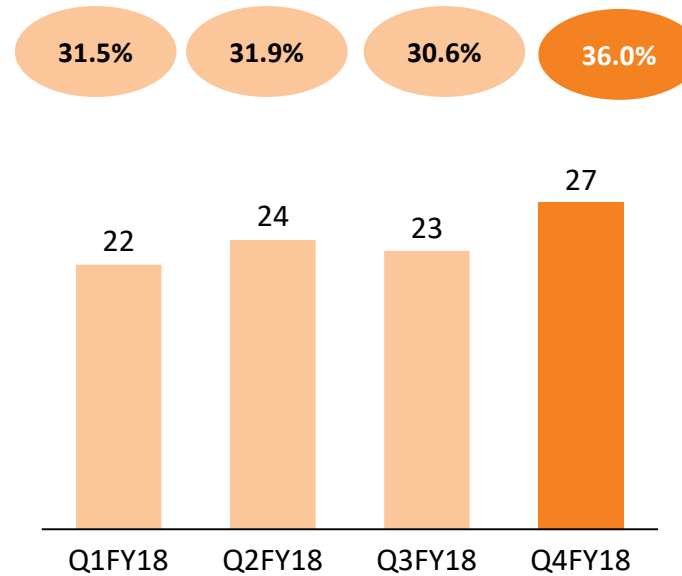
In Rs. Crs



Consistent Revenue
increase

EBITDA & Margins

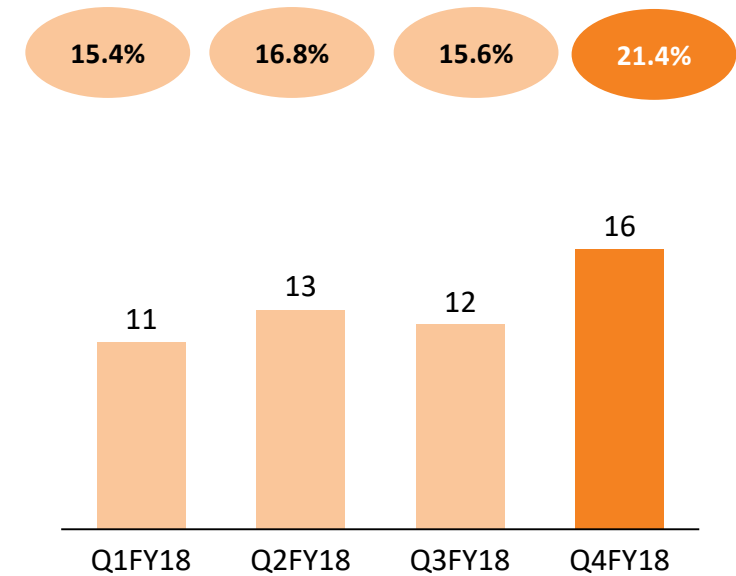
In Rs. Crs



Maintained EBITDA Margins at
over 30%
Operating leverage play out in Q4

PAT & Margins

In Rs. Crs



PAT Margins are
sustainable

Key Highlights - Annual

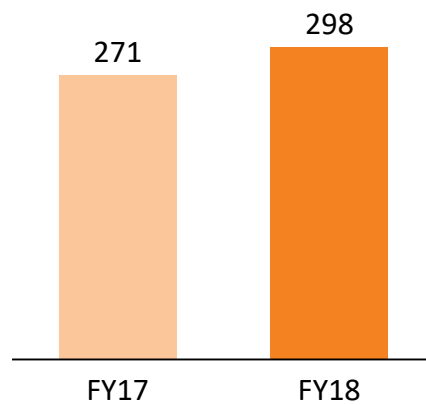
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Revenue

In Rs. Crs

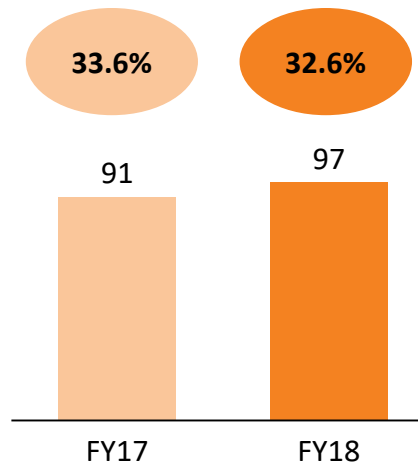
Growth of
10%



EBITDA & Margins

In Rs. Crs

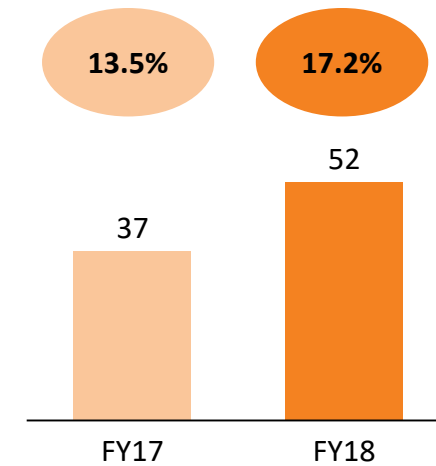
Growth of
6%



PAT & Margins

In Rs. Crs

Growth of
41%



Note: 11 new Phase III station commenced operation from Q4FY17



Q4FY18 Business Updates

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Acquisition of Friends 91.9 FM – MBL reach increased from 62% to 72%

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Financial Performance

Margins

15%

18%

20%

Revenue
(In Crs)

10.6

10.8

5.8

FY16

FY17

H1FY18

- Kolkata amongst the **top 5 radio markets** in India
- Friends FM : An **established brand** in Kolkata since last 10 years
- Being a standalone channel its potential is yet to **reach** National advertiser
- Have a sales alliance with AOPL to sell Kolkata market since over last 5 years
- Scope for improvement in EBITDA



ABOUT AOPL

- Ananda Offset Private Limited (AOPL) has Radio and Offset Division
- Radio Division operated under brand name '**Friends 91.9 FM**' since 2007 in Kolkata
- MBL **acquires 100%** ownership of the Radio Division by way of **slump sale**

From 39
Stations

To 40
Stations

SYNERGIES & COST

- Help to untap the large potential from **national advertisers**
- With the acquisition **reached 72% of the population** where FM is present from the earlier 62%



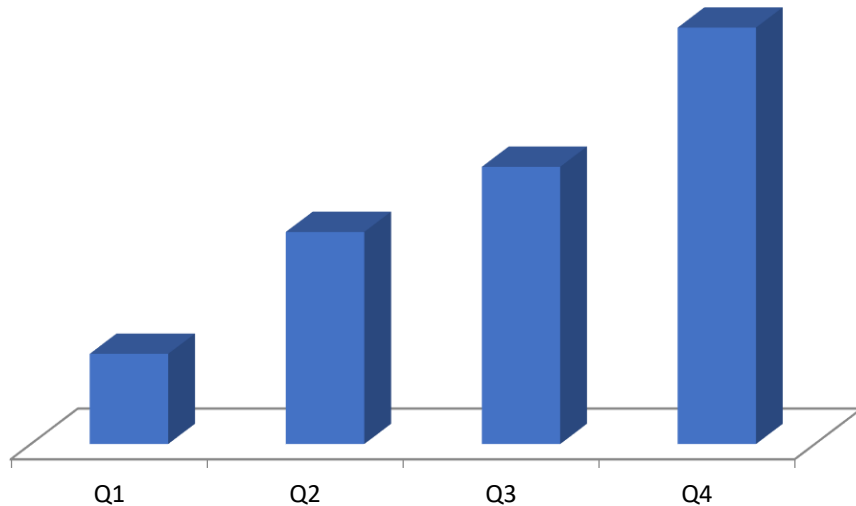
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Phase III Stations growing faster than expected

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Quarterly Volume Trend of
Phase III stations



Phase III stations have registered **EBITDA Break Even in Q4FY18**

This was **anticipated to be within 2.5 years**, and we have **managed it in 15 months**

Stations like **Kanpur, Kota, Udaipur, Kolhapur, Nashik & Patna** are running at better utilizations compared to other stations

There has been **consistent revenue growth** in all the quarters

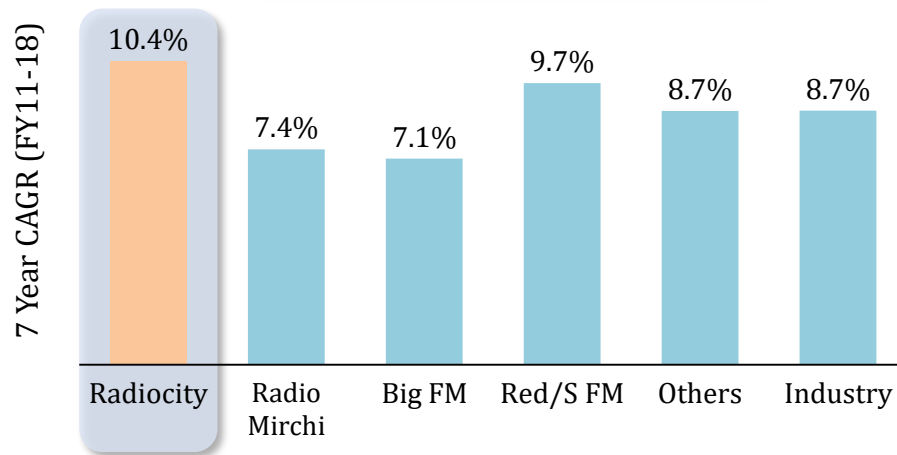
Once DAVP gets empaneled the **revenues are only slated to grow further**

MBL overshoots Industry Growth again

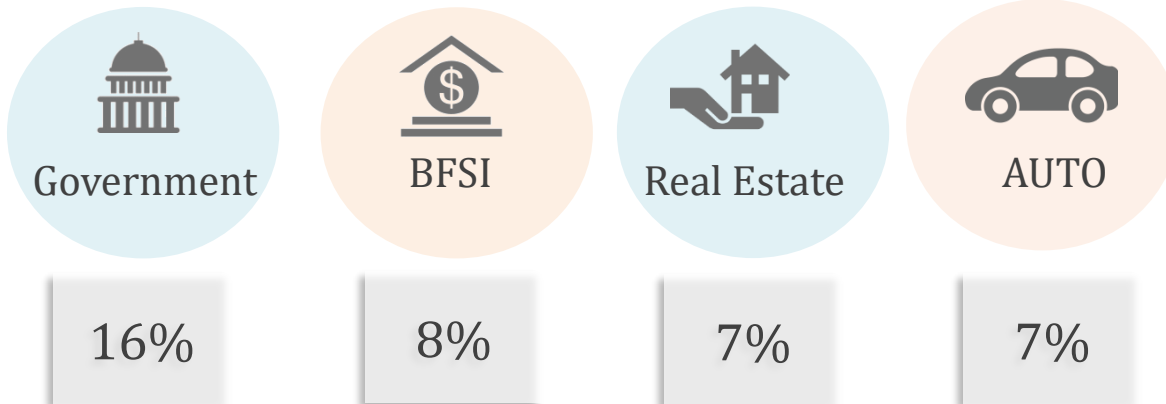
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Advertising Volume

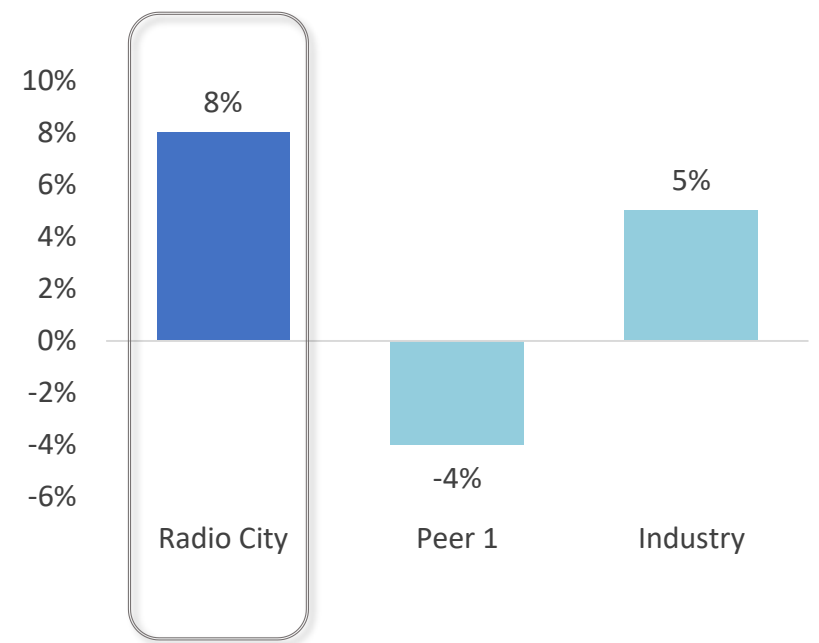


FY18 Industry Volume contributed by:



Industry grew by 5%, with Radio City registering a growth of 8% for year ended March 2018

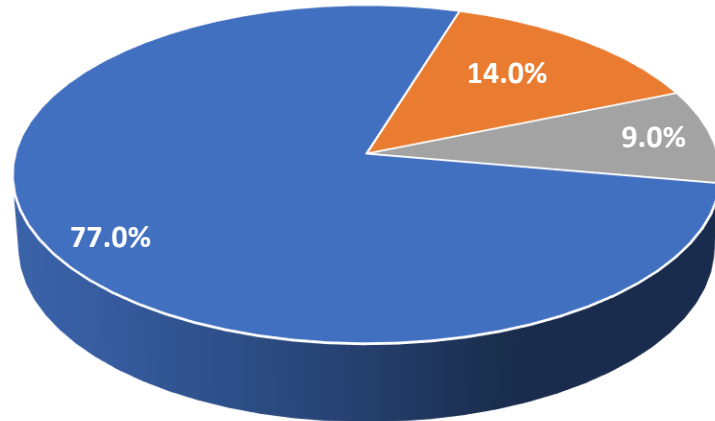
RADIOCITY



Increased the Market Share to 21% for year ended 31st March 2018

Preference of width over depth by the advertisers

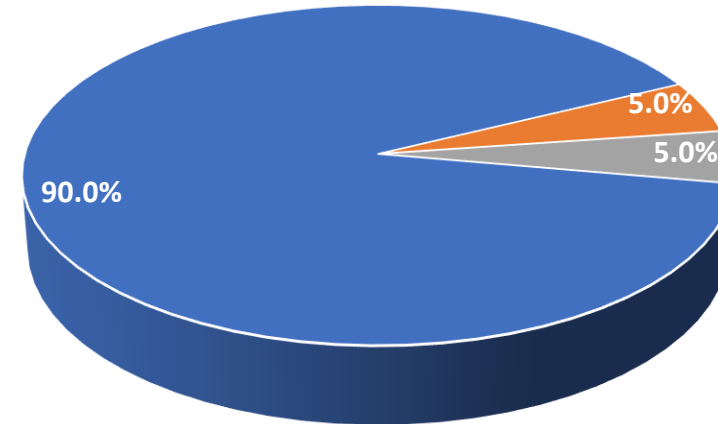
Channel Count



- Phase 2 - Old Stations
- Multiple Frequency
- New Expansions

Particulars	Phase II	Phase III		Phase II + III
		Multiple	Expansion	
Channel Count	73	13	9	95

Volume Breakup – FY18



- Phase 2 - Old Stations
- Multiple Frequency
- New Expansions

Particulars	Phase II	Phase III		Phase II + III
		Multiple	Expansion	
Volume (L)	3280	180	195	2652
Average Volume Per Channel	45	14	22	

Initiatives in the Quarter

Radio City announced Radio City Cine Awards Marathi 2018 in January, to applaud talent of the artistes and technicians of the Marathi film fraternity. The trophy was unveiled in Season Mall (Pune) in the presence of leading celebrities of the Marathi film industry

Radio City announced Radio City Cine Awards Bhojpuri 2018 in February, to applaud talent of the artistes and technicians of the Bhojpuri film fraternity. The trophy was unveiled in the presence of leading celebrities of Bhojpuri film fraternity

Radio City announced Radio City Cine Awards Punjabi to provide transparent access to listeners to cast their vote and support their favourite superstars of the Punjabi film industry in January. The trophy was unveiled in the presence of leading celebrities of Punjabi film fraternity

Radio City's Brand campaign Rag Rag mein Daude city 2.0, launched 360-degree campaign across Print, TV, outdoor, on air and digital. Radio City's brand film kaano se Dekho City garnered tremendous results and engagement of 10mn views, engaged 25 lakh people on ground and total exposure of 95.27 mn



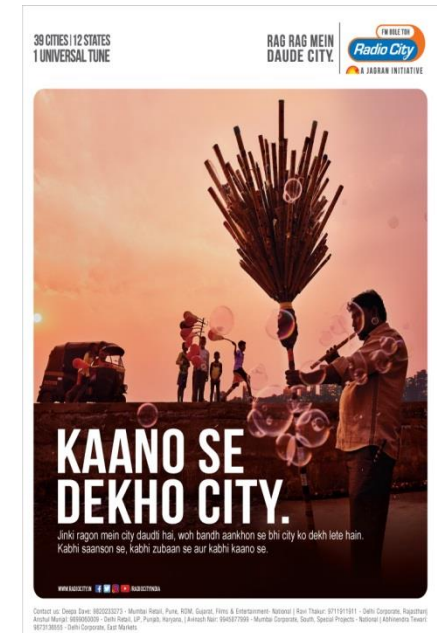
City Cine Awards Marathi



City Cine Awards Bhojpuri



City Cine Awards Punjabi



Rag Rag Mein Daude City 2.0

Initiatives in the Quarter

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Radio City announced a collaboration with Apple Music for the country's biggest Bollywood countdown chart show titled 'Apple Music Top 25'. The show highlights the best music from Apple Music weekly charts. The show will air every Saturday from 6pm to 9pm, across 25 cities which will be hosted by RJ Divya

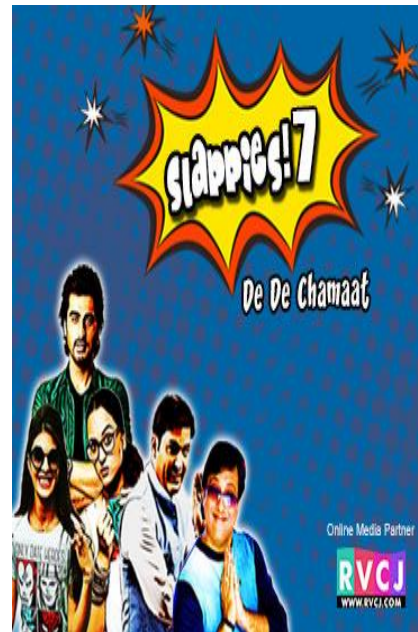
Radio City launched Slappies 7 to applaud the worst of Bollywood of 2017

Radio City captivated Indie Music lovers with Radio City Freedom Awards 5.0 the most definitive platform to recognize, honour and celebrate the essence of independent music across genres and languages. This year the property was executed with 13 LIVE gigs in 10 languages across 8 cities and garnered 861 Entries, 16,000 Votes

A recent research report, commissioned by Music Broadcast Ltd. - Radio City, and titled "Power of Radio" highlights radio as having the second-highest ad-attentions. In terms of ad-effectiveness, radio ads are the 2nd most effective in driving purchase intent and radio being most trusted and credible source of information



Apple Music Top 25 on Radio City



Slappies 7



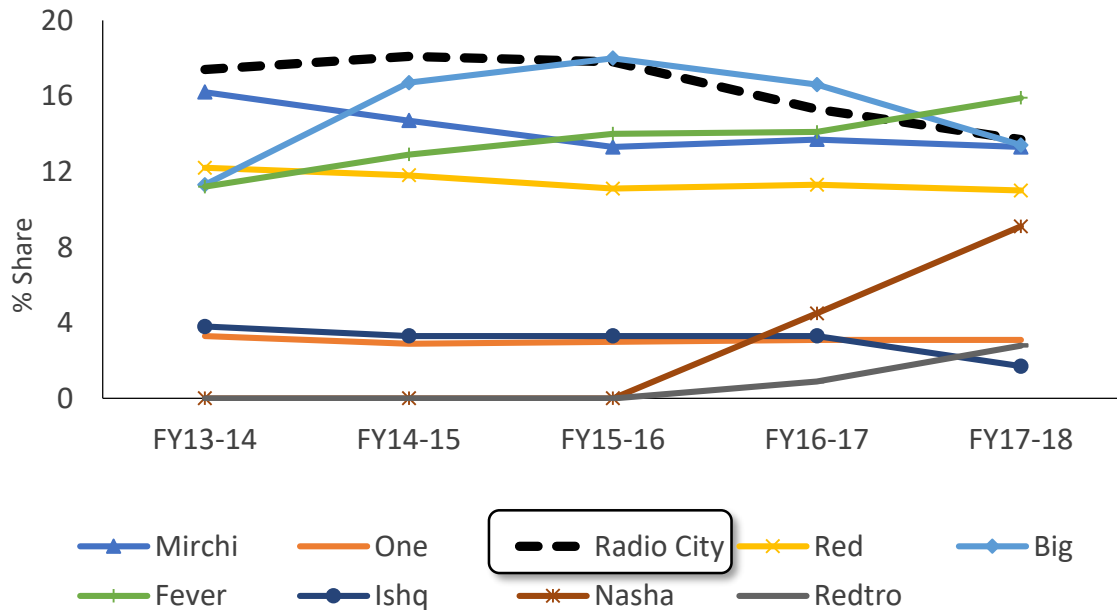
Radio City Freedom Awards 5.0



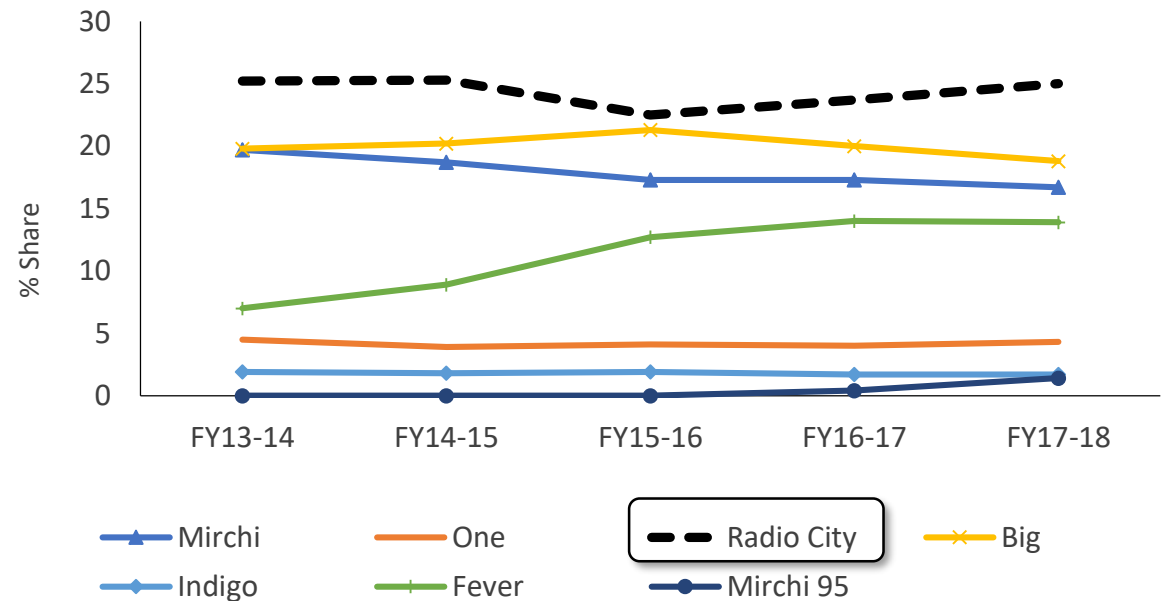
Power of Radio Study conducted by AC Nielsen, Commissioned by MBL

Listenership Market Share Data

Mumbai



Bengaluru



Amongst the highest average listenership share percentage in Mumbai and Bengaluru




Listenership market share represents the percentage of the total radio listeners that are tuned to a particular station in a given time period. It depends both on the number of individuals who are exposed to the station and the average amount of time spent listening to the station over a defined time period


New Age Digital Media


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51 Radio stations in 10 languages & 900+ playlists have generated a listenership of 40 Million

 3.36 Mn Likes

 3.06 Lac Followers

 0.58 Lac Followers

 52.01 Mn Views

Web Presence



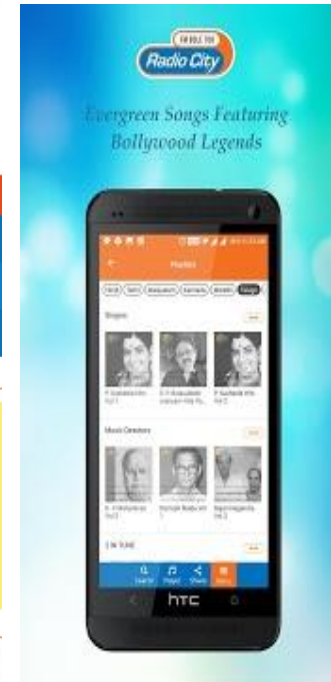
hindi.radiocity.in

www.radiocity.in

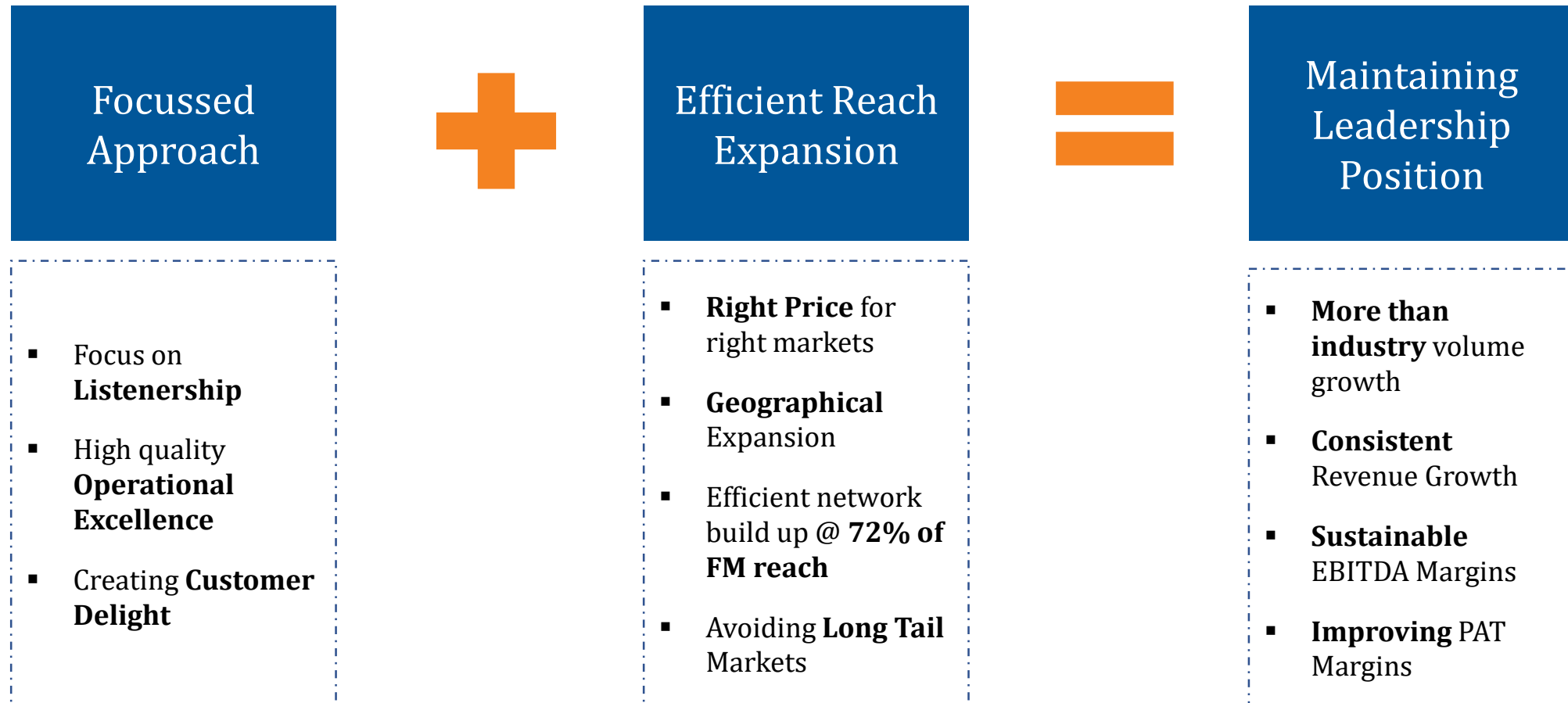
Applications Launched:



Over 3.6 Lac
Installs



*With the **Right Approach** and **Right Market Positioning**, **Leadership** maintained*



Profit and Loss – Quarterly

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In Rs. Crs	Q4FY18	Q4FY17	YoY	Q3FY18	QoQ	FY18	FY17	YoY
Revenue	75.9	66.6	14%	76.2	0%	298.3	271.4	10%
Licenses Fees	5.3	4.8		5.4		21.3	19.2	
Employee Expenses	17.1	17.0		17.6		68.9	65.1	
Other Expenses*	26.2	28.1		29.9		111.0	95.9	
EBITDA	27.4	16.6	65%	23.3	17%	97.1	91.3	6%
EBITDA Margin	36.0%	24.9%		30.6%		32.6%	33.6%	
Other Income	5.4	1.7		4.3		19.4	4.4	
Depreciation/Amortization	6.7	5.6		6.5		26.3	19.7	
EBIT	26.1	12.7	106%	21.1	24%	90.2	76.0	19%
EBIT Margin	34.4%	19.0%		27.7%		30.2%	28.0%	
Finance costs	3.4	5.9		3.9		15.0	19.0	
PBT	22.7	6.7		17.2		75.2	57.0	
Tax	6.5	2.3		5.3		23.5	20.3	
PAT	16.3	4.5	261%	11.9	37%	51.7	36.7	41%
PAT Margin	21.4%	6.8%		15.6%		17.3%	13.5%	
Other Comprehensive Income	0.7	-0.4		-0.3		0.0	-1.1	
Total Comprehensive Income	17.0	4.1	310%	11.6	46%	51.8	35.6	46%

Balance Sheet

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DAUDE CITY.



Assets (In Rs. Crs)	Mar-18	Mar-17	Liabilities (In Rs. Crs)	Mar-18	Mar-17
Total Non Current Assets	490.2	361.9	Shareholders Fund	599.9	548.1
Fixed Assets	296.9	311.6	Share Capital	57.1	57.1
Tangible Assets	41.2	35.3	Other Equity	542.8	491.1
Intangible Assets	255.7	276.3	Total Non Current Liabilities	53.5	55.3
Intangible Assets Under Development	0.0	0.0	Long Term Borrowings	49.9	49.9
Financial Assets	0.0	0.0	Long Term Provisions	3.6	5.4
Investments	155.9	0.0	Total Current Liabilities	45.2	157.7
Other Financial Asset	10.8	12.2	Short Term Borrowings		
Deferred Tax Asset(Net)	18.2	25.2	Trade Payables	22.3	32.9
Other Non Current Assets	6.7	11.1	Other Financial Liabilities	11.7	113.2
Non Current Tax Assets	1.7	1.7	Short Term Provisions	0.7	1.5
Total Current Assets	208.5	399.2	Other Current Liabilities	10.5	10.2
Current Investments	-	26.8	TOTAL EQUITY & LIABILITIES	698.6	761.1
Trade Receivables	110.4	81.7			
Cash & Cash Equivalents	13.1	85.5			
Bank Balances	63.0	182.4			
Other Financial Assets	3.6	3.6			
Other Current Assets	18.2	19.3			
TOTAL ASSETS	698.6	761.1			

Contact Us

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