ICICI Securities

is pleased to invite you to the

Q2FY22 Results Conference Call

of

Saregama India Ltd

Represented by

Mr. Vikram Mehra, Managing Director
Mr. B L Chandak, Executive Director
Mr. Pankaj Kedia, Vice President - Investor Relations

on

Tuesday, October 12, 2021
at 14:00 hrs India Time

Diamond Pass registration link:
Copy this Link in your browser: **Link**

Call Co-ordinator

Mr. Bhupendra Tiwary: +91 9619147052, e-mail: bhupendra.tiwary@icicisecurities.com

For any clarification, please contact:

Mr. Rushad Kapadia: Phone: +91 22 6637 7334, e-mail: rushad.kapadia@icicisecurities.com

Ms. Divya Purohit: Phone: +91 22 6637 7454, e-mail: divya.purohit@icicisecurities.com

Ms. Seema Sehgal: Phone: +91 11 4221 8511, e-mail: seema.sehgal@icicisecurities.com

Q2 FY22: Revenue up by 34% and PBT by 19% YoY

Riding the Digital Wave

Mumbai, October 11, 2021: Saregama, India's oldest music label and the youngest movie studio, announced its financial results for the 2nd Quarter of the Financial Year 2021-22.

Q2 FY22 Revenue from Operations is Rs.1451 Mn against Rs.1081 Mn in the corresponding quarter last year (i.e., 34% growth YoY).

Company's Operating Income before Content Charge, Interest and Depreciation (OIBCID) increased to Rs.535 Mn in Q2 FY22 from Rs.387 Mn in corresponding quarter last year (i.e. 38% growth YoY)

Company's Q2 PBT at Rs. 453 Mn registered a 19% growth compared to same quarter last year.

On half yearly basis H1 FY22, Company's Revenue from Operations has grown by 35% while PBT has grown by 36% compared to H1 FY21

During this quarter, Saregama Launched multiple new songs across languages, including the hit music of Akshay Kumar starrer Bell Bottom and multiple non-films "Original" songs across Hindi, Bhojpuri, Gujarati, Punjabi, and Tamil languages. Company also marked its entry in the Haryanvi segment with its first song launch. The other highlight of the quarter was the use of the iconic song 'Dum Maaro Dum' by Apple in its latest iPhone launch advertisement.

Carvaan sales improved during the quarter in sync with the easing of lockdowns in multiple states. Company sold 103k units during the quarter compared to 45k units in Q1

Saregama's Tamil serial 'Chandralekha' earned the rare honour of being the first Tamils serial to cross 2000 episodes. The other serial 'Roja' continued its leadership position.

During the quarter '200 Halla Ho', a Yoodlee film, got released in Zee5. Company recently announced its First web series "Invisible Woman" starring Suniel Shetty.

The rapid digitisation-of-India, further buoyed by the recent stay-at-home phenomenon, is the key driver of change in content consumption habits. This trend is expected to continue for a long time, and Saregama has aligned its content strategy to ride on this digital wave

About Saregama India Limited:

Saregama India Limited, formerly known as The Gramophone Company of India Ltd is a RPSG group company owning the largest music archives in India and one of the biggest in the world. The ownership of nearly 50 per cent of all the music ever recorded in India also makes Saregama the most authoritative repository of the country's musical heritage. Saregama has also expanded into other branches of entertainment - publishing, film production and digital content.

About RPSG Group:

RP-Sanjiv Goenka Group is one of India's fastest growing conglomerates with a significant global presence. The Group's businesses include power and energy, carbon black manufacturing, retail, IT-enables services, FMCG, media and entertainment and agriculture.

For further information, please contact:

Honey Sheth | honey.sheth@mslgroup.com | 9870097011
Nehal Palod | nehal.palod@mslgroup.com | 9329983701

RP - Sanjiv Goenka Group

Saregama India Limited
Registered Office: 33, Jessore Road, Dum Dum, Kolkata - 700 028
web: www.saregama.com, Email id: co.sec@saregama.com, Phone no: 033-2551-2984
CIN:L22213WB1946PLC014346

(Rs. in Lakhs)

Statement of Standalone Financial Results for the Three Months and Six Months Ended 30 September 2021

Sl. No.	Particulars	3 Months ended 30 September 2021 (Unaudited)	3 Months ended 30 June 2021 (Unaudited)	3 Months ended 30 September 2020 (Unaudited)	6 Months ended 30 September 2021 (Unaudited)	6 Months ended 30 September 2020 (Unaudited)	Year ended 31 March 2021 (Audited)
1	**Income**						
	(a) Revenue from operations	**14,213**	10,223	10,769	**24,436**	18,208	43,425
	(b) Other income	**519**	282	294	**801**	835	2,908
	Total Income	**14,732**	10,505	11,063	**25,237**	19,043	46,333
2	**Expenses**						
	(a) Contract manufacturing charges	**748**	1,181	149	**1,929**	172	2,172
	(b) Cost of production of films and television serials	**2,745**	1,244	1,232	**3,989**	1,411	4,650
	(c) Changes in inventories of finished goods and work-in-progress [(increase) /decrease]	**(174)**	(965)	231	**(1,139)**	974	2,361
	(d) Employee benefits expense	**1,711**	1,355	1,451	**3,066**	2,887	5,689
	(e) Finance costs	**141**	68	81	**209**	176	345
	(f) Depreciation and amortisation expense	**274**	228	120	**502**	244	540
	(g) Advertisement and sales promotion	**1,715**	1,017	1,376	**2,732**	2,072	5,446
	(h) Royalty expense	**1,764**	1,442	1,524	**3,206**	2,853	5,666
	(i) Other expenses	**1,330**	1,226	1,313	**2,556**	2,285	4,919
	Total Expenses	**10,254**	6,796	7,477	**17,050**	13,074	31,788
3	**Profit before exceptional items and tax (1-2)**	**4,478**	3,709	3,586	**8,187**	5,969	14,545
4	**Exceptional Items**	**-**	-	-	**-**	-	-
5	**Profit before tax (3-4)**	**4,478**	3,709	3,586	**8,187**	5,969	14,545
6	**Tax Expense**						
	(a) Current Tax	**1,171**	974	974	**2,145**	1,584	3,755
	(b) Deferred Tax (net)	**(18)**	(28)	(43)	**(46)**	(29)	88
	Total tax expense	**1,153**	946	931	**2,099**	1,555	3,843
7	**Profit for the period (5-6)**	**3,325**	2,763	2,655	**6,088**	4,414	10,702
8	**Other Comprehensive Income (net of taxes)**						
	(a) Items that will be reclassified to profit or loss	**-**	-	-	**-**	-	-
	(b) Items that will not be reclassified to profit or loss	**2,879**	3,256	(45)	**6,135**	2,531	2,509
	Total other comprehensive income	**2,879**	3,256	(45)	**6,135**	2,531	2,509
9	**Total comprehensive income for the period (7+8)**	**6,204**	6,019	2,610	**12,223**	6,945	13,211
10	Paid-up Equity Share Capital (Face Value of Rs. 10/- each)	**1,743**	1,743	1,743	**1,743**	1,743	1,743
11	Other equity						49,211
12	Earnings Per Share (Face Value Rs. 10/- each): #						
	(a) Basic (Rs.)	**19.13**	15.95	15.50	**35.08**	25.70	62.39
	(b) Diluted (Rs.)	**19.10**	15.88	15.40	**35.01**	25.52	61.78

#Figures for three months and six months are not annualised.

Saregama India Limited
Registered Office: 33, Jessore Road, Dum Dum, Kolkata - 700 028
web: www.saregama.com, Email id: co.sec@saregama.com, Phone no: 033-2551-2984
CIN:L22213WB1946PLC014346

(Rs. in Lakhs)

Standalone Segment wise Revenue, Results, Assets and Liabilities for the Three Months and Six Months Ended 30 September 2021

Sl. No.	Particulars	3 Months ended 30 September 2021 (Unaudited)	3 Months ended 30 June 2021 (Unaudited)	3 Months ended 30 September 2020 (Unaudited)	6 Months ended 30 September 2021 (Unaudited)	6 Months ended 30 September 2020 (Unaudited)	Year ended 31 March 2021 (Audited)
1	**Segment Revenue**						
	(a) Music	**11,978**	9,030	10,105	**21,008**	16,957	38,215
	(b) Films/Television serials	**2,235**	1,193	664	**3,428**	1,251	5,210
	Total segment revenue	**14,213**	10,223	10,769	**24,436**	18,208	43,425
	Less: Inter Segment Revenue	**-**	-	-	**-**	-	-
	Total Revenue from Operations	**14,213**	10,223	10,769	**24,436**	18,208	43,425
2	**Segment Results**						
	(a) Music	**5,280**	4,389	4,541	**9,669**	8,192	16,922
	(b) Films/Television serials	**321**	106	(83)	**427**	(444)	(4)
	Total	**5,601**	4,495	4,458	**10,096**	7,748	16,918
	Less:						
	(a) Finance costs	**141**	68	81	**209**	176	345
	(b) Other unallocable expenditure net of unallocable income	**982**	718	791	**1,700**	1,603	2,028
	Total Profit Before Tax	**4,478**	3,709	3,586	**8,187**	5,969	14,545
3	**Segment Assets**						
	(a) Music	**44,984**	44,642	41,463	**44,984**	41,463	39,687
	(b) Films/Television serials	**6,715**	5,454	4,719	**6,715**	4,719	5,724
	(c) Unallocated	**37,537**	32,061	22,797	**37,537**	22,797	32,074
	Total Segment Assets	**89,236**	82,157	68,979	**89,236**	68,979	77,485
4	**Segment Liabilities**						
	(a) Music	**17,613**	17,590	14,007	**17,613**	14,007	15,933
	(b) Films/Television serials	**1,050**	525	1,132	**1,050**	1,132	909
	(c) Unallocated	**7,067**	7,039	6,061	**7,067**	6,061	9,689
	Total Segment Liabilities	**25,730**	25,154	21,200	**25,730**	21,200	26,531

RP - Sanjiv Goenka Group

saregama

Saregama India Limited
Registered Office: 33, Jessore Road, Dum Dum, Kolkata - 700 028
web: www.saregama.com, Email id: co.sec@saregama.com, Phone no: 033-2551-2984
CIN:L22213WB1946PLC014346

(Rs. in Lakhs)

Standalone Statement of Assets and Liabilities

Sl. No.	Particulars	As at 30 September 2021 (Unaudited)	As at 31 March 2021 (Audited)
	ASSETS		
1	**Non-current assets**		
	(a) Property, plant and equipment	**21,410**	20,452
	(b) Right of use assets	**90**	109
	(c) Investment properties	**222**	225
	(d) Intangible assets	**2,518**	1,787
	(e) Intangible assets under development	**146**	195
	(f) Investment in subsidiaries and joint venture	**1,865**	1,865
	(g) Financial assets		
	(i) Investments	**15,238**	9,121
	(ii) Other financial assets	**192**	192
	(h) Other non-current assets	**1,475**	1,117
	Total non-current assets	**43,156**	35,063
2	**Current assets**		
	(a) Inventories	**8,439**	6,547
	(b) Financial assets		
	(i) Investments	**-**	2,516
	(ii) Trade receivables	**9,105**	8,959
	(iii) Cash and cash equivalents	**4,228**	630
	(iv) Bank balances other than (iii) above	**10,393**	13,384
	(v) Loans	**2,041**	1,125
	(vi) Other financial assets	**724**	386
	(c) Current tax assets (net)	**1,844**	1,889
	(d) Other current assets	**9,306**	6,986
	Total current assets	**46,080**	42,422
	TOTAL ASSETS	**89,236**	77,485
	EQUITY AND LIABILITIES		
1	**Equity**		
	(a) Equity share capital	**1,743**	1,743
	(b) Other equity	**61,763**	49,211
	Total Equity	**63,506**	50,954
	Liabilities		
2	**Non-current liabilities**		
	(a) Financial liabilities		
	(i) Lease liabilities	**56**	74
	(b) Employee benefit obligations	**388**	355
	(c) Deferred tax liabilities (net)	**5,810**	4,923
	Total non-current liabilities	**6,254**	**5,352**
3	**Current liabilities**		
	(a) Financial liabilities		
	(i) Lease liabilities	**37**	36
	(ii) Trade payables		
	a) Total outstanding dues of micro enterprises and small enterprises	**1**	1
	b) Total outstanding dues of creditors other than micro enterprises and small enterprises	**5,111**	5,260
	(iii) Other financial liabilities	**3,135**	6,300
	(b) Other current liabilities	**2,767**	2,337
	(c) Provisions	**8,308**	7,079
	(d) Employee benefit obligations	**117**	166
	Total current liabilities	**19,476**	21,179
	Total liabilities	**25,730**	26,531
	TOTAL EQUITY AND LIABILITIES	**89,236**	77,485

Saregama India Limited
Registered Office: 33, Jessore Road, Dum Dum, Kolkata - 700 028
web: www.saregama.com, Email id: co.sec@saregama.com, Phone no: 033-2551-2984
CIN:L22213WB1946PLC014346

(Rs. in Lakhs)

Standalone Statement of Cash Flows

Sl. No.	Particulars	**6 Months ended 30 September 2021 (Unaudited)**		6 Months ended 30 September 2020 (Unaudited)	
	Profit Before Tax		**8,187**		5,969
A.	**Cash Flow from Operating Activities**				
	Adjustments for:				
	Depreciation and amortisation expense	**502**		244	
	Allowance for expected credit loss	**16**		132	
	Finance costs	**209**		176	
	Liabilities/Provisions no longer required written back	**(2)**		(503)	
	Interest income	**(593)**		(314)	
	Share based payment expense	**45**		69	
	Net loss on unrealised foreign currency transactions	**3**		46	
	Profit on sale of Investment in Mutual Fund	**(25)**		-	
			155		(150)
	Operating profit before Working Capital Changes		**8,342**		5,819
	Adjustments for:				
	Increase in Other current assets, Loans, Other non-current assets, Other financial assets	**(3,391)**		(246)	
	Increase in Other financial liabilities, Provisions, Other current liabilities	**2,085**		1,675	
	(Decrease)/Increase in Trade payables	**(149)**		88	
	Decrease in Employee benefit obligations	**(24)**		(30)	
	(Increase)/Decrease in Trade receivables	**(175)**		1,218	
	(Increase)/Decrease in Inventories	**(1,892)**		974	
			(3,546)		3,679
	Cash generated from operations		**4,796**		9,498
	Income taxes paid (net of refund)		**(2,100)**		(154)
	Net cash generated from Operating Activities (A)		**2,696**		9,344
B.	**Cash Flow from Investing Activities**				
	Purchase of Property, plant and equipment and intangible assets	**(1,525)**		(299)	
	Investment in equity shares of other company (quoted)	**-**		(76)	
	Interest received	**145**		42	
	Loan given to Subsidiary Companies	**(9)**		(265)	
	Proceeds from sale of Investment in Mutual funds	**2,541**		-	
	Fixed deposits placed with banks (with maturity more than 3 months)	**(483)**		(6,728)	
	Net cash generated from/(used in) Investing Activities (B)		**669**		(7,326)
C.	**Cash Flow from Financing Activities**				
	Repayment of Short term borrowings	**-**		(633)	
	Proceeds form issue of shares*	**0**		0	
	Share premium received on issue of shares	**5**		5	
	Purchase of Investment by Saregama Welfare Trust (Treasury Shares)	**-**		(512)	
	Exercise of shares through Saregama Welfare Trust	**258**		-	
	Dividend paid	**-**		(261)	
	Repayment of principal portion of lease liabilities	**(17)**		(37)	
	Interest paid on lease liabilities	**(5)**		(2)	
	Interest paid on others	**(8)**		(24)	
	Net cash generated from/(used in) Financing Activities (C)		**233**		(1,464)
	Net increase in cash and cash equivalents (A+B+C)		**3,598**		554
	Cash and Cash Equivalents at the beginning of the period		**630**		330
	Cash and Cash Equivalents at the end of the period		**4,228**		884

*Represents value of less than Rs. 0.50 Lakh.

Note: The above Standalone Statement of Cash Flow has been prepared under the "Indirect Method" as set out in Ind AS 7 - "Statement of Cash Flows".

RP - Sanjiv Goenka Group

NOTES:

1 The aforementioned results for the three months and six months ended 30 September 2021 have been reviewed and recommended by the Audit Committee in their meeting held on 11 October 2021 and approved by the Board of Directors of the Company at their meeting held on even date. These results have been subjected to "limited review" by the Statutory Auditors of the Company who have issued an unmodified review report on the standalone financial results for the three months and six months ended 30 September 2021.

2 Out of the 53,38,628 equity shares of Rs. 10/- each issued for cash at a premium of Rs. 35/- (issue price - Rs. 45/-) pursuant to the Rights Issue in 2005, allotment of 5,290 equity shares (relating to cases under litigation / pending clearance from concerned authorities) were in abeyance till 30 September 2021.

3 The Company adopted Revaluation model for land at time of transition to Ind AS. Accordingly, Company's land has been revalued during the pervious quarter by registered independent valuer using market approach. The resultant incremental value amounting to Rs. 959 Lakhs were added to the book value of related land with corresponding credit to Other Comprehensive Income and Other Equity. The corresponding tax impact has also been charged through Other Comprehensive Income.

4 Based on the guiding principles given in Ind AS 108 on "Operating Segments", the Company's business activity falls within two operating segments, namely:
(a) Music
(b) Films/Television serials

Segment Revenue, Results, Assets and Liabilities represent amounts identifiable to each of the segments. Other "unallocable expenditure net of unallocable income" mainly includes interest income, expenses on common services not directly identifiable to individual segments and corporate expenses.
Segment Assets and Segment Liabilities are as at 30 September 2021, 30 June 2021, 30 September 2020 and 31 March 2021. Unallocable corporate assets less unallocable corporate liabilities mainly represent investment of surplus funds and cash and bank balances.

5 In view of pandemic relating to COVID – 19, the Company has considered internal and external information available up to the date of approval of these standalone financial results and has performed analysis in assessing the recoverability of its assets including trade receivables, inventories, investments, other financial and non-financial assets, for possible impact on these standalone financial results. The Company has also assessed the impact of this whole situation on its capital and financial resources, profitability, liquidity position, etc. On the basis of its present assessment and current indicators of future economic conditions, the Company does not anticipate any material impact on these standalone financial results. However, the actual impact of COVID – 19 on the Company's financial results may differ from that estimated and the Company will continue to closely monitor any material changes to future economic conditions.

6 For more details on Results, visit Investor Relations section of our website at http://www.saregama.com and Financial Results under Corporates section of www.nseindia.com and www.bseindia.com.

For and on behalf of the Board of Directors of Saregama India Limited

VIKRAM MEHRA Digitally signed by VIKRAM MEHRA Date: 2021.10.11 12:17:54 +05'30'

Vikram Mehra
Managing Director
DIN: 03556680

Kolkata
11 October 2021

Saregama India Limited
Registered Office: 33, Jessore Road, Dum Dum, Kolkata - 700 028
web: www.saregama.com, Email id: co.sec@saregama.com, Phone no: 033-2551-2984
CIN:L22213WB1946PLC014346

(Rs. in Lakhs)

Statement of Consolidated Financial Results for the Three Months and Six Months Ended 30 September 2021

Sl. No.	Particulars	**3 Months ended 30 September 2021**	3 Months ended 30 June 2021	3 Months ended 30 September 2020	**6 Months ended 30 September 2021**	6 Months ended 30 September 2020	Year ended 31 March 2021
		(Unaudited)	(Unaudited)	(Unaudited)	**(Unaudited)**	(Unaudited)	(Audited)
1	**Income**						
	(a) Revenue from operations	**14,509**	10,496	10,811	**25,005**	18,460	44,196
	(b) Other income	**515**	280	344	**795**	881	3,086
	Total Income	**15,024**	10,776	11,155	**25,800**	19,341	47,282
2	**Expenses**						
	(a) Cost of material consumed/ Contract manufacturing charges	**794**	1,190	54	**1,984**	87	2,106
	(b) Cost of production of films and television serials	**2,745**	1,244	1,232	**3,989**	1,411	4,650
	(c) Changes in inventories of finished goods and work-in-progress [(increase) /decrease]	**(128)**	(938)	225	**(1,066)**	1,001	2,452
	(d) Employee benefits expense	**2,075**	1,675	1,797	**3,750**	3,541	6,953
	(e) Finance costs	**141**	68	81	**209**	176	345
	(f) Depreciation and amortisation expense	**276**	230	125	**506**	253	561
	(g) Advertisement and sales promotion	**1,371**	839	694	**2,210**	1,301	3,750
	(h) Royalty expense	**1,764**	1,442	1,524	**3,206**	2,853	5,661
	(i) Other expenses	**1,453**	1,347	1,599	**2,800**	2,693	5,614
	Total Expenses	**10,491**	7,097	7,331	**17,588**	13,316	32,092
3	**Profit before exceptional items and tax (1-2)**	**4,533**	3,679	3,824	**8,212**	6,025	15,190
4	**Exceptional Items**	**-**	-	-	**-**	-	-
5	**Profit before tax (3-4)**	**4,533**	3,679	3,824	**8,212**	6,025	15,190
6	**Tax Expense**						
	(a) Current Tax	**1,171**	974	975	**2,145**	1,586	3,773
	(b) Deferred Tax (net)	**(18)**	(28)	(43)	**(46)**	(29)	71
	Total tax expense	**1,153**	946	932	**2,099**	1,557	3,844
7	**Profit for the period (5-6)**	**3,380**	2,733	2,892	**6,113**	4,468	11,346
8	**Other Comprehensive Income (net of taxes)**						
	(a) Items that will be reclassified to profit or loss	**7**	4	(23)	**11**	(10)	(5)
	(b) Items that will not be reclassified to profit or loss	**3,532**	3,827	(60)	**7,359**	3,103	3,081
	Total other comprehensive income	**3,539**	3,831	(83)	**7,370**	3,093	3,076
9	**Total comprehensive income for the period (7+8)**	**6,919**	6,564	2,809	**13,483**	7,561	14,422
10	**Profit for the period attributable to:**						
	(a) Owner of the Company	**3,380**	2,719	2,819	**6,099**	4,394	11,255
	(b) Non-controlling Interest *	**0**	14	73	**14**	74	91
11	**Other Comprehensive Income for the period attributable to:**						
	(a) Owner of the Company	**3,536**	3,830	(77)	**7,366**	3,096	3,079
	(b) Non-controlling Interest	**3**	1	(6)	**4**	(3)	(3)
12	**Total Comprehensive Income for the period attributable to:**						
	(a) Owner of the Company	**6,916**	6,549	2,742	**13,465**	7,490	14,334
	(b) Non-controlling Interest	**3**	15	67	**18**	71	88
13	Paid-up Equity Share Capital (Face Value of Rs. 10/- each)	**1,743**	1,743	1,743	**1,743**	1,743	1,743
14	Other equity						48,836
15	Earnings Per Share (Face Value Rs. 10/- each): #						
	(a) Basic (Rs.)	**19.45**	15.69	16.46	**35.15**	25.58	65.61
	(b) Diluted (Rs.)	**19.41**	15.62	16.35	**35.08**	25.41	64.97

*Represents value of less than Rs. 0.50 Lakh.
#Figures for three months and six months are not annualised.

Saregama India Limited
Registered Office: 33, Jessore Road, Dum Dum, Kolkata - 700 028
web: www.saregama.com, Email id: co.sec@saregama.com, Phone no: 033-2551-2984
CIN:L22213WB1946PLC014346

(Rs. in Lakhs)

Consolidated Segment wise Revenue, Results, Assets and Liabilities for the Three Months and Six Months Ended 30 September 2021

Sl. No.	Particulars	**3 Months ended 30 September 2021 (Unaudited)**	3 Months ended 30 June 2021 (Unaudited)	3 Months ended 30 September 2020 (Unaudited)	**6 Months ended 30 September 2021 (Unaudited)**	6 Months ended 30 September 2020 (Unaudited)	Year ended 31 March 2021 (Audited)
1	**Segment Revenue**						
	(a) Music	**12,158**	9,180	10,035	**21,338**	16,999	38,548
	(b) Films/Television serials	**2,235**	1,193	664	**3,428**	1,251	5,210
	(c) Publication	**116**	123	112	**239**	210	438
	Total Segment Revenue	**14,509**	10,496	10,811	**25,005**	18,460	44,196
	Less: Inter Segment Revenue	**-**	-	-	**-**	-	-
	Total Revenue from Operations	**14,509**	10,496	10,811	**25,005**	18,460	44,196
2	**Segment Results**						
	(a) Music	**5,675**	4,643	5,124	**10,318**	8,909	18,795
	(b) Films/Television serials	**321**	106	(83)	**427**	(444)	(4)
	(c) Publication	**(334)**	(281)	(337)	**(615)**	(650)	(1,203)
	Total	**5,662**	4,468	4,704	**10,130**	7,815	17,588
	Less:						
	(a) Finance costs	**141**	68	81	**209**	176	345
	(b) Other unallocable expenditure net of unallocable income	**988**	721	799	**1,709**	1,614	2,053
	Total Profit Before Tax	**4,533**	3,679	3,824	**8,212**	6,025	15,190
3	**Segment Assets**						
	(a) Music	**45,519**	45,048	41,457	**45,519**	41,457	40,156
	(b) Films/Television serials	**6,715**	5,454	4,719	**6,715**	4,719	5,724
	(c) Publication	**560**	514	478	**560**	478	456
	(d) Unallocated	**38,858**	32,674	22,623	**38,858**	22,623	32,064
	Total Segment Assets	**91,652**	83,690	69,277	**91,652**	69,277	78,400
4	**Segment Liabilities**						
	(a) Music	**18,186**	18,088	14,435	**18,186**	14,435	16,485
	(b) Films/Television serials	**1,050**	525	1,132	**1,050**	1,132	909
	(c) Publication	**354**	334	375	**354**	375	285
	(d) Unallocated	**7,358**	7,258	6,213	**7,358**	6,213	9,829
	Total Segment Liabilities	**26,948**	26,205	22,155	**26,948**	22,155	27,508

RP - Sanjiv Goenka Group

saregama

Saregama India Limited
Registered Office: 33, Jessore Road, Dum Dum, Kolkata - 700 028
web: www.saregama.com, Email id: co.sec@saregama.com, Phone no: 033-2551-2984
CIN:L22213WB1946PLC014346

(Rs. in Lakhs)

Consolidated Statement of Assets and Liabilities

Sl. No.	Particulars	As at 30 September 2021 (Unaudited)	As at 31 March 2021 (Audited)
	ASSETS		
1	**Non-current assets**		
	(a) Property, plant and equipment	**21,423**	20,458
	(b) Right of use assets	**90**	109
	(c) Investment properties	**222**	225
	(d) Intangible assets	**2,523**	1,794
	(e) Intangible assets under delopment	**146**	195
	(f) Financial assets		
	(i) Investments	**18,642**	11,141
	(ii) Other financial assets	**194**	194
	(g) Other non-current assets	**1,475**	1,117
	Total non-current assets	**44,715**	35,233
2	**Current assets**		
	(a) Inventories	**8,749**	6,919
	(b) Financial assets		
	(i) Investment	**-**	2,516
	(ii) Trade receivables	**8,969**	8,735
	(iii) Cash and cash equivalents	**4,802**	1,113
	(iv) Bank balances other than (iii) above	**10,393**	13,384
	(v) Loans	**1,832**	924
	(vi) Other financial assets	**724**	420
	(c) Current tax assets (net)	**1,943**	1,966
	(d) Other current assets	**9,525**	7,190
	Total current assets	**46,937**	43,167
	TOTAL ASSETS	**91,652**	78,400
	EQUITY AND LIABILITIES		
1	**Equity**		
	(a) Equity share capital	**1,743**	1,743
	(b) Other equity	**62,630**	48,836
	Equity Attributable to Owners of the Company	**64,373**	50,579
	Non-controlling interest	**331**	313
	Total Equity	**64,704**	50,892
	Liabilities		
2	**Non-current liabilities**		
	(a) Financial liabilities		
	(i) Lease liabilities	**56**	75
	(b) Employee benefit obligations	**456**	419
	(c) Deferred tax liabilities (net)	**6,101**	5,052
	Total non-current liabilities	**6,613**	5,546
3	**Current liabilities**		
	(a) Financial liabilities		
	(i) Lease liabilities	**37**	36
	(ii) Trade payables		
	a) Total outstanding dues of micro enterprises and small enterprises	**1**	1
	b) Total outstanding dues of creditors other than micro enterprises and small enterprises	**5,491**	5,629
	(iii) Other financial liabilities	**3,388**	6,477
	(b) Other current liabilities	**2,976**	2,550
	(c) Provisions	**8,323**	7,094
	(d) Employee benefit obligations	**119**	175
	Total current liabilities	**20,335**	21,962
	Total liabilities	**26,948**	27,508
	TOTAL EQUITY AND LIABILITIES	**91,652**	78,400

RP - Sanjiv Goenka Group

Saregama India Limited
Registered Office: 33, Jessore Road, Dum Dum, Kolkata - 700 028
web: www.saregama.com, Email id: co.sec@saregama.com, Phone no: 033-2551-2984
CIN:L22213WB1946PLC014346

(Rs. in Lakhs)

Consolidated Statement of Cash Flows

Sl. No.	Particulars	6 Months ended 30 September 2021 (Unaudited)		6 Months ended 30 September 2020 (Unaudited)	
	Profit Before Tax		**8,212**		6,025
A.	**Cash Flow from Operating Activities**				
	Adjustments for:				
	Depreciation and amortisation expense	**506**		253	
	Allowance for expected credit loss	**5**		258	
	Finance costs	**209**		176	
	Liabilities/Provisions no longer required written back	**(2)**		(555)	
	Interest income	**(584)**		(305)	
	Share based payment expense	**45**		69	
	Bad debts/advances written off	**-**		3	
	Profit on sale of Investment in Mutual Fund	**(25)**		-	
	Net loss on unrealised foreign currency transactions/ translation	**3**		50	
			157		(51)
	Operating profit before Working Capital Changes		**8,369**		5,974
	Adjustments for:				
	Increase in Other current assets, Loans, Other non-current assets, Other financial assets	**(3,382)**		(177)	
	Increase in Other financial liabilities, Provisions, Other current liabilities	**2,156**		1,774	
	Decrease in Trade payables	**(139)**		(198)	
	Decrease in Employee benefit obligations	**(24)**		(13)	
	(Increase)/Decrease in Trade receivables	**(252)**		1,209	
	(Increase)/Decrease in Inventories	**(1,830)**		977	
			(3,471)		3,572
	Cash generated from operations		**4,898**		9,546
	Income taxes paid (net of refund)		**(2,122)**		(152)
	Net cash generated from Operating Activities (A)		**2,776**		9,394
B.	**Cash Flow from Investing Activities**				
	Purchase of Property, plant and equipment and intangible assets	**(1,534)**		(299)	
	Interest received	**145**		44	
	Investment in equity shares of other company (quoted)	**-**		(93)	
	Proceeds from sale of Investment in Mutual funds	**2,541**		-	
	Fixed deposits placed with banks (with maturity more than 3 months)	**(483)**		(6,728)	
	Net cash generated from/(used in) Investing Activities (B)		**669**		(7,076)
C.	**Cash Flow from Financing Activities**				
	Repayment of Short term borrowings	**-**		(923)	
	Proceeds form issue of shares*	**0**		0	
	Share premium received on issue of shares	**5**		5	
	Purchase of Investment by Saregama Welfare Trust (Treasury Shares)	**-**		(512)	
	Exercise of shares through Saregama Welfare Trust	**258**		-	
	Dividend paid	**-**		(261)	
	Repayment of principal portion of lease liabilities	**(17)**		(37)	
	Interest paid on lease liabilities	**(5)**		(2)	
	Interest paid on others	**(8)**		(24)	
	Net cash generated from/(used in) Financing Activities (C)		**233**		(1,754)
	Net increase in cash and cash equivalents (A+B+C)		**3,678**		564
	Cash and Cash Equivalents at the beginning of the period		**1,113**		705
	Effect of exchange rate changes		**11**		(7)
	Cash and Cash Equivalents at the end of the period		**4,802**		1,262

*Represents value of less than Rs. 0.50 Lakh.

Note: The above Consolidated Statement of Cash Flow has been prepared under the "Indirect Method" as set out in Ind AS 7 - "Statement of Cash Flows".

NOTES:

1 The aforementioned results for the three months and six months ended 30 September 2021 have been reviewed and recommended by the Audit Committee in their meeting held on 11 October 2021 and approved by the Board of Directors of the Parent Company at their meeting held on even date. These results have been subjected to "limited review" by the Statutory Auditors of the Parent Company who have issued an unmodified review report on the consolidated financial results for the three months and six months ended 30 September 2021.

2 The Consolidated financial results are prepared in accordance with the principles and procedures as set out in Ind AS 110, notified by Ministry of Corporate Affairs. The consolidated financial results of the Company include its six subsidiaries (including one step-down subsidiary), i.e. Saregama Limited (formerly known as Saregama Plc.), RPG Global Music Limited, Saregama FZE, Kolkata Metro Networks Limited, Open Media Network Private Limited and Saregama Inc. (Step-down subsidiary of Saregama India Limited) (hereinafter referred as "Group") combined on a line-by-line basis by adding together the book values of like items of assets, liabilities, income and expenses eliminating intra-company balances and transactions and resulting unrealised gains/losses. The Consolidated financial results are prepared applying uniform accounting policies. The Group has one joint venture i.e. Saregama Regency Optimedia Private Limited, which is under liquidation with effect from 19 September 2016. Accordingly, this entity has not been consolidated by the Group.

3 The Parent Company adopted Revaluation model for land at time of transition to Ind AS. Accordingly, Parent Company's land has been revalued during the previous quarter by registered independent valuer using market approach. The resultant incremental value amounting to Rs. 959 Lakhs were added to the book value of related land with corresponding credit to Other Comprehensive Income and Other Equity. The corresponding tax impact has also been charged through Other Comprehensive Income.

4 Based on the guiding principles given in Ind AS 108 on "Operating Segments", the Group's business activity falls within three operating segments, namely:

(a) Music
(b) Films/Television serials
(c) Publication

Segment Revenue, Results, Assets and Liabilities represent amounts identifiable to each of the segments. Other "unallocable expenditure net of unallocable income" mainly includes interest income, expenses on common services not directly identifiable to individual segments and corporate expenses.
Segment Assets and Segment Liabilities are as at 30 September 2021, 30 June 2021, 30 September 2020 and 31 March 2021. Unallocable corporate assets less unallocable corporate liabilities mainly represent investment of surplus funds and cash and bank balances.

5 In view of pandemic relating to COVID – 19, the Group has considered internal and external information available up to the date of approval of these consolidated financial results and has performed analysis in assessing the recoverability of its assets including trade receivables, inventories, investments, other financial and non-financial assets, for possible impact on these consolidated financial results. The Group has also assessed the impact of this whole situation on its capital and financial resources, profitability, liquidity position, etc. On the basis of its present assessment and current indicators of future economic conditions, the Group does not anticipate any material impact on these consolidated financial results. However, the actual impact of COVID – 19 on the Group's financial results may differ from that estimated and the Group will continue to closely monitor any material changes to future economic conditions.

6 For more details on Results, visit Investor Relations section of our website at http://www.saregama.com and Financial Results under Corporates section of www.nseindia.com and www.bseindia.com.

For and on behalf of the Board of Directors of Saregama India Limited

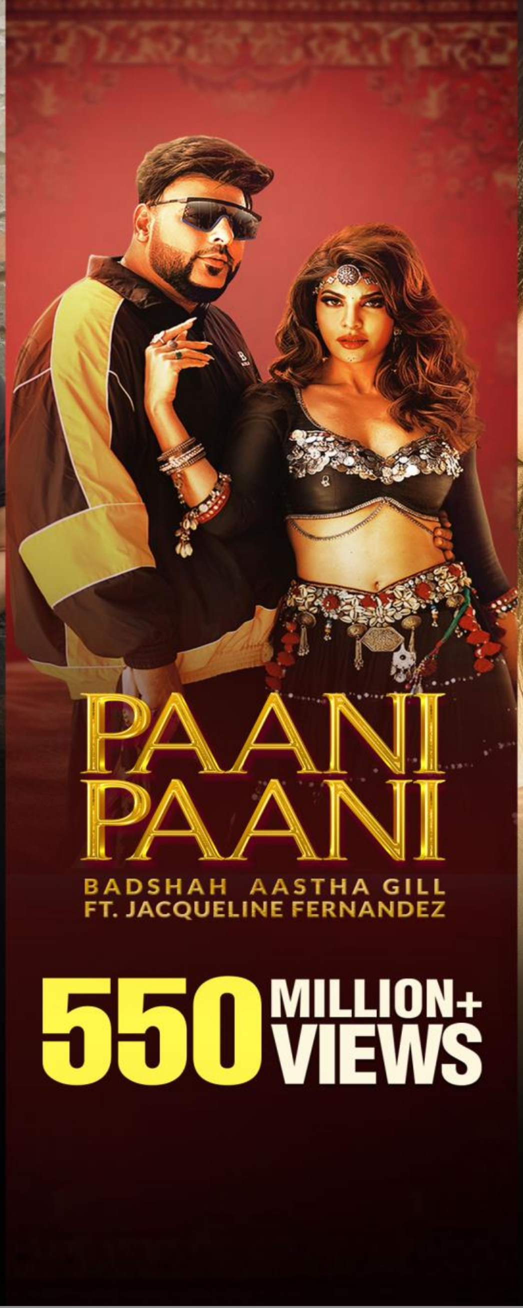
VIKRAM MEHRA
Digitally signed by VIKRAM MEHRA
Date: 2021.10.11 12:18:54 +05'30'

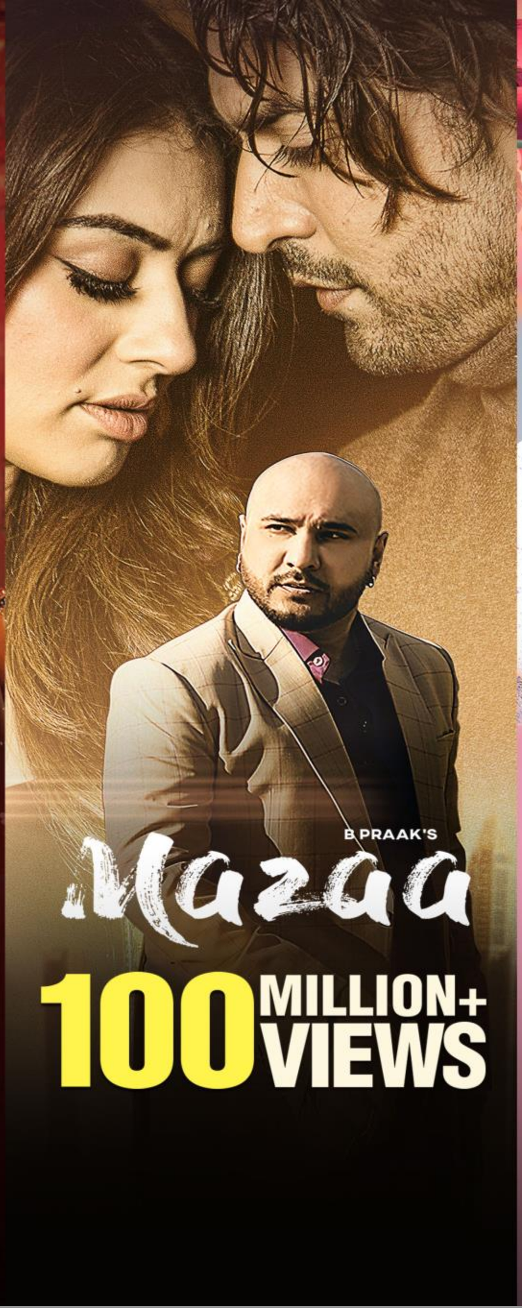
Vikram Mehra
Managing Director
DIN: 03556680

Kolkata
11 October 2021


अपनी तो जैसे तैसे
APNI TO JAISE TAISE
Singers : KHESARI LAL YADAV, SHILPI RAJ
Music : ARYA SHARMA Lyricist : VIJAY CHAUHAN
100 MILLION+ VIEWS


SAKHIYAN 2.0
BELLBOTTOM
100 MILLION+ VIEWS


PAANI PAANI
BADSHAH AASTHA GILL
FT. JACQUELINE FERNANDEZ
550 MILLION+ VIEWS


B PRAAK'S
Mazaa
100 MILLION+ VIEWS


भतार संगे का का कईलू
(BHATAR SANGE KA KA KAILU)
SINGER SAMAR SINGH & SHILPI RAJ
100 MILLION+ VIEWS

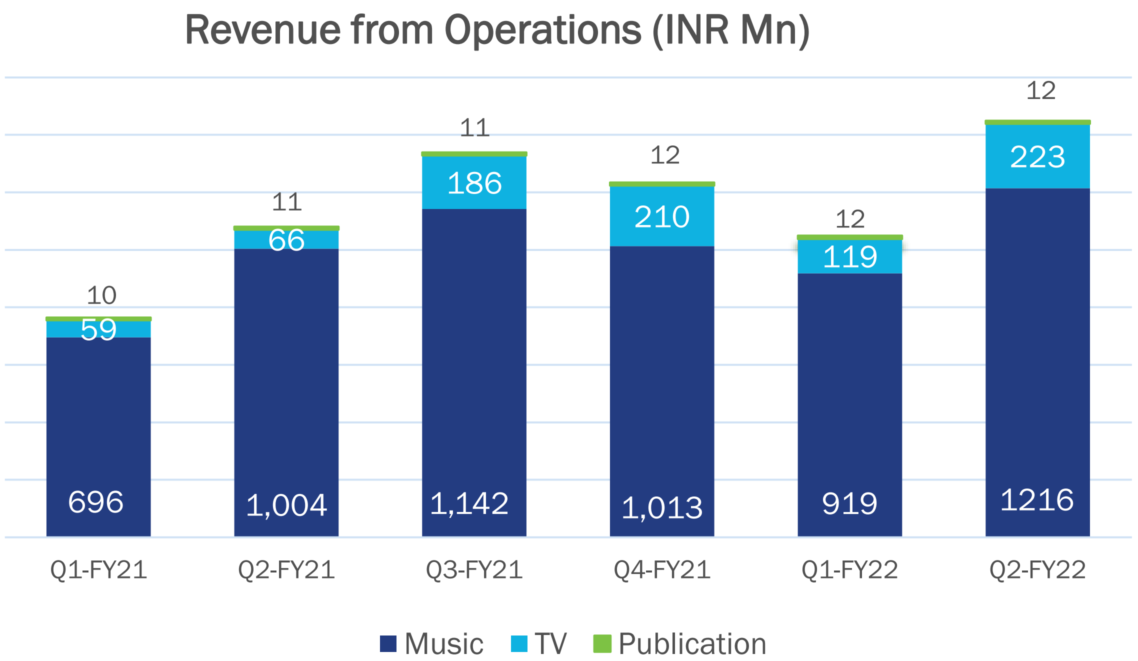
FINANCIAL HIGHLIGHTS

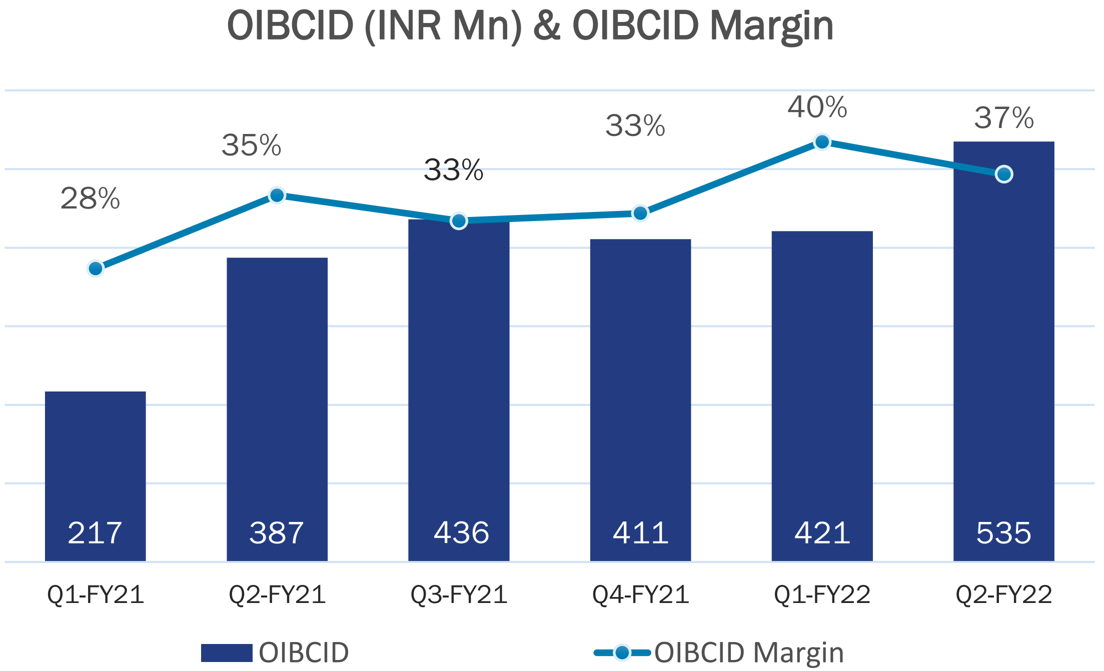
CONSOLIDATED

Quarterly Financial Summary

Particulars (INR Mn)	Q2 FY22	Q1 FY22	Q-o-Q Growth	Q2 FY21	Y-o-Y Growth
Revenue from Operations					
• Music	1,216	919	32%	1,004	21%
• TV & Films	223	119	87%	66	238%
• Publication	12	12	-	11	9%
Revenue from Operations	1,451	1,050	38%	1,081	34%
Operating Income before Content Charge, Interest and Depreciation (OIBCID)	535	421	27%	387	38%

Content Charge include the following charges related to the new content during the year:
1) Amount amortised against the Minimum Guarantee advance paid in case of Royalty based deals 2) Amount amortised again the one-time fee paid in case of Outright purchase-based deals 3) Marketing of new content
Content charge does not include any royalty paid post recoupment of the Minimum Guarantee amount





OIBCID to PAT

Particulars (INR Mn)	Q2-FY22	Q1-FY22	Q-o-Q Growth	Q2-FY21	Y-o-Y Growth	H1-FY 22	H1-FY 21	Y-o-Y Growth
Revenue from Operations (A)	1,451	1,050	38%	1,081	34%	2,500	1,846	35%
Total Expenses (B)	916	629	45%	694	32%	1,544	1,242	24%
OIBCID (C= A-B)	535	421	27%	387	38%	956	604	58%
OIBCID Margin (%)	37%	40%		36%		38%	33%	
Content Charging Cost (D)	114	68	68%	25	356%	182	59	208%
Depreciation (E)	6	6	-	6	-	12	13	(8)%
Finance Cost (F)	14	7	100%	8	75%	21	18	17%
Other Income (G)	52	28	86%	34	53%	80	88	(9)%
PBT (C-D-E-F+G)	453	368	23%	382	19%	821	602	36%
Tax	115	95	21%	93	24%	210	155	35%
PAT	338	273	24%	289	17%	611	447	37%
PAT Margin (%)	23%	26%		27%		24%	24%	
Diluted EPS	19.41	15.62		16.35		35.08	25.41	

Content Charge include the following charges related to the new content during the year:

1) Amount amortised against the Minimum Guarantee advance paid in case of Royalty based deals
2) Amount amortised again the one-time fee paid in case of Outright purchase based deals
3) Marketing of new content

Content charge does not include any royalty paid post recoupment of the Minimum Guarantee amount

Balance Sheet

Equity and Liabilities (INR Mn)	As on 30th Sept' 2021	As on 31st March' 2021
Shareholders Fund		
(a) Equity Share Capital	174	174
(b) Other Equity*	6,263	4,884
Net worth	6,437	5,058
(a) Non-Controlling Interest	33	31
Non-Current Liabilities		
(a) Lease liabilities	6	8
(b) Employee Benefit Obligations	45	42
(c) Deferred tax liabilities (Net)	610	505
Current Liabilities		
(a) Financial Liabilities		
(i) Lease Liabilities	4	4
(ii) Trade Payables	549	563
(iii) Other Financial Liabilities	339	648
(b) Other Current Liabilities	298	255
(c) Provisions	832	709
(d) Employee Benefit Obligations	12	18
Total	9,165	7,841

Assets (INR Mn)	As on 30th Sept' 2021	As on 31st March' 2021
Non Current Assets		
(a) Property, Plant and Equipment *	2,142	2,046
(b) Right of use Assets	9	11
(c) Investment Properties	22	23
(d) Intangible assets	252	179
(e) Intangible asset under development	15	20
(f) Financial Assets		
(i) Investments	1,864	1,114
(ii)Other Financial Assets	19	19
(g) Other Non Current Assets	148	112
Current Assets		
(a) Inventories	875	692
(b) Financial Assets		
(i) Investment	-	252
(ii) Trade Receivables	897	874
(iii) Cash and cash equivalents	480	111
(iv) Bank Balances other than (iii) above	1,039	1,338
(v) Loans	183	92
(vi) Other Financial Assets	73	42
(c) Current Tax Assets (Net)	194	197
(d) Other Current Assets	953	719
Total	9,165	7,841

* Include INR.96 Mn arising on account of Revaluation of land during the quarter ended 30 June, 2021 with corresponding credit to Other Equity.

Cash Flow Statement

Particulars (INR Mn)	H1-FY22		FY 21	
Pre-Tax Profit	821		1,519	
Change in other operating activities (including non-cash Items)	15		(176)	
Change in Working capital	(347)		692	
Taxes Paid	(212)		(139)	
Net cash generated from Operating Activities (A)		**277**		**1,896**
Investment in Fixed Deposits with maturity > 3m	(48)		(971)	
Redemption/(Investment) in Mutual Fund	254		(250)	
Net cash used in Fixed assets and other Investing activities	(139)		(139)	
Net cash generated from/(used in) Investing Activities (B)		**67**		**(1,360)**
Net cash generated from/(used in) Treasury Shares	26		(17)	
Repayment of Short-term Borrowing	-		(92)	
Proceeds from Issue of Share Capital	1		1	
Repayment of Lease Liability	(2)		(6)	
Dividend paid	(349)		(26)	
Interest paid	-		(6)	
Net cash used in Financing Activities (C)		**(324)**		**(146)**
Net increase in Cash and Cash Equivalent		**20**		**390**
Cash and Cash Equivalents at the beginning of the period		460		70
Cash and Cash Equivalents at End of the period *		**480**		**460**

* Balance as on 31 March 2021 include cash earmarked for Dividend declared on 23rd March, 2021 – INR 349 Mn

FINANCIAL HIGHLIGHTS

STANDALONE

Financial Performance

Particulars (INR Mn)	Q2-FY22	Q1-FY22	Q-o-Q Growth	Q2-FY21	Y-o-Y Growth	H1-FY 22	H1-FY 21	Y-o-Y Growth
Turnover	**1,421**	**1,022**	**39%**	**1,077**	**32%**	**2,443**	**1,821**	34%
Other Income	52	28	86%	29	79%	**80**	83	(4)%
Total Revenue	**1,473**	**1,050**	40%	1,106	33%	**2,523**	1,904	33%
Total Expenses	984	649	52%	727	35%	**1,633**	1,265	29%
Depreciation & Amortisation	27	23	17%	12	125%	**50**	24	108%
Finance Cost	14	7	100%	8	75%	**21**	18	17%
PBT	**448**	**371**	**21%**	**359**	**25%**	**819**	**597**	37%
Tax	115	95	21%	93	24%	**210**	155	35%
PAT	**333**	**276**	21%	266	25%	**609**	442	38%
PAT Margin (%)	**23%**	**27%**		25%		**25%**	24%	
Diluted EPS	**19.10**	**15.88**		**15.40**		**35.01**	**25.52**	

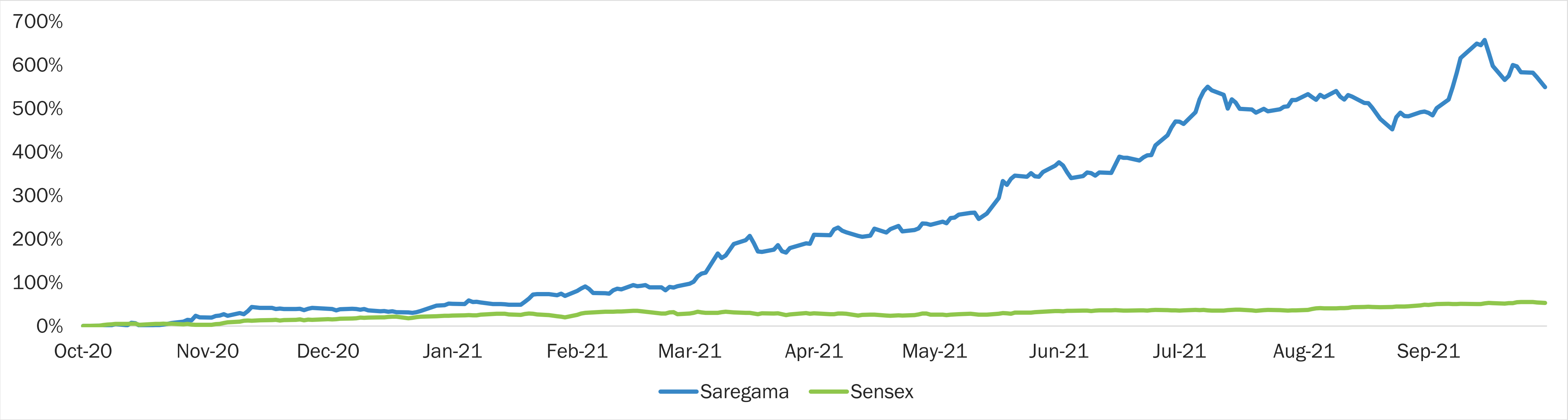
Balance Sheet

Equity and Liabilities (INR Mn)	As on 30th Sept' 2021	As on 31st March 2021
Shareholders Fund		
(a) Equity Share Capital	174	174
(b) Other Equity*	6,176	4,921
Net worth	6,350	5,095
Non-Current Liabilities		
(a) Lease liabilities	6	7
(b) Employee Benefit Obligations	39	36
(c) Deferred tax liabilities (Net)	581	492
Current Liabilities		
(a) Financial Liabilities		
(i) Lease Liabilities	4	4
(ii) Trade Payables	511	526
(iii)Other Financial Liabilities	313	630
(b) Other Current Liabilities	277	234
(c) Provisions	831	708
(d) Employee Benefit Obligations	12	17
Total	8,924	7,749

Assets (INR Mn)	As on 30th Sept' 2021	As on 31st March 2021
Non Current Assets		
(a) Property, Plant and Equipment*	2,141	2,045
(b) Right to use assets	9	11
(c) Investment Properties	22	22
(d) Intangible assets	252	179
(e) Intangible asset under development	15	19
(f) Investment in subsidiaries and joint venture	186	186
(g) Financial Assets		
(i) Investments	1,524	912
(ii) Other financial assets	19	19
(h) Other Non Current assets	148	112
Current Assets		
(a) Inventories	844	655
(b) Financial Assets		
(i) Investments	-	252
(ii) Trade Receivables	911	896
(iii) Cash and cash equivalents	423	63
(iv) Bank Balances other than (iii) above	1,039	1,338
(v) Loans	204	113
(vi)Other financial assets	72	39
(c) Current Tax Assets (Net)	184	189
(d) Other Current Assets	931	699
Total	8,924	7,749

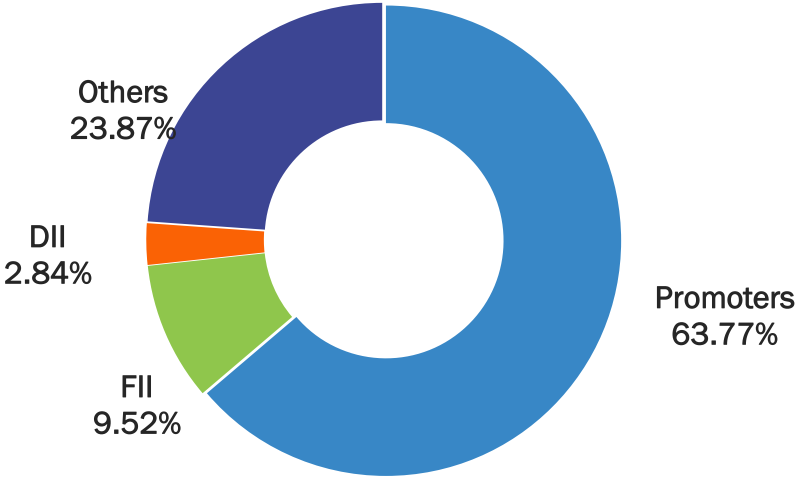
* Include INR.96 Mn arising on account of Revaluation of land during the quarter ended 30 June, 2021 with corresponding credit to Other Equity.

Capital Market Data



Price Data (As of 30th September 2021)	INR
Face Value	10.0
Market Price	3,578.9
52 Week H/L	4,294.0/543.8
Market Cap (INR Mn)	62,379.4
Equity Shares Outstanding (Mn)	17.4
1 Year Avg. Trading Volume ('000)	47.9

Shareholding Pattern as on 30th September 2021



“Saregama India Limited
Q2 FY2022 Earnings Conference Call”

October 12, 2021

ANALYST: **MR. BHUPENDRA TIWARY – ICICI SECURITIES**

MANAGEMENT: **MR. VIKRAM MEHRA – MANAGING DIRECTOR - SAREGAMA INDIA LIMITED**
MR. B L CHANDAK - EXECUTIVE DIRECTOR - SAREGAMA INDIA LIMITED
MR. PANKAJ KEDIA - VICE PRESIDENT, INVESTOR RELATIONS - SAREGAMA INDIA LIMITED

Moderator: Ladies and gentlemen, good day and welcome to Saregama India Limited Q2 FY2022 Earnings Conference Call hosted by ICICI Securities. As a reminder all participant lines will be in the listen-only mode and there will be an opportunity for you to ask questions after the presentation concludes. Should you need assistance during the conference call please signal an operator by pressing "*" then "0" on your touchtone phone. Please note that this conference is being recorded. I now hand the conference over to Mr. Bhupendra Tiwary from ICICI Securities. Thank you, and over to you, Mr. Tiwary!

Bhupendra Tiwary: Thank you, Nirav. On behalf of ICICI Securities, we welcome you to Q2 FY2022 results conference call of Saregama India. From the management we have Mr. Vikram Mehra, who is Managing Director; Mr. B L Chandak, who is Executive Director; and Mr. Pankaj Kedia, who is Vice President, Investor Relations. I will just hand over the call to Vikram for the opening comments. Over to you, Vikram.

Vikram Mehra: Thank you. Good afternoon, everyone. The last 18 months – with the COVID shadow lurking around - have had two big implications on Saregama's business. The first one was a positive one. Because of the lockdown an increasing number of middle-aged and older people were locked at home, stuck with their children and grandchildren. They used this time to get comfortable with technology. I personally know many families where there are 50+ people who have for the first time operated a bank account digitally, downloaded a Gaana or Saavn, or Spotify, or Hungama app for the first-time during Covid. They even started consuming content on Netflix or Amazon for the first time. This is the crowd that used to be scared of technology and has now started adopting it. This is great news as it is an irreversible change. Once people get used to technology, they will continue using it to consume content long after COVID recedes. Hence, we have got a very big new customer base as we slowly recover from the pandemic. India has easily leapfrogged 4-5 years in terms of digital adoption because of the forced home lockdowns.

The second impact of COVID on us was a negative one. Because of the pandemic, the retail network was shut during the last few months. Film and television shoots were in for a tough time as there were multiple weeks and months, when shooting was impossible. Thankfully this was a reversible change. As the impact of the lockdown has started going away and normalcy is being restored, all our shoots are back in full swing. Similarly, the retail network too is getting back to normal. In most places, the retail networks are open. Hopefully people, from this Diwali onwards, will also start feeling comfortable walking into the retail outlets. So, while COVID has been a difficult time, with every dark cloud there is always a silver lining. In the end, as people emerge from COVID and we have done away with the negative impact, the big positive impact is going to stay in the long run. And that is a larger digital consuming audience, which means a larger potential market for an IP owning company like Saregama.

After a solid financial year 2021 performance, we have started this year with a bang as well. Our first six months have been pretty solid. Our revenue from operations during the half year touched 250 Crores, which is around 35% growth over the last year. This is somewhere understandable because last year the denominator was a COVID-based denominator. Even better news for me is that the PBT of ours on a half-year basis grew up to 82 Crores, which is up 36% from last year. If I talk about quarter 2 specifically, our revenue from operations grew by 34% while our PBT has grown by 19%. Now, this 34% growth that I am talking about, is obviously backed to a great extent by a solid performance across all the four verticals of the Company. And to some extent it also gets benefit of a lower denominator. Last year during Q2, retail networks were still shut for Carvaan. Film and TV shoots started sometime in early to mid-August. It meant that one month of Q2 was lost last year. Hence, the base was smaller and this year the performance has been even better. So we managed a 34% growth in our quarter 2.

Our operating income before content charge, interest and depreciation for the quarter was 53 Crores. Now, this grew by 38% compared to last year and this gives me a lot of comfort because this shows the basic potential of the growth that we can expect in the digital economy.

The biggest profitability driver for us for the last many years has been music licensing and this quarter was no different. I have always been giving projections of over 20% growth in music licensing year-after-year and this quarter lived up to that number.

Over the last two quarters, as the market is moving back to normal, we have been releasing songs across multiple languages. Our biggest focus, obviously, remains Hindi. After the big success of the song, Paani Paani - which is the Badshah song from quarter one, which is incidentally the biggest song of the calendar year 2021, by YouTube views, OTT streams, and volume of user generated content - one would have thought quarter 2 will be difficult to match. But no, we have bettered our performance in Q2. Akshay Kumar's Bell Bottom movie got released in theaters in Q2. The music of the film has done very well for us. It has done great numbers both on YouTube, as well as on OTT platforms.

This quarter also saw us launching many other original numbers. Songs like Do Ghoont and Dil Kisi Se have done very well and have been showing a great potential even after a month and a half of the launch. And you can see that impact on our financial numbers. We also released multiple songs across Bhojpuri, Tamil, Telugu and Gujarati languages in this quarter.

In terms of new content popularity, we are maintaining our leadership position in Gujarati category while in Bhojpuri we are number two. This quarter also marked our entry into the Haryanvi category, with our first song launch in that segment. Overall, we launched 74 songs with a big focus on the regional language side. We have been maintaining over the last 4-6 quarters that as we go ahead we will be investing heavily in new content to get into the market leadership position. Also, our strategy of new content will not be limited to Hindi and Punjabi but will also have a big play in the other regional languages of India.

For this quarter, because of the large number of songs that we released, the total content charge was INR 11.3 cr, which is actually 9 cr higher than the corresponding charge we had taken in the same quarter last year. So you are seeing an increase in our PBT in spite of a bigger content charge that we have taken in this quarter. This is a very encouraging sign for me. What it means is while we are investing, we are building on that investment and improving our profitability on the back of that investment. By the way this INR 11.3 cr, includes both the content charge and the marketing cost connected to that content.

Our focus on cash management continues even after we have taken care of the dividend payout, content advances and marketing spends to push the new content. We still ended the quarter with a cash balance of INR 152 cr.

For us, monetization’s biggest pillar has been the licensing business, which is growing steadily as the digital consumption in our country goes up. And now with the middle-aged and older people also jumping onto the digital bandwagon, we see our licensing business growing faster than that of the industry. This is because the industry was earlier driven largely by a younger audience, who are listening to new songs. Now, we not only have a huge play in new music, but also are clear leaders of retro music. With the older people jumping onto the digital bandwagon, we believe our share is going to go up substantially in the music business.

The highlight of this quarter for us was the usage of our super popular song Dum Maaro Dum by Apple in their latest iPhone 13 ad. It is a global advertisement campaign in which they ended up using this 50-year-old song. This is where we bow down to the genius of R.D. Burman. It is also a reflection of the power of the catalogue owned by Saregama. In addition, lots of other brands like Colgate, Asian Paints, Vedanta etc. ended up using our music. Once again platforms like Netflix and Zee5 ended up licensing our music for many of their original shows. That story is sustainable.

The increase in our licensing revenue is coming partially on the back of the industry growth. Industry is growing at 11% to 12% steadily and we are growing at more than 20%. The incremental growth for Saregama is coming bacause of the new content investments that we are making.

Coming to Carvaan. After literally a washout in the during Q1 because retail networks were shut during April/May and we could just manage 45k unit sales - Q2 was far better. As lockdown was lifted retail networks opened up. Simultaneously, e-commerce opened up practically in every part of the country. Net result - we ended up selling 103,000 units of Carvaan. This is inspite of no marketing spends on Carvaan yet. This is a natural customer pull through which we are selling Carvaan at this moment. While we are happy about it, we maintain our stand of cost controls on Carvaan. This is the sixth quarterly call, I think, in which I am repeating this. Till the time the COVID issue is not fully resolved, till the time we are not 100% sure that customers are going to have no hesitation walking into the retail outlets without any restriction being imposed on them (vaccination certificates etc.) we will continue with our policy of controlling our costs on Carvaan. This would reflect on both the marketing and manpower front. We are bullish on the product. We want to develop this product into a platform with recurring subscription and advertising revenue. There is work happening internally on taking the product to the next level. But no investments are going to be made in terms of marketing and manpower till the time India is back to normal. At the end of the year, I assure you guys, we will have at least a breakeven, if not a very marginal profit.

We released a Yoodlee film in this quarter. The Amol Palekar starrer 200: Halla Ho. The movie got positive feedback both from the audiences and critics. The movie was released on Zee5. It further solidified our image of a company that comes out with content frequently and wins accolades.

This quarter, we also announced our first digital web series called Invisible Woman, starring Suniel Shetty and Esha Gupta. The series is under production and we will be announcing its release date pretty soon.

On the South TV side, our serial Roja, continues to be the No.1 Tamil serial in terms of TRPs. This has been a great story for us to have a program of ours in the number one position and that also for this long. We also recently marked another big milestone for our TV serial business - Chandralekha crossed 2000 episodes. This is the first Tamil serial in the history of Tamil television content, which has achieved this milestone of 2000 episodes. Once again shows our strength in content creation and content presentation. So, overall, it has been a very, very good quarter for us. We believe the revenue and profitability that we are talking about will continue growing for us in the days ahead.

That will be all guys. Thank you. We will be happy to take questions now.

Moderator: Thank you very much. We will now begin the question and answer session. The first question is from the line of Aditya Nahar from Alpna Enterprises. Please go ahead.

Aditya Nahar: Just two broad questions. If you could just comment on the cover songs by Spotify Singles and how the economics would work? Because exactly a year back you had pretty clearly said that most likely platform companies would not be investing in their own content, and I think Spotify has come out with a Raatan Lambiyan cover. So just wanted your thoughts on that. That was my first question, and the second question is, could you give a breakup in terms of cost for your TV series which is Invisible Woman? Because you were very clear that our budgets for movies, at least, would be below a certain threshold. So if you can just talk about these two in detail? Thanks.

Vikram Mehra: Let me attack the second one first. We maintain our position that in the instance of TV series, we are producing on our own. We pre-license a film or a series and then produce it and that is the case with Invisible Woman as well. The series has already been licensed to a platform. So on a net-net basis right now, it will be a profitable thing for us from the word go. I hope that gives you some comfort.

On the first one on Spotify, it will be wrong on my part to comment, because it is not a song, which belongs to us, but my understanding is that the IP of that still remains there with the music label.

Aditya Nahar: Okay. Because I was given to understand that covers nowadays legally are a gray area.

Vikram Mehra: No, they are not. Covers are completely belonging to the music label. Whosoever has told you has misinformed. Covers can be done only with the permission of the publishing rights owner. By publishing rights, I mean, rights of the lyrics and rights of the composition. I recommend you do not tell anybody to create covers of Saregama songs because we will pull it down.

Aditya Nahar: No. Thank you so much, and as always, I always learn something talking to you. I will get back in the queue, Vikram. Thank you.

Moderator: Thank you. The next question is from the line of Saket Mehrotra from Tusk Investments. Please go ahead.

Saket Mehrotra: Just a small question on the strategy side with respect to Carvaan. Every video that I see on your YouTube channel, it starts with a plug on Saregama Carvaan and yet I do not see there is any click to action to buy that product. So, is there any gap there or are we wanting the products to be sold through retail?

Vikram Mehra: So in a 5-second part, it is always very difficult to push multiple messages. Further, we can't do more than 5 seconds, according to our understanding with YouTube.

Coming to the other part, yes at times we do want to keep it open and not call everybody to Saregama.com because it unnecessarily upsets the other distribution channels that we have. And, all said and done, please do remember, Carvaan is still a brick and mortar sales product. You would be seeing a lot of the promotion that we carry out at times on social media - at times we have mentioned the retail network names, sometimes partner e-commerce platform names and sometimes we use Saregama.com.

Saket Mehrotra: No. I ask this question because recently I saw you had this collaboration with another channel on YouTube, and there was a link there in their description. So just wanted to have that clarified because anyway we are sort of promoting that product quite hard on our own channel and just thought if there is a disconnect there.

Vikram Mehra: No. I can have this conversation with you off-line, but it is a thought out part, keeping in mind the restrictions that we people have on that platform. I will explain to you in more detail off-line, please.

Saket Mehrotra: Okay, and, Vikram, would you like to like throw some light on the recently announced fundraise? What would that be used for? And what is the whole rationale behind it?

Vikram Mehra: We will talk about it. We are still debating and discussing it internally. At the appropriate time, we will come back and talk to you.

Saket Mehrotra: Okay. Thanks.

Moderator: Thank you. The next question is from the line of Ankush Agrawal from Artifacts Capital. Please go ahead.

Ankush Agrawal: Vikram, firstly, can you give some qualitative understanding in terms of the growth rates between different drivers of music revenues, like streaming, YouTube, social media, apps and traditional? Like what kind of growth are you seeing relative to each other between these areas?

Vikram Mehra: So see broadly, we don't give growth projections of specific verticals. The way we are looking at our own revenues, we are growing our overall music licensing business at over 20%. We expect growth to be in the range of 22% - 25% on a short- to medium-term basis. It is primarily driven by digital platforms, be it digital streaming or short-format video apps like Instagram Reels, Triller, Josh, Moj etc. Or it could be a license being given across to Netflix, Hotstar, Amazon and Zee5 for use as part of one of their original IPs. So digital is what is propelling the growth in a very big fashion. From the other segments, the next biggest growth driver is the TV channel space, which is growing at a slower rate than the digital part. The third is public performance, which has completely taken a beating over the last 18 months.

Ankush Agrawal: Right. But on the digital side, I assume streaming would be the highest revenue contributor followed by YouTube and then social media. Could that be a right understanding?

Vikram Mehra: Yes. Broadly, yes.

Ankush Agrawal: And secondly just a bookkeeping question. So in case of our deals, with revenue share and some minimum guarantee how do we book our revenues, like do we book only our minimum guarantee like every quarter and then at the end of the year we see, if there is an overflow and then we do the revenue share?

Vikram Mehra: Actually, completely goes deal by deal, but in principle, you are right. We book only the minimum guaranteed part and we recognize the overflows as and when they come across to our system. In some cases, the overflows are calculated at the end of the deal, somewhere overflows are calculated in the middle of the deal. It goes deal by deal.

Ankush Agrawal: But, the streaming revenue by that time paisa that we get first impact does not get booked, right, overtime, it only gets done at the time of the overflow?

Vikram Mehra: Actually, I just could not understand your question. Can you repeat it?

Ankush Agrawal: Yes. Right. So in a deal, what we have a minimum guarantee, right, we get per stream revenue, right? Or say a share of subscription revenue share of advertising revenue, right?

Vikram Mehra: What we do, if it is a minimum guarantee deal we people start invoicing it a period in advance. So there is advanced billing that happens and the money comes to us in advance. The consumption happens for the period (depending on how the period is defined) and all overflows which are connected to that period come to us at a specific frequency. This may be equal to the period or maybe longer. It could also be three or four periods combined together and the overflows are then finally disbursed to us. That is the time we recognize overflows.

Ankush Agrawal: But the part of overflows would be the advertisement revenue share, per stream share and all that, right?

Vikram Mehra: Yes. See, the revenues calculated for a free customer is a combination of a flat rate per stream plus share of advertising revenue. For a paid customer, it is a share of the subscription revenue. So these are the ways in which revenue gets calculated and on top of this our deals come with a minimum guarantee.

Ankush Agrawal: So broadly, we just book the minimum guarantee upfront like over time and then at the time of whatever the overflow time that is, in last quarter you said it is primarily in the Q3, right, for most deals? So that is when the largest part of revenue would be coming.

Vikram Mehra: Yes. So what we have seen recently is that some of the money came in Q1 also. It varies deal by deal . In principle what you said is correct which is what happens in case of some of the deals. But suppose after the third quarter itself we are in an overflow situation. Then for quarter four, we are booking the actuals then, because we are already crossing the levels. But, in essence every deal is different and every time the deal is going through a renewal these terms change.

Ankush Agrawal: Right. Got it. Mostly at the time once you get above the MG you start booking the overflow, till even though we are not getting approval, but still you are recognizing it.

Vikram Mehra: Yes, so I hope you have understood it.

Ankush Agrawal: Yes. I understood. Got it. That was very helpful. Thank you.

Moderator: Thank you. The next question is from the line of Jaideep Merchant from Janak Merchant Securities. Please go ahead.

Jaideep Merchant: Sir, I have two questions. The first being related to your fund raise. We are a little just nervous with the size of the fund raise. I know you have told the previous speaker that you will come to the market later to answer any questions. But the size of the fund raise is quite large, and as shareholders, we believe that, as a management, you will do the right thing as far as the capital allocation is concerned. So I would just like you to reassure us of that. That is my first question.

Vikram Mehra: We assure you that. We people are bullish on the overall music market scenario with the digitization growing at this rapid pace and consumption of content going up so substantially. We just want to have a more aggressive play going on the music side. So we will come to you guys with more details at the appropriate time.

Jaideep Merchant: No. Just we wanted a reassurance that, but if it is a music because 'A' music, 'B' music, we are sitting on the side and just we do not understand your business as well as you do. We just hope that money goes into a related, I mean, just what Saregama does and I hope we are not diversifying into any other kinds of video games, entertainment or sports entertainment or any of the other entertainment fields in a larger entertainment market.

Vikram Mehra: We give you that comfort.

Jaideep Merchant: Great, sir. Second question, sir is, if you can help share with us the average selling price of Carvaan in the first half if you have it with you? And whether it was a breakeven in the first half?

Vikram Mehra: See, our specific prices we do not share. So I cannot get into that space with you. What I am assuring you is that, at the end of the year Carvaan will be in a breakeven situation.

Jaideep Merchant: Great, sir. Thank you very much, and all the best.

Moderator: Thank you. The next question is from the line of Pritesh Chheda from Lucky Investments. Please go ahead.

Pritesh Chheda: Sir, I just have one question. In the deals which you had renewed on the music OTT side, what is a usual escalations or the increase in pie that you see with a pool of OTTs?

Vikram Mehra: Our usual part does not apply because industry usual is 11% when we are growing at greater than 20%. That is primarily coming because we are the only player whose market share is changing so rapidly. This is putting pressure on us also to ensure that our deal renewals happen at a higher rate than what typical industry renewals are happening. So, indirectly I have given you the answer. We are growing our music business right now by over 20% and majority of our music business deals are the minimum guarantee deals or fixed fee deals that gives you an idea.

Pritesh Chheda: So for those guys the content cost increase is at 11%, right?

Vikram Mehra: The music industry is growing at 11%, which means somewhere the other guys who are there in the market may be growing their revenues around that percentage. If the industry average is 11% and we are upwards of 20% at least the big boys are dealing in a fixed fee and a minimum guarantee model. So that gives you an idea of the rate at which our revenues from each of the platforms are growing.

Pritesh Chheda: And in our case and for the industry, or let us say, for our case is music OTT is a bigger chunk of the licensing revenues? Is there any skewness amongst all the areas of revenue which you mentioned which was music OTTs, YouTube, short video apps, advertising or exhibition business? Is it fairly spread or is there any skewness on any side of the business?

Vikram Mehra: In terms of the growth rate or in terms of contribution to our revenues?

Pritesh Chheda: In terms of contribution to revenues?

Vikram Mehra: Contribution-wise, music streaming is the biggest, not just for us, globally for every music label. Music streaming is the single largest contributor to our revenues. Only difference is in India, the revenues from music streaming apps are coming more out of free users. Everywhere else people are migrating from free to paid and music labels earn a share of that paid subscription revenue. So if you ask me the good story is yet to unravel in India.

Pritesh Chheda: Just a follow-up here. When you mention that industry is growing 11% and we are growing faster than the industry. I am just trying to correlate with the music OTT content cost. So music OTT guys, for them the content cost must be growing at 11%, right?

Vikram Mehra: Yes. If we say that the average of the music industry growth 11% should be the rate at which the music streaming cost structure should be looking like. You can make that kind of a jump. Albeit, directionally you may be okay. But it cannot be accurate

Pritesh Chheda: And lastly for us the margin that we report on the music side of the business where we have been mentioning that the Carvaan side of the business will be breakeven. So these margins that we see on the licensing side, bulk of the margin obviously is coming from the licensing side. What in your opinion are the risks, if any, to those margins?

Vikram Mehra: Bad choices of content. If I may go back and say, we try to mitigate it by taking the individual gut call out of content selection. All our content selection is done on the basis of predictive models that have been built using millions of data points that come across to us on a daily basis about how every song released in India by every label over the last three years has performed on each of the platforms. This gives us a better idea about which artist is performing how well in the market. This allows us to pick our content with a little more quantitative feel to it and not just a gut call to minimize the risk of poor content selection.

Pritesh Chheda: So content selection is the only risk which you run on your margin?

Vikram Mehra: Yes. Because poor content selection means that you will not get the returns that you expect.

Pritesh Chheda: Okay, and lastly, sir, what is our market share now in the incremental content purchase, and what is our market share in the existing industry.

Vikram Mehra: I will not be able to share that detail.

Pritesh Chheda: Market share on the industry side historic?

Vikram Mehra: You can check out IMI which is the apex body of the music industry. They publish the size of the music industry. So that is one data point you have our revenues from music licensing. That will give you a good idea about our market share.

Pritesh Chheda: Okay. Thank you very much, and all the best, sir. Thank you.

Moderator: Thank you. The next question is from the line of Suraj Fatehchandani from Compound Everyday Capital. Please go ahead.

Suraj Fatehchandani: Sir, I just had one bookkeeping question. So when I see this content charge, which I can see in the investor presentation. So how do I look at this thing and the statement of P&L? I cannot see a different line item for this thing.

Vikram Mehra: When you see the content charge it now spread between three different places in our P&L. It is part of depreciation and amortization expense. It is part of advertising and sales promotion and royalty expense. So, parts right now whenever we people are releasing a song there is a content cost and there is marketing cost. The marketing cost is getting booked under advertising and sales promotion. The content cost is getting divided between depreciation and amortization expense and royalty.

Suraj Fatehchandani: And royalty. Perfect. Thanks a lot, sir.

Moderator: Thank you. The next question is from the line of Rahul Ramakrishnan from Vista Investment Group. Please go ahead.

Rahul Ramakrishnan: Vikram, first of all, just amazing work over the last five years, totally what you have done over there. So I just have one question. As we continue to gain market share, it is natural that we do face resistance from the incumbent, right? So how do you see that affecting our content cost over the next three, four years?

Vikram Mehra: Wish I had a crystal ball in my hand. In the music business, a larger company releasing more number of songs has an edge in having lower cost of marketing and higher realization per song. So the fight for taking premium content is limited only. There may be hundreds of smaller companies but it becomes difficult for them to pick up a big budget Bollywood film. They do not have the ability to monetize that content as effectively and comfortably. So the relative competitive intensity in our industry, while being there, is not that intense. There are only three, four of us playing out there in the Hindi space. Across these three players Saregama is the only national level player in the Gujarati or the Bhojpuri or the Bengali space.

Moderator: Vikram, sir, can you hear us?

Rahul Ramakrishnan: Yes. I got that. Thank you so much for your answer.

Moderator: Thank you. The next question is from the line of Kashyap Javeri from Emkay Investment Managers. Please go ahead.

Kashyap Javeri: Sir, my question is on Yoodlee. The first question is that, we were expecting to reach three-digit revenues in three years. But looking at the quarterly run rate, I understand it cannot be probably a quarterly business because content creation might not be same across. But could this target be preponed for us now?

Vikram Mehra: I will still maintain that direction. It is not going to change.

Kashyap Javeri: Okay. Sure, and second question is on, again, musical content side increasingly what we are seeing is that, a lot of singles are being produced by the artist themselves like for example, the recent Tony Kakkar song was done by a company, which is something that I have not heard of actually, to be very frank. Even we did this one music video with B Praak but if you look at the first time that they released Filhall was released by some music company which was sort of unknown type. Are you seeing increasing trends that the popular artists are going on their own creating their own content releasing on YouTube or some of the streaming apps?

Vikram Mehra: I will continue from where I left in the last answer. From the outside, it looks very easy for any individual today to go out there and launch a song. Please understand the mathematics and a typical artist on their own if they are releasing the song will be able to release 3, 4, 10, 12 songs in a year. It will take him five years to have a catalog of 60 songs. With a catalog of 60 songs if you are going to go to a leading OTT streaming platform or a short format app, it is a little difficult to get a deal. So the model that many of these individual artists follow is a bit different. They do not make too much of money right now from music. But they go out and use music as a marketing tool for themselves because then they get invited to various shows and they make money through these shows. Without taking names, chances are very high that these artistes have gone out and given the monetization rights of their own content to one of the big labels. The names that you took I can tell you off-line they are being managed by somebody else.

Kashyap Javeri: And so, when we look at content creation within the same business would we also be tempted to do this kind of business or we would just create on our own and do it on our own?

Vikram Mehra: Right now, our focus is more on IP ownership and then monetization. See, in this market, you have to be open to all possibilities. The phenomenon you are talking about is limited only to one language, which is Punjabi. This phenomenon is not happening anywhere else. Let us see in Punjabi also how long can this phenomenon continue. But for whatever reason, suppose my entire market changes, are we going to adapt? Yes, we have to adapt.

Kashyap Javeri: And in music, would you be able to disclose your market share in Gujarati and Bhojpuri this first half?

Vikram Mehra: See, again, now it all depends. I will have to put hundreds of riders there, how do you define market share? The easiest way to define market share is that the content that got released in the first half, what is the amount of views that the content generated on YouTube. Out of those views how many are paid views and organic views are also questions that are going to come in. So I do not want to make an absolute number statement in front of you. Nevertheless our internal data says that in terms of new content, we are number one in Gujarati and we are number two in Bhojpuri.

Kashyap Javeri: Okay. Got this, sir. Thank you so much.

Moderator: Thank you. The next question is from the line of Ravi Naredi from Naredi Investments. Please go ahead.

Ravi Naredi: See, Vikram ji, again, you make a century as you are making in last inning, really fantastic result. My question is, how much music right and film making expenses done in quarter two so our margin came down?

Vikram Mehra: Sorry, I did not get it.

Ravi Naredi: How much music right and film making expenses we have incurred in quarter two on our margins?

Vikram Mehra: INR 11.3 cr is the charge that we have taken for new content in quarter two. This number last year in quarter two was INR 2.4 cr.

Ravi Naredi: Okay. That is the reason. Second is, how much is licensing revenue we earn in this six-month period? Financial year 2021 you had given, 2839 million.

Vikram Mehra: We will declare that at the end of the financial year. I am giving the comfort is that it is growing at a rate of 20% plus.

Ravi Naredi: 20% as we are growing in last two years. Sir, YouTube viewer increases quarter-by-quarter, what is the main reason behind this?

Vikram Mehra: New content, sir.

Ravi Naredi: Yes. YouTube viewers?

Vikram Mehra: All new content. In YouTube numbers of the views are going up because we are releasing more and more new content that will grow for us.

Ravi Naredi: Okay. All the best, sir, and carry on the century again in next quarter. Yes, sir.

Moderator: Thank you very much. Ladies and gentlemen, that will be the last question for today. I will now hand the conference over to the management for closing comments.

Vikram Mehra: Thank you, everyone, for your patient listening. Saregama, as a Company is at the right place at the right time. Digitization is taking over the world. COVID has further accelerated this digital transition and we, as an IP owning company, IP of music, IP of long format movies, IP of short format digital series and TV series, are in a very sweet position to take advantage of this digital transition. We maintain a bullish stand on music licensing, we should be growing in the range of 22% to 25% over the next three-to-five years. We will continue investing heavily on new music content, both on the film side and the non-film side. We will continue differentiating ourselves vis-à-vis every other music label in terms of our focus on various regional languages of India and not limit ourselves only to Hindi.

With theaters opening up now, we expect more films to start getting released from the quarter four of the year. Some will come in Q3, majority may start coming from Q4 and the big movies that we people have acquired like Sanjay Leela Bhansali's next three projects are with us. Shankar's next movie of Ranveer Singh produced by Pen Studios sitting with us and many such large budget movies, they all will start coming out.

We continue our cautious approach on Carvaan. We will wait and watch to see which way the market moves and only when the retail networks are fully open, are we going to start once again focusing on the product.

On the film side, our stated strategy remains unchanged. On Hindi side, we will make our films and series only on a pre-licensed basis. Even on the regional side, series will be made only on a pre-licensed basis so that our exposure is not there. We will take some amount of risk only on regional languages films. We will first make them and then license out. But even there our endeavor will be to ensure 70% cost of the film should get presold and pre-recovered through TV, cable and satellite deals. So overall, we expect this year to be pretty decent, both from the top line and the bottom line perspective.

Thank you, ladies and gentlemen. I hope to talk to each of you guys again after the end of the quarter three. Thank you.

Moderator: Thank you very much. On behalf of ICICI Securities, that concludes this conference. Thank you for joining us. You may now disconnect your lines. Thank you.