

**Date: 23<sup>rd</sup> July, 2025**

The Manager,  
Listing Department,  
National Stock Exchange of India Limited  
Exchange Plaza, C-1,  
Block G, Bandra - Kurla Complex,  
Bandra (East), Mumbai - 400 051

The General Manager,  
The Listing Department  
BSE Limited  
Phiroze Jeejeebhoy Towers,  
Dalal Street,  
Mumbai - 400 001

**Symbol: SAREGAMA**

**Scrip Code: 532163**

**Subject: Corporate Presentation**

Dear Sir/ Madam,

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 ('SEBI Listing Regulations') as amended from time to time, please find enclosed the Corporate Presentation.

This information is available on the website of the Company [www.saregama.com](http://www.saregama.com)

You are requested to kindly take the abovementioned on record.

Yours Faithfully,  
For **SAREGAMA INDIA LIMITED**

**Priyanka Motwani**  
**Company Secretary and Compliance Officer**

**Encl:** As above





**SAREGAMA INDIA LIMITED**



# India's Leading and Only Entertainment Company with Diversified Business



First recording of an Indian song by Gauhar Jaan.



RPG Group acquired the company



TV Serial production started



Carvaan launched



Started investing in non-film music



Acquired digital entertainment Company

1902

1946

1986

2000

2001

2016

2017

2017

2020

2022

2023

Company incorporated as The Gramophone Company (India) Pvt. Ltd.



Products started retailing under 'Saregama'



Started investing in new Film Music again



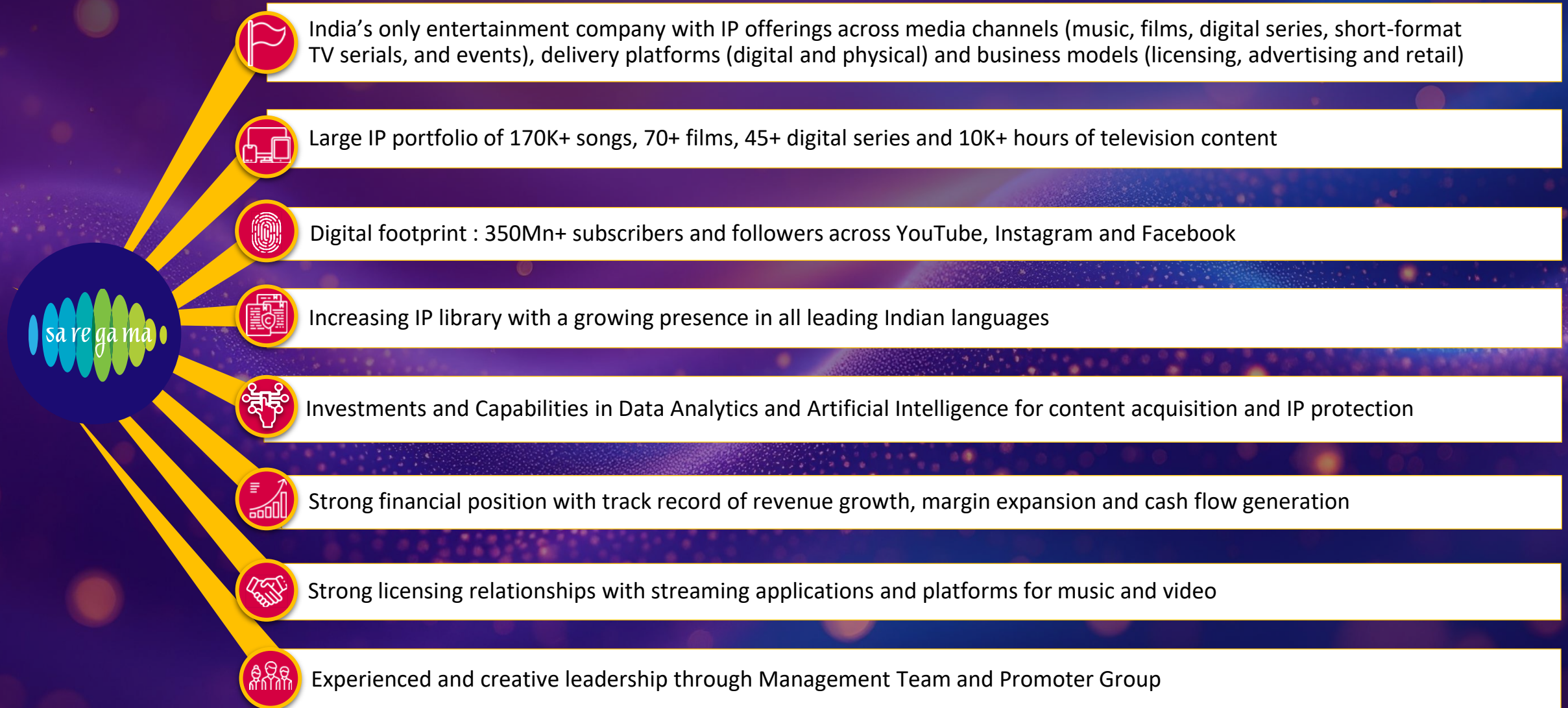
Film Production House Launched



Launched Live Events business

SAREGAMA LIVE

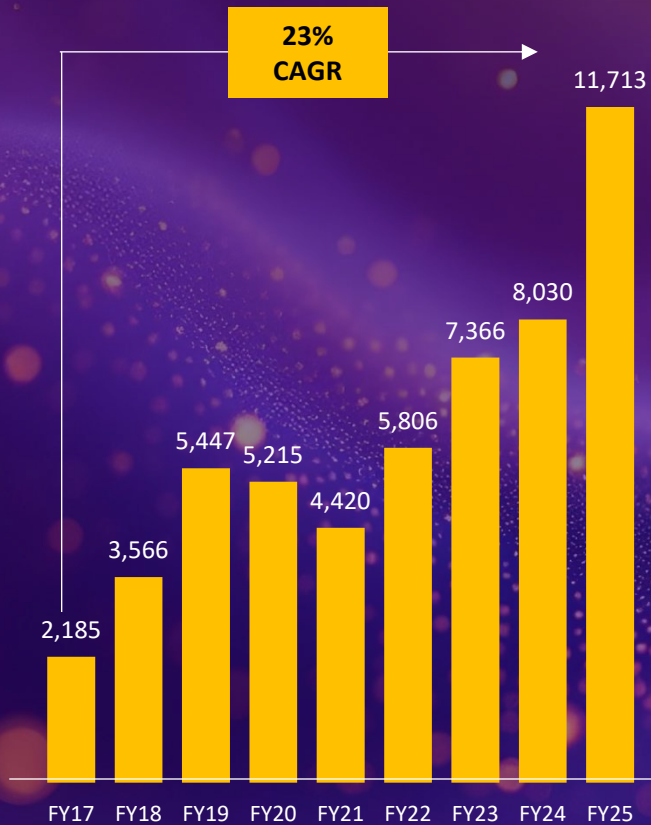
# Hitting the Right Notes: Core Strength



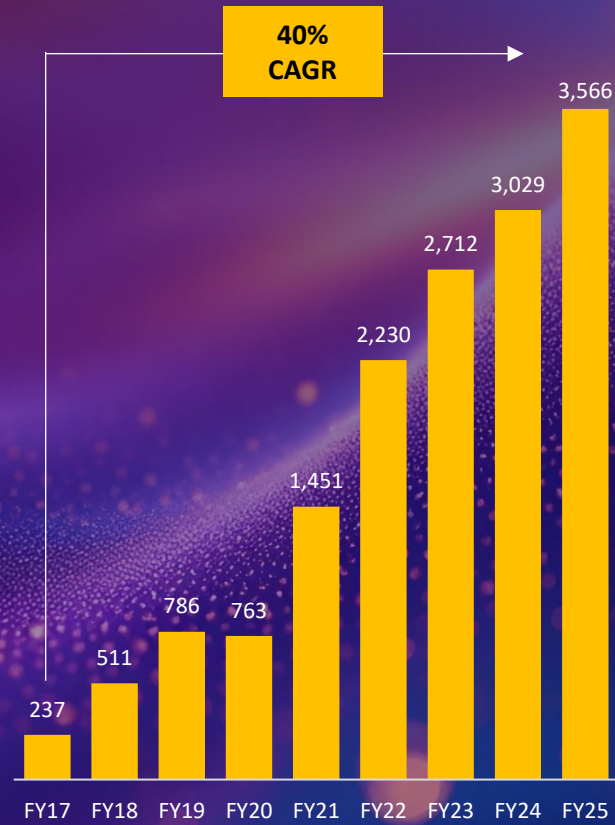


# Key Financial Metrics

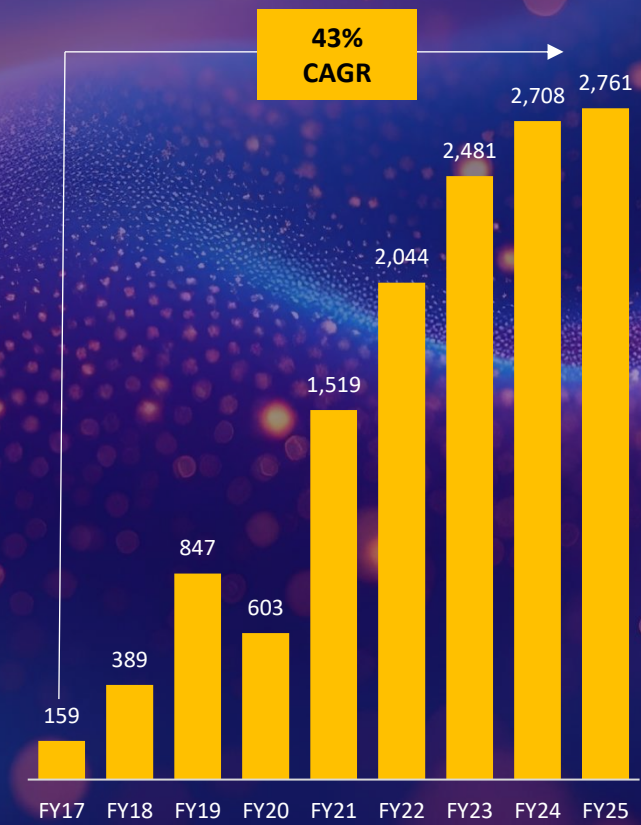
## Revenue from Operations (INR Mn)



## Adjusted EBITDA (INR Mn)



## PBT (INR Mn)



FY23 numbers are re-stated post impact of demerger



# Digital Footprint

**You Tube**  
Subscribers

**Meta**  
(IG + FB) Followers

**350 Mn+**

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DAILY **INCREMENTAL** YOUTUBE VIEWS FROM MUSIC IP

**1.4 Bn+**



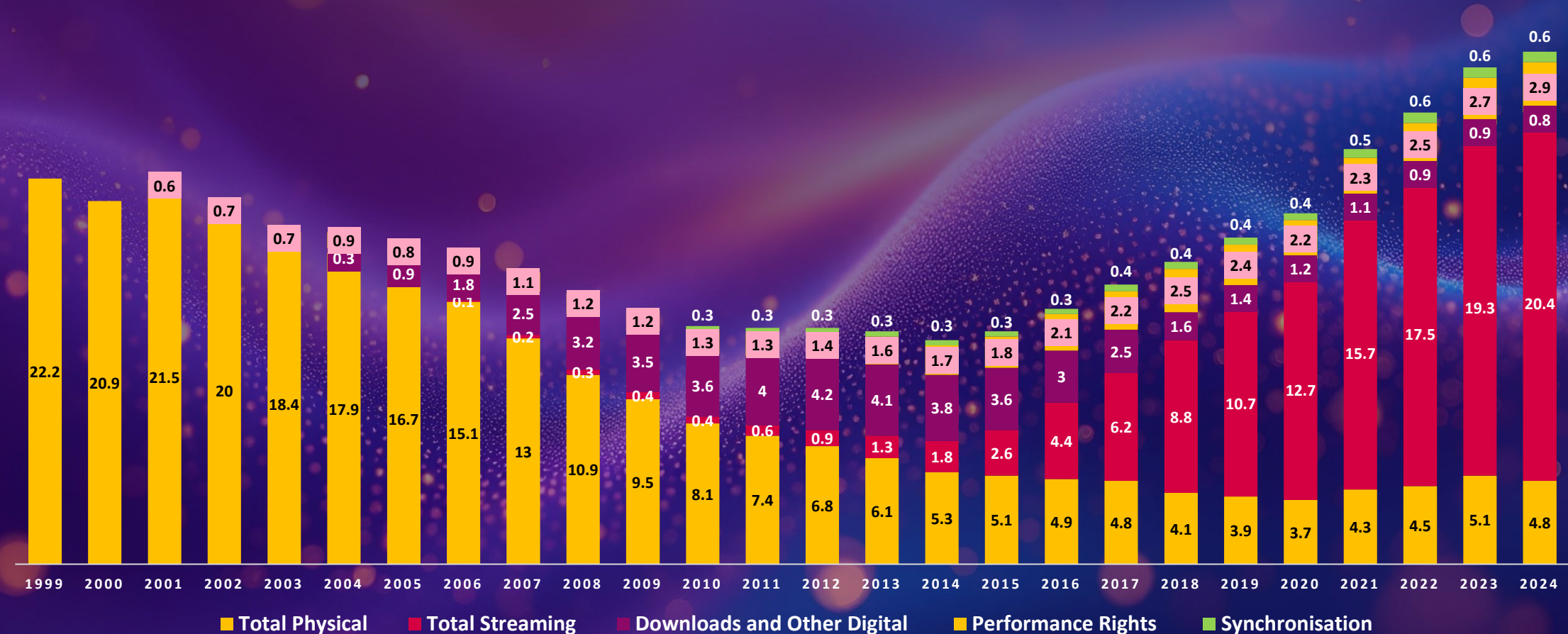
# INDUSTRY OVERVIEW

The background features a dynamic, abstract design with flowing, wavy lines in shades of deep purple and vibrant blue. Scattered throughout the scene are numerous small, glowing particles and larger, out-of-focus bokeh lights, creating a sense of depth and movement. The overall aesthetic is modern and high-tech, typical of a corporate or scientific presentation.



# The Growth of Global Music Industry Continues

Global recorded music revenue grew 4.8% to reach USD 29.6 Bn in 2024

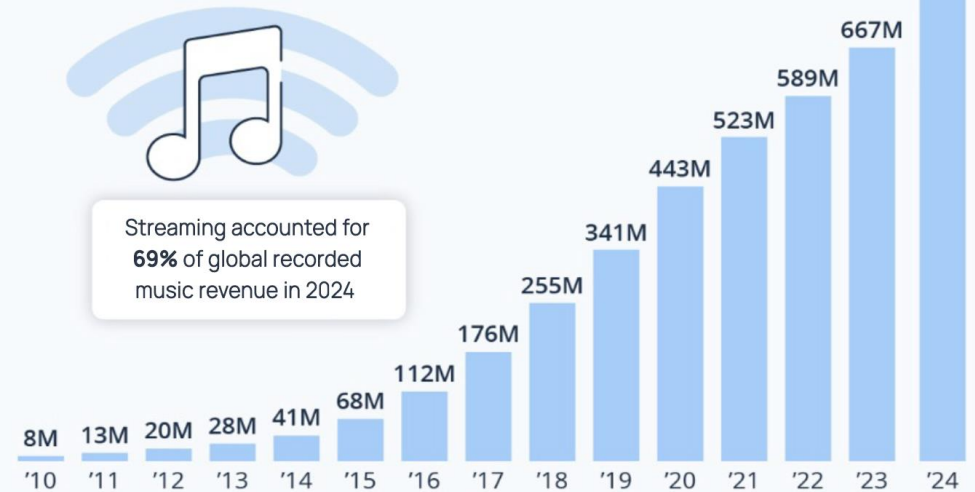




# Subscription Business is Growing Globally

## Streaming's Rapid Rise to Mass Adoption

Worldwide users of paid music streaming subscriptions at the end of the respective year

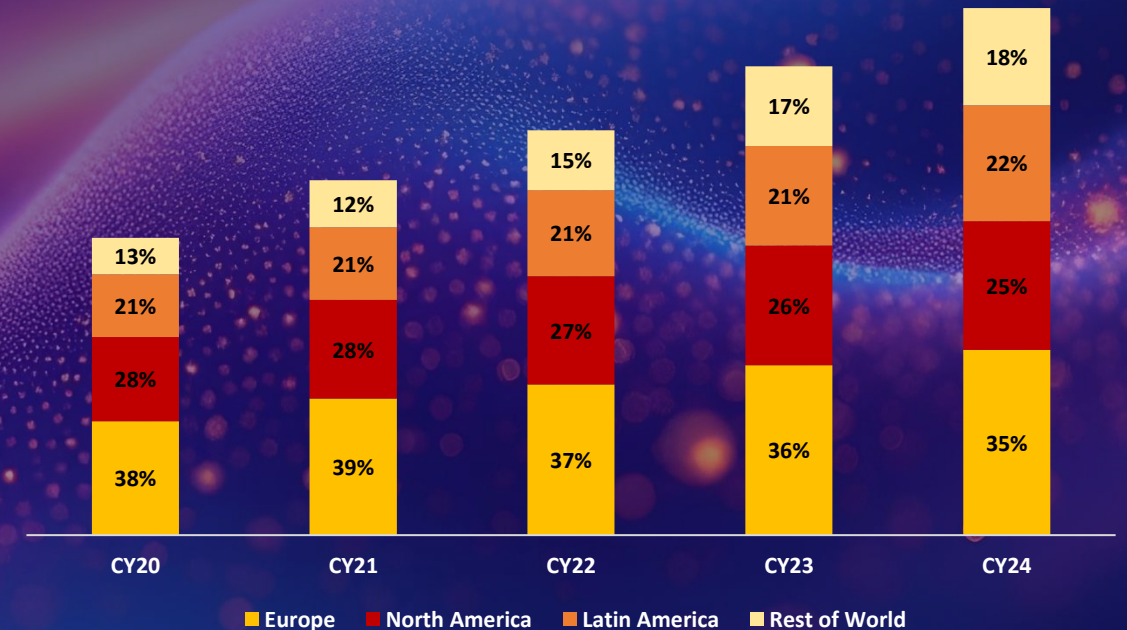


Source: IFPI



statista

## Spotify reports consistent growth in premium subscriber base



Source: Derived from Spotify published results



# Indian Media & Entertainment Sector is Expected to Grow at 7% pa on the Back of Digitisation; Saregama has a Play in Multiple Verticals of the Sector



## MUSIC

Industry size (2024):  
**INR 32,000 Mn**

Next 3-year growth: ~**14%**

### DRIVERS

- Easy access: 750 Mn smart phones
- Cheap data
- Fall in piracy
- Streaming turning pay
- Growth in digital advertising
- Short-format apps inviting advertising



## VIDEO

Film industry size (2024):  
**INR 1,87,000 Mn**

Next 3-year growth : **4.4%**

### DRIVERS

- 750 Mn smart phones
- 30 Mn connected TVs expected to grow to 48 Mn by 2027
- 476 Mn+ YouTube users



## EVENTS

Industry size (2024):  
**INR 1,00,000 Mn**

Next 3-year growth : **18%**

### DRIVERS

- Rising disposable income
- Lack of entertainment options
- Improvement in infrastructure



## ARTIST/INFLUENCER MANAGEMENT

Industry size (2024) :  
**INR 22,000 Mn**

Next 2-year growth : **24%**

### DRIVERS

- High inclination on advertisements by relatable individuals rather than traditional celebrities
- Brands focus on driving awareness and engagement through influencers
- 40% of time spent on phones is on social media platforms

**Biggest driver is Digital Advertising. Grew by 17% last year to INR 700 Bn**

This is primarily due to explosion in consumption of content on digital platforms

Source:  
• State of Influencer Marketing India  
EY Report 2023  
• FICCI EY Report 2025  
• IFPI Report 2025



# India's Influencer Marketing Industry is Expected to Grow at 24% CAGR to Reach INR 33,750 Mn

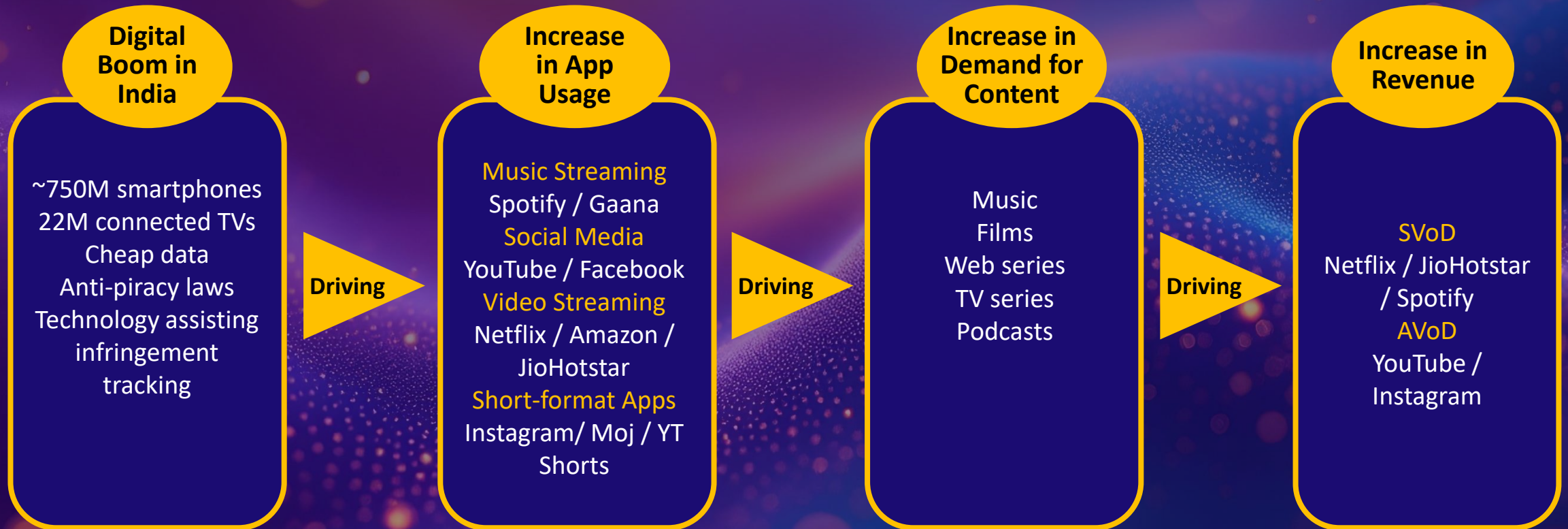
As 40% of the time spent on mobile phones is on social media platforms, Influencer marketing is the way forward for all the marketers



With 230+ exclusive Artist/Influencers having more than 130Mn YouTube Subscribers and Instagram followers, Saregama through Pocket Aces is all set to ride on influencer marketing growth trajectory



# Digitisation Driving Growth



170k+ Songs | 70+ Movies & Digital Series | 10k+ hrs of TV Series | Advantage Saregama



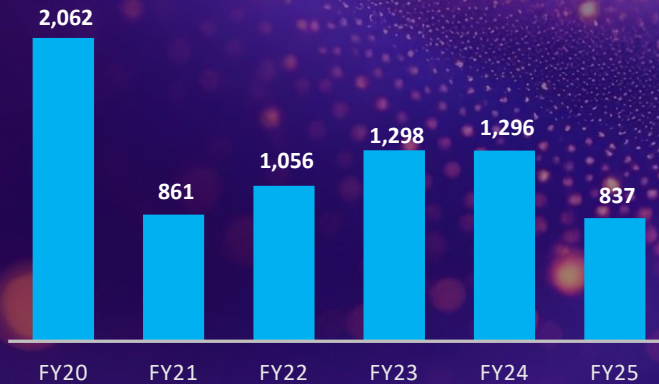
# COMPANY OVERVIEW

# Segmental Growth

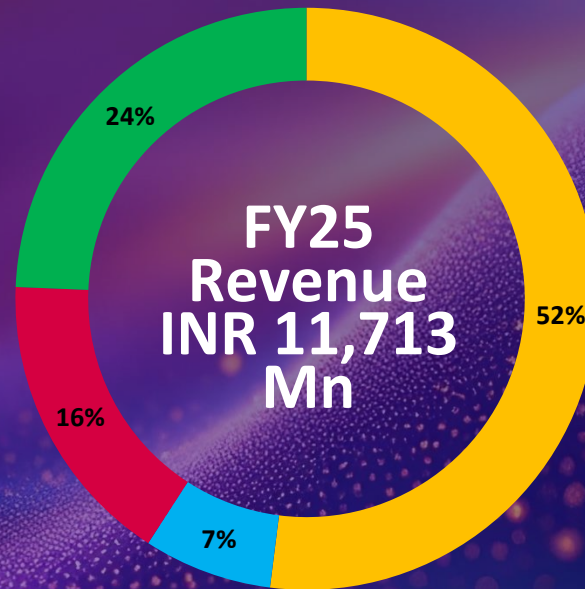


\* One time income of INR 84Mn in FY23, INR 97Mn in FY22, INR 155Mn in FY21 and INR 21Mn in FY20 are excluded

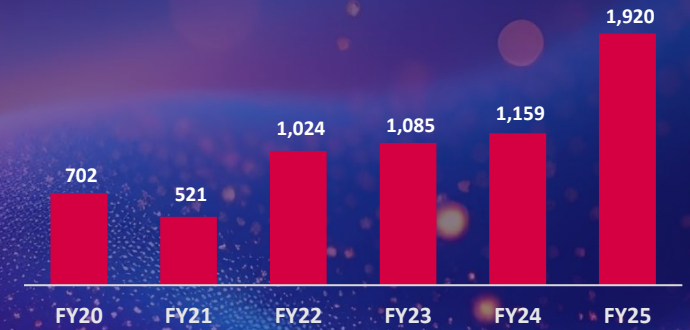
## A. Music : Licensing + Artist Management



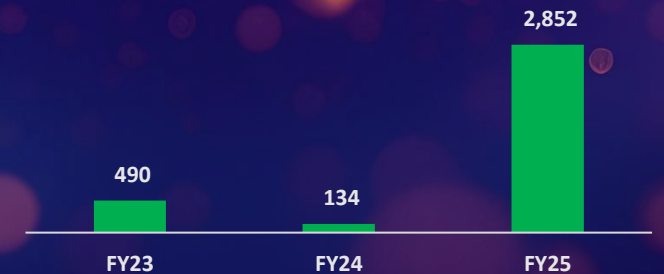
## B. Retail



FY23 numbers are re-stated post impact of demerger



## C. Video : Films, Digital Series, TV, and Short-Format



## D. Events



# Strategic Overview

To be a **Pure Play Content Company** capitalising on the global content consumption boom driven by the ever-increasing **Digitisation**

## Monetisation of Existing IP



Through licensing to EVERY 3rd party Digital (music, video, social) and TV platform



Through artist management, wherein artists are made popular through our content IP release. And then we monetise these artists by booking them for live events, weddings and brand endorsements

## Building of New IP



Cementing leadership position with new film and non-film music acquisition across Hindi, Tamil, Telugu, Bhojpuri, Gujarati, Punjabi, Malayalam, Kannada, Bengali and other regional languages

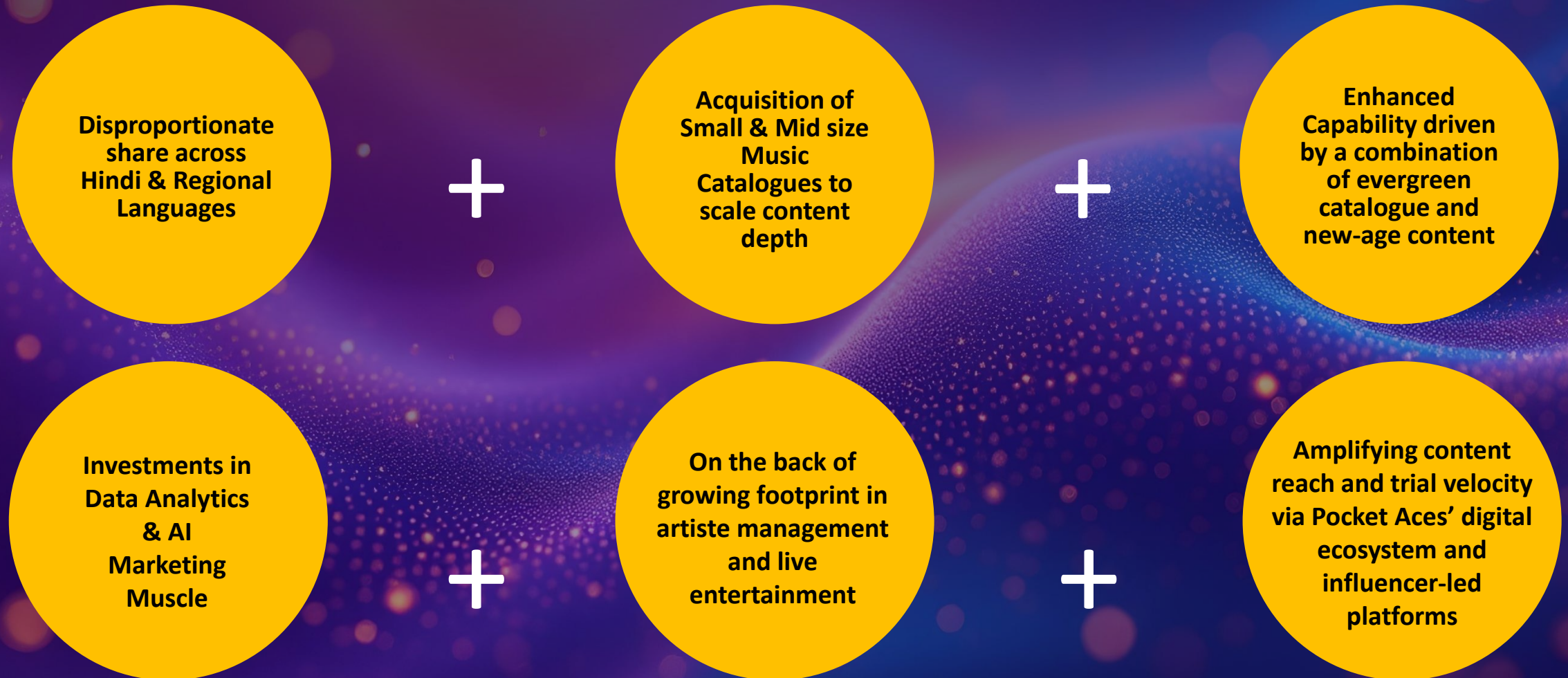


Producing theatrical films in only regional languages and digital series and short-format content in all languages. Revenue secured through pre-licensing to digital platforms and/or brand sponsorships. Scale allowing lower cost of production



Building Live Events IP, around music and stand-up comedy

# Path to Leadership Position in the Music Ecosystem



**India's Largest and Most Popular Music Catalogue**



# Our Growth Strategy in Video Segment

## 1min – 22mins – 45mins – 120mins

Pick Films and Cast  
primarily basis  
recoveries from  
Digital and TV  
licensing



Pick Series basis  
pre-licensing  
approval  
from a VoD/  
TV platform



Build Communities  
of Gen Z across  
social media

Generate Brand  
Sponsorship  
Revenue around  
short-format  
content



Retain IP  
for Portfolio  
building & future  
exploitation

Access to Music Catalogue gives Unique Strength

# Capturing India's Live Event Momentum

**Tapping into Rising  
Experiential Spending**



**Catering to  
a Youth-Driven  
Market**



**Leveraging existing  
music IP and deep  
artiste relationships  
to build unique,  
high-impact live  
event experiences  
for Older Segment**

**Music Festivals, Shows  
around super hit  
movies, Kids shows,  
Stand-up Comedy**



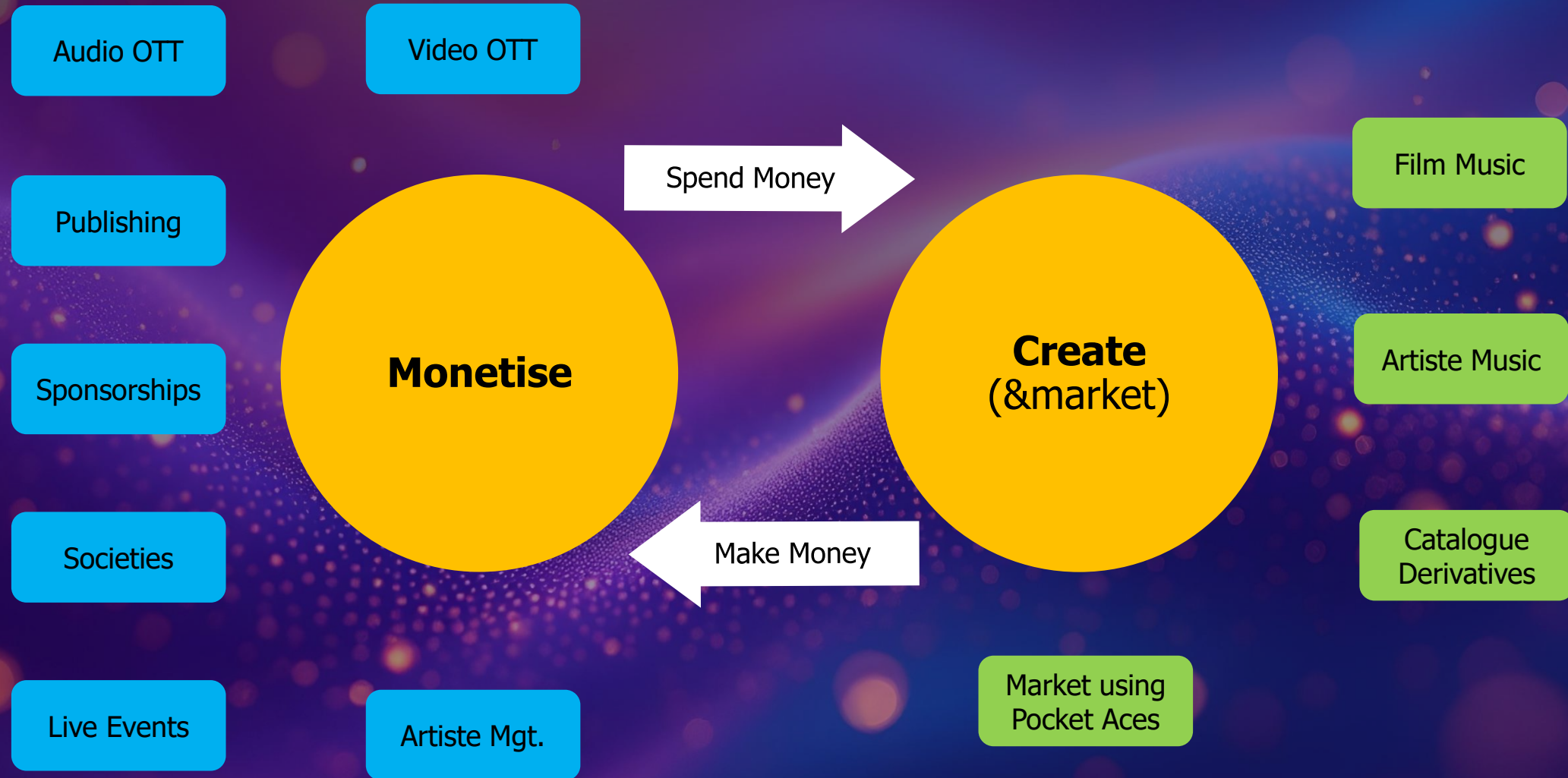
**Adopting a test-learn-  
scale approach to  
develop a resilient and  
adaptive live events  
model**



# MUSIC SEGMENT

LICENSING & ARTIST MANAGEMENT

# Music | Licensing



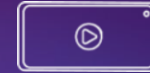


# Music | Licensing : Monetisation



## A. Audio OTT

- Saregama's Music is licensed to **multiple Global Platforms**
- **Saregama earns every time a customer listens to Saregama owned song on any OTT app**
- The growth is driven by both increasing number of users (growth in smartphones) and higher usage (cheaper data) along with falling piracy
- ~750 Mn+ paid customers globally contribute ~69% of total music revenue. Started in India too. Will be a Gamechanger



## B. Video OTT

- Saregama's **music channels** on YouTube have a cumulative subscriber base of **149 Mn+ subscribers**
- **Share of Advertising & Subscription Revenue : Own channel & UGC**
- **Fixed-fee licenses to other social media platforms, allowing their users to upload videos containing Saregama songs. Big future upside**

### Music Streaming Platforms (OTT)



### Social Media Platforms



# Music | Licensing : Monetisation



## C. Publishing : Video streaming platforms

- We license our music to various Video OTT platforms like Netflix, JioHotstar, Amazon, MX Player, Zee5, etc. and production houses for using in their web-series
- **Fixed fee licenses**



## D. Publishing : TV Channels

- Saregama licenses its music to television channels for use in various TV serials, reality shows etc.
- **Fixed Fee for a time period**

### Digital Films/Web series licensing Saregama Music

NETFLIX



prime video



JioHotstar



### TV Channels, Brand Advertising





# Music | Licensing : Monetisation



## E. Brands

- Licenses to Brands for use of songs in their ad jingles.  
**Fixed fee for limited period & mediums**
- Creating bespoke music properties for Brands
- **Fixed fee licenses**

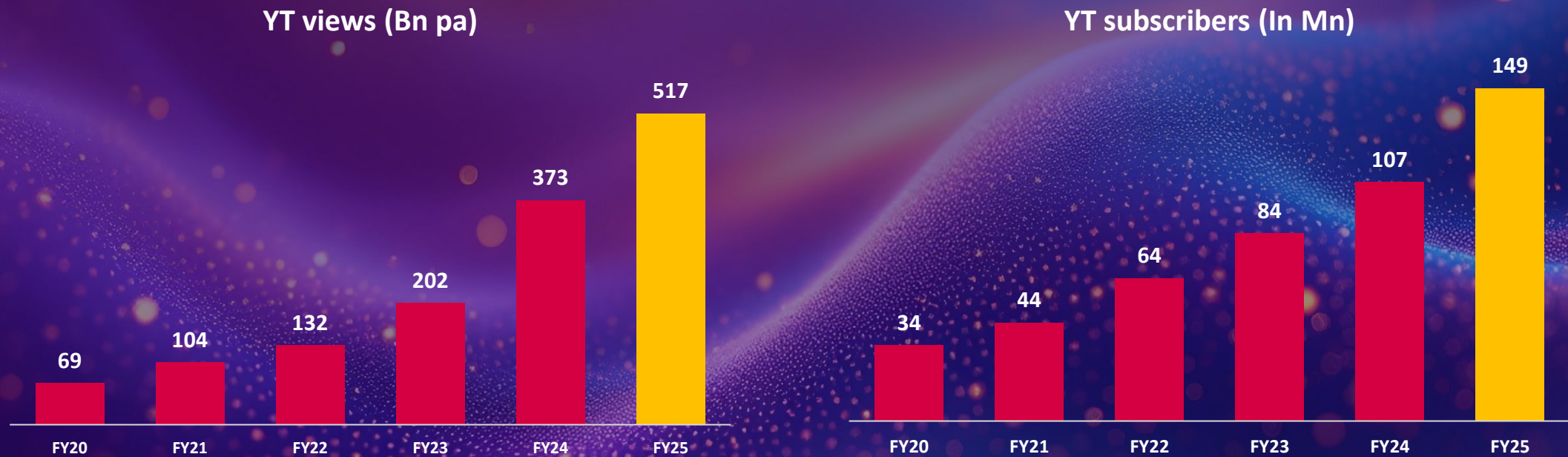


## F. Societies

- IPRS
  - 50% of Underlying works licensing revenue
- Novex



# Music | Licensing : Monetisation YouTube

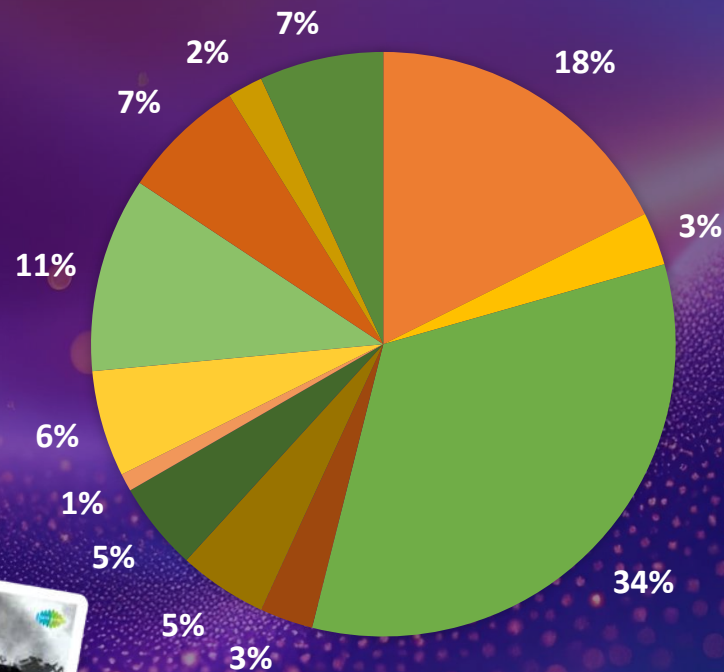


Includes all views related Saregama IP across it's owned channels and user generated content on YouTube and YouTube Shorts



# Music | Licensing

Music Catalogue of the Golden Era  
across Languages

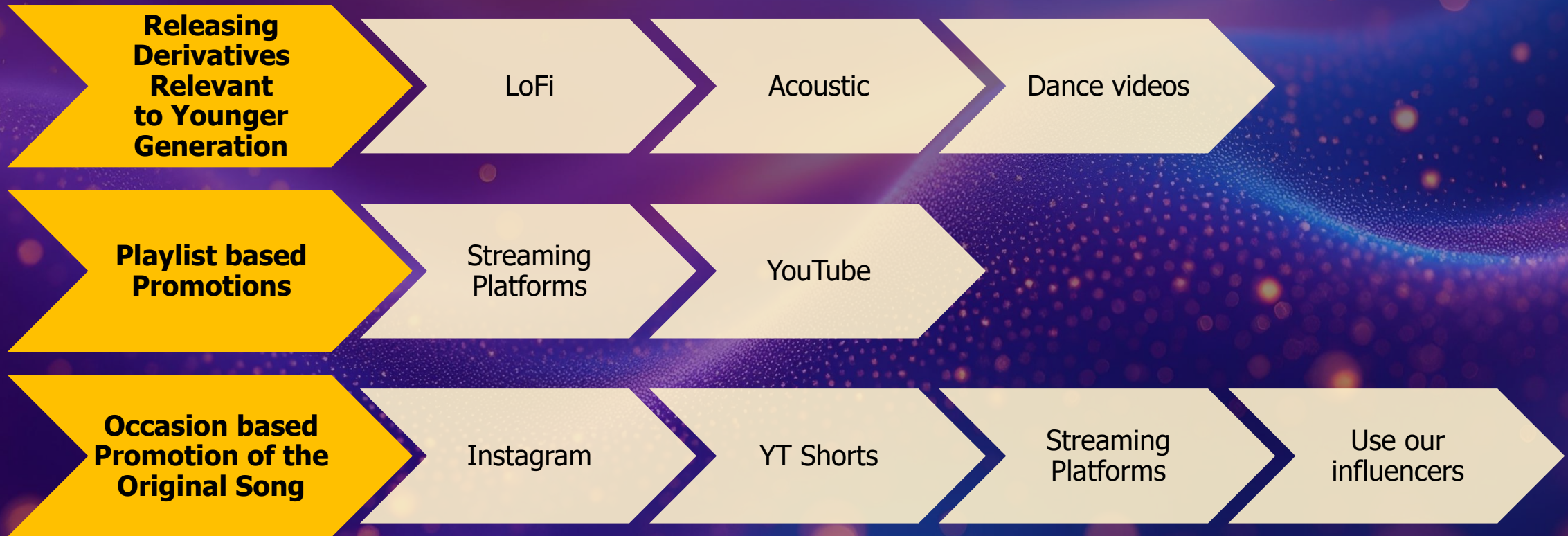


- Bengali
- Gujarati
- Hindi
- Kannada
- Malayalam
- Marathi
- Oriya
- Punjabi
- Tamil
- Telugu
- Urdu
- Others



# Music | Licensing : Creation

3-pronged strategy to maximize Catalogue Revenue



New Song (derivative of a Catalogue song) gets a fresh Copyright Life

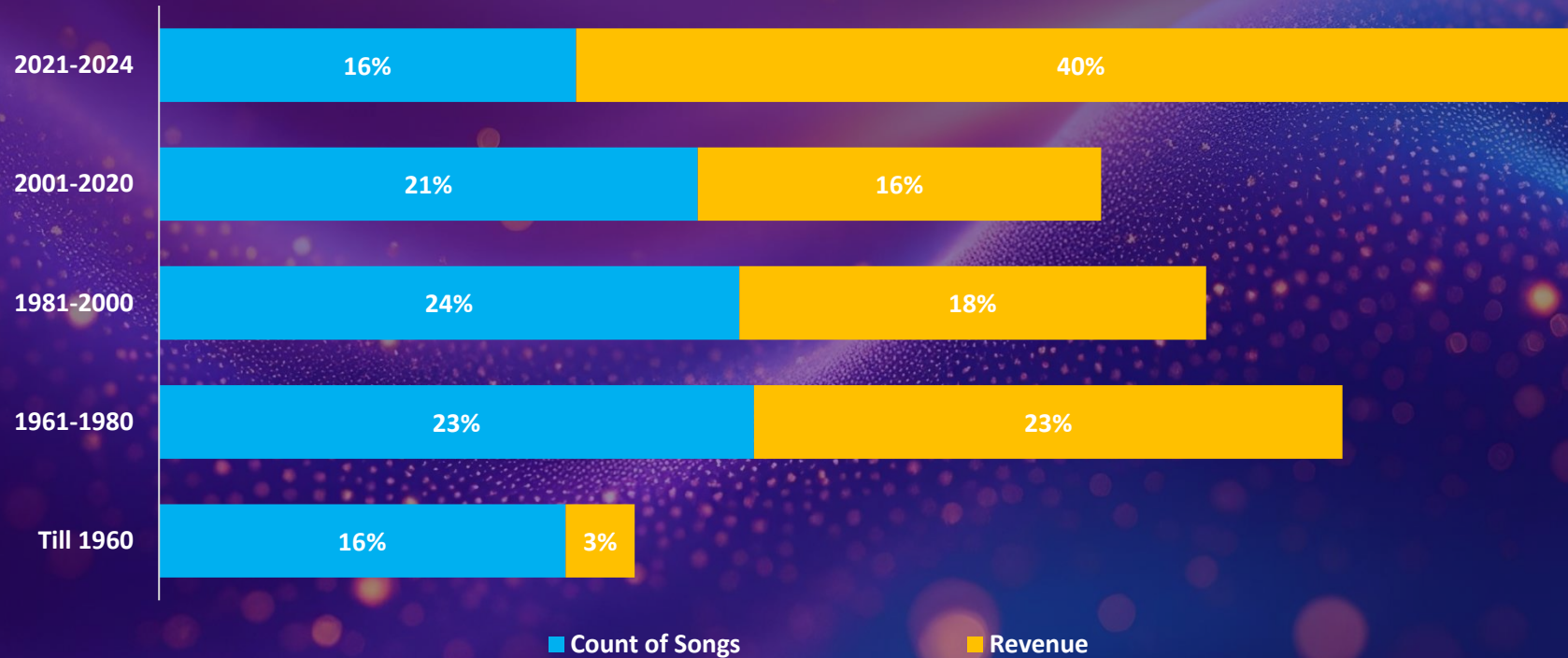


# Music | Licensing : Creation

Saregama is changing from a Catalogue Label to a New Age one

Share of Licensing Revenue from 21<sup>st</sup> century songs growing (56% in FY25 Vs 52% in FY24)

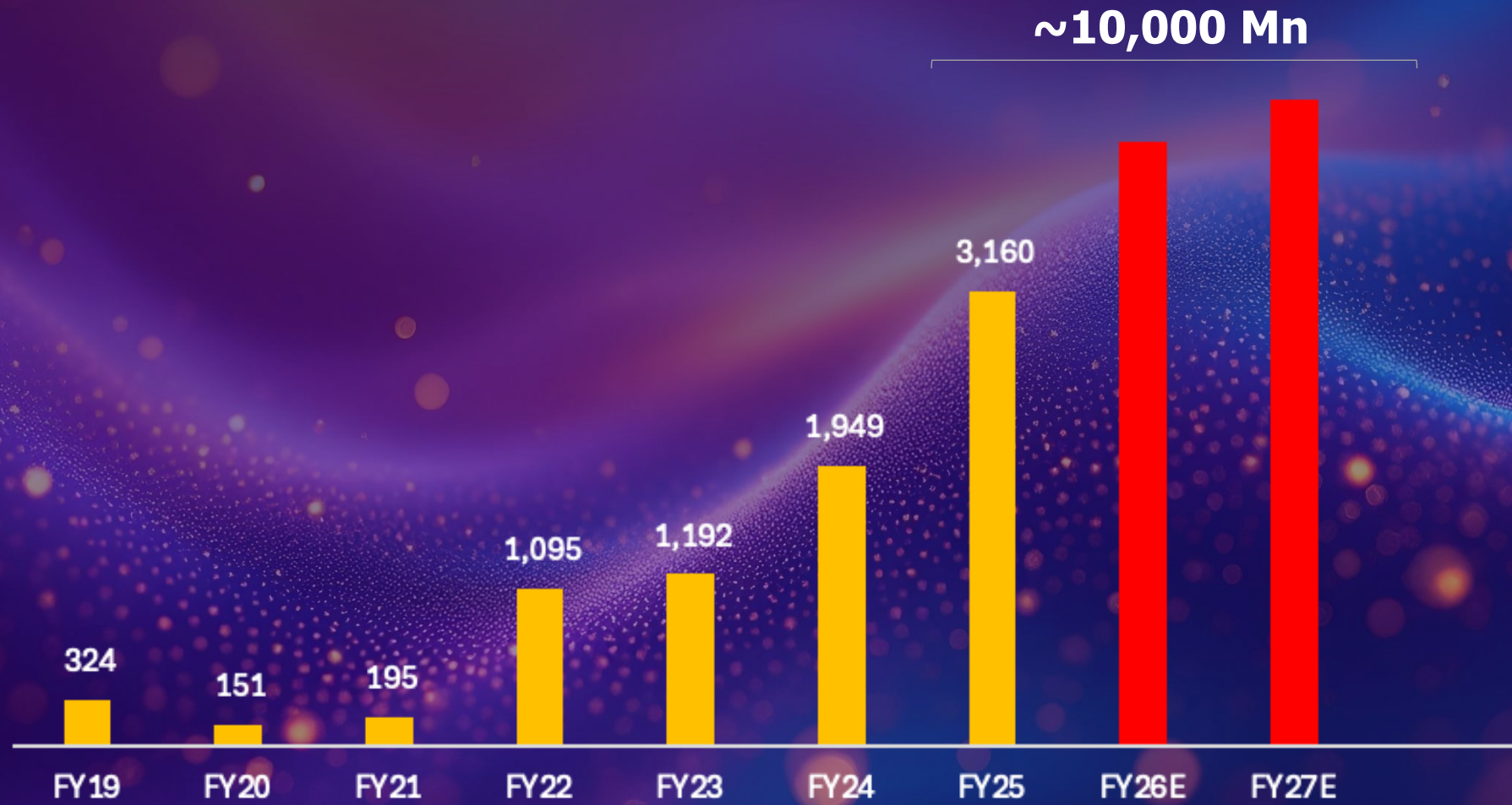
Era wise Breakup



37% of Saregama's songs were released post 2000, and they contributed to 56% of FY25 revenue

Derivatives of catalogue songs are classified basis derivative song release date











# Music | Licensing : Investment in Content (INR Mn)



Investment in Content includes marketing costs on new content



# Music | Licensing : Major Film Albums Released in FY25

	Film	Language	No. of Songs	Production House	Star Cast	Box Office Collection (Rs. Cr)
	Stree 2	Hindi	04	Jio Studios, Maddock Films	Shraddha Kapoor, Rajkumar Rao, Pankaj Tripathi, Tamannaah Bhatia	850+
	Bad Newz	Hindi	08	Dharma Productions	Vicky Kaushal, Tripti Dimri, Ammy Virk	115+
	Sky Force	Hindi	05	Jio Studios & Maddock Films	Akshay Kumar, Veer P & Sara Ali Khan	168+
	Kalki 2898 Ad	Telugu	06	Vijayanthi Movies	Amitabh Bachchan, Kamal Haasan, Prabhas, Deepika Padukone	1100+
	Game Changer	Telugu	08	Sri Venkateswara Creations	Ram Charan, Kiara Advani	180+
	Court State vs A Nobody	Telugu	02	Wall Poster Cinema	Priyadarshi Pulikonda, Harsh Roshan, Sridevi, Sivaji	58+
	Amaran	Tamil	08	Raaj Kamal Films	Sivalarthikeyan, Sai Pallavi, Rahul Bose	335+
	Guruvayoorambala Nadayil	Malayalam	10	Sri Lakshmi Venkateswara Cinemas	Nani, Keerthy Suresh	90+
	Hello Mummy	Malayalam	08	Hangover Films, A & HS Production	Sharaf U Dheen, Aishwarya Lekshmi	10+
	Max	Kannada	05	V Creations & Kichcha Creations	Varalaxmi Sarathkumar, Baadshah Kichcha Sudeep	60+

# Music | Licensing : Chartbusters of FY25

## HINDI



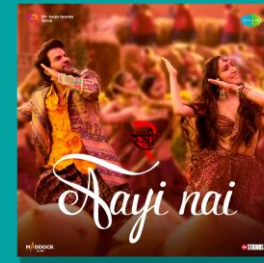
#1 WEEKLY TOP SONGS GLOBAL INDIA & UAE	#1 BOLLYWOOD TOP 40
#1 AIRCHECK INDIA	#1 ORMAX HEARTBEATS
#1 TRENDING 1.5 MN REELS	#1 TOP 100 INDIA
#1 DAILY TOP SONGS INDIA	#1 WEEKLY TOP SONGS
#1 BILLBOARD	#1 50 MOST PLAYED INDIA
#1 TOP 20	#1 INDIA SUPERHITS TOP 50
#1 TOP 20	



#1 WEEKLY TOP SONGS GLOBAL INDIA & UAE	#1 BOLLYWOOD TOP 40
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#1 DAILY TOP SONGS INDIA	#1 WEEKLY TOP SONGS
#1 BILLBOARD	#1 50 MOST PLAYED INDIA
#1 TOP 20	#1 INDIA SUPERHITS TOP 50
#1 TOP 20	#1 LYCA CHARTS



#2 DAILY TOP MUSIC VIDEOS INDIA	#36 50 MOST PLAYED INDIA
#7 AIRCHECK TOP 20	#2 TOP 20
#9 BOLLYWOOD TOP 40	#29 TOP 100 INDIA
#6 DAILY TOP SONGS INDIA	#16 TOP 20



#1 WEEKLY TOP SONGS GLOBAL INDIA & UAE	#4 BOLLYWOOD TOP 40
#2 AIRCHECK INDIA	#2 ORMAX HEARTBEATS
#2 TRENDING 1.3 MN REELS	#6 TOP 100 INDIA
#2 DAILY TOP SONGS INDIA	#2 WEEKLY TOP SONGS
#2 BILLBOARD	#3 50 MOST PLAYED INDIA
#5 TOP 20	#3 INDIA SUPERHITS TOP 50
#5 TOP 20	



#1 AIRCHECK TOP 50 CHARTS	#3 TRENDING MUSIC VIDEOS INDIA
#1 TRENDING	#38 DAILY TOP MUSIC VIDEOS GLOBAL
#7 SPOTIFY TOP 200	#2 INDIA SUPERHITS
#1 TOP 50 SONGS HINDI	#1 WEEKLY TOP 100 SONGS
#14 TOP 50 MOST PLAYED INDIA	#21 TOP 100



# Music | Licensing : Chartbusters of FY25

## TELUGU



#9

TRENDING MUSIC VIDEOS

INDIA

59K

REELS

TRENDING ON IG

#6

LOCAL PULSE

HYDERABAD

#1

ANCHER

HYDERABAD

#26

TOP SONGS

HYDERABAD

#25

BILLBOARD



#1

TRENDING MUSIC VIDEOS

INDIA

62K

REELS

TRENDING ON IG

#1

LOCAL PULSE

HYDERABAD

#1

ANCHER

HYDERABAD

#26

TOP SONGS

HYDERABAD



#1

TRENDING MUSIC VIDEOS

INDIA

#28

MOST PLAYED

TELEGRAM

#9

TOP SONGS

HYDERABAD

#50

MOST PLAYED

TELEGRAM

#1

LOCAL PULSE

HYDERABAD

50K

REELS

TRENDING ON IG

#38

TOP 100

#1

ANCHER

HYDERABAD

#6

MOST SEARCHED SONG

TELEGRAM



#1

TRENDING MUSIC VIDEOS

INDIA

#12

DAILY TOP SONGS

TELEGRAM

396K+

REELS

#7

TRENDING MUSIC VIDEOS

TELEGRAM

#40

DAILY REELS ON

TELEGRAM

#1

ANCHER

HYDERABAD

#28

DAILY TOP MUSIC VIDEOS

TELEGRAM

#1

ANCHER

HYDERABAD

#1

ANCHER

HYDERABAD

#12

DAILY TOP MUSIC VIDEOS

TELEGRAM

#67

DAILY REELS

TELEGRAM

#3

ANCHER

HYDERABAD

#12

DAILY TOP SONGS ON

TELEGRAM

#9

DAILY REELS

TELEGRAM

#5

ANCHER

HYDERABAD

#10

DAILY TOP SONGS

TELEGRAM

#6

DAILY REELS

TELEGRAM

#2

ANCHER

HYDERABAD

## TAMIL



#1

TRENDING MUSIC VIDEOS

INDIA

#1

TOP SONGS

TELEGRAM

#2

TOP SONGS

TELEGRAM

#5

DAILY TOP MUSIC VIDEOS

TELEGRAM

#1

ANCHER

HYDERABAD

#1

ANCHER

HYDERABAD

#1

ANCHER

HYDERABAD

#1

ANCHER

HYDERABAD

#5

DAILY TOP MUSIC VIDEOS

TELEGRAM

#5

DAILY TOP MUSIC VIDEOS

TELEGRAM

#1

ANCHER

HYDERABAD

#2

DAILY TOP MUSIC VIDEOS

TELEGRAM

#2

DAILY TOP MUSIC VIDEOS

TELEGRAM

1.2M

REELS

## MALAYALAM



#1

WEEKLY TOP SONGS

TELEGRAM

#13

DAILY TOP SONGS

TELEGRAM

#1

LOCAL PULSE

KOCHI

#23

DAILY TOP SONGS

TELEGRAM

#95

WEEKLY TOP SONGS

TELEGRAM

#1

ANCHER

HYDERABAD

#48

DAILY TOP 200 SONGS

TELEGRAM

61.6K

REELS

#19

DAILY VIBES

TELEGRAM

#10

TRENDING MUSIC VIDEOS

TELEGRAM



# Music | Licensing : Chartbusters of 2024

## HINDI

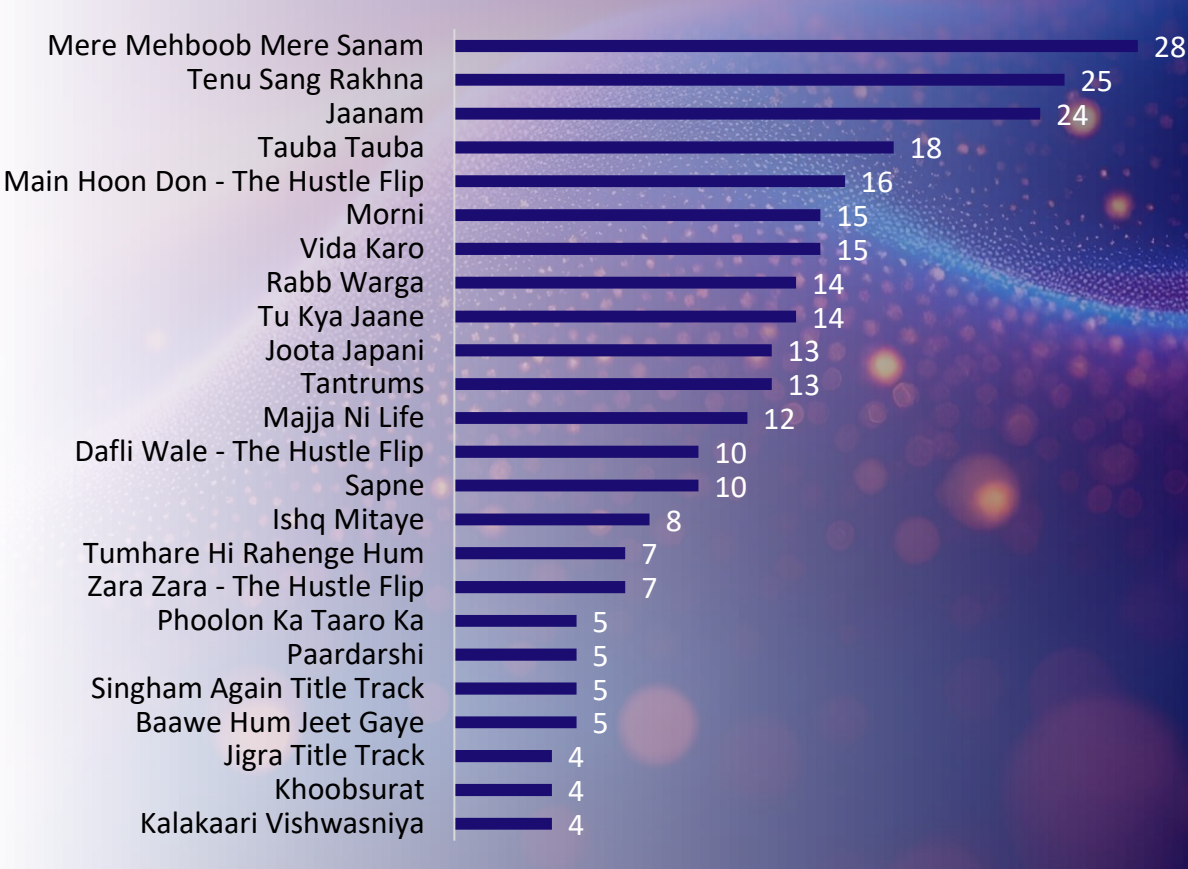
Songs Released		38	songs of Saregama entered Spotify Mumbai local pulse chart
Industry	Saregama		
1700	370+		



## Count of weeks on Spotify Mumbai Local Pulse weekly charts

--- Songs ---

--- Weeks on chart ---





# Music | Licensing : Chartbusters of 2024

## TAMIL

### Songs Released

Industry  
**430+**

Saregama  
**180+**

**60**

songs of Saregama  
entered  
Spotify Chennai  
local pulse chart

Count of weeks on Spotify Chennai Local Pulse weekly charts

--- Songs ---

--- Weeks on chart --

Fire Song	36
Maayoney	35
Theme Of Kalki	25
Kaadhal Sadugudu	15
Yolo	15
Ta Takkara (Complex Song)	14
Bhairava Anthem	14
Dhop	11
Thai Thakka Kalyanam	8
Raa Macha Macha	8
Kulukku Kulukku	7
Aaga Indha Raathiri - Tamil Version	6
Kadhale Kadhale Title Track	5
Mannippu	5
Ashta Ayyappa Avatharam Title Song	5
Lyraanaa	5
Siru Siru Uravugal - LoFi Hip Hop	4
Venmathi Venmathiye - Chill Trap	4
Uyirey	4
Vaaname Illa Paravaiyai	4
Sozhi Pola	4
Koranaaru	4
Hey Oraayiram - Cover	4
Yaarum Illa - Analog Ambient Mix	4



## BHOJPURI

### Songs Released

Industry  
**2000+**

Saregama  
**155+**

**35**

songs of Saregama  
entered  
Spotify Patna local  
pulse chart

Count of weeks on Spotify Patna Local Pulse weekly charts

--- Songs ---

--- Weeks on chart --

Rangdar Se Sikh Rangdari	29
Patna Ki Pari	29
Kharbuja	18
Janta Darbar	16
Delhi Wali 2.0	12
Kala Chashma Laga Lijiye	9
Rumal Wala Been	8
Chhauri Fasana 2 Min Ka Khela	8
Jawani Ka De Hawale	8
Padhai Chala Ta	6
Mehraru	6
Darling Ke Je Kehu Chhui	5
First Love	5
Balam Rangdaar Ba	4
Chumma Chumma	4
Dil Mein Padharo	4
Pakka Khelaad Biya Ho	3
Jawani Kya Achar Dalogi 2.0 - DJ...	3
Dhodi Se Shurwat	3
Mehar Wala Feel	3
Balamua Maare Lagal - DJ Mix	3





# Music | Licensing : Chartbusters of 2024

## TELUGU

Songs Released

Industry  
**540+**

Saregama  
**145+**

**50**

songs of Saregama  
entered  
Spotify Hyderabad  
local pulse chart

Count of weeks on Spotify Hyderabad Local Pulse\_weekly charts

--- Songs ---

--- Weeks on chart -

Picchiga Nacchesave	47
Bhairava Anthem	41
Ayyo Paapam Saaru	29
Jaragandi	26
Ta Takkara (Complex Song)	22
Theme Of Kalki	14
Bujjaama	11
Fire Song	10
Raa Macha Macha	9
Adhanthaele	9
Ade Nenu Asalu Lenu	8
Gaganaala-Love is in the Air	8
Hammayya	8
Kavalayya	8
Aaj Ki Raat - Telugu Version	7
NaaNaa Hyraanaa	7
World of Vasudev	7
Durgamma	6
Kisu Pitta	6
Oh Madam	6
Maa Oori Jatharalo	5
Teeram Teeram Neeve	5
Bujji Theme	5
Hey Rangule	5



## MALAYALAM

Songs Released

Industry  
**205+**

Saregama  
**120+**

**33**

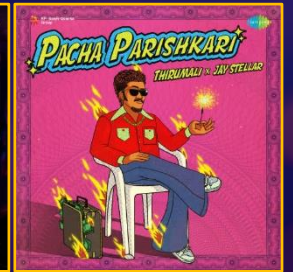
songs of Saregama  
entered  
Spotify Kochi local  
pulse chart

Count of weeks on Spotify Kochi Local Pulse\_weekly charts

--- Songs ---

--- Weeks on chart -

K For Krishna	47
Vatteppam	46
K For Kurukku	42
Kondal Vedan Song	28
Pacha Parishkari	23
Vatteppam - Folk Mix	19
Readya Maaran	15
Theme Of Kalki	12
Oodhu Peyyum Oru	7
Vennila Kanyake	5
Macha Nee Super	5
K For Kurukku - Techno Mix	5
Pookkakombathum	3
Pirakilaro	3
Eravithilai	3
Devathaaru Poothu	3
Hallelujah	3





# Music | Licensing : Content Creation

**100** MILLION+  
*Club*



Views from all versions of the song, including lyrical, uploaded on Saregama's official YouTube channel. Does not include UGC views

**Data Mining based Predictive Models | De-centralised Decision Making |  
Partnership with Production houses having proven track records | High Success Ratio**

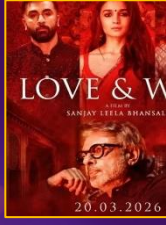


# Music | Licensing : Major Releases FY26

## HINDI



Tu Meri  
Main Tera



Love & War



Dhurandhar

## TELUGU



Aakasam Lo  
Oka Tara



HIT 3



Paradise



Premante

## KANNADA



Devil



Kichcha 47



Jawa

## TAMIL



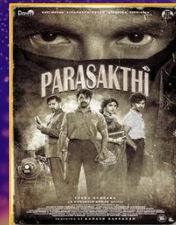
Thug Life



Train



Idly Kadai



Parasakthi

## MALYALAM



Detective  
Ujjwalan

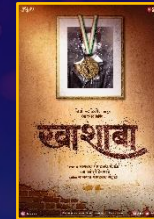


Udumbanchola  
Vision



Sahasam

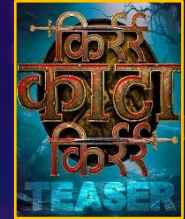
## MARATHI



Khashaba



Mahaparinirvaan



Kirr Katta Kirr



# Music | Artist Management





# Music | Artist Management : Roster

## SAREGAMA TALENT



Maahi



Pragati Nagpal



Arjun Tanwar

## CLUT



Rj Karishma  
15.3 Mn Followers



Rehaan Roy  
6.3 Mn Followers



RJ Princy  
4.5 Mn Followers



Rinkal Parekh  
3.8 Mn Followers



Saurabh Ghadge  
2.7 Mn Followers



Viraj Ghelani  
1.3 Mn Followers

## EXCLUSIVE ARTISTE — SAREGAMA —



Tony Kakkar  
8.2 Mn Followers



Paradox  
2.2 Mn Followers



Lash Curry  
593 K Followers



The Tabla Guy  
420K Followers



Pranav Chandran  
324K Followers



Gurdeep  
Mehndi  
63K Followers

100+ Influencers/Artist added during FY25 taking the total Influencers/Artist managed by the Company to 230+



# Music | Artist Management : Monetisation



## A. Influencers

Clout, which is Pocket Aces' talent management division, exclusively manages 230+ influencers having a follower base of over 130M

- Clout discovers talent early across the industry and then nurtures them to grow, through personal brand-building, content, and distribution strategy based on insights developed from owned channels and as per the latest ongoing trends.
- Clout works on building brand partnerships for influencers, and casting opportunities across Pocket Aces' owned short/long format video channels along with opportunities from other production houses.
- **For these opportunities, Clout charges a commission which remains fixed for the exclusivity term.**



## B. Music based Talent

The company discovers and grooms new and upcoming artistes, who are made popular through new IP releases and subsequently monetized by booking them for live events, weddings and brand endorsements. Saregama gets a share of all revenues generated by the artist for a negotiated period.

**Saregama earns every time a fixed share of income when artiste perform in live events, corporate shows etc.**





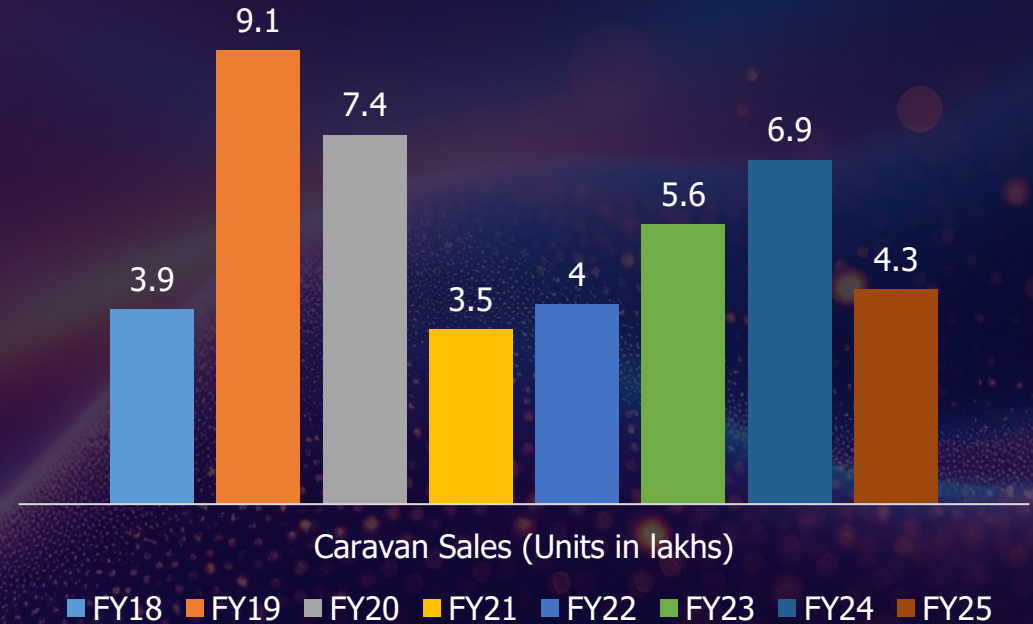
The background features a dynamic, abstract design with flowing, wavy lines in shades of deep purple and vibrant blue. These lines are composed of a dense field of small, glowing particles that create a sense of movement and depth. Interspersed among the waves are larger, out-of-focus circular bokeh lights in warm tones of orange, yellow, and red, which contrast with the cooler background colors. The overall effect is a futuristic and energetic visual field.

**RETAIL**



# Retail

- Transition from sales through distribution channel to sales only through E-commerce and Modern Retail outlets
- While the volumes and topline will shrink, profitability margins improves through control of costs associated with physical distribution
- Manpower restructuring exercise carried out





# VIDEO SEGMENT

FILMS, DIGITAL SERIES, TV, & SHORT FORMAT



# Video Segment : Films, Digital Series, TV, & Short Format

- Yoodlee Films is Saregama's production house focussed on creating content for theatrical releases and 3<sup>rd</sup> party digital platforms & TV
- Pocket Aces, through its studio Dice Media, creates premium web-series content for OTT platforms
- For TV, Saregama produces content for both national and regional channels, with a strong presence in South Indian markets and a strategic focus on retaining IP ownership
- In short-format content, the Company leverages digital platforms to create high-engagement videos
- **Company issues period-based licenses for its movies to these platforms for a fixed-fee**
- **Symbiotic relationship with the Music business and talent management**

## Films



## Digital Series



## Short Format



FILTERCOPY



FILTERCOPY





# Video Segment : Films

## FY25 Releases



Dilruba  
(Telugu)



Nunakkuzhi  
(Malayalam)



Shinda Shinda No Papa  
(Punjabi)



Ni Main Sass Kuttini 2  
(Punjabi)



Bazooka  
(Malayalam)





# Video Segment : Films

## Upcoming Releases



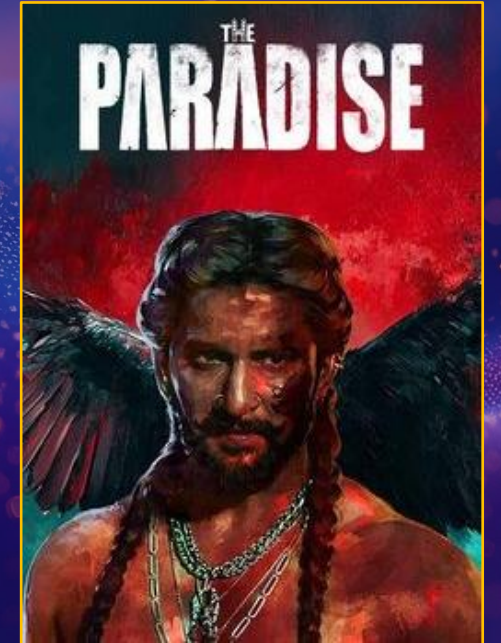
**Vishwambara**  
(Telugu)



**Devil**  
(Kannada)



**Party Animals**  
(Hindi)



**The Paradise**  
(Telugu)



# Video Segment : Digital Series

## FY25 Releases



**Manorathangal**  
(Malayalam)



**Agra Affair**  
(Hindi)

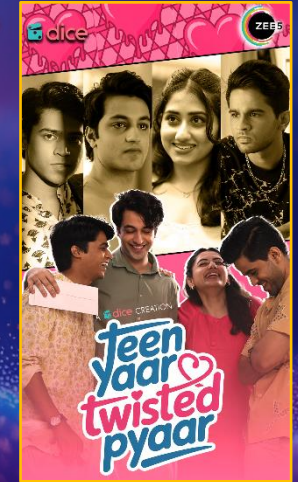


**Oops Ab Kya?**  
(Hindi)

## Upcoming Releases



**Hunter: Season 2**  
(Hindi)



**Teen Yaar Twisted Pyaar**  
(Hindi)





# Video Segment : TV

- Saregama is a leading TV series content producer with a dominant presence in South Indian language programming, while also maintaining a footprint on national GECs. The company focuses on content models that ensure IP ownership.
- **Saregama has created approximately 10k+ hours of content for Sun TV over the last 20 years**
- Saregama is already monetising the serials on YouTube and Facebook and plans to do the same on other video platforms too
- The revenue stream is through sale of commercial time (advertising slot). The Company also monetises these serials on digital platforms like YouTube and Facebook.
- Company also make money from existing IP through language remakes, new platform licensing and syndication.
- **Our South TV YouTube channel garnered 2.3 Bn+ views in FY25**



**Ilakkiya**  
800+ Episodes



**Malli**  
380+ Episodes



**Sevanthi**  
1890+ Episodes



**Tujhi Majhi  
Jamali Jodi**  
490+ Episodes



**Mangalyam  
Thanthunaane**  
470+ Episodes



**Aadukalam**  
50+ Episodes



# Video Segment : Short Format



The Traitorss - In Girls Hostel



Office in parallel universe



Reality Of A Tuition Teacher



School in parallel universe



Are you a red flag if you come from Delhi?



You fall in love before your school board exams



The background features a dynamic, abstract design with flowing, wavy lines in shades of deep purple and vibrant blue. These lines are composed of numerous small, glowing particles that create a sense of movement and depth. Scattered throughout the scene are larger, out-of-focus circular light spots in warm tones of orange, yellow, and red, resembling distant stars or bokeh effects. The overall composition is ethereal and futuristic.

**EVENTS**

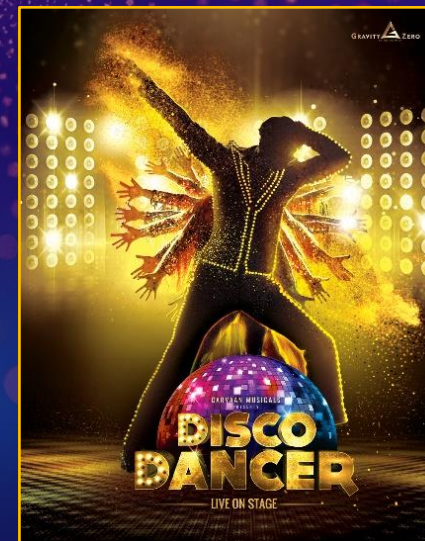
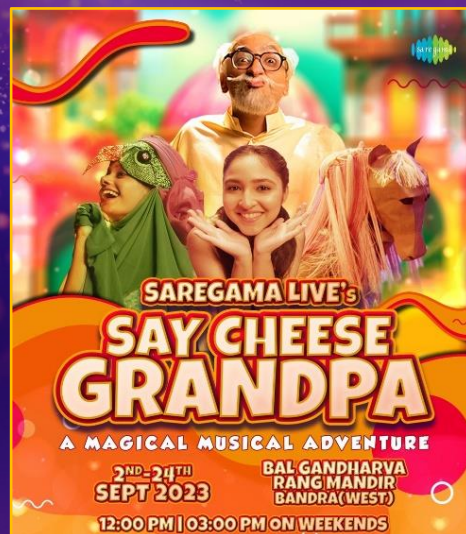
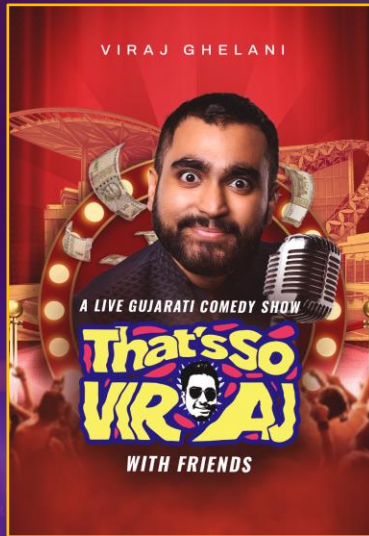


# Events





# Events





# FINANCIAL HIGHLIGHTS

The background features a dynamic, abstract design with flowing, wavy lines in shades of blue and purple. Numerous small, glowing particles and bokeh effects are scattered throughout, creating a sense of depth and movement. The overall aesthetic is modern and high-tech.



# Consolidated Financial Summary

Particulars (INR Mn)	FY25	FY24	YoY Growth	FY23*
Revenue from Operations (A)	11,713	8,030	46%	7,366
Total Expenses (B)	8,147	5,001	63%	4,654
Adjusted EBIDTA (C= A-B)	3,566	3,030	18%	2,712
Adjusted EBIDTA Margin (%)	30%	38%		37%
Content Charge (D)	1,282	864	48%	679
Depreciation (E)	97	62	56%	31
Finance Cost (F)	57	32	78%	57
Other Income (G)	581	637	-9%	536
Exceptional Item (H)	50	-		-
PBT (C-D-E-F+G+H)	2,761	2,708	2%	2,481
Tax	718	732	-2%	630
PAT	2,043	1,976	3%	1,851
PAT Margin (%)	18%	25%		25%
Diluted EPS (Face value Re.1)	10.61	10.27		9.63

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

- 1) Amount amortised in case of Royalty based deals
- 2) Amount amortised against the one-time fee paid in case of Outright purchase-based deals
- 3) Marketing of new content
- 4) Content charge does not include royalty paid post-Minimum Guarantee amount recouped

\*FY23 Numbers are restated post impact of demerger



# Consolidated Balance Sheet

Equity and Liabilities (INR Mn)	FY25	FY24	FY23*
Shareholder's fund			
(a) Equity share capital	193	193	193
(b) Other equity	15,641	14,498	13,228
Net worth	15,834	14,691	13,421
Non-controlling interest	34	35	34
Non-current liabilities			
(a) Financial liabilities			
(i) Lease liabilities	14	23	1
(ii) Other financial liabilities	309	2,090	-
(b) Provisions	59	57	42
(c) Deferred tax liabilities (net)	518	474	464
Current liabilities			
(a) Financial liabilities			
(i) Borrowing	-	17	-
(ii) Lease liabilities	13	15	6
(iii) Trade payables	1,274	933	702
(iv) Other financial liabilities	812	610	565
(b) Other current liabilities	1,319	655	876
(c) Provisions	731	650	921
(d) Current tax liabilities	34	88	9
Total	20,951	20,338	17,041

Assets (INR Mn)	FY25	FY24	FY23*
Non-current assets			
(a) Property, plant and equipment	2,222	2,238	2,207
(b) Right-of-use assets	21	34	7
(c) Investment properties	20	21	21
(d) Intangible assets	6,082	5,130	1,143
(e) Intangible assets under development	-	55	40
(f) Financial assets			
(i) Investments	-	-	-
(ii) Other financial assets	78	172	530
(g) Other non-current assets	501	468	573
Current assets			
(a) Inventories	2,402	2,393	1,643
(b) Financial assets			
(i) Investments	1,177	1,177	2,388
(ii) Trade receivables	1,432	1,587	1,480
(iii) Cash and cash equivalents	694	569	167
(iv) Bank balances other than (iii) above	4,743	4,852	4,916
(v) Loans	193	221	262
(vi) Other financial assets	33	31	219
(c) Current tax assets (net)	359	275	301
(d) Other current assets	1,059	1,115	1,144
Total	20,951	20,338	17,041

\* FY23 numbers are re-stated post impact of demerger



# Consolidated Cash Flow Statement

Particulars (INR Mn)	FY25		FY24		FY23 #	
Pre-Tax Profit	2,761		2,708		2,481	
Change in other operating activities ( including non-cash Items)	17		(400)		(432)	
Change in Working capital	1,882		(348)		116	
Taxes Paid	(806)		(514)		(669)	
Net cash generated from Operating Activities (A)		3,854		1,446		1,496
Spent on New Content @	(2,134)		(1,342)		(1,481)	
Investment in Pocket Aces	(1,275)		(1,662)		-	
Redemption/ (Investment) in Fixed Deposits with maturity > 3m	45		761		(3,709)	
Redemption/(Investment) in Mutual Fund	205		1,422		3,120	
Net cash generated from other Investing activities	411		474		27	
Net cash used in Investing Activities (B)		(2,748)		(347)		(2,043)
Net cash (used in)/generated from Treasury Shares	(79)		(22)		(161)	
Proceeds from /(Repayment of) Borrowing	(17)		(14)		-	
Repayment of Lease Liability	(8)		(11)		(6)	
Dividend paid	(868)		(771)		(578)	
Interest paid	(15)		(31)		(7)	
Net cash (used in)/generated from Financing Activities (C)		(987)		(849)		(752)
Net (decrease)/increase in Cash and Cash Equivalent (A+B+C)		119		250		(1,299)
Cash and Cash Equivalents at the beginning of the period		569		167		1,527
Add: Cash and Cash Equivalents of Pocket Aces on the date of acquisition		-		149		-
Less: Transferred pursuant to the scheme of arrangement						(77)
Effect of Translation of foreign currency cash and cash equivalents		5		3		16
Cash and Cash Equivalents at end of the period *		693		569		167

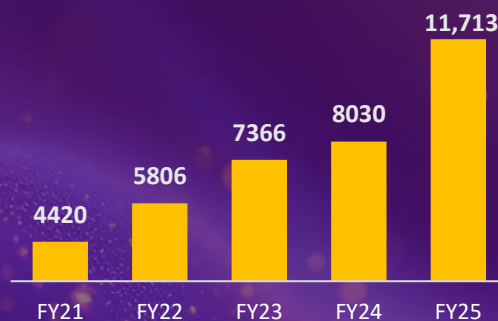
\* Exclude Investment in Bank FD with maturity more than 3 months and Investment in Mutual Funds INR 5,911 Mn in FY25, INR 6.023 Mn in FY24, and INR 7,802Mn in FY23

@ Represents amount invested in acquiring/producing Music and Film IPs

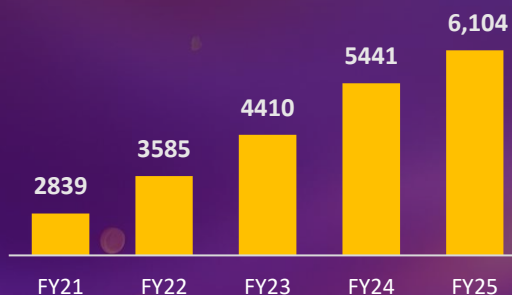
# FY23 numbers are restated post impact of demerger

# Consolidated Financial Charts

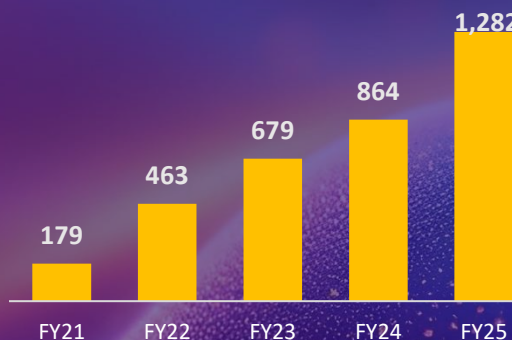
**Revenue from Operations  
(Turnover) (INR Mn)**



**Music: Licensing+  
Artist Mgmt. Revenue  
(INR Mn)**



**Content Charge  
(INR Mn)**

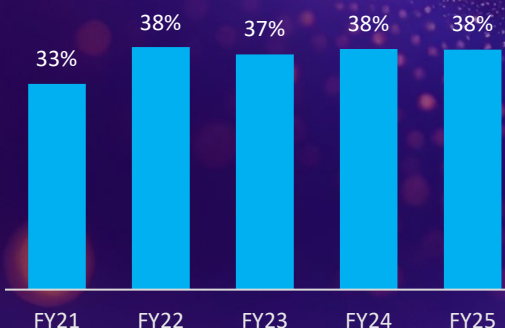


**PAT (INR Mn)**



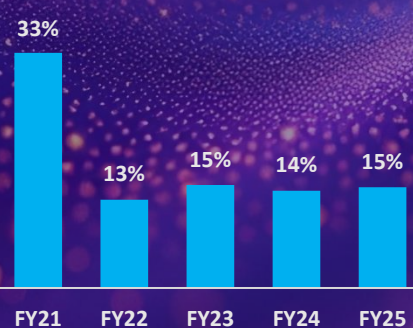
\* One time income of INR 84Mn in FY23, INR 97Mn in FY22, INR 155Mn in FY21 and INR 21Mn (FY20) are excluded

**Adjusted EBITDA Margin  
(%)**



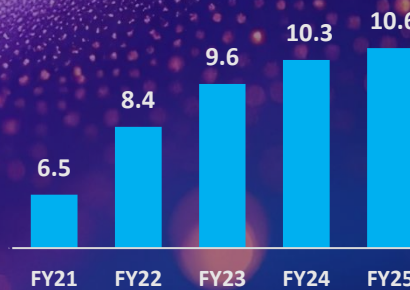
FY25 Adj EBITDA is excluding events

**Return on Equity (ROE)  
(%)\***



- ROE = PAT / Shareholders Equity
- Shareholders Equity = Equity share capital and free reserves
- Since FY22 INR 7500 Mn of fresh fund raise through QIP added to Shareholders Equity

**Diluted EPS (INR)**



Previous Years EPS has been restated basis face value of Re.1 per share

**Dividend per Share  
(INR)**



**Debt to Equity Ratio**

**NIL**

All FY23 numbers are re-stated, as applicable, post impact of demerger



# Disclaimer

## Saregama India Ltd. Disclaimer:

In evaluating our business, we consider and use non-GAAP financial measures such as EBITDA, Adjusted EBITDA, Adjusted EBITDA Margin, PAT Margin, Debt to Equity Ratio, Return on Equity, to review and assess our operating performance. These non-GAAP financial measures are not defined under Ind AS and are not presented in accordance with Ind AS. They may not be comparable to similarly titled measures reported by other companies due to potential inconsistencies in the method of calculation. We have included these non-GAAP financial measures because we believe they are indicative measures of our operating performance and are used by investors and analysts to evaluate companies in the same industry. These non-GAAP financial measures should be considered in addition to, and not as a substitute for, other measures of financial performance and liquidity reported in accordance with Ind AS. These measures should not be considered in isolation or construed as an alternative to Ind AS measures of performance or as an indicator of our operating performance, liquidity, profitability, or results of operations. The presentation of these non-GAAP financial measures is not intended to be considered in isolation or as a substitute for the Standalone/Consolidated Financial Statements.

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The background features a dynamic, abstract design with flowing, wavy lines in shades of deep purple and vibrant blue. These lines are composed of numerous small, glowing particles that create a sense of movement and depth. The overall effect is reminiscent of a cosmic or digital space environment.

**THANK YOU**