



# SAREGAMA INDIA LIMITED

MUSIC • FILMS • WEB-TV SERIES

NOBLEMEN

"Ruk jana nahin tu kahin haar ke, Kaanton pe chalke milenge saaye bahaar ke"

**Riding the Stay-at-Home wave** 

CORPORATE PRESENTATION | OCTOBER 2020

SANAM

# Saregama



India's oldest music label and youngest film production house

Producing digital thematic films targeted at the youth segment. 13 movies released on Netflix / Disney Hotstar in 3 yrs







Consistent Dividend Yield and Zero Debt Company

Leading producer in terms of number of hours of content (6050+ hrs) produced for Tamil television serials







Strong management team with experienced professionals from the entertainment industry

Revolutionary product Carvaan: Digital Music Player with 5000 preloaded songs, easy UI and high-quality speakers

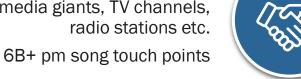






Owning Intellectual Property (IP) rights for more than 130,000+ songs, 6,050+ hours of television serials and 59 movies

Digital licensing agreements across global OTT platforms, social media giants, TV channels, radio stations etc.





India's first song was recorded in 1902 under the company. Earlier retailed under the name Gramophone Company of India, and then HMV



## **INDIA'S ONLY**

# **Entertainment Company** into



#### Music

India's Largest Music IP

130k+

Songs

#### **Films**

Content IP rights of

**59** 

Films

#### **Television Serials**

Content IP rights of

6k+

**Hours of Television Serials** 

#### **Retail Business**

Distribution network

29k+

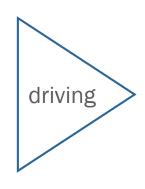
Retailers



#### DIGITISATION DRIVING GROWTH



550M smart phones Cheap Data #stay-at-home



Increase in App Usage

Video/Music Streaming
Netflix / Spotify / Gaana
Video Sharing
Youtube / Facebook / TikTok
Gaming
E-Commerce
Amazon/Flipkart
Chat/Mail



Increase in Demand for Content

Music Films Games Web Series TV Series Podcasts

130k+ Songs | 59 Movies | 6k+ hrs of TV Series | Advantage Saregama

Whatsapp / Gmail

# 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.





Carvaan transitioning from being a Product with only one-time margin to a Platform with upfront margin and recurring advertising and subscription revenue.

**Building** of New IP







Cementing leadership position with New film and non-film music acquisition across Hindi, Tamil, Bhojpuri, Gujarati, Punjabi and other regional languages.



Producing Thematic films, with Story as the only hero, targeted at youth. Revenue primarily from licensing to digital platforms. Scale allowing lower cost of production.

IP Creation over next 3 years (thru Internal Cash Flows)







#### Awards & Accolades





#### Carvaan

IndIAA Awards 2018

The Perfect Gift

**Apac Effies** 

One Gold and Two silvers: 'Let's create viral products' for Saregama

Brand Equity Marketing Awards 2018

'Innovation of the Year' Award

Exhibit Tech Award 2019 Wireless Speaker of the

year

Spikes Awards 2018

Tangrams Effectiveness

**WAARC Innovation Awards** 

Special Award for Category Innovation and Silver for Effective Innovation

Exhibit Tech Award 2018

Innovative Marketing Campaign of the year

Re: think India

Reengineering India 2020 in the Technology/ Industry/ Institutional Category Marquees 2018

Reimagining for the Better

Advertising Club's Effies India

Carvaan wins 4 Gold, 2 Silver, 2 Bronze

**Inovation Awards 2019** 

The Economic Times



WINNER FIFTH STATE OF THE STATE



Best Film on Peace
HAMID
foy international Film Feature
2019



) (



**HAMID** 

National Awards

Best Urdu Film
Best Child Actor:
Talha Arshad Reshi

Rajasthan International Film Festival

Best Director: Aijaz Khan Best Actor: Rasika Dugal

**UK Asian Film Festival** 

Best Film

Best Actor: Rasika Dugal

Fajr International Film Festival

Won the Muhammad Al-Ameen Award, diploma of Honour for best film on Peace

**AXONE** 

**UK Asian Film Festival** 

Young Audience Choice Award KD

UK Asian Film Festival

Best Director: Madhumita

Singapore South Asian Film Festival

Best Film Jury Award

Jagran Film Festival

Best Actor: Nagavishal Indian Film Festival of

Cincinnati

Best Director: Madhumita

Caleidoscope Indian Film Festival of Boston

Best unconventional role play: Nagavishal

HABADDI

Indian Film Festival, Melbourne Opening Film

CHAMAN BAHAR
Indus Valley International Festival
Best Film Award

**AJJI** 

Beaune film festival

Best Film Award (fresh blood competition)

IFFLA

Special mention to Sushama Deshpande for her acting in Aiji

UK Asian film festival

Sushama Deshpande won The Flame Award for Ajji

**NOBLEMEN** 

New York Indian Film Festival

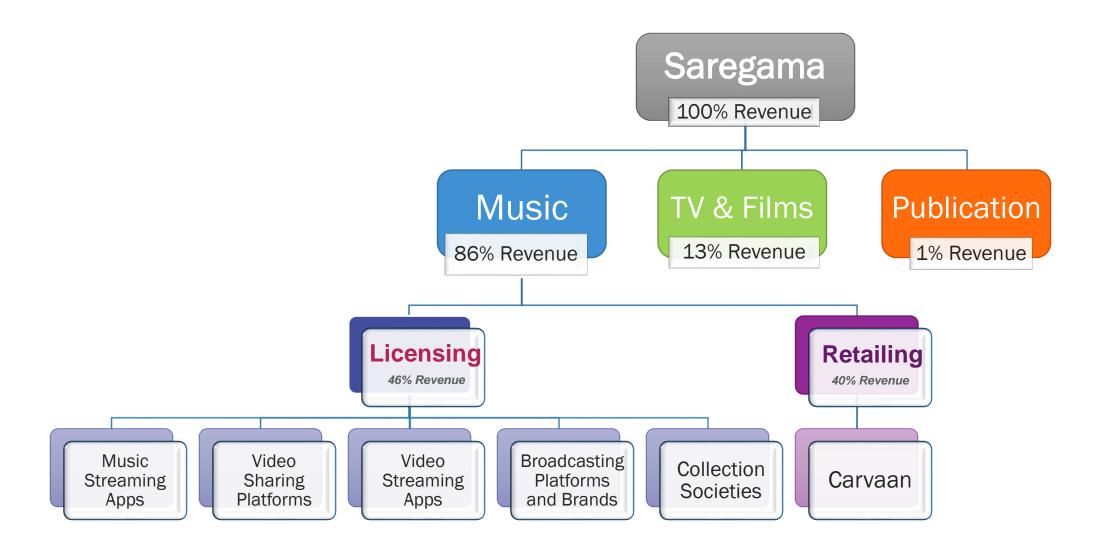
Best Child Actor: Ali Haji

**KANPURIYE** 

Talentrack Best Digital Content - Long Format

# **Business Verticals**





# MUSIC SEGMENT Licensing & Retailing

# Music Industry



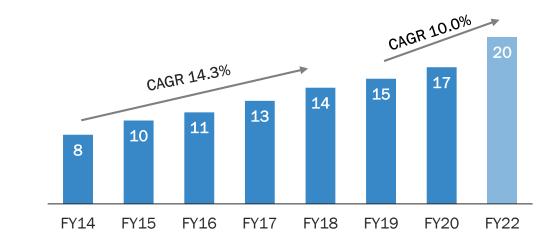
- Indian Music industry grew 8.3% to reach INR 15.3 Billion in 2019 and is expected to grow at a CAGR of 10% to cross INR 20 Billion by 2022. (EY FICCI report, 2019)
- The growth in India has come on the back of digital consumption led by smartphone popularity
- The success of audio streaming services is fuelled by the ease of accessibility, cheaper data and efficient distribution models
- While India-based streaming services may have gathered over 100 Mn users, the overall paid subscribers are estimated to be less than 1%, thus offering a huge headroom for growth. Spotify has 124 Mn paid subscribers globally
- Ancillary benefit of streaming services is the rising popularity of Regional music namely, Tamil, Bhojpuri, Punjabi, Gujarati, Marathi, Bengali etc
- Retro music is making a big comeback

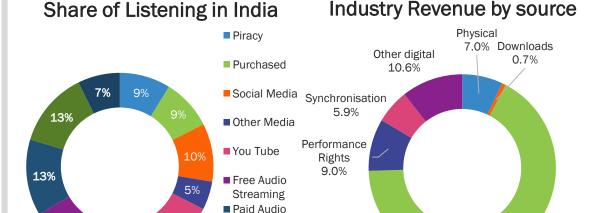
Indian Music Industry is expected to grow at a CAGR of 10%

### **19.1** hours

Spent by the average user on listening to music, each week

#### **Indian Music Industry Size (INR Bn)**





Streaming

Radio

■ Other

11%

Source: EY FICCI 2019 and IFPI 2019

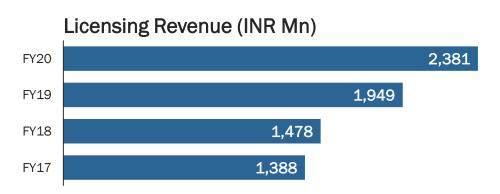
Streaming

66.8%

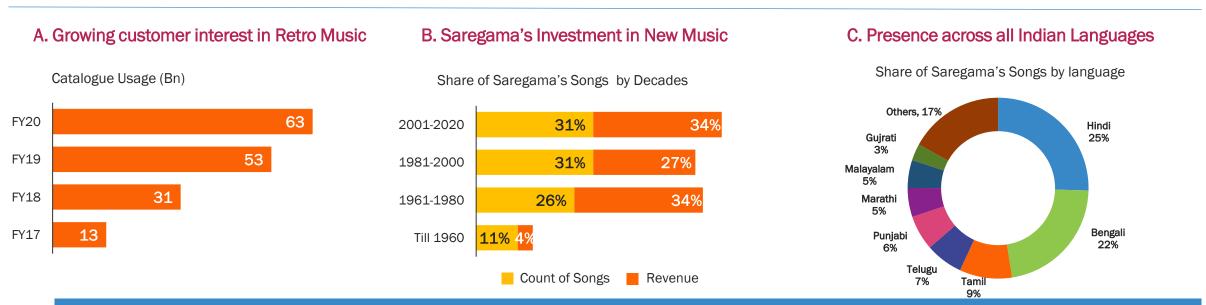
# Saregama Music IP



# Fast Growing Licensing Revenue



#### On account of



A typical movie has 5 songs. Assuming a music label acquires 1000 movies in a year, it will get 5k songs. By comparison, Saregama owns 130k songs, each digitised with rich metadata behind it, giving it a big competitive advantage

# **Most POPULAR** Indian Music Library

#### OUR LICENSING PARTNERS

#### **Music Streaming Platforms**



#### **Broadcasting Platforms**



#### **Video Streaming Platforms**



#### Social Media Platforms















# **Most EXTENSIVE Indian Music Library**

# 130000+ Songs

Covering multiple Indian languages and genres

HINDI 38900+ BENGALI 26600+

TAMIL 11800+

MARATHI 6300+

TELUGU **8100+** 

MALAYALAM 7000+

PUNJABI **8400+** 

KANNADA **3100+** 

DEVOTIONAL 18300+

CLASSICAL 8400+

Ghazals 1200+

Folk 4700+



# **HOME of LEGENDS**



































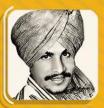
























% of their total released tracks with Saregama

# **Music of the BIGGEST films of Bollywood**



# Music Licensing

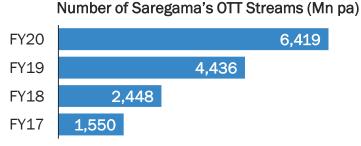




#### A. MUSIC STREAMING APPS (OTT)

Saregama Music is licensed to 45+ OTT Global Platforms

- Saregama licenses its music to various OTT platforms for online streaming. This segment has seen over 40% YoY growth, and is expected to grow even faster with increasing number of people staying at home
- The growth is driven by both: increasing number of users (growth in smartphones) and higher usage (cheaper data)
- Saregama gets paid every time a customer listens to Saregama owned song on any OTT app





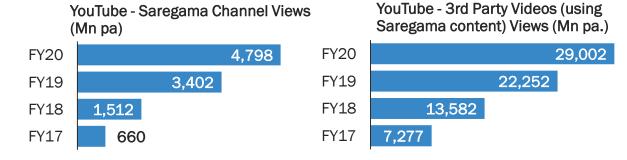


#### **B. SOCIAL MEDIA PLATFORMS**

Saregama has **25** channels on **YouTube** with a cumulative **subscriber base of over 34 Mn** 

The monthly views on Saregama's YouTube channels have grown from 0.5 Mn to 640+ Mn in a span of 56 mos. YouTube generates advertising revenues on these views which are shared with Saregama. This also applies to advertising running on 3rd party content that is using any of Saregama's IP (song, lyrics, music composition, dialogues) within the video

Saregama has issued 1-2yrs fixed-fee licenses to other platforms, allowing their users to upload videos containing Saregama songs



Social Media Platforms (OTT)











15

...and 35 more

# Music Licensing





#### C. VIDEO STREAMING PLATFORMS

With the rising popularity of video streaming in India, platforms like Netflix, Disney+ Hotstar, Amazon, MX Player etc are aggressively investing in Indian content. Most of these new shows license Saregama owned music, for the global territory, thus creating a rapidly growing revenue stream for the company

Saregama issues fixed-fee licenses to Program Producers for use of its music in their Programs that they in turn license to Video Streaming Platforms

#### **Shows licensing Saregama Music**





#### D. BROADCASTING PLATFORMS – TV CHANNELS, BRANDS

- Saregama Licenses its music to Television Channels for use in various TV serials, reality shows, promotions, etc., and also to Production houses for use in ads running on TV, Digital including Social Media and Radio
- The Company has built a browser-based search functionality, using the song metadata, helping content creators find the best song fit for their situation
- Saregama issues 1-2 yrs fixed-fee licenses to TV channels for use of its music in programs running on their channels



FY18 320 FY17 236

#### TV Channels, Brand Advertising



FY20

FY19





























## Music IP Creation: Process



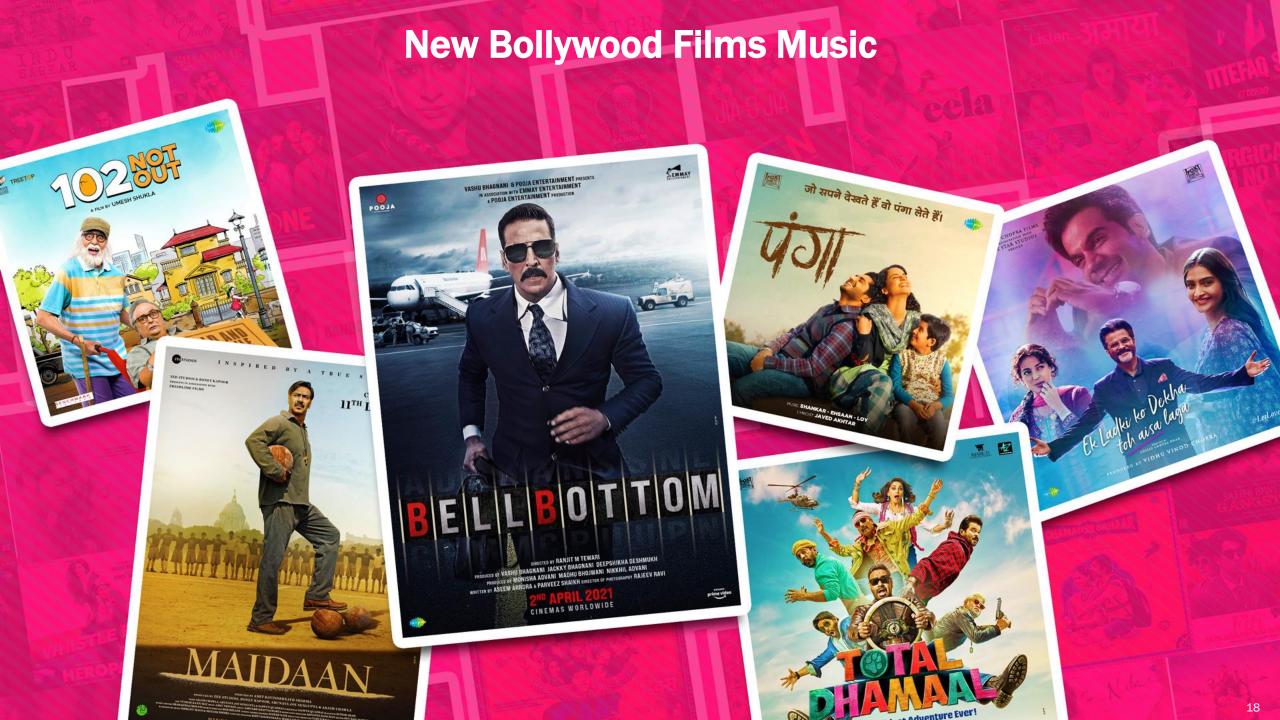
The Music IP will be built through new film music acquisition across Hindi, Tamil and Marathi with a clear strategy to start slowly, vet assumptions and build up the slate over a period of time

The company is additionally creating non-film music in Bhojpuri, Punjabi and Gujarati languages. It's also investing in classical and devotional music as well as recreating its catalogue tracks into new recordings along with videos

The company spends 20% of the cost of the rights towards marketing the music, to ensure a higher success rate during the monetisation cycle

The vetting process is both scientific and intuitive in nature with a focus on the certain criteria such as track record of the singer, lyricist, popularity of the mix of music genre in a particular movie, as well as the production house and movie cast. This is done based on our own past data and publicly available sources like Youtube and select OTT platforms



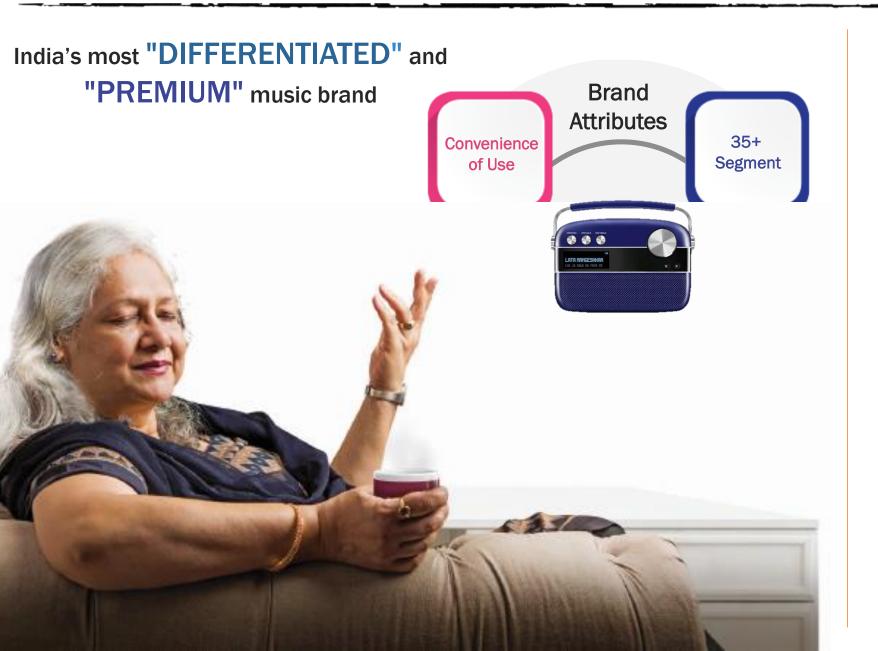


# **Latest Tamil Film Music**



# Music Retailing: directly through Carvaan





# CARVAAN TM

Targeted at the 35+ generation, who **value Convenience over Control** for their audio listening experience

#### The Product

- Perfect blend of digital technology and a retro form factor
- Available in multiple sizes, price points and languages, including one with Harman Kardon
- The product is retailed through 28k+ retail outlets and all leading e-commerce platforms
- Saregama makes ~25% Gross Margin on Carvaan

Carvaan's annual revenue is greater than the cumulative revenue of all music streaming apps in India

# Music Retailing: directly through Carvaan



#### **Product to Platform**

Carvaan has been a huge success with middle-aged Indians

Saregama plans to now evolve the brand from a standalone Product to a Platform offering all kinds of daily updatable audio content to people living in India and abroad























The biggest advantage of converting

Carvaan to a Platform is that it will allow us to generate recurring advertising and subscription revenue in the future

# VIDEO SEGMENT TV & Films

# Video Segment: Yoodlee Films



- Yoodlee Films is Saregama's production house focussed on creating content for 3<sup>rd</sup> party digital platforms
- Saregama issues period-based licenses for its movies to these platfoms for a fixed-fee. In some cases, it also licenses the same movie to TV channels, TVoD platforms and airlines
- Yoodlee films, as a studio is positioned as a "Writer's Studio" focussed on telling powerful stories targeted at younger audiences across the world who primarily consume content on personal devices
- Saregama has produced and licensed 13 films in last 3 years to various video streaming platforms. The Company has retained the IP of all these films and their music
- The Company follows a unique business model of hedging the risk by keeping upfront talent cost low by offering assured profit sharing
- Focus on output deals to generate assured revenues up front but with the IP remaining with Saregama



13 Movies Licensed

in last 32 months

**NETFLIX** 

3 Netflix Originals,

7 Licensing Deals

Disnep+
hotstar

3 Hotstar Originals



# Video Segment: Broadcasting - Tamil TV Serials





#### TAMIL TV SERIALS

- Saregama is the leading TV series content producer for Southern channels. In the past, it also produced shows for Hindi GECs, but due to IP ownership, it decided to focus on business where the company can retain the IP. It now produces TV content in South Indian languages
- Saregama has created approximately 6k+ hours of content for Sun TV over the last 19 years. Currently, it provides around 9-10 hours of content per week across 3 serials
- The IP of all these serials is owned by Saregama

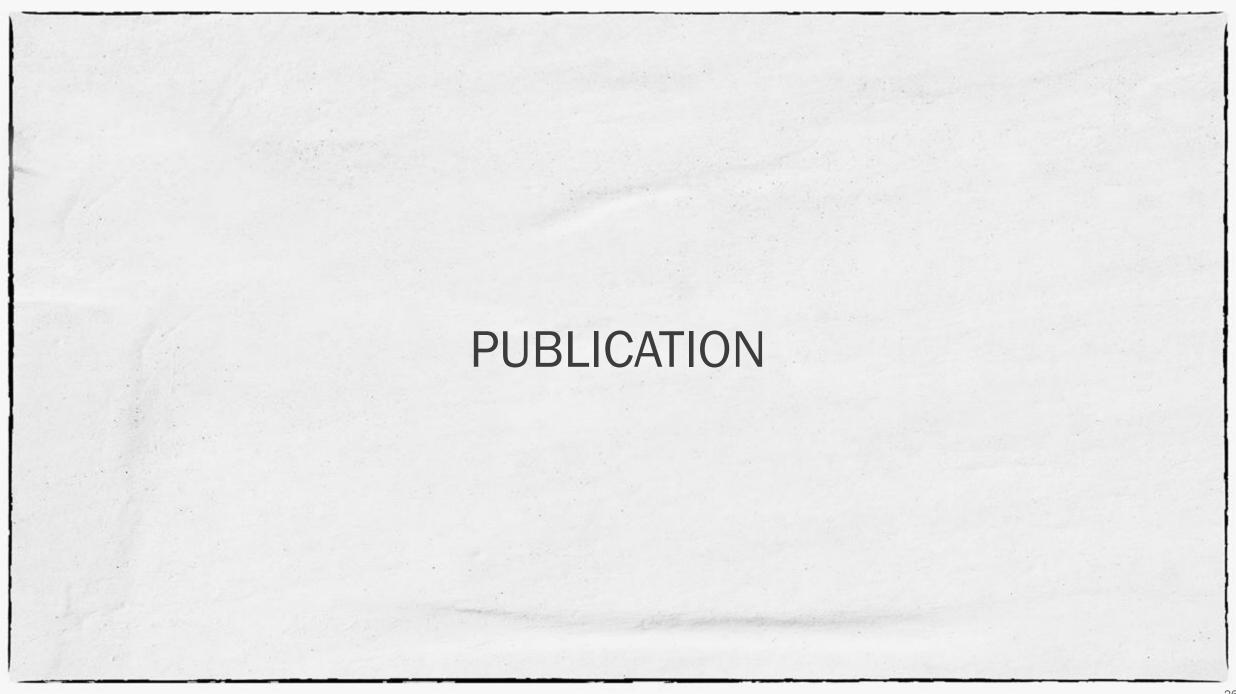




The revenue stream is through advertising slot sales. The Company also monetises these serials on digital platforms like Youtube (110Mn+ views per month)



Saregama's show **Roja** is currently the **No.1 Tamil program**, across time bands based on TRPs



# Publication Segment: Open Magazine

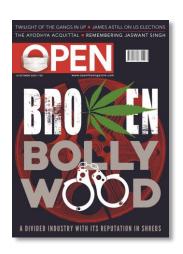




#### **PUBLICATION**

Operated through a 100% owned subsidiary

- The Publication segment includes the Open Magazine, a weekly current affairs and features magazine, operated through a 100% owned subsidiary
- Open Magazine was launched in April 2009, as a print-only weekly available in select Indian cities. It has now also rolled out a digital version, giving it a global reach
- Positioned at the more erudite readers, the magazine captures the political, economic and cultural spirit of the current times and tries to stay faithful to its promise of not dishing up recycled news or opinions
- Open has sustained circulation and advertisement revenues with an association of luxury and premium brands including Audi, Omega, Longines, Rado, Volkswagen, Honda, Hitachi, Rolex, Skoda, Air India, Emirates, Franklin Templeton, Hyundai, IOCL, Kotak, LIC, Mahindra & Mahindra, Maruti etc.
- The Magazine publication business faces challenges of not only scaling up circulation and advertising volumes but also increasing the revenue yields in a highly competitive market





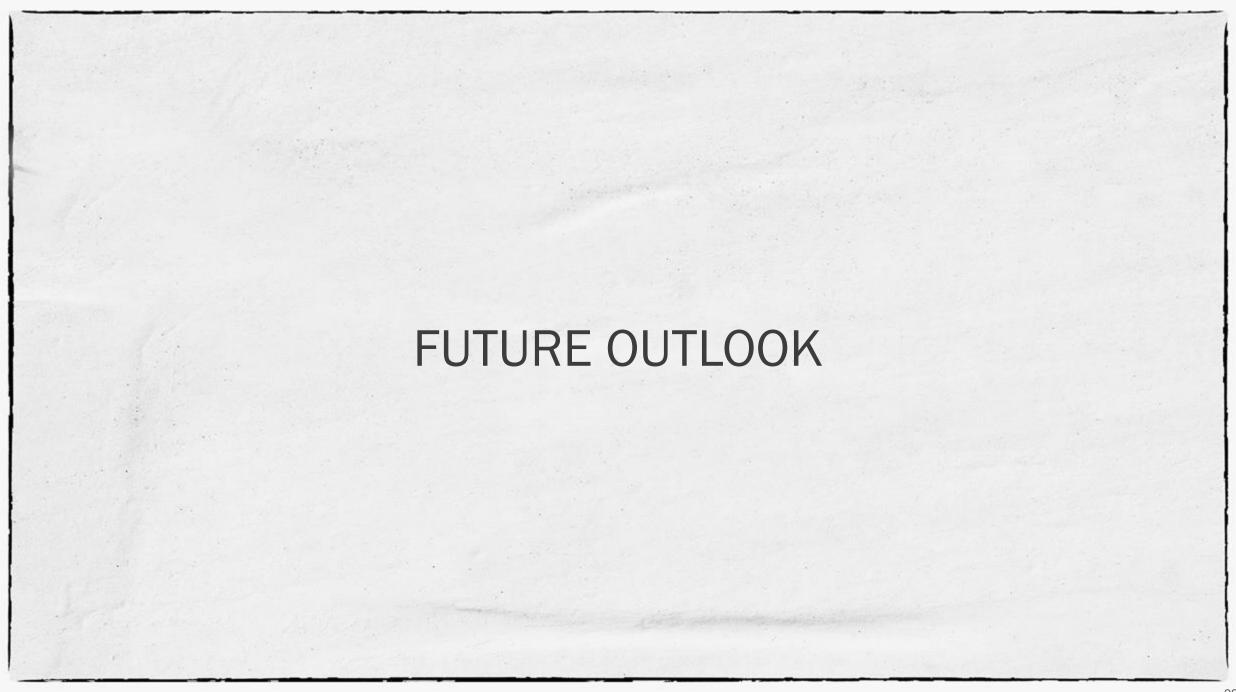
















#### **Music Licensing**

- Factoring in the Covid-19 related hiccups, we believe that Music Licensing will grow between 18-20% in FY 21
- From FY 22 onwards, this business will again start growing at 22-25% pa
- The key drivers will be the growing Digitsation (will grow the market) and Saregama's investment in New Music (will grow the market share)

#### Music Retailing: Carvaan

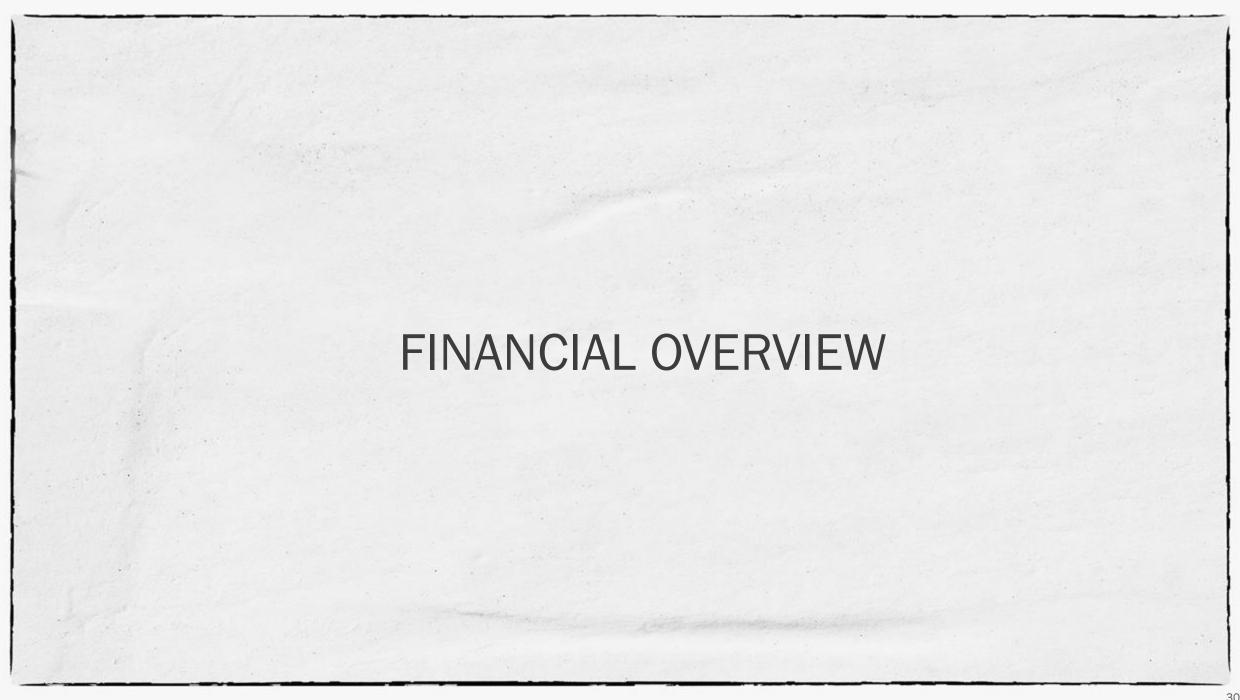
- We plan to go slow till Covid-19 impact goes away. Our endeavor is to achieve operating cost breakeven in FY20-21.
- From next year onwards, the focus will be to transition Carvaan from one-time margin Product to recurring revenue generating Platform

#### Video: Films

- Films will primarily be made under guaranteed output deals
- Focus will be on developing series for video platforms
- 15-20% YOY on growth expected

#### Video: TV

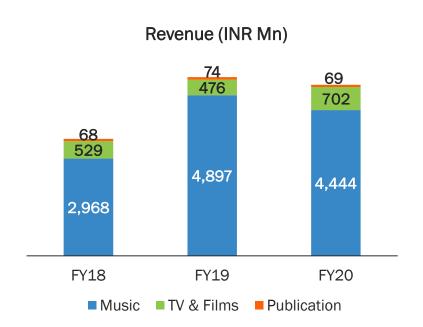
Programming will continue to grow at the current pace

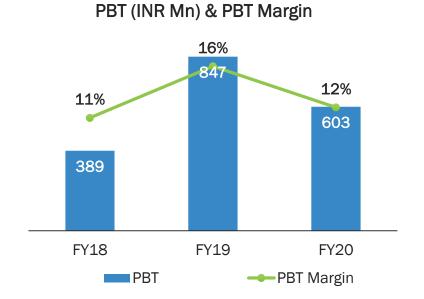


# Financial Summary – Consolidated



Particulars (INR Mn)	FY 19-20	FY 18-19	Y-o-Y Growth	FY 17-18
Revenues from Operations				
• Music	4,444	4,897	(9)%	2,968
TV & Films	702	476	48%	529
<ul> <li>Publication</li> </ul>	69	74	(7)%	68
Revenue from Operations Total	5,215	5,447	(4)%	3,566
PBT	603	847	(29)%	389
PAT	435	543	(20)%	283





# Historical Consolidated Income Statement



Particulars (INR Mn)	FY20	FY19	FY18
Revenue from Operations	5,215	5,447	3,566
Other Income #	112	564	102
Total Revenue	5,327	6,011	3,668
Total Expenses	4,610	5,065	3,203
EBITDA	717	946	465
EBITDA Margin (%)	14%	17%	13%
Depreciation	47	33	42
Finance Cost	67	66	34
PBT	603	847	389
Tax	168	304	106
PAT	435	543	283
PAT Margins (%)	8%	9%	8%
Other Comprehensive Income	(650)	(13)	164
Total Comprehensive Income (After Tax)	(215)	530	447
Diluted EPS (INR)	25.3	31.2	16.2

<sup>#</sup> In FY2018-19 other income includes Rs. 322 Mn estimated Insurance claim receivable & Total Expense includes Rs. 376 Mn towards cost of damaged stocks because of fire in the warehouse.

# Historical Consolidated Balance Sheet



Equity and Liabilities (INR Mn)	FY20	FY19	FY18
Shareholders Fund			
(a) Equity Share Capital	174	174	174
(b) Other Equity	3,814	4,107	3,643
Net worth	3,988	4,281	3,817
(c) Non Controlling Interest	22	26	23
Non Current Liabilities			
(a) Employee Benefit Obligations	35	28	24
(b) Deferred tax liabilities (Net)	458	581	479
Current Liabilities			
(a) Financial Liabilities			
(i)Borrowings	92	638	159
(ii)Trade Payables	579	564	404
(iii) Lease Liabilities	5	-	-
(iv)Other Financial Liabilities	235	421	359
(b) Other Current Liabilities	244	183	149
(c) Provisions	516	357	361
(d) Employee Benefit Obligation	23	9	8
Total	6,197	7,088	5,783

Assets (INR Mn)	FY20	FY19	FY18
Non Current Fixed Assets			
(a) Property, Plant and Equipment	2,053	2,057	1,884
(b) Right to use assets	5		
(c) Investment Properties	23	24	24
(c) Intangible assets	112	71	65
(d) Financial Assets			
(i) Investments	754	1,483	1,510
(ii)Loans and Deposits	47	49	40
(iii)Other Financial Assets	-	-	-
(e) Other Non Current Assets	24	16	112
Current Assets			
(a) Inventories	936	963	493
(b) Financial Assets			
(i) Trade Receivables	1,085	1,098	730
(ii) Cash and cash equivalents	70	50	92
(iii) Bank Balances other	19	18	16
(iv)Loans	3	2	2
(v)Other Financial Assets	1	-	_
(c) Current Tax Assets (Net)	369	349	423
(d) Other Current Assets	696	908	392
Total	6,197	7,088	5,783

# Historical Standalone Income Statement



Particulars (INR Mn)	FY20	FY19	FY18
Revenue from Operations	5,001	5,244	3,456
Other Income#	115	595	142
Total Revenue	5,116	5,839	3,598
Total Expenses	4,347	4,921	3,115
EBITDA	769	918	483
EBITDA Margin (%)	15%	16%	14%
Depreciation	44	30	38
Finance Cost	67	66	34
РВТ	658	822	411
Tax	168	303	106
PAT	490	519	305
PAT Margins (%)	10%	9%	8%
Other Comprehensive Income	(532)	(16)	136
Total Comprehensive Income (After Tax)	(42)	503	441
Diluted EPS (INR)	28.16	29.80	17.51

# Historical Standalone Balance Sheet

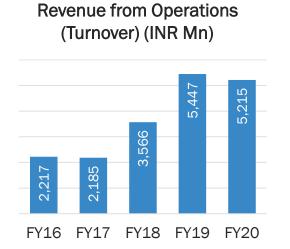


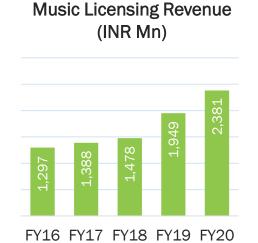
Equity and Liabilities (INR Mn)	FY20	FY19	FY18
Shareholders Fund			
(a) Equity Share Capital	174	174	174
(b) Other Equity	3,964	4,087	3,647
Net worth	4,138	4,261	3,821
Non Current Liabilities			
(a) Employee Benefit Obligations	29	25	21
(b) Deferred tax liabilities (Net)	451	557	456
Current Liabilities			
(a) Financial Liabilities			
(i) Borrowings	63	608	129
(ii) Trade Payables	522	526	386
(iii) Other Financial Liabilities	221	411	347
(iv) Lease Liabilities	5		
(b) Other Current Liabilities	227	166	116
(c) Provisions	514	356	359
(d) Employee Benefit Obligation	21	8	7
Total	6,191	6,918	5,642

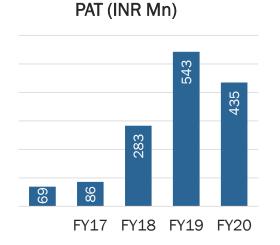
Assets (INR Mn)	FY20	FY19	FY18
Non Current Fixed Assets			
(a) Property, Plant and Equipment	2,052	2,056	1,881
(b) Right of use Asset	4		
(c) Investment Properties	23	24	24
(d) Intangible assets	110	69	61
(d) Investments in subsidiaries and Joint Venture	186	158	155
(e) Financial Assets			
(i) Investments	619	1,212	1,234
(ii) Loans and Deposits	44	46	34
(iii) Other Financial Assets	-	-	-
(g) Other Non Current Assets	23	15	112
Current Assets			
(a) Inventories	891	924	473
(b) Financial Assets			
(i) Trade Receivables	1,103	1,129	781
(ii) Cash and cash equivalents	33	15	64
(iii) Bank Balances other	19	18	16
(iv) Loans	13	13	5
(v) Other Financial Assets	1	1	1
(c) Current Tax Assets (Net)	354	336	414
(d) Other Current Assets	716	902	387
Total	6,191	6,918	5,642

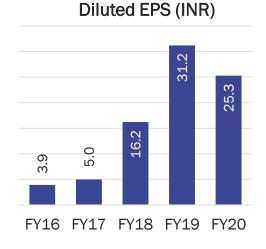
# Financial Charts (Consolidated)

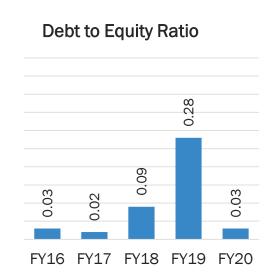


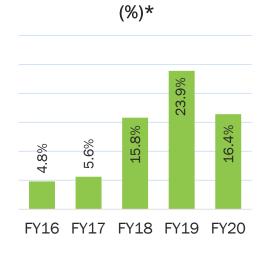




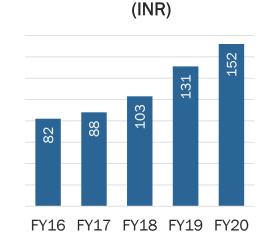




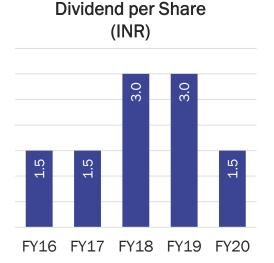




Return on Equity (ROE)



**Book Value Per Share** 



<sup>\*</sup> Equity = Equity share capital and free reserves Numbers are from consolidated financial statements

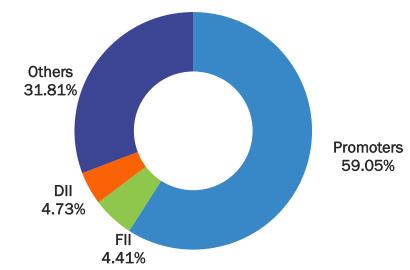
# Capital Market Data





Price Data (As of 30 <sup>th</sup> September, 2020)	INR
Face Value	10.0
Market Price	557.8
52 Week H/L	603.0/185.0
Market Cap (INR Mn)	9721.4
Equity Shares Outstanding (Mn)	17.4
1 Year Avg. Trading Volume ('000)	33.8

#### Shareholding Pattern as on 30<sup>th</sup> September 2020



## Disclaimer



#### Saregama India Ltd. Disclaimer:

No representation or warranty, express or implied, is made as to, and no reliance should be placed on, the fairness, accuracy, completeness or correctness of the information or opinions contained in this presentation. Such information and opinions are in all events not current after the date of this presentation. Certain statements made in this presentation may not be based on historical information or facts and may be "forward looking statements" based on the currently held beliefs and assumptions of the management of Saregama India Ltd., which are expressed in good faith and in their opinion reasonable, including those relating to the Company's general business plans and strategy, its future financial condition and growth prospects and future developments in its industry and its competitive and regulatory environment.

Forward-looking statements involve known and unknown risks, uncertainties and other factors, which may cause the actual results, financial condition, performance or achievements of the Company or industry results to differ materially from the results, financial condition, performance or achievements expressed or implied by such forward-looking statements, including future changes or developments in the Company's business, its competitive environment and political, economic, legal and social conditions. Further, past performance is not necessarily indicative of future results. Given these risks, uncertainties and other factors, viewers of this presentation are cautioned not to place undue reliance on these forward-looking statements. The Company disclaims any obligation to update these forward-looking statements to reflect future events or developments.

This presentation is for general information purposes only, without regard to any specific objectives, financial situations or informational needs of any particular person. This presentation does not constitute an offer or invitation to purchase or subscribe for any securities in any jurisdiction, including the United States. No part of it should form the basis of or be relied upon in connection with any investment decision or any contract or commitment to purchase or subscribe for any securities. None of our securities may be offered or sold in the United States, without registration under the U.S. Securities Act of 1933, as amended, or pursuant to an exemption from registration there from.

This presentation is confidential and may not be copied or disseminated, in whole or in part, and in any manner.