

SAREGAMA
CARVAAN mini



Investors Update

Q2 FY`17-18



Cautionary Statement

Statement in this “Management Discussion and Analysis” describing the company’s objectives, projections, estimates, expectations or predictions may be “forward looking statements” within the meaning of applicable securities law and regulations. Actual results could differ materially from those expressed or implied. Important factors that could make a difference to the company’s operations include demand supply conditions, finished goods prices, availability and prices of raw materials, changes in the government regulations, tax regimes, economic development within India and the countries within which the company conducts business and other factors such as litigations and labor negotiations.

For enquiries mail us at investors_relation@rpg.in

Q2 17-18 Financial Performance

<i>Rs. Lacs</i>	<i>Q2 17-18</i>	<i>Q2 16-17</i>	<i>% Growth YOY</i>	<i>Q1 17-18</i>
<u>REVENUES</u>				
Music	7320	3123	134%	4551
TV Software	1126	1667	-32%	1653
Total	8446	4790	76%	6204
<u>EBIDTA</u>				
	1079	587	84%	836
<u>PBT</u>				
	901	361	150%	677
<u>PAT</u>				
	446	209	113%	330

Standalone basis

Highlights

- Music Business grown by 134%
- B2C Music: 95k units of Carvaan & its variants sold
- B2B Music: Revenues grew by 19%
- TV Software business adversely effected by fall in advertising market. Temporary revenue deferment and not a permanent revenue decline

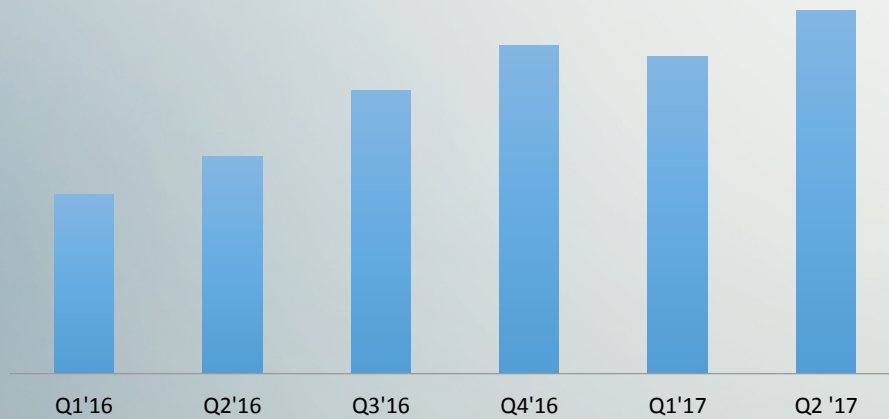
Strategic Direction

Remain a pure play content company capitalising on the data boom globally, with focus on:

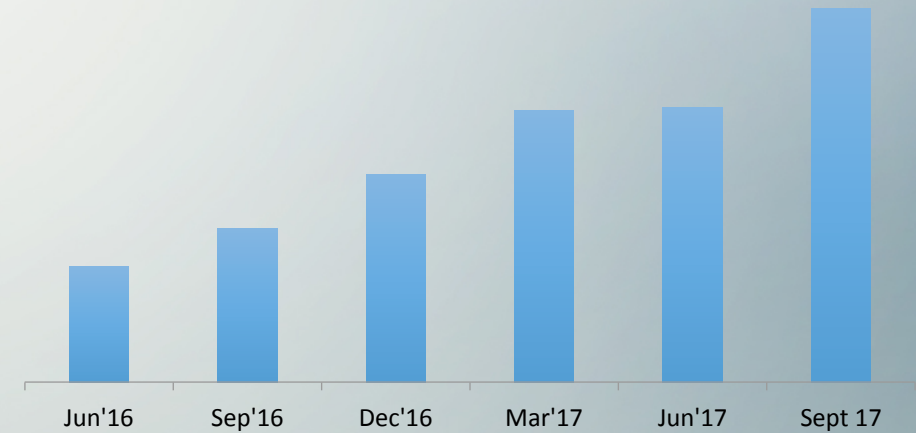
- Higher monetisation of existing IP
(1.2L owned songs & 3000 hours of Tamil serials)
 - through greater presence on all 3rd party digital and TV platforms
 - launch of Saregama branded physical products with embedded music
- Building of new IP
 - through new film music acquisition across Hindi, Tamil and Marathi languages
 - TV programs in Tamil language
 - Low budget thematic films targeted at youth with primary exploitation on digital platforms

Better Monetisation thru 3rd party digital / TV platforms

OTT streams in mn



YT views in mn / month



- B2B music income grew by 19%
- OTT income grew by 45% while Publishing income grew by 19%
- YT income also witnessed growth, while Telecom declined

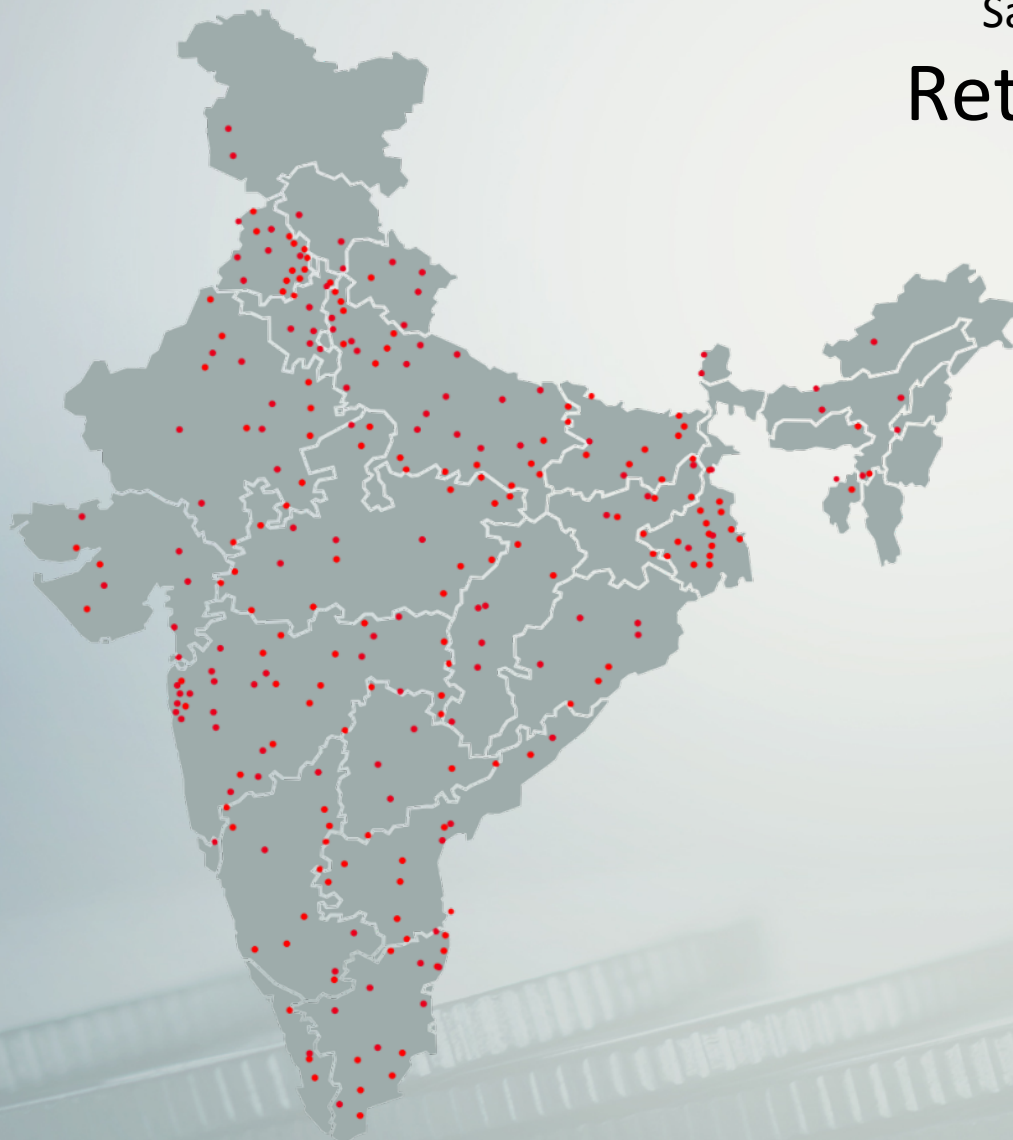
Saregama Retail Products

CARVAAN

- Carvaan : Portable digital audio player with in-built stereo speakers comes with **5000** greatest Hindi songs inside.
- Retailed thru **4640** retail outlets, e-commerce and electronic stores. Own sales force.
- Price increase taken **Rs 6490 / 6990**. Launch price was 5990
- Carvaan variant 'Mini' launched in Sep **Rs 2490**
- **95k** units sold of Carvaan & Mini in Q2'18



Saregama Carvaan Retail Network



4640 BILLING OUTLETs
250+ TOWNS

2 LACS + POPULATION TOWNS

Building IP New MUSIC

- 5 New films music acquired in the quarter. Audio and Music Video rights in perpetuity
- The strategy is to start slow, vet assumptions and start building up the slate over time



Building IP Tamil TV Serials

- High TRPs across all serials
- Banked inventory expected to be liquidated over next 2 quarters



Chandralekha

Daily Soap

Till 30th Sep

902 Episodes

Average TRP – 8



Valli

Daily Soap

Till 30th Sep

1456 Episodes

Average TRP – 5



Jo Jo Laali

Till 30th Sep

124 Episodes

Average TRP – 1

Building IP Films



- Data explosion resulting in growing demand for 'exclusive' content from all OTT players and TV channels
- Thematic films with tightly controlled budgets; targeted at 18-35 yrs segment; story and not the starcast being the hero
- Launched under sub-brand Yoodlee Films
- International audience also considered while selecting stories
- Risk hedging by keeping upfront talent cost low, and offering profit sharing
- Movies in all languages
- Promo www.youtube.com/Yoodleefilms
- 5 films ready. All shot in 18-21 days each
- First film theatrical release in Nov
- Launch of Brij Mohan Amar Rahein postponed to make Ajji the first release
- Ajji has received rave reviews from the leading foreign press
- Invited to the competitive sections of Busan, MAMI, Black Night festivals
- [Ajji : Hollywood Reporter Review](http://www.hollywoodreporter.com/review/ajji-film-review-busan-2017-1048999)
- www.hollywoodreporter.com/review/ajji-film-review-busan-2017-1048999

"ONE OF INDIA'S STRONGEST INDEPENDENTS THIS
YEAR"

THE HOLLYWOOD REPORTER

"MUST WATCH INDIE FILM OF THE YEAR"

SCREEN ANARCHY

"AJJI, IN A WAY, IS A FLESH AND BLOOD PRODUCT OF
REALISM FILMS"

FILM COMPANION

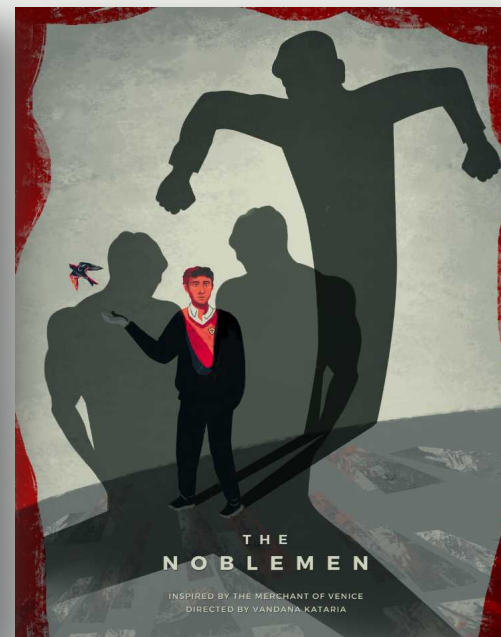
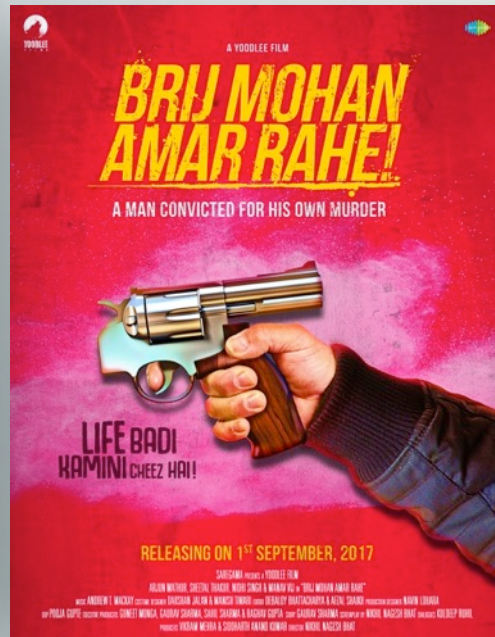
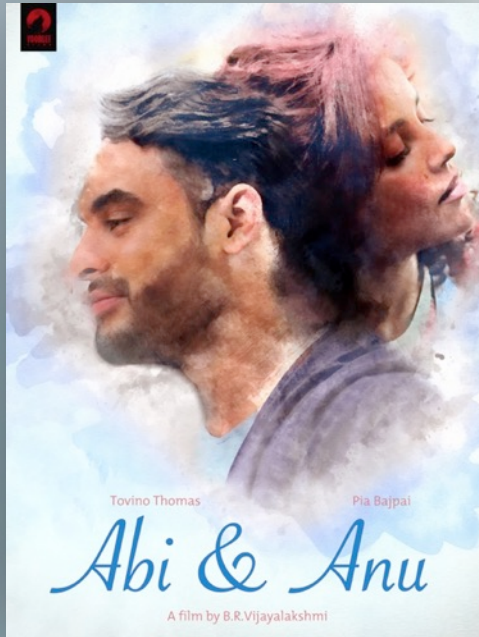
"DIRECT AND EFFECTIVE"

SCREEN DAILY



Yoodlee Films

1st Slate



Publication Biz - Open Magazine

- Publication Biz in 100% subsidiary
- Sustained Circulation and Ad Revenues
- Association of premium brands
- No unprovided drag on financial results of parent - Saregama

Outlook - Music Business

Music B2B

- OTT & YouTube will continue double digit growth while Telecom will continue to decline
- Licensing arrangements with Amazon and Apple will result in additional revenues from Q4 onwards
- Acquisition of new music content will start helping publishing business to grow further
- Industry organization like PPL & IPRS will get strengthened, and will start contributing higher revenues by Q1 next year

Music B2C

- Sales of Carvaan and its variants will grow further in next few quarters
- ATL marketing activities to start by end of Q3 / early Q4
- Launch of Carvaan variants – Tamil Carvaan, USA/UK version of Carvaan in Q3
- Improvement in gross margins expected with volumes

Outlook - TV , Films & Publication Businesses

Television Business

- South TV – Banked inventory will start getting liquidated, offering higher margins
- Hindi TV – conscious call to get out of all non IP business

Films (Yoodlee)

- Release of 1st film in theatre in Q3
- SVoD / TV licensing deals will start from end Q3 / early Q4
- Focus on building catalogue

Publication Business

- Achieve break even through subscription and ad revenues

The background features a light blue gradient with faint, semi-transparent financial charts. On the left, there is a bar chart with numerous vertical bars of varying heights. Overlaid on this and extending across the top is a line graph with several data points connected by thin lines. At the bottom of the image, there is a stack of several coins, shown in a perspective view that makes them appear to be fanned out slightly. The overall aesthetic is clean, modern, and professional, typical of a corporate or financial presentation.

Thank You