









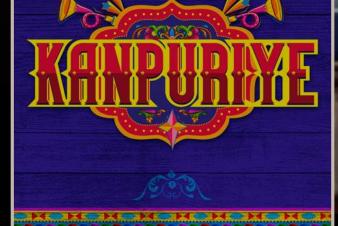
SAREGAMA INDIA LIMITED

Q2 / FY20 EARNINGS PRESENTATION













Snapshot



India's oldest music label and youngest film production house

Producing digital thematic films targeted at the youth segment







High Dividend Yield and a Zero Debt Company

Leading producer in terms of number of hours of content produced for Tamil television serials





Strong and professional management team with experienced stalwarts 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 120,000 songs, 5,900+ hours of television serials and 25 movies

Digital licensing agreements across global OTT platforms, TV channels, radio stations, telcos





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

Strategic Overview





Rising
Smartphone Ownership
450-500M



Falling Piracy



Falling
Data Prices
> Rs3/GB



Rising Individual based Content Consumption

Content Consumption thru Legal means Going Up

Indians spent 30% of their phone time on entertainment

325M people viewed video online in 2018 growing @25%

Avg. data consumption went from 4 to 8 GB/pm

Greater Monetisation opportunities for Premium Content IP Owners

ADVANTAGE SAREGAMA

120k songs IP across 18 Indian languages

+

20% Market Share in New Film Music in next 3 yrs

25 Films IP

+

50 New Films over next 3 years

5900+ hrs of Tamil serial content IP

+

1800 hours of new content over next 3 yrs

Strategic Overview



Saregama's long term strategy: To be a Pure Play Content Company capitalising on the global data driven entertainment boom

Diversified monetisation of Existing IP to fund IP Creation for Future



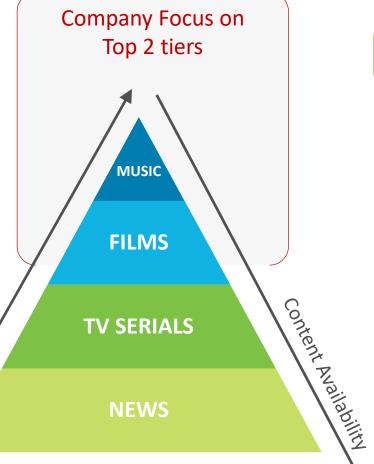
IP Monetisation

Aebeat Viewing

Higher monetisation of existing content through:

Greater presence on 3rd party digital and TV platforms globally

Launch of Saregama branded physical products with embedded music





New film music acquisition across Hindi, Tamil, Marathi and other languages

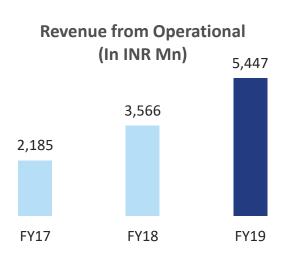
Production of thematic films / series targeted at youth consuming on digital platforms

TV programs in South Indian languages

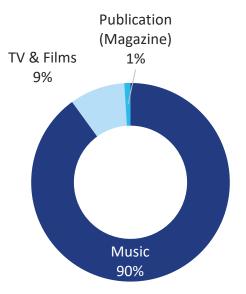
Company Overview



- Saregama India Ltd., a RP Sanjiv Goenka Group Company, is India's oldest music label, youngest film studio and a multi-language TV content producer. Over the years, the Company has expanded its business from audio to films, TV serials, publishing, digital, retail and events.
- The Company has a music library of 1.2 lakh songs, covers 18 languages spread across eight music categories Bollywood, regional films, ghazals, devotional classical, Indian pop and kids music.
- Since 2017, Saregama has been making headlines again owing to the launch of two unique initiatives, Saregama Carvaan and Yoodlee Films.
- Carvaan is a perfect blend of digital technology and a retro form factor, in less than a year from its launch, it is now Saregama's flagship product.
 - Saregama Carvaan, Carvaan Premium, Carvaan Gold and Carvaan mini are portable digital music players that come with features such as Bluetooth, USB, FM/AM and a collection of in-built songs.
- Yoodlee Films, Saregama's film production arm is positions as writers studio. The films produced by the studio are driven by the powerful stories targeted at young audiences across the words who primarily consume content on personal devices
- 5,900+ hours of Tamil serial programming telecast on Sun TV and features in top 3 slots of afternoon prime time.



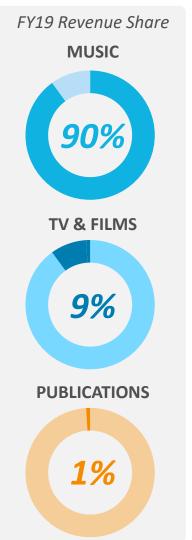
Segmental Revenue Breakup Consolidate FY19



Business Verticals



Saregama is the pioneer of the Indian music industry and has evolved into a premier diversified content player with Intellectual property rights of songs, TV serials, movies having presence across platforms like television, radio, digital, telecom, etc.



Business Verticals

- Includes intellectual property monetisation of music content.
- The Company owns global and perpetual rights for over 120,000 songs.
- The revenue is driven from various B2B partners like streaming online platforms, radio, television, caller ring tone, Youtube, brand advertisements, films, etc.
- The Company launched its revolutionary product 'Carvaan' in 2017, an innovative digital audio player with preloaded songs and other features like USB and FM radio which has been highly acclaimed and has taken the market by storm. It has now added a wifi based return path supporting streaming content also
- This segment has leadership in Tamil Sun Network channels and has been producing content for Sun TV for last 17 years and broadcast 3-4 serials on Sun TV at any given time
- Company owns rights to 5,900+ hours of Tamil Series
- Yoodlee Films is the production division which focuses on thematic digital films in all languages with tightly controlled budgets

- This segment includes the publication of Open Magazine and a weekly current affairs and features magazine.
- Open has sustained circulation and ad revenues with an association of premium brands including Audi, Omega, Volkswagen, Toyota, Honda, Samsung, Airtel, IBM, HP, TAJ, ITC, Skoda, etc.



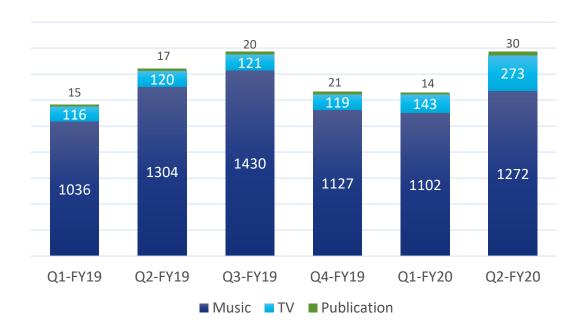


Quarterly Financial Summary

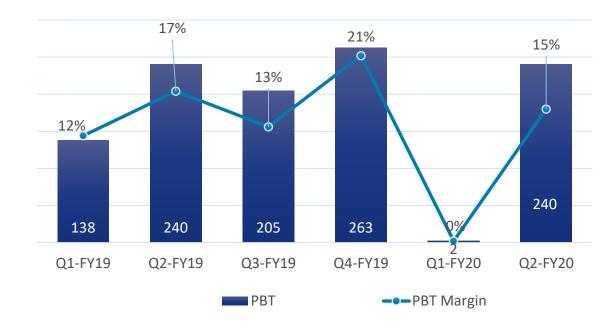


Particulars (INR Mn)	Q2-FY20	Q1-FY20	Q-o-Q Growth	Q2-FY19	Y-o-Y
Revenues					
• Music	1272	1102	15%	1304	-2%
TV & Films	273	143	90%	120	128%
 Publication 	30	14	114%	17	76%
Total Revenue from Operation	1575	1259	25%	1441	9%
PBT	240	2		240	0%
PAT	194	-12		157	24%

Revenue (INR Mn)



PBT (INR Mn) & PBT Margin



Financial Performance-Quarterly



Particulars (INR Mn)	Q2-FY20	Q1-FY20	Q-o-Q Growth	Q2-FY19	Y-o-Y Growth	H1-20	H1-19	Y-o-Y Growth
Music	1272	1102	15%	1304	-2%	2374	2340	1%
TV & Films	273	143	91%	120	128%	416	236	76%
Publication	30	14	114%	17	76%	44	32	38%
Revenue from Operations	1575	1259	25%	1441	9%	2834	2608	9%
Other Income#	29	22	32%	10	190%	51	430	-88%
Total Revenue	1604	1281	25%	1451	11%	2885	3038	-5%
Total Expenses	1333	1248	7%	1185	12%	2581	2609	-1%
EBITDA	271	33	721%	266	2%	304	430	-29%
EBITDA Margin (%)	17%	3%		18%		11%	16%	
Depreciation	11	12	-8%	9	22%	23	19	21%
Finance Cost	20	19		17	18%	39	32	22%
PBT	240	2		240	0%	242	379	-36%
Tax	46	14		83		60	136	
PAT	194	-12		157	24%	182	243	-25%
Diluted EPS	11.06	-0.75		8.83	25%	10.31	13.7	-25%

In Q1 FY19 Other Income includes Rs.340 Mn estimated Insurance claim receivable & Total Expense includes Rs. 376 Mn towards cost of damaged stocks because of fire in the warehouse

Balance Sheet



Equity and Liabilities (INR Mn)	As on 30 th Sep 2019	As on 31st Mar 2019
Shareholders Fund		
(a) Equity Share Capital	174	174
(b) Other Equity	4103	4,107
Net worth	4277	4,281
(c) Non Controlling Interest	29	26
Non Current Liabilities		
(a) Financial Liabilities		
(i) Lease Liabilities	1	-
(b) Employee Benefit Obligations	35	28
(c) Deferred tax liabilities (Net)	556	581
Current Liabilities		
(a) Financial Liabilities		
(i)Borrowings	487	638
(ii)Trade Payables	624	564
(iii) Lease Liabilities	8	-
(iv)Other Financial Liabilities	436	421
(b) Other Current Liabilities	226	183
(c) Provisions	399	357
(d) Employee Benefit Obligation	17	9
Total	7095	7,088

Assets (INR Mn)	As on 30 th Sep 2019	As on 31st Mar 2019
Non Current Fixed Assets		
(a) Property, Plant and Equipment	2057	2,057
(b) Right of use Asset	9	-
(c) Investment Properties	23	24
(d) Intangible assets	70	71
(e) Financial Assets		
(i) Investments	1352	1,483
(ii)Loans	52	49
(iii)Other Financial Assets	-	-
(f) Other Non Current Assets	15	16
Current Assets		
(a) Inventories	984	963
(b) Financial Assets		
(i) Trade Receivables	1364	1,098
(ii) Cash and cash equivalents	104	50
(iii) Bank Balances other than (ii) above	18	18
(iv)Loans	2	2
(c) Current Tax Assets (Net)	396	349
(d) Other Current Assets	649	908
Total	7095	7,088

Cash Flow Statement



Particulars (INR Mn)	FY20 -	- H1	FY1	.9
Pre-Tax Profit	242		847	
Change in other operating activities (Non Cash Items)	1		-163	
Change in Working capital	182		-916	
Taxes Paid	-119		-125	
Net cash generated from/(used in) Operating Activities (A)		305		-358
Net cash (used in) Investing Activities (B)		-16		-63
Repayment/Proceed from Short term Borrowing	-151		479	
Proceeds from Issue of Share Capital	2		-	
Dividend and taxes thereon paid	-63		-62	
Interest Paid	-23		-38	
Net cash generated from/(used in) Financing Activities (C)		-235		379
Net Inc./(Dec.) in Cash and Cash Equivalent		54		-42
Cash and Cash Equivalents at the beginning of the period		50		92
Cash and Cash Equivalents at End of the period		104		50

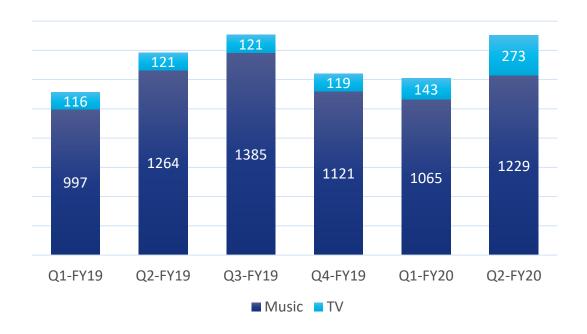


Quarterly Financial Summary

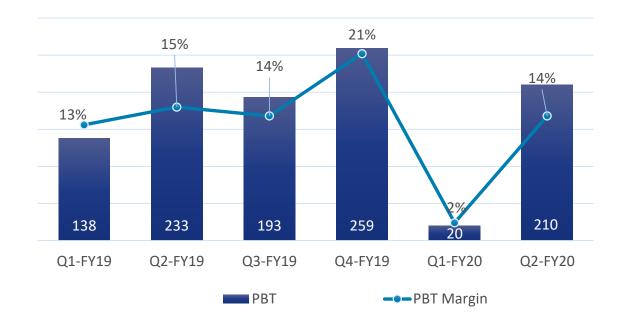


Particulars (INR Mn)	Q2-FY20	Q1-FY20	Q-o-Q Growth	Q2-FY19	Y-o-Y
Revenues					
• Music	1229	1065	15%	1264	-3%
TV & Films	273	143	91%	121	126%
Total Revenue from Operation	1502	1208	24%	1385	8%
PBT	210	20	950%	233	-10%
PAT	164	5	3180%	150	9%

Revenue (INR Mn)



PBT (INR Mn) & PBT Margin



Financial Performance



Particulars (INR Mn)	Q2-FY20	Q1-FY20	Q-o-Q Growth	Q2-FY19	Y-o-Y Growth	H1-20	H1-19	Y-o-Y Growth
Revenue from Operations	1502	1208	24%	1384	9%	2710	2497	9%
Other Income#	29	32	-9%	23	26%	61	454	86%
Total Revenue	1531	1240	23%	1407	9%	2771	2951	-6%
Total Expenses	1290	1190	8%	1148	12%	2480	2530	-2%
EBITDA	241	50	382%	259	-7%	291	421	-31%
EBITDA Margin (%)	16%	4%		19%		11%	17%	
Depreciation	11	11	0%	9	22%	22	17	29%
Finance Cost	20	19	5%	17	18%	39	32	22%
PBT	210	20	950%	233	-10%	230	372	-38%
Tax	46	15		83		61	136	-55%
PAT	164	5	3180%	150	9%	169	236	-28%
PAT Margin (%)	11%	1%		11%		6.3%	8%	
Comprehensive Income	-95	-5		-100		-101	-159	
Total Profit including Comprehensive Income(Net of tax)	69	-0.4		50		68	77	
Diluted EPS	9.43	0.29	3152%	8.58	10%	9.72	13.51	-28%

Balance Sheet



Equity and Liabilities (INR Mn)	As on 30 th Sep 2019	As on 31st Mar 2019
Shareholders Fund		
(a) Equity Share Capital	174	174
(b) Other Equity	4092	4,087
Net worth	4266	4,261
(c) Non Controlling Interest	-	-
Non Current Liabilities		
(a) Financial Liabilities		
(i) Lease Liabilities	1	
(b) Employee Benefit Obligations	31	25
(c) Deferred tax liabilities (Net)	536	557
Current Liabilities		
(a) Financial Liabilities		
(i)Borrowings	457	608
(ii)Trade Payables	576	526
(iii) Lease Liabilities	8	
(iv)Other Financial Liabilities	420	411
(b) Other Current Liabilities	212	166
(c) Provisions	398	356
(d) Employee Benefit Obligation	16	8
Total	6921	6,918

Assets (INR Mn)	As on 30 th Sep 2019	As on 31st Mar 2019
Non Current Fixed Assets		
(a) Property, Plant and Equipment	2056	2,056
(b) Right to use assets	9	-
(c) Investment Properties	23	24
(d) Intangible assets	68	69
(e) Investments in subsidiaries and Joint Venture	158	158
(f) Financial Assets		
(i) Investments	1105	1,212
(ii)Loans	48	46
(iii)Other Financial Assets	-	-
(g) Other Non Current Assets	14	15
Current Assets		
(a) Inventories	941	924
(b) Financial Assets		
(i) Trade Receivables	1405	1129
(ii) Cash and cash equivalents	32	15
(iii) Bank Balances other than above	18	18
(iv)Loans	15	13
(v)Other Financial Assets	2	1
(c) Current Tax Assets (Net)	384	336
(d) Other Current Assets	643	902
Total	6921	6,918

Cash Flow Statement



Particulars (INR Mn)	FY20 – H1		FY1	.9
Pre-Tax Profit	230		823	
Change in other operating activities (Non Cash Items)	14		-34	
Change in Working capital	156		-897	
Taxes Paid	-119		-122	
Net cash generated from/(used in) Operating Activities (A)		281		-230
Net cash (used in) Investing Activities (B)		-29		-197
Repayment/Proceed from Short term Borrowing	-151		479	
Proceed from issue of share capital	2		-	
Dividend and taxes thereon paid	-63		-63	
Interest Paid	-23		-38	
Net cash generated from/(used in) Financing Activities (C)		-235		378
Net Inc./(Dec.) in Cash and Cash Equivalent		17		-49
Cash and Cash Equivalents at the beginning of the period		15		64
Cash and Cash Equivalents at End of the period		32		15



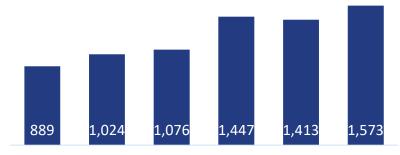
Music Segment Operational Highlights



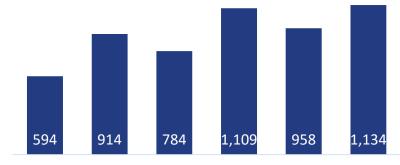
Saregama invested Rs.56 Mn in FY18 and Rs.324 Mn in FY19 in new music rights acquisition Licensing Revenue registered Y-o-Y Growth in H1 FY-20 at the rate of 21%



OTT Streams (Mn) per Quarter



Q1-FY19 Q2-FY19 Q3-FY19 Q4-FY19 Q1-FY20 Q2-FY20

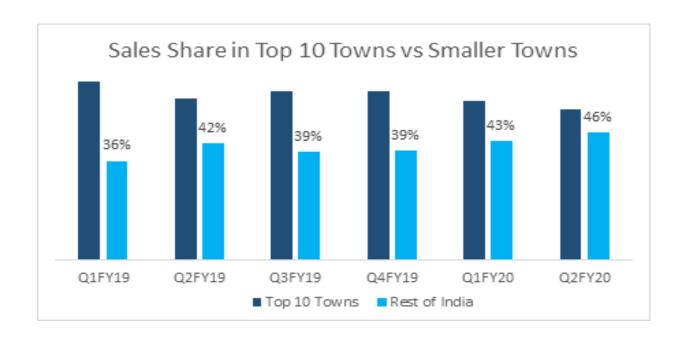


Q1-FY19 Q2-FY19 Q3-FY19 Q4-FY19 Q1-FY20 Q2-FY20

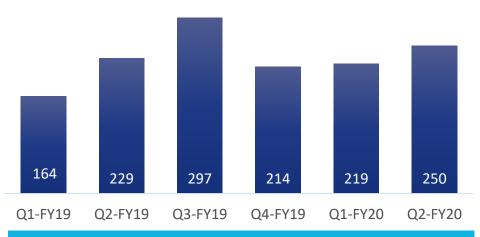
Music Segment Operational Highlights



- Lower than expected Festival sales
- Lower footfalls in Consumer Durable & Telecom outlets
- Carvaan 2.0 sale growing. Active Usage: 86%
- Continued focus on increasing mid to small towns penetration
 - Awareness creation
 - Distribution network expansion
 - Carvaan Mini Legends, Gurubani and Bhagwad Gita- driving growth



Carvaan Sales (units '000s)



2.1K new billing dealers added in Q2 total 26.8K dealers

Gross margin for Carvaan is 25% in Q2 of FY-20

Future Outlook

Carvaan Karaoke to be launched

Revised Annual Estimates for FY 20: 1000K units

Films & TV Segment Operational Highlights



Film Segment

Yoodlee Films is the first production house to have released original films on both Netflix and Hotstar

Hotstar premiered its Originals Films with 2 Yoodlee Films

- Chhappad Phaad Ke on 18th Oct.
- Kanpuriye on 25th Oct.

KD

- Featured in New York Indian Film Festival And Ottawa Indian Film
- Nagavishal won the best actor award at the 10th Jagran Film Festival 2019
- Official selection at the Annual Asian American International Film Festival

Noblemen

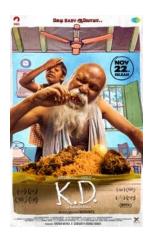
• Limited release in theatres, Rave reviews, Premiered on Netflix from 5th Oct

TV Segment

- Roja moves to 7pm slot. Highest TRP Tamil Program in India. Its being recreated in two languages and is successfully running in three languages on Sun TV (Tamil), Gemini TV (Telugu) and Udaya TV (Kannada)
- Advertising revenue improved on the back of high program TRPs
- Serial Valli made its finale in Sep'19 after completing seven successful years. Its was on of the longest running Tamil serial on Sun TV and completed 1950+ episodes.

Future Outlook

Tamil film, KD, to be released in theatre







Future Outlook

Next two quarters should maintain the performance



Standalone Income Statement



Particulars (INR Mn)	FY19	FY18	FY17
Revenue from Operations	5,244	3,456	2,081
Other Income#	595	142	159
Total Revenue	5,839	3,598	2,240
Total Expenses	4,920	3,115	2,003
EBITDA	919	483	237
EBITDA Margin (%)	18%	14%	11%
Depreciation	30	38	41
Finance Cost	66	34	23
РВТ	823	411	173
Тах	304	106	73
PAT	519	305	100
PAT Margins	9%	8%	5%
Other Comprehensive Income	-16	136	1,301
Total Comprehensive Income (After Tax)	503	441	1,401
Diluted EPS (INR)	29.8	17.5	5.7

Standalone Balance Sheet



Equity and Liabilities (INR Mn)	FY19	FY18	FY17
Shareholders Fund			
(a) Equity Share Capital	174	174	174
(b) Other Equity	4087	3,647	3,236
Net worth	4261	3,821	3,410
Non Current Liabilities			
(a) Employee Benefit Obligations	25	21	19
(b) Deferred tax liabilities (Net)	557	456	424
Current Liabilities			
(a) Financial Liabilities			
(i)Borrowings	608	129	_
(ii)Trade Payables	526	386	371
(iii)Other Financial Liabilities	411	347	115
(b) Other Current Liabilities	166	116	68
(c) Provisions	356	359	262
(d) Employee Benefit Obligation	8	7	16
Total	6,918	5,642	4,685

Assets (INR Mn)	FY19	FY18	FY17
Non Current Fixed Assets			
(a) Property, Plant and Equipment	2056	1,881	1,893
(b) Investment Properties	24	24	25
(c) Intangible assets	69	61	62
(d) Investments in subsidiaries and Joint Venture	158	155	155
(e) Financial Assets			
(i) Investments	1,212	1,234	1,076
(ii)Loans	46	34	42
(iii)Other Financial Assets	-	-	-
(f) Other Non Current Assets	15	112	19
Current Assets			
(a) Inventories	924	473	99
(b) Financial Assets			
(i) Trade Receivables	1129	781	556
(ii) Cash and cash equivalents	15	64	156
(iii) Bank Balances other	18	16	1
(iv)Loans	13	5	28
(v)Other Financial Assets	1	1	1
(c) Current Tax Assets (Net)	336	414	413
(d) Other Current Assets	902	387	159
Total	6,918	5,642	4,685

Consolidated Income Statement



Particulars (INR Mn)	FY19	FY18	FY17
Revenue from Operations	5447	3,566	2,185
Other Income #	564	102	133
Total Revenue	6,011	3,668	2,318
Total Expenses	5,065	3,203	2,090
EBITDA	946	465	228
EBITDA Margin (%)	17%	13%	10%
Depreciation	33	42	44
Finance Cost	66	34	24
PBT	847	389	160
Tax	304	106	73
PAT	543	283	87
PAT Margins	9%	8%	4%
Other Comprehensive Income	-13	164	1,402
Total Comprehensive Income (After Tax)	530	447	1,489
Diluted EPS (INR)	31.2	16.2	4.9

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

Consolidated Balance Sheet



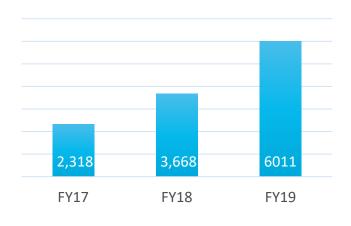
Equity and Liabilities (INR Mn)	FY19	FY18	FY17
Shareholders Fund			
(a) Equity Share Capital	174	174	174
(b) Other Equity	4107	3,643	3,223
Net worth	4281	3817	3397
(c) Non Controlling Interest	26	23	25
Non Current Liabilities			
(a) Employee Benefit Obligations	28	24	22
(b) Deferred tax liabilities (Net)	581	479	444
Current Liabilities			
(a) Financial Liabilities			
(i)Borrowings	638	159	30
(ii)Trade Payables	564	404	384
(iii)Other Financial Liabilities	421	359	125
(b) Other Current Liabilities	183	149	91
(c) Provisions	357	361	263
(d) Employee Benefit Obligation	9	8	16
Total	7,088	5783	4,797

Assets (INR Mn)	FY19	FY18	FY17
Non Current Fixed Assets			
(a) Property, Plant and Equipment	2057	1884	1897
(b) Investment Properties	24	24	25
(c) Intangible assets	71	65	67
(d) Investments in subsidiaries and Joint Venture	-	-	-
(e) Financial Assets			
(i) Investments	1483	1510	1316
(ii)Loans	49	40	47
(iii)Other Financial Assets	-	-	-
(f) Other Non Current Assets	16	112	20
Current Assets			
(a) Inventories	963	493	103
(b) Financial Assets			
(i) Trade Receivables	1098	730	523
(ii) Cash and cash equivalents	50	92	190
(iii) Bank Balances other	18	16	1
(iv)Loans	2	2	27
(v)Other Financial Assets	0	0	-
(c) Current Tax Assets (Net)	349	423	419
(d) Other Current Assets	908	392	162
Total	7,088	5783	4,797

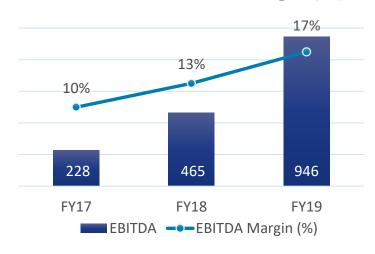
Financial Charts (Consolidated)



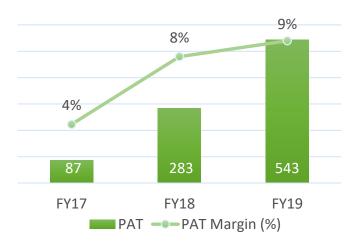
Total Revenue (INR Mn)



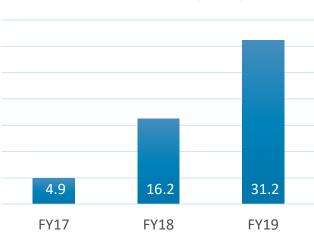
EBITDA and EBITDA Margin (%)



PAT and PAT Margin (%)



Diluted EPS (INR)



PE Ratio



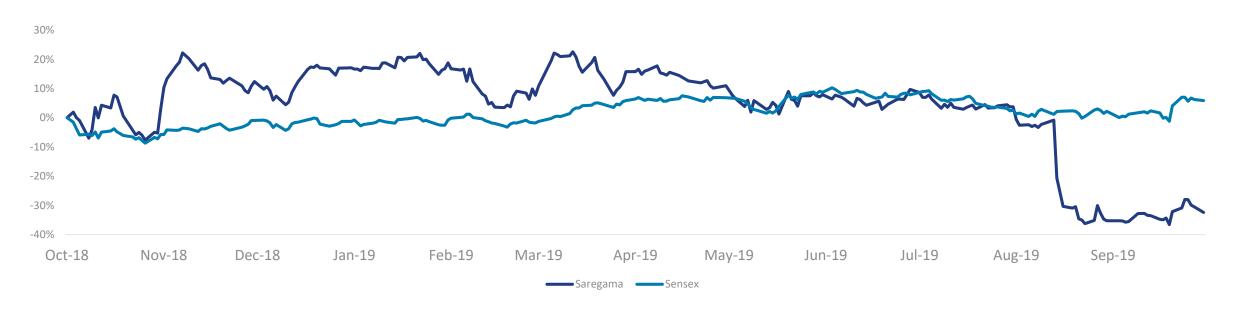
ROCE%*



*Capital Employed = share capita. security premium & free reserves

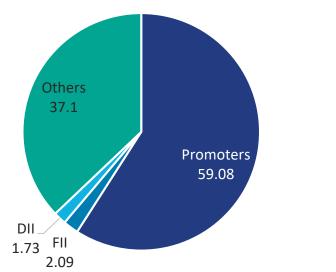
Capital Market Data





Price Data (As of 30 th September, 2019)	INR
Face Value	10.0
Market Price	345.7
52 Week H/L	636.6/302.2
Market Cap (INR Mn)	6,023.5
Equity Shares Outstanding (Mn)	17.4
1 Year Avg. Trading Volume ('000)	29.

Shareholding Pattern as on 30th September, 2019



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