





# CONTENT IP THE GROWTH DRIVER



### SAREGAMA INDIA LIMITED

MUSIC • FILMS • WEB-TV SERIES

**CORPORATE PRESENTATION | JUNE 2020** 

## Snapshot



India's oldest music label and youngest film production house

Producing digital thematic films targeted at the youth segment. 12 movies released on Netflix / Disney Hotstar in 3 yrs

Leading producer in terms of number of hours of content (6000+ hrs) produced for Tamil television serials

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

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

5.5B+ pm song touch points



Consistent Dividend Yield and Low Debt Company



Strong management team with experienced professionals from the entertainment industry



Owning Intellectual Property (IP) rights for more than 120,000 songs, 6,000+ hours of television serials and 59 movies



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 through Legal means Going Up

Indians spent 30% of their phone time on entertainment

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

Avgerage 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 the next 3 yrs

59 Films IP

+

50 New Films over the next 3 years

6000+ hrs of Tamil serial content IP

+

1800 hours of new content over the 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**



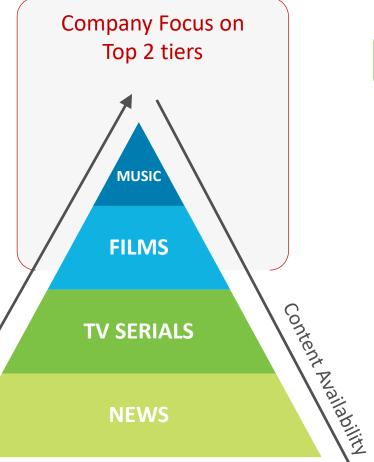
### **IP Monetisation**

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 and return path capability

Aebeat Viewing





### **IP Creation**

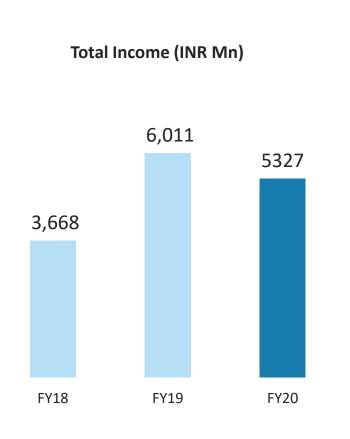
New film music acquisition across Hindi, Tamil, Bhojpuri, Marathi and other languages

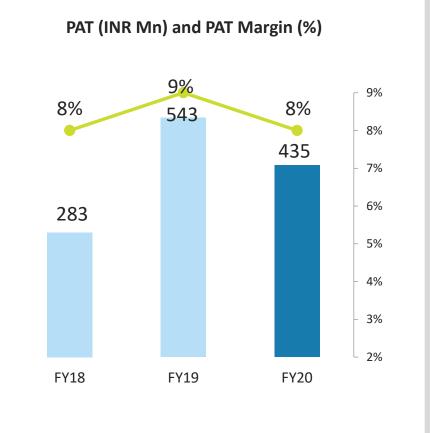
Production of thematic films / series targeted at youth consuming on digital platforms

TV programs in South Indian languages

## Last 3 years Track Record









<sup>\*</sup>Capital Employed = share capital security premium & free reserves

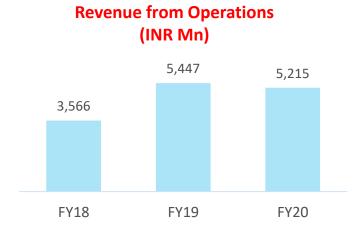




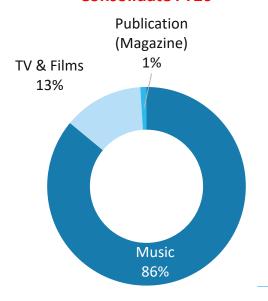
### **Company Overview**



- Saregama India Ltd., an 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 home video, publishing, digital, events, film production and distribution and audio-visuals.
- 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 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 inbuilt songs.
- Yoodlee Films, Saregama's film production arm is positioned as a writer's 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. These films are licensed to video OTT platforms.
- 6,000+ hours of Tamil serial programming telecast on Sun TV and features in the top 3 slots of afternoon prime time.



### Segmental Revenue Breakup Consolidate FY20



## The Saregama Heritage

- Saregama, the erstwhile HMV India, has been in the entertainment business for 115 years and was initially established as a branch of Electrical & Musical Industries Limited, London (EMI) in 1901
- The first HMV-branded store was opened by the Gramophone Company on Oxford Street in 1921, and the HMV name was also used for television and radio sets manufactured from the 1930s onwards
- As a music label, the Company's repertoire includes the first song ever recorded in India by 'Gauhar Jaan' in 1902 and the first film made in Bollywood 'Alam Ara' in 1931. These gems were under the music label along with the most contemporary offerings.

- In 1946, it was incorporated as a Private Limited company with the name of 'The Gramophone Co. (India) Limited'
- The company retailed its products (vinyl records, cassettes, CDs) under the brand name HMV, which was synonymous with film music in India. From 2000 onwards, it started retailing its products under the brand name, Saregama

Saregama started its TV serial production in 2001



### Management Team



#### **BOARD OF DIRECTORS**

Dr Sanjiv Goenka | Preeti Goenka

Group Chairman Non-Executive Director

**Arindam Sarkar** 

Non-Executive and Independent Director

**Umang Kanoria** 

Non-Executive and Independent Director

Santanu Bhattacharya

Non-Executive and Independent Director

**Noshir Naval Framjee** 

Non-Executive Independent Director **Avarna Jain** 

Non-Executive Director

#### **MANAGEMENT TEAM**



#### Vikram Mehra Managing Director

- Joined in 2014. Earlier worked as Chief Marketing Officer and Chief Commercial Officer at Tata Sky for 14 years. Also worked with Star TV, Tata Motors, TCS.
- 25 years of experience. Holds an MBA from IIM Lucknow and a B.Tech in Computer Science from IIT Roorkee; Part of Tata Administrative Services (TAS).



Vineet Garg
Chief Financial Officer

- Joined Saregama in 2018 having wide experience in Telecom and Media Industry in various fields, namely Revenue Assurance, Systems and Process, Corporate Structuring, Funding, Investor Relations and Financial Reporting etc.
- CA by profession with a rich experience of 17 years in the telecom Industry and 4 years in Media distribution; worked with companies like Reliance Communication, Tata Teleservices and BPL mobile (Vodafone), Escotel (Idea) and Hathway Cable and Datacom



Kumar Ajit Senior Vice President B2C Music.

- Joined in 2017. Has worked across roles of sales, marketing, analytics, product, customer service, churn management, and revenue enhancement.
- Post Graduate in Business Management in Marketing & Finance from ICFAI Business School, Hyderabad. 20 years of experience in companies like Onida, LG Electronics, Tata Sky etc.



Rashna Pochkhanwala Vice President B2B Music

- Media Sales and Licensing experience of 17 years across the Music & Television industry. Times Group, Network 18, Hungama, UTV
- Headed branded content and large format event monetisation for Times Global. Responsible for monetisation of Network 18 digital brands.



#### Siddharth Anand Kumar Vice President, Films and Events

- Hampshire College (MA, USA) alumina. Has been a cinematographer, editor, writer, director and producer in the Indian Film and TV industry for the last 18 years.
- Has directed multiple TV series across channels, including for Saregama in the past. Has been spearheading Yoodlee from day 1.



B. R. Vijayalakshmi Senior Vice President, South TV

- Started her career as a Director of Photography, receiving recognition in Limca Book of Records as Asia's First Woman Cinematographer producing approximately 6,000+ hours of TV content from 2001, in all genres and in all South Indian languages.
- Managing south TV vertical for the company since 2001 and delivered multiple megasuccessful programs

## Awards & Accolades





#### **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/Institutio nal 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 UK ASIAN









#### **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

Fair 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

#### **Anand Vikatan Awards**

Best Child Actor – Nagavishal Best Production - Yoodlee Films Best Dialogue – Sabarivasan Shanmugam Special Mention - Madhumita Sundararaman

#### AJJI

Beaune film festival Best Film Award (fresh blood competition)

#### **IFFLA**

Special mention to Sushama Deshpande for her acting in Ajji

UK Asian film festival Sushama Deshpande won The Flame Award for Ajji

#### **NOBLEMEN**

New York Indian Film Festival Best Child Actor: Ali Haji

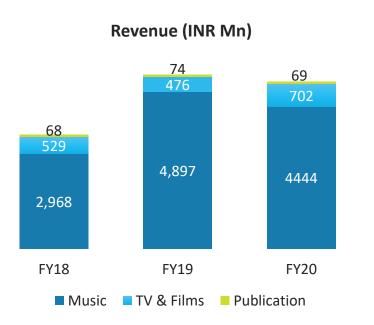
#### **KANPURIYE**

Talentrack Best Digital Content - Long Format

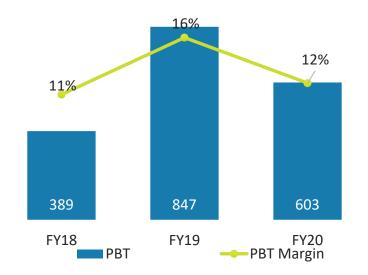
## Financial Summary – Consolidated



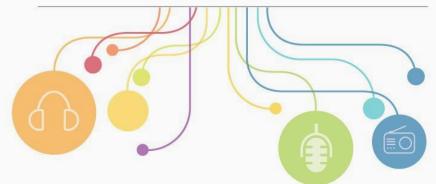
Particulars (INR Mn)	FY 19-20	FY 18-19	Y-o-Y Growth	FY 17-18
Revenues from Operations				
• Music	4444	4,897	-9%	2,968
TV & Films	702	476	48%	529
• Publication	69	74	-7%	68
Revenue from Operations Total	5215	5,447	-4%	3,566
PBT	603	847	-29%	389
PAT	435	543	-20%	283



#### PBT (INR Mn) & PBT Margin



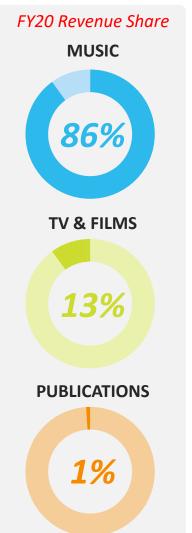




### **Business Verticals**



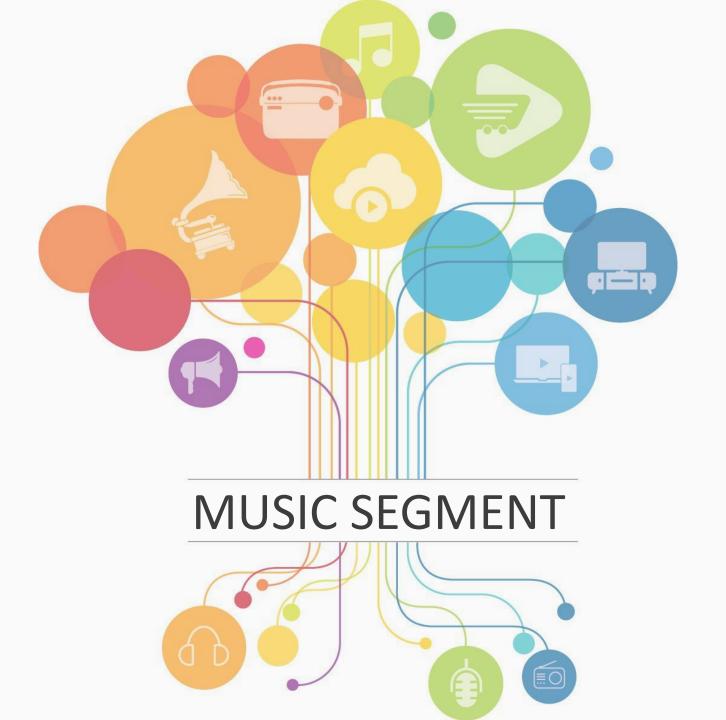
Saregama is a pioneer in the Indian music industry and has evolved into a premier diversified content player with Intellectual Property rights of songs, TV serials, movies having presence across platforms like digital. television, radio, telecom, etc.



#### **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 by various B2B partners like streaming online platforms, social media platforms, radio, television, caller ring tone, YouTube, brand advertisements, films, etc.
- The Company launched its revolutionary product 'Carvaan' in 2017, an innovative 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.
- This segment has leadership in Tamil Sun Network channels and has been producing content for Sun TV for last 17 years and broadcasts 3-4 serials on Sun TV at any given time
- Company owns rights to 6,000+ 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.



### 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. Contrary to the popular belief, it's the audio streaming (OTT) platforms and not the video platforms that are igniting this growth.
- The success of audio streaming services is fuelled by the ease of accessibility, free tiers, 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 alone has 83 Mn paid subscribers.
- Ancillary benefit of streaming services is the rising popularity of Regional music namely, Tamil, Malayalam, Punjabi, Marathi, Bengali
- Retro music is making a comeback, fuelled by remixes in new films, retro based radio stations

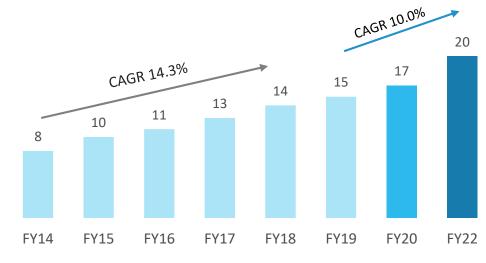
The average user spent

19.1 hours

listening to music each week

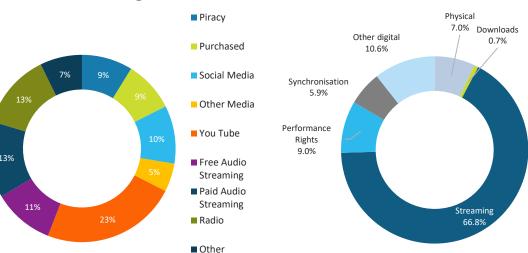
Indian Music Industry is expected to grow at a CAGR of 10%

### Indian Music Industry Size (INR Bn)



#### Share of Listening in India

#### **Industry Revenue by source**

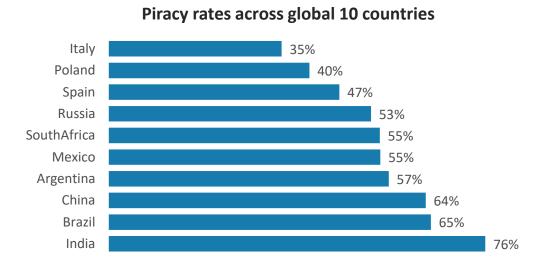


Source: EY FICCI 2019 and IFPI 2019

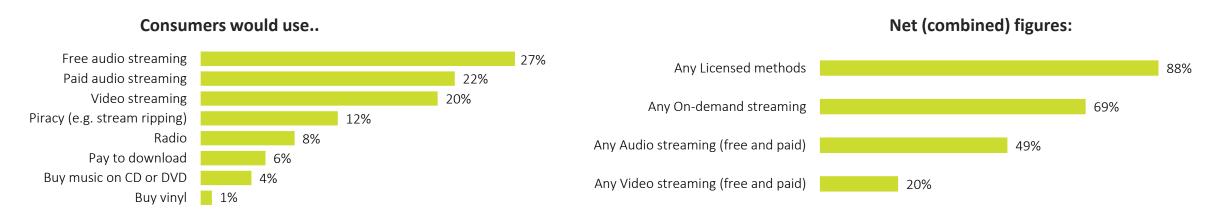
### Piracy



- Piracy continues to be one of the major issues affecting the Indian film & Music industry with an annual loss of revenues to around INR 180 Bn.
- Pirated content continues to be the most popular source of music. Indians visited websites providing unlicensed music 9 Bn times in 2017, according to data shared by analytics firm MUSO to Bloomberg Quint.
- The Indian courts have started to act to support legitimate digital and creative industries.
- As piracy declines to the levels of other developing countries, the potential upside for legal revenues are huge



But there is hope. As per IFPI survey If users had to choose only one way to listen to music, half would pick audio streaming services



Industry action, Govt. initiative and growth in streaming with curb the piracy in near future, offering a huge headroom for growth

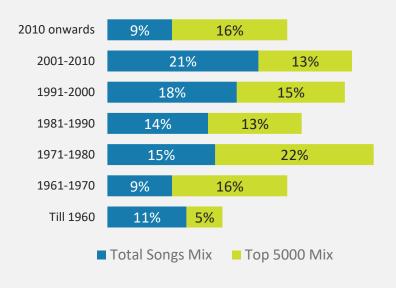
Source: IFPI, 2018

### Saregama Music IP



- Saregama is the oldest music label in India, with the largest library of songs under its bouquet. A typical movie has 5 songs. Assuming a music label acquires 1000 movies in a year, it will get 5,000 songs. By comparison, Saregama owns 120,000 songs, each digitised with rich metadata behind it, giving it a big competitive advantage
- Since inception, the company has continued to expand its catalogue to become the largest perpetual owner of Indian music sound recording and publishing (underlying music and lyrics) copyrights across 18 different languages & Classical Music. Saregama not only has the best Retro collection across languages but also owns a lot of new music. In fact post 90s catalogue constitutes 48% of Saregama's overall library and 29% of its top 5,000 songs.

## 30% of songs (count and usage) belong to 21st century

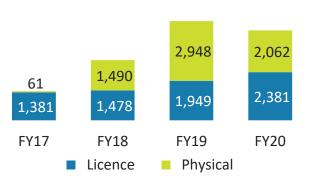




Song Playout of

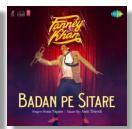
**5.5 B** (Mar'20)

#### Music Revenue (INR Mn)

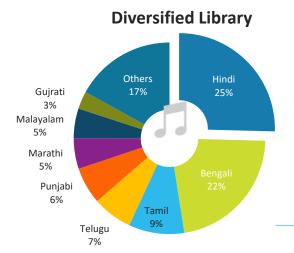


## Retro also coming back as a Remix (3300 songs remixes/covers)









### Film Music IP...best of Indian Music



Last few years























Late 90s & Early 2000s





















90s





















80s





















**70**s





















50s & 60s





















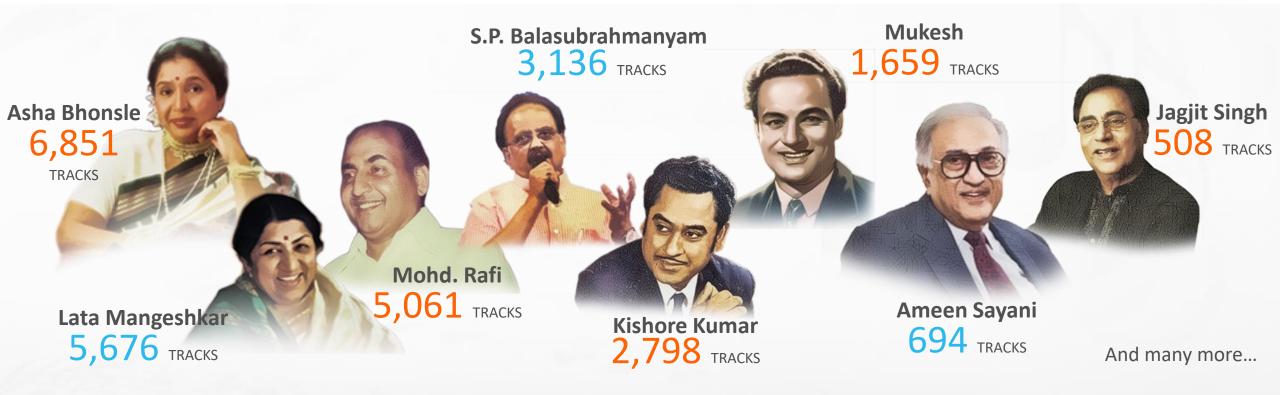






## Biggest IP collection - Films, Classical & Devotional





150+
Audio-videos shot
on legendary artists

1,800+
Ghazals

4,400+
Tracks with a list of all the Ragas in classical music from renowned artists

Music from 700+ Maestros

19,900+
Devotional songs
across languages

7,800+
Largest collection of Rabindra Sangeet

80% - 90% of Content ever recorded by the legendary singers, ghazals artists and music directors belongs to Saregama.

### **Diversified Music Monetising Platforms**



### **DIGITAL**

(handled through 3<sup>rd</sup> party licensing)

### **Digital**

Audio OTT Social Media YouTube Telecom

#### **Publishing**

TV Channels
Video OTT
Radio
Brand Advertisements
Digital Content
In-Films

#### **Societies**

#### PPL

Public Performance of Sound recordings

#### **IPRS**

Underlying works for all media

### **PHYSICAL**

(handled directly by Company)

















## Music IP Monetisation: Digital Licensing



The company's evergreen catalogue remains the preferred choice for digital platforms, brand advertisements and general entertainment TV channels.

#### OTT

- 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 Spotify's entry into India.
- The growth is driven by both an increasing number of users (growth in smartphones) and higher usage (cheaper data)
- Saregama Music is licensed to 45 OTT Platforms globally

#### YouTube

- The Company has multiple channels with a cum. subscriber base of 29 Mn users. Monthly views have grown from 0.5 Mn to 436 Mn in just 50 mos
- Over 9k videos have been uploaded in the last 36 months on various YouTube channels of Saregama with over 36k videos in totality

#### Licensing

- License is given to Television Channels and video OTT platforms to sync Saregama's music in various TV serials, reality shows, promotions etc.
- License is given to Production houses to use our music in ads running on TV, Radio, digital including social media

#### **Societies**

- Licenses for Public Performance and broadcasting songs on AIR/FM Radio are issued by the society PPL on behalf of Saregama
- With performing rights society (IPRS) getting copyright registration, newer sources of revenues are getting opened up

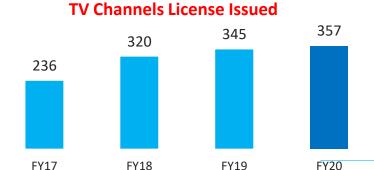
#### **Number of OTT Streams (Mn)**



Nos. till Q2-FY-20 are Actualised and Q3 and Q4 Nos. included estimated Nos.

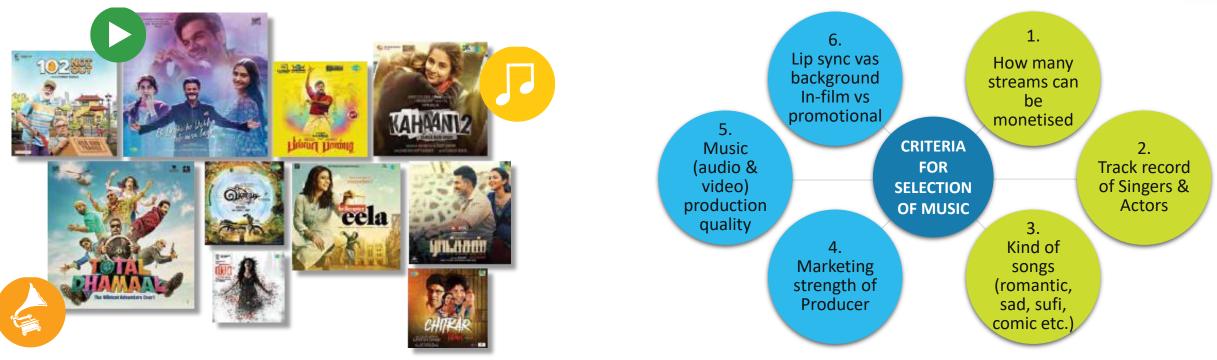
#### Youtube View (Mn)





### 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 fresh content for classical and devotional music as well as recreating its catalogue tracks into new recordings along with videos
- 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
- The company spends 20% of the cost of the rights towards marketing the music, to ensure a higher success rate during the monetisation cycle.
- One of Saregama's initiative is to recreate Old Songs for new movies eg. song Badan pe Sitare in the movie Fanney Khan, song Raat baaki baat baki from the movie Ittefaq. IP of these recreated songs vests with Saregama.

## Music IP Creation: Last 36 months





























































































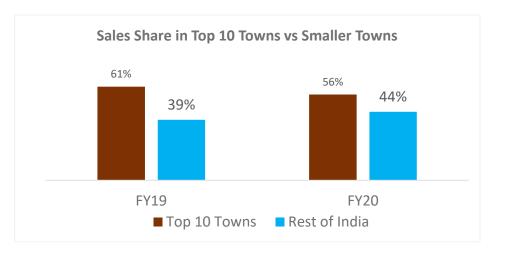


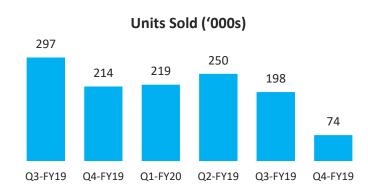


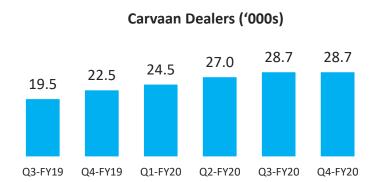
### Music IP Monetisation - Carvaan



- The Company launched a breakthrough product called 'Carvaan', which is a portable digital music player with inbuilt stereo speakers and preloaded music
- Carvaan has multiple variants across languages (Hindi, Tamil, Bengali, Marathi) and price points (Mini, Base, Premium, Gold). It is retailed through ecommerce and a pan India dealer network of 28.7k outlets
- Company has applied for trademark registration for Carvaan. There isn't any threat of competition for the product as no one else has the rights to offer retro music in a physical format.
- Strategic partnership with Harman Kardon
- 23% gross margin for FY 20
- Potential Market Size: 25M homes







### Variants of Carvaan



- Songs in Carvaan have been selected through data analytics and classified based on singers, lyricists, music composers, actors, moods etc.
- With a simple turn of the knob, one can switch between Kishore Kumar classics, to R.D Burman's pulsating hits, to timeless love songs or to soulful Sufi tracks all in their original versions, back-to-back without any ads in between.

	Carvaan 2.0 / Gold 2.0	Carvaan Gold	Carvaan Premium	LaTA HANGESHOOD LASIA SALATOR YOU  Carvaan	LETT TRIVEZ-SHEP LANGE TO THE L	LEGENDS  Carvaan Mini
Pricing	INR 7,990 / INR 12,990	INR 10,990	INR 6,990	INR 6,390 / 5,990	INR 3,990	INR 2,490
No of Songs	5000	5000	5000	5000	80+	351
No of Stations	130+ and 150+ Wi-Fi Station	130+	130+	80+	X	X
Speaker	In-house (2x3W)/Harman Kardon (2x5W)	Harman Kardon (2x5W)	In-house (2x3W)	In-house (2x3W)	In-house (1x1)	In-house (1x5W)
Body	Plastic/Metalic	Metallic	Plastic	Plastic	Metalic	Plastic
Radio	FM/AM	FM/AM	FM/AM	FM	FM/AM	FM/AM
Bluetooth	Yes	Yes	Yes	Yes	Yes	Yes
External Port	USB	USB	USB	USB	MicroSD	USB
Companion App support	Yes	Yes	Yes	X	Yes	X
Physical Remote	Yes	Yes	Yes	Yes	X	Х
Aux in/Out Support	Aux In/Out	Aux In/Out	Aux In/Out	Aux Out	Aux Out	Aux In/Out

## Carvaan – going forward





Brand attributes

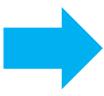
Convenience of Use

35+ segment

Nostalgia

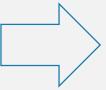
Premium

India's most <u>differentiated</u> and <u>premium music</u> brand



Widening it appeal in terms of the <u>offering</u> and <u>consumer segments</u>

Carvaan, the Product



Carvaan, the Platform

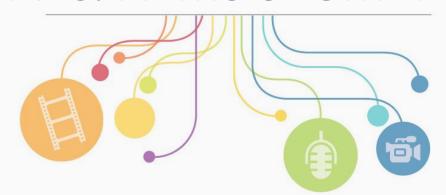
Means to Sell our own Music

<u>Functionality</u> to enable Content creator to meet Content consumer:

- Music and Podcasts
- 3<sup>rd</sup> party Content along with Saregama Content
- Monetised through advertising and and subscription



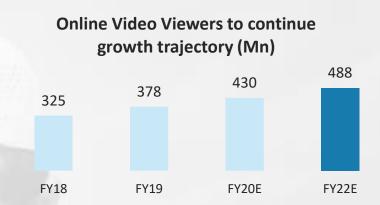
# TV & FILMS SEGMENT



## Film Industry



- The films business has witnessed growth courtesy expansion of overseas markets, increase in regional content and a rise in acquisitions of the digital content by Over The Top (OTT) platforms.
- The global OTT players are making huge investments to build their Indian content libraries; benefiting small to medium budget films. As per the EY FICCI — Indian Media and Entertainment Industry Report 2019, the Indian film industry is expected to grow to INR 243.6 Bn by 2022. Entry of new players across TV and OTT is creating demand for differentiated content.
- Falling data costs and digital micro payments ecosystem, both across urban and rural markets, are also supporting this video consumption trend.
- Social changes are resulting in individual members of family watching content of their choice on their personal devices, thus making niche content a viable proposition.









Increase in Digital Media Consumption







Source: EY FICCI

### Video IP Creation & Monetisation: Yoodlee Films



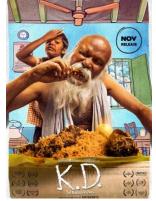


Yoodlee Films is Saregama's production house with a focus on thematic films in all languages, with controlled budgets and a nucleus on an audience segment of 18 to 35 years.

Yoodlee films, as a brand, will be seen as a serious player that will help to

- encash catalogue value;
- o open a possibility of leveraging stronger films to create revenue;
- Drive films by powerful stories, and not by stars.
- The Company plans on building a catalogue of 40-50 films in three years.
- The Intellectual Property Rights will always remain with the company for all the films launched.
- The Company follows a unique business model of hedging the risk by keeping upfront talent cost low by offering assured profit sharing.
- Films will be made available to audiences on any screen they wish to view on, with some releasing in theatres while others made available on digital platforms.
- Focus on output deals to generate assured revenues up front but with the IP remaining with Saregama.





THEATRICAL RELEASE FOLLOWED BY DIGITAL / TV

STRAIGHT TO DIGITAL







Films made for a global younger audience

De-risk by producing against output deals

Made in all Indian languages. Next step: Web Series

### Video IP Creation & Monetisation: TV Serials





Saregama continues its leadership in Tamil TV serials (Sun Network) in the afternoon prime time with the highest TRP.

- 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 4 South Indian languages.
- Saregama has created approximately 6000+ hours of content for Sun TV over the last 17 years. Currently, it provides around 15-16 hours of content per week across 4 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



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



## **Publications Segment**



- The Publications 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



Operated through a 100% owned subsidiary



### Outlook



#### **Music Digital B2B**

- Factoring in the Covid-19 related hiccups, we believe that Saregama's overall B2B revenues will grow between 15-20% in FY 21 This will be driven by growth in OTT platforms and Publishing
- Growth in video OTT consumption will enhance revenue opportunities for music licensing and sync
- Acquisition of new music content will boost digital licensing businesses

#### **Music Physical B2C**

- The potential market sizing over the next few years is 25M; Estimated sales for next 3 yrs: 4-5M cumulative
- Growth to be fuelled by newer variants, larger-scale marketing activities, word-of-mouth, expansion of towns and distribution channels.

#### Films (Yoodlee)

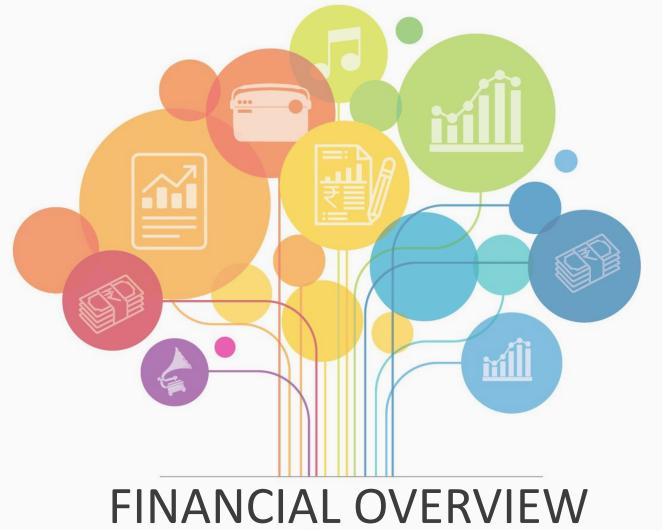
- Films will primarily be made under guaranteed output deals
- Continue differentiating by being a Writer's Studio
- Focus will be on developing series for video platforms

#### **Television Business**

Programming will continue to grow at the current pace

 $\begin{array}{c} \text{FY 21} \\ \text{Estimated Licensing Growth} \\ \hline 15-20\% \end{array}$ 







### Historical Consolidated Income Statement



Particulars (INR Mn)	FY20	FY19	FY18
Revenue from Operations	5215	5447	3,566
Other Income #	112	564	102
Total Revenue	5327	6,011	3,668
Total Expenses	4610	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

# 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.

## Historical Consolidated Balance Sheet



Equity and Liabilities (INR Mn)	FY20	FY19	FY18
Shareholders Fund			
(a) Equity Share Capital	174	174	174
(b) Other Equity	3814	4,107	3,643
Net worth	3988	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	6197	7,088	5,783

Assets (INR Mn)	FY20	FY19	FY18
Non Current Fixed Assets			
(a) Property, Plant and Equipment	2053	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	1085	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	0	0
(c) Current Tax Assets (Net)	369	349	423
(d) Other Current Assets	696	908	392
Total	6197	7,088	5,783

## Historical Standalone Income Statement



Particulars (INR Mn)	FY20	FY19	FY18
Revenue from Operations	5001	5,244	3,456
Other Income#	115	595	142
Total Revenue	5116	5,839	3,598
Total Expenses	4347	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

## Standalone Balance Sheet



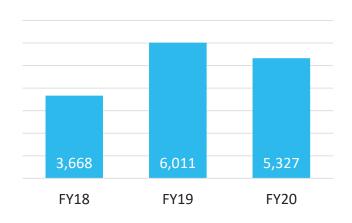
Equity and Liabilities (INR Mn)	FY20	FY19	FY18
Shareholders Fund			
(a) Equity Share Capital	174	174	174
(b) Other Equity	3964	4087	3,647
Net worth	4138	4261	3,821
Non Current Liabilities			
(a) Employee Benefit Obligations	29	25	21
(b) Deferred tax liabilities (Net)	451	557	456
Current Liabilities			
(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	6191	6,918	5,642

Assets (INR Mn)	FY20	FY19	FY18
Non Current Fixed Assets			
(a) Property, Plant and Equipment	2052	2056	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
<b>Current Assets</b>			
(a) Inventories	891	924	473
(b) Financial Assets			
(i) Trade Receivables	1103	1129	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	6191	6,918	5,642

# Financial Charts (Consolidated)



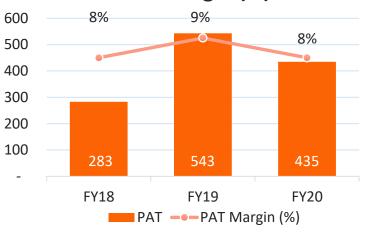
**Total Revenue (INR Mn)** 



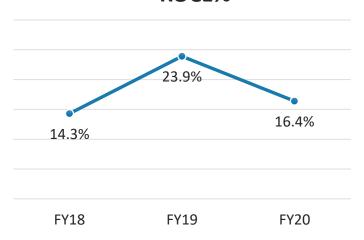
Diluted EPS (INR)



### PAT and PAT Margin (%)



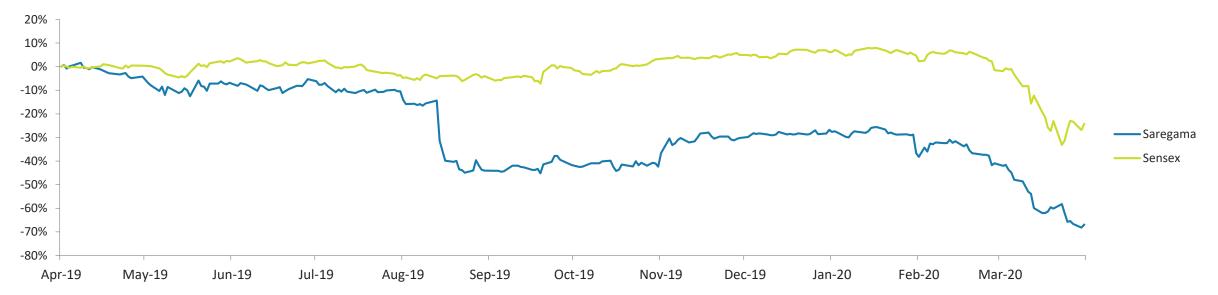
#### **ROCE%**\*



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

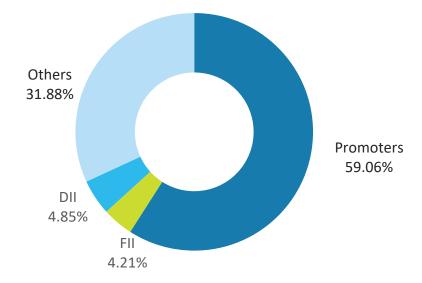
## Capital Market Data





Price Data (As of 31st March, 2020)	INR
Face Value	10.0
Market Price	196.3
52 Week H/L	619.0/185.0
Market Cap (INR Mn)	3,419.9
Equity Shares Outstanding (Mn)	17.4
1 Year Avg. Trading Volume ('000)	21.2

#### Shareholding Pattern as on 31st March, 2020



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