



# Bodhi Tree Multimedia Ltd

INVESTOR PRESENTATION

December-2022





**INSPIRE.  
PROVOKE.  
ENTHRALL.**



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01

About Us

02

Business Overview

03

Industry Overview

04

Financial Performance

05

Road Ahead



# ABOUT US



# Company Profile





## **MAUTIK TOLIA**

Founder Director / CEO

Mautik has been associated with top media companies in India such as Neo Sports, UTV & Nimbus with 25+ years of experience. His experience ranges in the areas of setting up various media ventures, broadcasting, content creation & production. His filmography includes more than 30+ television shows across various genres and television channels in various capacities.

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## **SUKESH MOTWANI**

Founder Director / CCO

Sukesh's experience encompasses the entire gamut of the media business right from content production to broadcasting over a period of two decades. He has worked with leading media brands like Zee Television, UTV & Nimbus. He was also responsible for the launch of the Zee Youth GEC – Zee Next. Sukesh has been involved in creation of more than 10,000 plus hours of content across all genres. This includes close to 75 daily soaps in various capacities.



## CUTTING EDGE CONTENT across various Genres, Languages & Platforms Since 2013

### TV - Hindi GEC

(General Entertainment Channels)



### OTT Platforms



### Regional GEC

(General Entertainment Channels)



# Services Offered



## Offering One Stop Solution for TV Shows & Web Series



Idea  
Conceptualization



Development



Production



Post Production

## Worked with top notch players in the industry.

**2013**

(Year Founded)



**NETFLIX**



**VIACOM 18**



**viu**



**colors**  
गुजराती



**2022**

(Current Year  
FY23)

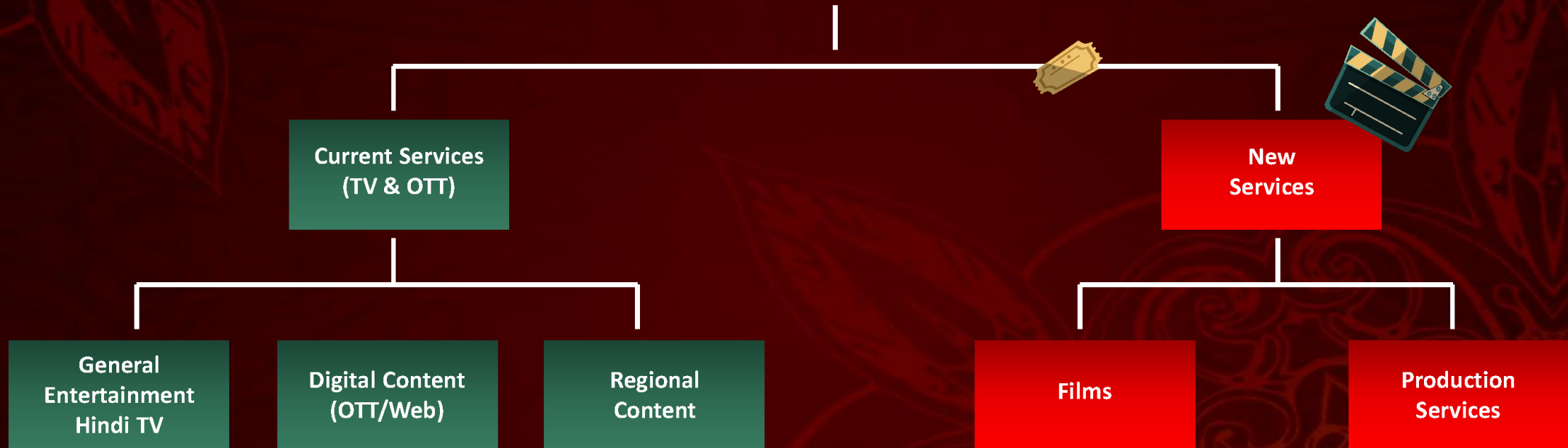




# Business Overview

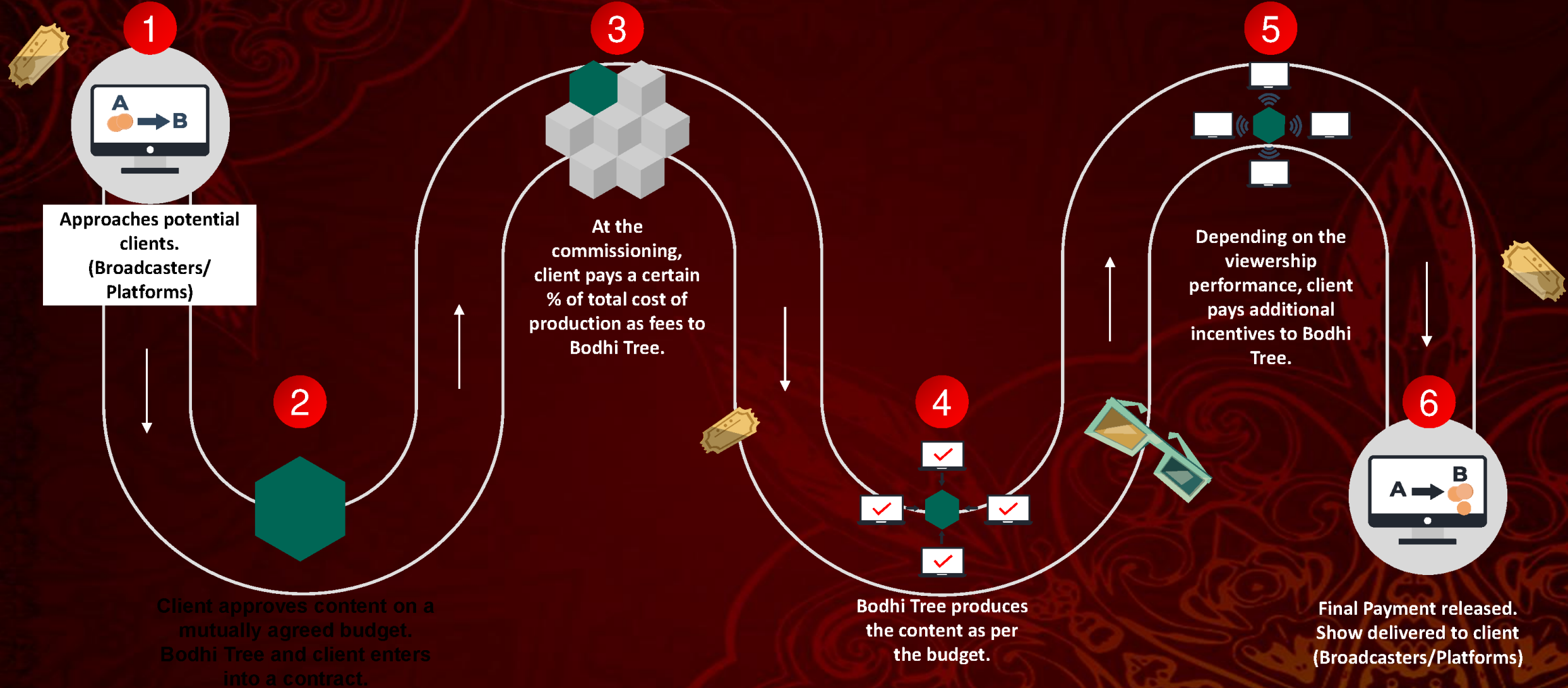
Shifting behaviors are forcing content creators and distributors to devise new ways of engaging with consumers.

## BodhiTree Multimedia Ltd





# Business Process



## B2B BUSINESS MODEL

### Commission based



- ☐ Get contracts from Broadcaster/platforms to script, produce and deliver the programme.
- ☐ 10% as profit margin over and above the budget of the show.
- ☐ In some instances, the digital platforms or broadcasters also provide a performance-based incentive to the Company, based on the programme's popularity and performance.



### Intellectual Property Rights Model

- ☐ The Company invests in making its own content without getting it 'commissioned' from the client; i.e. Broadcaster / OTT platform
- ☐ The finished product is later made available to broadcasters or OTT platforms.
- ☐ It is also licensed on a national or international level.



# Transition to OTT Platforms



With Netflix, Amazon, Hotstar and others investing in original content; more movies are expected to be made exclusively for the online video streaming services sector.



The sector will also stand to serve as the risk-reducing option for low-budget movies or movies unsuitable for a theatrical release.



This has altogether developed a new business model which essentially BTML wants to leverage upon. Some of the big production houses have released films directly on digital platform.

# Unique Selling Proposition



## Strong Market Standing & Brand Recall

Over the past 10 years, we have been successful in establishing a strong brand position across all our businesses.



## Reach & Engaging Content

We have established a strong connect with our clients through multiple formats across television and OTT content. At Bodhi Tree, we constantly focus on developing innovative cutting edge content for wide range of viewers and genres.



## Financial Strength

Our relentless focus on cost optimization, cost effective pricing strategy and diversifying our revenue stream enables us to increase our top line and also maintain healthy margins.



## Experience & Expertise

The team has experience of over 100+ shows. This experience and expertise gained by team has given them a deep and unique understanding of viewing habits of the Indian audience.





# Bridging the Gap



Targeting increasing demand for Hindi movies, web series & daily soaps.

Creating regional content for regional language focused, OTTs and production houses

Buying and end-to-end production system

Talent Building

Catering to Demand

Building Supply Side

Combining our content expertise with cutting edge technology to bridge the Demand and Supply Gap

Create presence in global market

Infrastructural Development

Offering a complete package & seamless technology to production houses, studios and OTT platforms

# SWOT Analysis



**S**

## STRENGTHS

- Demonstrated track record over past 10 years.
- In depth knowledge of Industry - Commercial & Technical.
- Low overhead costs.
- Specialization in television as well as OTT content.
- Vast Geographical footprint.
- Experienced management team.
- Cordial relations across entertainment industry



**W**

## WEAKNESSES

- Fierce competition for a larger share of audience
- Change in audiences' media preferences.
- Lack of cohesive production & distribution infrastructure, especially in the case of music industry.
- The Media and Entertainment sector in India is highly fragmented.



**O**

## OPPORTUNITIES

- Growing acceptance by consumers in OTT market
- Television market in India is still in a growth phase.
- Opportunities of expansion in the pan-Asian market
- Development of IP can open up global markets for Indian media company.
- The increasing interest of the global investors in the sector.



**T**

## THREATS

- Piracy, violation of intellectual property rights poses a major threat to the Entertainment companies.
- Industry is prone to changes in government policies, any material changes in the duty may adversely impact our financials.
- Intense competitive pressure
- Uncertainty in M&E sector with technological innovations taking place so rapidly.

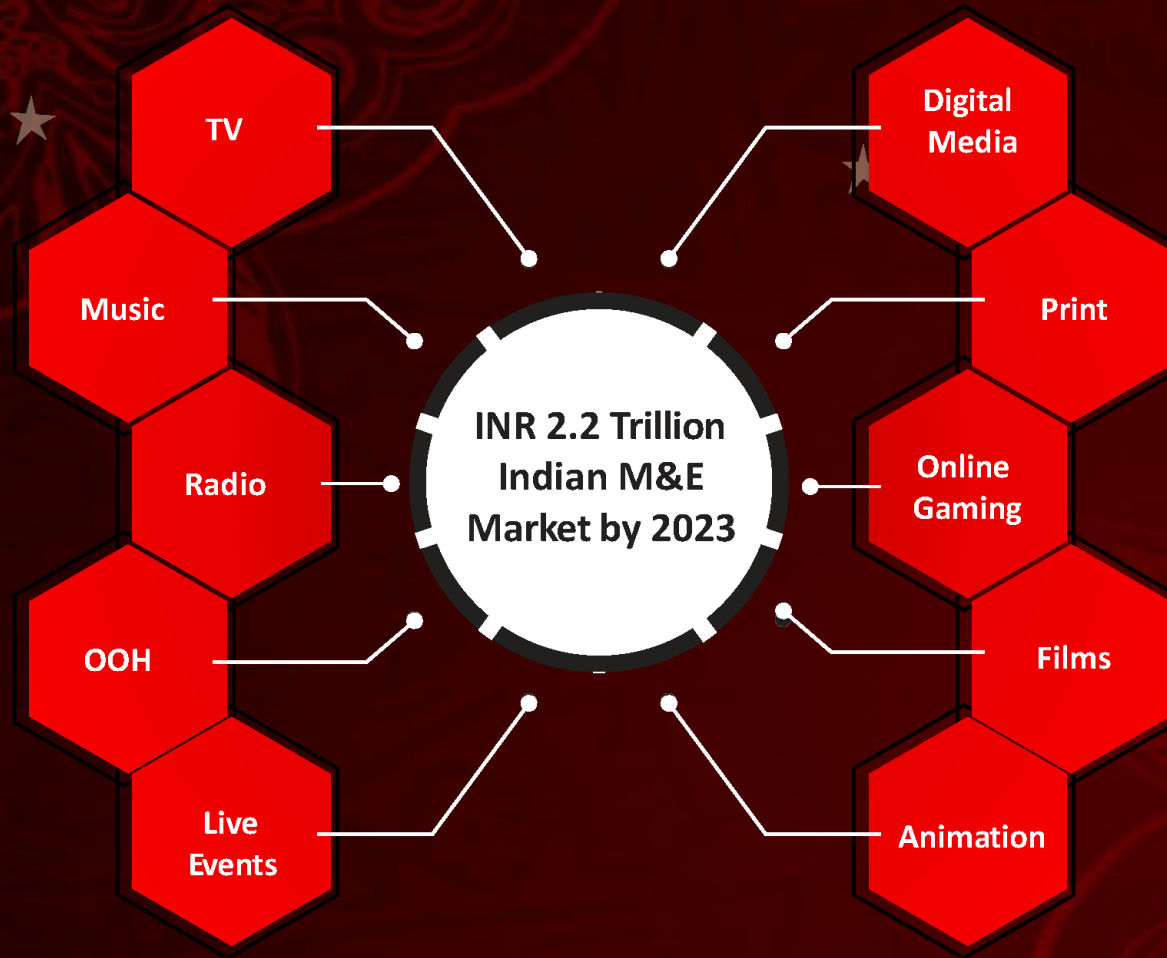






# Industry Overview

# Market Size

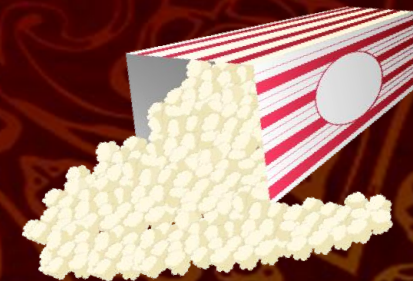


Source: BCG – Dec'20

India's M&E Sector Growth Story is Multi Modal with Significant Impact on Indian Economy

3% - 3.5% contribution to India's GDP in 2020

4 - 4.5 Million Jobs Created by M&E in India (2020)

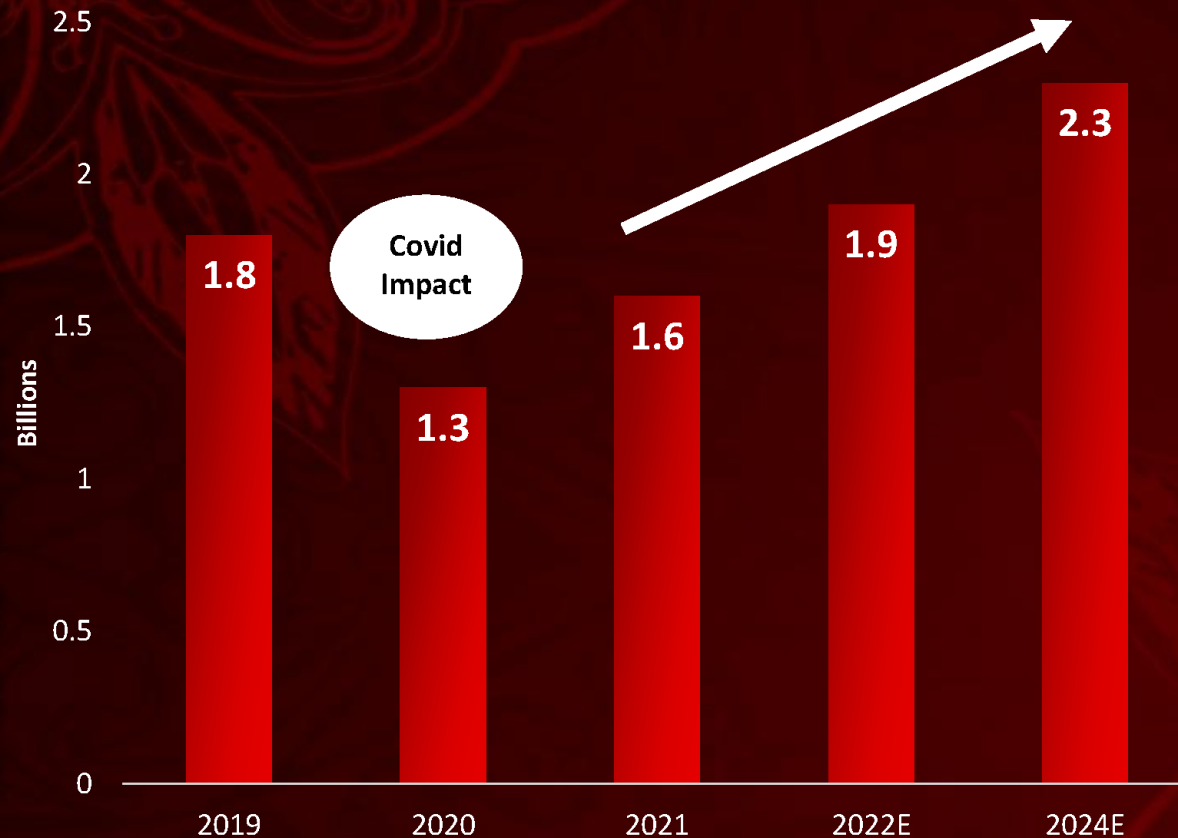




# M&E Industry Overview



## Indian Media & Entertainment Sector



Indian Media & Entertainment (M&E) sector is expected to reach above INR 2 Trillion by 2024

~80% of revenues will be generated through Television, Films, Digital media, Animation & Vfx, Music

# Market Penetration



**Rise of OTT platforms, Increasing internet penetration & Smartphone usage giving a boost to content consumption in India**

**795 Million**

People having broadband access in India as of Sep'21

**385 Million**

Millennials, account for 65% of total Indian population exhibiting changing media consumption habits

**4X**

Increase in OTT platforms over past six years (2016-2021)

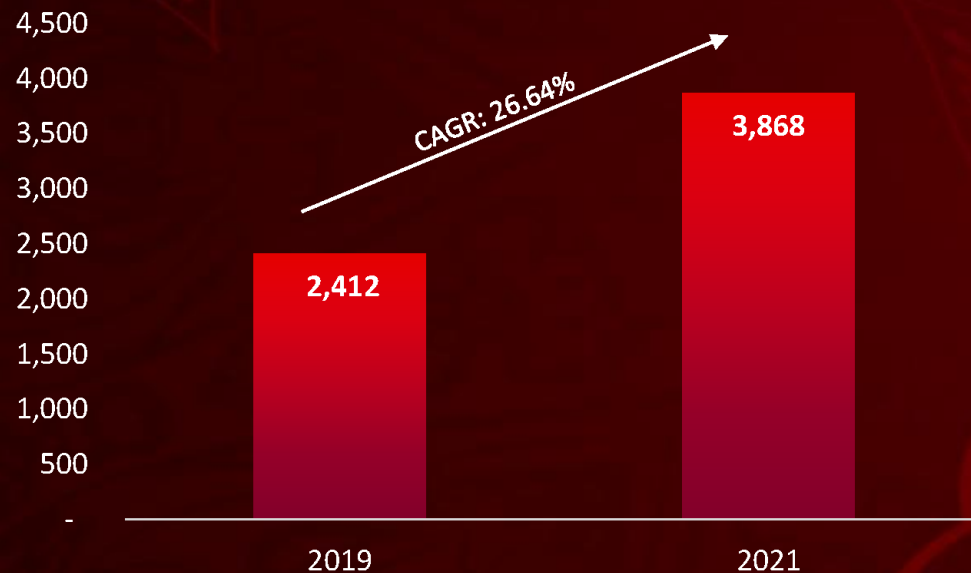
**+ 1 Hour**

Increase in digital video consumption per day since 2019

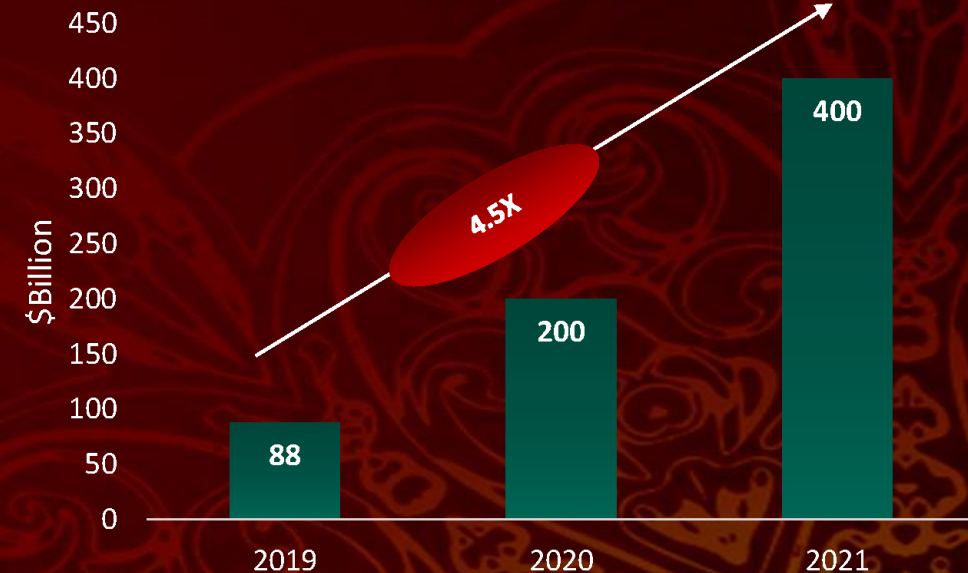
**700 Billion Hours**

Content consumption by Indians in 2021 (Second highest in the world)

**No. of Movies Certified in India**



**No. of OTT Originals**



Source:

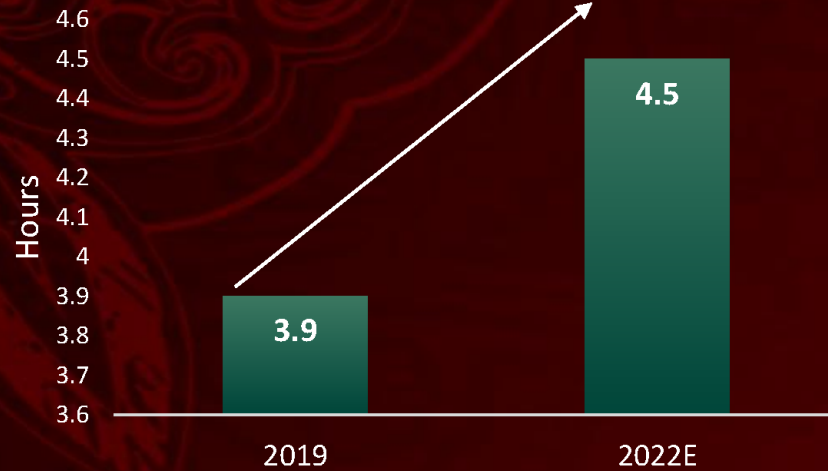
1) <https://web-assets.bcg.com/c8/2e/f9064b1644d9b4d5553a51a01200/shaping-the-future-of-indian-m-e.pdf> (BCG'22)



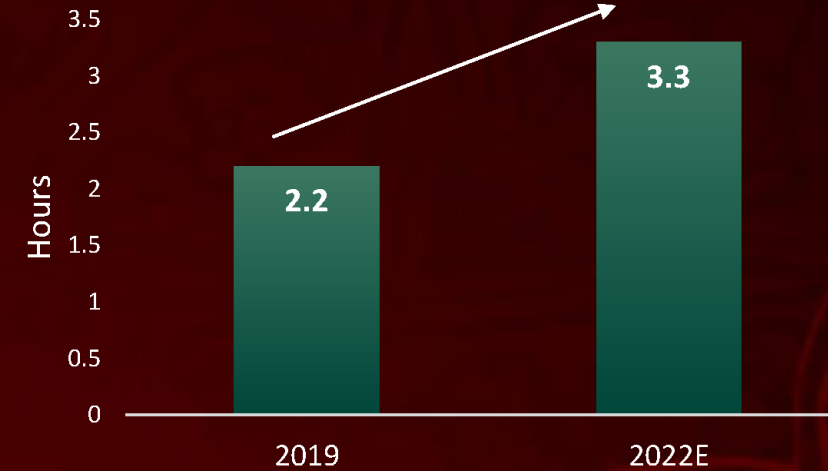
# Media Consumption Growth Across Segments



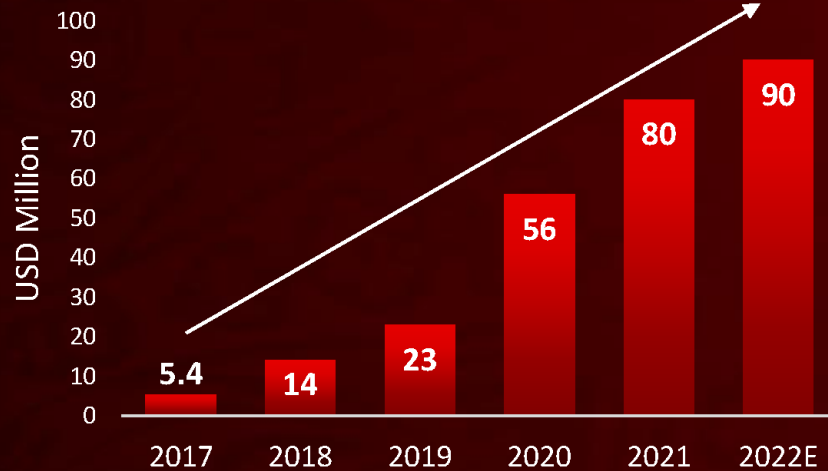
Television - Hours of Consumption/day<sup>(1)</sup>



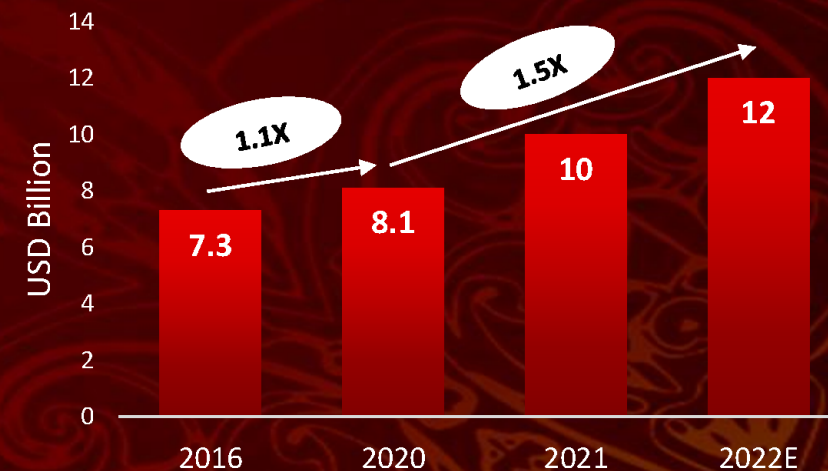
Digital Video - Hours of Consumption/day<sup>(1)</sup>



No. of Paid OTT Subscriptions



India Advertising Revenues



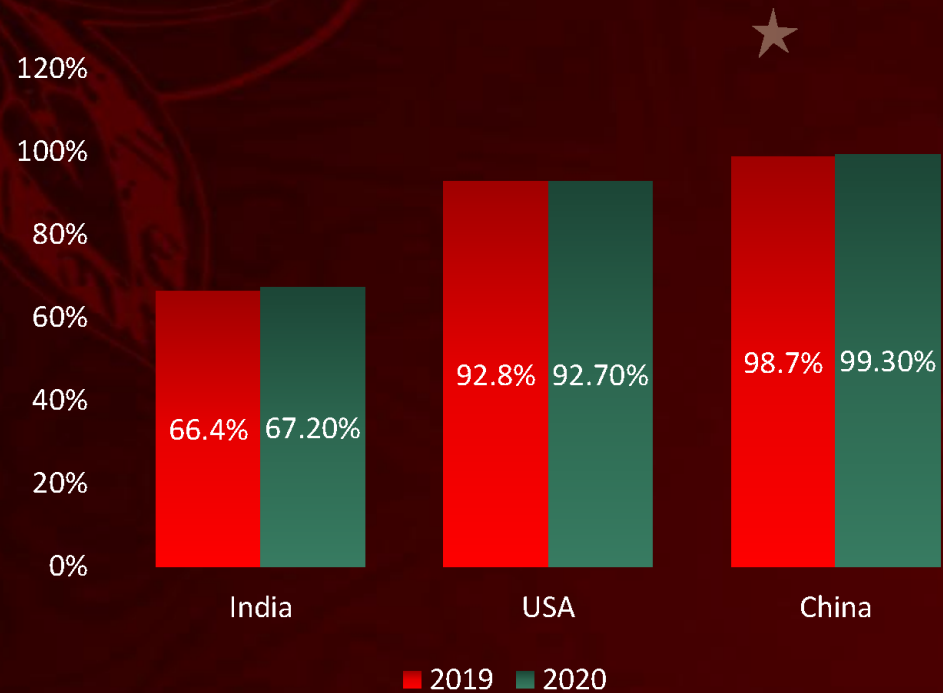
Source:

1) <https://web-assets.bcg.com/c8/2e/f9064b1644d9b4d5553a51a01200/shaping-the-future-of-indian-m-e.pdf> (BCG'22)

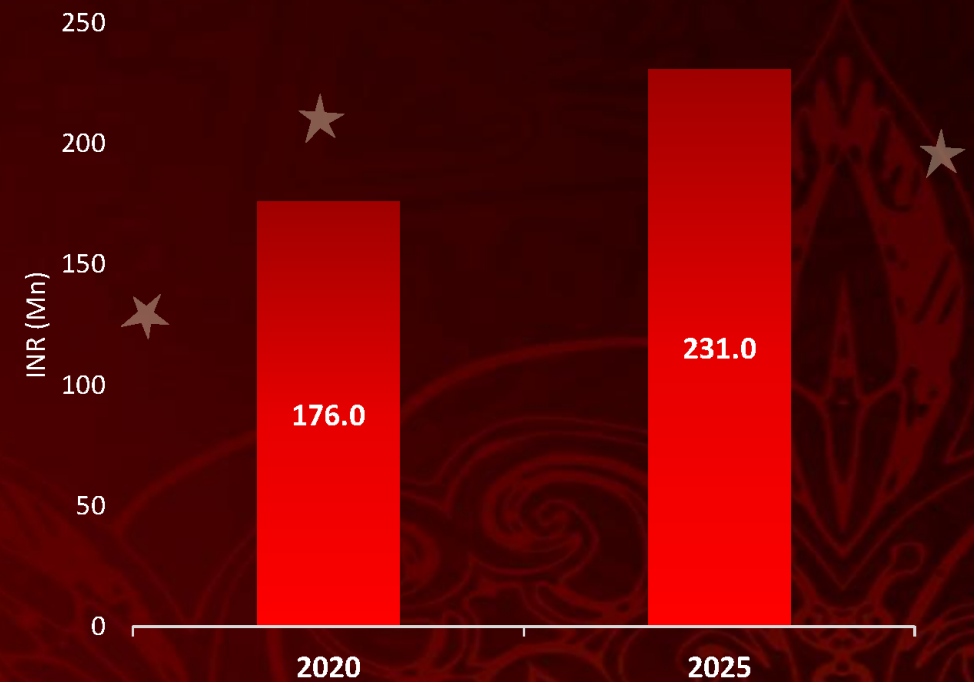
# Television Penetration



% of Households with Tv Cable Connection In Each Country



Total TV Subscriptions (Mn)



5%  
Per Year

Is the growth rate of TV connections in India

Source:  
1) Boston Consulting Group – Dec'20  
2) EY – Mar'21



Films & Digital Media are the fastest growing segments

	2019	2020	2021	2024E	CAGR (21-24)
TV	787	685	720	826	5%
Digital Media	221	235	303	537	21%
Films	191	72	93	212	32%
Animation & VFX	95	53	83	180	29%
Music	15	15	19	28	15%
<b>Total</b>	<b>1.3</b>	<b>1.06</b>	<b>1.21</b>	<b>1.78</b>	<b>~14%</b>

~INR1.78 Trillion  
Market

# Indian Film Industry



## Indian Film Industry

### Key Takeaway



☆☆☆☆☆  
**2,412**  
Movies  
certified in  
2019

**INR 18.6k cr**  
(US\$ 2.7 bn) Current size  
of the industry in FY2019

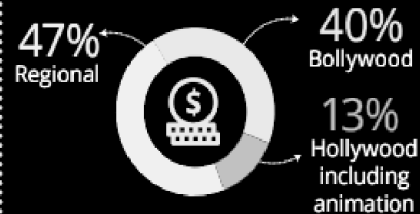
**INR 29.9k cr**  
(US\$ 4.3 bn) Expected  
size in FY2024

**9%**  
CAGR  
FY20 to FY24

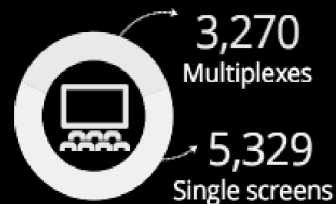
**INR  
4,350 cr**  
Bollywood  
collections  
in CY19



### Revenue share in 2019



### Screen share



**INR  
1,211 cr**  
In cinema  
advertising  
projected  
FY2020

Source: Deloitte – May'20

**Filmed Entertainment is estimated to increase at a CAGR of 50% from 2020-2023, making it an INR 244 Billion Market <sup>(1)</sup>**



**INR  
30,521 cr**  
Direct Gross  
Output



**INR  
92,326 cr**  
Total Gross  
Output  
(direct + indirect/  
induced)



**3,270**  
Number of multiplex  
screens. This is on the  
rise, while single screens  
are diminishing



**2.56 lakhs**  
Direct  
employment

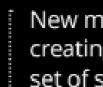


**7.36 lakhs**  
Total  
employment  
including  
indirect and  
induced

Reduced period of  
exclusive theatrical  
windows. 45-90 days  
from 6 months  
a few  
years ago.



Food and  
Beverage sales  
are expected to  
grow. Trends of on-seat  
butler services and kids  
arena on the rise.



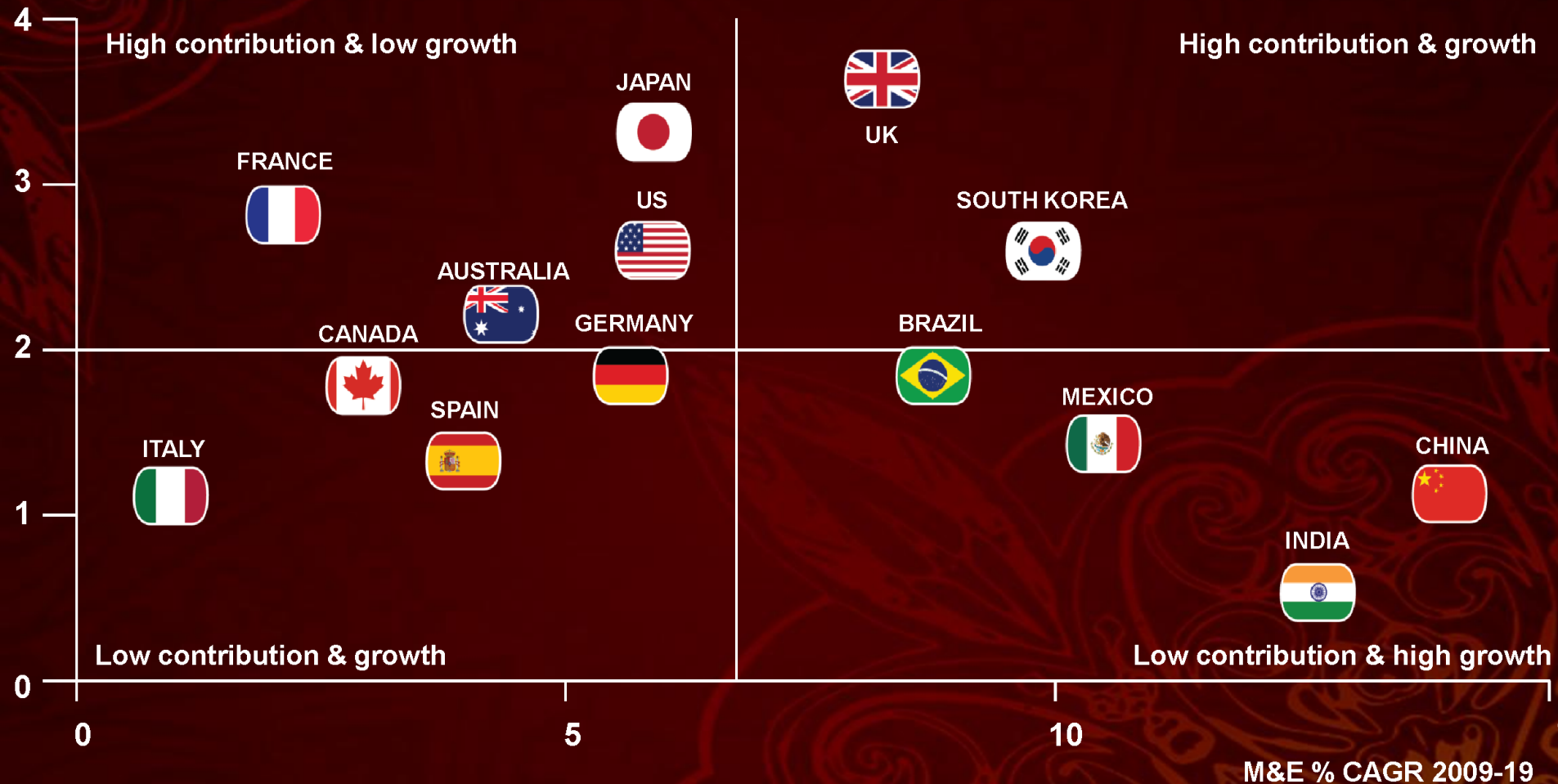
New media platforms  
creating demand for new  
set of skills – notably  
around  
analytics and  
cloud

High  
potential for  
animated  
films





# Indian Economy benchmarked with other Economies





# Road Ahead



# Targeting Clients



## Production Houses



**Differentiating Through a Specialized Customer Need Identification, Technology & Operations.**



## Vision

Charting the Path towards India's premier production company creating innovative content powered by cutting edge entertainment-tech.



CONTENT VERTICALS EXPANSION



FILM PRODUCTION



INFRASTRUCTURE DEVELOPMENT



ENTERTAINMENT TECH



SPECIALISED OTT PLATFORMS



# Upcoming Show



**Click to see Promo**

- Netflix's FIRST INDIAN ADAPTATION OF AN INTERNATIONAL FORMAT - 'ELITE'
- A truly global show
- To be launched in 190 countries
- Dubbed in 34 languages & subtitled in 37 languages



# Upcoming Show: Class



A SHOW AT PAR WITH THE BEST OF GLOBAL PRODUCTION STANDARDS







# Financial Performance

# Half-Yearly Financial Performance



Particulars (INR Mn)	H1FY23	H2FY22	H1FY22
Revenue from Operations	95.2	265.6	325.2
Total Expenditure	100.9	259.6	303.2
EBITDA	-5.8	6.0	22.0
EBITDA Margin (%)	-6.1%	2.3%	6.8%
Other Income	0.1	2.9	0.1
Depreciation	0.1	-	0.1
Profit Before Interest & Tax	-5.8	8.9	22.0
Interest	3.5	1.7	0.6
Profit Before Tax	-9.3	7.2	21.4
Tax	0.7	-7.0	6.0
Net Profit	-10.0	14.2	15.4
Profit After Tax Margin (%)	-10.5%	5.4%	4.7%
Earnings Per Share (Rs)	-7.99	11.36	12.32

## Key performance highlights for H1FY23 (Sep'23)

- ❑ Major cost build up seen in this half led by productions work in progress during the period.
- ❑ Shows produced and related revenues expected to flow in in the second half of FY23.
- ❑ Interest cost increase led by working capital funding to support the initial production and setup of the shows.



# Annual Balance Sheet



Particulars (INR Million)	FY22	FY21
<b>Equity and Liabilities</b>		
<b>(1) Shareholders' Funds</b>		
(a) Share Capital	12.50	12.50
(b) Reserves & Surplus	82.89	53.29
<b>(2) Non-current Liabilities</b>		
(a) Long-term borrowings	26.02	1.68
<b>(3) Current Liabilities</b>		
(a) Short-term borrowings	27.35	26.73
(b) Trade payables	32.56	39.80
(c) Other current liabilities	30.46	39.98
(d) Short-term Provisions	0.00	1.41
<b>Total Equity and Liabilities</b>	<b>211.77</b>	<b>175.38</b>

Particulars (INR Million)	FY22	FY21
<b>Assets</b>		
<b>Non-Current Assets</b>		
(a) Property, plant and equipment	0.29	0.37
(b) Intangible assets under development	0.90	0.00
(c) Deferred tax assets (Net)	1.16	2.59
(d) Non-current Investments	0.09	0.09
(e) Long term loans & advances	3.57	3.56
(f) Other non-current assets	26.80	23.29
<b>Current Assets</b>		
(a) Inventories	58.71	32.98
(b) Trade receivables	72.01	80.40
(c) Cash and cash equivalents	9.59	25.05
(d) Short-term loans and advances	6.47	3.05
(e) Other Current Assets	32.19	4.01
<b>Total Assets</b>	<b>179.59</b>	<b>171.38</b>

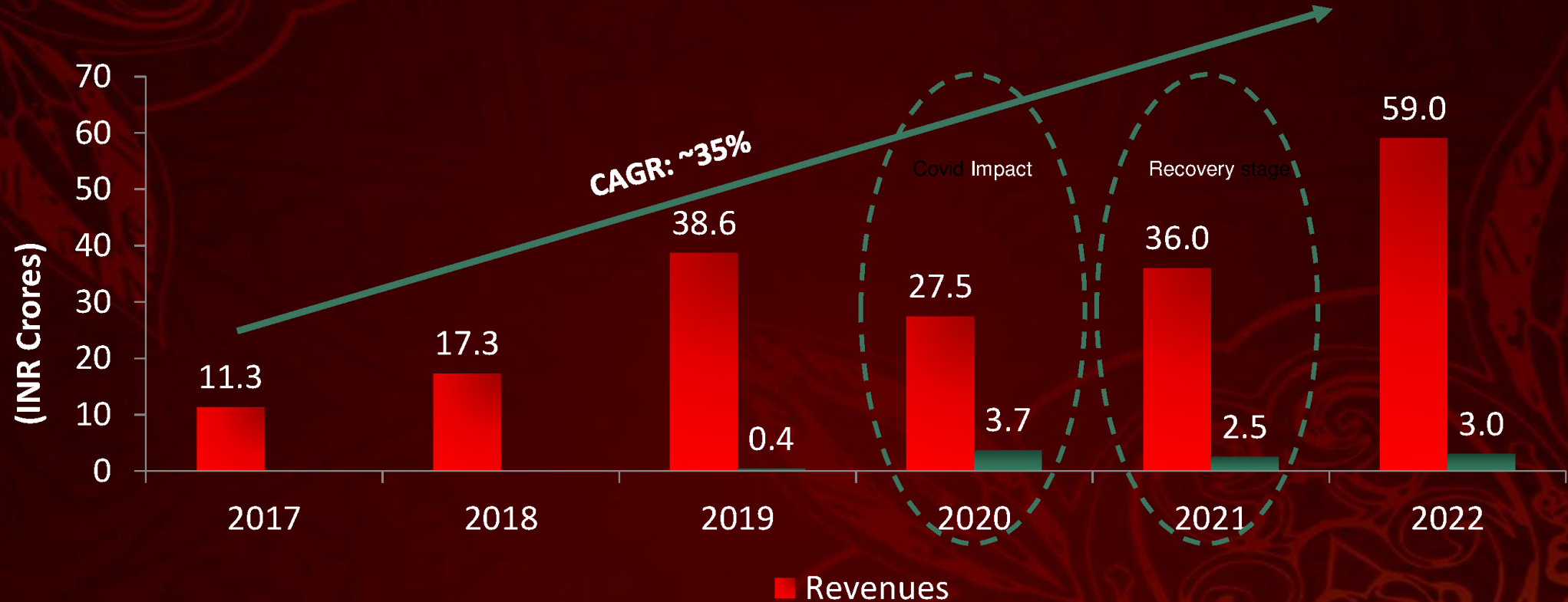
# Annual Income Statement



			IPO	
Consolidated (INR Mn)	FY19	FY20	FY21	FY22
Revenue from Operations	384.56	267.13	356.87	590.85
Total Expenditure	380.50	234.74	324.71	562.84
<b>EBITDA</b>	<b>4.06</b>	<b>32.40</b>	<b>32.16</b>	<b>28.01</b>
<b>EBITDA Margin (%)</b>	<b>1.1%</b>	<b>12.1%</b>	<b>9.0%</b>	<b>4.7%</b>
Other Income	1.78	7.52	2.95	3.00
Depreciation	0.32	0.15	0.14	0.11
<b>Profit Before Interest &amp; Tax</b>	<b>5.51</b>	<b>39.77</b>	<b>34.97</b>	<b>30.90</b>
Interest	1.25	2.56	2.16	2.32
<b>Profit Before Tax</b>	<b>4.26</b>	<b>37.20</b>	<b>32.80</b>	<b>28.58</b>
Tax	0.65	1.29	7.88	-1.02
<b>Net Profit</b>	<b>3.61</b>	<b>35.91</b>	<b>24.92</b>	<b>29.60</b>
<b>Profit After Tax Margin (%)</b>	<b>0.9%</b>	<b>13.4%</b>	<b>7.0%</b>	<b>5.0%</b>
Equity Shares o/s (mn)	0.01	0.26	1.25	1.25
<b>Earnings Per Share (Rs)</b>	<b>361.4</b>	<b>138.11</b>	<b>19.94</b>	<b>23.68</b>



# Revenue Growth



CAGR of ~35% in Last 5 years.



# Our Portfolio



# Television Shows



**YEH HAI AASHIQI  
BINDASS**



**TWIST WALA LOVE:  
CHANNEL V**



**NISHA AUR USKE COUSINS:  
STAR PLUS**



**KOTA TOPPERS:  
BINDASS**



**BIG F:  
MTV**



**SECRET DIARIES:  
CHANNEL V**



**FEARFILES:  
ZEE TV**



**MAN MAIN VISHWASS HAI:  
SONY**



# OTT Shows



VOOT



VOOT



VOOT



COLORS



VOOT



# Regional Shows



13 MUSSOORIE- VIU



Hrudayat Vaje something- Sony Marathi



Banned - VIU



INTERN DIARIES  
TIMES OF INDIA



PREM NI BHAVAI- Colors Gujarati



# Accomplishments (1/3)



2014



**Nisha Aur Uska Cousin**

**269** Episodes **134.5** Total Hours

Star India Pvt. Ltd - TV



First-of-its-kind youth show that received  
**Best Debut Award**  
at Star Parivar Awards



**Yeh Hai Aashqui - Season - I**

**12** Episodes **12** Total Hours

Bindass - Genx Entertainment Ltd - TV



**Highest rated**  
youth show



**Tedhimedhi Family**

**97** Episodes **48.5** Total Hours

Big Magic Ltd



Adaptation of the international format  
**'Middle'.**

2015

2017



**Big F - Season - II**

**11** Episodes **22** Total Hours

MTV - Viacom18 Media Pvt Ltd - TV



Highest views garnered on YouTube, more than  
**20mn** views



**Fear File - Season - II**

**97** Episodes **97** Total Hours

Zee Entertainment Enterprises Ltd



Slot leader at 10:30 pm weekend slot. Rated among  
**top 10** shows.

Zee rishtey Award for  
**Best Show**  
on Zee tv



**Aapke Aa Jane Se**

**375** Episodes **187.5** Total Hours

Zee Entertainment Enterprises Ltd



**Slot leader**  
at 10 pm slot across all channels



# Accomplishments (2/3)



The Interns

8 Episodes

4 Total Hours

Worldwide Media Pvt Ltd - Web Series



First-of-its-kind  
scripted reality show



Banned

12 Episodes

6 Total Hours

Vuclip (India) Pvt. Ltd - Web Series



Rated 7.1  
on IMDB.  
First of its kind  
musical  
web  
series  
with original soundtrack



13 Mussories

13 Episodes

6.5 Total Hours

Vuclip (India) Pvt. Ltd - Web Series



Rated 6.5  
on IMDB



Arundathi

153 Episodes

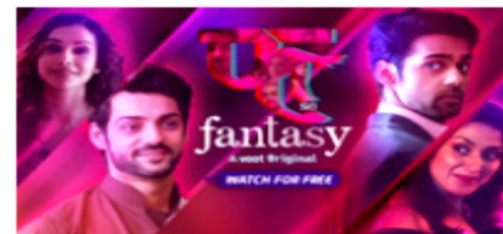
76.5 Total Hours

Sun TV Network Limited



Daily horror show. Opening rating of 6.5.

Highest  
for the 10  
pm slot



F For Fantasy

6 Episodes

6 Total Hours

Viacom18 Media Pvt Ltd - Web Series



Rated 6.6  
on IMDB.

2019

2018

# Accomplishments (3/3)



Marzi

6 Episodes

6 Total Hours

Vuclip (India) Pvt. Ltd - Web Series



Rated 7.3 on IMDB.

Adaptation of successful HBO format 'The liar'.



Raikar Case

7 Episodes

7 Total Hours

Vuclip (India) Pvt. Ltd - Web Series



Rated 7.3 on IMDB.

Critically acclaimed show with rave reviews.



Nati Pinky Ki Lambi Love Story

55 Episodes

27.5 Total Hours

Viacom18 Media Pvt Ltd - Web Series



Highly acclaimed show

opening at rating of 1.7, nearly doubling the channels reach on the slot



The Gone Game 2

5 Episodes

Voot Select



2022



Life Navrang

7 Episodes

Youtube





# Awards & Accolades



Best Debut Award on  
Star Parivar Awards



Highest Rated Youth Show\*



Indian adaptation of the  
acclaimed international format  
“Middle”



Cult youth show on MTV, garnered  
more than 20Mn views on YouTube



Rated among top 10 television  
shows & won Zee Rishtey Awards  
for best show on Zee tv



Rated 7.8 on IMDB Nominated  
for the Asian Creative Academy  
Awards



Rated 7.3 on IMDB Nominated  
for the Asian Creative Academy  
Awards



Critically Acclaimed Show  
with 7.3 rating on IMDB





**Bodhitree Multimedia Ltd.**

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**KAPTIFY® Consulting**

Strategy & Investor Relations Advisory | Consulting

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**Let's Connect**

