



SAREGAMA STRENGTHS



India's only entertainment company with IP offerings across media channels (music, film, web series AND TV serials), delivery platforms (physical and digital) and business models (licensing and retail)



Large intellectual property portfolio of 142K+ songs, 64 films, 1 web-series, 6K+ hours of television content



Strong licensing relationships with streaming applications and platforms for music and video



Increasing IP library with a growing presence in all leading Indian languages



Investments and Capabilities in Data Analytics and Technology for content acquisition and IP protection



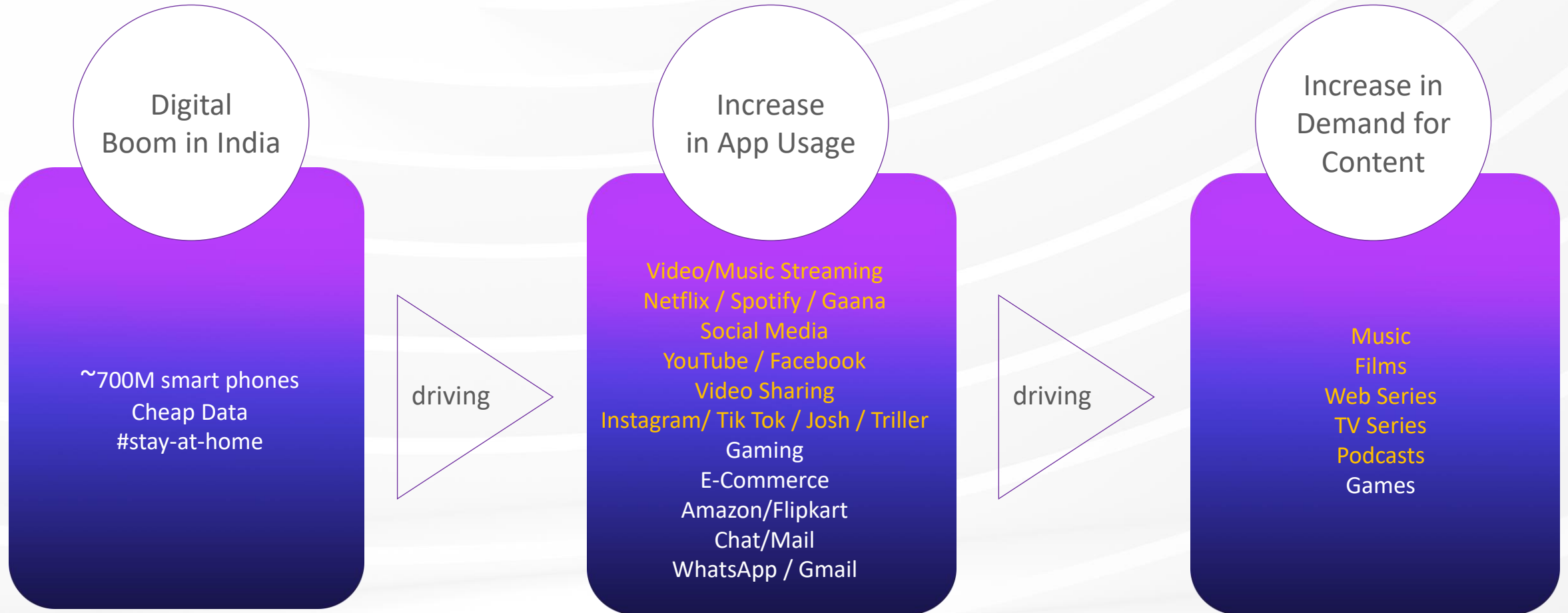
Strong financial position with track record of revenue growth, margin expansion and cash flow generation



Experienced and creative leadership through Management Team and Promoter Group

STRATEGIC OVERVIEW

Digitisation Driving Growth

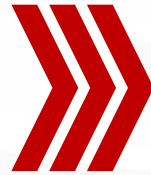


142k+ Songs | 64 Movies | 1 Web Series | 6k+ hrs of TV Series | Advantage **Saregama**

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, Telugu, Bhojpuri, Gujarati, Punjabi, Malayalam, Bengali and other regional languages.



▶ Producing Theatrical Films in only Regional languages and Web Series in all languages. Revenue secured through pre-licensing to digital platforms. Scale allowing lower cost of production.

IP Creation ambition over next 3-5 years



Market Leadership
In Music Segment



60 New Films and
Web Series Episodes



1200 - 1500 hrs
of new TV serials content

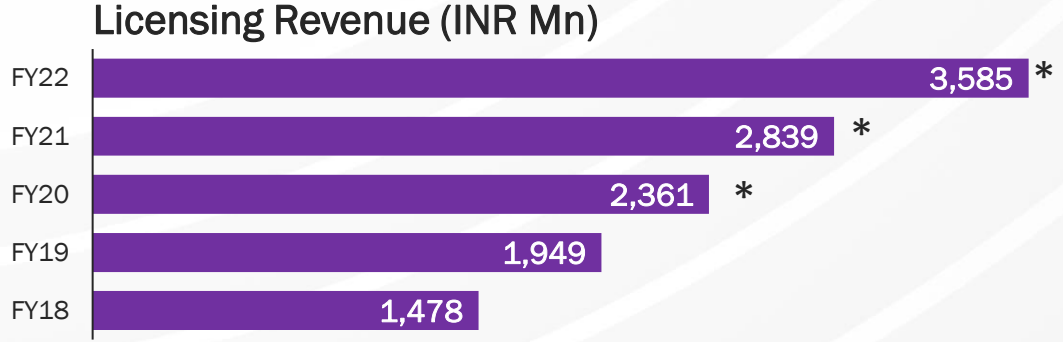
SAREGAMA WANTS TO TAKE MARKET LEADERSHIP POSITION IN INDIAN MUSIC



Catalogue Strength

SAREGAMA MUSIC IP

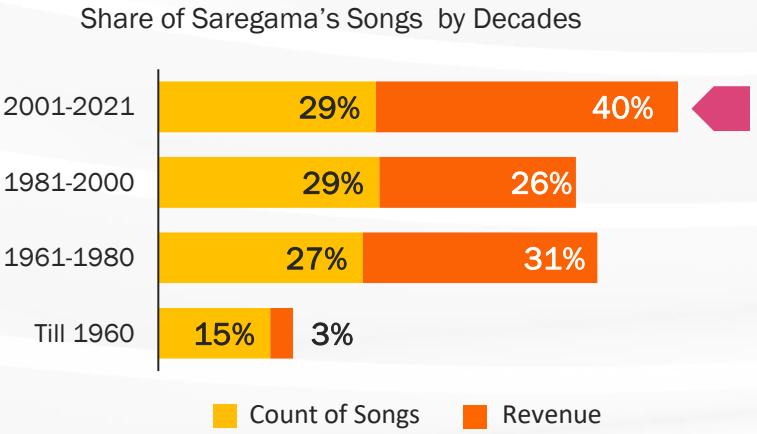
Fast Growing Licensing Revenue



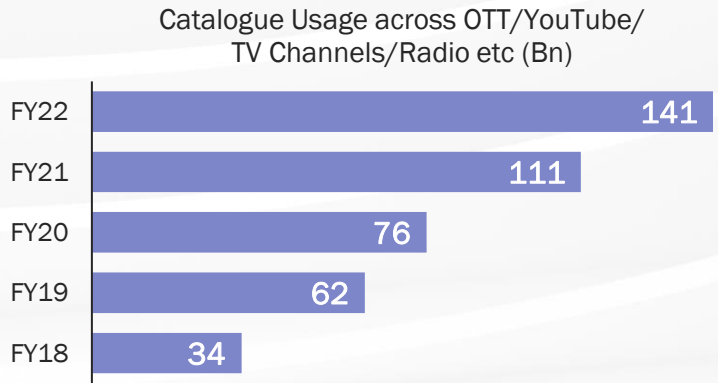
* One time income of INR 97 Mn (FY22), 155 Mn (FY21) and INR 21 Mn (FY20) are excluded

On account of

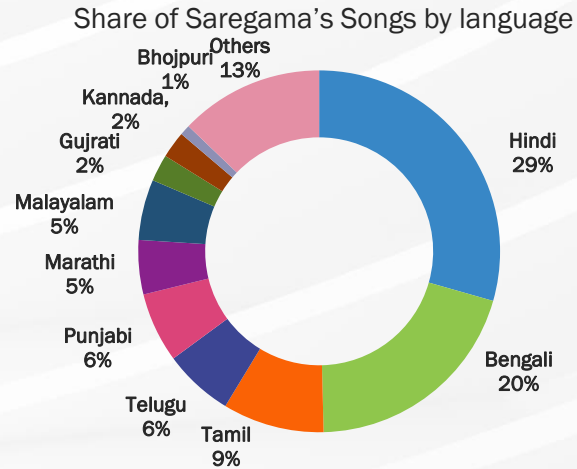
A. Saregama's Focus on New Music



B. Growing customer interest in Retro Music



C. Presence across all Indian Languages



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 142k songs, each digitised with rich metadata behind it, giving it a big competitive advantage

OUR MUSIC LICENSING PARTNERS

Music Streaming Partners



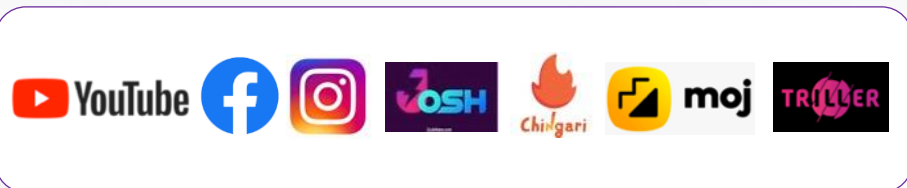
Broadcasting Partners



Video Streaming Partners



Social Media Platforms



Brands



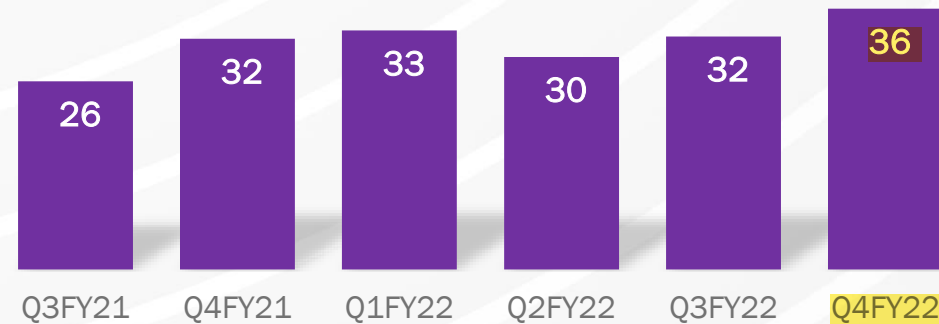
OPERATIONAL HIGHLIGHTS

MUSIC SEGMENT OPERATIONAL HIGHLIGHTS

Licensing:

- Music licenses to following brands:
Google, Johnson & Johnson, Marico, Colgate, etc.
- Digital Content Licenses:
Chandan sa badan (Amazon Prime), Un Azhagai Kandukondaal (Sony Liv) etc.
- Film Sync Licenses:
Hum bane tum bane (Hindi Film “83”), Naadha Nee Varum (Malayalam film “Antakshari”)
- Signed an exclusive deal with Padma Shri singer-musician **Adnan Sami**

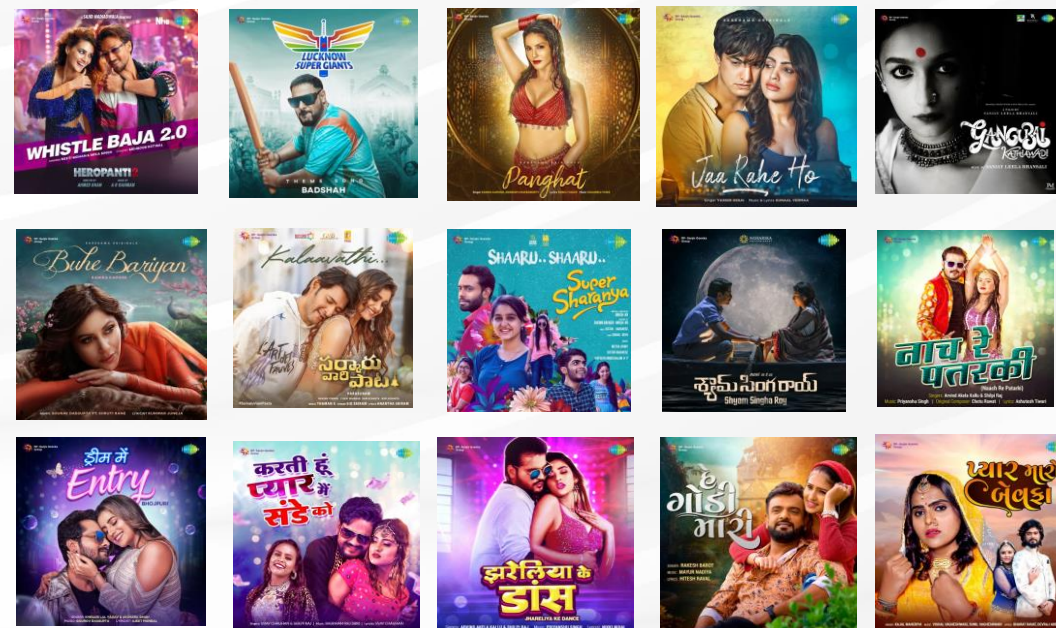
YOUTUBE VIEWS (Bn) PER QUARTER



Includes all views related to Saregama IP across its Owned Channels and User Generated Content. Q2-FY22 views is under reconciliation with YouTube

WHAT'S NEW

- Company has acquired over 1500+ music IP belonging to 280 Telugu films released over the last two decades including songs from super-hits like RX100 and Ninnu Kori from Mango Music
- Continuing its digitization efforts activated during lockdown, Company has added 10,000 musical marvels to its digital catalogue. Catalogue grows to 142K+
- In the New Film Music category, Company launched music of two big films: Sanjay Leela Bhansali’s Gangubai Kathiawadi and Mahesh Babu’s Sarkaru Vaari Paata. Both albums are super hits.
- Overall. 41 new film songs released during this quarter –12 Telugu, 9 Malayalam, 7 Tamil, 6 Hindi , 4 Bengali and 3 songs in Marathi
- 94 new non film songs released this quarter. This includes 15 Hindi, 37 Bhojpuri, 26 Gujarati, 5 Bengali songs, 3 Tamil, 2 Punjabi



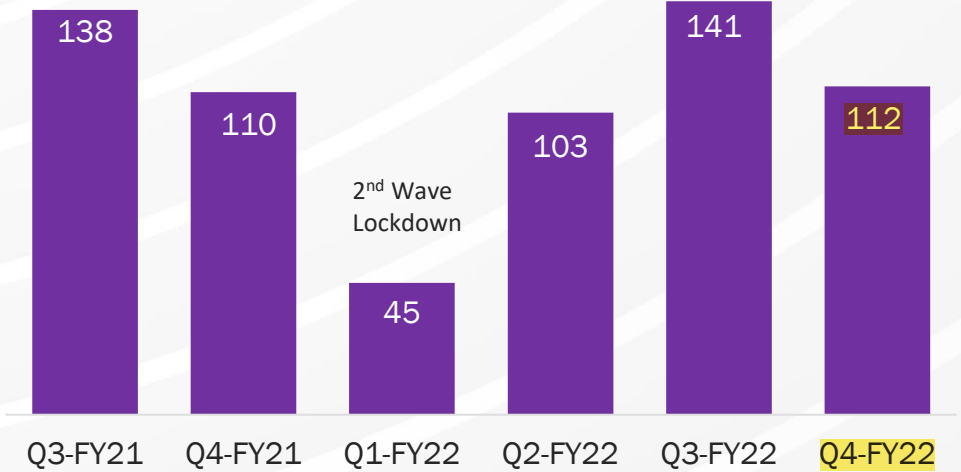
MUSIC SEGMENT OPERATIONAL HIGHLIGHTS

Retail:

- In spite of 3rd wave of Covid impact felt during first fortnight of Jan'22, Carvaan sales picked up.
- Supply situation improving, but chip shortage still a reality



Carvaan Sales (units '000s)



Future Outlook

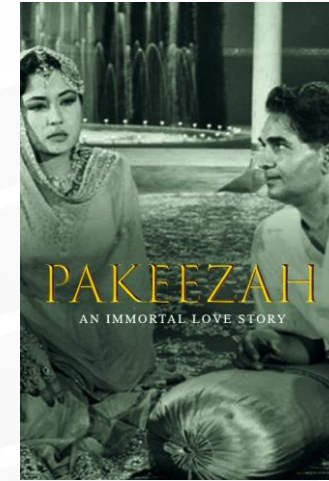
- Reliance on Natural Pull from the market
- Tight cost controls to continue

FILMS, WEB SERIES & TV SEGMENT OPERATIONAL HIGHLIGHTS



Films and Web Series

- Two more Yoodlee films 'Zombivili' and 'Habbadi' licenced to Zee 5 and Netflix in Q4.
- Licenced its 1st Web Series 'Mindscape' to leading digital platform.



Future Outlook

- Web Series '**Invisible Women**' starring Suniel Shetty expected to release in Q1 FY23
- Announced a web series on the making of '**Pakeezah**'
- Signed multiple project deal with Malayalam star '**Tovino Thomas**'



TV Segment

- **Roja and Anbe Vaa** being the Slot Leader in their respective prime time slots.
- Saregama TV Shows YouTube channel garnered 457 Mn views in Q4
- Licenced remake rights of tv serial "**Roja**" to Star India for Marathi language
- Created and released short video content relating to '**Bhakti**', '**Yoga**' exclusively for YouTube. The same received good response from the audiences.



Future Outlook

- Unlocking the value of existing IP through language remakes, new platform licensing and syndication

FINANCIAL HIGHLIGHTS
CONSOLIDATED

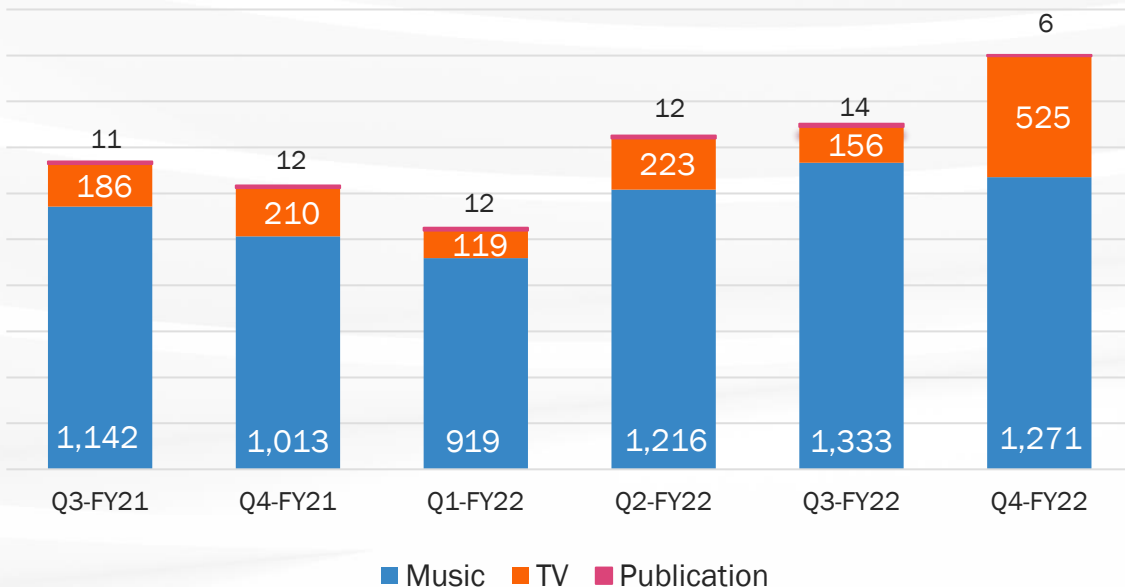
QUARTERLY FINANCIAL SUMMARY

Particulars (INR Mn)	Q4 FY22	Q3 FY22	Q-o-Q Growth	Q4 FY21	Y-o-Y Growth
Revenue from Operations					
• Music	1,271	1,333	(5)%	1,013	25%
• TV & Films	525	156	237%	210	150%
• Publication	6	14	(57)%	12	(50)%
Revenue from Operations	1,802	1,503	20%	1,235	46%
Operating Income before Content Charge, Interest and Depreciation (OIBCID)	644	629	2%	411	57%

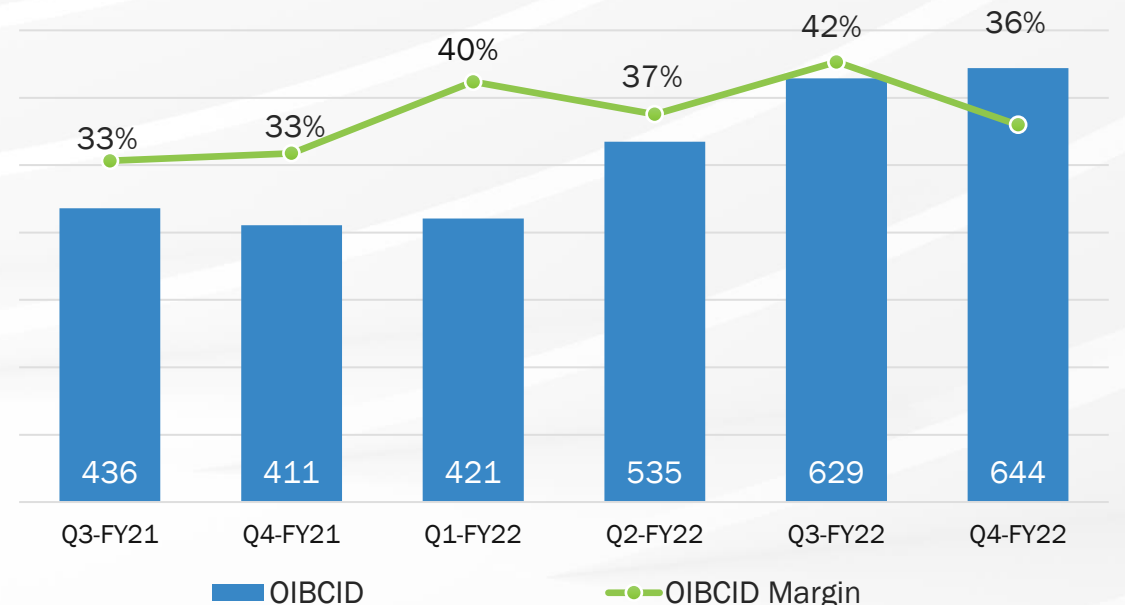
Content Charge include the following charges related to the new content during the year:

- 1) Amount amortised in case of Royalty based deals
- 2) Amount amortised against the one-time fee paid in case of Outright purchase-based deals
- 3) Marketing of new content
- 4) Content charge does not include any royalty paid post recoupment of the Minimum Guarantee amount.

Revenue from Operations (INR Mn)



OIBCID (INR Mn) & OIBCID Margin



OIBCID to PAT

Particulars (INR Mn)	Q4-FY22	Q3-FY22	Q-o-Q Growth	Q4-FY21	Y-o-Y Growth	FY22	FY21	Y-o-Y Growth
Revenue from Operations (A)	1,802	1,503	20%	1,235	46%	5,806	4,420	31%
Total Expenses (B)	1,158	874	33%	824	41%	3,576	2,969	20%
OIBCID (C= A-B)	644	629	2%	411	57%	2,230	1,451	54%
<i>OIBCID Margin (%)</i>	36%	42%		33%		38%	33%	
Content Charging Cost (D)	167	115	45%	79	111%	463	179	159%
Depreciation (E)	7	6	17%	6	17%	27	27	-
Finance Cost (F)	15	9	67%	9	67%	45	35	29%
Other Income (G)	188	81	132%	186	1%	349	309	13%
PBT (C-D-E-F+G)	643	580	11%	503	28%	2,044	1,519	35%
Tax	163	144	13%	131	24%	518	384	35%
PAT	480	436	10%	372	29%	1,526	1,135	34%
<i>PAT Margin (%)</i>	27%	29%		30%		26%	26%	
Diluted EPS (Face Value Re.1)	2.50	2.35		2.12		8.42	6.50	

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- 3) Marketing of new content
- 4) Content charge does not include any royalty paid post recoupment of the Minimum Guarantee amount.

BALANCE SHEET

Equity and Liabilities (INR Mn)	As at 31 st Mar' 2022	As at 31 st Mar' 2021
Shareholder's fund		
(a) Equity share capital	193	174
(b) Other equity*	13,584	4,884
Net worth	13,777	5,058
(a) Non-controlling interest	32	31
Non-current liabilities		
(a) Financial liabilities		
(i) Lease liabilities	7	7
(b) Employee benefit obligations	42	42
(c) Deferred tax liabilities (net)	562	505
Current liabilities		
(a) Financial liabilities		
(i) Lease liabilities	6	4
(ii) Trade payables	645	563
(iii) Other financial liabilities	431	648
(b) Other current liabilities	466	255
(c) Provisions	902	709
(d) Employee benefit obligations	8	18
(e) Current tax liabilities	1	-
Total	16,879	7,840

Assets (INR Mn)	As at 31 st Mar' 2022	As at 31 st Mar' 2021
Non-current assets		
(a) Property, plant and equipment *	2,141	2,046
(b) Right-of-use assets	13	11
(c) Investment properties	22	23
(d) Intangible assets	602	179
(e) Intangible assets under development	17	19
(f) Financial assets		
(i) Investments	1,453	1,114
(ii) Other financial assets	20	19
(g) Other non-current assets	292	112
Current assets		
(a) Inventories	1,054	692
(b) Financial assets		
(i) Investments	5,308	252
(ii) Trade receivables	1,078	874
(iii) Cash and cash equivalents	1,527	111
(iv) Bank balances other than (iii) above	1,710	1,338
(v) Loans	228	92
(vi) Other financial assets	79	42
(c) Current tax assets (net)	257	197
(d) Other current assets	1,078	719
Total	16,879	7,840

* Include INR 7313 Mn (net of Issue expense) added on Fund raised through QIP and INR.96 Mn added on account of Revaluation of land during the Year ended 31st March, 2022 with corresponding credit to Other Equity.

CASH FLOW STATEMENT

Particulars (INR Mn)	FY 22		FY 21	
Pre-Tax Profit	2,044		1,519	
Change in other operating activities (including non-cash Items)	(139)		(176)	
Change in Working capital	(389)		692	
Taxes Paid	(572)		(139)	
Net cash generated from Operating Activities (A)		944		1,896
Redemption/(Investment) in Fixed Deposits with maturity > 3m	(718)		(971)	
Redemption/(Investment) in Mutual Fund	(4,995)		(250)	
Net cash used in Fixed assets and other Investing activities	(590)		(139)	
Net cash used in Investing Activities (B)		(6,303)		(1,360)
Net cash generated from/(used in) Treasury Shares	33		(17)	
Repayment of Short-term Borrowing	-		(92)	
Proceeds from Issue of Share Capital #	7,332		1	
Repayment of Lease Liability	(4)		(6)	
Dividend paid*	(577)		(375)	
Interest paid	(11)		(6)	
Net cash generated from/(used in) Financing Activities (C)		6,773		(495)
Net increase in Cash and Cash Equivalent		1414		41
Cash and Cash Equivalents at the beginning of the period		111		70
Effect of Translation of foreign currency cash and cash equivalents		2		0
Cash and Cash Equivalents at End of the period		1,527		111

Net of Issue expense of INR 168 Mn

* dividend paid as on 31 March 2021 include Dividend declared on 23rd March 2021 – INR 349 Mn which is paid in FY22

FINANCIAL HIGHLIGHTS

STANDALONE

FINANCIAL PERFORMANCE

Particulars (INR Mn)	Q4-FY22	Q3-FY22	Q-o-Q Growth	Q4-FY21	Y-o-Y Growth	FY 22	FY 21	Y-o-Y Growth
Turnover	1,774	1,466	21%	1,210	47%	5,683	4,343	31%
Other Income	172	82	110%	173	(1)%	334	290	15%
Total Revenue	1,946	1,548	26%	1,383	41%	6,017	4,633	30%
Total Expenses	1,254	935	34%	878	43%	3,822	3,090	24%
Depreciation & Amortisation	45	35	29%	18	150%	130	54	141%
Finance Cost	15	9	67%	9	67%	45	35	29%
PBT	632	569	11%	478	32%	2,020	1,454	39%
Tax	161	145	11%	131	23%	516	384	34%
PAT	471	424	11%	347	36%	1,504	1,070	41%
<i>PAT Margin (%)</i>	26%	29%		29%		26%	25%	
Diluted EPS (Face Value Re.1)	2.44	2.30		1.99		8.30	6.18	

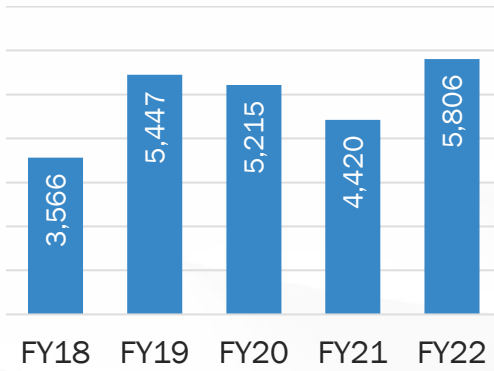
BALANCE SHEET

Equity and Liabilities (INR Mn)	As at 31 st March 2022	As at 31 st March 2021	Assets (INR Mn)	As at 31 st March 2022	As at 31 st March 2021
Shareholder's fund			Non-current assets		
(a) Equity share capital	193	174	(a) Property, plant and equipment*	2,140	2,045
(b) Other equity*	13,526	4,921	(b) Right-of-use assets	13	11
Net worth	13,719	5,095	(c) Investment properties	22	22
Non-current liabilities			(d) Intangible assets	601	179
(a) Financial liabilities			(e) Intangible asset under development	17	19
(i) Lease liabilities	7	7	(f) Financial assets		
(b) Employee benefit obligations	37	36	(i) Investments	1,639	1,098
(c) Deferred tax liabilities (net)	566	492	(ii) Other financial assets	20	19
Current liabilities			(g) Other non-current assets	291	112
(a) Financial liabilities			Current assets		
(i) Lease liabilities	6	4	(a) Inventories	1,032	655
(ii) Trade payables	616	526	(b) Financial assets		
(iii) Other financial liabilities	409	630	(i) Investments	5,057	252
(b) Other current liabilities	449	234	(ii) Trade receivables	1,075	896
(c) Provisions	900	708	(iii) Cash and cash equivalents	1,471	63
(d) Employee benefit obligations	7	17	(iv) Bank balances other than (iii) above	1,710	1,338
Total	16,716	7,749	(v) Loans	238	113
			(vi) Other financial assets	79	39
			(c) Current tax assets (net)	252	189
			(d) Other current assets	1,059	699
			Total	16,716	7,749

* Include INR 7313 Mn (net of Issue expense) added on Fund raised through QIP and INR.96 Mn added on account of Revaluation of land during the Year ended 31st March, 2022 with corresponding credit to Other Equity.

FINANCIAL CHARTS (CONSOLIDATED)

Revenue from Operations (Turnover) (INR Mn)

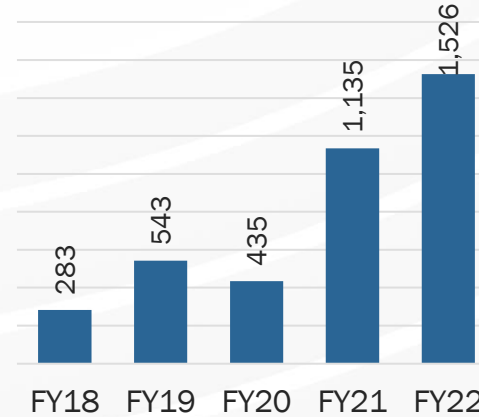


Music Licensing Revenue (INR Mn)

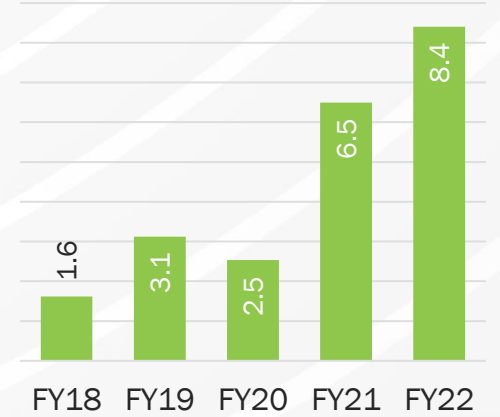


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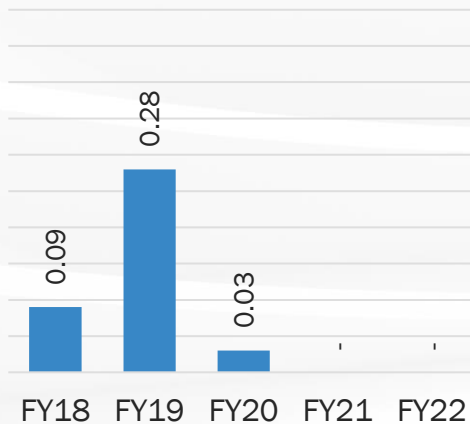
PAT (INR Mn)



Diluted EPS (INR)

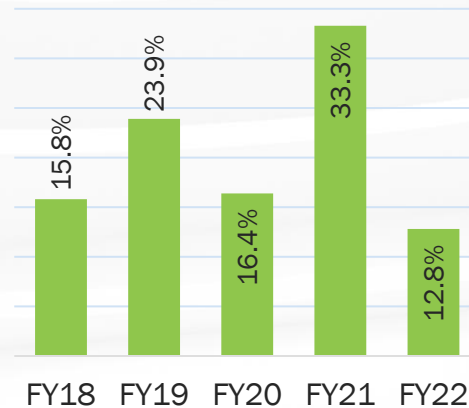


Debt to Equity Ratio



* Debt is Nil as on 31st Mar'22 and 31st March'21.

Return on Equity (ROE) (%)*

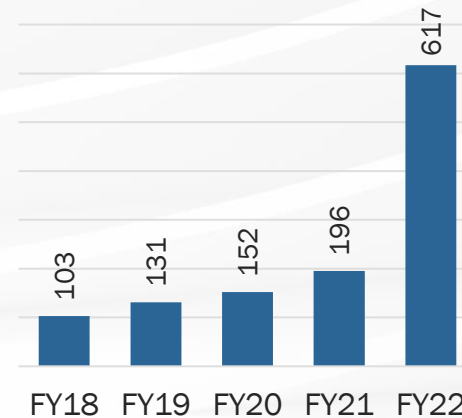


* ROE = PAT / Shareholders Equity

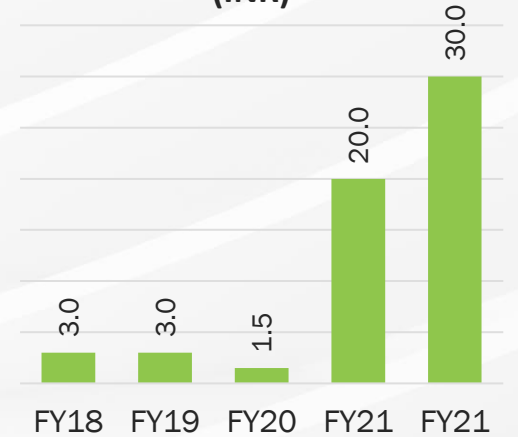
* Shareholders Equity = Equity share capital and free reserves

The decrease in ROE for FY22 is on account of fresh fund raise through QIP of Rs.7500 MN

Book Value Per Share (INR)



Dividend per Share (INR)



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