



Date: 15th May, 2025

The Manager,
Listing Department,
National Stock Exchange of India Limited
Exchange Plaza, C-1,
Block G, Bandra - Kurla Complex,
Bandra (East), Mumbai - 400 051

The General Manager,
The General Manager,
The Listing Department
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai - 400 001

Symbol: SAREGAMA Scrip Code: 532163

Subject: <u>Update under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("SEBI Listing Regulations")</u>

Reference: Annual Audited Financial Results (Standalone and Consolidated) of the Company, for the quarter and financial year ended on 31st March, 2025.

Dear Sir/ Madam,

Pursuant to Regulation 30 of SEBI Listing Regulations, as amended from time to time and in continuation to our earlier communication sent today, please find enclosed the following for the Annual Audited Financial Results (Standalone and Consolidated) for the quarter and financial year ended on 31st March, 2025:

- 1. Press Release on Earnings; and
- 2. Investor Presentation.

This information is available on the website of the Company <a href="www.saregama.com">www.saregama.com</a>

You are requested to kindly take the abovementioned on record.

Yours Faithfully, For **SAREGAMA INDIA LIMITED** 

Priyanka Motwani Company Secretary and Compliance Officer

**Enclosed:** As above





#### Saregama posts highest ever Revenue of Rs. 11,713 Mn in FY25 registering a YOY growth of ~46% alongwith Adjusted EBITDA of Rs 3,566 Mn at YOY growth of 18%

#### **Building IP for Tomorrow**

**Mumbai, May 15th, 2025:** Saregama, a RPSG Group company, announced its financial results for the Quarter and Twelve Months Ended March 31, 2025

The company's PBT for FY25 was Rs 2,761 Mn a growth over last year despite investment in content growing by 62%

Company's Revenue from Operation for Q4 FY25 stood at Rs.2,408 Mn with a strong Adjusted EBITDA margin of 42% as compared to 33% Margin in Q4 FY24.

Company's Profit After Tax for Q4 FY25 stood at Rs.599 Mn and Rs 2,042 for FY25

Investments in content grew at 62% to touch Rs 3,160 Mn, highest ever in the history of the company, well on course to invest Rs 10 Bn between FY25, FY26 and FY27

#### **Key Operational Highlights:**

- Music releases this quarter included the Hindi film **Sky Force** starring Akshay Kumar and Sara Ali Khan, and the romantic action-drama *Dilruba* by Yoodlee films; the Telugu film **Court** featuring Priyadarshi with the chartbuster song 'Premalo'; Tamil films **Officer on Duty** with Kunchacko Boban and **Kingston** starring G.V. Prakash Kumar; and the Kannada film **Royal** starring Viraat.
- Company released 700+ Film & Non-Film tracks in Hindi, Bhojpuri, Gujarati, Punjabi, Tamil, Telugu, Malayalam, Marathi Bengali and other languages.
- Acquired 22 music labels across 7 languages with 2800+ songs during FY25
- Digital shows like Agra Affairs on Amazon MX Player, Oops Ab Kya on JioHotstar, High Heels on Dice media were released in this quarter.
- Saregama Live concluded successful Live shows with Satinder Sartaaj in Mumbai & Delhi and Viraj Ghelani in Mumbai, Ahmedabad and Vadodara
- > This quarter various top brands like Tata Motors, Dream 11, Indriya Jewels etc used Saregama songs in their ads. Ashram S4 on Amazon MX Player, The Kapil Sharma Show on Netflix, JioHotstar for IPL Opening Ceremony, Traitors on Amazon Prime, Exam (Tamil Series) on Amazon Prime etc. licenced music from Saregama for their shows.
- During the quarter 30+ Influencers/Artist added taking the total Influencers/Artist managed by the Company to 230+ with more than 130Mn plus followers and subscribers on Instagram and YouTube.
- ➤ **Digital footprint** across Saregama owned and controlled channels touched **350 Mn followers** and subscribers across YouTube, Instagram and Facebook.





**Avarna Jain, Vice Chairperson** Saregama India, said "Another path breaking year for Saregama with highest ever revenue from operations, driven by clear strategy of aggressive investments and diversification of IP monetization, including music, video and live events. The company stands on the cusp of an exciting growth phase with huge opportunities in this fast growing sector"

#### **About Saregama India Limited:**

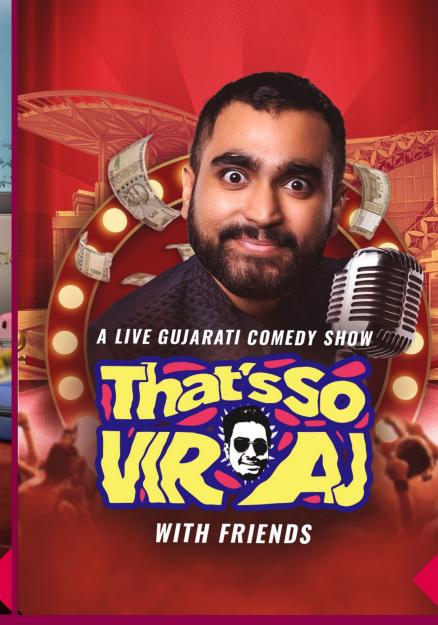
Saregama India Limited, formerly known as The Gramophone Company of India Ltd is a RPSG group company owning the largest music archives in India and one of the biggest in the world. The ownership of nearly 50 per cent of all the music ever recorded in India also makes Saregama the most authoritative repository of the country's musical heritage. Saregama has also expanded into other branches of entertainment - film & series production, live events, and music-based consumer products.

#### **About RPSG Group:**

RP-Sanjiv Goenka Group is one of India's fastest growing conglomerates with a significant global presence. The Group's businesses include power and energy, carbon black manufacturing, retail, IT-enables services, FMCG, media and entertainment and agriculture.











#### Saregama strengths



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



Large IP portfolio of 170K+ songs, 70+ films, 45+ digital series and 10K+ hours of television content



Digital footprint: 350Mn+ subscribers and followers across YouTube, Instagram and Facebook



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



Investments and Capabilities in Data Analytics and Artificial Intelligence for content acquisition and IP protection



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

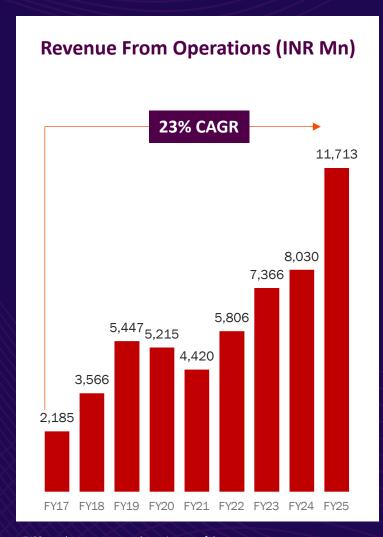


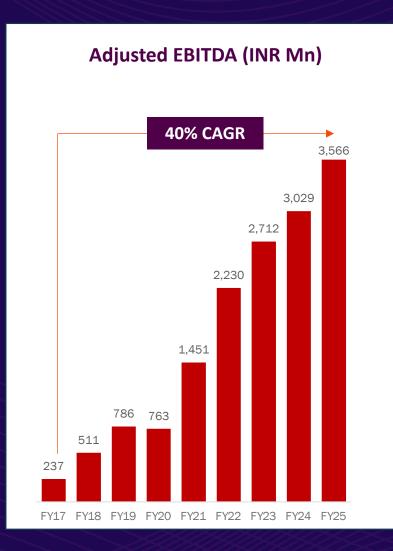
Strong licensing relationships with streaming applications and platforms for music and video

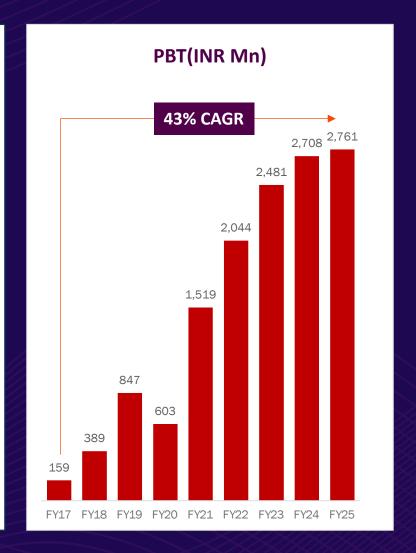


Experienced and creative leadership through Management Team and Promoter Group

#### Saregama | Key financial metrics



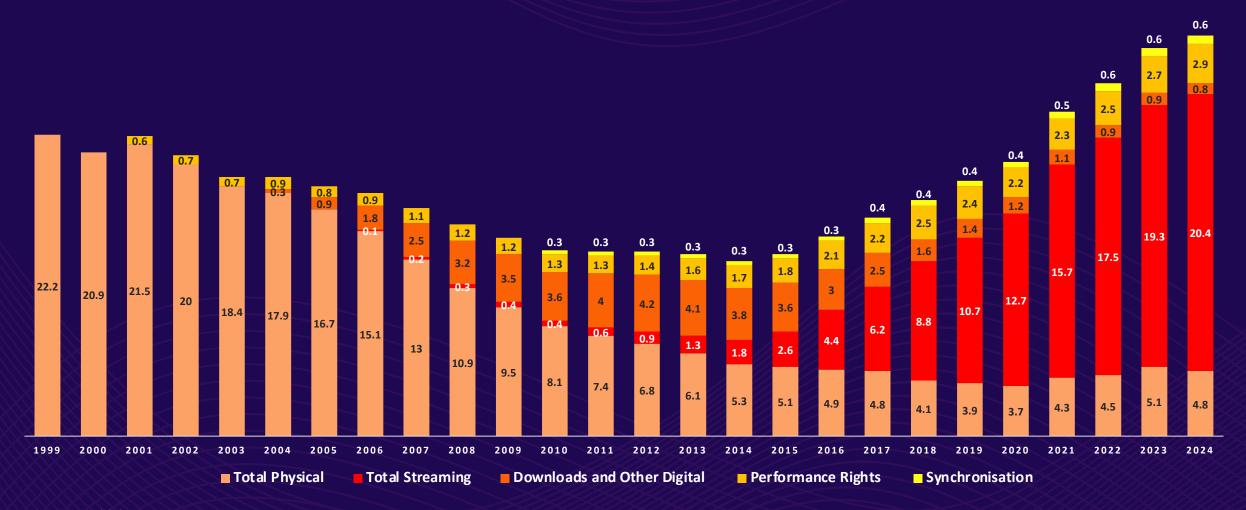




# GLOBAL INDUSTRY HIGHLIGHTS

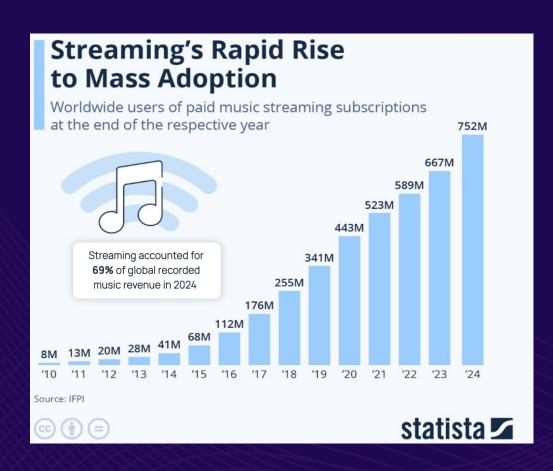
#### The growth of global music industry continues

Global recorded music revenue grew 4.8% to reach USD29.6 bn in 2024



**Source**: IFPI Global Music Report 2025

#### Subscription business is growing globally



Spotify posts record-high operating profit for Q1 \$509 Mn; subscriber base grows to 268 Mn paid users



#### Indian Media & Entertainment sector is expected to grow at 7% pa on the back of digitisation; Saregama has a play in multiple verticals of the Sector



#### **MUSIC**

Industry size (2024): INR 32,000 Mn Next 3 year growth: ~14%

#### **DRIVERS**

- Easy Access: 750 Mn smart phones
- Cheap Data
- Fall in Piracy
- Streaming turning Pay
- · Growth in Digital Advertising
- Short-format apps inviting Advertising



#### **VIDEO**

Film industry size (2024): INR 187,000 Mn Next 3 year growth: 4.4%

#### **DRIVERS**

- 750 Mn smart phones
- 30 Mn connected TVs expected to grow to 48 Mn by 2027
- 476 Mn+ YouTube users



#### **LIVE EVENTS**

Industry size (2024): INR 1,00,000 Mn Next 3 year growth: 18%

#### **DRIVERS**

- Rising Disposable Income
- Lack of Entertainment options
- Improvement in Infrastructure



#### ARTIST / INFLUENCER MANAGEMENT

Industry size (2024): INR 22,000 Mn Next 2 year growth: 24%

#### **DRIVERS**

- High inclination on advertisements by relatable individuals rather than traditional celebrities
- Brands focus on driving awareness and engagement through influencers
- 40% of time spent on phones is on social media platforms

#### Biggest driver is Digital Advertising. Grew by 17% last year to INR 700 Bn

This is primarily due to explosion in consumption of content on digital platforms

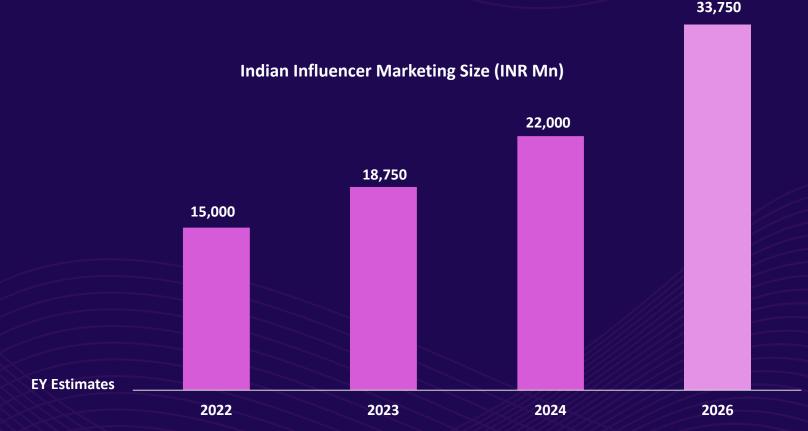
#### Source

- State of Influencer Marketing Inc

  EV Report 2022
- FICCI EY Report 202
   IEPI Report 2025

## India's Influencer Marketing Industry is expected to grow at 24% CAGR to reach INR 33,750 Mn

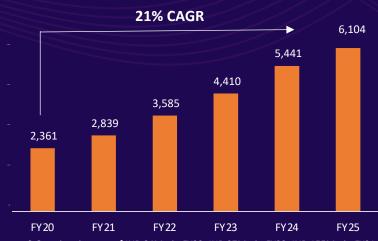
As 40% of the time spent on mobile phones is on social media platforms, Influencer marketing is the way forward for all the marketers



With 230+ exclusive Artist/Influencers having more than 130Mn YouTube Subscribers and Instagram followers, Saregama through Pocket Aces is all set to ride on influencer marketing growth trajectory

### COMPANY OVERVIEW

#### **Segmental Growth**

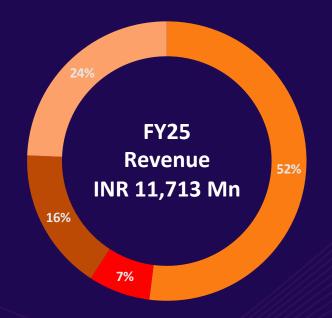


\* One time income of INR 84Mn in FY23, INR 97Mn in FY22, INR 155Mn in FY21 and INR 21Mn in FY20 are excluded

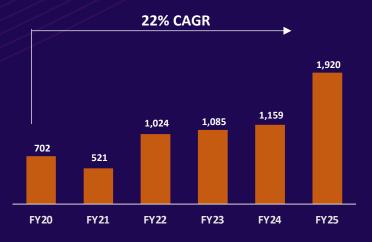
#### A. Music: Licensing + Artist Management



B. Music: Retail



FY23 numbers are re-stated post impact of demerger

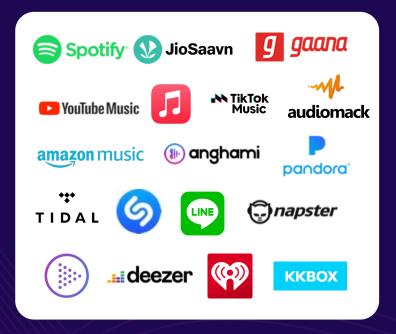


C. Video: Films, TV and Digital Content



#### **Our licensing partners**

**Streaming Partners** Music



**Broadcasting Partners** Music + Films & Series



Video Streaming Partners Music + Films & Series



Social Media Platforms Music + Films & Series

































# OPERATIONAL HIGHLIGHTS

## Music: Licensing + Artist management Revenue per quarter (INR Mn)



- One time income of INR 84Mn in FY23, INR 97Mn in FY22 and INR 155Mn in FY21 are excluded
- The above number does not include income from Music: Retail business

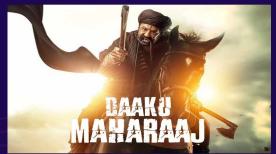
#### **Music: Licensing**

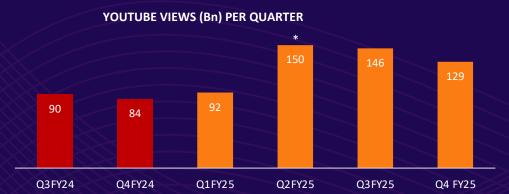
- OTT: Progressive shift seen as paid subscription replaces free consumption. Strong revenue growth in medium to long-term despite short term pressure (due to minimum guarantees going away)
- Brand Licenses: Tata Motors, Dream 11, Indriya Jewels, Andrex, Mobil 1 etc.
- Broadcasting: Media Worldwide (Music Video) Music India, Sangeet Bhojpuri.
- Digital Content Licenses: Ashram S4 (MX Player), The Kapil Sharma Show Season 3 and Season (Netflix) Traitors (BBC Studios) & Exam- Tamil Series (Amazon Prime), IPL Opening Ceremony (Star).
- Film Sync Licenses: Licensed songs for Salman Khan starrer Sikandar, Crazxy, Aghathiyaa (Tamil), Daku Maharaj (Telugu), Sanghavi & Sons (Tamil) and more.







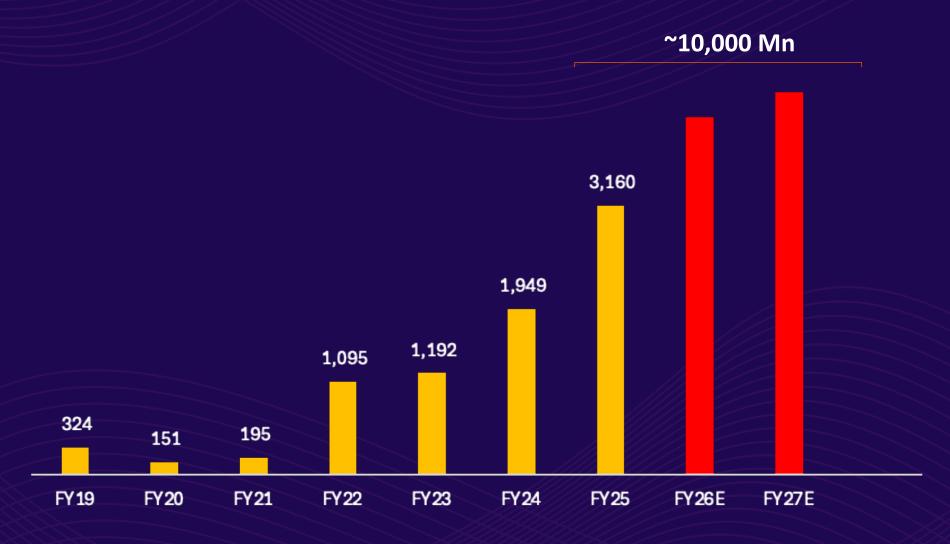








#### **Investment in Content (INR Mn)**



**Investment in Content includes marketing costs on new content** 

#### Major film albums released in FY25 - Building IP for tomorrow

	Film	Language	No. of Songs	Production House	Star Cast	Sox Office Collection (Rs. Cr)
	Stree 2	Hindi	04	Jio Studios, Maddock Films	Shraddha Kapoor, Rajkumar Rao,Pankaj Tripathi,Tamannaah Bhati	a 850+
Bad Now I	Bad Newz	Hindi	08	Dharma Productions	Vicky Kaushal, Tripti Dimri, Ammy Virk	115+
Silver	Sky Force	Hindi	05	Jio Studios & Maddock Films	Akshay Kumar, Veer P & Sara Ali Kha	n 168+
W. K.	Kalki 2898 Ad	Telugu	06	Vijayanthi Movies	Amitabh Bachchan,Kamal Haasan,Prabhas, Deepika Padukone	1100+
PHOP	Game Changer	Telugu	08	Sri Venkateswara Creations	Ram Charan, Kiara Advani	180+
Premalo State Stat	Court State vs A Nobod	ly Telugu	02	Wall Poster Cinema	Priyadarshi Pulikonda, Harsh Roshan Sridevi, Sivaji	58+
OCT TO THE PARTY OF THE PARTY O	Amaran	Tamil	08	Raaj Kamal Films	Sivalarthikeyan, Sai Pallavi, Rahul Bose	∍ 335+
	Guruvayooram bala Nadayil	Malayalam	10	Sri Lakshmi Venkateswara Cinemas	Nani, Keerthy Suresh	90+
	Hello Mummy	Malayalam	80	Hangover Films, A & HS Production	Sharaf U Dheen, Aishwarya Lekshmi	10+
HATE AREAR	Max	Kannada	05	V Creations & Kichcha Creatiions	Varalaxmi Sarathkumar, Baadshah Kichcha Sudeep	60+

## Music: Licensing | Chartbusters of FY25 HINDI











#### Music: Licensing | Chartbusters of FY25

**TELUGU** 

**TAMIL** 

**MALAYALAM** 























#### Music: Licensing | Inorganic Catalogue Acquisition

# 7 M+ Subscribers22 Labels2,800+ songs7 Languages

Gujarati - Jignesh Barot, Jannat Video Patan | Punjabi - Desi Swag | Rajasthani - Ram Kumar Maluni, Gajendra Ajmera
Chhattisgarhi - SA Music, Maya Music | Devotional - Sacchi Bhakti | Haryanvi - Desi Mewati, Studio Doctorz

Focus to increase Market Share and Revenue by acquisition of catalogues with proven track record

#### **Music: Artist management**

#### SAREGAMA TALENT





Maahi

**Arjun Tanwar** 



Pragati Nagpal





**Rj Karishma** 15.3 Mn Followers

**Rinkal Parekh** 

3.8 Mn Followers



**Rehaan Roy** 6.3 Mn Followers



Saurabh Ghadge 2.7 Mn Followers



**RJ Princy**4.5 Mn Followers



Viraj Ghelani 1.3 Mn Followers



**Tony Kakkar** 8.2 Mn Followers



Paradox
2.2 Mn Followers



**Lash Curry** 593 K Followers







Pranav Chandran 324K Followers



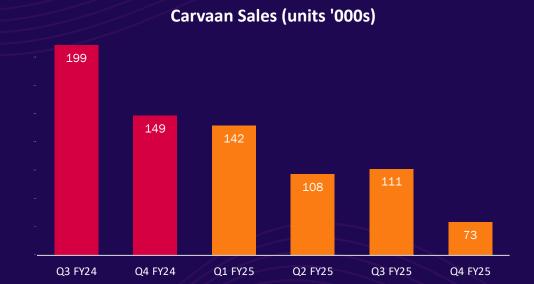
**Gurdeep Mehndi** 63K Followers

100+ Influencers/Artist added during FY25 taking the total Influencers/Artist managed by the Company to 230+

#### Music: Retail

- Transition from sales through distribution channel to sales only through E-commerce and Modern Retail outlets
- While the volumes and topline will shrink, profitability margins improves through control of costs associated with physical distribution
- Manpower optimisation exercise carried out in FY25







#### Video: Films, TV & Digital Content

A. Films

Dilruba



Bazooka

- Bazooka: Superstar Mammootty seen in a stylish avatar in the first ever Malayalam Game Thriller
- **Dilruba:** High octane massy entertainer with themes of romance, drama, and action
- Party Animals: A caper comedy launching our exclusive artistes- currently on floors
- Hunter 2: One of Amazon MX Player's Biggest shows continuing in Season 2 with Suniel Shetty and Jackie Shroff at loggerheads

Upcoming releases







Party Animals



- Battle of Bands International: In collaboration with Doordarshan, recently concluded at Waves 2025 with participation from 12 bands from 12 countries
- Roja 2 YouTube exclusive Launched from 6th Jan 2025. Telecast of 55 episodes till date
- "Ilakkiya" continued its No. 1 TV serial position in afternoon slot across all Tamil Channels. "Malli" is the slot leaders in its time slots
- Saregama TV Shows- YouTube channel garnered **700**Mn views in Q4 FY25

#### **Future Outlook**

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

B. TV

#### Video: Films, TV & Digital Content

C. Digital Content















- High Heels a branded web series with L'oreal Paris, released on Dice Media's Youtube channel, amassing over. views are over 10 million.
- Agra affairs released on Amazon Mx Player and featured on the Ormax Top 10 Most-Watched Streaming Originals for 2 weeks
- Oops Ab Kya released on JioHotstar and featured on the the Ormax Top 10 Most-Watched Streaming Originals for 3 weeks

#### **Events**



- Saregama Live presents the "CAP-MANIA" Tour 2025
  with Himesh Reshammiya". The tour kickstarts
  with Mumbai (Jio World Garden, BKC) in
  May and Delhi (Indira Gandhi Arena) in July.
- After a string of successful shows across Mumbai,
   Gujarat, and the UK, in FY25, Viraj Ghelani's iconic show "That's So Viraj" is ready to take off in
   Vadodara, Ahmedabad & Mumbai in FY26



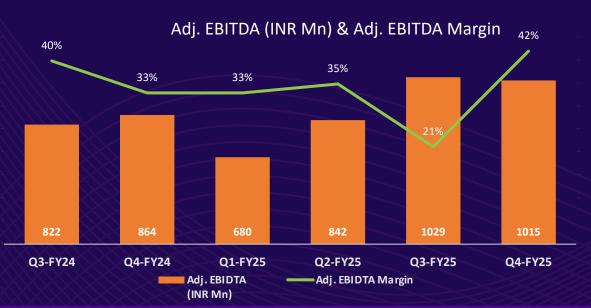
# FINANCIAL HIGHLIGHTS CONSOLIDATED

#### **Quarterly Financial Summary**

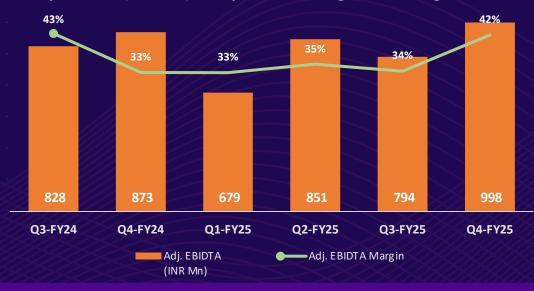
Particulars (INR Mn)	Q4 FY25	Q3 FY25	Q-o-Q Growth	Q4 FY24	Y-o-Y Growth
Revenue from Operations					
Music : Licensing + Artist Management	1,714	1,577	9%	1,708	0%
Music : Retail	154	225	-32%	280	-45%
• Video	492	243	102%	634	-22%
• Events	48	2,789	-98%	9	433%
Revenue from Operations	2,408	4,834	-50%	2,631	-8%
Adjusted EBIDTA (EBIDTA excluding Content Charge)	1,016	1,029	-1%	864	18%
Adjusted EBIDTA excluding Event	998	808	23%	873	14%

**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.



#### Adj. EBITDA (INR Mn) & Adj. EBITDA Margin- Excluding Events



#### **Adjusted EBIDTA to PAT**

Particulars (INR Mn)	Q4F Y25	Q3 FY25	QoQ	Q4 FY24	YoY	FY25	FY24	YoY
Revenue from Operation (A)	2,408	4,834	-50%	2,631	-8%	11,713	8,030	46%
Total Expenses (B)	1,392	3,805	-63%	1,767	-21%	8,147	5,001	62%
Adjusted EBIDTA (C=A-B)	1,016	1,029	-1%	864	18%	3,566	3,030	18%
Adjusted EBIDTA Margin	42%	21%		33%		30%	38%	
Content Charging Cost (D)	344	318	8%	250	38%	1,282	864	48%
Depreciation ( E)	34	21	62%	30	13%	97	62	56%
Finance Cost (F)	47	4		4	1075%	57	32	78%
Other Income (G)	176	157	12%	180	-2%	581	637	-9%
Exceptional Item (H)	50	-		-		50	-	
PBT (C-D-E-F+G+H)	817	843	-3%	760	8%	2,761	2,708	2%
Тах	218	221	-1%	221	-1%	718	732	-2%
PAT	599	622	-4%	539	11%	2043	1,976	3%
PAT Margin (%)	25%	13%		20%		18%	25%	
Diluted EPS	3.11	3.23		2.80		10.61	10.27	

#### **Balance Sheet**

Equity and Liabilities (INR Mn)	As at 31st March 2025	As at 31st March 2024
Shareholder's fund		
(a) Equity share capital	193	193
(b) Other equity	15,641	14,498
Net worth	15,834	14,691
(a) Non-controlling interest	34	35
Non-current liabilities		
(a) Financial liabilities		
(i) Lease liabilities	14	23
(ii) Other financial liabilities	309	2,090
(b) Provisions	59	57
(c) Deferred tax liabilities (net)	518	474
Current liabilities		
(a) Financial liabilities		
(i) Borrowing	-	17
(ii) Lease liabilities	13	15
(iii) Trade payables	1,274	933
(iv) Other financial liabilities	812	610
(b) Other current liabilities	1,319	655
(c) Provisions	731	650
(d) Current tax liabilities	34	88
Total	20,951	20,338

Assets (INR Mn)	As at 31st March 2025	As at 31st March 2024
Non-current assets		
(a) Property, plant and equipment	2,222	2,238
(b) Right-of-use assets	21	34
(c) Investment properties	20	21
(d) Intangible assets	6,082	5,130
(e) Intangible assets under development	-	55
(f) Financial assets		
(i) Investments	-	-
(ii) Other financial assets	78	172
(g) Other non-current assets	501	468
Current assets		
(a) Inventories	2,402	2,393
(b) Financial assets		
(i) Investments	1,177	1,177
(ii) Trade receivables	1,432	1,587
(iii) Cash and cash equivalents	694	569
(iv) Bank balances other than (iii) above	4,743	4,852
(v) Loans	193	221
(vi) Other financial assets	33	31
(c) Current tax assets (net)	359	275
(d) Other current assets	1,059	1,115
Total	20,951	20,338

#### **Cash Flow Statement**

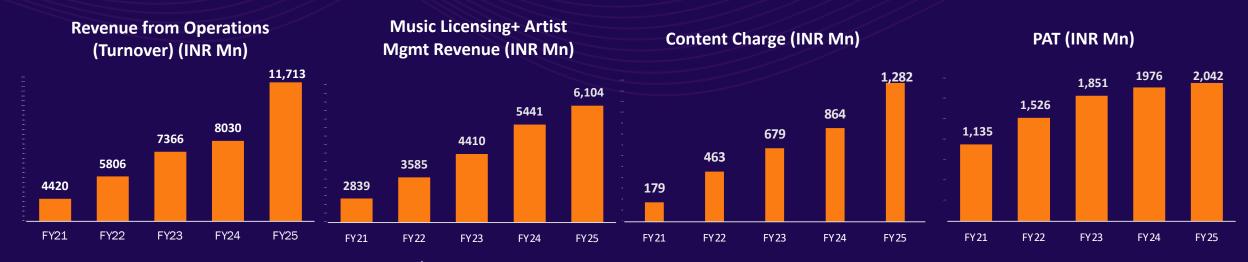
Particulars (INR Mn)	FY25		FY 24	
Pre-Tax Profit	2,761		2,708	
Change in other operating activities (including non-cash Items)	17		(400)	
Change in Working capital	1,882		(348)	
Taxes Paid	(806)		(514)	
Net cash generated from Operating Activities (A)		3,854		1,446
Spent on New Content @	(2,134)		(1,342)	
Investment in Pocket Aces	(1,275)		(1,662)	
Redemption/ (Investment) in Fixed Deposits with maturity > 3m	45		761	
Redemption/(Investment) in Mutual Fund	205		1,422	
Net cash generated from other Investing activities	411		474	
Net cash used in Investing Activities (B)		(2,748)		(347)
Net cash (used in)/generated from Treasury Shares	(79)		(22)	
Proceeds from /(Repayment of) Borrowing	(17)		(14)	
Repayment of Lease Liability	(8)		(11)	
Dividend paid	(868)		(771)	
Interest paid	(15)		(31)	
Net cash (used in)/generated from Financing Activities (C)		(987)		(849)
Net (decrease)/increase in Cash and Cash Equivalent (A+B+C)		119		250
Cash and Cash Equivalents at the beginning of the period		569		167
Add: Cash and Cash Equivalents of Pocket Aces on the date of acquisition		-		149
Effect of Translation of foreign currency cash and cash equivalents		5		3
Cash and Cash Equivalents at end of the period #		693		569

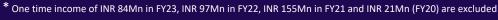
<sup>@</sup> Represents amount invested in acquiring/producing Music IPs

<sup>#</sup> Exclude Investment in Bank FD with maturity more than 3 months and Investment in Mutual Funds INR 5,911Mn (FY24 INR 6,023Mn)

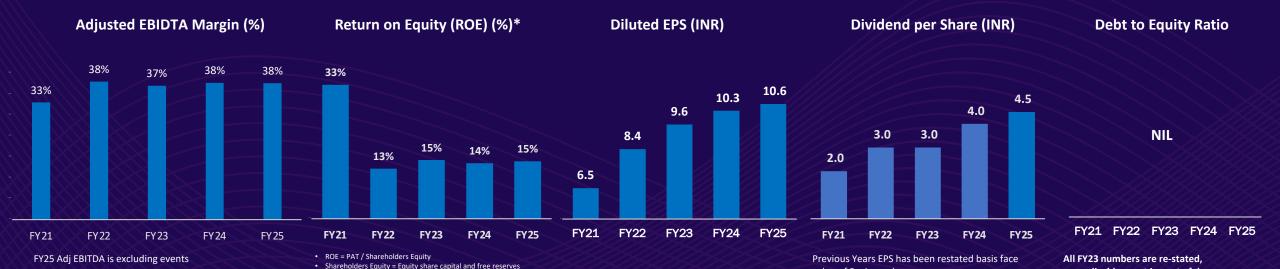
as applicable, post impact of demerger

#### **Financial Charts (consolidated)**





value of Re.1 per share



· Since FY22 INR 7500 Mn of fresh fund raise through QIP added to Shareholders Equity

#### Disclaimer

#### Saregama India Ltd. Disclaimer:

In evaluating our business, we consider and use non-GAAP financial measures such as EBITDA, Adjusted EBITDA, Adjusted EBITDA Margin, PAT Margin, Debt to Equity Ratio, Return on Equity, to review and assess our operating performance. These non-GAAP financial measures are not defined under Ind AS and are not presented in accordance with Ind AS. They may not be comparable to similarly titled measures reported by other companies due to potential inconsistencies in the method of calculation. We have included these non-GAAP financial measures because we believe they are indicative measures of our operating performance and are used by investors and analysts to evaluate companies in the same industry. These non-GAAP financial measures should be considered in addition to, and not as a substitute for, other measures of financial performance and liquidity reported in accordance with Ind AS. These measures should not be considered in isolation or construed as an alternative to Ind AS measures of performance or as an indicator of our operating performance, liquidity, profitability, or results of operations. The presentation of these non-GAAP financial measures is not intended to be considered in isolation or as a substitute for the Standalone/Consolidated Financial Statements.

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