

# **Hathway Cable and Datacom Limited**

Investor Presentation – May 2018





# **Company Overview**

## **Company Overview**



- Hathway Cable & Datacom Limited (Hathway) promoted by Raheja Group, is one of the largest Multi System Operator (MSO) & Cable Broadband service providers in India today.
- The company's vision is to be a single point access provider, bringing into the home and work place a converged world of information, entertainment and services.
- Hathway is listed on both the BSE and NSE exchanges and has a current market capitalisation of approximately INR 28.5 Bn as on 31st March, 2018.

#### **Broadband**

- Hathway holds a PAN India ISP license and is the first cable television services provider to offer broadband Internet services
- Approximately 5.2 Mn two-way broadband homes passed
- Total broadband Subscribers 0.80 Mn
- High-speed cable broadband services across 12 cities (4 metros and 3 mini metros)
- More than 52% share of the total MSO cable broadband market in India

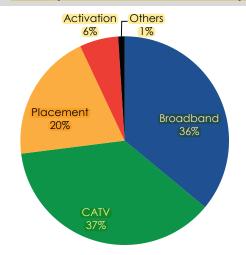
#### **Cable Television**

- One of India's largest MSO, across various regions of the country and transmitting the same to LCOs or directly to subscribers
- Extensive network connecting and 7.2 Mn digital cable subscribers / households
- 65% of Subscribers serve through Hathway Connect and 55% online payment made by LCO
- Offers cable television services across 350 cities and major towns
- 15 in-house channels and 10 Value Added Service (VAS) channels

#### Consolidated Revenue\* (INR Mn) & EBITDA Margin (%)

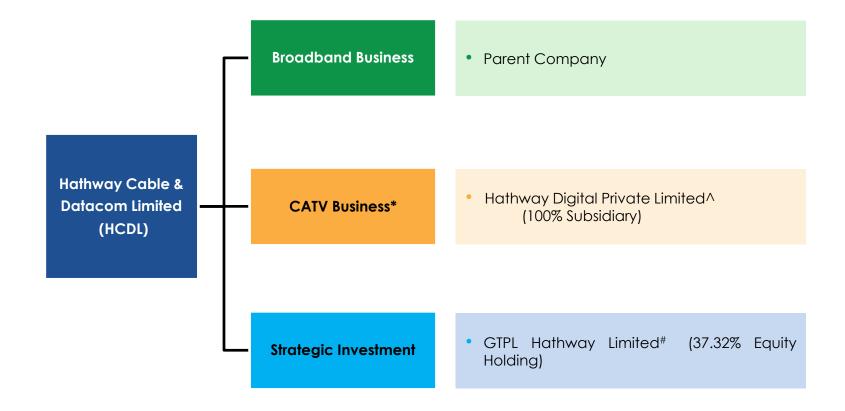


#### FY18 Operational Revenue Break-up



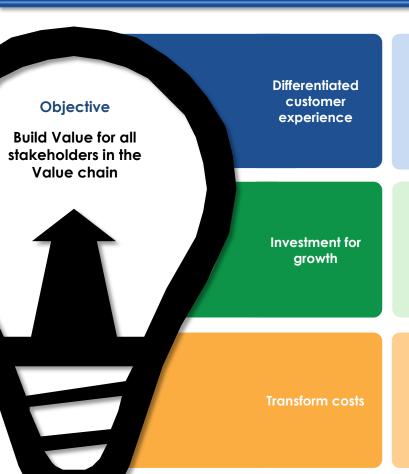
# **Group Structure**





# **Growth Strategy**







Trendsetter in broadband industry on speed, GBs, Price & Value For Money equation



Leverage broadband and Cable Television presence to give differentiated content, services and applications



Increase broadband subscriber base by increasing penetration in existing geographies



Leverage Cable Television network for Broadband business for accelerating sub growth



Cost Leadership

- Shared services model
- Automation
- Centralization / outsourcing



- Best in class consumer/LCO user interface in Cable Television industry
- New tariff order optimize content cost

# Hathway at a Glance



#### Broadband



30%

3 Year CAGR in Broadband Revenue

INR 5,445 Mn



42%

Operating EBITDA Margins

**INR 2,271** 



34%

3 Year CAGR in Broadband subscribers

0.80 Mn



5.2 Mn

Broadband homes passed and presence in 12 cities (4 metros and 3 mini metros)



**200 MBPS** 

Maximum speed offered to its customers

Average of 60 MBPS



**Upto 1 TB** 

Data offered with average consumption of

103 GB

#### Cable TV



23%

3 Year CAGR in Subscription Revenue

INR 5,733 Mn



7.2 Mn STBs





2/3rd Base

Served through Hathway Connect

> 55% Online Collection



350+

Presence in cities and major towns



35,000 Kms

Fibre cable network



216K

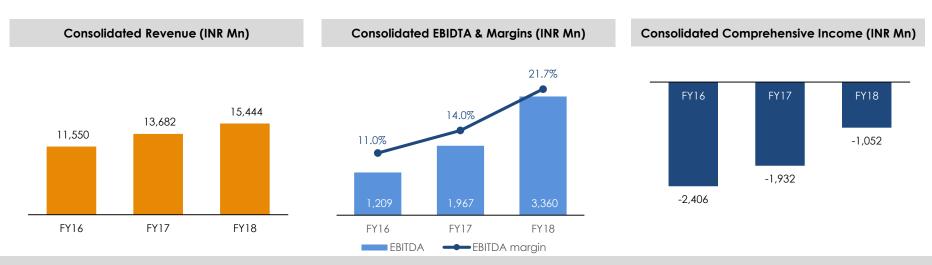
HD Subscribers

### **Financial Trends**



### ☐ FY18 performance (Consolidated)

- Total Comprehensive Income (PAT): INR (1,052) Mn; Losses reduced by 880 Mn Y-o-Y (+46% Y-o-Y)
- Total Income: INR 15,444 Mn; Increase by 1,762 Mn Y-o-Y; Y-o-Y Growth: (+13%)
- EBITDA: INR 3,360 Mn; Increase by 1,393 Mn Y-o-Y, Y-o-Y Growth: (+70%)
- **EBITDA Margins** : 21.75%

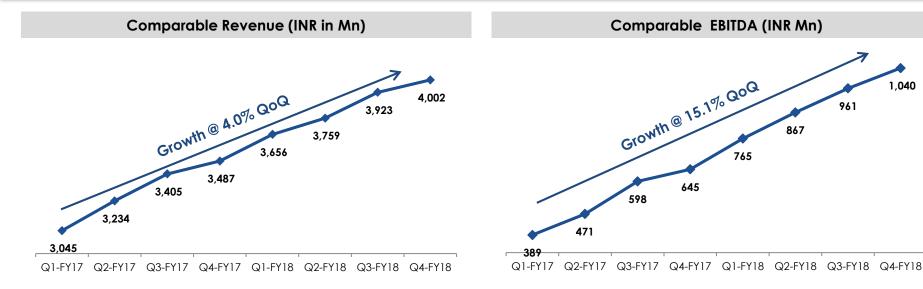


### **Financial Trends**



1.040

961



Hathway Cable and Datacom Limited (HCDL) opts to disclose only the standalone results to the stock exchanges as mandated under the SEBI (Listing Obligations and Disclosure Requirements) Regulations. In view of the transfer of CATV Biz to Hathway Digital Private Limited (HDPL), management of HCDL presented the above clubbed numbers of HCDL and HDPL merely to facilitate a high-level comparison of quarterly numbers to its board. The clubbed numbers of HCDL and HDPL are based on the standalone financial statements of each of HCDL and HDPL respectively. The numbers of HCDL have been reviewed by its audit committee and statutory auditors. The numbers of HDPL have been approved by its board. No material deviation is expected in the clubbed numbers.

## Leadership



#### **Board members**

#### Sridhar Gorthi

Chairman & Independent Director

#### Rajan Raheja

Non-executive Director

#### Akshay Raheja

Non-executive Director

#### Viren Raheja

Non-executive Director

#### Vinayak Aggarwal

Non-executive Director

#### Sasha Mirchandani

Independent Director

#### Devendra Shrotri

Independent Director

#### Ameeta Parpia

Independent Director

#### Rajan Gupta

**Managing Director** 

#### Experienced management team with strong track record

**Rajan Gupta** – Managing Director – IIM Bangalore alumni with over 20 years of experience in blue chip companies. Worked with Asian Paints, Coca Cola and Tata Tele Services in leadership role.

**Ajay Singh** – Head-Legal, Company Secretary & Chief Compliance Officer – A Company Secretary and MBA (Finance) with professional experience of 22 years across sectors like Telecom, ICT, Manufacturing and Real Estate. Worked across areas such as legal, secretarial, finance, treasury operations, project and risk management.

**Ruzbeh Jaorewalla** - CTO, West & North – Industry veteran with more than 30 years of experience specialising in setting up and managing headends and networks for Cable TV & Broadband. Actively involved in setting up the first dish antenna in the country for receiving satellite transmission for Cable TV networks. Earlier worked with Business India Television & Star TV.

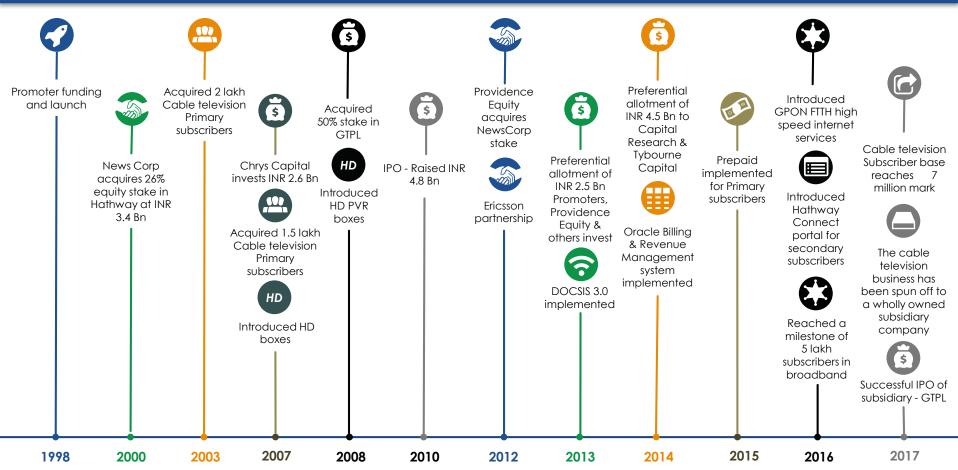
**S.Naga Kishore -** *CTO, South & East -* B.E. in Electronics and Telecommunications and an MBA with extensive experience of over 25 years with organizations like Tata Teleservices Ltd, Idea cellular. Proficient in wireless, transmission and wire line technologies and diversified functions like planning, implementation, operations and customer service management.

**Vivekanand Tripathi -** CIO - Professional experience of 17 years with organizations like Infosys, Max Life, Aegon Life Insurance covering industries like IT and Insurance.

**Sarathy.KK** – Chief Customer Service Head – An MBA with professional experience of 24 years having worked in organisations like RPG Enterprises, Bharti Airtel, and Tata Teleservices, specialising in areas of Collections, Call Centre Management, Process Reengineering and Quality, using Six Sigma standards.

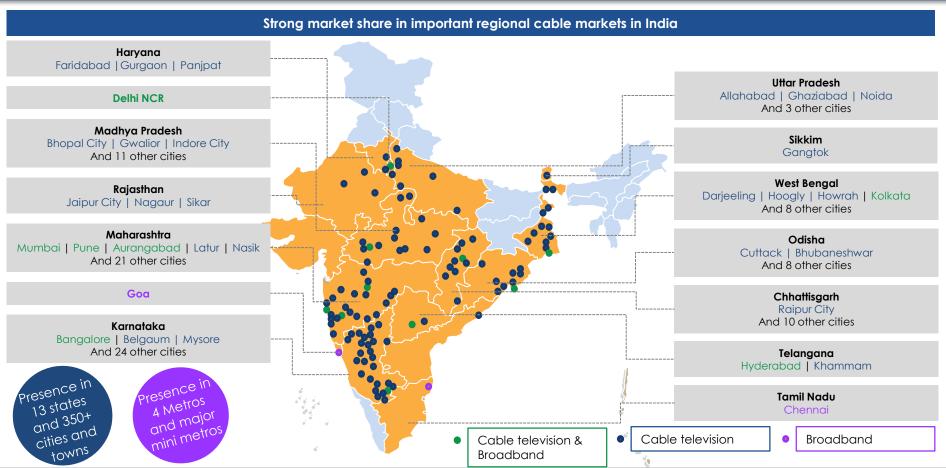
# **Key Milestones**





# **Geographical Presence**





# **High Quality Infrastructure**



# Advanced technology and equipment provided by leading technology vendors



- Overground: 35,000 Kms
- Underground: 500 Kms
- Leased: 4,000 Kms



 6 Primary Headends and 7 Secondary Headends



- Broadband speed upto 1 Gbps
- Passive Network (No Power)
- VoD, OTT capabilities

### **Leading Technology Vendors**

STBs (SD & HD)





Head-ends/ Compression



Modems





**GPON** 



CAS



NOC & OSS

CISCO

ERP & Billing System



# **Awards and Accolades**



Year	8 Times	2011	2013	2015	2015	2016	2016	2017
Organized by	Indian Telly Awards	Star News Brand Excellence Awards	Euromoney	Aavishkar Media Group	Economic Times Best Tech Brand Award	Aavishkar Media Group	LACP Vision Awards	Aavishkar Media Group
Category	Quality Cable TV and Broadband Internet Services	Brand Excellence in Digital Products for Internet Services	Best Managed Media Companies in Asia	Most Outstanding MSO Broadband Service Provider And Best MSO of the Year	Contributing Significantly to the growth of Digital Cable Television in the country	Best MSO for Broadband Business And Most Outstanding National MSO	Silver Award for Excellence in Annual Report development in its Industry	Best MSO for Broadband Business
Award			SUROMOTIVE STATE OF THE PARTY O				2015/16 VISSION AWARDS  When the over Yellow Awards  Why the Commenciations Put. Ltd.  Silver Award  Temperature and the Commenciations  Commenciations and the Commenciat	

# **GTPL Hathway Limited**





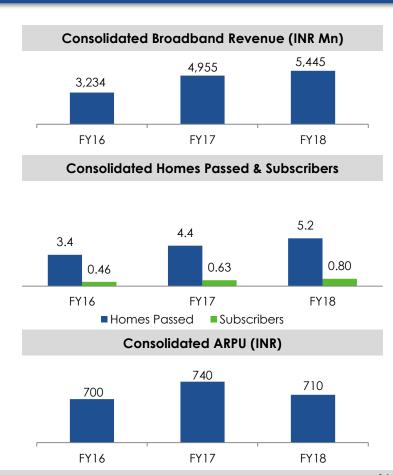


# **Broadband Business**

### **Broadband Business Overview**

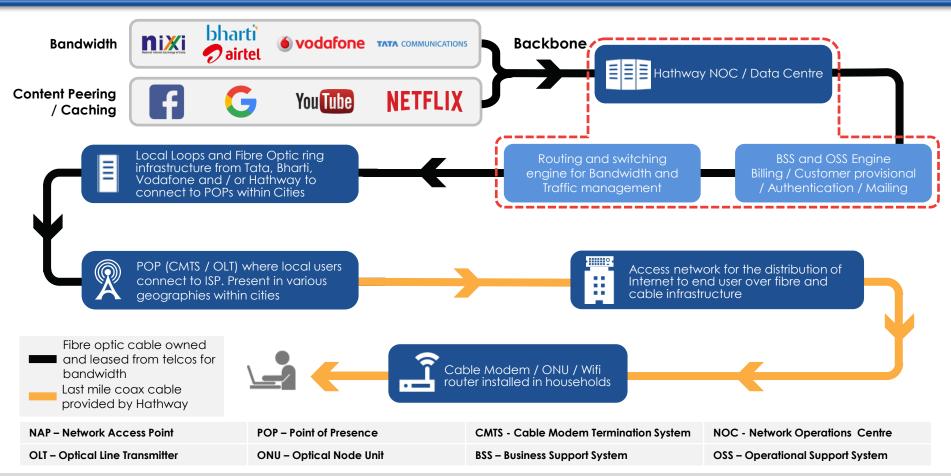


- Hathway holds a "Category-A" PAN India ISP license and was the first cable television services provider to offer broadband Internet services.
- The company is India's largest cable broadband services provider, with  $\sim 5.2$  Mn two-way broadband enabled homes.
- Broadband subscribers comprise of domestic households and corporate subscribers.
- The Broadband segment is a completely B2C where Hathway manages the entire value chain – from marketing, sales, customer service, billing and collection, call centre and technical compliance.
- Hathway holds 52% market share of the total MSO cable broadband market in India.
- Hathway pioneered the launch of high-speed 50 MBPS plans in India, using DOCSIS-3.0 technology in partnership with CISCO and upto 200 MBPS plans using FTTH technology in partnership with ZTE.
- The Marketing campaign of Hathway led by "R Madhavan".



### **Broadband - Value Chain**





# **Broadband – Competitive Advantage**





# Technology / Infrastructure

- DOCSIS 3.0 and 3.1 pioneers in launching high-speed 100 Mbps broadband.
- GPON Fibre to home capability to offer speeds upto 1 Gbps
- 5.2 Mn "Home Pass" in major metros.
- Adoption of Oracle billing & revenue management system ERP and other customer interface.
- TCS has been appointed as System Integrator to automate various Processes and Improve Quality of Service.



### LCO partnership

 Excellent coordination between Broadband and Cable on ground teams, co-creating expansion plans.



#### **Customer / Service**

- R Madhavan as brand ambassador
- Partnering with various content providers, education portals and other lifestyle improvement players
- Self care app "Hathway Broadband" has been launched to provide customer to access their data usage pattern, billing cycle and make online payments
- In Partnership with Microsoft 1 TB cloud storage being given free to all yearly pay term consumers.



### **Content Tie up**

 Collaborative venture between Hathway and Yupp TV providing a host of customer centric services



### **Final Output**

Maximum speed is up to 200 Mbps



Subscribers increased from 0.42 Mn in 2013 to 0.80 Mn in FY18



ARPU increased from INR 350 in 2013 to INR 710 in FY18



Monthly ARPU

>INR 720 from new subscribers



Average monthly usage per subscriber has increased from 30 Gb in FY16 to 103 Gb in

# **Broadband Unit Economics**



### Revenue (INR)

Particulars	INR / Unit	%
Consumer Price	826	118%
GST	126	18%
NET REVENUE	700	100%

### Cost (INR)

Particulars	INR / Unit	%
Break-up of Cost		
Bandwidth and	63	9%
leaseline cost		
Commission	70	10%
Call centre and	21	3%
Network maintenance		
Marketing &	21	3%
Advertisement		
Fixed Cost	245	35%
TOTAL COST	420	60%

Particulars	INR / Unit	%
EBITDA	280	40%

### Investment per Subscriber (INR)

Particulars	INR / Unit
Cost per Home Pass	600
Penetration	20%
Home Pass capex per subscriber	3,000
Last mile Capex (Per subscriber)	1,300
CPE (Wi Fi Modem)	1,600
NOC Capex	1,600
Capital Cost per subscriber	7,500

Payback period = ~28 months

Capital cost/ EBITDA per unit

Assumption: Home pass capex per subscriber penetration is 20%

# **Quarterly HCDL Income Statement**



Income statement (INR Mn)	Q4-FY18	Q3-FY18	Q2-FY18	Q1-FY18	FY18
Subscription Broadband	1,457	1,387	1,311	1,290	5,445
Total Income	1,457	1,387	1,311	1,290	5,445
Employee Cost	111	113	105	89	419
Other Expenses	707	673	668	708	2,755
Total Expenditure	818	786	773	797	3,174
EBITDA	639	601	538	493	2,271
EBITDA %	44%	43%	41%	38%	42%
Non operational income	35	16	59	9	120
Depreciation / Amortization	256	246	244	226	972
Forex (Gain) / Loss	49	(43)	11	4	21
Finance Cost	234	175	202	172	784
PAT before exceptional item	135	239	140	100	614
Exceptional Items					
Add: Exceptional Items - Profit on offloading of GTPL Shares	(9)	-	-	171	162
PAT	126	239	140	271	776
Other Comprehensive Income / (Loss) (Net of Tax)	9	1	-	3	13
Total Comprehensive Income	135	240	140	274	789

# **HCDL Balance Sheet**



Statement of Assets and Liabilities (INR Mn)		Standalone		
	As on 31.03.18	As on 30.09.17	As on 31.03.17	
1.Shareholder's Funds				
a. Equity Share Capital	1,661	1,661	1,661	
b. Other Equity	8,878	8,528	8,089	
Sub Total – Shareholder's funds	10,539	10,189	9,750	
2. Non-current liabilities				
a. Borrowings	4,832	5,451	5,862	
b. Other Financial and non-current Liabilities	104	176	192	
Sub Total – Non – current liabilities	4,936	5,627	6,054	
3. Current liabilities				
a. Trade Payables	484	383	465	
b. Other Financial Liabilities	4,887	3,536	3,546	
c. Provisions and other current Liabilities	915	1,360	1,199	
Sub Total – Current liabilities	6,286	5,279	5,210	
TOTAL – EQUITY AND LIABILITIES	21,761	21,095	21,014	
1. Non-current assets				
a. Property, Plant, Equipment & Tangibles	7,982	7,456	6,886	
b. Investments	10,897	10,897	8,332	
c. Loans & other financial assets	432	324	290	
d. Other non-current assets	884	634	670	
Sub Total – Non – current assets	20,195	19,311	16,178	
2. Current assets				
a. Inventories	156	208	201	
b. Trade Receivables	303	318	242	
c. Cash and Cash equivalents	45	23	138	
d. Loans & other financial assets	663	532	3,492	
e. Current Tax Assets (Net)	-	270	233	
f. Other Current Assets	399	433	530	
Sub Total –Current assets	1,566	1,784	4,836	
TOTAL - ASSETS	21,761	21,095	21,014	



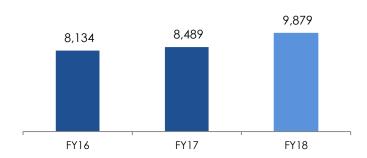
# **Cable Television**

### Cable Television Business Overview

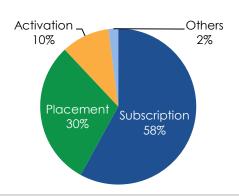


- Hathway offers its cable television services across 350+ cities and major towns, operating in geographical regions which constitute important markets for advertisers and broadcasters.
- Hathway is one of India's largest Multi System Operator (MSO), operating on several head ends across various regions of the country and directly downloading content from broadcasters and transmitting the same to LCOs or directly to subscribers.
- Hathway has a total digital base of 7.2 Mn subscribers out of this, the company has 0.35 Mn primary subscribers and remaining 6.9 Mn secondary subscribers managed through LCOs.
- It has been one of the early proponents and adopters of digitisation, and one of its early beneficiaries.
- The company also generates revenue through advertisement spots on In-House channels and various STB Properties.
- Hathway has won 17 awards including Best MSO of the year and Outstanding MSO providing "Technology and Service" under Distribution sector, by the Avishkar Media Group.

#### Consolidated Total Cable television Revenue (INR Mn)



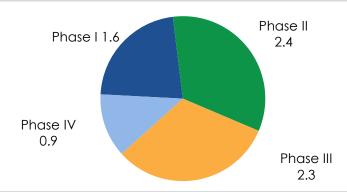
#### Consolidated FY18 Total Cable television Revenue Breakup (INR Mn)



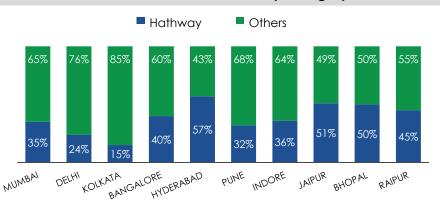
## Cable TV - Overview



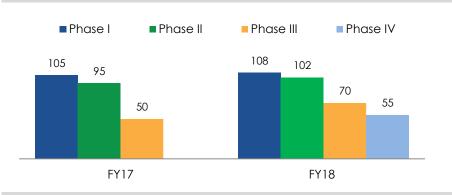




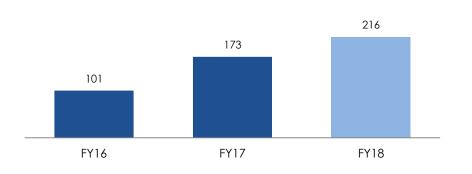
### **Dominant Market Share in Key Geographies**



#### Cable television Exit ARPU (INR)

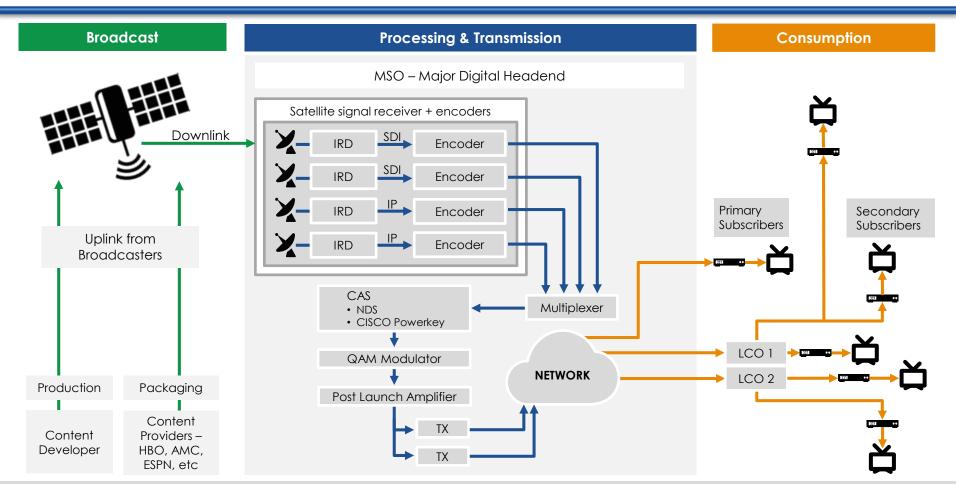


### HD Subscribers ('000)



## Cable TV - Value Chain





# Cable TV – Competitive Advantage





### Technology / Infrastructure

- Hathway Connect enables LCOs to manage their network independently & transparently.
- Subscribers can access their accounts on the Mobile app as well as web platform.
- Regional head-end base architecture provides feed from 6+ headends across the country.
- Centralized Conditional Access System (CAS) from CISCO (NDS) and STBs by Skyworth.
- TCS has been appointed as System Integrator to automate various Processes and Improve Quality of Service.



#### LCO partnership

- Providing training and support to LCOs.
- Uniform commercial policies
- Strong relationships.



# Customer / Service

- Offering innovative packages as per regions served.
- Enhanced content offering 50+ HD channels.
- Pre-paid services for primary subscribers.
- Unique electronic programme guide (EPG).



### Hathway's Existing channel Portfolio

#### In-house Channels VAS Channels

- DJ Channel
- Ibaadat
- Hathway movies
  - Insync
- Hathway entertainment
- ComedywalasYipee
- (12 other channels) (6 other channels)

### **Final Output**



Digital subscribers at 7.2 Mn in 2017



21% YoY Revenue growth of Consolidated CATV Subscription



Primary Subscribers at 0.35 Mn in 2017



100% Primary subscribers migrated to Prepaid category



2/3rd base on Hathway
Connect & Online collection
from Hathway Connect at
~55% in Q4-FY18

### TRAI's new tariff order



#### TRAI's new tariff order

- TRAI's proposed regulatory changes on tariff may drive structural change in the entire value chain (Broadcaster Distributor –
  Consumer).
- Broadcasters with strong franchise will benefit from higher subscription and ad revenue.
- **Distributors**' business model will be largely de-risked, given stable revenue (distribution charge from consumers and content commission from broadcasters) and content cost becoming pass-through.
- Content producers will benefit, given broadcasters' increase thrust to create 'pull content' to attract viewers.

#### **Key impediments**

- On-ground execution remains the herculean task of customizing channels for each subscriber, customised packaging will have to be done by distributors to ensure smooth transition.
- Revenue sharing arrangements between MSO-LCOs needs to be ironed out.
- Push-back from broadcasters may result in elongated legal tussles, delaying its implementation or may result in significant alteration to regulations.

De-risked business model = Steady revenues from consumers / broadcasters + limited fixed overheads (content cost to be pass through) + higher bargaining power with broadcasters

# TRAI Tariff Impact Analysis



#### **Key Provisions**

- Distributors can charge a maximum INR 130 (ex taxes) per sub per month as network capacity fee
- Maximum amount of INR 20 per sub per month for each additional lot of 25 SD FTA channels
- Broadcasters are permitted to offer a minimum of 20% distribution commission
- In case of arriving at a SIA, MSO and LCO share of service charges, network capacity fee and distribution fee shall be split in the ratio of 55:45

#### Impact on MSO

- Allows for complete pass through of pay channel costs from broadcasters directly to end subscribers
- Network capacity fee is expected to contribute to distributor's revenue
- Mechanism in place to settle fee-share related disputes with LCOS

Particulars	Present	New Tariff order
Content, Carriage & Placement	Bundled Price for bouquet of channels with discount up to 90% on a-la-carte RIO Price of individual channels.	Channels will be offered at a-la- carte price (MRP) decided by Broadcaster, bouquet of channels will be sum total of a-la-carte price at nominal discount.
	Arbitrary increase in price of Content every year.  Carriage & Placement - Negotiated	DPO will get margin on MRP any increase in price will be passed on to consumer.
	based on DPO market share & market relevance for the broadcaster.	Carriage payouts are prescribed.
Customer Price	DPO decides Consumer Price, due to bundled deal, all channels are passed on the consumer with limited packages, resulting in wide variance in consumer price.	Consumer price prescribed as network access fees & Pay channel priced at MRP. This bring symmetry of consumer price across Platforms.
Cost	Bundled pricing results in limited packaging option. DPO can manage operation with basic SMS generally with couple of tariff plans.	Requires sophisticated SMS to manage high volume of al-a-carte choice to all subscribers. This may have cost implication to DPO who do not have required systems.
Cost of Swap of a STB*	Fixed cost model encourage subsidy on incremental STBs.	Variable cost model will be deterrent to subsidy on STBs.

# **Quarterly HDPL Income Statement**



Income statement (INR Mn)	Q4-FY18	Q3-FY18	Q2-FY18	Q1-FY18	FY18
Subscription CATV	1,526	1,483	1,401	1,325	5,734
Placement	748	782	740	702	2,971
Activation	227	236	258	243	964
Other operating income	44	35	50	96	225
Total Income	2,545	2,536	2,449	2,366	9,894
Pay Channel Cost	1,426	1,397	1,385	1,352	5,560
Employee Cost	61	87	90	88	326
Other Expenses	657	692	646	652	2,647
Total Expenditure	2,144	2,176	2,121	2,092	8,533
EBITDA	401	360	328	274	1,361
EBITDA %	16%	14%	13%	12%	14%



# **FY18 Financial Highlights**



Income statement (INR Mn)	FY18	FY17	FY16	Y-o-Y	
		Consolid	Consolidated		
CATV Subscription	5,733	4,728	3,804	21%	
Broadband Revenue	5,445	4,955	3,234	10%	
Placement	2,977	2,725	3,220	9%	
Activation	964	825	834	17%	
Other Operating income	227	211	276	8%	
Other Non operational income	98	238	182	(59)%	
Total income	15,444	13,682	11,550	13%	
Pay Channel Cost	5,693	4,717	4,336	21%	
Employee Cost	770	932	862	(17)%	
Other Expenses *	5,527	5,828	4,961	(5)%	
Total expenditure	11,990	11,477	10,159	5%	
EBITDA	3,454	2,205	1,391	56%	
EBITDA margin %	22.36%	16.12%	12.04%	624 Bps	
Depreciation	3,347	3,057	2,589	10%	
Finance cost	1,528	1,108	898	38%	
Exceptional items	53	7	174	NA	
Share of Profit/(Loss) of Associates	391	29	(110)	NA	
PBT	(1,083)	(1,938)	(2,380)	NA	
Tax	(4)	(3)	(3)	NA	
PAT	(1,079)	(1,935)	(2,377)	NA	
PAT margin %	-	-	-	NA	
Other comprehensive income/ (loss)	27	3	(29)	NA	
Total comprehensive income	(1,052)	(1,932)	(2,406)	NA	
EPS	(1.30)	(2.33)	(2.86)	NA	

<sup>\*</sup> Other Expenses includes INR 21 Mn in FY18 on account foreign exchange loss

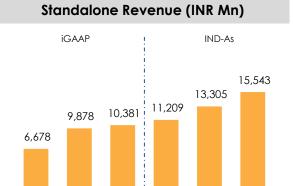
# **FY18 Financial Highlights**

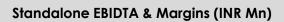


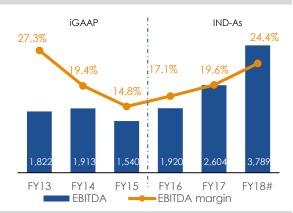
Statement of Assets and Liabilities (INR Mn)	Cons	Consolidated			
Sidlement of Assets and Liabilines (tivk with)	FY18	FY17	FY16		
A. Equity and Liabilities					
1.Shareholder's Funds	1 //1	1 //1	1 ( / 1		
a. Share Capital	1,661	1,661	1,661		
b. Reserves and Surplus	6,263	7,267	9,227		
Sub Total – Shareholder's funds	7,924	8,928	10,888		
2. Minority Interest	(39)	9	12		
3. Current & Non-current liabilities					
a. Long-term and Short-term borrowings	10,076	10,650	11,727		
b. Trade payables – Long & Short	1,620	1,763	1,777		
c. Other Liabilities	13,113	12,787	9,144		
Sub Total – Current & Non – current liabilities	24,809	25,200	22,648		
TOTAL – EQUITY AND LIABILITIES	32,694	34,137	33,548		
B. Assets					
1. Non-current assets					
a. Fixed Assets	16,973	16,896	16,541		
b. Goodwill and other intangible Asset	1,703	1,869	1,806		
c. Long term loan and advances	292	207	245		
d. Other non-current assets	8,190	8,716	9,217		
Sub Total – Non – current assets	27,158	27,688	27,809		
2. Current assets					
a. Trade Receivables	3,929	3,451	2,859		
b. Cash and bank balances	316	509	416		
c. Other current assets	1,291	2,489	2,464		
Sub Total –Current assets	5,536	6,449	5,739		
TOTAL - ASSETS	32,694	34,137	33,548		

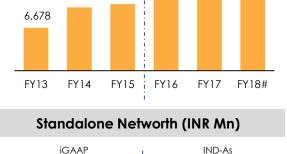
### **Historical Financial Charts**











11,313

FY16

11,822

FY15

9,242

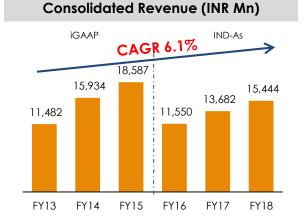
FY14

8,014

FY13

### Standalone Gross Additions of FA (INR Mn)





### Consolidated EBIDTA & Margins (INR Mn)



FY17

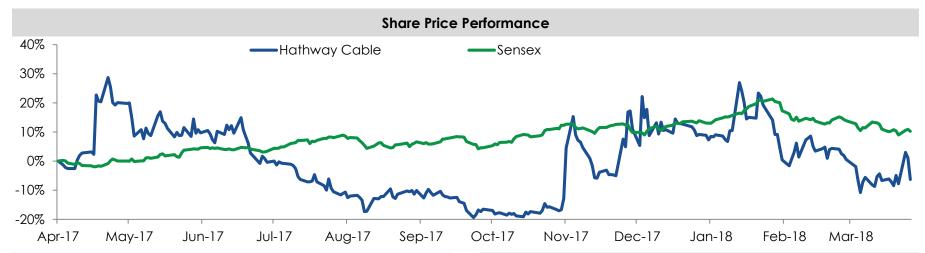
9,775

10,539

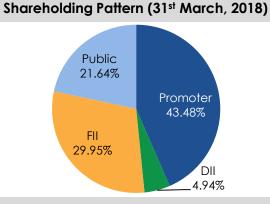
FY18

# **Capital Market Information**





Price Data (31st March, 2018)	INR
Face Value	2.0
Market Price	34.30
H/L (INR)	49.45/27.05
Market Cap (INR Mn)	28,486
Equity Shares Outstanding (Mn)	830.5



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Email: hathway@valoremadvisors.com



# Thank You

# **Abbreviations**



ARPU	Average revenue per user
CAS	Conditional access system
DTH	Direct-to-home
DVR	Digital video recorder
DTT	Digital terrestrial TV
xDSL	Digital subscriber lines
FTA	Free-to-air TV
FTTx	Fiber-to-the-x, which refers to broadband network architecture that used optical fiber to provide last mile high-speed internet communication
LCO	Local cable operator
MSO	Multi-system cable operator
ОП	Over-the-top
PPV	Pay-per-view
STB	Set-top boxes
SVOD	Subscription-based video-on-demand, delivered via open (i.e. OTT) networks
TVOD	Transaction-based video-on-demand
UHD	Ultra-high definition TV
VAS	Value-added services
VOD	Video-on-demand