

May 27, 2019

1. <b>National Stock Exchange of India Ltd.</b> Exchange Plaza, 5 <sup>th</sup> Floor Plot No. C/1, G Block; Bandra (East) Mumbai 400 051  NSE Scrip Code: RADIOCITY ISIN: INE919I01024	2. <b>BSE Limited</b> Corporate Relationship Department Phiroze Jeejeebhoy Towers Dalal Street; Fort Mumbai 400 001 BSE Scrip Code: 540366 ISIN: INE919I01024
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Dear Sirs,

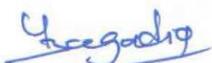
**Sub: Investor Presentation**

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are enclosing herewith a copy of Investor Presentation on financial results of the Company for quarter and year ended March 31, 2019 along with acquisition details.

The aforesaid Investor Presentation will also be uploaded on the website of the Company i.e. [www.radiocity.in](http://www.radiocity.in)

Kindly take the above on record and oblige.

Yours faithfully  
**For Music Broadcast Limited**



**Chirag Bagadia**  
Company Secretary and Compliance Officer

Encl: a/a



# Music Broadcast Limited

## Investor Presentation

RAG RAG MEIN  
DAUDE CITY.



May 2019



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# Financial & Operational Highlights

**RAG RAG MEIN  
DAUDE CITY.**



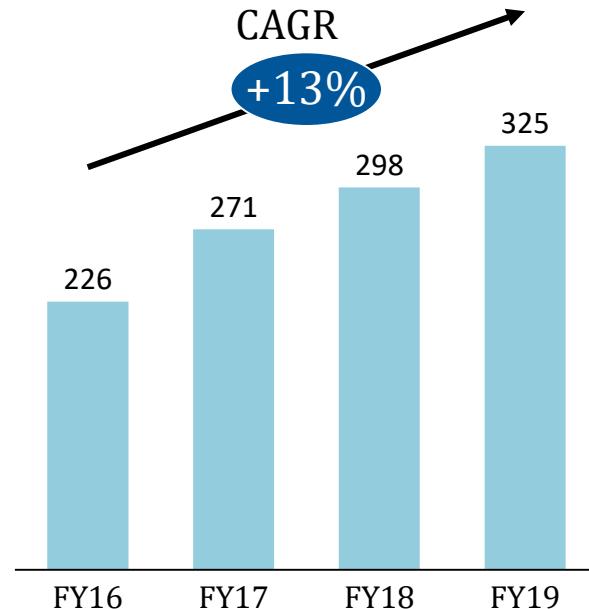
# Delivering Results as Promised; ahead of expectations!

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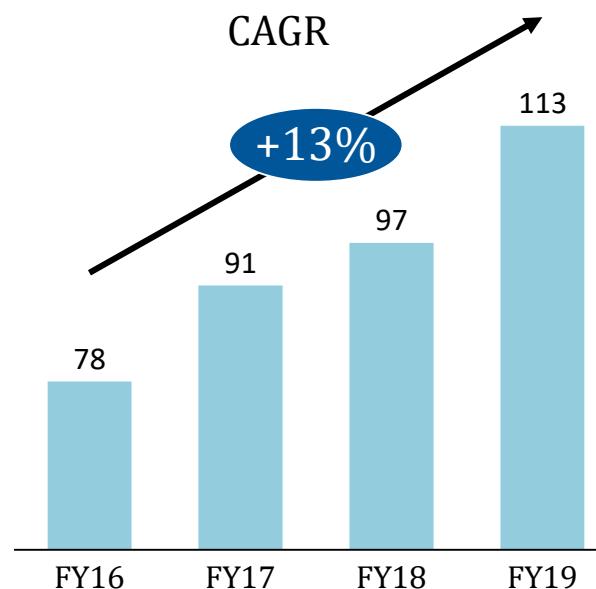


In Rs. Crs

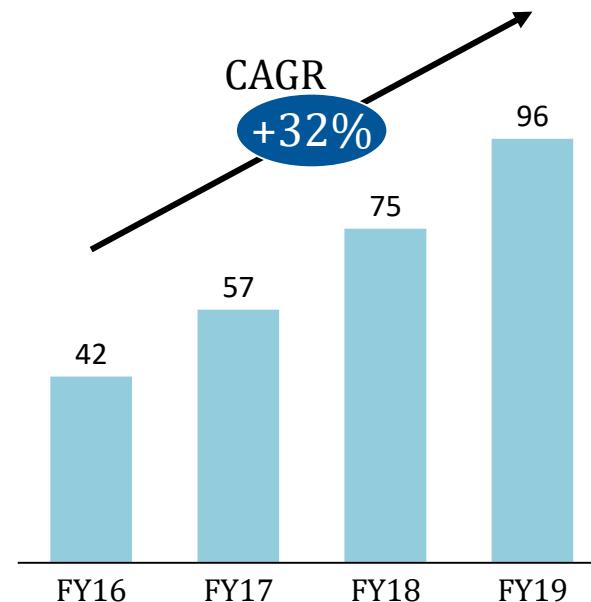
## Revenue



## EBITDA



## PBT



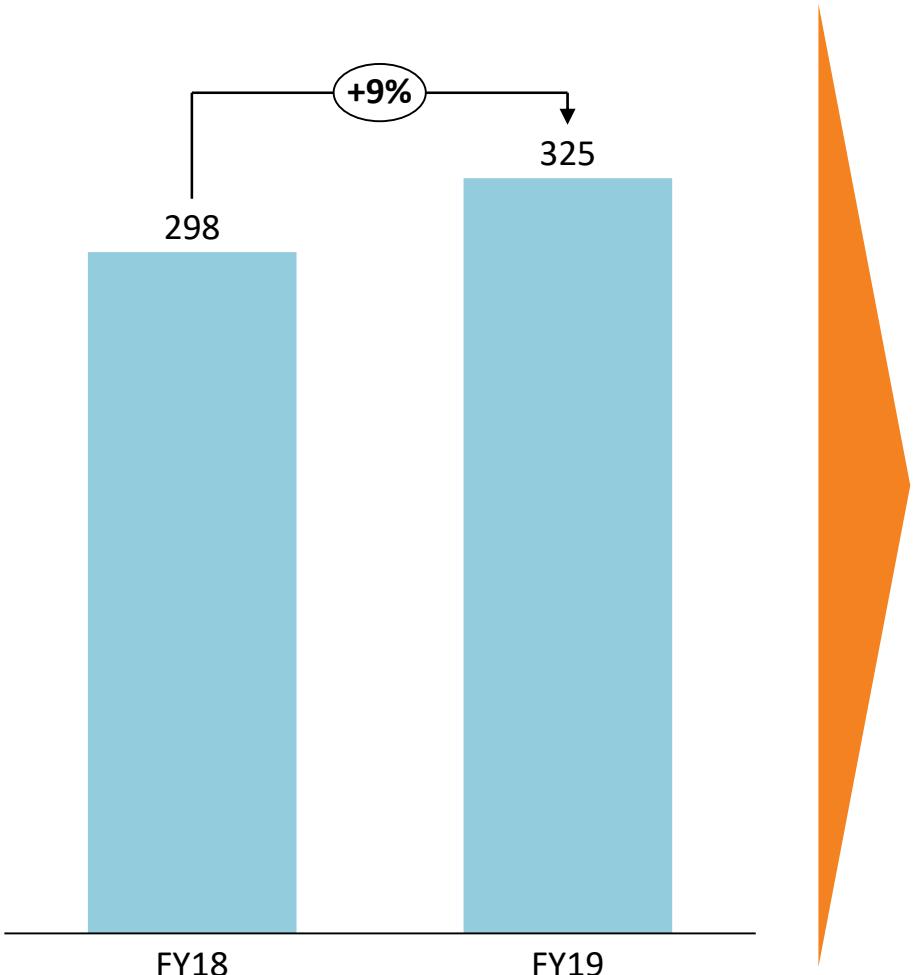
**GROWING AT DOUBLE DIGIT CAGR**

# 1. CONSISTENT Revenue Growth

RAG RAG MEIN  
DAUDE CITY.



In Rs. Crs



## FY19 Highlights :

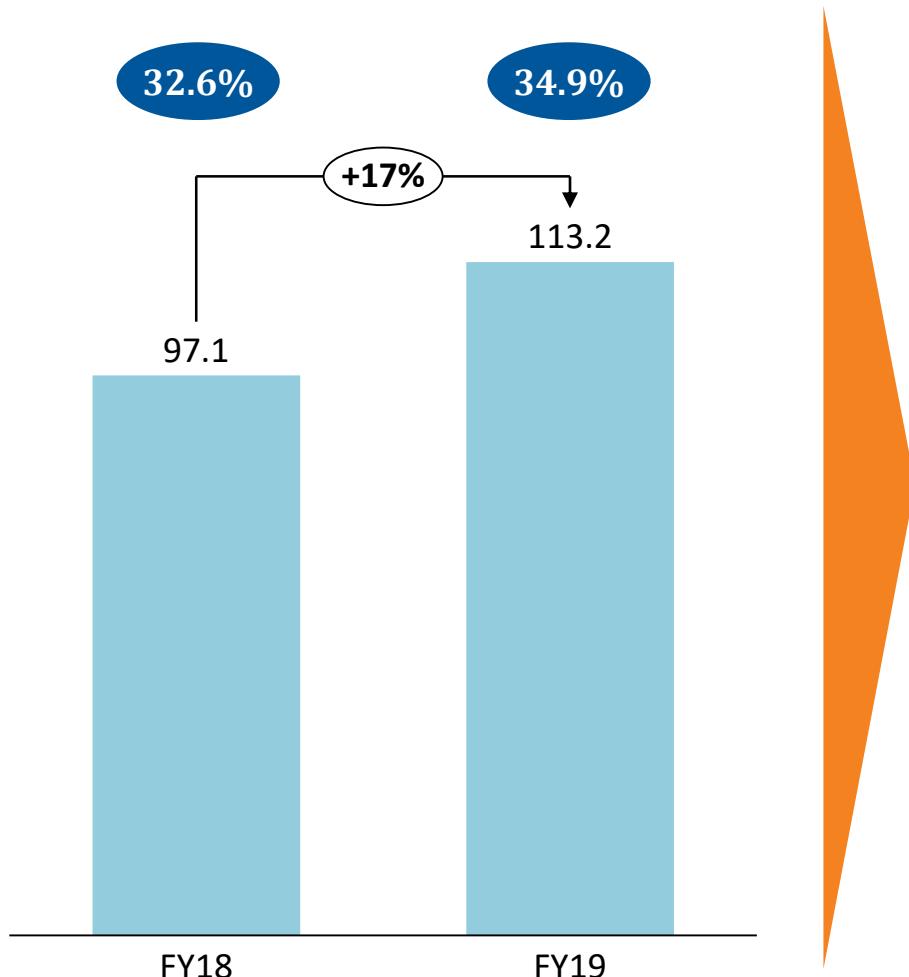
- Continues to grow more than the industry with 9% revenue growth
- Revenue Contribution from Phase III markets continues to grow disproportionately with improving utilizations
- Legacy Markets grew through a mix of yield improvement & inventory optimization
- Implemented 8% Rate hike across all 12 core markets

## 2. Continuing OUTPERFORMANCE in Operating Profits

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DAUDE CITY.

FM BOLE TOH  
**Radio City**  
A JAGRAN INITIATIVE

In Rs. Crs



### FY19 Highlights :

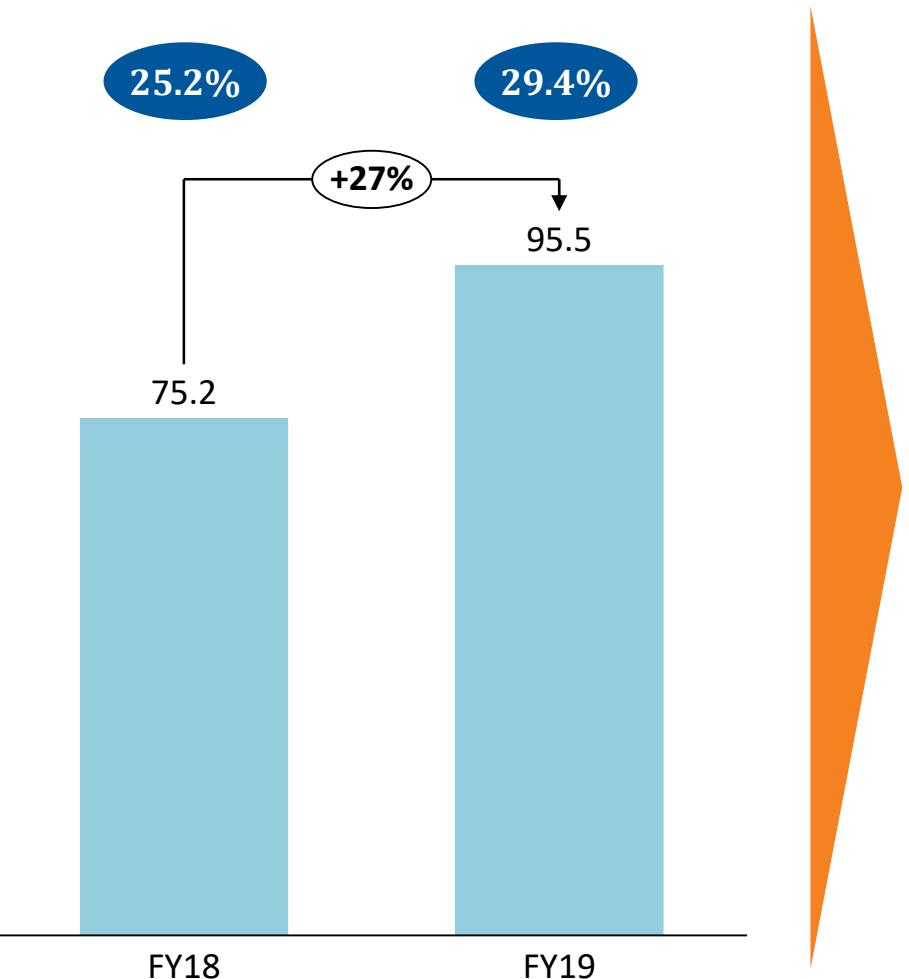
- Best in class margins in the industry
- Highest ever EBITDA and EBITDA margin on an annual basis
- Matured stations currently at ~45% operating margins
- Improving Yield and utilization on back of fixed cost business model translating into operating leverage

### 3. PBT Showing 3X Revenue Growth

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FM BOLE TOH  
**Radio City**  
A JAGRAN INITIATIVE

In Rs. Crs



#### FY19 Highlights

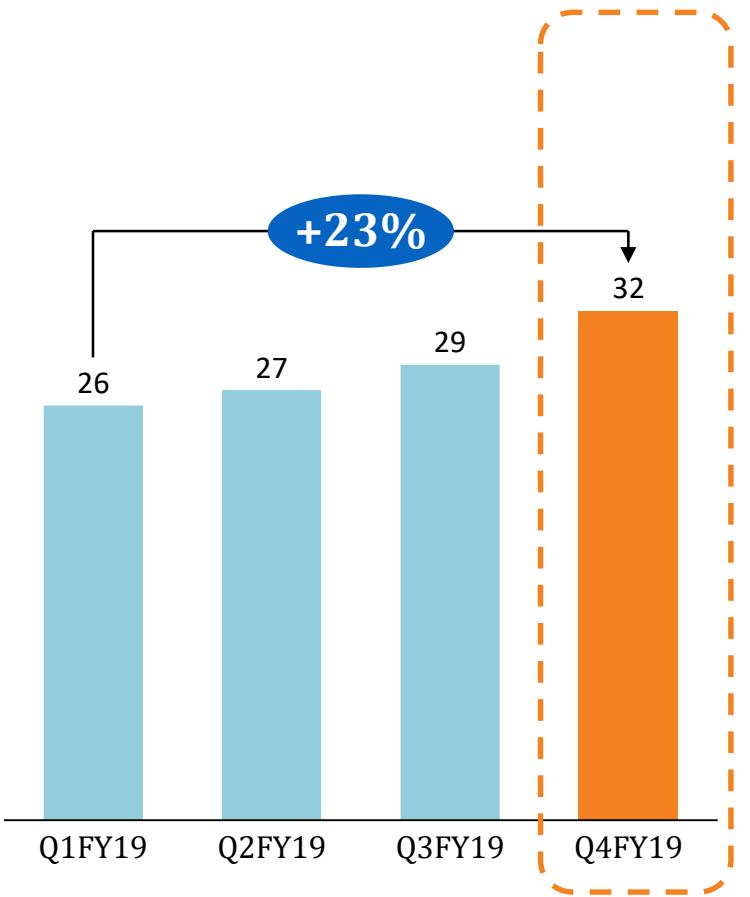
- PBT growth at 27% i.e. 3X the revenue growth
- ~420 basis point improvement in PBT Margins
- Efficient reach expansion & optimum capital allocation towards Phase III stations

# FY19 - Growth Trajectory Throughout the Year!

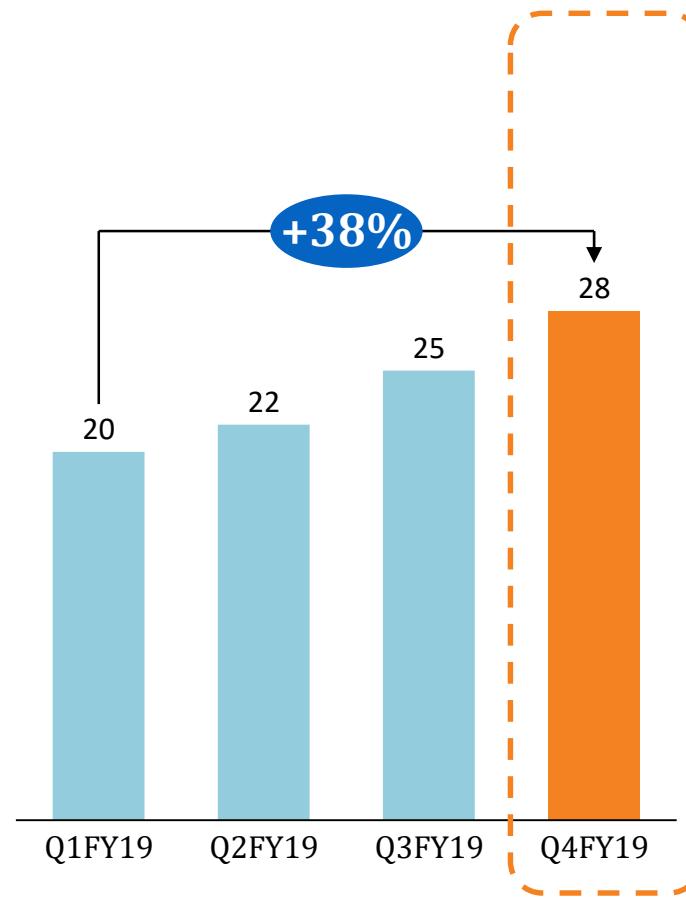
RAG RAG MEIN  
DAUDE CITY.



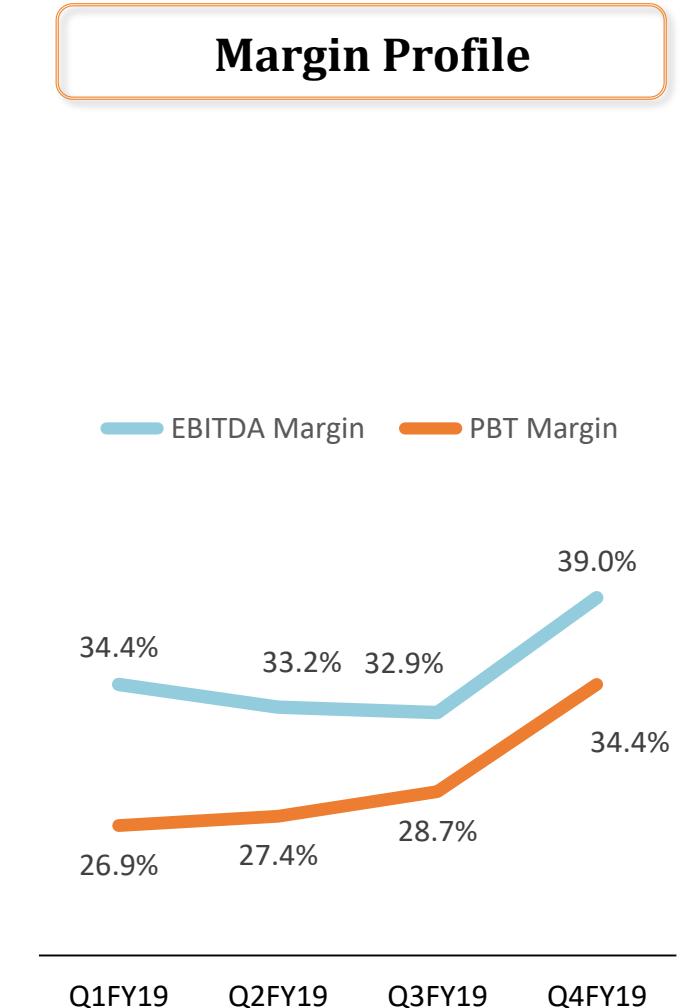
## EBITDA



## PBT



## Margin Profile



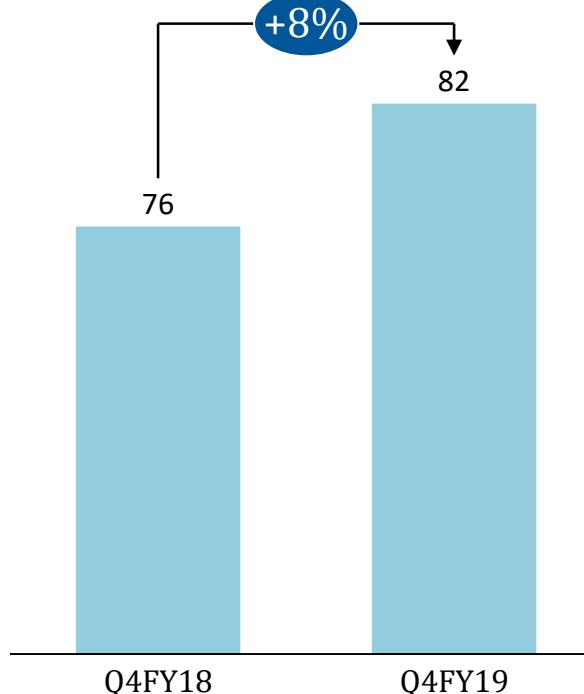
# Q4 FY19 - Strong Performance with Record MARGINS

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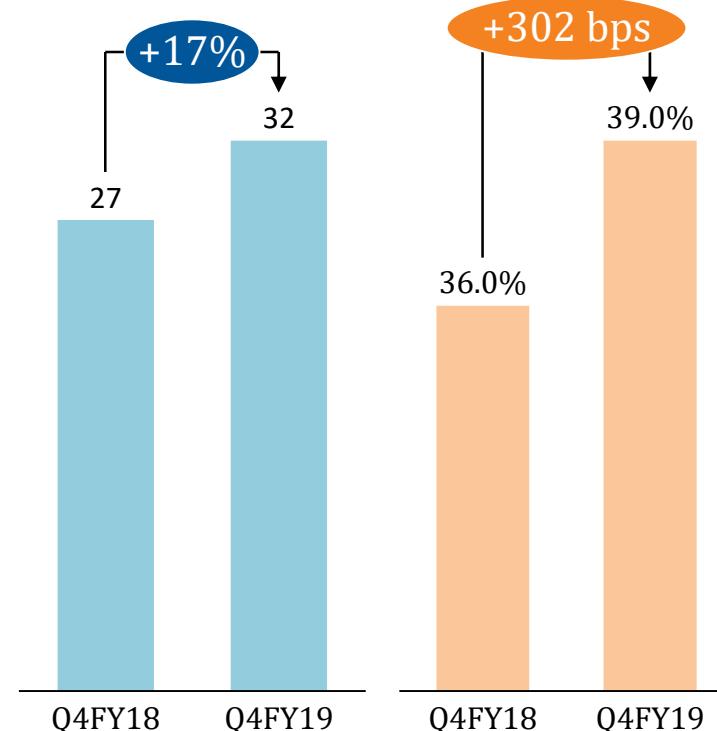


In Rs. Crs

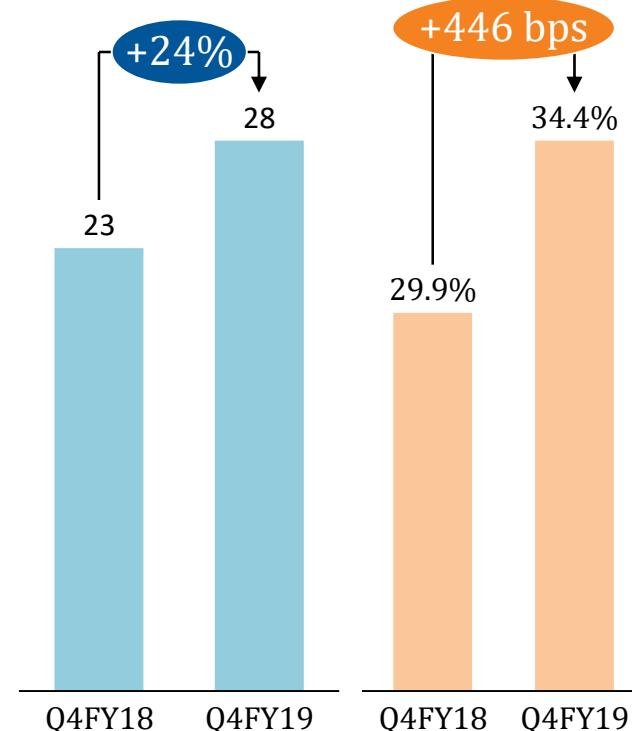
## Revenue



## EBITDA & Margins



## PBT & Margins



**SUSTAINABLE** Operating performance in spite of macro economic headwinds

## Q4 FY19 Industry Volume breakup:



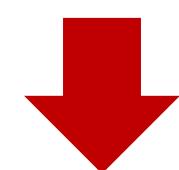
23%



11%



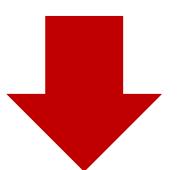
9%



20%



8%



10%

Growth (YOY)

## FY19 Industry Volume breakup:



18%



17%



8%



42%



8%



10%

Growth (YOY)

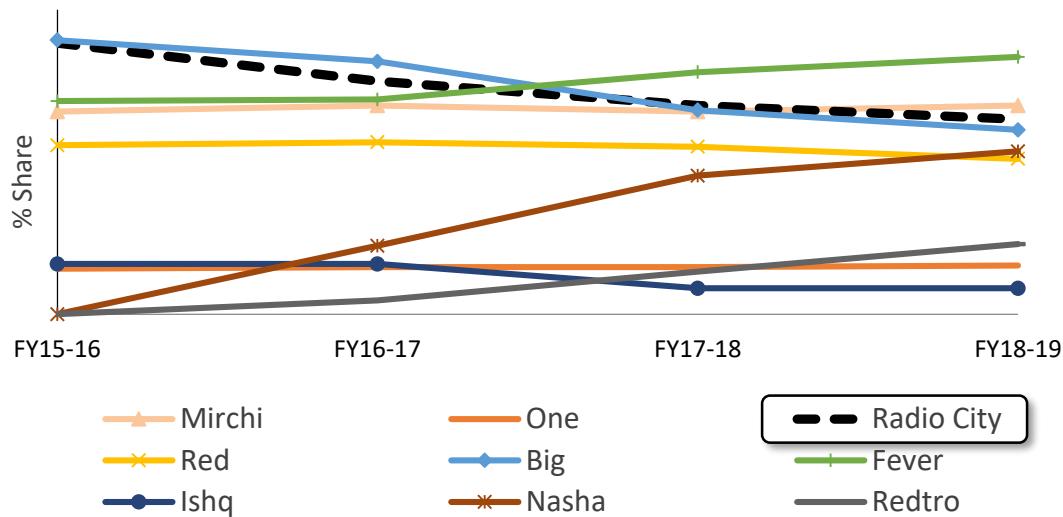
# Listenership trends in Mumbai and Bengaluru

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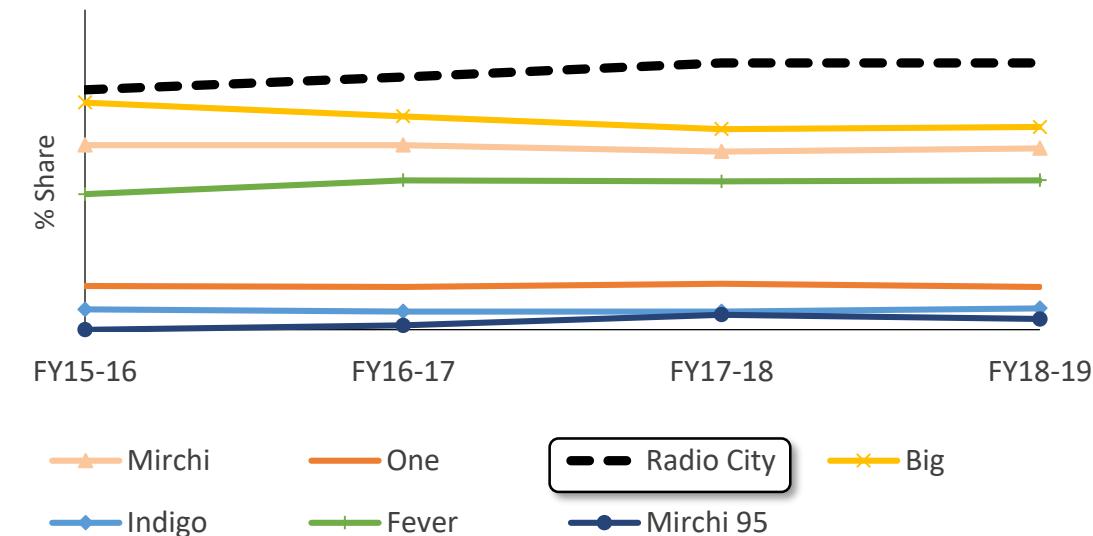


## Listenership Market Share Data

### Mumbai



### Bengaluru



Average of FY16 - YTD	Single Frequency	Multiple Frequency
Market Share	12.0%	4.8%

Average of FY16 - YTD	Single Frequency	Multiple Frequency
Market Share	12.3%	1.2%

Source: RAM Data

\*YTD : April – Mar 2019

# Profit and Loss

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In Rs. Crs	Q4FY19	Q4FY18	YoY	Q3FY19	QoQ	FY19	FY18	YoY
<b>Revenue</b>	<b>81.9</b>	<b>75.9</b>	<b>8%</b>	<b>87.0</b>	<b>-6%</b>	<b>324.7</b>	<b>298.3</b>	<b>9%</b>
Licenses Fees	5.0	5.3		5.5		21.4	21.3	
Employee Expenses	16.3	17.1		16.7		69.0	68.9	
Other Expenses	28.6	26.2		36.2		121.2	111.0	
<b>EBITDA</b>	<b>32.0</b>	<b>27.4</b>	<b>17%</b>	<b>28.6</b>	<b>12%</b>	<b>113.2</b>	<b>97.1</b>	<b>17%</b>
<b>EBITDA Margin</b>	<b>39.0%</b>	<b>36.0%</b>		<b>32.9%</b>		<b>34.9%</b>	<b>32.6%</b>	
Other Income	4.6	5.4		4.5		15.1	19.4	
Depreciation/Amortization	6.9	6.7		6.8		27.1	26.3	
<b>EBIT</b>	<b>29.7</b>	<b>26.1</b>	<b>14%</b>	<b>26.3</b>	<b>13%</b>	<b>101.2</b>	<b>90.2</b>	<b>12%</b>
<b>EBIT Margin</b>	<b>36.2%</b>	<b>34.4%</b>		<b>30.2%</b>		<b>31.2%</b>	<b>30.2%</b>	
Finance costs	1.5	3.4		1.4		5.6	15.0	
<b>PBT</b>	<b>28.2</b>	<b>22.7</b>	<b>24%</b>	<b>24.9</b>	<b>13%</b>	<b>95.5</b>	<b>75.2</b>	<b>27%</b>
Tax	9.8	6.5		8.5		33.9	23.5	
<b>PAT</b>	<b>18.4</b>	<b>16.3</b>	<b>13%</b>	<b>16.4</b>	<b>12%</b>	<b>61.6</b>	<b>51.7</b>	<b>19%</b>
<b>PAT Margin</b>	<b>22.4%</b>	<b>21.4%</b>		<b>18.8%</b>		<b>19.0%</b>	<b>17.3%</b>	
Other Comprehensive Income	0.0	0.7		0.0		0.0	0.0	
<b>Total Comprehensive Income</b>	<b>18.3</b>	<b>17.0</b>	<b>8%</b>	<b>16.4</b>	<b>12%</b>	<b>61.6</b>	<b>51.7</b>	<b>19%</b>

# Balance Sheet

RAG RAG MEIN  
DAUDE CITY.



Assets (In Rs. Crs)	Mar-19	Mar-18	Liabilities (In Rs. Crs)	Mar-19	Mar-18
<b>Total Non Current Assets</b>	<b>334.3</b>	<b>490.1</b>	<b>Shareholders Fund</b>	<b>603.3</b>	<b>599.9</b>
Fixed Assets	310.0	296.9	Share Capital	55.3	57.1
Tangible Assets	74.9	41.2	Other Equity	548.0	542.8
Intangible Assets	235.1	255.7	<b>Total Non Current Liabilities</b>	<b>19.8</b>	<b>53.5</b>
Intangible Assets Under Development	0.0	0.0	Long Term Borrowings	15.6	49.9
Financial Assets			Long Term Provisions	4.2	3.6
Investments	1.4	155.9	<b>Total Current Liabilities</b>	<b>107.3</b>	<b>45.2</b>
Other Financial Asset	11.6	10.8	Short Term Borrowings		
Deferred Tax Asset(Net)	4.6	18.2	Trade Payables	24.7	22.3
Other Non Current Assets	5.1	6.7	Other Financial Liabilities	69.4	11.7
Non Current Tax Assets	1.7	1.7	Short Term Provisions	0.7	0.7
<b>Total Current Assets</b>	<b>396.2</b>	<b>208.5</b>	Other Current Liabilities	10.5	10.5
Current Investments	170.3	-	Current tax liabilities (net)	2.1	0.0
Trade Receivables	125.4	110.4			
Cash & Cash Equivalents	14.8	13.1			
Bank Balances	63.9	63.0			
Other Financial Assets	3.9	3.6			
Other Current Assets	17.8	18.2			
<b>TOTAL ASSETS</b>	<b>730.5</b>	<b>698.6</b>	<b>TOTAL EQUITY &amp; LIABILITIES</b>	<b>730.5</b>	<b>698.6</b>



## Update on Acquisition of Friends FM 91.9

- Terminates Business Transfer Agreement dated 24 April 2019 with Ananda Offset Private Limited (Friends FM 91.9) on account of uncertainty of receipt of regulatory approval from MIB
- Original Sales Alliance with Friends FM 91.9 continues for Kolkata market

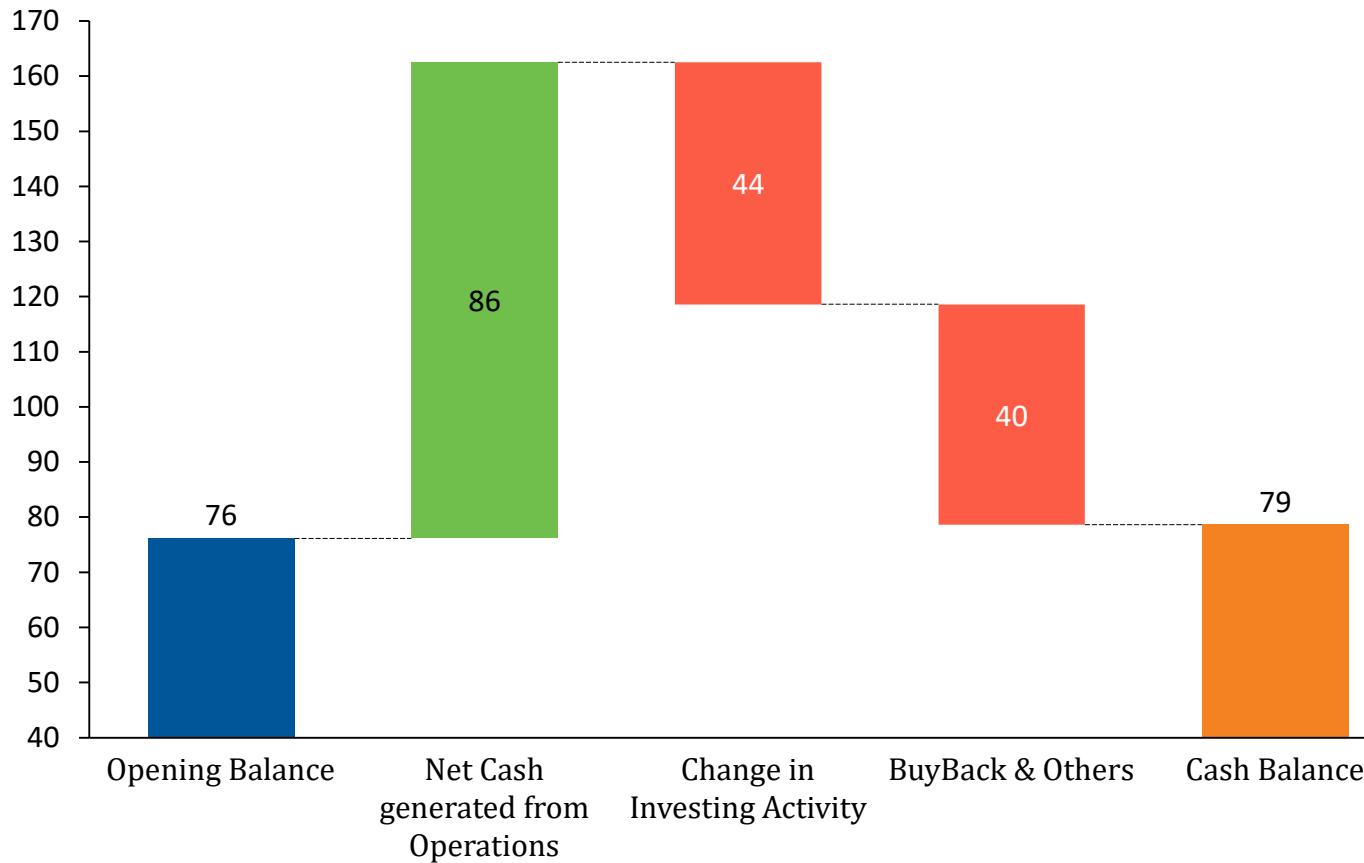


## Ranked 6<sup>th</sup> by Great Place to Work® among Best Large Workplaces in Asia, 2019

- Ranked #6 on this year's Best Workplaces in Asia, 2019 study
- The study measured almost 1,200 eligible organizations that successfully created high-trust and high-performing cultures in the Asia Pacific and Middle East regions
- More than 1.6 million employees participated in the survey studies in 8 Asia-region countries where Great Place to Work is represented

Period (For the year 2018-2019)

In Rs. Crs



**~Rs. 250 Cr**  
of Cash, Cash Equivalents  
& Investments  
(as on March 2019)

# Acquisition Details

RAG RAG MEIN  
DAUDE CITY.

FM BOLE TOH

*Radio City*

A JAGRAN INITIATIVE

**Target  
Company**

Reliance Broadcast Network Limited

**Key Assets**

Acquisition of 58 Pan-India Radio Stations; **40 Stations** to be Retained, 18 Stations may have to be surrendered by RBNL under law

**Valuation**

**Enterprise Value\*** : Rs. 1,050 Crore, **Equity Value\*** : Rs. 350 Crore

**Transaction  
Structure**

- All Cash Deal
- Primary investment of **Rs. 202 Crore** for 24% stake by way of preferential allotment post signing
- On receipt of regulatory approvals investment of **Rs. 348 Crore** for remaining promoter stake by Q1 FY 21

**Financials<sup>^</sup>**

**FY19 : Revenue** : Rs. 256 Crore | **EBITDA** : Rs. 85 Crore

**Advisors**

**Legal Advisor** : Khaitan & Co.

**Financial & Tax Due-Diligence** : PricewaterhouseCoopers

**Investment Banker** : EY India

**Financial Advisor** : ICICI Securities Limited

# Transaction Rationale

RAG RAG MEIN  
DAUDE CITY.



## India's No.1 Radio Network

- Combined **79 Stations largest in the country**, FM Foot Print of ~82%
- Market Leadership across all key markets in terms of listenership & advertising

## BIG FM - Popular Brand

- Popular brand with **13 Years of presence**, offering in the Retro Music format, with target market of 45+ age group
- No cannibalisation with Radio City as the genre is different

## New Markets

- **30 new markets to be added**, of which 10 markets were on MBL's desired list as they were of national significance, but were either not available or were exorbitantly priced

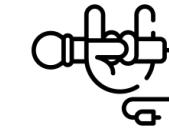
## Synergies

- Helps to create a very powerful offering for advertisers to command premium pricing
- Multiple frequencies would also be able to run successfully without cannibalising
- Cost synergies that will help improve EPS

## Cost Effectiveness

- Acquisition will be more cost effective than greenfield set-up
- Acquisition pay-out spread over the years

## RadioCity



Adult Contemporary



25 – 45 Year

## BigFM



Retro Music



45+ Year

# Contact Us

RAG RAG MEIN  
DAUDE CITY.



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