



October 24, 2017

The Manager,
Listing Department,
National Stock Exchange of
India Ltd.,
'Exchange Plaza', C-1,
Block G,
Bandra- Kurla Complex, Bandra
(East),

The Listing Department BSE Limited, Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai - 400 001 The Calcutta Stock Exchange Limited, 7, Lyons Range, Kolkata - 700 001

Mumbai - 400 051

Symbol: SAREGAMA EQ

Scrip Code: 532163

Scrip Code: 017177

### Sub.: Analyst/ Investor Conference Call

Dear Sir/ Madam,

Pursuant to the provisions of Regulation 30 of SEBI (Listing Obligation and Disclosure Requirements) Regulations, 2015, this is to inform that the conference call with Analysts will be held on Wednesday, October 25, 2017 at 11.00 a.m. IST.

Enclosed is an invite for the same and the presentation to be discussed with the analysts.

This information is available on the website of the Company www.saregama.com.

Please note that the above shall be subject to changes, if any.

Kindly take the same on record and acknowledge the receipt.

Thanking You.

Yours Faithfully, For Saregama India Limited

Kamana Khetan

Company Secretary and Compliance Officer

Encl. As above

# ANANDRATHI

# Saregama India



### **Q2 FY18 Result Conference Call**

25 October 2017, at 11:00 am IST

**Hosted by Anand Rathi Research** 

### **Participants**

Mr Vikram Mehra

(Managing Director)

Mr G B Ayeer

(CFO & Director)

Mr B L Chandak

(Executive Director - RP Sanjiv Goenka Group)

### **Primary Access Numbers for Participants**

Mumbai Access: 022 3960 0896 Local Access: 3940 3977

(Ahmedabad, Bangalore, Chandigarh, Chennai, Cochin, Delhi (NCR), Gurgaon (NCR), Hyderabad, Kolkata, Lucknow, Pune)

**International Access** 

USA: +1 866 746 2133 Hong Kong: 800 964 448 UK: 0808 101 1573 Singapore: 800 101 2045

### Click here for your Diamond Pass

http://services.choruscall.in/diamondpass/registration?confirmationNumber=5307909

For further information, please contact Call Leaders

Girish Solanki Office No: (022) 6626 6712 Mobile: 9323109635





Investors Update
Q2 FY`17-18







# **Cautionary Statement**

Statement in this "Management Discussion and Analysis" describing the company's objectives, projections, estimates, expectations or predictions may be "forward looking statements" within the meaning of applicable securities law and regulations. Actual results could differ materially from those expressed or implied. Important factors that could make a difference to the company's operations include demand supply conditions, finished goods prices, availability and prices of raw materials, changes in the government regulations, tax regimes, economic development within India and the countries within which the company conducts business and other factors such as litigations and labor negotiations.

For enquiries mail us at investors\_relation@rpg.in





# Q2 17-18 Financial Performance

Rs. Lacs	Q2 17-18	Q2 16-17	% Growth YOY	Q1 17-18
<u>REVENUES</u>				
Music	7320	3123	134%	4551
TV Software	1126	1667	-32%	1653
Total	8446	4790	<b>76%</b>	6204
<u>EBIDTA</u>	1079	587	84%	836
<u>PBT</u>	901	361	150%	677
<u>PAT</u>	446	209	113%	330

Standalone basis

### <u>Highlights</u>

- Music Business grown by 134%
- B2C Music: 95k units of Carvaan & its variants sold
- B2B Music: Revenues grew by 19%
- TV Software business adversely effected by fall in advertising market. Temporary revenue deferment and not a permanent revenue decline





## **Strategic Direction**

Remain a pure play content company capitalising on the data boom globally, with focus on:

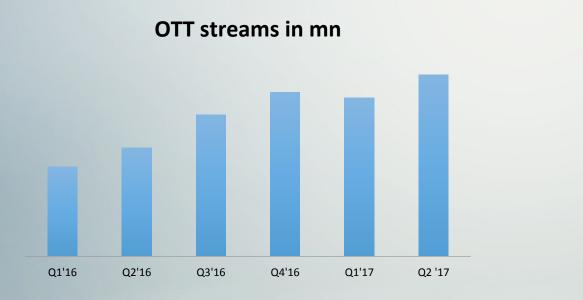
- Higher monetisation of existing IP

   (1.2L owned songs & 3000 hours of Tamil serials)
  - through greater presence on all 3<sup>rd</sup> party digital and TV platforms
  - launch of Saregama branded physical products with embedded music
- Building of new IP
  - through new film music acquisition across Hindi, Tamil and Marathi languages
  - TV programs in Tamil language
  - Low budget thematic films targeted at youth with primary exploitation on digital platforms





# Better Monetisation thru 3rd party digital / TV platforms





- B2B music income grew by 19%
- OTT income grew by 45% while Publishing income grew by 19%
- YT income also witnessed growth, while Telecom declined



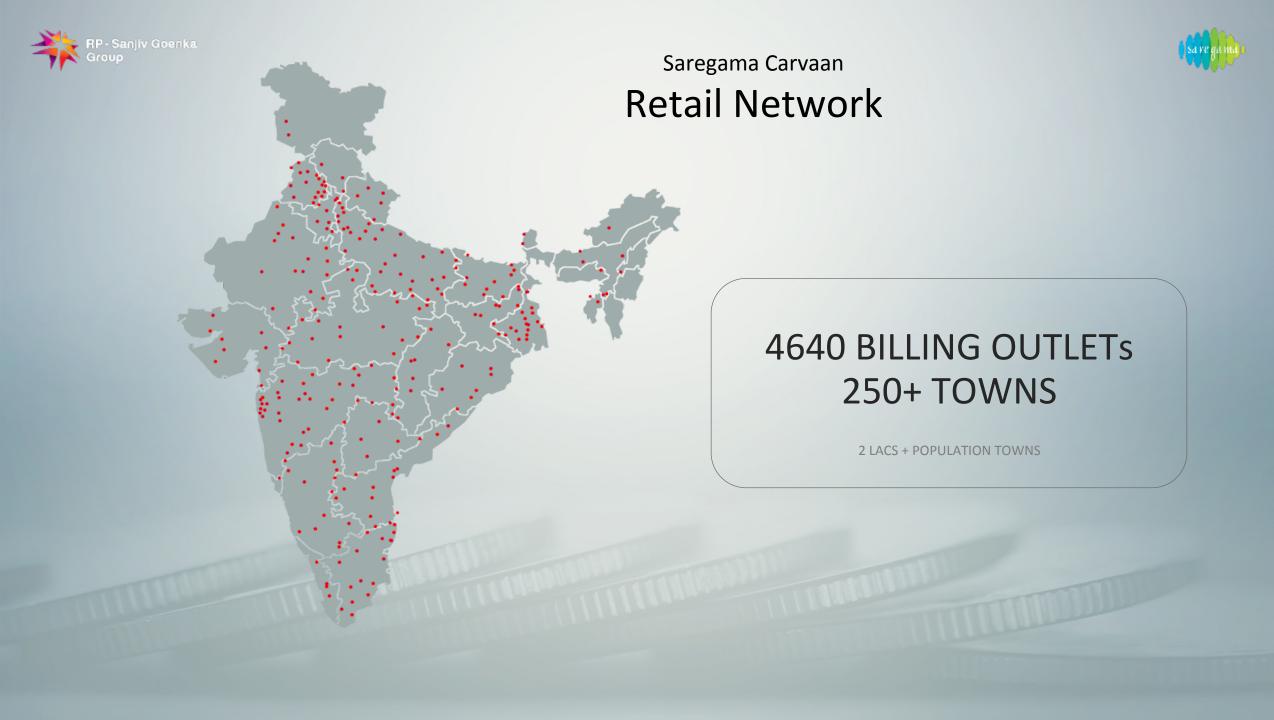
# Saregama Retail Products CARVAAN



- Carvaan: Portable digital audio player with in-built stereo speakers comes with 5000 greatest Hindi songs inside.
- Retailed thru 4640 retail outletss, e-commerce and electronic stores. Own sales force.
- Price increase taken Rs 6490 / 6990. Launch price was 5990
- Carvaan variant 'Mini' launched in Sep Rs 2490
- 95k units sold of Carvaan & Mini in Q2'18









### Saregama Carvaan

## Market Feedback

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### The Telegraph

Mood, Once you get the hang of which control does what — the



# A classic comeback

Saregama's new Carvaan will make you fall in love with radio sets all over again





Loaded with 5.000 old Hindi songs, the brand new Saregama Carvaan brings back the radio days

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THERE'S an inherent sense of roosance (and excitement) that a radio set evolus even in the age of live streaming podeast and smart watches, And, this was amply demonstrated when we ordered for Saregama's newly launched Carvaso, a radio cam music player, to our office. Compact, cutesy and portable, it made

rounds to almost every table.

The pelocred digital player - also available in electric bloc - pornes preloaded with 5,000 golden dassics. Divided into categories like artistes (Kishore Romar. Mangeshkar. Gerbrar. Kalyanji Anandii, generate others) mood (sad, happy, grazzi) and Ameen Sayant's Geetmala, it also has the option to tune

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### Audio Wizardry Nere's how you can make music a

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When every other marketer is struggling to understand and attract milliennials and writermals towards their brands, you often wonder who's thinking about their seniors and super seniors. They make up 1/3rd of India's population, a significantly large

Advertising Digital Media Dunkers of Brands The Pitch-Report The People Report B

Carvaan: A product NOT targeted a

How Saregama is monetising traditional radio in a contemporary avatar without a

Shephala Martt | E75 modEquity | October 14, 1007, 1640 EST

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consumer group. And they have the spending power often found lacking in Gen Z. REVIEWS FEATURES OPINIONS PHOTOS VIDEOS ♥ PODCASTS COMPARE MOBILES PHONE FINE GAMING CAMERAS PCALAPTOPS ALDIDAVIDED HOW'TO TELECOM SCIENCE INDIA INTER

#### Saregama Carvaan Review: Retro Music in a Modern Package



#### HIGHLIGHTS

- The Saregama Canvaan is a Bluetooth speaker that looks. like an old radio
- It comes with 5,000 classic songs and radio commentary.
- It's available now for Rs. 5,990

The Carvaan is a new Bluetooth speaker released by the famous Indian music label Saregama. As you would expect from such as source, the Canvaan isn't just a simple speaker. It's got a number of interesting features built-in, most notable of which is that it comes with 5,000 classic Hindi songs, which you can listen to anytime you want to, without any Internet connection. The other thing that really stands out is the design of the speaker, which looks like a classic portable radio. While B&O's A2 is a modern and refined take on the concept, Saregama went with a chunky and boxy design for the Carvaan, which is decidedly retro.





# Building IP New MUSIC

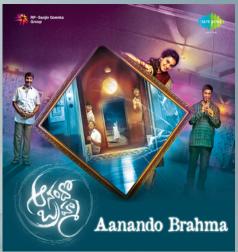
- 5 New films music acquired in the quarter. Audio and Music Video rights in perpetuity
- The strategy is to start slow, vet assumptions and start building up the slate over time

















- High TRPs across all serials
- Banked inventory expected to be liquidated over next 2 quarters



### Chandralekha

Daily Soap
Till 30<sup>th</sup> Sep
902 Episodes
Average TRP – 8



### Valli

Daily Soap Till 30<sup>th</sup> Sep 1456 Episodes Average TRP – 5



Jo Jo Laali
Till 30<sup>th</sup> Sep
124 Episodes
Average TRP – 1



# Building IP Films



- Data explosion resulting in growing demand for 'exclusive' content from all OTT players and TV channels
- Thematic films with tightly controlled budgets; targeted at 18-35 yrs segment; story and not the starcast being the hero
- Launched under sub-brand Yoodlee Films
- International audience also considered while selecting stories
- Risk hedging by keeping upfront talent cost low, and offering profit sharing
- Movies in all languages
- Promo www.youtube.com/Yoodleefilms



- 5 films ready. All shot in 18-21 days each
- First film theatrical release in Nov
- Launch of Brij Mohan Amar Rahein postponed to make Ajji the first release
- Ajji has received rave reviews from the leading foreign press
- Invited to the competitive sections of Busan, MAMI, Black Night festivals
- Ajji: Hollywood Reporter Review
- www.hollywoodreporter.com/review/ajji-film-reviewbusan-2017-1048999

# "One of India's strongest Independents this Year"

# THE HOLLYWOOD REPORTER

"MUST WATCH INDIE FILM OF THE YEAR"

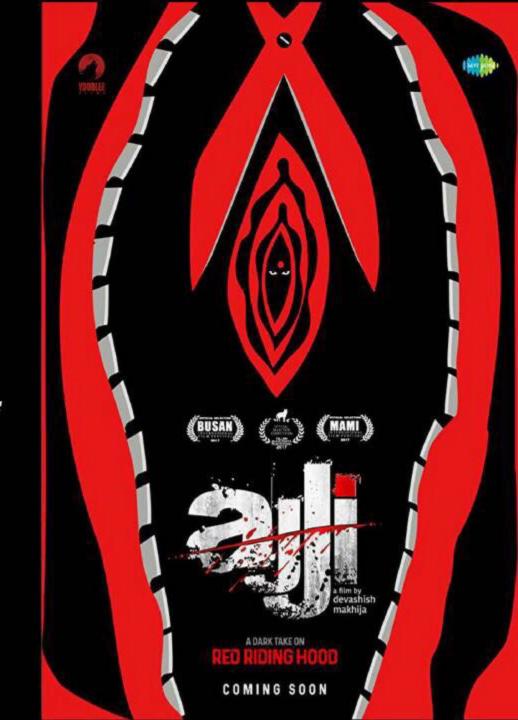
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"AJJI, IN A WAY, IS A FLESH AND BLOOD PRODUCT OF REALISM FILMS"

**FILM COMPANION** 

"DIRECT AND EFFECTIVE"

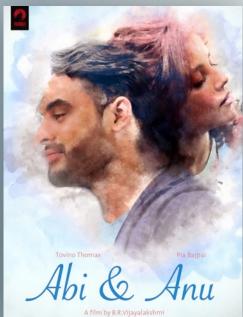
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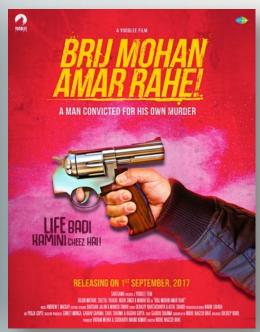




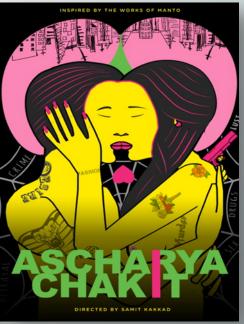
# Yoodlee Films 1st Slate

















# Publication Biz - Open Magazine

- Publication Biz in 100% subsidiary
- Sustained Circulation and Ad Revenues
- Association of premium brands
- No unprovided drag on financial results of parent Saregama





### Outlook - Music Business

### Music B2B

- OTT & YouTube will continue double digit growth while Telecom will continue to decline
- Licensing arrangements with Amazon and Apple will result in additional revenues from Q4 onwards
- Acquisition of new music content will start helping publishing business to grow further
- Industry organization like PPL & IPRS will get strengthened, and will start contributing higher revenues by Q1 next year

### **Music B2C**

- Sales of Carvaan and its variants will grow further in next few quarters
- ATL marketing activities to start by end of Q3 / early Q4
- Launch of Carvaan variants Tamil Carvaan, USA/UK version of Carvaan in Q3
- Improvement in gross margins expected with volumes





# Outlook - TV , Films & Publication Businesses

### **Television Business**

- South TV Banked inventory will start getting liquidated, offering higher margins
- Hindi TV conscious call to get out of all non IP business

### Films (Yoodlee)

- Release of 1<sup>st</sup> film in theatre in Q3
- SVoD / TV licensing deals will stat from end Q3 / early Q4
- Focus on building catalogue

### **Publication Business**

Achieve break even through subscription and ad revenues

