



January 25, 2022

To,
Listing Department
BSE Limited
P.J Towers, Dalal Street,
Fort, Mumbai – 400 001

To,
Listing Department
National Stock Exchange of India Limited
Exchange Plaza, 5th Floor, Plot No. C/1, G Block,
Bandra Kurla Complex, Bandra (E), Mumbai – 400 050

Scrip Code: **532375**

Symbol: **TIPSINDLTD**

Subject: Submission of Presentation of Analysts/Investors Meeting

This is further to our letter on the Investor/ Analyst call scheduled on January 25, 2022 at 3:00 p.m. (IST) and pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations 2015, we enclose herewith a copy of Investor Presentation with respect to Unaudited Financial Results of the Company for the quarter ended December 31, 2021.

The same shall be uploaded on our website www.tips.in

We request you to kindly take the above information on record.

Thanking you,

For **Tips Industries Limited**

Bijal R. Patel
Company Secretary

Encl: a/a

TIPS INDUSTRIES LTD.

601, Durga Chambers, 6th Floor, Linking Road, Khar (West), Mumbai 400 052.
Tel. : 6643 1188 Email : response@tips.in Website : www.tips.in
CIN: L92120MH1996PLC099359



Tips Industries Limited



Investor Presentation

Q3-FY22

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Financial Highlights



Quarterly Highlights

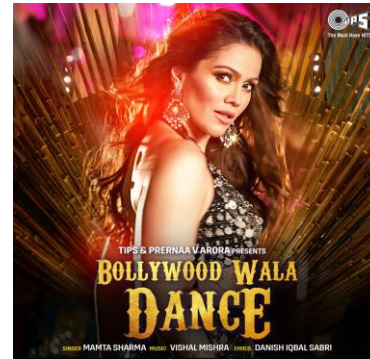


Total **86** new
Songs Released

All songs of **2** big
Punjabi films
released

11 remaining
songs
of Tips Rewind
(Season 1) Released

2 new songs
Released under
Tips Originals



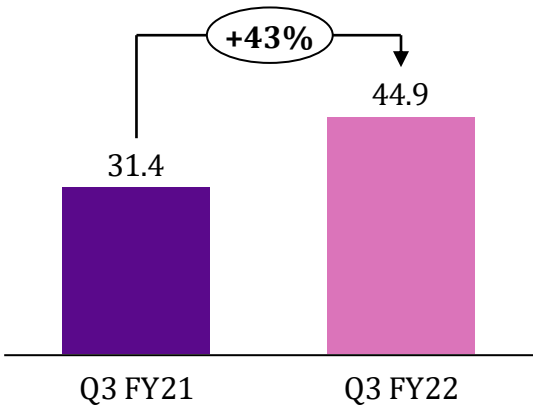
- ❖ Released **86 new songs** during the quarter
- ❖ Released all songs of **2 big Punjabi films**
 - **Yes I am Student** – starring Ammy Virk & Sargun Mehta
 - **Honsla Rakh** - starring Diljit Dosanjh & Shehnaaz Gill (released only 1 song in Sep-21, rest in Oct-21)
- ❖ Released 11 remaining songs of project "Tips Rewind (Season 1) : Tribute to Ghazal Maestro Jagjit Singh" under "Tips Originals".
- ❖ Recreated Ghazals performed by renowned singers like Hariharan, Sonu Nigam, Talat Aziz, Shaan, etc.
- ❖ Released 2 new songs namely "**Bollywood Wala Dance**" and "**Meri Zindagi Mein**" under "Tips Originals".
- ❖ Our new Bhojpuri song "**Tumsa Koi Pyara**" by Pawan Singh & Priyanka Singh crossed 60 mn YouTube views. Song was released on 10th Dec.

Segmental Performance – Music (Quarterly)

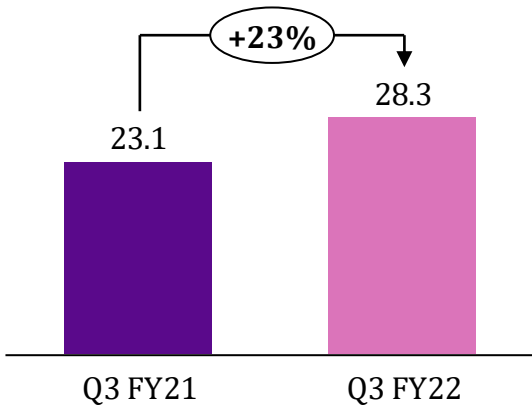


Y-o-Y

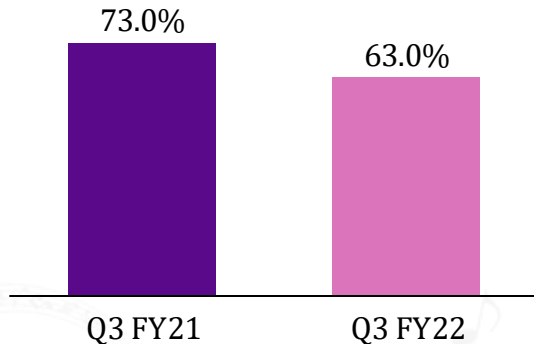
Revenue (Rs. in Crs)



EBIT (Rs. in Crs)

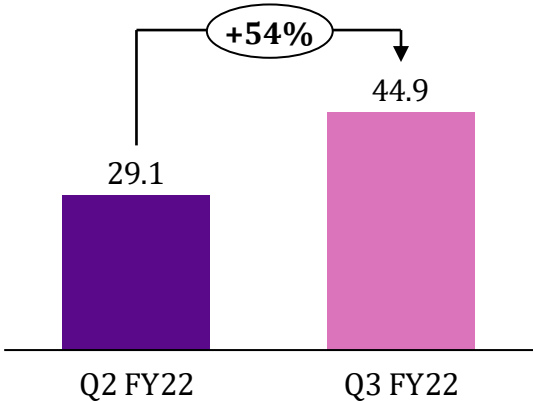


EBIT Margins (%)

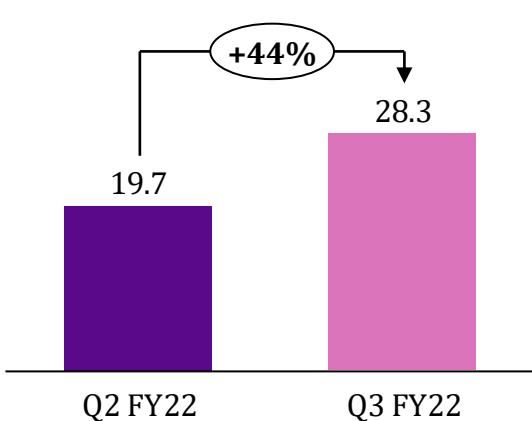


Q-o-Q

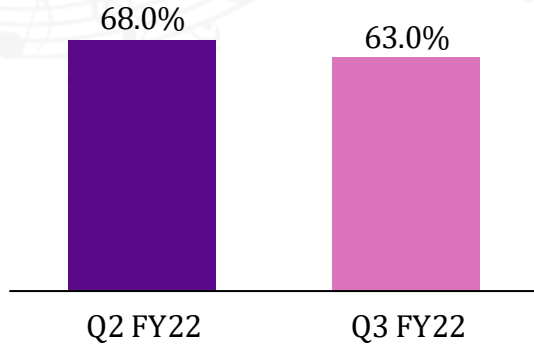
Revenue (Rs. in Crs)



EBIT (Rs. in Crs)



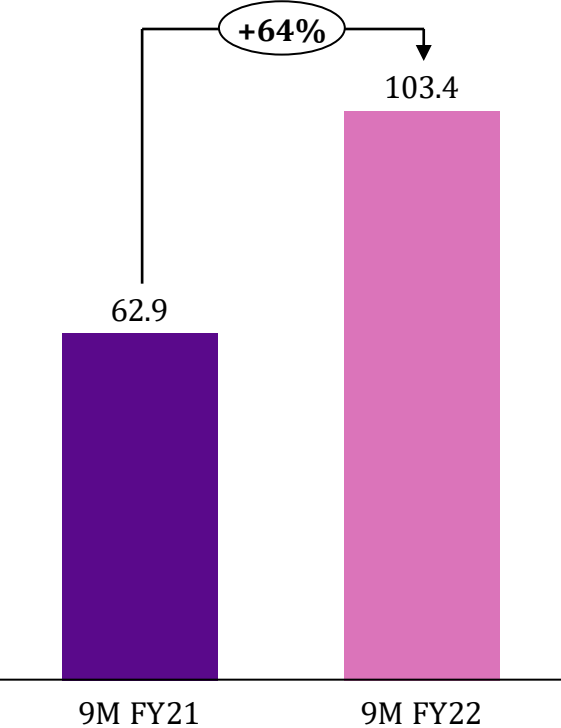
EBIT Margins (%)



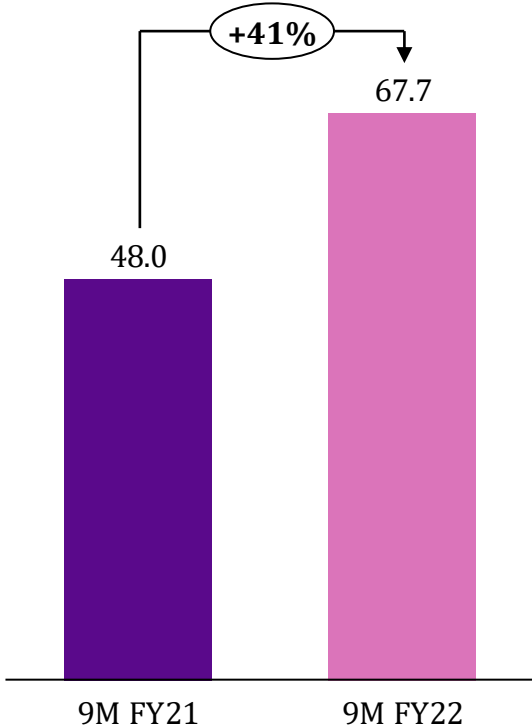
Segmental Performance – Music (9 Months)



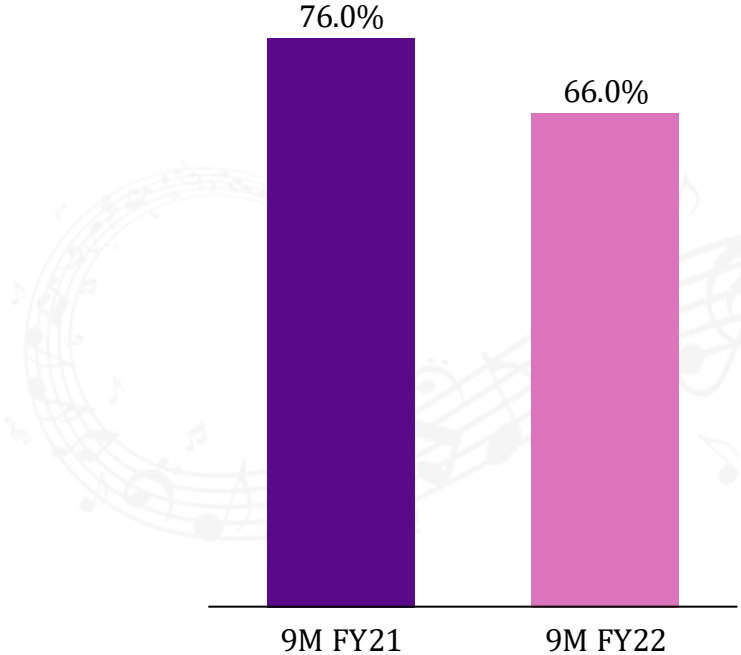
Revenue (Rs. in Crs)



EBIT (Rs. in Crs)



EBIT Margins (%)



Q3 FY22 Profit & Loss Statement



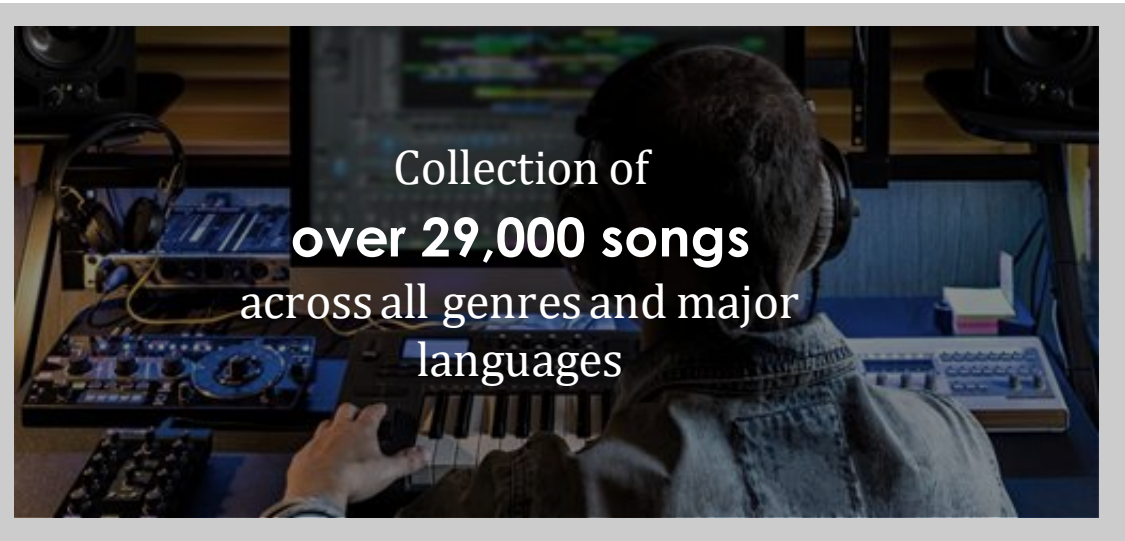
Particulars (Rs. in Crs)	Q3 FY22	Q3 FY21	Y-o-Y	Q2 FY22	Q-o-Q	9M FY22	9M FY21	Y-o-Y
Revenue From Operations	44.2	31.4	41%	95.9	-54%	168.1	62.9	167%
Other Income	1.2	1.0		1.0		3.1	2.1	
Total Income	45.4	32.4		96.9		171.2	65.0	
Employee Benefits Expenses	2.3	2.1		2.5		7.0	5.9	
Amortization of cost of production	0.0	0.0		55.1		54.9	0.0	
Other Expenses	16.2	10.8		11.0		34.4	20.9	
EBITDA	25.7	18.6	38%	27.4	-6%	71.8	36.1	99%
EBITDA %	58%	59%		29%		43%	57%	
Depreciation and Amortisation Expense	0.2	0.2		0.2		0.7	0.6	
EBIT	25.5	18.4	38%	27.2	-6%	71.1	35.4	101%
EBIT Margin %	58%	59%		28%		42%	56%	
Finance Costs	0.0	0.0		0.0		0.0	0.0	
PBT	26.6	19.4	37%	28.1	-5%	74.2	37.5	98%
Tax	6.7	7.0		7.1		18.6	12.3	
PAT	19.9	12.4	61%	21.0	-5%	55.5	25.2	120%
PAT %	45%	39%		22%		33%	40%	
EPS	15.37	9.55		16.2		42.81	18.82	



Company Overview



Company Overview



Established in 1988, Tips Industries is one of the large corporate houses in the field of music and films



Consistent success in creating and acquiring high quality music I.P.R.



Since 1990, Tips has been amongst players with the highest number of gold and platinum discs to their credit



Extensive catalogue of Film, Non-Film, Devotional, Pop, Remixes

Catalogue is licensed to

- OTT platforms
- Content Aggregators
- TV Channels
- Telecom Companies
- Radio Stations,
- Advertisers
- Event Management Companies
- Hotels, Restaurants, and Others

Hindi | Punjabi | Gujarati | Bhojpuri & many others...

Presence across platforms



ShareChat



MUSIC... THE RHYTHM OF LIFE



Our Vision

To maintain and grow a **MUST HAVE HITS** catalogue



Our Mission

To create, acquire and deliver quality music to a wide range of audiences



Our Purpose

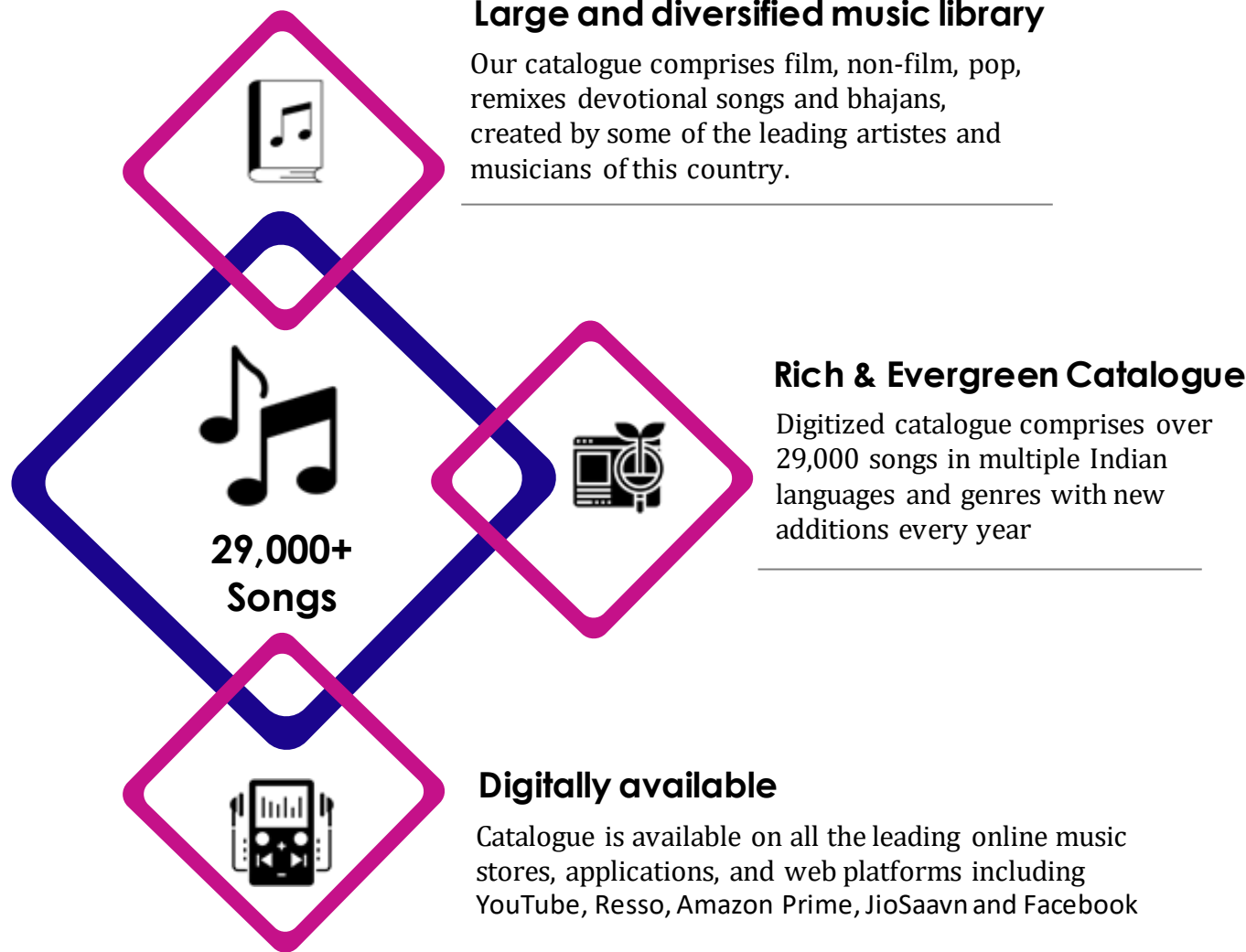
Deliver Entertainment



Our Core Values

- Honesty
- Commitment
- Teamwork
- Passion
- Positive attitude

Generating multiple revenue streams





Over
64.56 Mn
YouTube channel
subscribers/followers

Rich content can be leveraged to generate multiple revenue streams via following

Sync Deals



Broadcast Partners



Two Pronged Content Acquisition Strategy

Our endeavour to add right content for larger target audience

1

Produce

Strategy



- To introduce promising singers (TIPS) is in our DNA
- We have a strong A&R team which engages with artistes across genres and languages which allows us to present upcoming talent to our listeners.
- Our team has a deep understanding of music which allows us to create and build a repertoire of **“Must Have Hits”**

2

Purchase

Strategy



- We also engage with other producers to buy music rights to complement our repertoire
- Our understanding of music and its creative process provides us deep insights on costs and returns and therefore we always remain cost conscious while acquiring music rights

Content Cost

100% of Content cost is charged off to profit & loss account in the year of release, thus no Capitalization & no write-offs in the future. Company follows this policy since inception

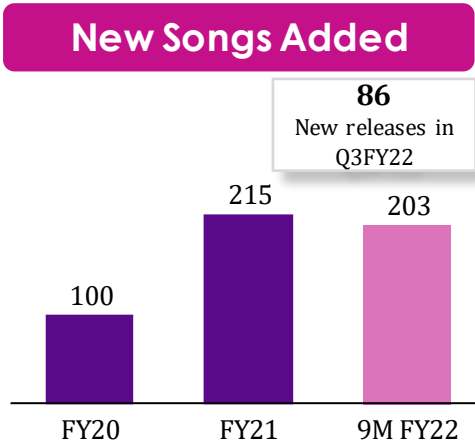
Content acquisition cost is only funded through internal accruals

Strong A&R team to acquire content across languages & genres. 5 Artist signed exclusively

Growing listenership & Increasing Content Addition

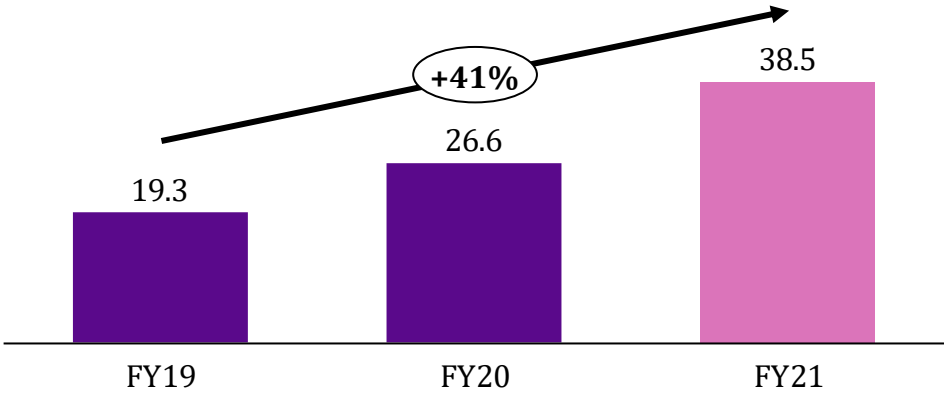


Evergreen & Rich content of **over 29,000 songs** across genres, languages & different vintages giving us high visibility of music revenue

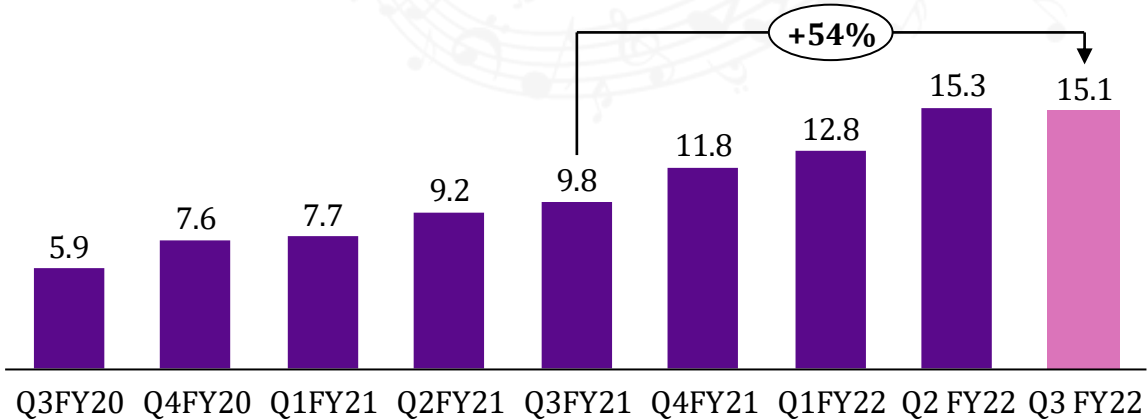


Existing Content + Continuous Additions + Improving Monetisation : Increasing Music Revenue

YouTube Views (in. Bn)



YouTube Views Y-o-Y (in. Bn)





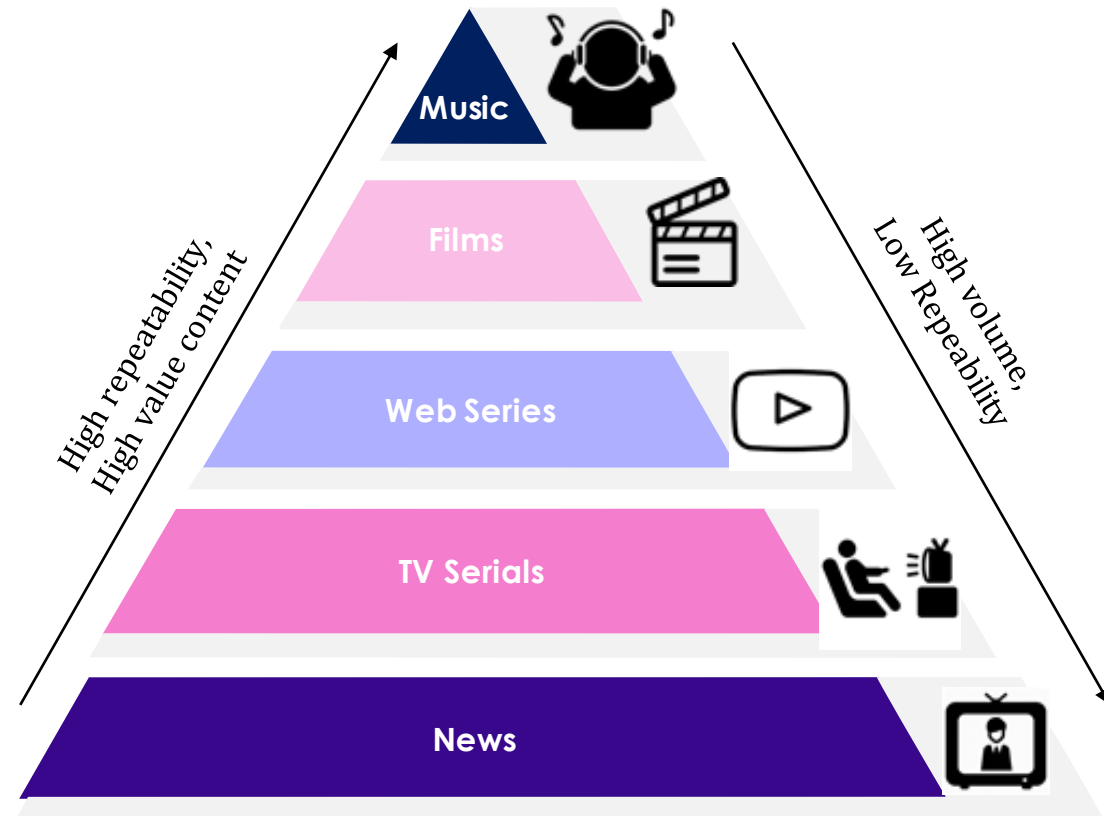
Annexure



Music is the most valuable content



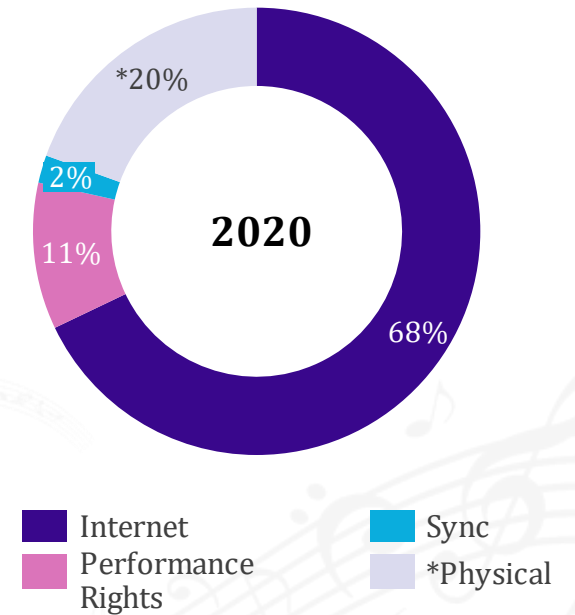
Ranking on repeated monetization



Content that can be monetized multiple times naturally commands greater economic value

Music ranks at the top of the content pyramid when ranked on repeated monetization

Music is now an internet business



Internet platforms comprised **68%** of total revenues in 2020, up from **54%** in 2018, for the Global Music Industry

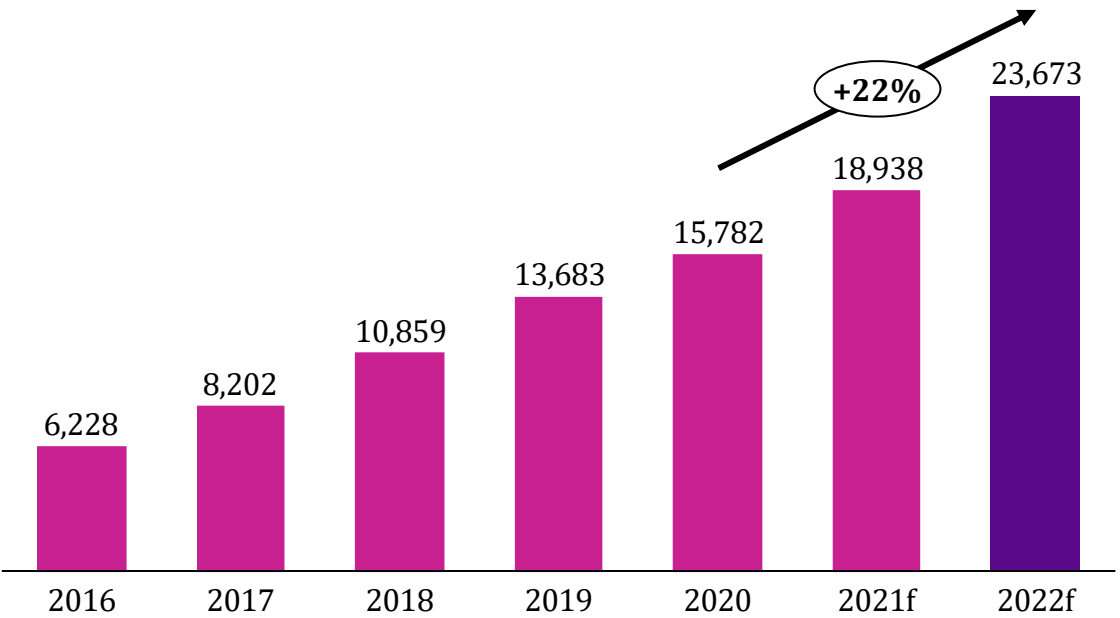
*Japan has the largest share. India's share is less than 2% as more than 80% of music has been digitized

Digital Advertising – Key Driver of Indian Music Industry

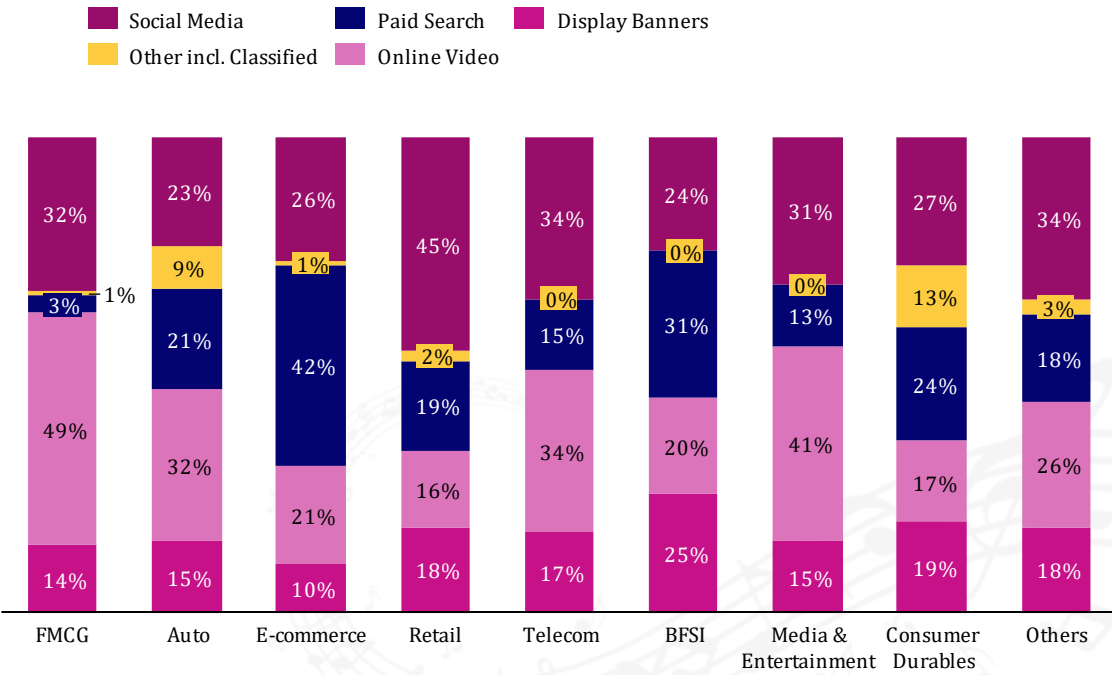


Indian Digital Ad Industry

INR Crs



AD spends on Digital Media by formats & verticals



- Digital media is expected to grow at a CAGR of 22% to cross the Rs. 23,600 crores by the end of 2022
- This sustained growth can be attributed to the technological advancements, improvements in data science & analytics, introduction of policies & regulations among others

- Advertising spends on Digital Media is led by Social Media with the largest share of 29%, contributing Rs. 4,596 crore to the Indian digital advertising pie
- Social Media is new revenue stream for Music Industry

- On an average, Indians spend 2-3 hours on Social Media, which is at par with the global average
- 73% of the audience belonging to the age group of 45 years to 54 years use YouTube to watch online content

Global Music Subscription Update



USA

On Demand Audio streaming in the US was up
~17% y-o-y.

76 Mn Music services subscribers v/s
74 Mn subscribers of Netflix



Netherlands

Proportion of Streaming doubled in last 8 years & **~60%**
have premium subscriptions



Brazil

Paid streaming contributes **~75%** of revenue for
Music Labels



Russia

Music revenue grew by **~50%** in 2019 and streaming
grew by **~76%** for 2020, this was partially aided by high
profile launch of Spotify



France

Slightly under 1/3rd of population is using Streaming
services & of that more than **~62%** of people are using
paid streaming services



China

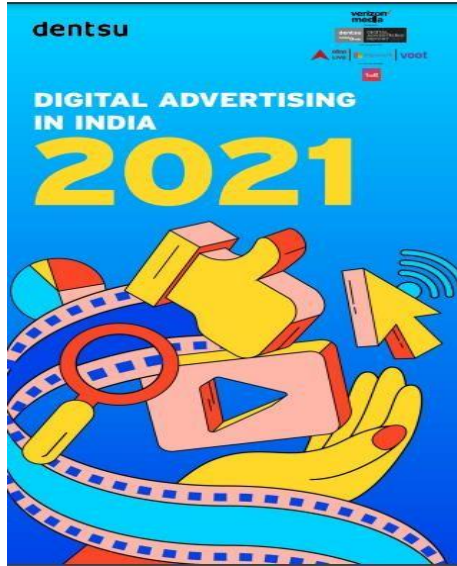
Number of paid subscribers doubled in 2 years to 60 Mn;
Second highest globally but still **under 5%**
penetration of country's total population.



India

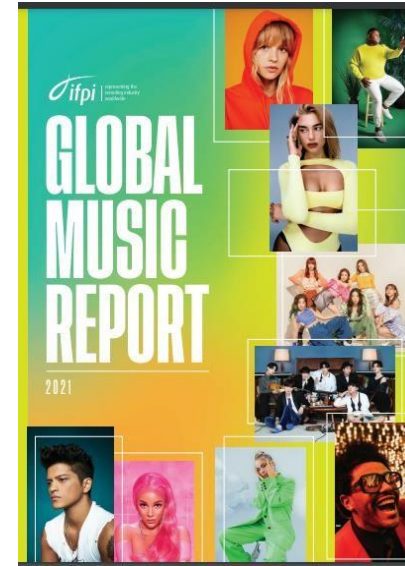
Listenership on audio streaming services grew by
40% Y-o-Y in first half of 2020

Few Industry Reports



dentsu – Digital Advertising in India

[Click Here](#)



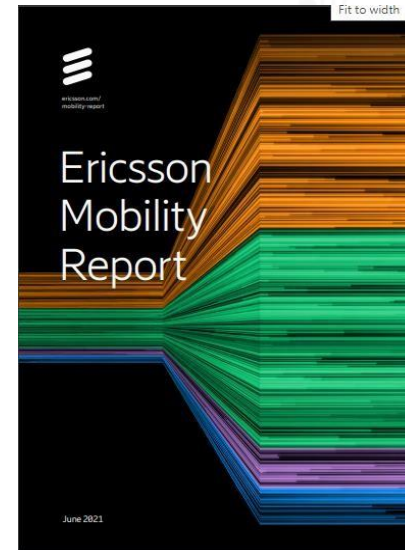
IFPI – Global Music Report

[Click Here](#)



FICCI – EY Media & Entertainment Report 2021

[Click Here](#)



Ericsson Mobility Report

[Click Here](#)



**Thank
You**

Company Details:



Tips Industries Limited

CIN: L92120MH1996PLC099359

Email id: investorrelations@tips.in

**Investor Relations
Advisors:**



Orientcapital

(a division of Link Intime India Pvt Ltd)

Mr. Rajesh Agrawal: +91 9967491495
rajesh.agrawal@linkintime.co.in

Mr. Faraz Ahmed: +91 9619705150
faraz.ahmed@linkintime.co.in