



February 17, 2023

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: **543614**

Symbol: **TIPFILMS**

**Subject: Submission of Presentation of Analysts/Investors Meeting**

Dear Sir,

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations 2015, we enclose herewith a copy of Investor Presentation with respect to the Un-Audited Financial Results of the Company for quarter and nine months ended December 31, 2022.

The Earnings Call for the Investors will be held post Q-4 Financial Year 2023 Results.

The same shall be uploaded on our website <https://tipsfilms.in/>

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

Thanking you,

For **Tips Films Limited**

**Vinit K. Bhanushali**  
Company Secretary

Encl: a/a

**TIPS FILMS LTD.**

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501, Durga Chambers, 5th Floor, Linking Road, Khar (West), Mumbai 400052  
Tel : 022- 6643 1188 Email : info@tipsfilms.in Website : www.tipsfilms.in  
CIN: U74940MH2009PTC193028

# TIPS Films Ltd.



[tipsfilms.in](http://tipsfilms.in)



## Investor Presentation February 2023



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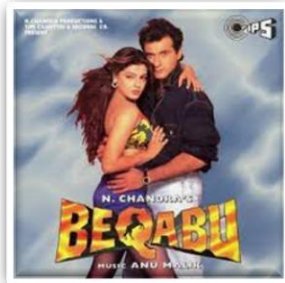
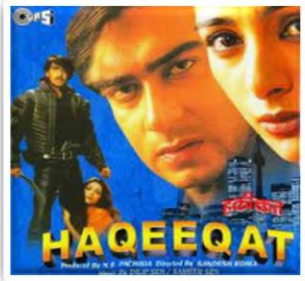
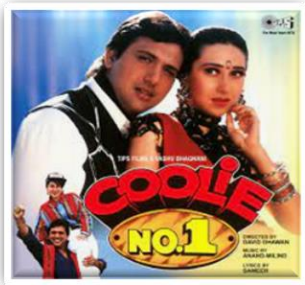
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## The Beginning

Being new to film making, the company entered the business through partnerships with established film makers for its first 5 films.



## Experiments & Inferences

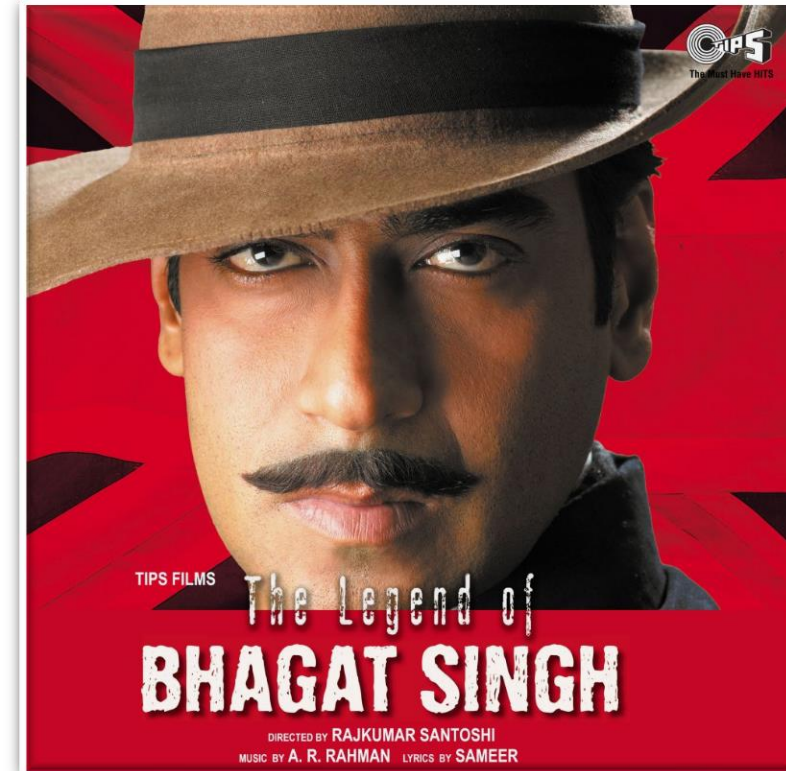
For each of these films, we experimented with different distribution models.

Through careful observation of every aspect of our projects and competitor' products, we have derived a nuanced understanding of the business and gained a pulse of the audience.

Basis our learnings from this phase we decided to launch 10 films under our banner at one go.

Eventually due to unforeseen circumstances we produced only 6 of which, 4 became super hit.

## National Recognition



Our 2002 production, The Legend of Bhagat Singh brought us to the fore as a production house par excellence. The film won 3 national awards for Best Film, Best Director and Best Actor



# Milestones in our History



## Multiple Star cast Blockbuster

In 2008, we successfully reintroduced the multiple star cast model through our blockbuster movie – **Race**

Race's success has been such that it has become a brand name, and we are working on the 4th film in the Race series.

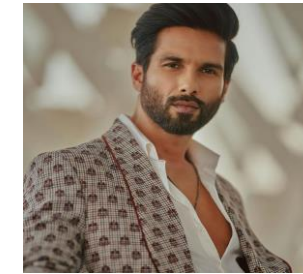


## High TRP on Satellite Channel



Our 2013 production, **Ramaiya Vasta Vaiya** is currently rated amongst top 5 movies on satellite channels on basis of TRP ratings.

## Launching New Actors & Directors

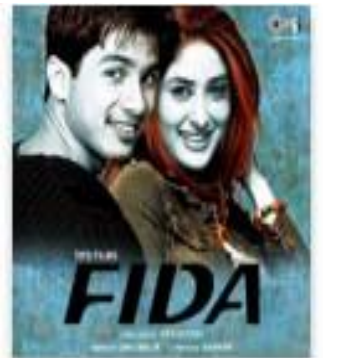
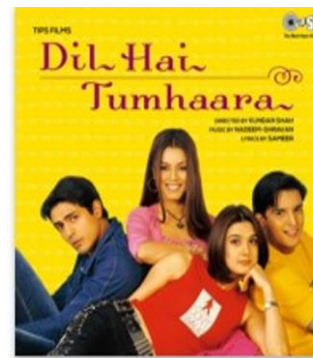
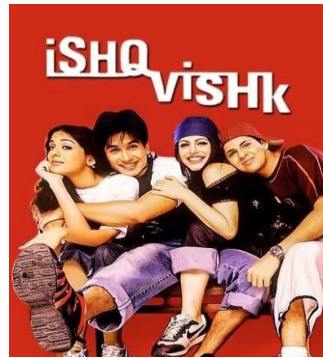
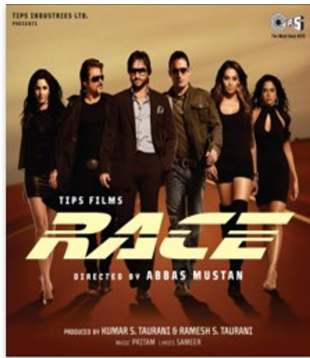
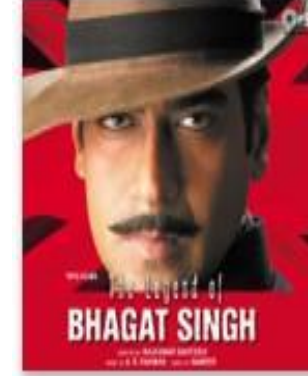
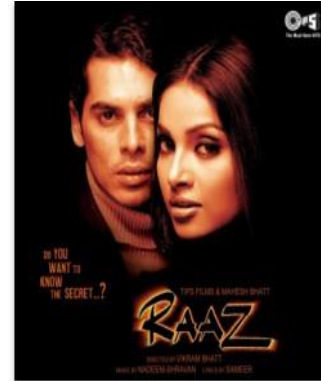
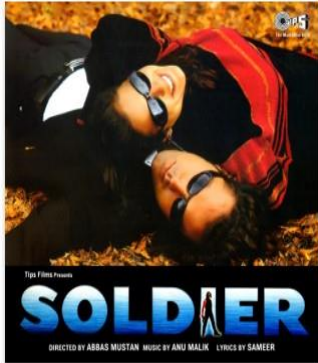
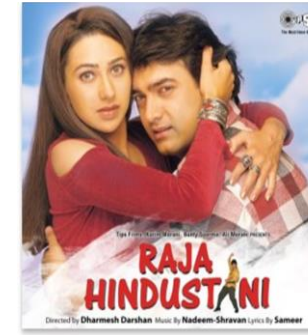
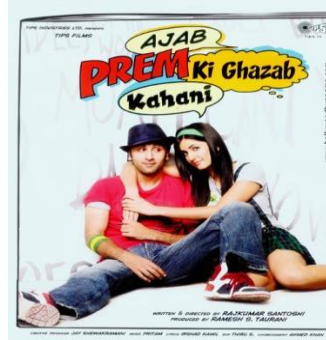


After gaining experience and confidence in our model of working, we launched new actors and directors successfully. **Shahid Kapoor, Priety Zinta, Amrita Rao, Kookie Gulati, Milan Luthria and Ken Ghosh** are few of the names that we are proud of.





# Library : Perpetual IPR of 50 movies





## Gaslight



*Sara Ali Khan*



*Vikrant Massey*



*Chitrangada Singh*

## Merry Christmas

Movie being dubbed in 5 languages



*Vijay Sethupathi*



*Katrina Kaif*



*Vinay Pathak*

## Ishq -Vishq Rebound



*Rohit Saraf*



*Pashmina Roshan*



*Jibraan Khan*



Digital Rights



Satellite Rights



Box Office Collections



Music Rights

A well made film generates revenues for perpetuity; Box Office is not the only arbiter of a film's fate

## DIGITAL MEDIA RIGHTS

Digital rights is a new stream of revenue that has stabilised the film production business



Films generate revenue for perpetuity.



Dependence on Box office collection is reducing.

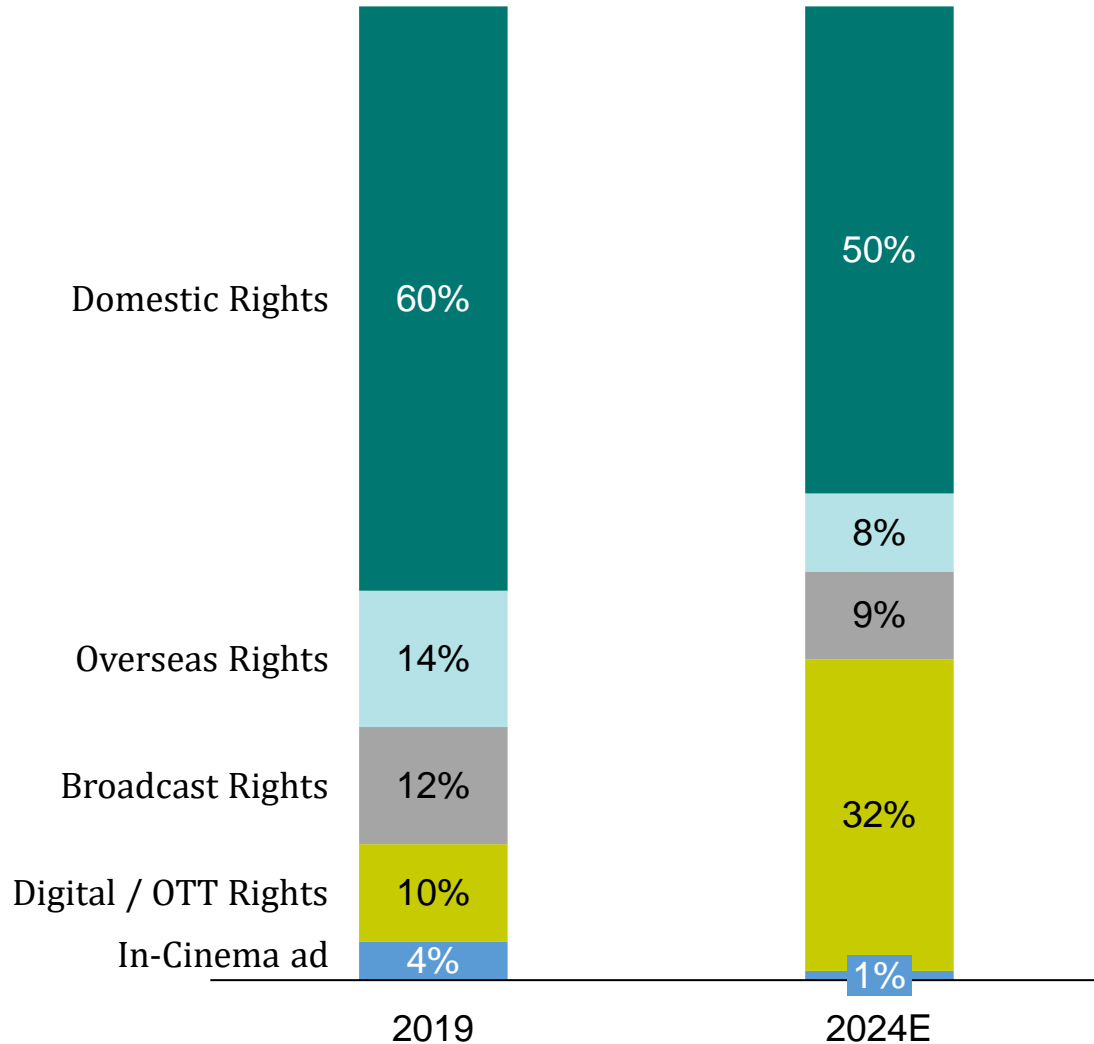


Music rights sold to Tips Industries Ltd. will be at arms length pricing





## Film revenue mix estimates by 2024



## OTT/Digital Rights changing dynamics

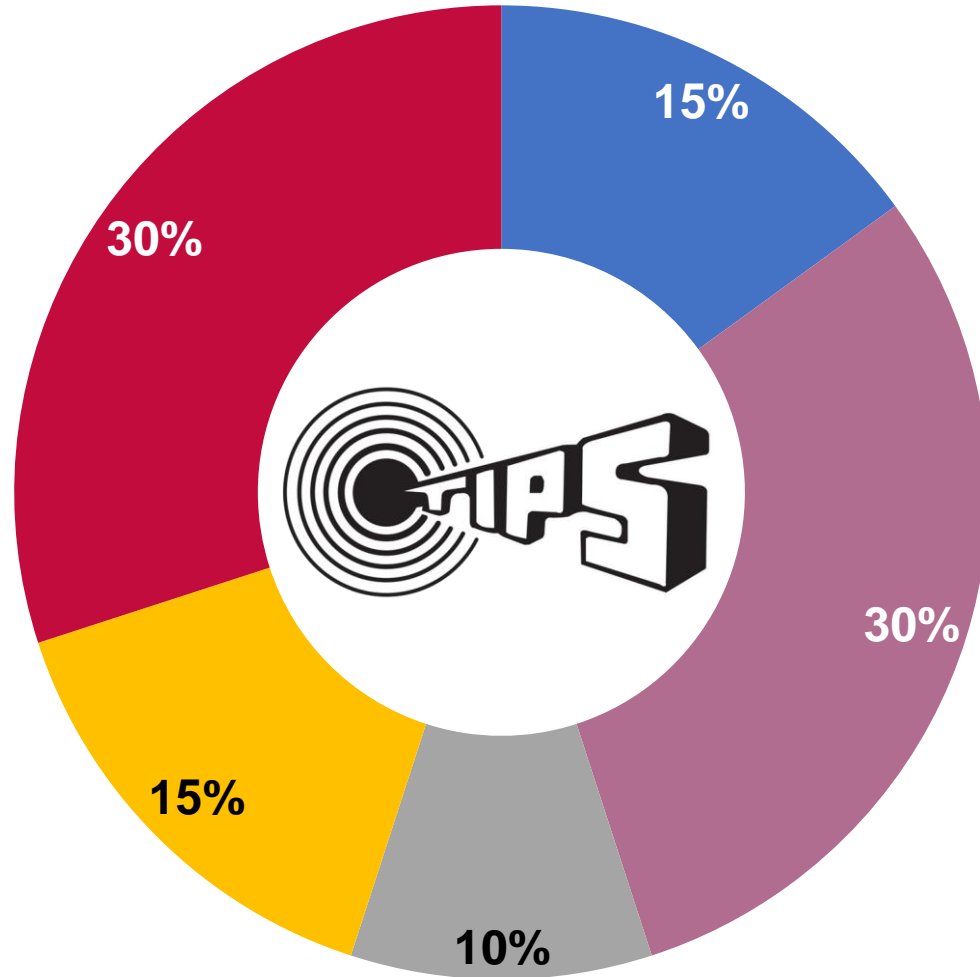
- Total Film Industry Revenue was Rs 93bn compared to Rs 72bn in 2020; but much lower than 2019.
- The “cinema experience” is something that is cherished by every movie enthusiast and remains the largest monetization avenue for Movies.
- Despite Covid-19 restrictions, over 750 films were released during the year, as compared to just 441 releases in 2020.
- Over 100 films released directly on streaming platforms. Digital rights market was close to INR40 billion in 2021.
- Quality films can sell their music rights for premium prices.
- OTT/Digital rights market size has more than doubled between 2019 and 2021. Going forward the share of OTT/Digital rights as a share of total revenue will continue to grow

Source : EY-FICCI M&E Report 2022



## Revenue mix estimate

- Music Rights
- Digital Rights
- Overseas Theatrical Rights
- Satellite Rights
- Domestic Theatrical Rights





Digital subscriptions grew 29% to reach INR56 billion in revenue with 80 million paid video subscriptions. This amount is around 50% of broadcasters' share of TV subscription revenues!



**MXPLAYER**



**discovery+**





# Films Don't Fail... Budgets Do!



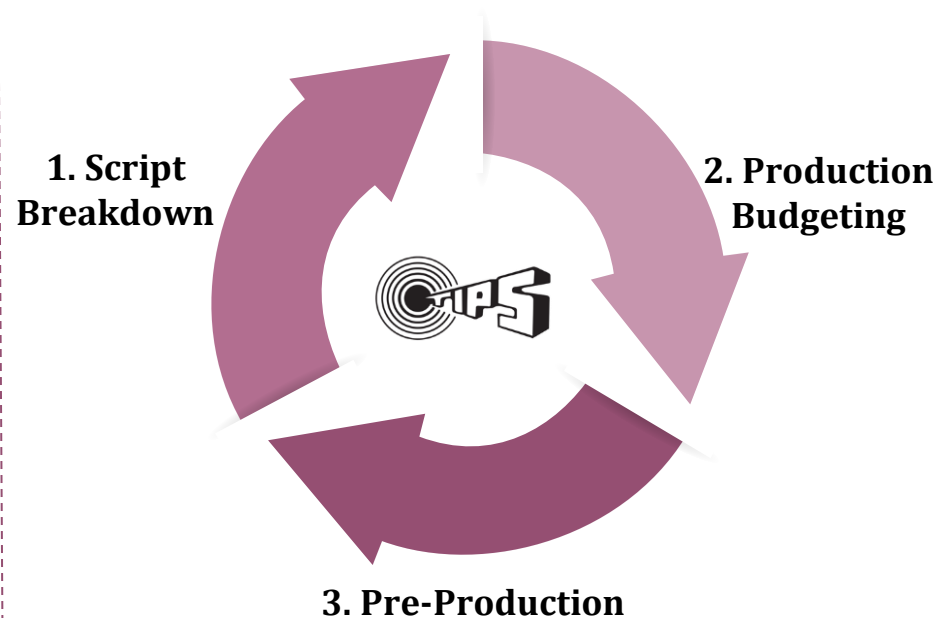
Understanding the monetization potential of a story and pairing it with the right cast and execution team is the essence of successful film making.

Budgeting is effective when a film's revenue potential determines the choice of cast and execution team.

TFL limits risk of loss by producing small and mid budget films.

For large budget films, TFL has developed a partnership model where it partners with actors and other producers on revenue sharing basis and thereby limits risk.

## Budgeting Process



## Tips Films Ltd. Accounting Policy

**Tips Films Ltd will write off 100% of the cost of the movie within 12 months of release.**

**Earlier 60% was written off in the first year, and the remaining over 9 years.**

TFL's success ratio is over 85%. This is because we continue to monetize the film long after its Box-Office release.

Our library of 50 films is expected to generate substantial Free Cash Flow for perpetuity.

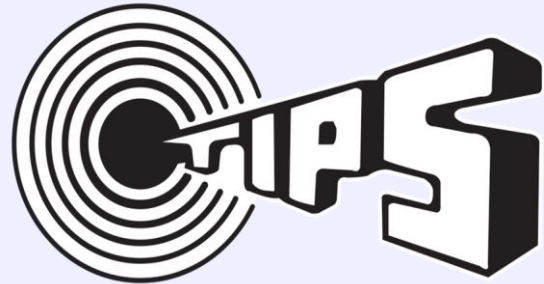
# Q3FY23 Profit & Loss Statement



Particulars (Rs. in Crs)	Q3FY23	Q2FY23	Q-o-Q	9MFY23	FY22
<b>Revenue From Operations</b>	<b>12.6</b>	<b>15.1</b>	<b>-17%</b>	<b>29.8</b>	<b>66.8</b>
Cost of Production / Distribution	0.0	1.5		1.5	55.4
Employee Benefits Expenses	0.8	0.9		2.5	3.1
Other Expenses	1.2	1.2		3.7	4.9
Other Income	0.3	0.3		9.7	6.5
Depreciation and Amortisation Expense	0.1	0.1		0.4	0.5
<b>EBIT</b>	<b>10.7</b>	<b>11.7</b>	<b>-9%</b>	<b>31.4</b>	<b>9.5</b>
Finance Costs	0.5	0.4		0.9	0.0
<b>PBT</b>	<b>10.2</b>	<b>11.3</b>	<b>-10%</b>	<b>30.5</b>	<b>9.5</b>
Tax	3.0	3.3		8.9	2.5
<b>PAT</b>	<b>7.2</b>	<b>8.0</b>	<b>-10%</b>	<b>21.6</b>	<b>7.0</b>
<b>PAT %</b>	<b>57.7%</b>	<b>53.2%</b>		<b>72.6%</b>	<b>10.4%</b>
EPS	16.8	18.6		50.0	16.1

# Thank You!

## FICCI – EY Media & Entertainment Report 2022



**Tips Films Limited**

CIN: U74940MH2009PTC193028

Email id: [investorrelations@tipsfilms.in](mailto:investorrelations@tipsfilms.in)



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**Investor Relations Advisors:**

**Orientcapital**

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**Mr. Faraz Ahmed:** +91 9619705150  
[faraz.ahmed@linkintime.co.in](mailto:faraz.ahmed@linkintime.co.in)

**Mr. Rajesh Agrawal:** +91 9967491495  
[rajesh.agrawal@linkintime.co.in](mailto:rajesh.agrawal@linkintime.co.in)

