## entertainment network (India) limited

Corporate Office: 14th Floor, Trade World, D-Wing, Kamala Mills Compound, Senapati Bapat Marg, Lower Parel (West), Mumbai – 400 013, India. Tel: 022 6753 6983.

August 16, 2023

BSE Limited,	National Stock Exchange of India
Rotunda Building, P. J. Towers,	Limited,
Dalal Street, Fort, Mumbai- 400001	Exchange Plaza, Bandra Kurla Complex,
	Bandra (East), Mumbai – 400051

BSE Scrip Code: 532700/ Symbol: ENIL

**Sub: Investors Presentation – Q1FY24** 

Dear Sir/ Madam,

Please find attached herewith the Investors' Presentation (Performance review – Q1FY24).

The same has been uploaded at:

https://www.enil.co.in/stock-exchange-filings-fy2024.php

https://www.enil.co.in/financials-investorp-fy2024.php

For Entertainment Network (India) Limited

Mehul Shah *EVP - Compliance & Company Secretary*(FCS no- F5839)

Encl: a/a



# **Investor Presentation Q1FY24**

August 16, 2023









## **Presentation Flow**

### **Business**

The performance of FCT and Non-FCT business over the previous periods.

## **Digital**

Platform wise reach, highlights and New Product launch.

### **Finance**

An overall review of our organization's standalone & summarized financial performance.



## **Solution Business**

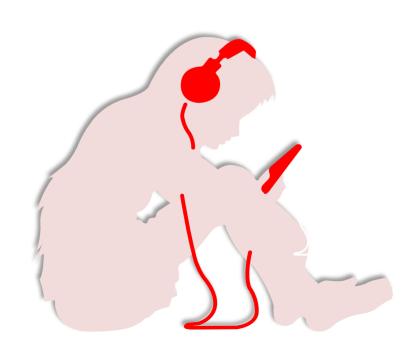
Top solution-driven event sales highlights

### **International**

Sales highlights.

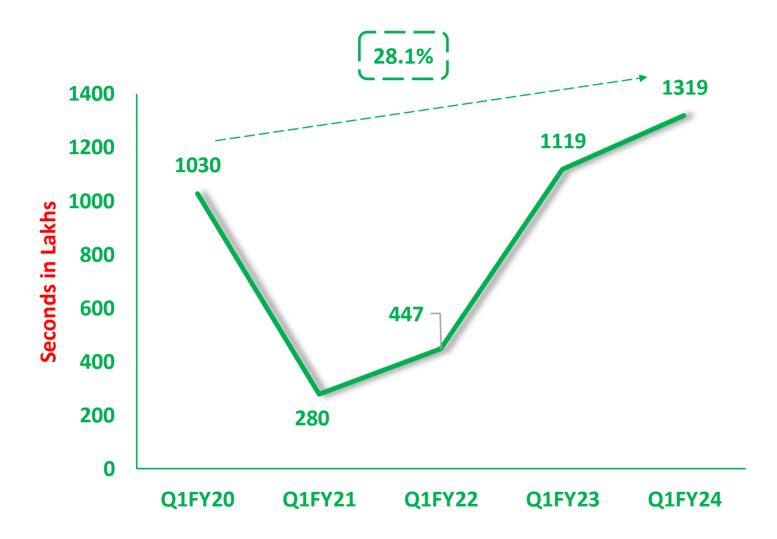








## Radio Ad Volumes



Registered volume growth due to increased share of Retail/local advertisers.

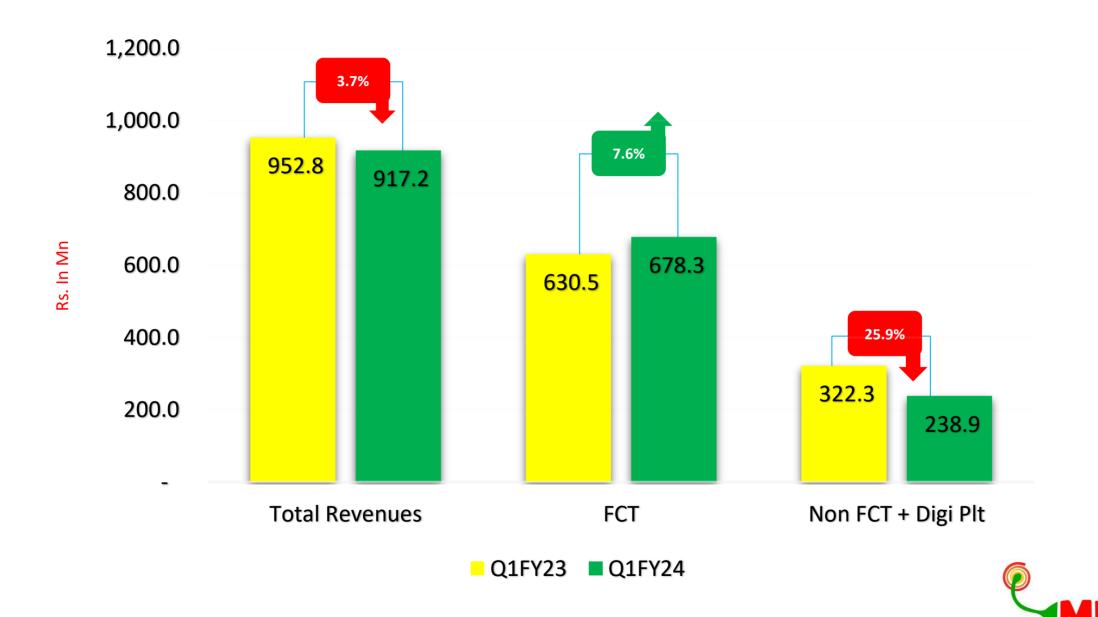
Industry grew by 28.1% over Q1FY20 vs Company growth of 40.6%

Your Company registered volume growth of 13.6% YoY in Q1FY24

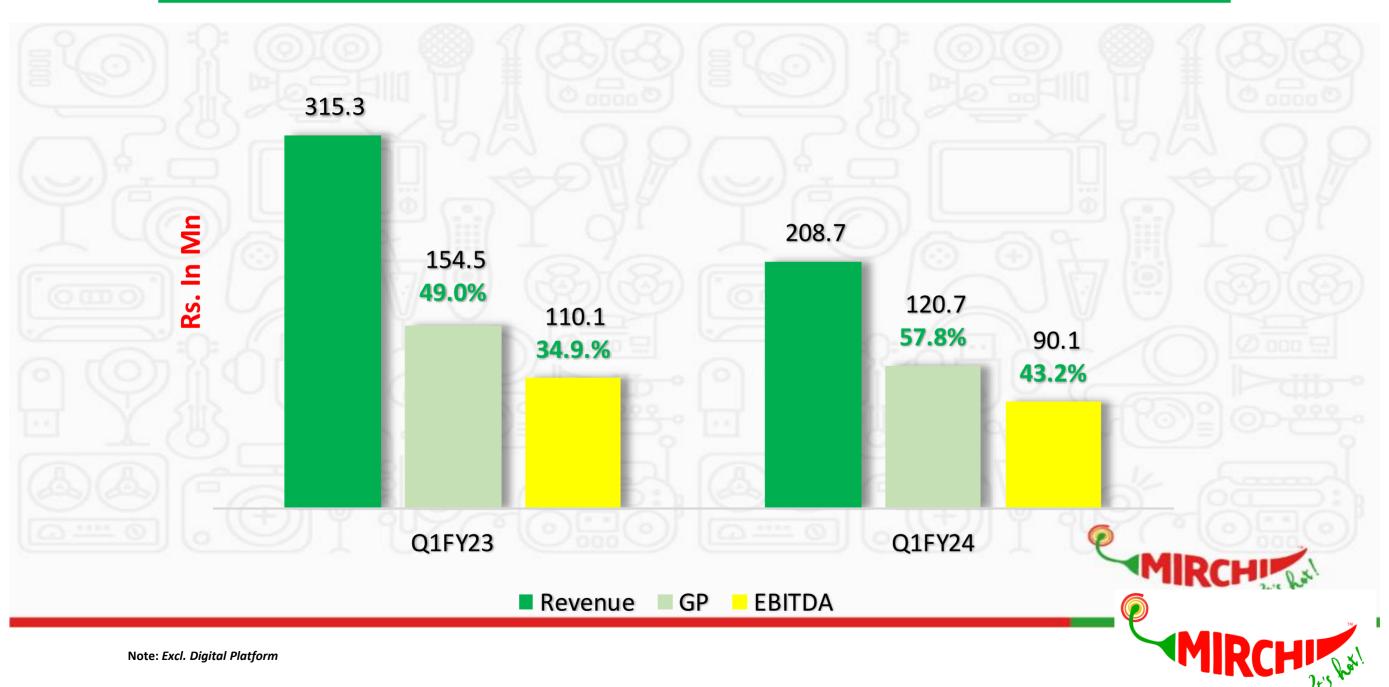
Source: Aircheck (21 Markets)



## Q1FY24: Overall Revenue Performance



# Q1FY24: Non - FCT Performance



Note: Excl. Digital Platform



# **Solution Business**



# Gulf Oil – Jamoora Tesan

We created "Content On Demand" platform called Jamoora Tesan which is specifically customized for Gulf Oil's Trucker TG.

"Radio Humsafar" is a show within Jamoora Tesan. Wherein the stories are created in audio format (8 to 10 mins each capsule) and pushed to the trucker community with subtle Gulf Oil Brand integration. These stories are curated using various genres like action, drama, romance, roadside horror etc.





# Mirchi Star Kids – Tamil Nadu

## Objective:

To target young parents (in 35 to 42 age group) living in Tier II & III cities of Salem, Chengalpet & Villupuram

### **Solution Proposed:**

Conducted Kids Talent activities at 25 locations, in multiple cities, on Sunday mornings involving parents with well-integrated client branding & engagement stalls.

### Impact:

This program gave an opportunity for our clients to engage with young parents and their children. We had 700 participants on average per city (2k+cumulatively)







# Mirchi Green Yodha'23 - Ahmedabad

## **Solution Proposed:**

An end-to-end campaign driving the agenda of plantation with 50+ OOH, 5 Print ads, 10+ social media influencers and 20-day radio campaign.

## Impact:

- ➤ Planted 50,000 samplings.
- 2 Ahmedabad Municipal Corporation plots were used
- > 5000 school students attended the plantation drive
- > 2000 citizens of Ahmedabad.
- ➤ The Mayor of Ahmedabad, Mr Kirit Parmar and Minister of Forest and Environment Department of Gujarat, Shri Mulu Bera also participated in this initiative





# Get Active Expo – Bangalore



- Mirchi created an expo which involved brands in the fitness and lifestyle segment.
- A strong platform enabling 20+ premium brands to engage with their target audience.
- Sanya Richards Ross Olympic Champion visited the expo and engaged with the running community of the city.
- Conducted multiple activities at the venue to engage with the Target audience





# Mirchi Digital



## Mirchi Plus

# **Mirchi Digital Monthly Active Users** 80.5Mn



### **Twitter**

4.05Mn Followers1.09L Monthly engagement

### Instagram

9.8Mn Followers3.2Mn Monthly engagement10 Paging I pages

### **Facebook**

18.6Mn Followers 10.06Mn Monthly engagement 10 Regional pages

### You Tube

17.7Mn+ Subscribers
13 Channels
143.3Mn Views per month

### Radio Jockey

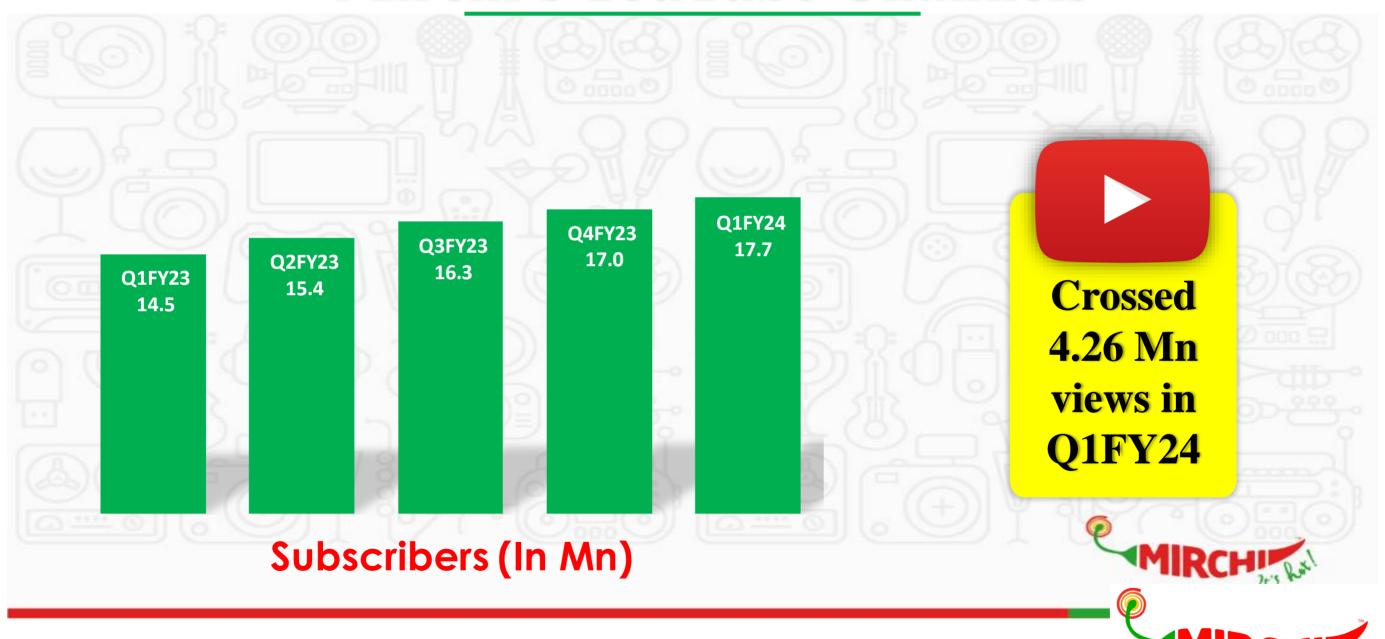
180+ popular influencers across regions and languages

### **Digital Platform**

4.6Mn MAUs
4.5K hours of contents
10 Regional languages



# Mirchi's YouTube Channels



# Increasing Lead in Virality

TOTAL	REACTIONS	COMMENTS	SHARES	
2.84M	2.53M	265.5K	46.4K	1
9.82M	9.55M	160.7K	102.5K	
20.59M	19.88M	253.0K	449.9K	
7.54M	7.16M	224.1K	153.2K	
1.13M	982.9K	109.8K	33.8K	I
1.07M	1.04M	13.2K	10.9K	1
1.02M	978.3K	36.9K	6.1K	1
	2.84M 9.82M 20.59M 7.54M 1.13M 1.07M	2.84M 2.53M 9.82M 9.55M 20.59M 19.88M 7.54M 7.16M 1.13M 982.9K 1.07M 1.04M	2.84M       2.53M       265.5K         9.82M       9.55M       160.7K         20.59M       19.88M       253.0K         7.54M       7.16M       224.1K         1.13M       982.9K       109.8K         1.07M       1.04M       13.2K	2.84M       2.53M       265.5K       46.4K         9.82M       9.55M       160.7K       102.5K         20.59M       19.88M       253.0K       449.9K         7.54M       7.16M       224.1K       153.2K         1.13M       982.9K       109.8K       33.8K         1.07M       1.04M       13.2K       10.9K

**Leading the category** 

Source: App Annie



## Launch of new Hindi Marquee Shows on Mirchi Plus



#### **Purane Khat**

Narrated by Rhea Chakraborty

This is the story of a little boy named Kavvya, who had troublesome childhood. Despite the challenges, Kavvya clung to his unwavering hope by penning heartfelt letters to God. Astonishingly, he began receiving replies from the divine. Thus, began a captivating journey of an emotional roller coaster, weaving a tale of beauty and resilience.

### Siddhu Moose waala

Famous pop singer and rapper, Sidhu Moose Wala, was brutally murdered. Gang claims responsibility on social media. Punjab erupts drug and gun culture, police rivalries, political failure and border with Pakistan. The story unveils the dark side of the Punjabi Music Industry, police-gangster ties, and political priorities overshadowing citizens' rights.







# MIRCHI INTERNATIONAL



## **USA**

# Holi Festivities – Marketing Tie Ups





**Objective:** To associate with one of the largest Holi bashes in Dallas, in which the local Indian community takes part fervently.

Impact: One week on-air Holi special, invoking the nostalgia of Holi celebrations from back home, followed by our RJ hosting the event on ground. The brand was exposed to **over 3000 people** at the event.

# Mirchi Maa Ka Swag

**Objective:** To celebrate motherhood, by identifying and gratifying mothers, each one displaying her 'swag' through videos

**Impact**: The phone lines did not stop buzzing for 3 days leading up to Mother's Day with multiple nominations coming in. Over the course of this **two-week campaign**, we chose 10 winners out of **100+ participants**.





## **UAE**

## **Mirchi Terminal**





**Objective:** To connect with our listeners in real-time and become a part of their memories by giving them something more valuable compared to a normal on-air travel package giveaway.

Impact:. Received approx. 300 sms/day over a 4-week campaign. With 40+ Insta posts, each post garnered 300 likes on average. The campaign was a hit. 20 listeners were taken on the trip.

## **Mirchi Jam Junior**





**Objective:** To create a campaign that allowed students to showcase their raw talent and give a large crowd exposure to our Jocks and clients via multiple touch points - On-air, On ground & Digital.

Impact: Participants from 12 schools with an average of 400-500 students per school were exposed to the brand Mirchi. On social media, 8-week campaign with 3 posts/week, with each post generating 100 likes on average. Mirchi's Instagram follower count shot up by around 4k over the period because of one viral post.

## Qatar

## Mirchi Mommy Awards 2.0





**Objective:** Mirchi Mommy Awards was planned to celebrate and honour mothers in Qatar. This was season 2 in Qatar.

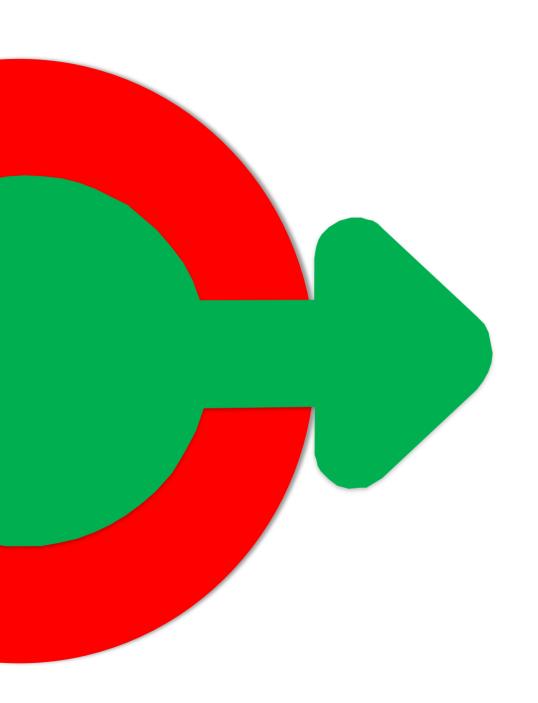
Impact: With over 150 entries, and judged by 10 prominent personalities of Qatar, the event was a great success with an audience of 1K. The event had 9 clients sponsoring it, out of which 2 clients were first-time sponsors.

## Mirchi Mic Ka Jackson



**Objective:** The objective was to identify and encourage new talent and find future RJs in Qatar. This event was combined with Father's Day which was hosted by the winners of Mic Ka Jackson.

Impact: Received 100+ entries, out of which top 3 winners were given an opportunity to host the Father's Day event, as well as get a 2-week internship in Mirchi and co-host a show on the weekend. The final event had a footfall of 1K people, and 8 clients sponsored it.



# **Awards & Recognition**





# 'e4m Golden Mike Awards

Mirchi won the "The Station of the Year" award for the second consecutive year.

Additionally, we received **40 more awards** in different categories.

- ✓ Radio
- ✓ Audio & Podcast
- ✓ RJ of the Year Hindi
- ✓ RJ of the Year (Other Language)
- ✓ New Aspiring RJ of the Year
- ✓ Best Podcast of the Year





## ACEF Global Customer Engagement Awards '23

• Mirchi won 4 Gold, 8 Silver & 4 Bronze.

IAA Olive Crown Awards'23  Gala #WhyJustCleanHome Cleanest Transition Videos Ever won an award in the digital category

Mommy Awards'23

 Bronze for Innovation on Radio at Media Abby Awards for the campaign: McDonald's Big Mac, Big Mistakes

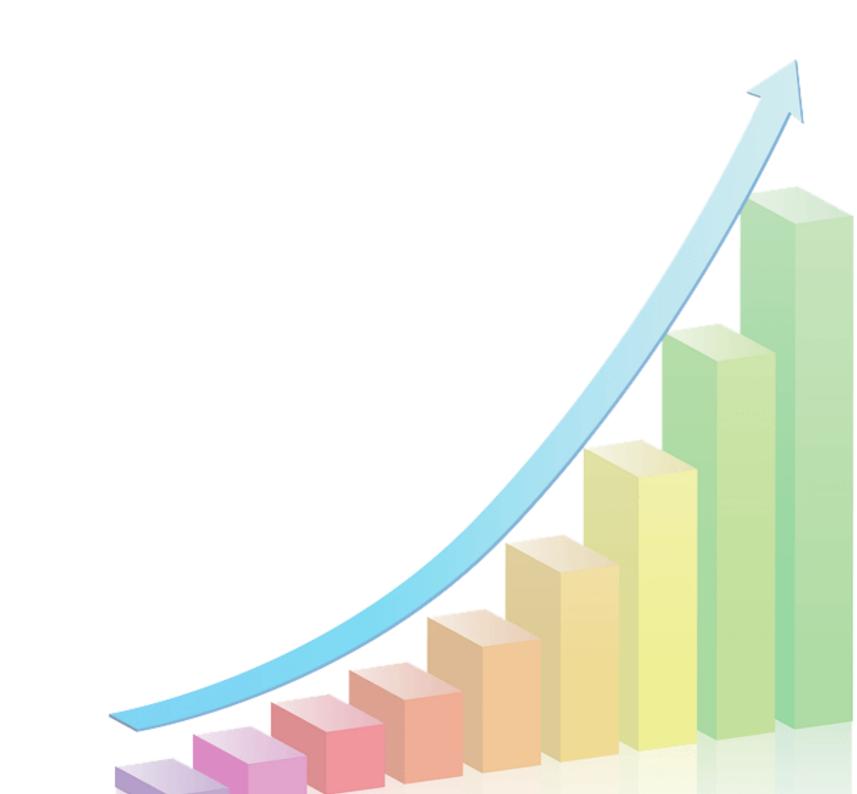
Abbys'23

 Runner Up for the Best Regional Campaign -Cadbury Perk Chapless Champion





**Finance** 



## **Condensed Statement Of Operations**

(Standalone)

₹ In Millions	Q1 FY24	Q1 FY23	YoY (%)
Income from Operations	904.5	951.3	(4.9%)
Other Operating Income	12.7	1.5	737.3%
<b>Total Income</b>	917.2	952.8	(3.7%)
Operating Expenditure	792.7	901.1	(12.0%)
EBITDA	124.5	51.7	140.8%
Depreciation	73.7	77.7	(5.2%)
Amortisation	111.9	113.2	(1.1%)
EBIT	(61.1)	(139.2)	56.1%
Other Income	74.7	43.9	70.0%
Finance Cost	37.1	39.0	(5.1%)
PBT	(15.8)	(134.3)	88.2%
PAT	(12.8)	(113.6)	88.7%
Total Comprehensive Income/Loss	(17.2)	(115.5)	85.1%

- Revenue from Digital during the year: Rs.78.6 Mn i.e. 11.9% of Radio revenue
- Reduction in overall operating costs (Excl. DVC and Digital) Vs. Q1FY23: Rs.38.9 Mn
- Impact of IND AS 116 on Q1FY24 in PAT is Rs.2.4Mn (Standalone) and Rs. 2.8Mn (Consolidated)
- Net Cash as on June 30, 2023: Rs 2.45 Bn
- "Exceptional items consists of:
  - Impairment for its investment in Bahrain: Rs. 5.5
  - Reversal of provision for Onerous contract: Rs. 13.2 Mn



## **Condensed Statement Of Operations**

(Consolidated)

₹ In Millions	Q1 FY24	Q1 FY23	YoY (%)
A. Continuing Operations			
Income from Operations	938.5	990.4	(5.2%)
Other Operating Income	17.1	1.6	1000.4%
Total Income	955.6	992.0	(3.7%)
Operating Expenditure	802.1	931.8	(13.9%)
EBITDA	153.5	60.2	155.2%
Depreciation	81.8	111.3	(26.5%
Amortisation	112.8	102.5	10.0%
EBIT	(41.1)	(153.6)	73.2%
Other Income	76.4	45.0	69.9%
Finance Cost	38.4	42.0	(8.4%
PBT	10.0	(150.6)	106.7%
PAT	12.0	(130.3)	109.2%
<b>B. Discontinuing Operations</b>			
Total Comprehensive Income/Loss (a)+(b)	6.8	(134.2)	105.0%



## **Investor Contacts**

Entertainment Network is committed to improving its financial performance and continuously enhancing shareholder value through successfully implementing its growth plans. The Company's investor relations mission is to maintain an ongoing awareness of its performance among shareholders and the financial community. This update covers the company's financial performance for Q1FY24

We thank you for your support and welcome your feedback and comments regarding this update and other investor issues

### For further information please contact:

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## Disclaimer

Certain statements in this release concerning our future growth prospects are forward-looking statements, which involve a number of risks, and uncertainties that could cause actual results to differ materially from those in such forward-looking statements. The risks and uncertainties relating to these statements include, but are not limited to, risks and uncertainties regarding fluctuations in earnings, our ability to manage growth, intense competition in our business segments, changes in governmental policies, political instability, legal restrictions on raising capital, and unauthorized use of our intellectual property and general economic conditions affecting our industry. ENIL may, from time to time, make additional written and oral forward-looking statements, including our reports to shareholders. The Company does not undertake to update any forward-looking statement that may be made from time to time by or on behalf of the company.





# Thank You

