



October 30, 2021

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 dated October 27, 2021 on the Investor/ Analyst call scheduled on November 1, 2021 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 September 30, 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

October 2021

This presentation has been prepared by and is the sole responsibility of Tips Industries Limited (the “Company”). By accessing this presentation, you are agreeing to be bound by the trailing restrictions.

This presentation does not constitute or form part of any offer or invitation or inducement to sell or issue, or any solicitation of any offer or recommendation to purchase or subscribe for, any securities of the Company, nor shall it or any part of it or the fact of its distribution form the basis of, or be relied on in connection with, any contract or commitment thereof. In particular, this presentation is not intended to be a prospectus or offer document under the applicable laws of any jurisdiction, including India. No representation or warranty, express or implied, is made as to, and no reliance should be placed on, the fairness, accuracy, completeness or correctness of the information or opinions contained in this presentation. Such information and opinions are in all events not current after the date of this presentation. There is no obligation to update, modify or amend this communication or to otherwise notify the recipient if the information, opinion, projection, forecast or estimate set forth herein, changes or subsequently becomes inaccurate.

Certain statements contained in this presentation that are not statements of historical fact constitute “forward-looking statements.” You can generally identify forward-looking statements by terminology such as “aim”, “anticipate”, “believe”, “continue”, “could”, “estimate”, “expect”, “intend”, “may”, “objective”, “goal”, “plan”, “potential”, “project”, “pursue”, “shall”, “should”, “will”, “would”, or other words or phrases of similar import. These forward-looking statements involve known and unknown risks, uncertainties, assumptions and other factors that may cause the Company’s actual results, performance or achievements to be materially different from any future results, performance or achievements expressed or implied by such forward-looking statements or other projections. Important factors that could cause actual results, performance or achievements to differ materially include, among others: (a) our ability to successfully implement our strategy, (b) our growth and expansion plans, (c) changes in regulatory norms applicable to the Company, (d) technological changes, (e) investment income, (f) cash flow projections, and (g) other risks.

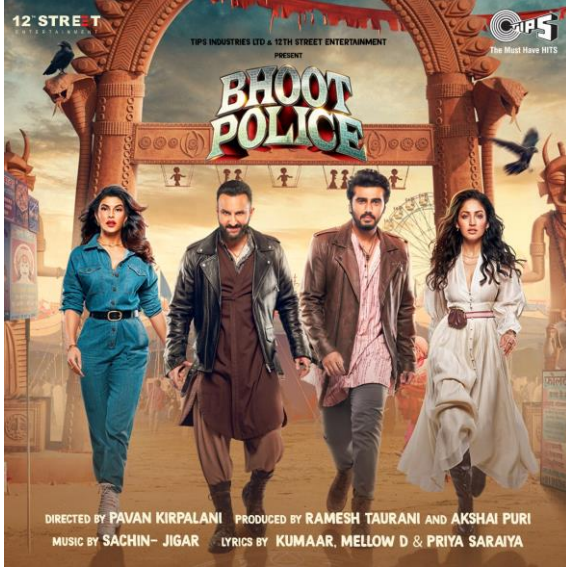
This presentation is for general information purposes only, without regard to any specific objectives, financial situations or informational needs of any particular person. The Company may alter, modify or otherwise change in any manner the content of this presentation, without obligation to notify any person of such change or changes.



Financial Highlights



Quarterly Highlights

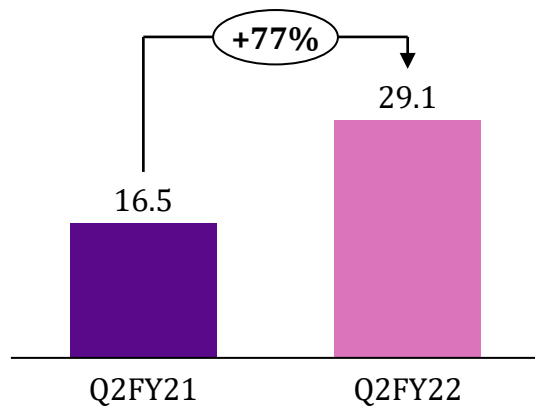


- ✓ Released **56 new songs** during the quarter
- ✓ Released Hindi film music of **Bhoot Police** (Home Production)
- ✓ Released music of **2 big Punjabi films**
 - Qismat 2 - starring Ammy Virk & Sargun Mehta
 - Honsla Rakh - starring Diljit Dosanjh & Shehnaaz Gill (released only 1 song in Sep-21, rest in Oct-21)
- ✓ Worked on a new project titled **"Tips Rewind (Season 1) :**
 - Tribute to Ghazal Maestro Jagjit Singh" - Recreating 12 Ghazals of Jagjit Singh
 - Recreated Ghazals performed by renowned singers like Hariharan, Sonu Nigam, Talat Aziz, Shaan, etc.
- ✓ Music of another Punjabi film **"Yes I am Student"** starring Sidhu Moosewala will be released in Oct-21

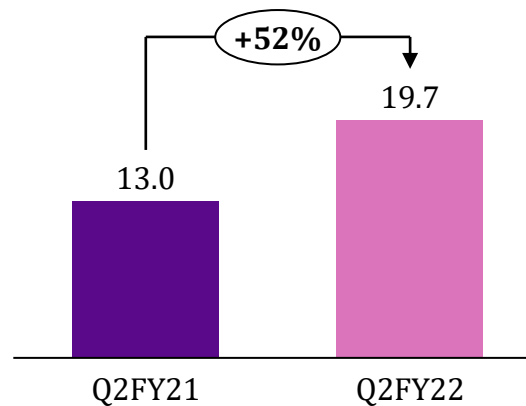
Segmental Performance – Music (Quarterly)



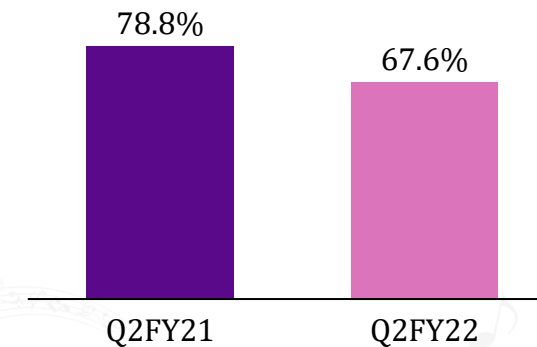
Revenue (Rs. in Crs)



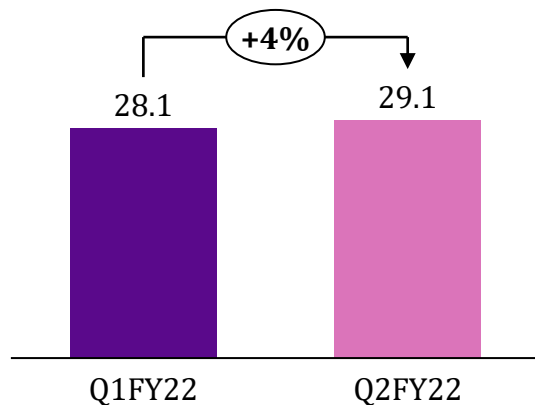
EBIT (Rs. in Crs)



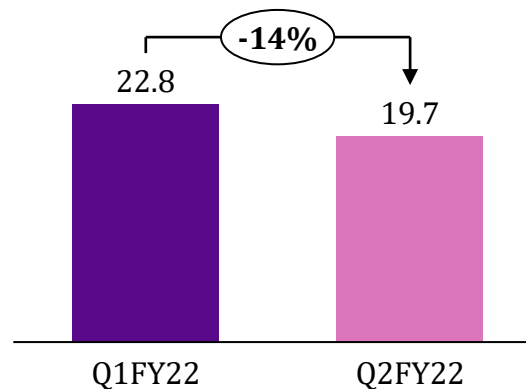
EBIT Margins (%)



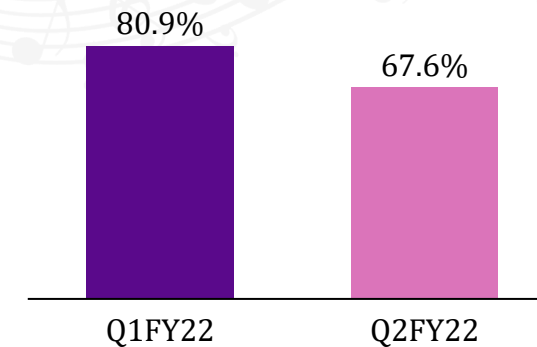
Revenue (Rs. in Crs)



EBIT (Rs. in Crs)



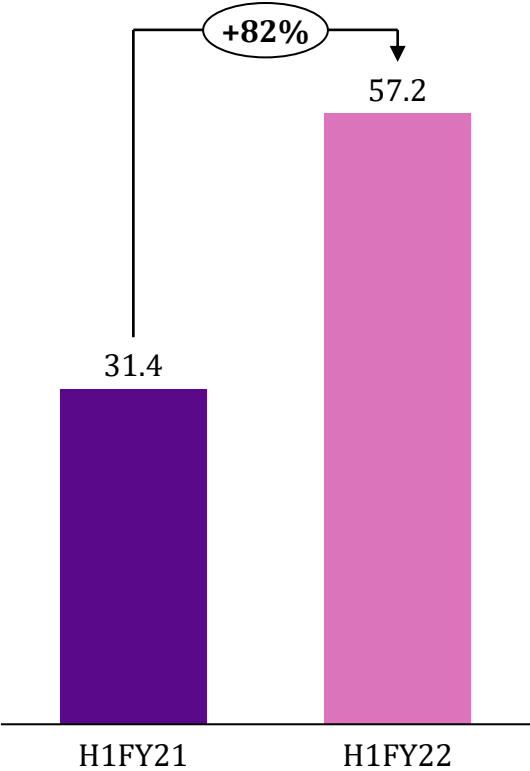
EBIT Margins (%)



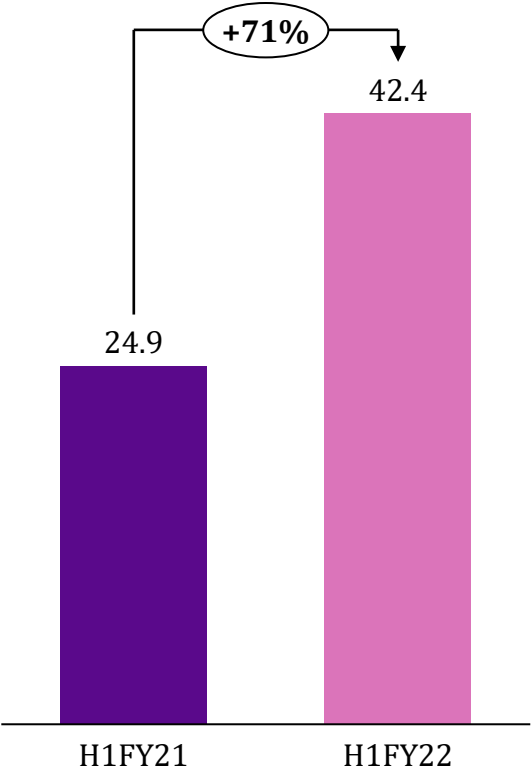
Segmental Performance – Music (Half-yearly)



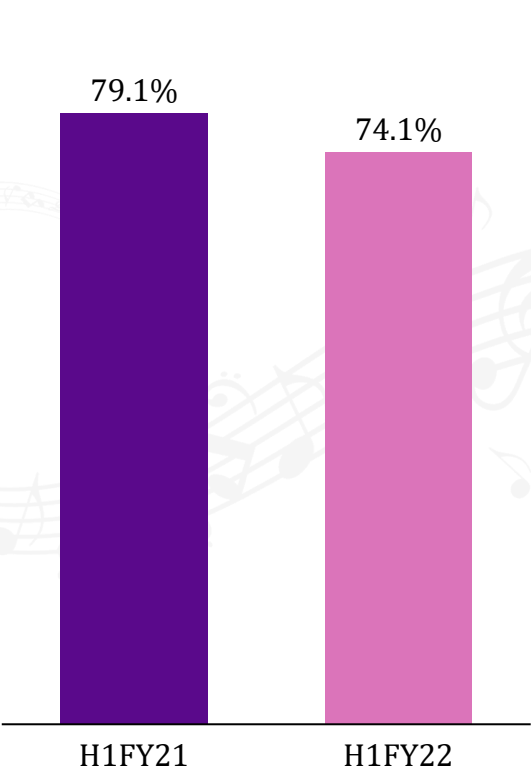
Revenue (Rs. in Crs)



EBIT (Rs. in Crs)



EBIT Margins (%)



Q2 FY22 Profit & Loss Statement



Particulars (Rs. in Crs)	Q2 FY22	Q2 FY21	Y-o-Y	Q1 FY22	Q-o-Q	H1 FY22	H1 FY21	Y-o-Y
Revenue From Operations	95.9	16.5	483%	28.1	241%	124.1	31.4	295%
Other Income	1.0	0.4		1.0		1.9	1.1	
Total Income	96.9	16.9		29.1		126.0	32.5	
Employee Benefits Expenses	2.5	1.9		2.2		4.7	3.8	
Other Expenses	11.0	5.2		7.2		18.2	10.1	
Depreciation and Amortisation Expense	55.3	0.2		0.2		55.6	0.4	
EBIT	28.1	9.5	195%	19.4	45%	47.5	18.1	162%
EBIT %	29%	56%		66%		38%	56%	
Finance Costs	0	0		0		0	0	
PBT	28.1	9.5	195%	19.4	45%	47.5	18.1	163%
Tax	7.1	2.8		4.8		11.9	5.3	
PAT	21.0	6.7	212%	14.6	44%	35.6	12.8	178%
PAT %	22%	41%		52%		29%	41%	
EPS	16.2	5.2		11.2		27.5	9.4	

Balance Sheet



Particulars (Rs. in Crs)	Sep-21	Mar-21
ASSETS		
Non-Current Assets		
Property, plant and equipment	1.9	2.0
Investment Property	12.4	12.5
Financial Assets		
(i) Investments	18.3	18.0
(ii) Loans	0.2	0.2
(iii) Other financial assets	0.1	0.1
Other non-current assets	6.4	4.5
Current Assets		
Inventories	-	-
Financial Assets		
(i) Trade receivables	47.2	15.1
(ii) Cash and cash equivalents	26.4	31.1
(iii) Bank balances other than (ii) above	32.0	2.4
(iv) Other financial assets	5.4	5.3
Current Tax (Net)	3.1	1.0
Other Current Assets	36.9	55.9
TOTAL ASSETS	190.4	148.2

Particulars (Rs. in Crs)	Sep-21	Mar-21
Equity		
Equity Share Capital	13.0	13.0
Other Equity	121.1	88.3
Total Equity	134.1	101.3
Liabilities		
Non-Current Liabilities		
Financial Liabilities		
Deferred Tax Liabilities	2.4	2.4
Employee Benefit Obligations	0.2	0.257
Other Non-current Liabilities	33.4	36.0
Current Liabilities		
Trade Payables	18.1	6.3
Other Financial Liabilities	0.3	0.3
Employee Benefit Obligations	0.2	0.0
Other Current Liabilities	1.7	1.8
Total Liabilities	56.3	47.0
TOTAL EQUITY AND LIABILITIES	190.4	148.2

Cash Flow Statement



Particulars(Rs. in Crs)	Sep-21	Sep-20
Net Profit Before Tax	47.5	59.2
Adjustment for Non-Operating Items	-1.0	-0.5
Operating Profit/(Loss) Before Working Capital Changes	46.5	58.7
Adjustment for WC	-35.3	-4.6
Cash Generated From Operations	11.2	54.1
Direct Taxes Paid	14.0	12.9
Net Cash From Operating Activities	-2.8	41.2
Cash Flow From Investing Activities	0.7	-11.5
Cash Flow From Financing Activities	-2.6	-24.6
Net Increase/(Decrease) In Cash And Cash Equivalents	-4.7	5.1
Cash and cash equivalents at the beginning of the year	31.1	26.0
Cash and cash equivalents at the end of the period	26.4	31.1



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

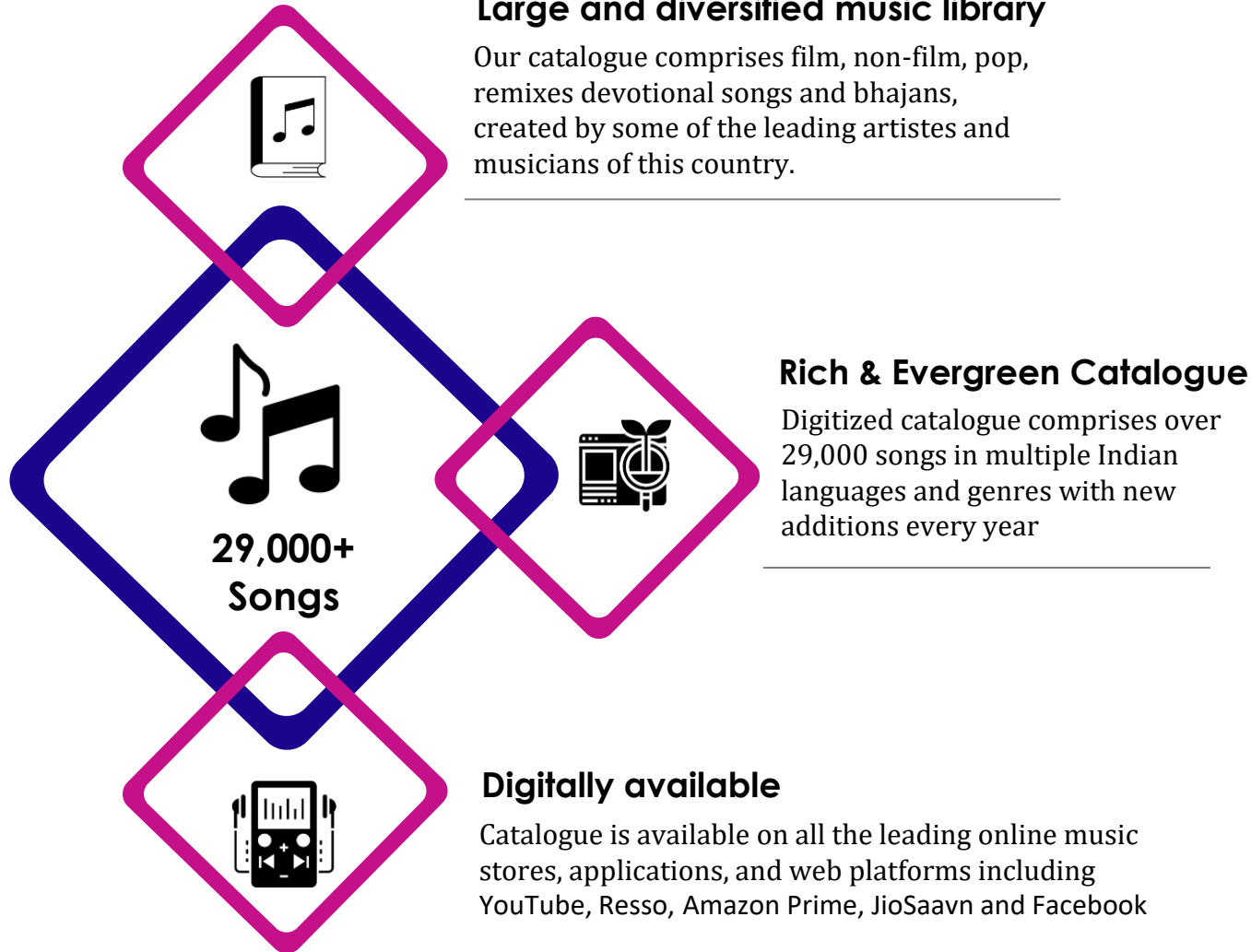
Deliver Entertainment



Our Core Values

- Honesty
- Commitment
- Teamwork
- Passion
- Positive attitude

Generating multiple revenue streams





Over
61 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

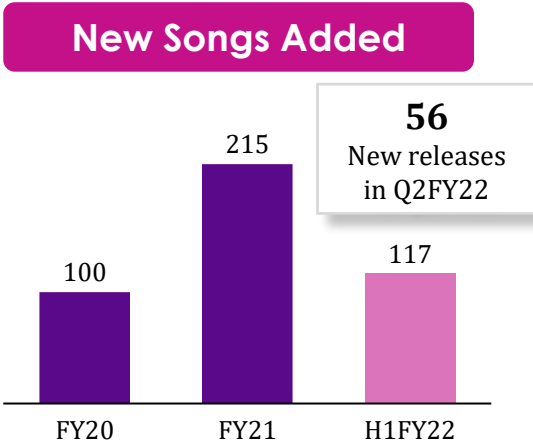
Content acquisition cost is only funded through internal accruals

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

Growing listenership & Increasing Content Addition

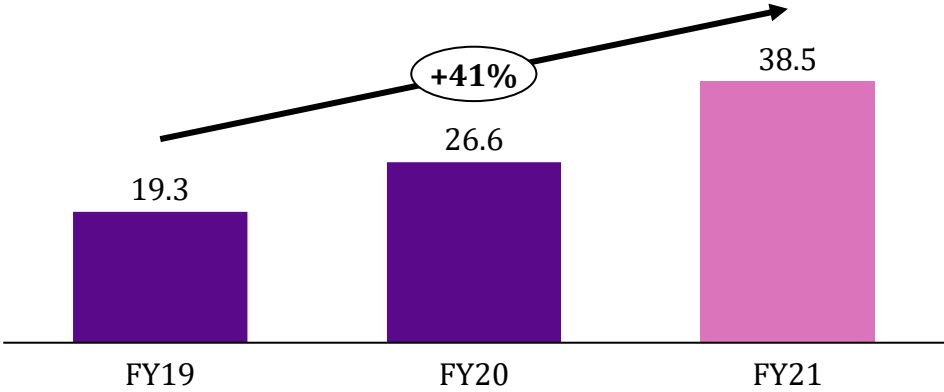


Evergreen & Rich content of **over 29,000 songs** across genres, languages & decades giving us high visibility of music revenue

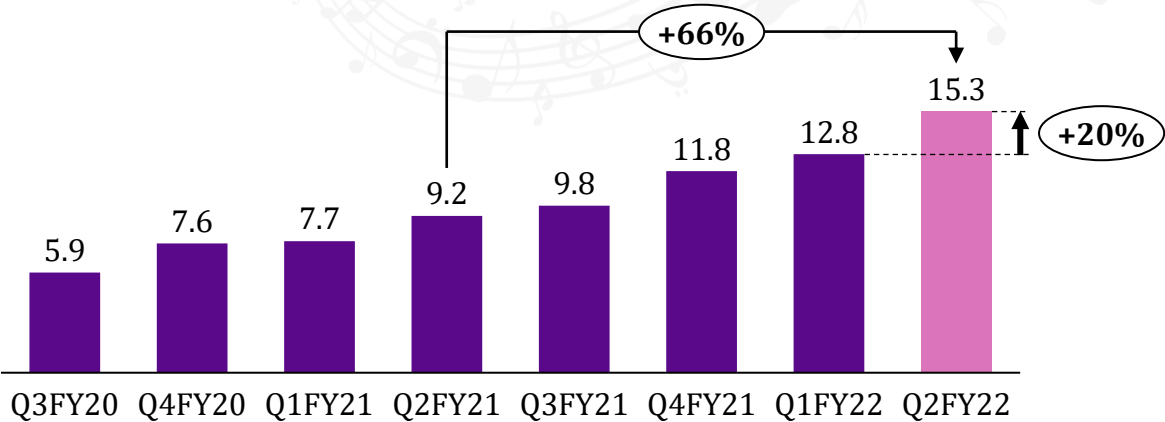


Existing Content + Continuous Additions : Increasing Music Revenue

Youtube Views (in. Bn)



Youtube Views (in. Bn)





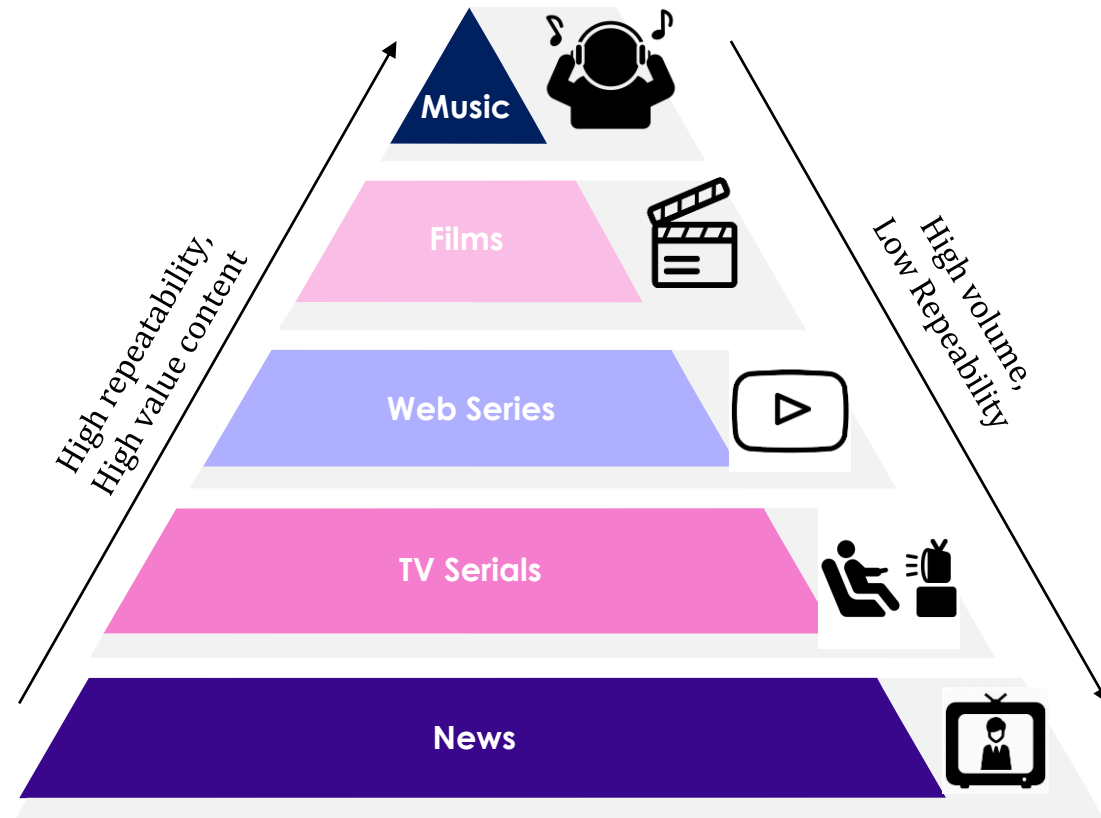
Annexure



Music is the most valuable content



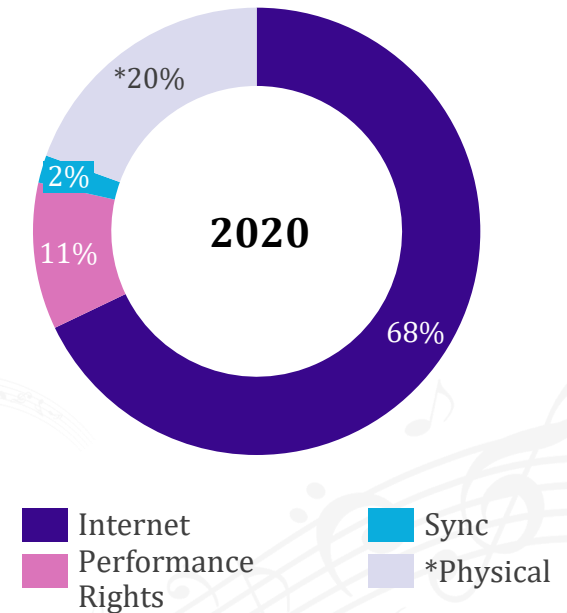
Ranking on repeated monetization



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

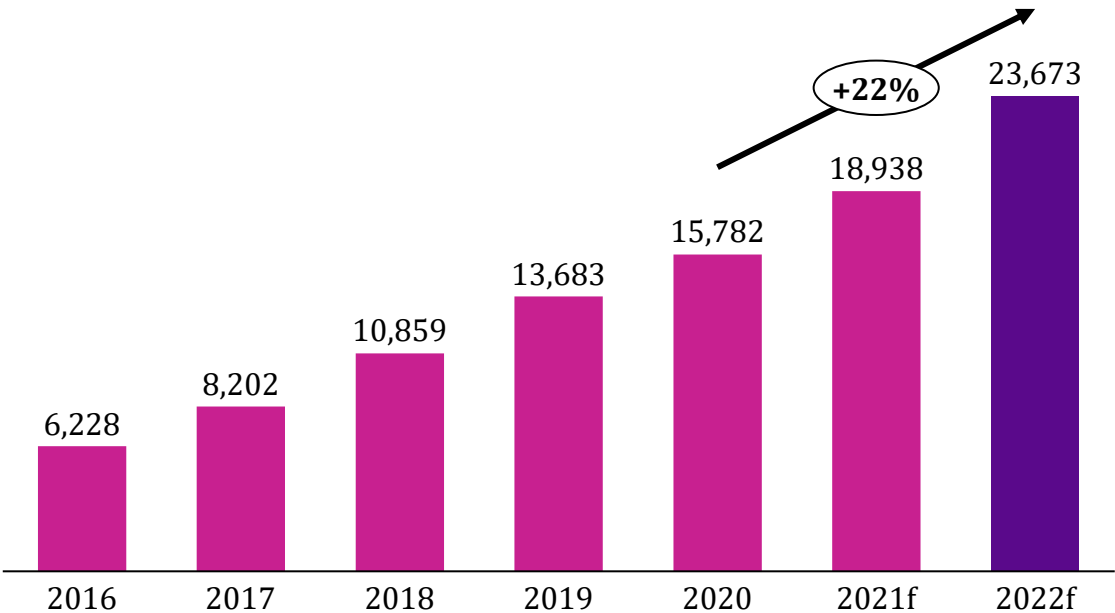
*Japan has the largest share. India's share is less than 2% as more than 80% of music has been digitized

Digital Advertising – Key Driver of Indian Music Industry



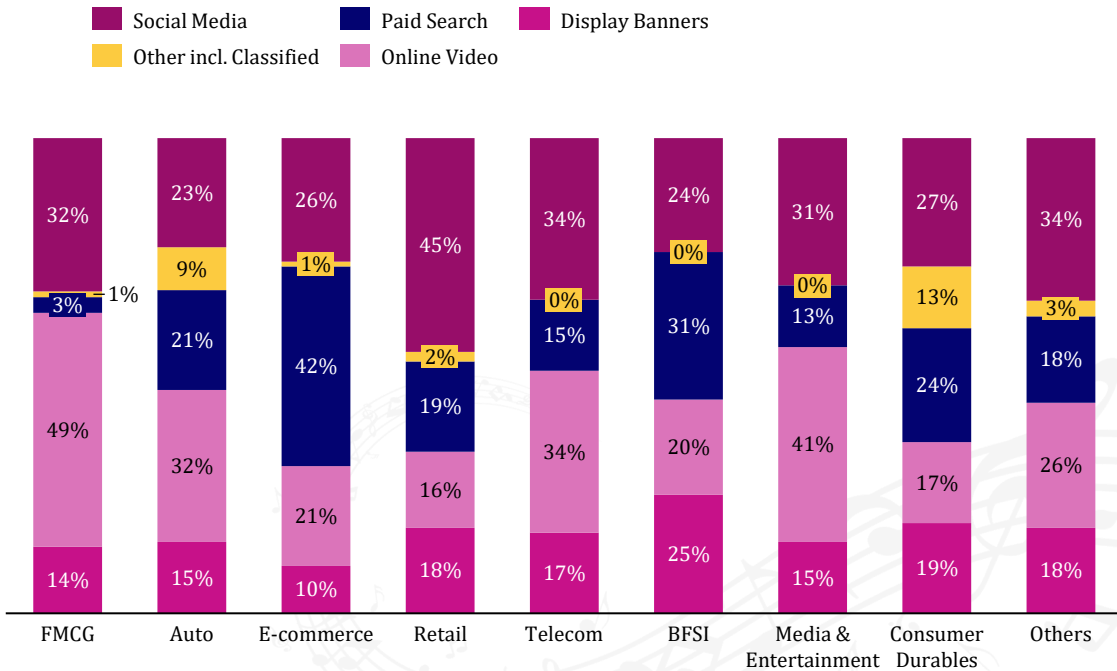
Indian Digital Ad Industry

INR Crs



- 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

AD spends on Digital Media by formats & verticals



- 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

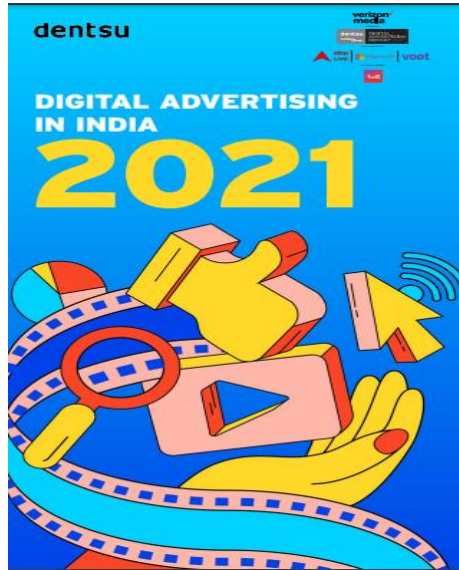
Number of paid subscribers doubled in 2 years to 60 Mn;
Second highest globally but still **under 5%**
penetration of country's total population.



India

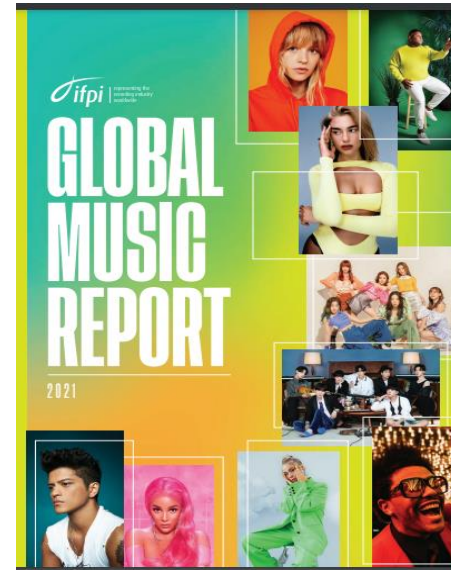
Listenership on audio streaming services grew by
40% Y-o-Y in first half of 2020

Few Industry Reports



dentsu – Digital Advertising in India

[Click Here](#)



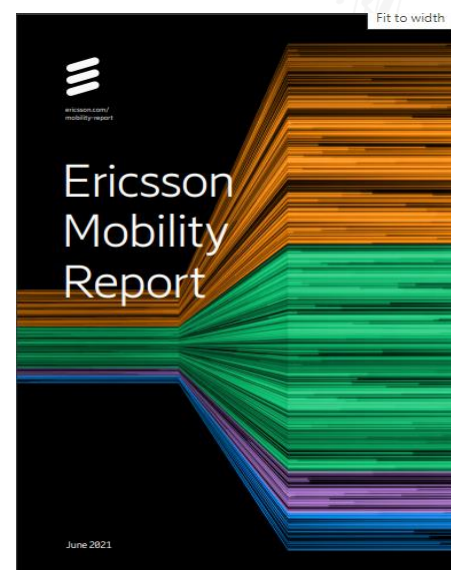
IFPI – Global Music Report

[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)

Ms. Payal Dave: +91 9819916314
payal.dave@linkintime.co.in

Ms. Neha Shroff: +91 7738073466
neha.shroff@linkintime.co.in