



January 24, 2022

Ref No.: SEL/Reg. 30 – LODR/Jan-22

The Secretary,
National Stock Exchange of India Limited
Exchange Plaza,
Bandra-Kurla Complex
Bandra (E), Mumbai-400 051.
NSE Symbol: SHEMAROO

The Secretary,
BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street,
Mumbai-400 023.
Scrip Code : 538685

Dear Sir / Madam,

Re: SHEMAROO ENTERTAINMENT LIMITED - ISIN: INE363M01019

Sub: - Earnings Con. Call Presentation – Intimation under Reg. 30(6) of SEBI (LODR), Regulations, 2015

Please find enclosed herewith Earnings Presentation of Shemaroo Entertainment Limited for the Quarter and nine months ended December 31, 2021 (9M/Q3-FY22).

This is for your information and records.

The same is also disseminated on the website of the Company i.e. www.shemarooent.com

Thanking you,

Yours faithfully,
For Shemaroo Entertainment Limited

Dipesh U Gosar
Company Secretary & Compliance Officer
Membership no. A23755



Encl.: As above

SHEMAROO ENTERTAINMENT LIMITED

Shemaroo House, Plot No. 18, Marol Co - Op. Industrial Estate, Off Andheri Kurla Road, Andheri (E), Mumbai - 400 059.
Tel.: +91 - 22 4031 9911 | Fax: +91 - 22 2851 9770 | Email: shemaroo@shemaroo.com
shemarooent.com | CIN: L67190MH2005PLC158288

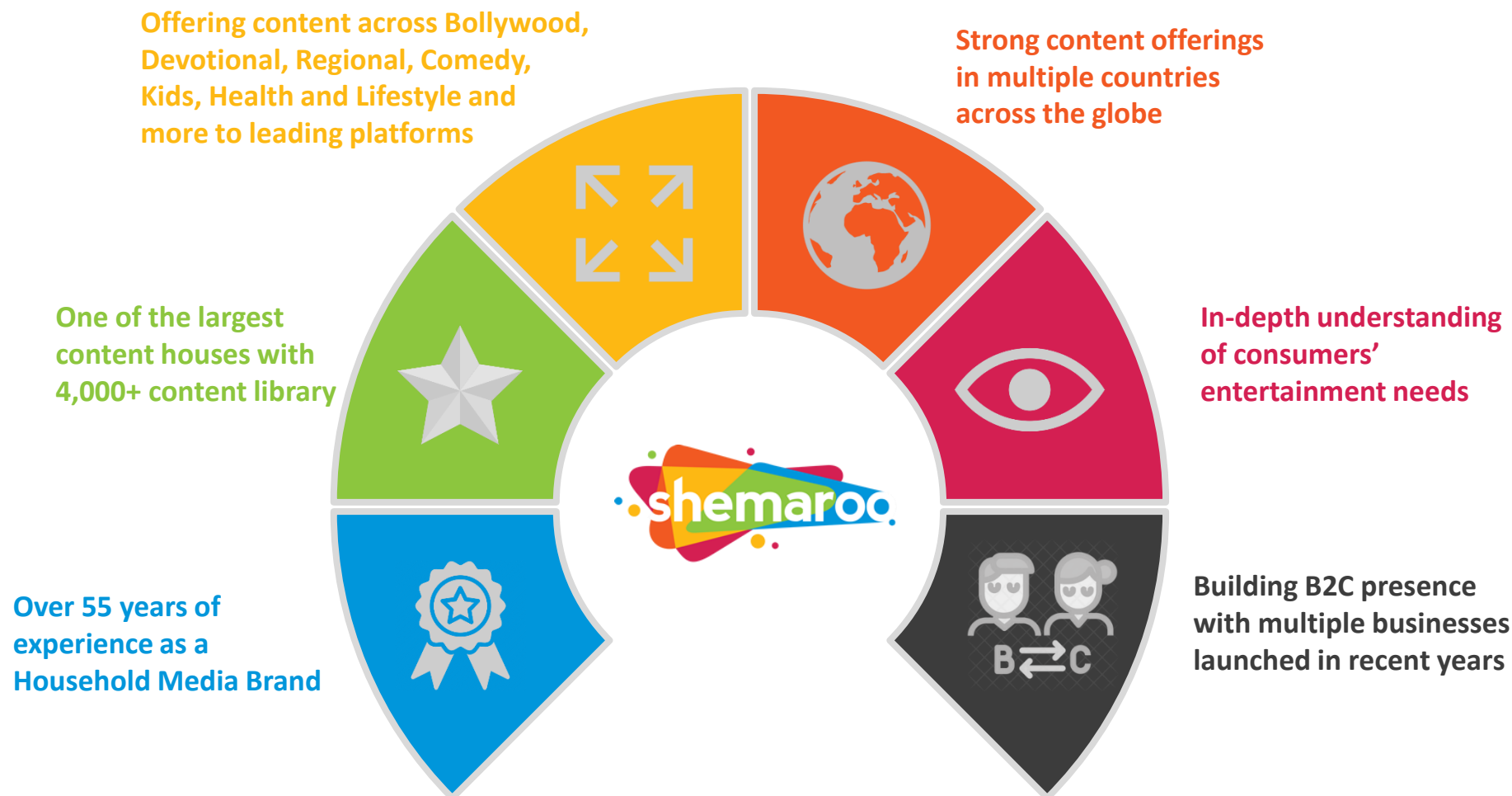


Shemaroo Entertainment Limited | 9M/Q3-FY22

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At a Glance



Revenue FY21
INR 3,111 Mn

EBITDA FY21
INR 126 Mn

PAT FY21
INR (215) Mn

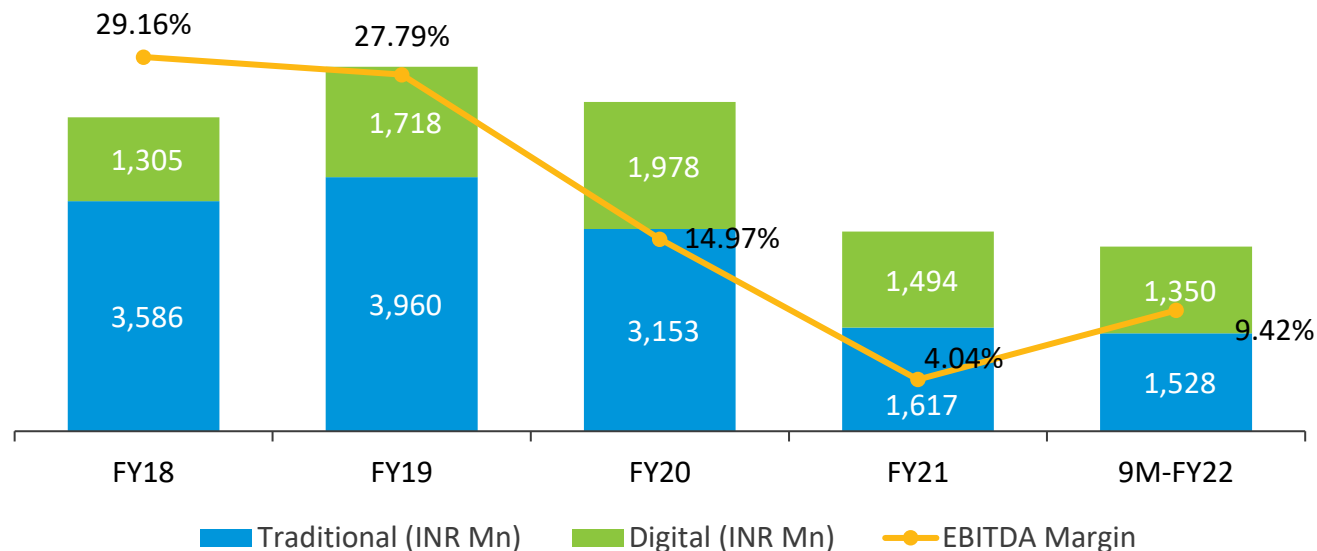
Net Worth FY21
INR 5,763 Mn

Overview

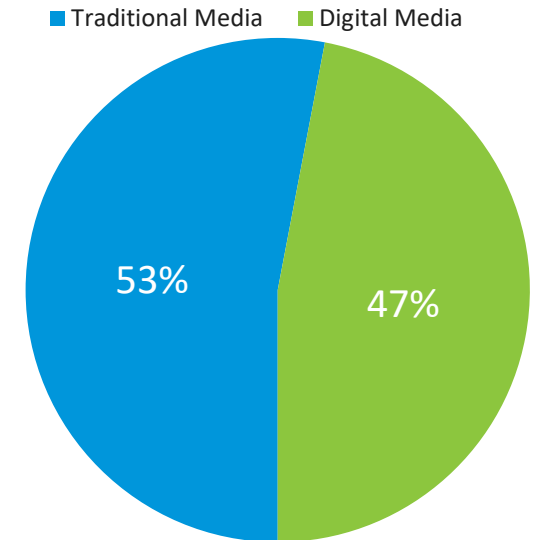


- Founded in 1962 as a book circulating library, today Shemaroo Entertainment Limited (Shemaroo) is a leading Indian content powerhouse with a global reach, headquartered out of Mumbai and employs 550+ people.
- Shemaroo is a pioneer in content aggregation and distribution in India and globally with offerings spread across Television, Mobile, Internet, OTT, Preloaded devices, etc.
- Identifying that movies have the longest shelf life for television and other media content, Shemaroo pioneered the movie library syndication business by acquiring movie titles from producers and distributing it to broadcasters and other media platforms.
- Shemaroo has grown multifold over the years, developing excellent relationships across the media industry value chain, to become one of the largest organized players in a fragmented industry.
- The company's digital business contribution has grown from less than 10% in FY14 to 47% in 9M-FY22.

Operational Revenue (INR Mn) and EBITDA Margin (%)



9M-FY22 Revenue Distribution



9M/Q3-FY22 HIGHLIGHTS



9M/Q3-FY22 Key Financial Highlights



Q3-FY22 performance (Consolidated)

INR 899 Mn Revenue from Operations	INR 98 Mn EBITDA	10.88% EBITDA Margin
INR 19 Mn Net Profit	2.07% Net Profit Margin	INR 0.69/share EPS

9M-FY22 performance (Consolidated)

INR 2,878 Mn Revenue from Operations	INR 271 Mn EBITDA	9.42% EBITDA Margin
INR 32 Mn Net Profit	1.12% Net Profit Margin	INR 1.18 /share EPS

Divisional Breakup (Consolidated):

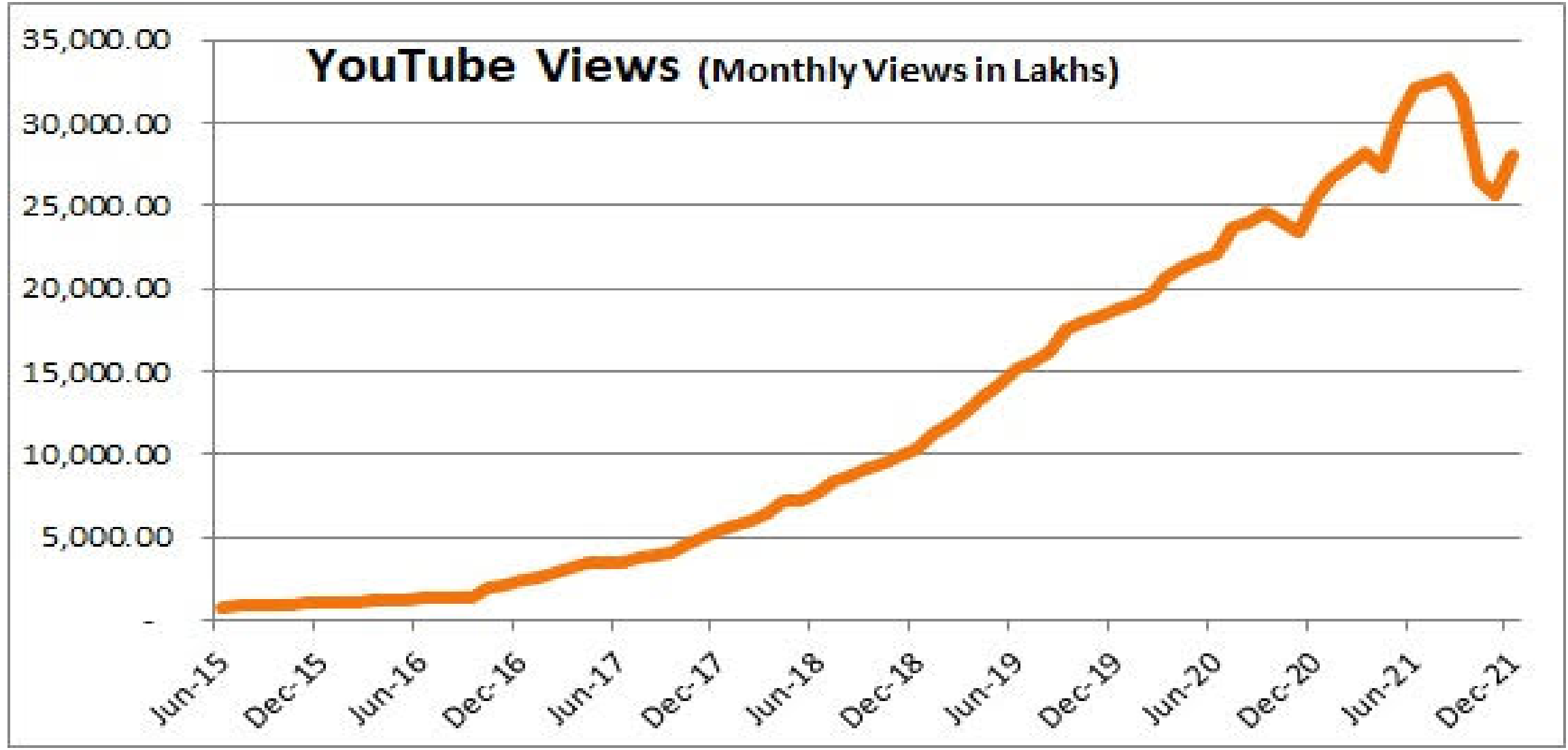
INR Mn	Q3-FY22	Q3-FY21	Y-o-Y Growth	9M-FY22	9M-FY21	Y-o-Y Growth
Digital Media	476	399	19.4%	1,350	1,125	19.9%
Traditional Media	423	481	(12.2)%	1,528	1,210	26.4%
Income from Operations	899	880	2.1%	2,878	2,335	23.3%

9M/Q3-FY22 Key Operational Highlights



- Unlocking resulted in green shoots in economic revival post Covid; however, media consumption slowed down across traditional and digital platforms
- Large advertisers are facing a triple threat of rising input costs, slowdown in rural consumption and looming fear of country-wide lockdown, all leading to cautious advertising spends across channels
- Despite challenges on both viewership and advertiser spends, the Company has maintained positive margins during the quarter
- **ShemarooMe Gujarati**
 - The Company released 13 new titles during the quarter with content across movies, web series and plays
 - The Company released its original web series 'Yamraj Calling' and 'Benaqaab' which were well received by the audience
 - Also released a theatrical blockbuster 'Dhuandhaar'
- **Youtube:** Shemaroo crossed 57.7 mn subscribers on its YouTube channel 'FilmiGaane'; the channel is now the 20th most subscribed channel in the world
- **Other Digital:** Partnership with Spotify for its Shrimad Bhagavad Gita podcast
- **Broadcasting**
 - Increase in out-of-home mobility on account of unlocking and the festive season affected the overall television viewership; however, ShemarooTV continued its upward trajectory in ratings while Shemaroo MarathiBana's ratings remained steady during the quarter
 - Shemaroo MarathiBana premiered the Marathi dubbed version of 'Baahubali' with noted Marathi film and theatre personalities lending their voices
- **DTH:** Launched a new DTH service 'Classic TV' on Tata Sky in Dec 2021

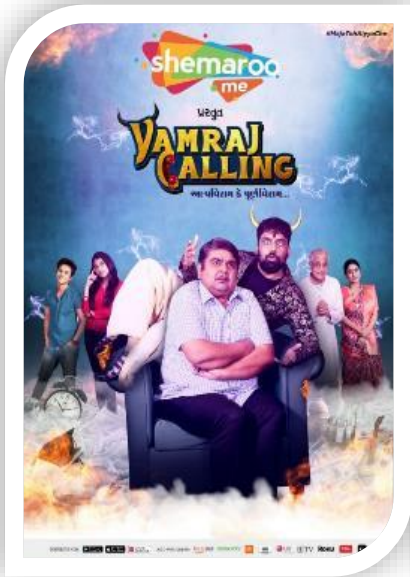
7 | Shemaroo YouTube Monthly Views



8 | ShemarooMe Gujarati



- Relunched ShemarooMe's Gujarati proposition in April 2021, positioning it as a premier Gujarati-focused OTT service
- Aims to make every Gujarati fall in love with Gujarati Entertainment once again
- Content:
 - Has an exciting mix of webseries, natak, and movies including direct-to-OTT releases
 - Offers one new fresh content piece every week



Consolidated Quarterly Financial Performance



Particulars (INR Mn)	Q3-FY22	Q2-FY22	Q-o-Q	Q3-FY21	Y-o-Y
Revenue from Operations	899	1,231	(27.0)%	880	2.1%
Total Expenses	801	1,129	(29.0)%	810	(1.0)%
EBITDA	98	102	(4.2)%	71	38.4%
EBITDA Margin (%)	10.88%	8.29%	259 bps	8.03%	285 bps
Other Income	3	1	NA	3	(0.6)%
Depreciation	17	17	(2.4)%	18	(7.8)%
Finance Cost	64	64	(0.8)%	71	(10.6)%
Exceptional Items	-	-	NA	-	NA
PBT	20	21	(5.2)%	(16)	NA
Tax	2	(7)	NA	1	32.2%
PAT	19	28	(32.9)%	(17)	NA
Minority Interest & Share of profit/ (loss) in associate company	0	(1)	NA	2	NA
PAT after adjustments	19	27	(31.4)%	(15)	NA
PAT Margin (%)	2.07%	2.21%	(14) Bps	(1.74)%	NA
Comprehensive Income	(0)	(0)	NA	2	NA
Total Profit including Comprehensive Income(Net of tax)	19	27	(30.3)%	(14)	NA
EPS (INR)(not annualised)	0.69	1.00	(31.4)%	(0.56)	NA

Consolidated YTD Financial Performance



Particulars (INR Mn)	9M-FY22	9M-FY21	Y-o-Y
Revenue from Operations	2,878	2,335	23.3%
Total Expenses	2,607	2,320	12.3%
EBITDA	271	14	NA
EBITDA Margin (%)	9.42%	0.62%	880 bps
Other Income	7	11	(42.8)%
Depreciation	51	55	(7.2)%
Finance Cost	199	213	(6.7)%
Exceptional Items	-	-	-
PBT	28	(242)	NA
Tax	(5)	(5)	NA
PAT	33	(237)	NA
Minority Interest & Share of profit/ (loss) in associate company	(1)	1	NA
PAT after adjustments	32	(237)	NA
PAT Margin (%)	1.12%	(10.13)%	NA
Comprehensive Income	(0)	2	NA
Total Profit including Comprehensive Income(Net of tax)	32	(235)	NA
EPS (INR)(not annualised)	1.18	(8.70)	NA

Shemaroo In Digital Media



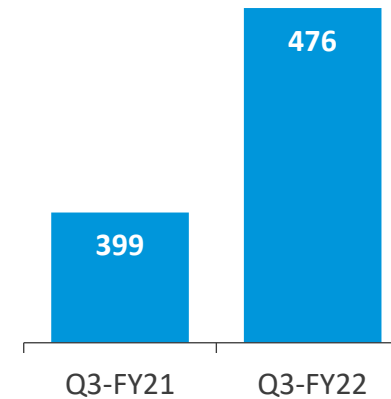
Digital Media



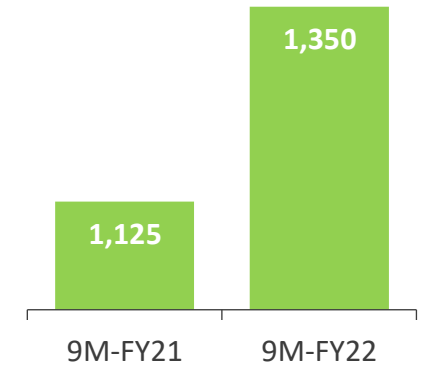
Shemaroo was one of the early Indian media companies to syndicate its library to the high growth digital media platforms, thereby gaining early mover advantage

- The company caters to all types of revenue models like subscription, pay per transaction, advertisement supported (free to consumer), etc.
- Due to its large library ownership, Shemaroo has the ability to slice and dice content and package it in different ways that are more suited for the digital media platforms

Q3-FY22 Digital Media Performance (INR Mn)



9M-FY22 Digital Media Performance (INR Mn)



Digital Media Presence

ShemarooMe

- ShemarooMe is the OTT platform launched in Feb'19 – offering vast content library across Bollywood, Gujarati, Marathi, Kids, Punjabi, Comedy, Devotional, etc.
- Has partnerships with all leading Indian Telcos

Internet and OTT

- Shemaroo has agreements with various internet video platforms like YouTube, Netflix, Amazon Prime, Disney+Hotstar, Jio, Apple iTunes, Google Play, etc.

Mobile Value-Added services (MVAS) / Mobile Internet

- The company has agreements with major telecom operators, namely Airtel, Vodafone Idea to distribute videos, full songs, live streaming etc. under MVAS

Shemaroo in Traditional Media



Television Syndication

- Shemaroo has a diverse content library which it syndicates to various satellite Channels, cable and terrestrial networks
- Considering the vast and diverse library of Shemaroo, it can be easily assumed that most broadcasting channels would have some content syndicated from Shemaroo at sometime or the other

TV Syndication Platforms

Satellite Television	<ul style="list-style-type: none"> • Predominantly consists of Hindi films • This includes Movie Channels, Kids Channels, Music Channels, News Channels etc. • Enter into exclusive agreements for a film or package of films with a particular group of movie channels for a specified period of time
Terrestrial Television	<ul style="list-style-type: none"> • The company also licenses content for broadcasting on terrestrial television network

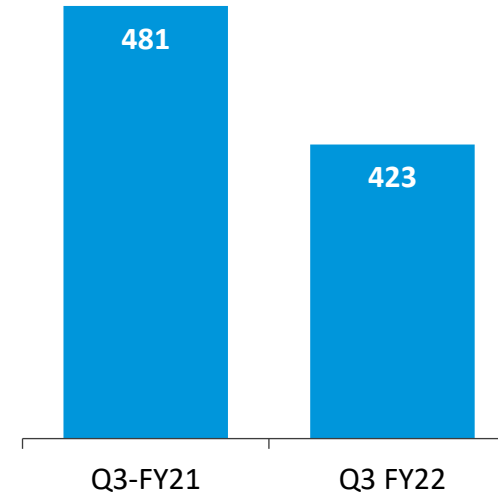
Subscription Based Services

- In partnership with major DTH and Cable operators, Shemaroo operates subscription-based, ad-free content services across various genres like Movies, Devotion, Comedy and Regional

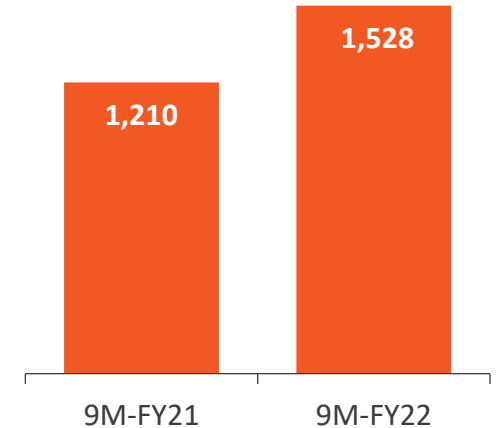
Advertisement led Satellite Channel

- Shemaroo launched a satellite FTA channel named 'Shemaroo MarathiBana' in Dec'19, targeted to be a prominent leader in the Marathi movie genre
- It launched a satellite FTA GEC channel named 'Shemaroo TV' in May'20, targeted towards HSM market and serving daily entertainment needs of consumers

Q3-FY22 Traditional Media Performance (INR Mn)



9M-FY22 Traditional Media Performance (INR Mn)



Historical Consolidated Income Statement



Particulars (INR Mn)	FY19	FY20	FY21	9M-FY22
Revenue from Operations	5,678	5,131	3,111	2,878
Total Expenses	4,100	4,363	2,986	2,607
EBITDA	1,578	768	126	271
EBITDA Margin (%)	27.79%	14.97%	4.04%	9.42%
Other Income	18	30	10	7
Depreciation	56	75	73	51
Finance Cost	256	244	284	199
Exceptional Items	-	(62)	-	-
PBT	1,284	417	(221)	28
Tax	457	113	(2)	(5)
PAT	827	304	(219)	33
Minority Interest & Share of profit/ (loss) in associate company	3	(3)	4	(1)
PAT after adjustments	830	301	(215)	32
PAT Margin (%)	14.62%	5.87%	(6.91)%	1.12%
Comprehensive Income	3	7	9	(0)
Total Profit including Comprehensive Income (Net of tax)	833	309	(205)	32
EPS (INR) (not annualised)	30.52	11.09	(7.90)	1.18

Historical Consolidated Balance Sheet



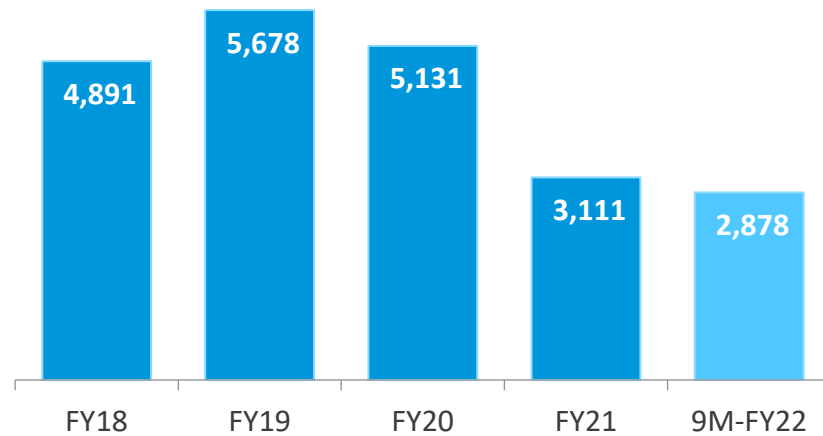
Equity and Liabilities (INR Mn)	FY21	H1-FY22
Shareholders Fund		
Share Capital	272	272
Other Equity	5,491	5,504
Total Equity	5,763	5,776
Non controlling interest	(45)	(44)
Non Current Liabilities		
Long Term borrowings	174	129
Lease Liability	1	1
Deferred tax liabilities (Net)	18	11
Long tem provisions	11	22
Total Non-Current Liabilities	204	164
Current Liabilities		
Short Term Borrowings	2,451	2,271
Trades payables	252	451
Other Financial Liabilities	76	90
Lease Liability	9	5
Other Current Liabilities	32	48
Short Term Provisions	22	12
Current Tax Liabilities (Net)	-	-
Total Current Liabilities	2,843	2,877
Total	8,765	8,772

Assets (INR Mn)	FY21	H1-FY22
Non Current Assets		
Fixed Assets		
Property, Plant & Equipment	255	234
Intangible assets	9	7
Intangible assets under development	-	-
Right of use assets	9	5
Investments	25	25
Long Term Loan and Advances	4	8
Other Financial Assets	2	2
Other Non Current Assets	19	11
Total Non-Current Assets	324	293
Current Assets		
Inventories	7,303	7,064
Trade Receivables	547	622
Cash and Cash Equivalents	8	11
Other Bank Balances	65	65
Short Term loan and advances	2	1
Current Tax Assets (Net)	245	345
Other Current Assets	271	372
Total Current Assets	8,442	8,479
Total	8,765	8,772

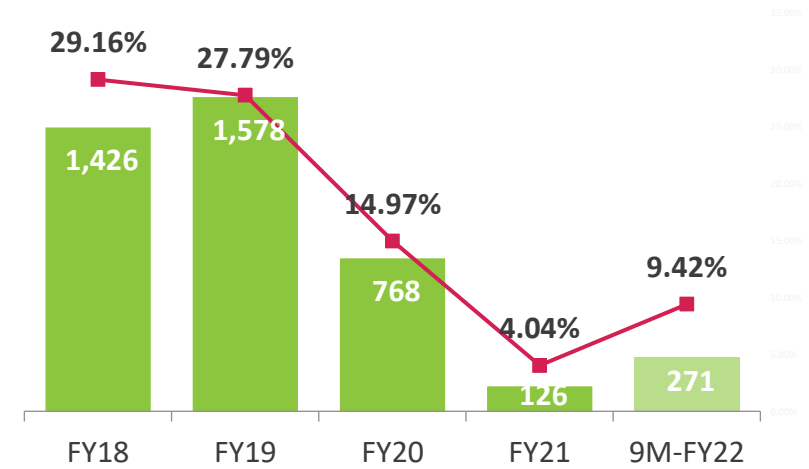
Historical Consolidated Financial Charts



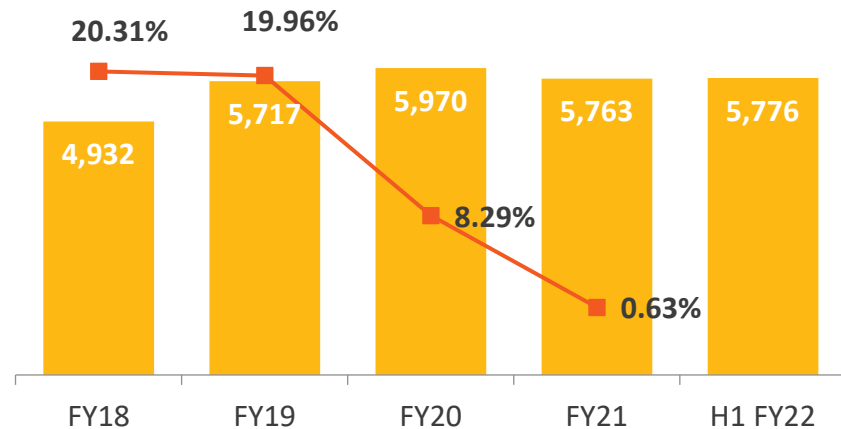
Operational Revenue* (INR Mn)



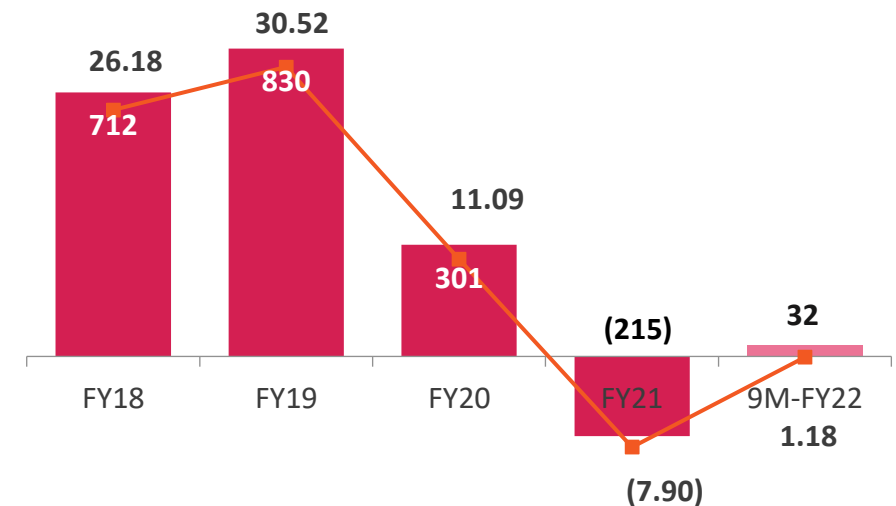
EBITDA (INR Mn) and EBITDA Margin (%)



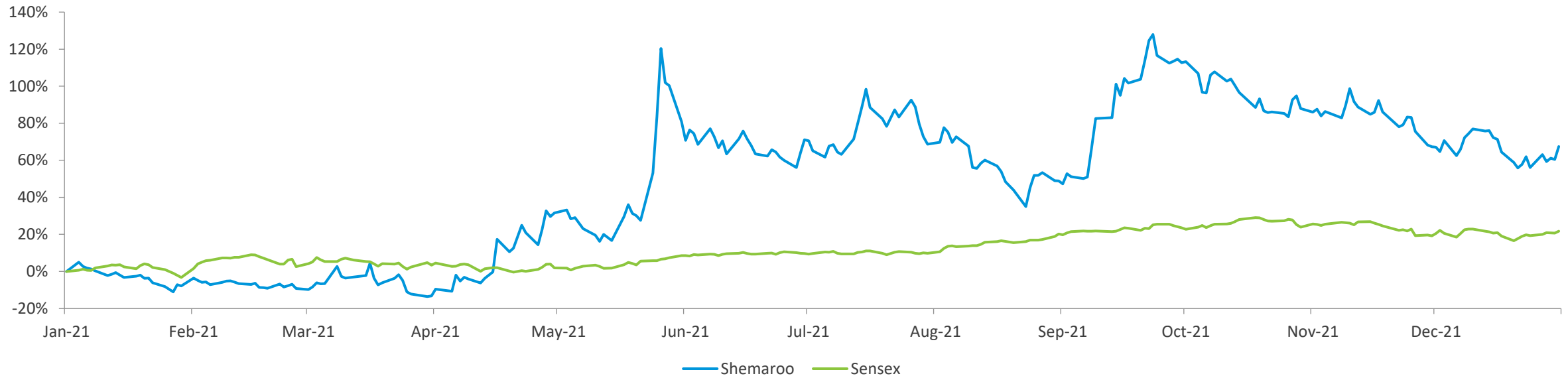
Net Worth (INR Mn) and ROCE (%)



PAT (INR Mn) and EPS (INR)



Capital Market Data

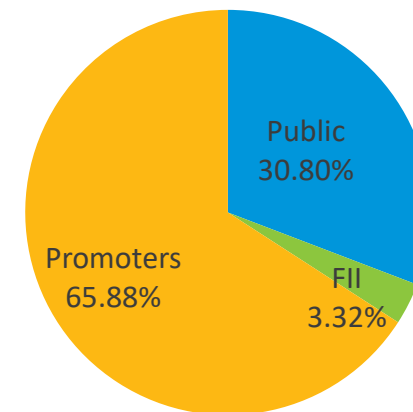


Price Data (As of 31st December, 2021)

INR

Face Value	10.00
Market Price	126.20
52 Week H/L	181.00/63.25
Market Cap (INR Mn)	3,430.39
Equity Shares Outstanding (Mn)	27.20
1 Year Avg. Trading Volume ('000)	154.80

Shareholding Pattern as on 31st December, 2021





Shemaroo Entertainment Limited

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THANK YOU

