

January 23, 2023

To,

To,

Listing Department

Listing Department

BSE Limited

National Stock Exchange of India Limited

P.J Towers, Dalal Street,

Exchange Plaza, 5th Floor, Plot No. C/1, G Block,

Fort, Mumbai – 400 001

Bandra Kurla Complex, Bandra (E), Mumbai – 400 050

Scrip Code: **532375**

Symbol: TIPSINDLTD

Subject: Submission of Presentation of Analysts/Investors Meeting

Dear Sir,

This is further to our letter on the Investor/ Analyst call scheduled on Tuesday, January 24, 2023 at 5:00 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, 2022.

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



Safe Harbor



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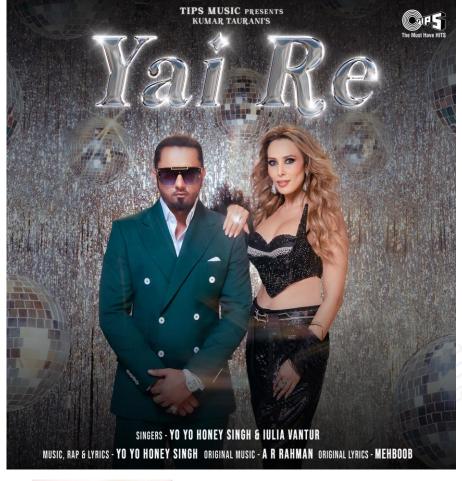
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New Release Highlights (Click to play) VouTube











169 Film songs

 $74\,$ Non-Film Q3FY23





















Financial Overview

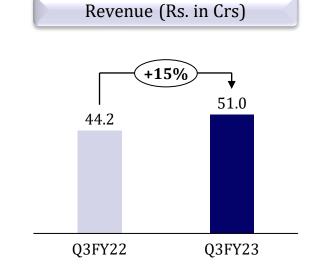


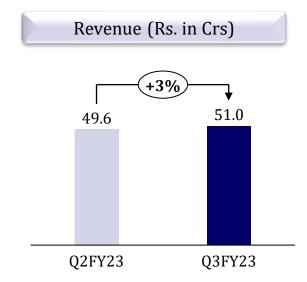


Quarterly Business Performance

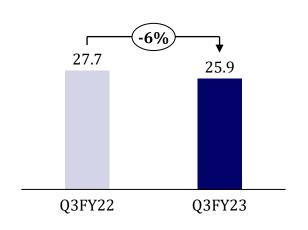




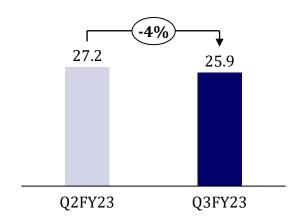




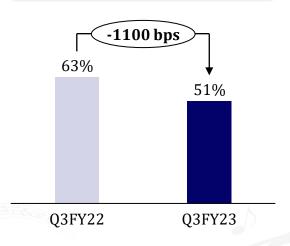




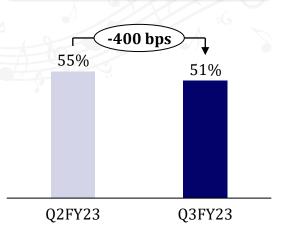
Op. EBITDA (Rs. in Crs)



Op. EBITDA Margins (%)

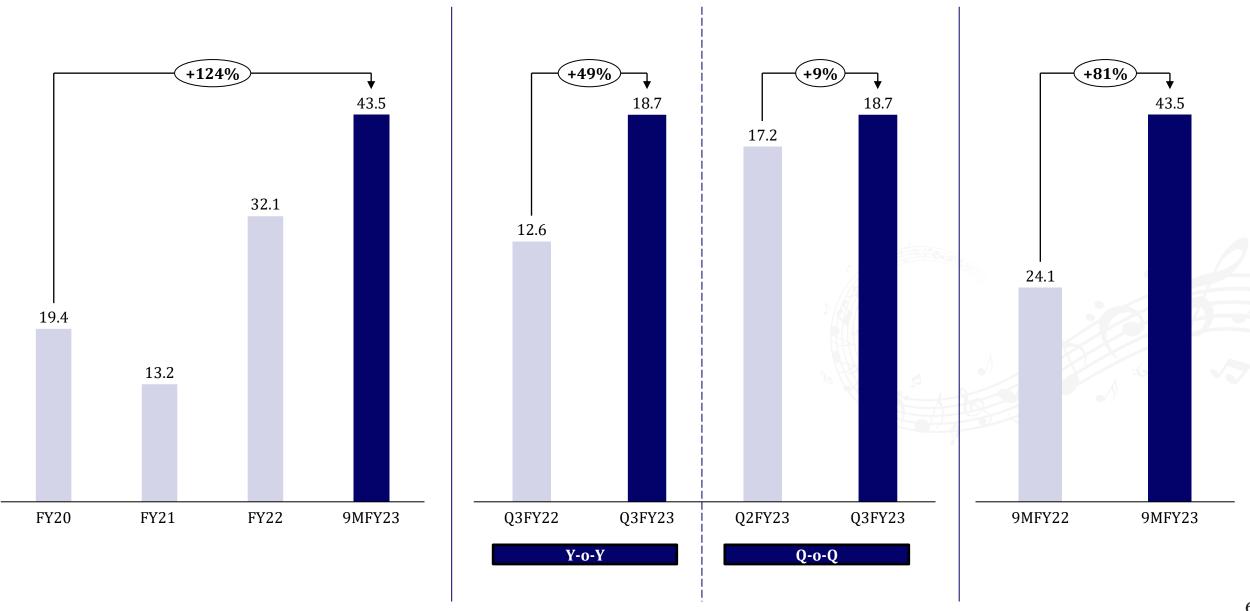






Content cost





Q3 FY23 Profit & Loss Statement



Particulars (Rs. in Crs)	Q3FY23	Q3FY22	Y-o-Y	Q2FY23	Q-o-Q	9MFY23	9MFY22	Y-o-Y
Revenue From Operations	51.0	44.2	15%	49.6	3%	134.8	101.5	33%
Content Cost	18.7	12.6	:	17.2		43.5	24.1	
Employee Benefits Expenses	1.9	1.6	:	1.8		5.3	4.7	
Other Expenses	4.5	2.3		3.4		10.5	6.8	
Op. EBITDA	25.9	27.7	-6%	27.2	-4%	75.5	65.9	15%
Op. EBITDA %	51%	63%		55%		56%	65%	
Other Income	1.3	0.7		1.1		3.4	1.8	
Depreciation and Amortisation Expense	0.2	0.2		0.4		1.0	0.5	
Op. EBIT	25.8	27.6	-7%	26.8	-4%	74.6	65.4	14%
Finance Costs	0.1	0.0		0.1		0.2	0.0	3
PBT	26.9	28.2	-5%	27.8	-3%	77.8	67.3	16%
Tax	6.8	6.7		7.0		19.6	18.6	
PAT	20.2	21.5	-6%	20.8	-3%	58.2	48.6	20%
PAT %	40%	49%		42%		43%	48%	
EPS	15.6	16.6		16.1		44.9	37.5	





Company Overview







Company Overview







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



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



























Corporate Philosophy









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
- Passion
- •Commitment
- •Teamwork
- Positive attitude

Generating multiple revenue streams





Large and diversified music library

Our catalogue comprises film, non-film, pop, remixes devotional songs and bhajans, created by some of the leading artistes and musicians of this country.



Rich & Evergreen Catalogue

Digitized catalogue comprises over 29,000 songs in multiple Indian languages and genres with new additions every year



Digitally available

Catalogue is available on all the leading online music stores, applications, and web platforms including YouTube, Resso, Amazon Prime and Facebook



78.62 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 is to cater to a wide range of audiences

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" **Purchase** Strategy

- We also engage with other producers to buy music rights to complement our repertoire
 Our understanding of music and its
 - 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 written off from profit & loss account in the quarter of release. There is no Capitalization & no pending write-offs in the future. Company has followed this policy since inception

Content acquisition cost is entirely funded through internal accruals

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

Growing listenership & Increasing Content Addition







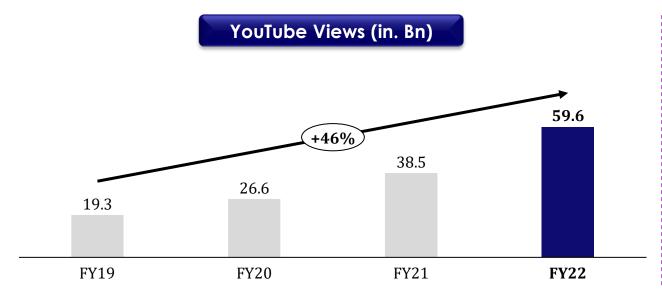


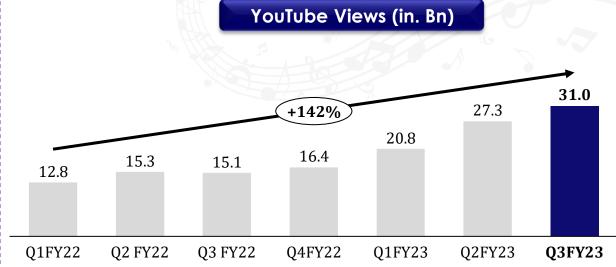


Evergreen & Rich content of over 29,000 songs across genres, languages & decades giving us high visibility of music revenue



Existing Content + Continuous Additions : Increasing Music Revenue









Annexures

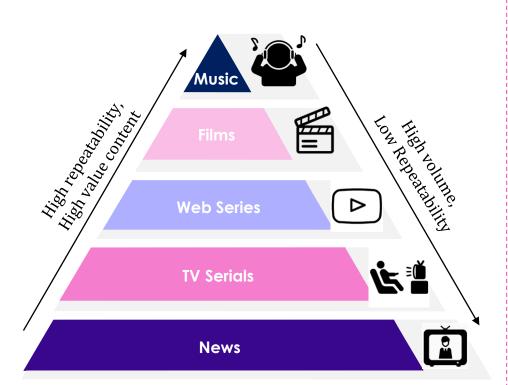




Music is the most valuable content



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

Yearly performance

P

Streaming

Streaming continued to grow strongly in 2021, up by 24.3% to US\$16.9 billion. Paid streaming revenues rose by 21.9% and accounted for 47.3% of the global market (US\$12.3 billion).

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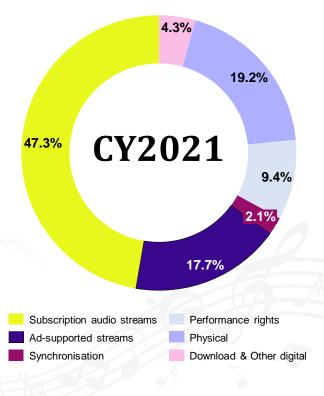
Synchronisation

Use of recorded music in advertising, film, games and TV climbed by 22.0% (US\$549.1 million) in 2021. Revenues from synchronization accounted for 2.1% of the global market.

Downloads

Revenues from permanent downloads fell by 15.3% to US\$839.3 million and represented just 3.2% of the global market in 2021. Other digital formats experienced growth (+6.8 %) but represent only 1.1% of global revenues

Music is now an internet business

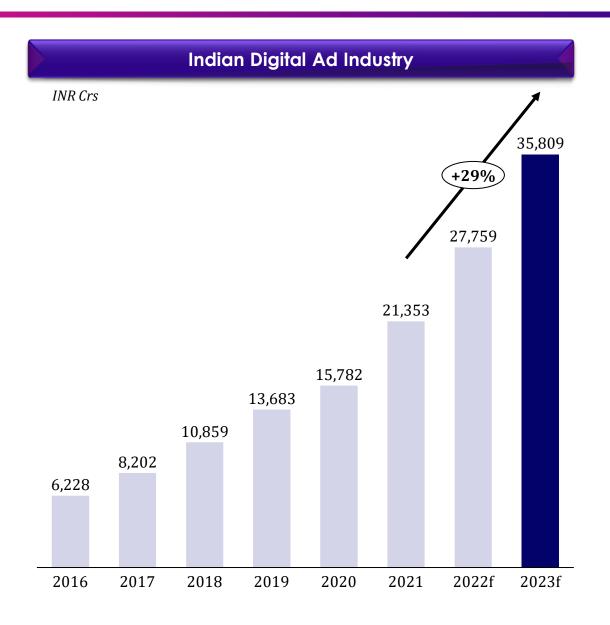


Streaming comprised **65%** of total revenues in 2021, an increase of **24.3%** vs 2020, for the Global Music Industry

Digital Advertising - Key Driver of Indian Music Industry



16



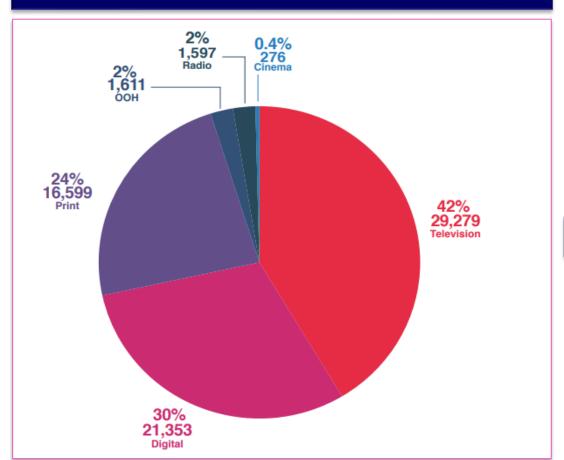
- The Indian digital advertising industry stood at Rs 21,353 crore by the end of 2021, up from Rs 15,782 crore in the previous year. It has grown at a rate of 35.3%
- This sustained growth can be attributed to the technological advancements, improvements in data science & analytics, introduction of policies & regulations, among others.
- The highest proportion of spends on digital media is claimed by social media (29%, Rs 6,218 crore), closely followed by online Video (28%, Rs 5,907 crore). Paid search claims 23% (Rs 5,039 crore), while display banners claim 16% (Rs 3,420 crore).
- Social media is expected to grow with a CAGR of 29.79% to have a spend share of 29% by 2023.
- 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.

Source: Dentsu Aegis Network Report 2022

Growing Digital Ad spend

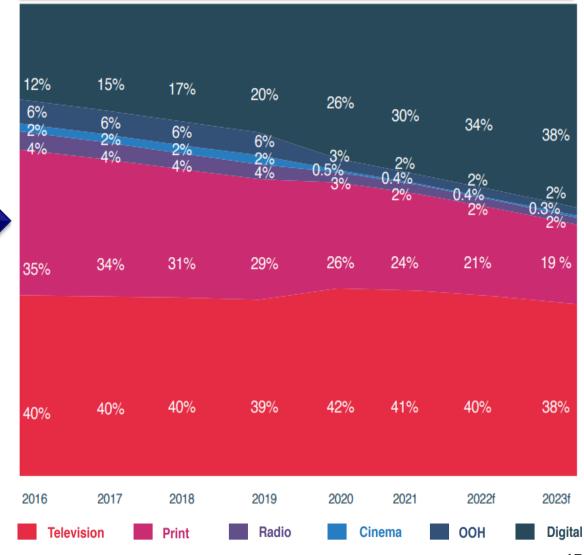


Advertising spends on different media (Rs. Crore)



The current pie of digital ad spends constitutes 30% of the advertising spends in 2021, and moving forward in 2022 and 2023, the percentage is expected to increase to 34% and 38% respectively.





Source: Dentsu Aegis Network Report 2022

Few Industry Reports





dentsu – Digital Advertising in India

Click Here



IFPI - Global Music Report

Click Here



FICCI – EY Media & Entertainment Report 2022

Click Here



Ericsson Mobility Report

Click Here





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Orientcapital

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