



**Ref No.: SEL / Reg. 30 – LODR /Mar-23**

**March 16, 2023**

**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: Investor Presentation**

Please find enclosed herewith Investor Presentation of Shemaroo Entertainment Limited for your information and records.

The same is also disseminated on the website of the Company i.e. [www.shemarooent.com](http://www.shemarooent.com)

Thanking you,

Yours faithfully,  
**For Shemaroo Entertainment Limited**

.....  
**Hetal Vichhi**  
**Company Secretary & Compliance Officer**  
**ICSI Membership No. A42806**



**60** YEARS OF  
ENTERTAINING  
INDIA

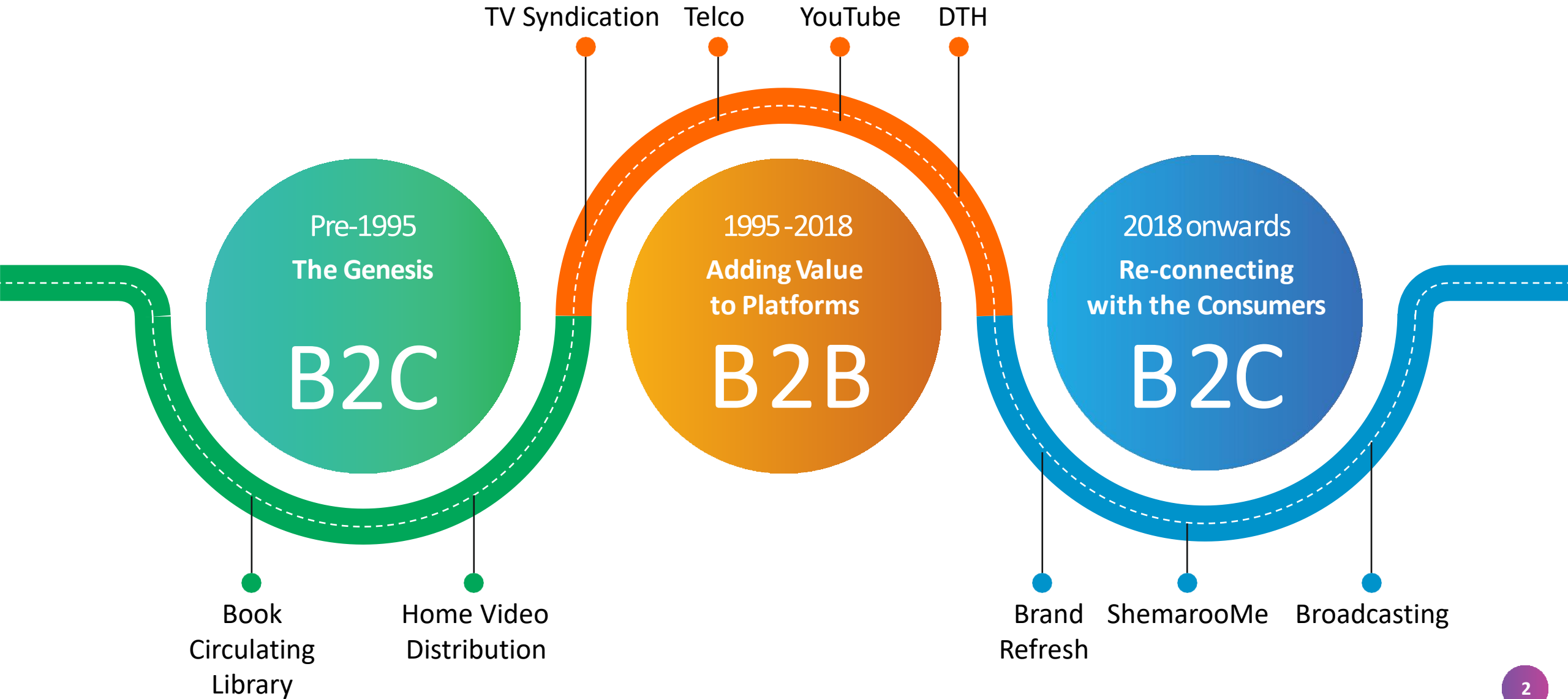
# Shemaroo Entertainment Limited

INVESTOR PRESENTATION – MARCH 2023

# Evolution of Shemaroo



60 YEARS OF ENTERTAINING INDIA



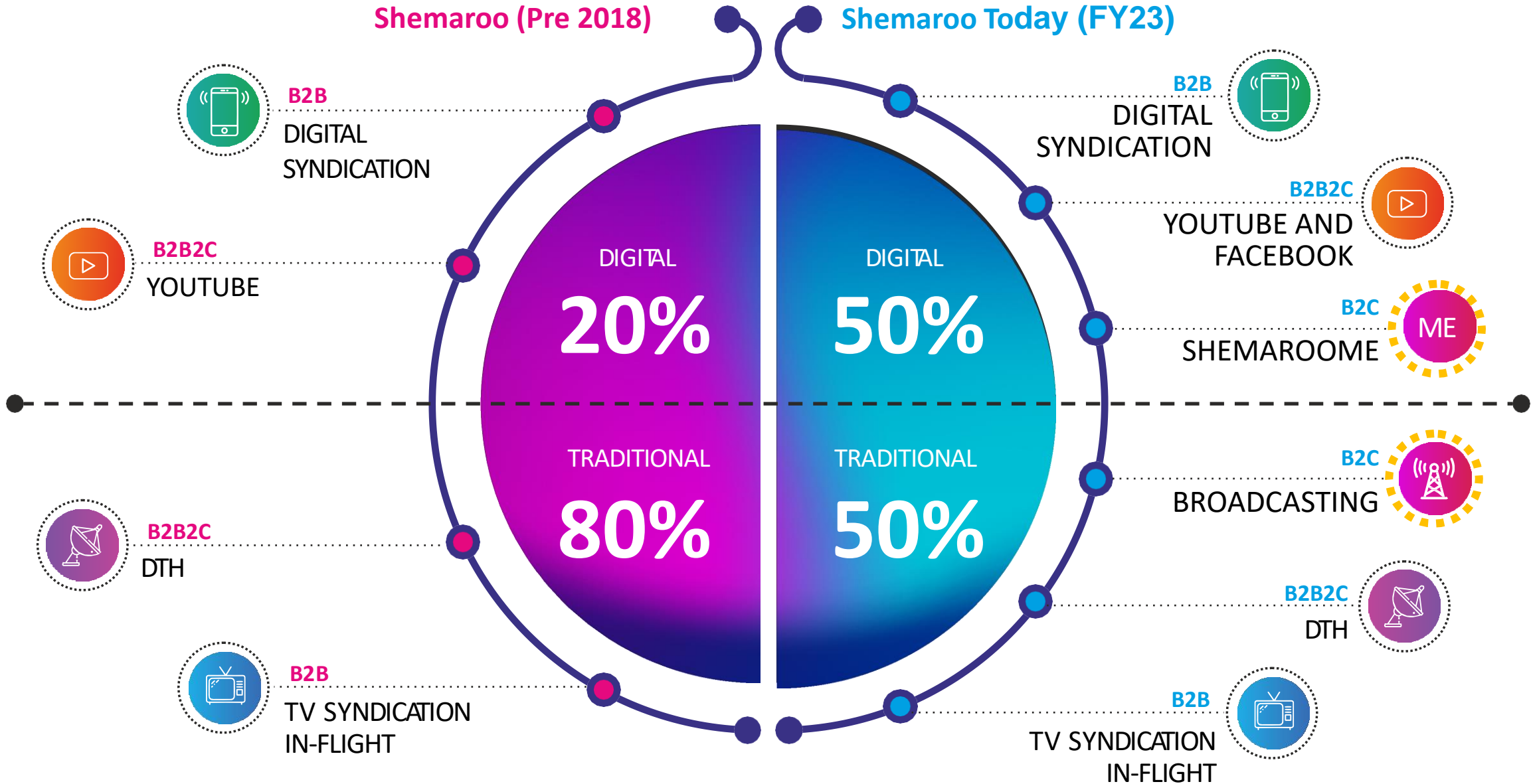
# Building stronger consumer businesses



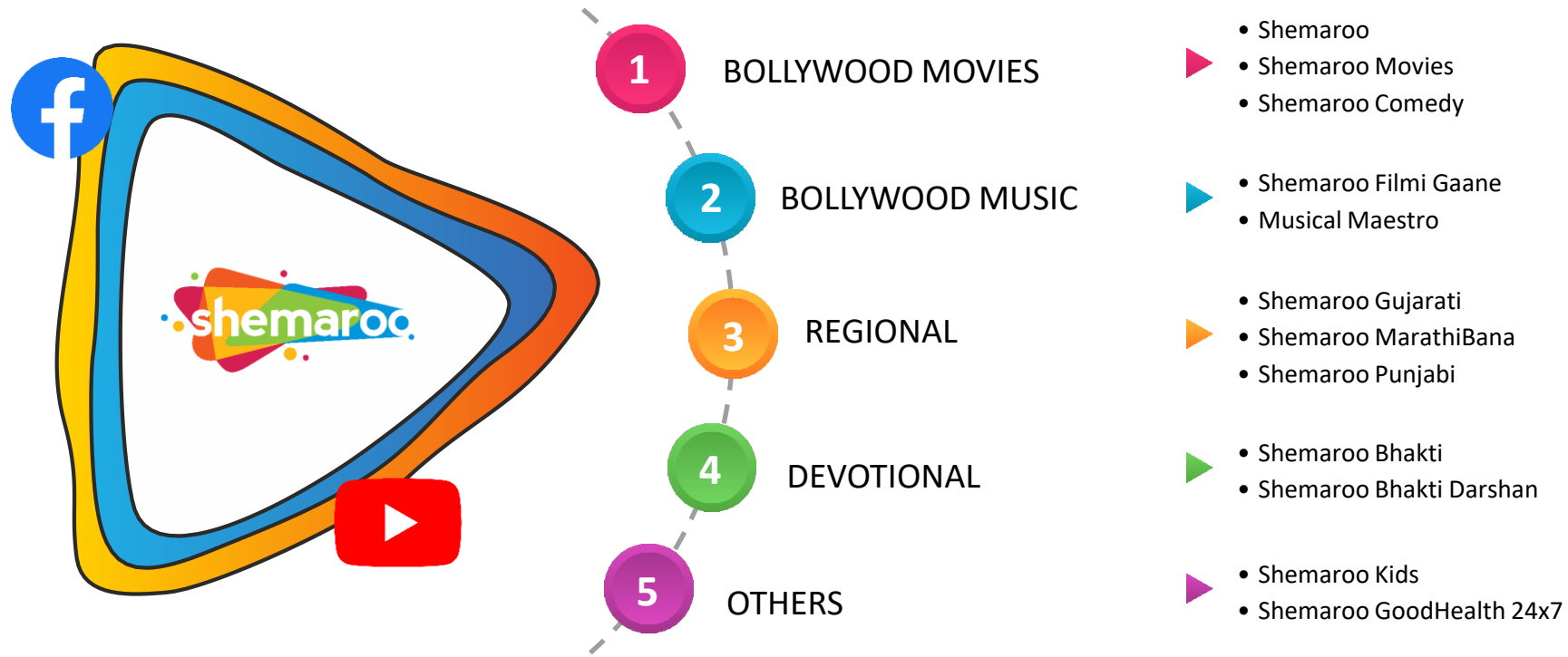
60 YEARS OF ENTERTAINING INDIA

## Shemaroo (Pre 2018)

## Shemaroo Today (FY23)



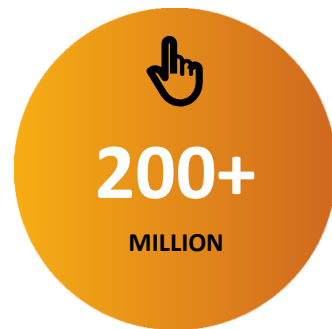
# Large presence in the digital AVOD space through YouTube and Facebook



Diversified Presence



Views per day garnered



Cumulative Subscriber Base



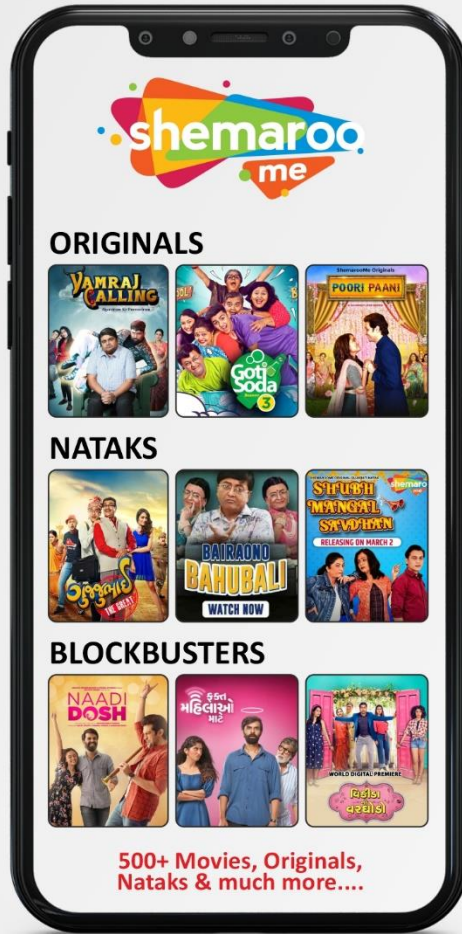
Channel in the world 'Shemaroo Filmi Gaane'

# ShemarooMe is the leading OTT for Gujarati entertainment



60 YEARS OF ENTERTAINING INDIA

B2C



Launched ShemarooMe's Gujarati proposition in 2021, positioning it as a premier Gujarati-focused OTT service

## CONTENT:

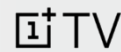
- Has an exciting mix of webseries, natak and movies including direct-to-OTT releases
- Offers one new fresh content piece every week
- Has more than 5 million downloads on Google Play Store

## ADDRESSABLE MARKET:

- 13-15 million Gujarati-speaking\* internet households



App Available on:



\*Gujarat, Mumbai, Rest of India and Rest of World



# Successfully forayed into TV broadcasting, the largest Media and Entertainment segment



**Shemaroo TV** is a Hindi GEC channel that offers a broad spectrum of shows of multiple genres



**Shemaroo Umang**, a Hindi GEC channel, offers a line up of light-hearted stories targeting the masses, specifically women



**Shemaroo MarathiBana** is the first regional channel under the Shemaroo umbrella

## Hindi GEC Genre



Addressable advertising market for Hindi general entertainment channels (GEC) genre is INR 7,000-7,500 crore



Within three years of launch, our GECs have increased their viewership share from 2% to over 10% in the Hindi GEC genre\*

## Marathi Genre



Addressable advertising market for Marathi genre is INR 1,200-1,500 crore



Our Marathi channel has achieved a viewership share of ~4% in the Marathi genre\*

# Built a portfolio of diverse original TV Shows

B2C



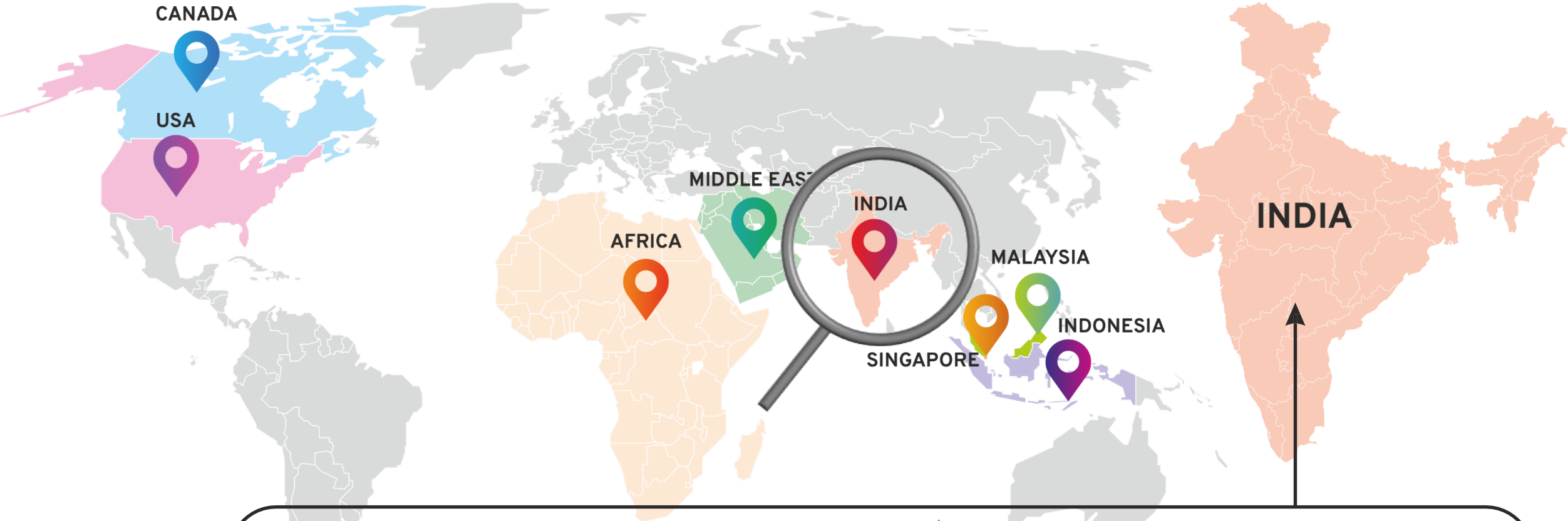


# Content syndicated across most global media platforms



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B2B



TELEVISION SYNDICATION: ZEE, SONY ENTERTAINMENT TELEVISION, viacom 18, Disney, Star

DIGITAL SYNDICATION: JioTV, N, prime video, MXPLAYER

# Taken great strides across multiple fronts on the path set out in 2018


1



**DIGITAL BUSINESS RAMP-UP**

Contribution of digital revenue to our topline increased from 27% in FY18 to 48% in FY22

2



**BUILD TOWARDS A B2C COMPANY**

Launched two B2C businesses – television channels and an OTT app

3



**DERISKED BUSINESS MODEL**

Significantly increased predictable revenue streams

4



**PROFESSIONAL MANAGEMENT**

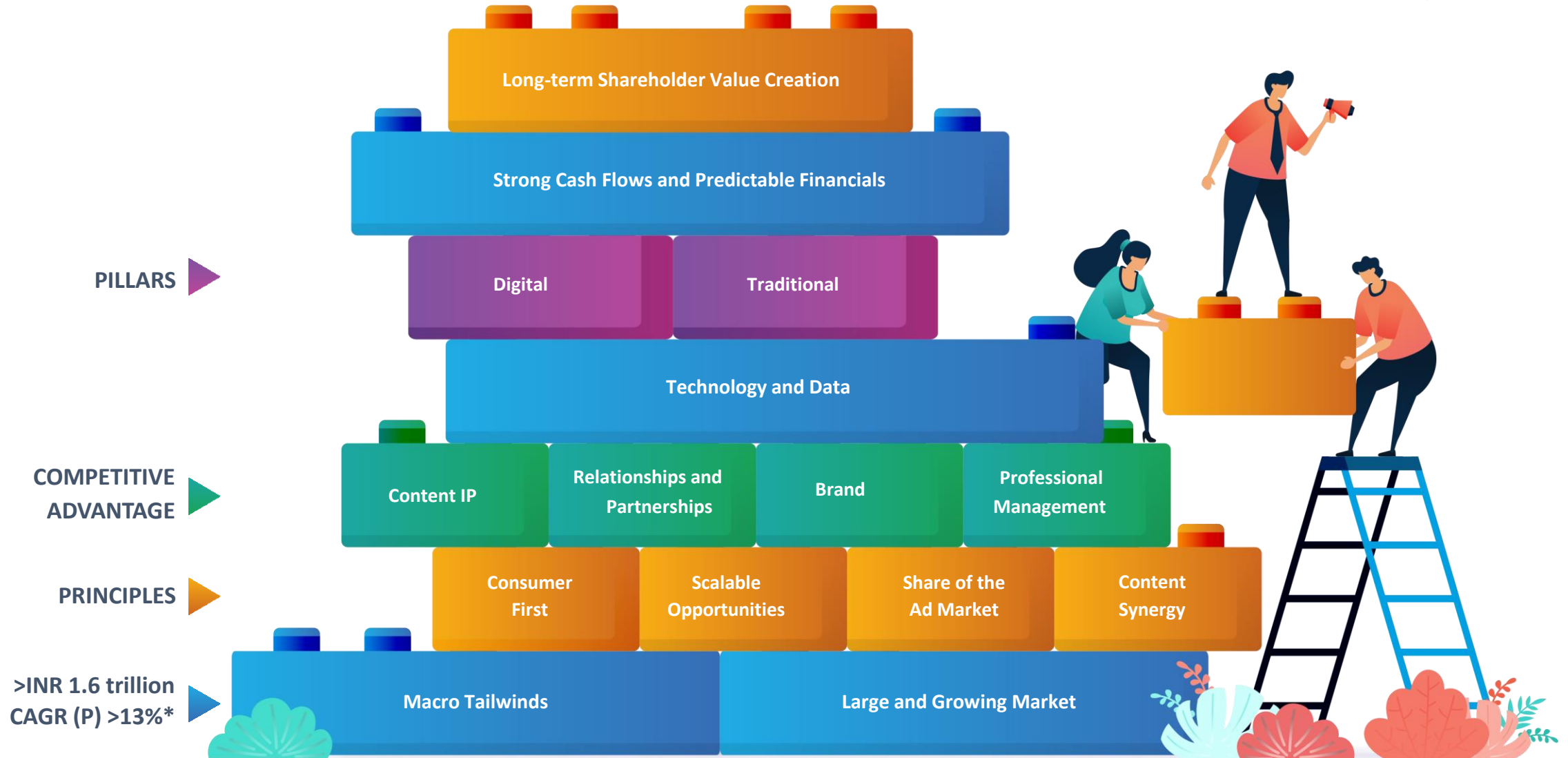
Built a strong leadership team of professionals from the industry



# Strategy

WAY FORWARD

# All the building blocks are in place

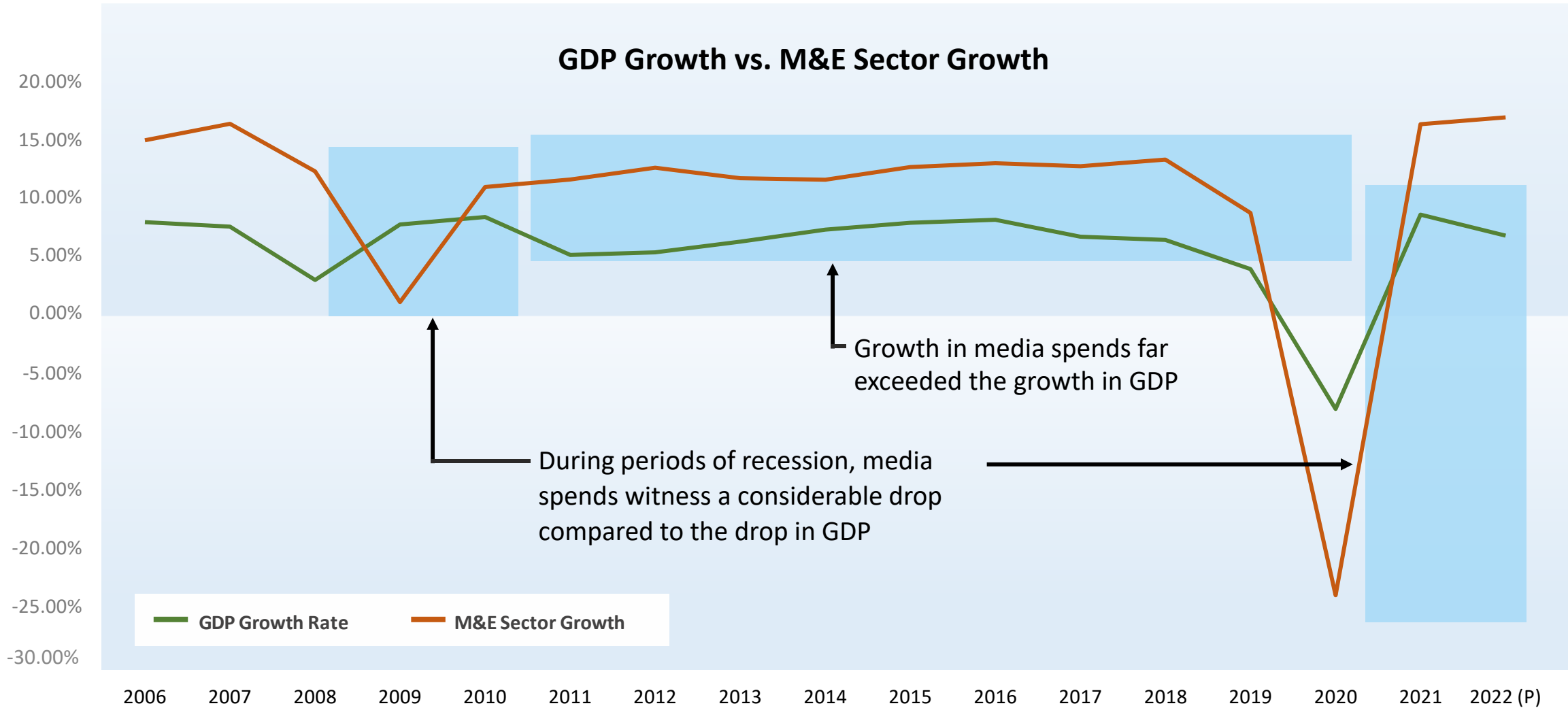




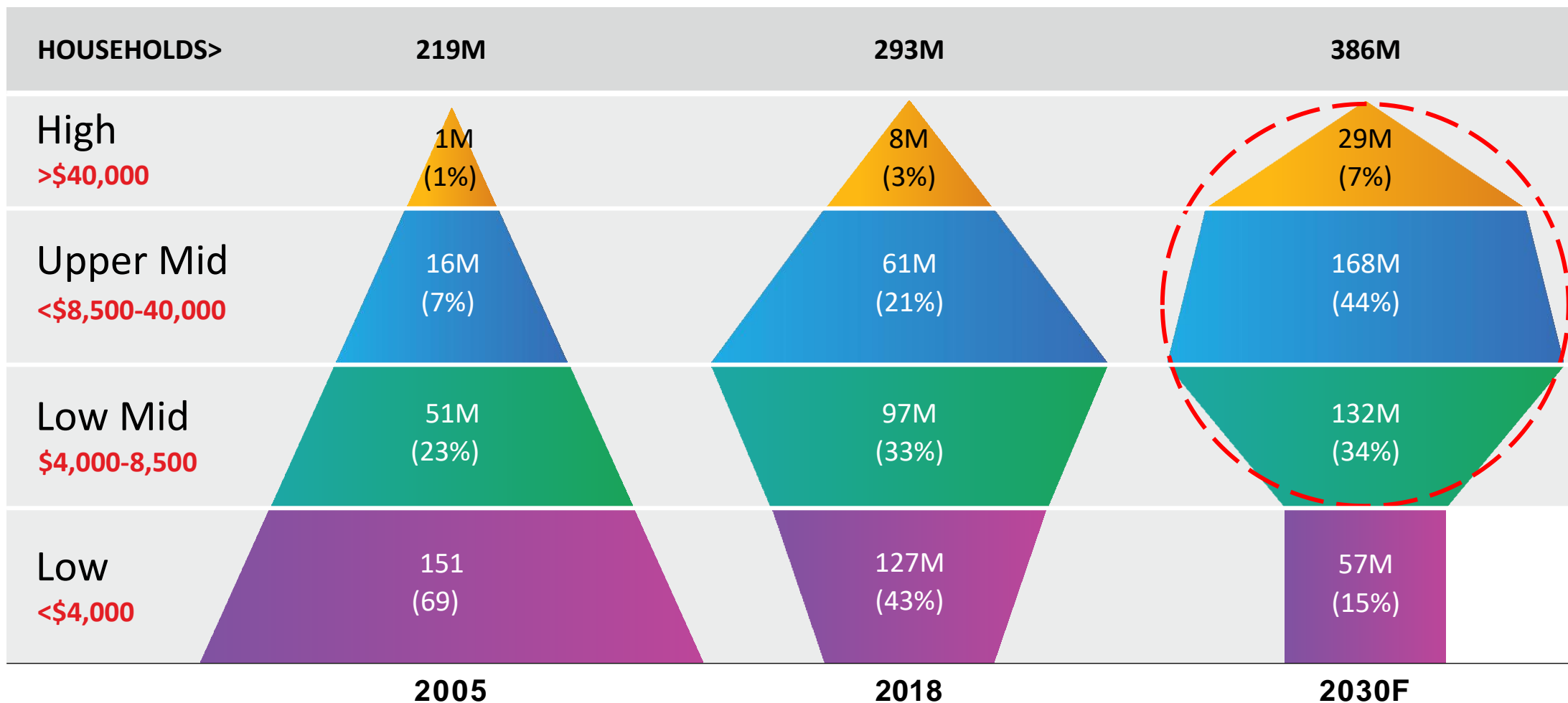
# MACRO TAILWINDS: GDP growth will drive M&E industry growth



*M&E industry grows at ~1.5-2x of GDP growth*



# MACRO TAILWINDS: Growing middle-class will boost both advertising as well as subscription spends



Income per HH in real terms at 2017-18 prices

Source: World Economic Forum

# LARGE AND GROWING MARKET: Laid the foundation to capitalize on the growth in both television and digital media



2021

2024E



Subscription

5,600



Advertising

24,600

Subscription

10,700

CAGR (2021-24): 24%



Advertising

43,000

CAGR (2021-24): 20%



More than 3/4ths of the advertising market in 2024



Subscription

40,700



Advertising

31,300

Subscription

43,200

CAGR (2021-24): 2%



Advertising

39,400

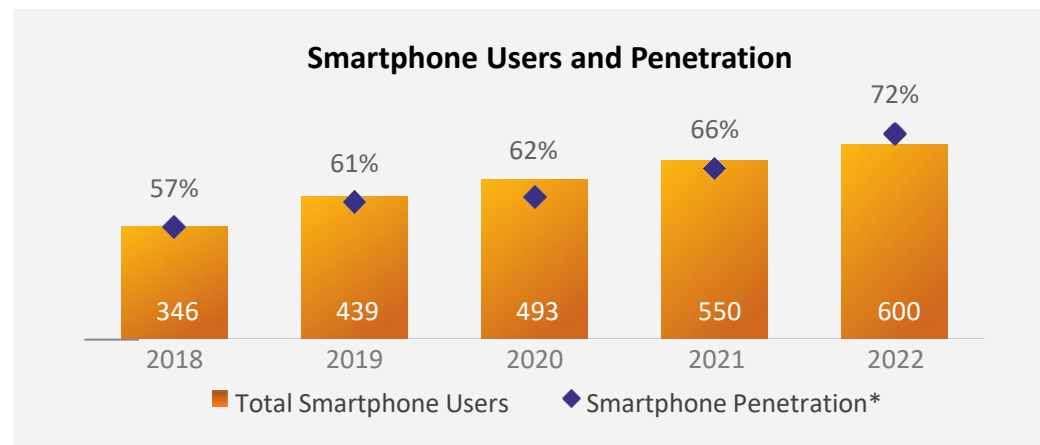
CAGR (2021-24): 8%



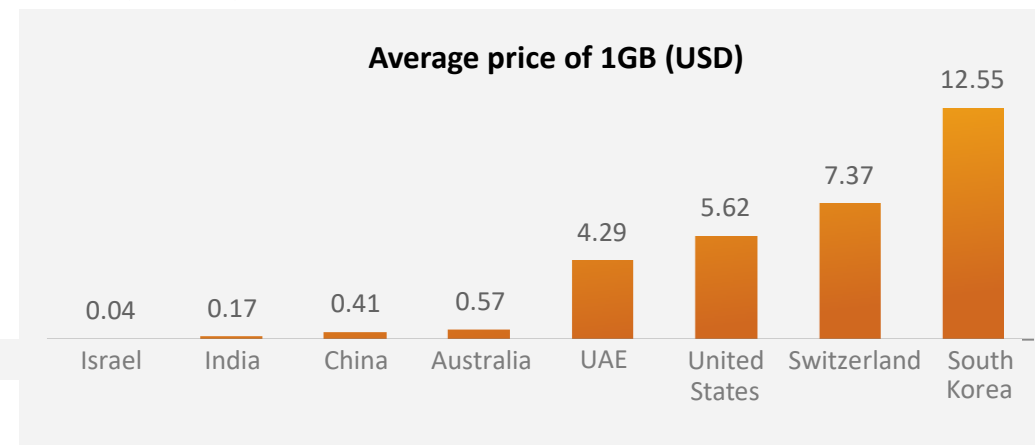
# LARGE AND GROWING MARKET: Digital media will continue to grow on the back of a strong foundation of digital infrastructure and adoption



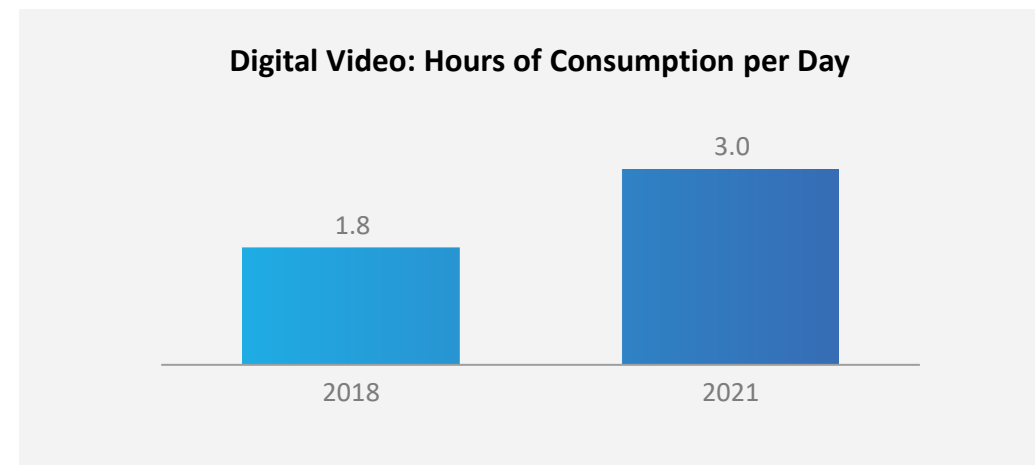
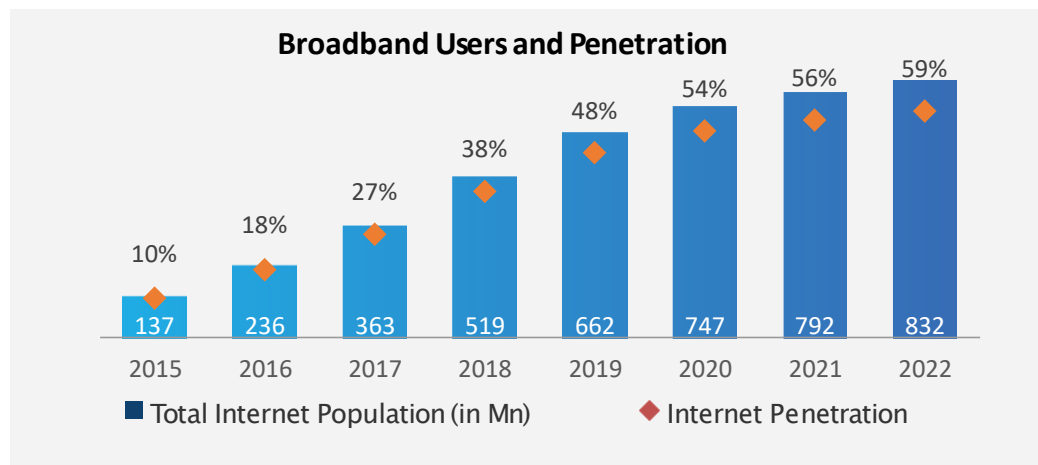
## Affordable smartphones and cheap data prices ....



\*Smartphone users as a % of total internet population



## ...have lead to an explosion in internet usage and given a boost to digital video consumption





# LARGE AND GROWING MARKET: Despite being the largest and most mature segment in M&E, television still has headroom for growth



## Headroom for Growth

### TV Dark Houses



300 Mn



210 Mn



90 Mn

Rise in rural and middle class income, benefits of village electrification and drop in TV prices to drive further TV adoption

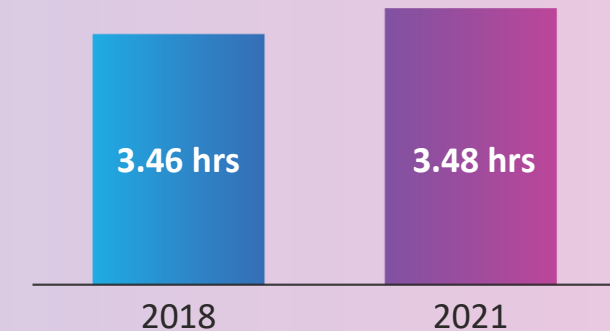
## Price Arbitrage vs. Digital

	Pay TV ARPU p.m.	Digital ARPU p.m.
USA	\$40-80	\$8-12
UK	\$25-40	\$6-12
Africa	\$15-20	\$5-8
Middle East	\$15-20	\$5-12
India	\$2-5	\$3-8

TV continues to be **THE MOST ECONOMICAL** source of entertainment with viewers being spoilt for CHOICE at a low price point

## Consumption Remains Strong

### ~Hours of Consumption Per Day



While Covid-19 led to a surge in consumption across digital screens and platforms, the TV consumption remained strong

# PRINCIPLES: Foundation for our growth strategy

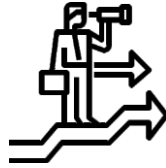
1



## Consumer First

Consumer behaviour to consumer experiences

2



## Scalable Opportunities

Focus on largest and fastest growing opportunities in the M&E industry

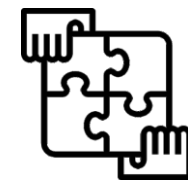
3



## Share of the Advertising Market

Create and grow advertising-led platforms across television and digital

4

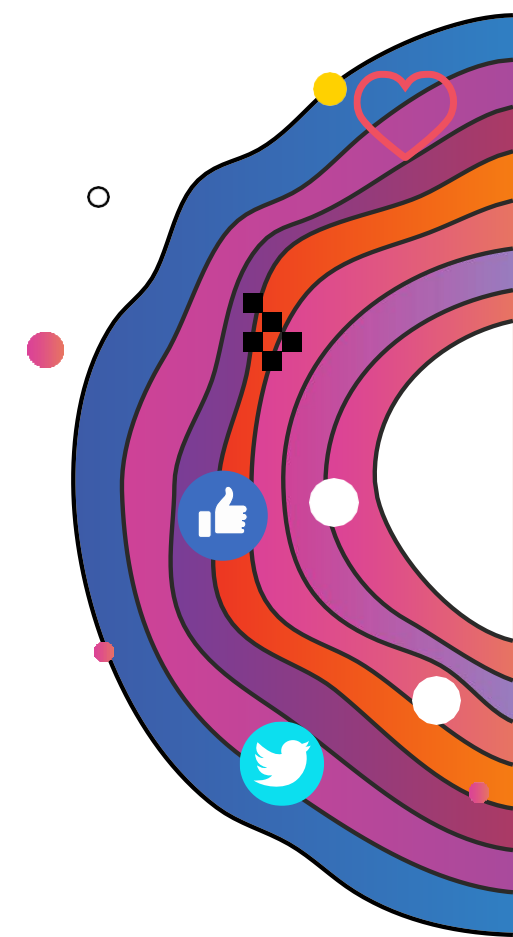


## Content Synergies

Multiple platforms to monetize

# COMPETITIVE ADVANTAGE:

## Leveraging the strengths built over the years



# TECHNOLOGY AND DATA:

Investing in strengthening digital capabilities



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ENTERTAINING  
INDIA



**Digital Transformation at  
Enterprise Level**



**Data Analytics**



**Early Adopters in  
New-Age Tech**



# DIGITAL: We have a clear three-pronged strategy for growing our digital businesses



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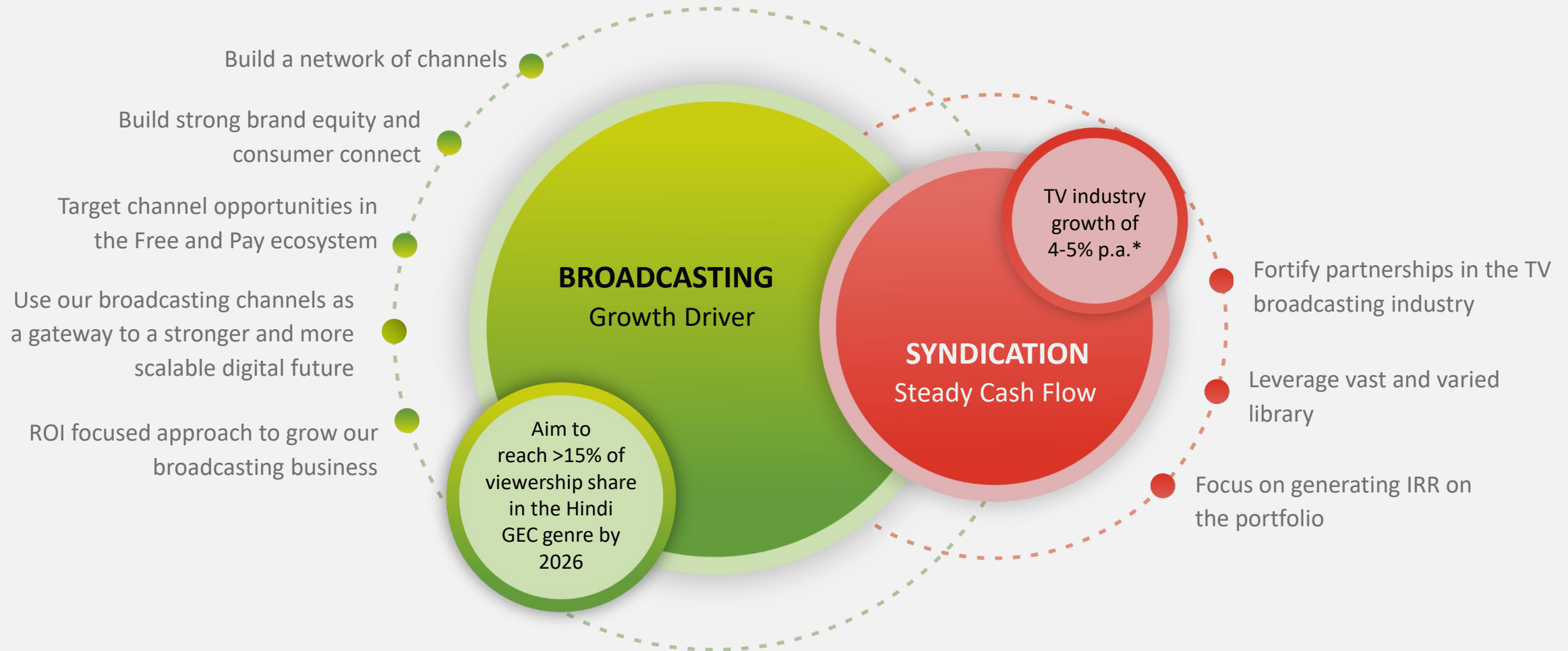


# DIGITAL

Leading the channels of future

\* Projected industry growth

# TRADITIONAL: While broadcasting will be the growth driver, syndication will drive cash flows



\* Projected growth

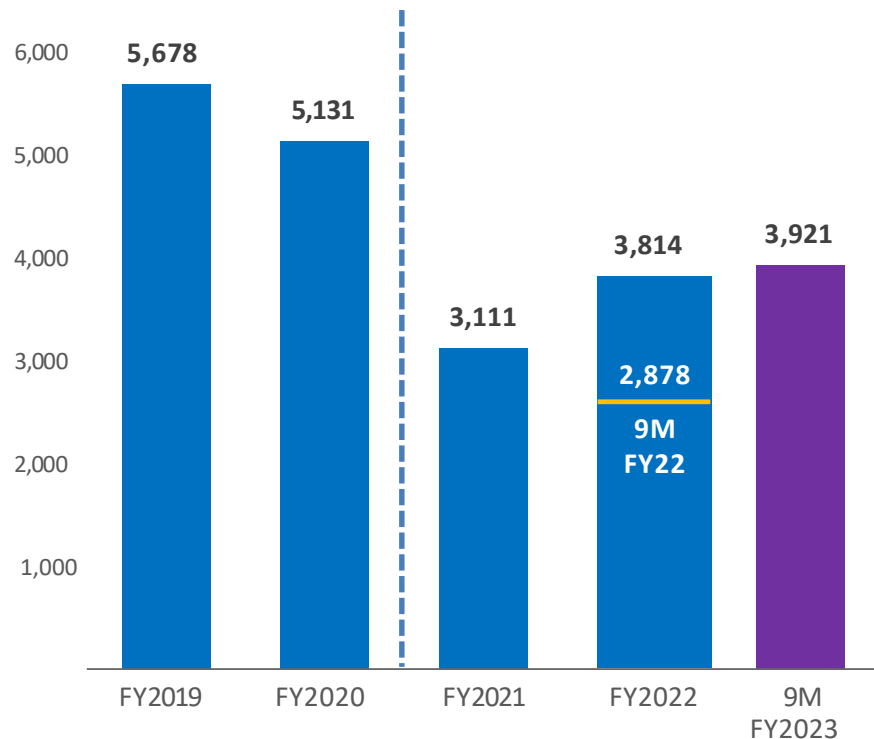
# STRONG CASH FLOWS AND PREDICTABLE FINANCIALS



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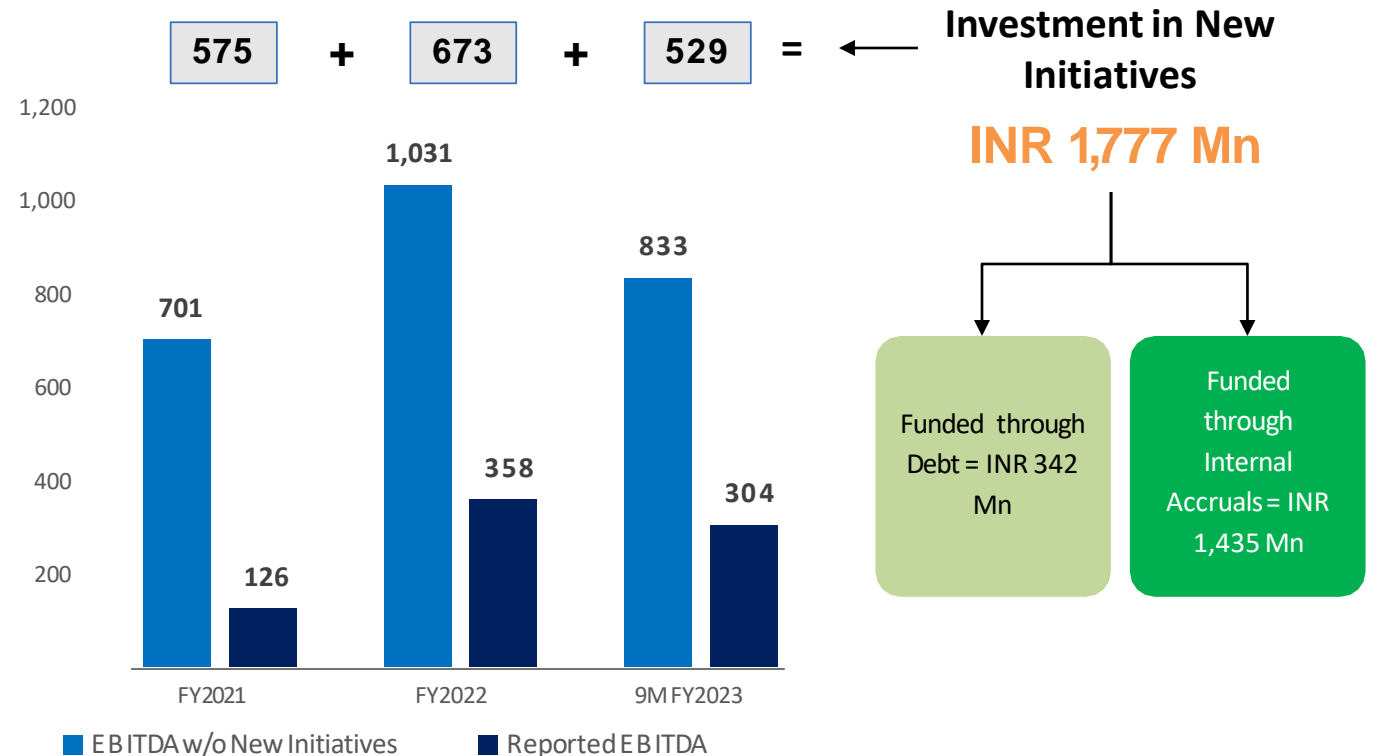
Shift in mix towards B2C has led to more predictable revenues

## Operating Revenue (in INR Mn)

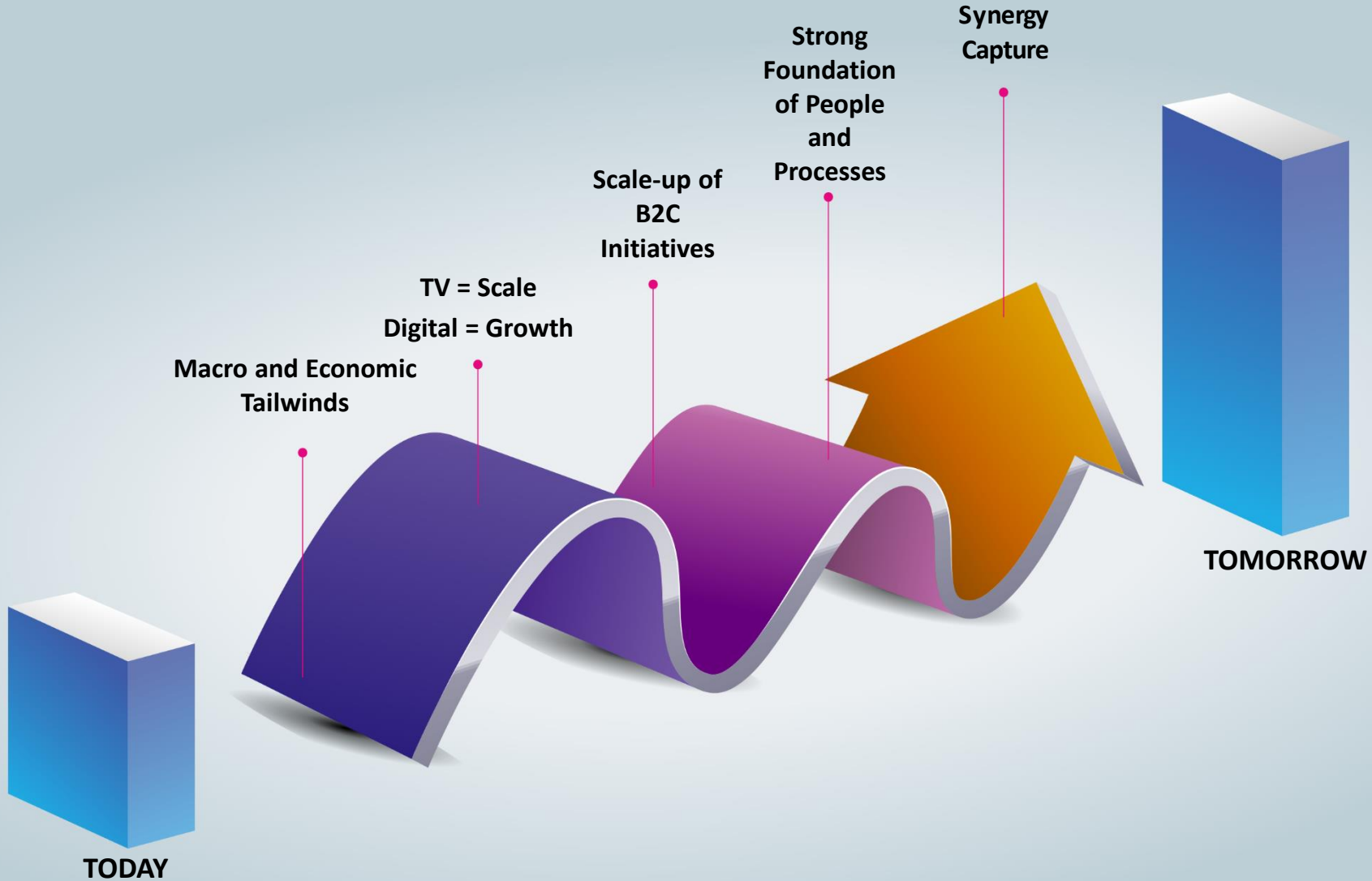


More than 80% of the investment in new initiatives FY2021 onwards has been funded through internal accruals

## EBITDA (in INR Mn)



# LEVERS FOR LONG-TERM VALUE CREATION





THANK YOU

