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.

November 8, 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 – Q2FY24

Dear Sir/ Madam,

Please find attached herewith the Investors' Presentation (Performance review – Q2FY24).

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 Digitally signed by Mehul Rasiklal Shah Date: 2023.11.08
17:12:00 +05'30'

Mehul Shah

EVP - Compliance & Company Secretary (FCS no- F5839)

Encl: a/a



Investor Presentation Q2FY24

November 08, 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

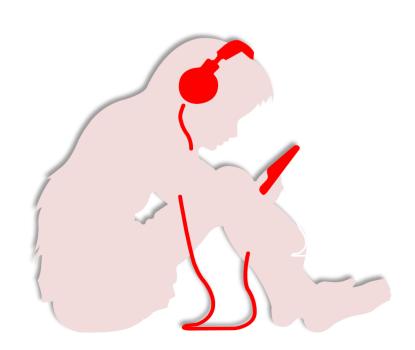
Top solution-driven event sales highlights

International

Sales highlights.

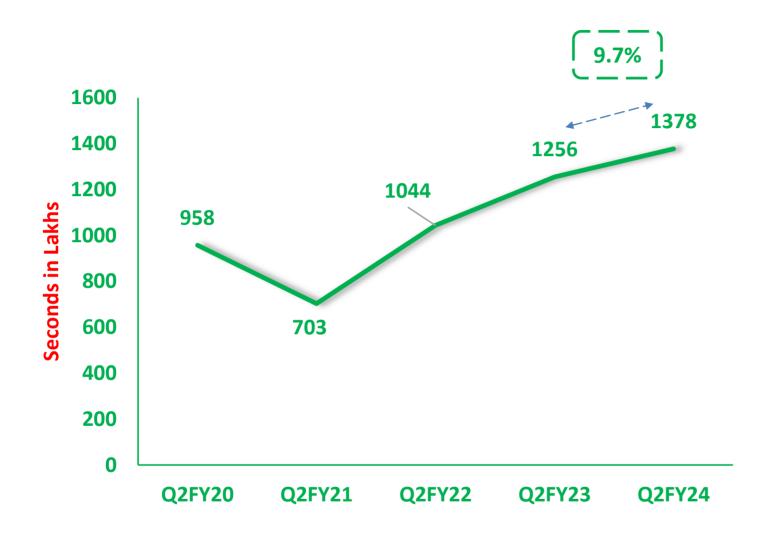








Radio Ad Volumes



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

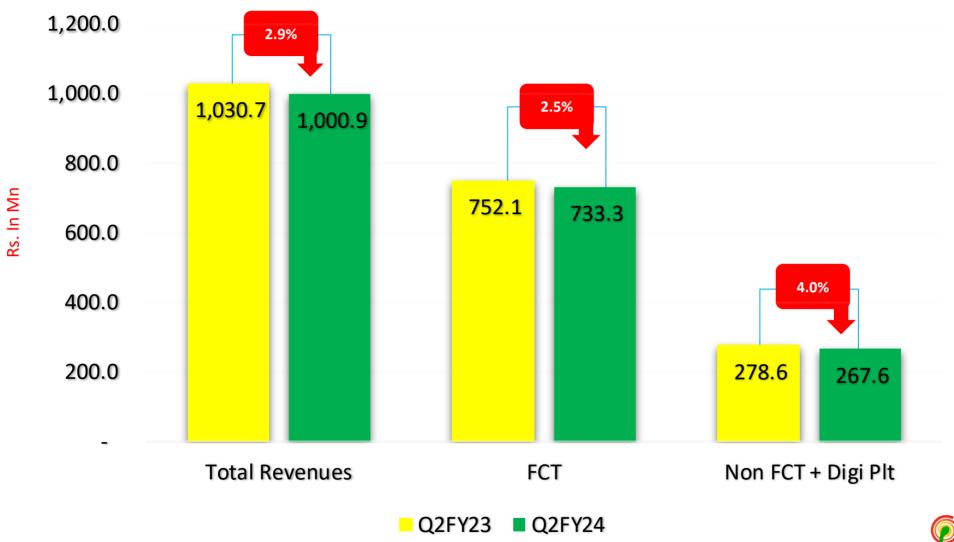
Your Company registered volume growth of 14.7% YoY

Your Company is a volume market leader with Market Share of 26.6%

Source: Aircheck (21 Markets)

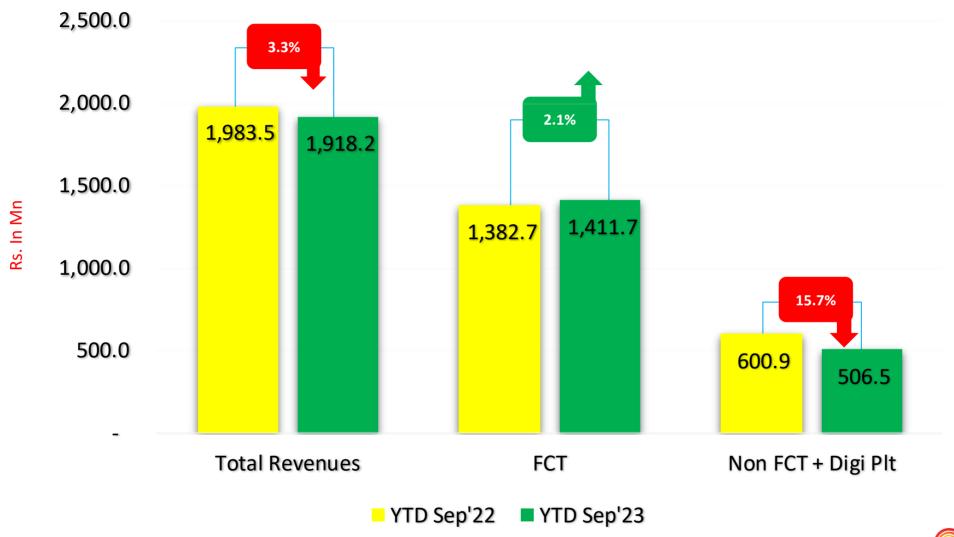


Q2FY24: Overall Revenue Performance



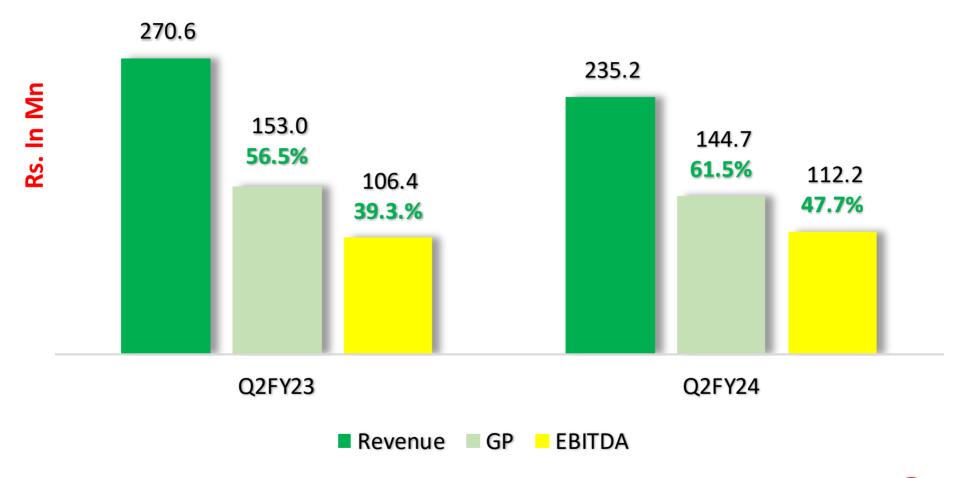


YTD Sep'23: Overall Revenue Performance



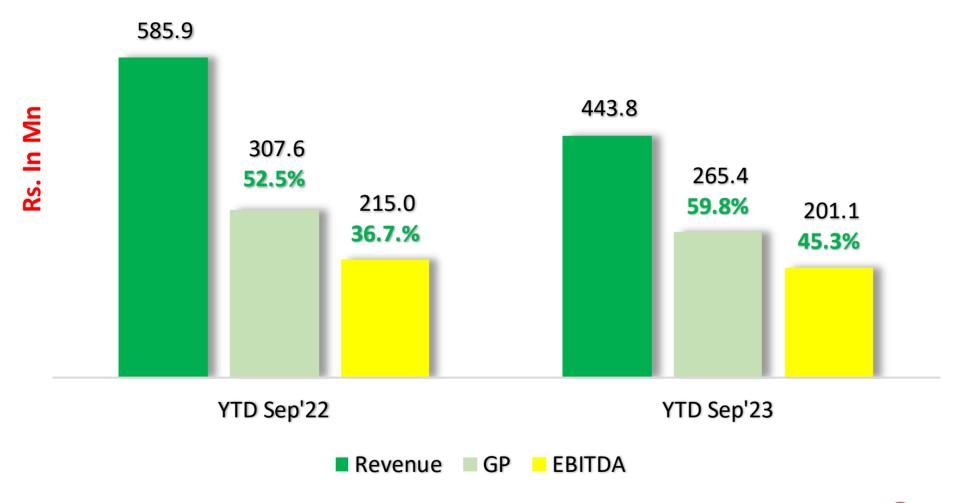


Q2FY24: Non - FCT Performance





YTD Sep'23: Non - FCT Performance







Solution Business



Maruti Suzuki Celerio

Fuel Efficiency Communication Campaign



Objective: The brand wanted to communicate People that Celerio is the most fuel- efficient car, delivering a mileage of 26.68 KM/L

Solution proposed: Across 21 cities, we had 56 RJs and 211 influencers leading the Test Drive in their city, talking about the features of the car along with the mileage. This activity was amplified with 315 additional influencers promoting the campaign along with MPING.



Saffola Oil – Roz Ka Healthy Steps

Impactful Role of RJs as Influencers in 'A Transformational Health Journey'

Objective:

Saffola Oil wanted to create the most transformational health journey so that people don't experience old-age related problems in their youth.

Solution proposed:

SAFFOLA 40 under 40 a TOI initiative was a 10-week hectic campaign to bring out change in the society by creating 100 transformational videos of 10 different RJs and influencers taking roz ka healthy step.





Hero Mirchi Freshers

Creating Brand Engagement Opportunities for Hero in Campuses

Objective: To celebrate young talent in college campuses across India and give brands an opportunity to engage with their TG Solution.

Proposed: The biggest welcome event on the campus for the students was executed to tap young college goers and create a brand recall in their minds. The most talented students were awarded Mr. & Ms. Fresher for the year. Activity was promoted by RJs on campus, radio & social media





Mirchi Corporate Football Championship

Mumbai



Bridging Brands and Mumbai's Corporate Workforce through Football

Objective: To help brands reach out to corporates based out of Mumbai and engage with their TG

Solution Proposed: Mirchi Corporate Championship was created as an opportunity, for the overloaded corporate employees, always running against time to reach their goals and the hardest working people of the modern day. In this tournament corporate employees were seen stepping onto the field, kick up and play for glory.



Mirchi Society Kitty Carnival

Jaipur



Connecting Brands with Jaipur's Communities:

Objective: To help brands reach out to societies based out of Jaipur and engage with their residents

Solution Proposed: An engaging 12-month long activity reaching out to 12 big societies of Jaipur was created, which eventually turned out to be one of the longest running activity in the city. The same was promoted across Radio, Digital & Print.





Mirchi Digital



Mirchi Plus

Mirchi Digital Monthly Active Users 80Mn



Twitter

4.05Mn Followers
1.19L Monthly engagement

Instagram

10.7Mn Followers3.5Mn Monthly engagement10 Regional pages

Facebook

20.4Mn Followers 11.06Mn Monthly engagement 10 Regional pages

You Tube

18.3Mn+ Subscribers
13 Channels
115.6Mn Views per month

Radio Jockey

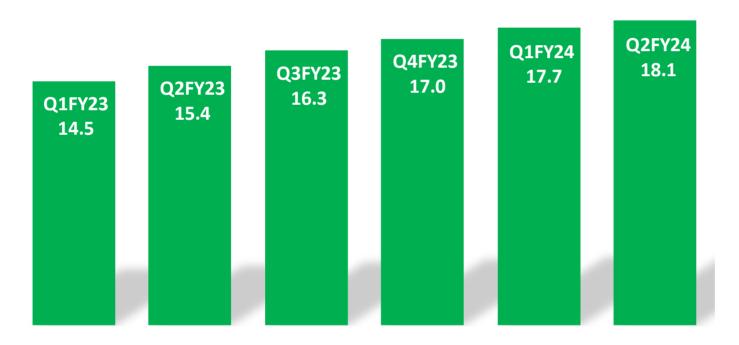
180+ popular influencers across regions and languages

Digital Platform

4.6Mn MAUs3K hours of contents10 Regional languages



Mirchi's YouTube Channels





Subscribers (In Mn)





MIRCHI INTERNATIONAL

Bahrain

Mirchi Junior RJ Hunt



Objective: Mirchi Junior RJ aimed at engaging young listeners and their parents during the school holiday season. A community activity which enhanced local connect.

Impact: 200 entries and over 150 participants with 3 on-ground activities, apart from on air and digital campaign. Great engagement on air and social media.

Mirchi Women's Wednesday



Objective: A fun and informative activity was created to engage the ladies. To maximize participation from homemakers as well as working professionals, the plan is to continue this activity across all months like Kitty Parties in India.

Impact: 150 women participated across 6 on-ground events. High engagement was received on-air and on social media. Experts from different fields addressed the participants and fun activities such as dancing, games etc. Were organized for the ladies.

Qatar

Mirchi Super Singer



Objective: Mirchi Super Singer was planned to give a platform to local amateur singers in Qatar.

Impact: Received 300 entries. The activity was judged by prominent singers in Qatar, some are respected music teachers. The final event was organised in a classy auditorium accommodating around 300 music lovers and Mirchi listeners in Qatar.

Back To school 1.0



Objective: The fun activity was planned to resonate with the end of the vacation season sentiment, connect with the students going back to school and their parents. The theme was – recharge for school with Mirchi.

Impact: The on-ground activity was conducted in a popular mall, during the on air and on ground activity over 300 kids participated.



UAE

Mirchi Terminal Season 18



Objective: To connect with our listeners in real time and become a part of their lifelong memories. We gave away on-air travel package to France to winning listeners.

Impact: Received approx.4500 messages over a 4-week campaign. With over 40 Insta posts getting an average like of 300, the campaign was a hit. Listeners will be taken on the trip to France in Oct. last week.

Mirchi recharge for school



Objective: Connecting with students just after the holiday season with loads of fun activities such as dance workshops, limousine rides etc.

Impact: High engagement of social media with over 500 messages and 100+ participants for the activities.

USA

Mirchi Mango ya thango



Objective: To celebrate the mango season and connect with the desis.

Impact: Over 100 participants, winners were selected on air and on ground. Hundreds of mangoes boxes were given to listeners with one winner getting 10 boxes.

Mirchi Rock & Dhol with Falguni Pathak

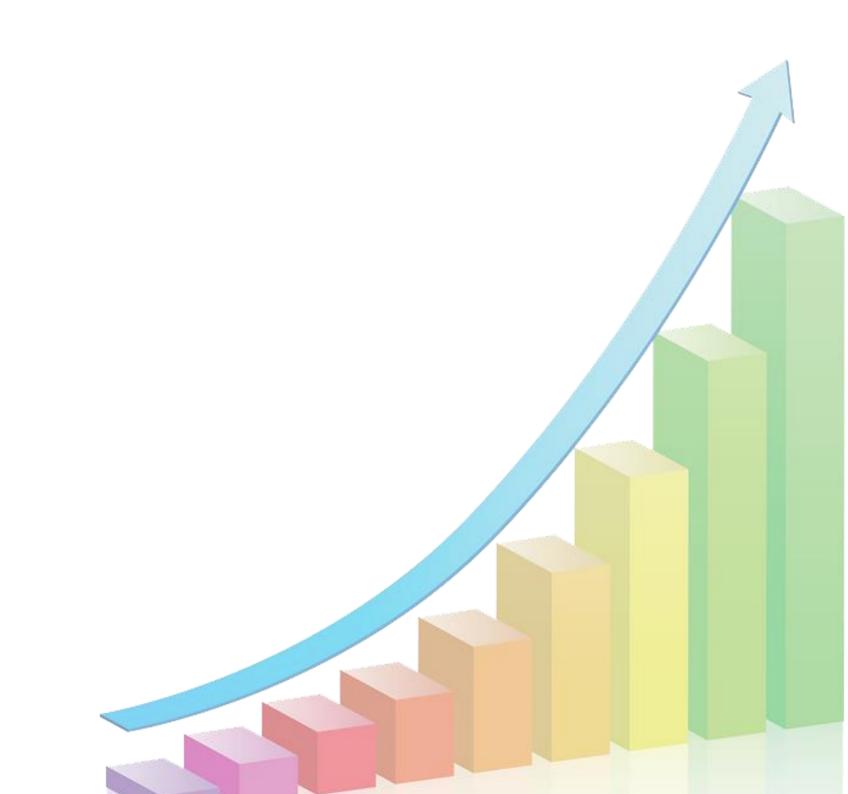


Objective: To join hands with a large-scale event connecting a large Indian community in New Jersey, to celebrate one of the biggest Hindu festival.

Impact: Mirchi engaged its listeners by giving away passes on air. Brand visibility was created via branding at venue with over 1500 participants. Also generated sponsorships.



Finance



Condensed Statement Of Operations

(Standalone)

₹ In Millions	Q2 FY24	Q2 FY23	YoY (%)	YTD Sep23	YTD Sep22	YoY (%)
Income from Operations	991.5	1,028.2	(3.6%)	1,896.0	1,979.5	(4.2%)
Other Operating Income	9.5	2.5	276.6%	22.2	4.0	450.0%
Total Income	1,001.0	1,030.7	(2.9%)	1,918.2	1,983.5	(3.3%)
Operating Expenditure	793.5	833.0	(4.7%)	1,586.2	1,734.1	(8.5%)
EBITDA	207.5	197.7	4.9%	332.0	249.4	33.1%
Depreciation	75.2	80.3	(6.4%)	148.9	158.1	(5.9%)
Amortisation	113.2	114.5	(1.1%)	225.2	227.6	(1.0%)
EBIT	19.1	2.9	546.7%	(42.1)	(136.3)	69.1%
Other Income	53.6	40.8	31.5%	128.3	84.7	51.4%
Finance Cost	37.2	39.3	(5.4%)	74.2	78.4	(5.3%)
PBT before exceptional items	35.5	4.4	705.0%	12.0	(130.0)	109.2%
Exceptional items	(2.2)	(177.8)	NM	5.5	(177.8)	NM
PBT	33.3	(173.4)	119.2%	17.5	(307.8)	105.7%
Taxation	6.3	(47.6)	113.3%	3.3	(68.4)	104.9%
PAT	27.0	(125.8)	121.4%	14.2	(239.4)	105.9%
Total Comprehensive Income/Loss	28.7	(125.8)	122.8%	11.5	(241.3)	104.8%

Revenue from Digital during the year: Rs.150Mn i.e. 10.9% of Radio revenue

Reduction in overall operating costs (Excl. DVC) Vs. **Q2FY23:** Rs 27.5Mn (Vs. **YTD Sep'23:** 66.5Mn)





Balance Sheet

(Standalone)

	As on					
₹ In Millions	Sep'23	%age to Total	Mar'23	%age to Total		
Shareholders' Funds						
Net Worth	7,437.2	79.3%	7,473.3	78.7%		
Financial Lease Liability	1,938.2	20.7%	2,025.0	21.3%		
Total	9,375.4	100.0%	9,498.4	100.0%		
Fixed Assets (Net) Tangible & Intangibles Right of Use Asset Sub-total	3,763.6 1,247.3 5,010.9	40.1% 13.3% 53.4%	4,016.6 1,342.4 5,359.0	42.3% 14.1% 56.4%		
Investment in Subsidiaries	193.2	2.1%	198.6	2.1%		
Investment in Spardha e-learnings	70.0	0.7%	70.0	0.7%		
Deferred Tax Assets (Net)	358.3	3.8%	358.6	3.8%		
Other Long Term Assets (Net)	532.2	5.7%	511.9	5.4%		
Short Term Assets (Net)	700.4	7.5%	350.5	3.7%		
Cash & Cash Equivalents	2,510.4	26.8%	2,649.7	27.8%		
Total	9,375.4	100.0%	9,498.4	100.0%		



Condensed Statement Of Operations

(Consolidated)

₹ In Millions	Q2 FY24	Q2 FY23	YoY (%)	YTD Sep23	YTD Sep22	YoY (%)
Income from Operations	1,036.9	1,085.9	(4.5%)	1,982.9	2,092.1	(5.2%)
Other Operating Income	9.5	6.9	37.1%	26.7	8.5	214.7%
Total Income	1,046.4	1,092.8	(4.2%)	2,009.6	2,100.6	(4.3%)
Operating Expenditure	835.1	883.7	(5.5%)	1,643.2	1,822.9	(9.9%)
EBITDA	211.3	209.1	1.0%	366.4	277.7	31.9%
Depreciation	83.5	116.3	(28.2%)	165.3	227.5	(27.3%)
Amortisation	114.2	115.3	(1.0%)	227.1	229.3	(1.0%)
EBIT	13.6	(22.5)	160.5%	(26.0)	(179.1)	85.5%
Other Income	55.5	42.5	30.6%	131.9	87.5	50.8%
Finance Cost	38.5	45.6	(15.7%)	76.9	89.9	(14.5%)
PBT before exceptional items	30.6	(25.6)	219.8%	29.0	(181.5)	116.0%
Exceptional items	13.2	(26.2)	NM	26.3	(26.3)	NM
PBT	43.8	(51.8)	184.5%	55.3	(207.8)	126.6%
Taxation	7.0	(46.5)	115.1%	5.1	(66.8)	107.6%
PAT	36.8	(5.3)	799.6%	50.2	(141.0)	135.6%
Total comprehensive income/loss	37.6	(2.1)	1931.1%	44.4	(136.2)	132.6%

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 Q2FY24

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

