



May 31, 2022

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 on the Investor/ Analyst call scheduled on May 31, 2022 at 5:30 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 Audited Financial Results of the Company for the quarter and year ended March 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. : 022-6643 1188 Email : info@tips.in Website : www.tips.in
CIN : L92120MH1996PLC099359



Tips Industries Limited



Investor Presentation

Q4 & FY22

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Quarterly Highlights



Total **276** new
Songs Released in
FY22

Total **73** new
songs released in
Q4FY22

65 Non-Film
songs released in
Q4FY22

8 Film songs
released under
Tips Originals



- ❖ Released **276 new songs** during FY22
- ❖ Released **73 new songs** during Q4FY22
- ❖ Our recreated song “**Sabki Baaratein Ayi**” has crossed over 90 million YouTube views.
- ❖ Shareholders of Tips Industries shall be entitled to receive of 1 (one) equity share of Rs.10/- each fully paid up of Tips Films for every 3 (three) equity shares of Rs.10/- each fully paid up held in Tips Industries, as per the Scheme of Arrangement and demerger.
- ❖ The record date for the demerger is 21st May, 2022, for the purpose of determining the shareholders of the Company to whom the fully paid-up Equity Shares of Tips Films will be issued and allotted as per the scheme.



TIPS Music Financials

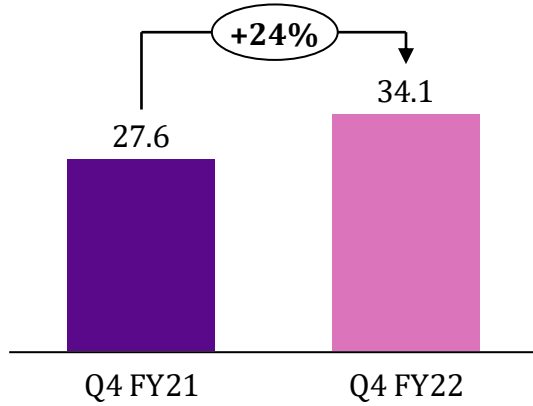


Segmental Performance – Music (Quarterly)

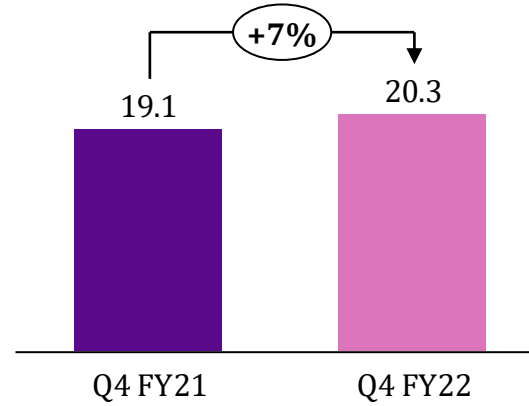


Y-o-Y

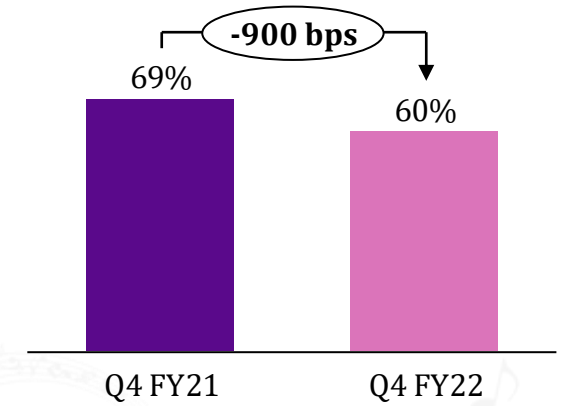
Revenue (Rs. in Crs)



EBITDA (Rs. in Crs)

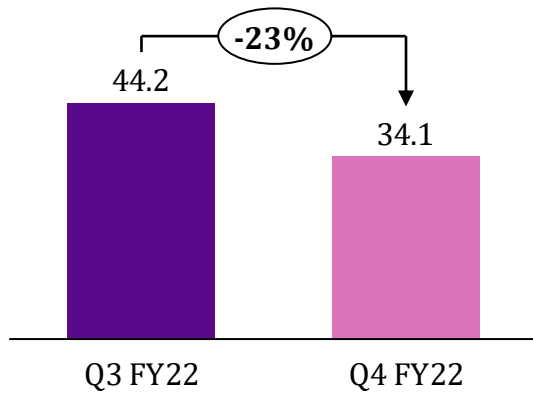


EBITDA Margins (%)

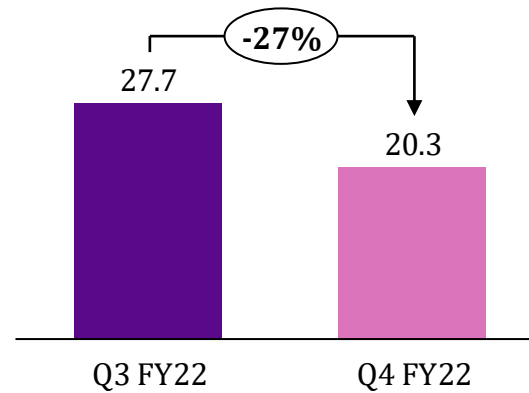


Q-o-Q

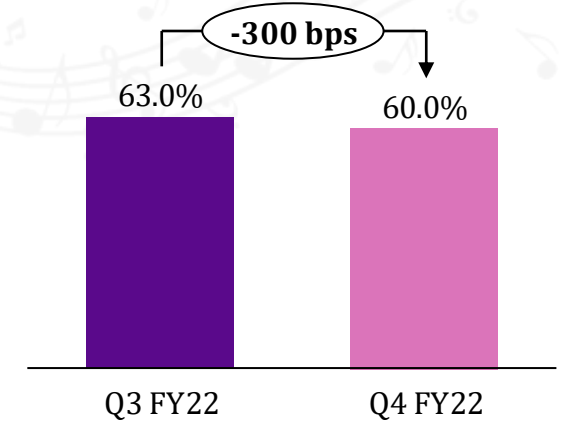
Revenue (Rs. in Crs)



EBITDA (Rs. in Crs)



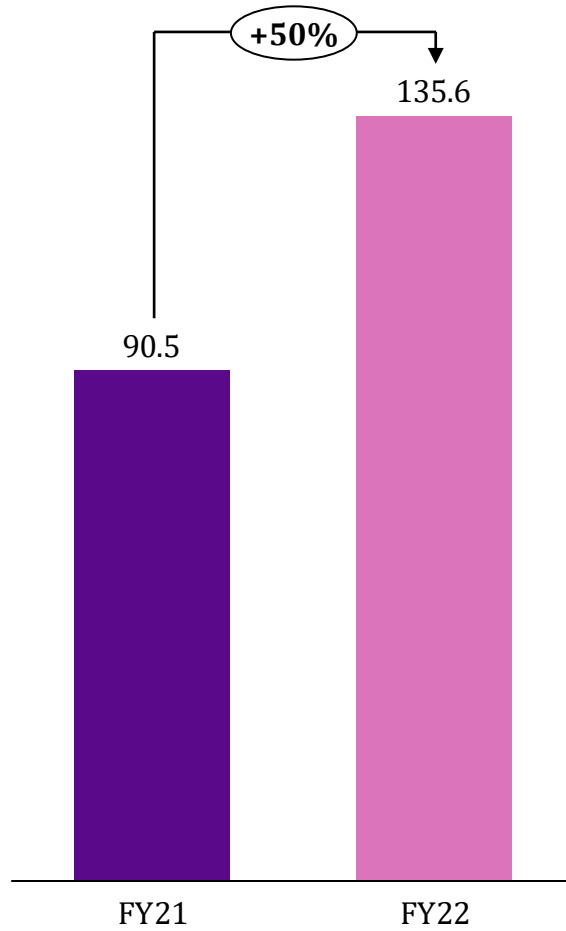
EBITDA Margins (%)



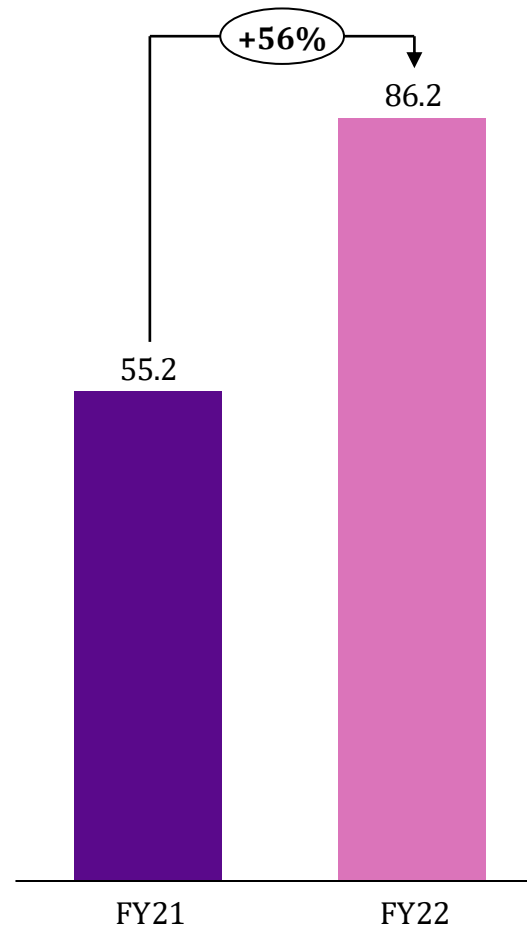
Segmental Performance – Music (Yearly)



Total Revenue (Rs. in Crs)



EBITDA (Rs. in Crs)



EBITDA Margins (%)



Q4 FY22 Profit & Loss Statement



Particulars (Rs. in Crs)	Q4 FY22*	Q4 FY21	Y-o-Y	Q3 FY22	Q-o-Q	FY22*	FY21	Y-o-Y
Revenue From Operations	34.1	27.6	23%	44.2	-23%	135.6	90.5	50%
Other Income	1.4	2.9		0.7		3.2	4.9	
Total Income	35.5	30.5	16%	44.9	-21%	138.8	95.4	45%
Employee Benefits Expenses	1.6	2.2		1.6		6.3	8.1	
Other Expenses	12.2	6.4		14.9		43.1	27.3	
EBITDA	20.3	19.1	7%	27.7	-27%	86.2	55.2	56%
EBITDA %	60%	69%		63%		64%	61%	
Depreciation and Amortisation Expense	0.3	0.2		0.2		0.7	0.8	
EBIT	20.1	18.9	6%	27.6	-27%	85.5	54.4	57%
Finance Costs	0.1	0.0		0.0		0.1	0.0	
PBT	21.4	21.7	-2%	28.2	-24%	88.6	59.2	50%
Tax	5.4	3.5		6.7		24.1	15.8	
PAT	15.9	18.3	-13%	21.5	-26%	64.6	43.5	49%
PAT %	45%	60%		48%		47%	46%	
EPS	12.3	14.4		16.6		49.8	32.7	

*Q4 & FY22 Standalone music

Balance Sheet



Equity & Liabilities (₹ in Cr)	Mar'22	Mar'21
Equity Share Capital	13.0	13.0
Other Equity	89.4	88.3
Total Equity	102.4	101.3
Financial liabilities		
1. Borrowing	0.0	0.0
2. Lease Liabilities	3.6	0.0
Employee benefit obligations	0.1	0.3
Deferred tax liability	0.0	2.4
Other Non-Current Liabilities	29.7	36.0
Total Non-Current Liabilities	33.4	38.6
Financial Liabilities		
(i) Borrowings	0.0	0.0
(ii) Lease liabilities	0.3	0.0
(iii) Trade Payables	4.2	6.3
(iv) Other Financial Liabilities	0.2	0.3
(v) Other Current Liabilities	1.1	1.8
Current Tax Liabilities	5.2	1.9
Employee benefit obligation	0.0	0.0
Total Current Liabilities	11.0	10.3
Total Equity & Liabilities	146.8	150.1

Assets (₹ in Cr) ^z	Mar'22	Mar'21
Property, plant and equipment	6.3	2.0
Investment Properties	0.2	12.5
Other Financial Assets	0.2	0.3
Other Non Current Assets	10.8	4.4
Total Non-Current Assets	17.5	19.3
Financial Assets		
(i) Investments	3.4	18.0
(ii) Trade Receivable	17.9	15.1
(iii) Cash and Cash Equivalentents	22.1	31.1
(iv) Bank balances other than (iii) above	39.9	2.4
(v) Loans	0.2	0.2
(vi) Other current financial Assets	8.7	5.1
Deferred tax assets	0.4	0.0
Other Current Assets	32.5	56.0
Current tax assets	4.2	2.9
Total Current Assets	129.2	130.8
Total Assets	146.8	150.1

Cash Flow Statement



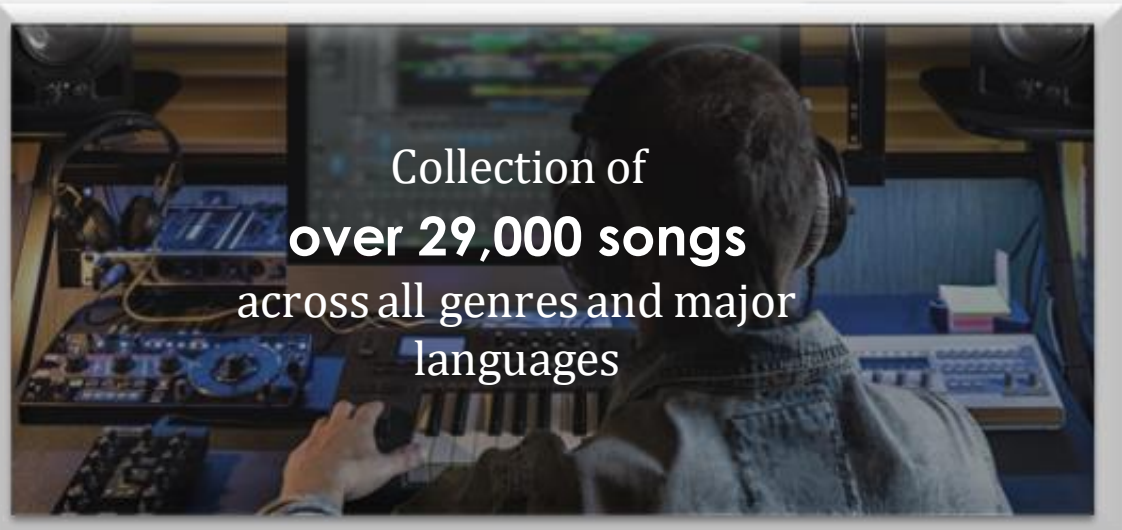
Cash Flow Statement (Rs. Crs.)	Mar-22	Mar-21
Cash Flow from Operating Activities		
Profit before Tax	88.6	59.2
Adjustment for Non-Operating Items	-1.4	-0.5
Operating Profit before Working Capital Changes	87.2	58.7
Changes in Working Capital	-36.0	-2.6
Cash Generated from Operations	51.2	56.1
Less: Direct Taxes paid	21.9	12.9
Net Cash from Operating Activities	29.3	43.3
Cash Flow from Investing Activities	-27.1	-13.5
Cash Flow from Financing Activities	-2.8	-24.6
Net increase/ (decrease) in Cash & Cash equivalent	-0.6	5.1
Add : Cash and cash equivalents at the beginning of the year	31.1	26.0
Less : Transferred pursuant to scheme of merger	-8.4	0.0
Cash and cash equivalents at the end of the year	22.1	31.1



Music Business Overview



Music Business 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



YouTube

YouTube Music



iTunes

deezer



ShareChat



starmaker



prime music

resso



saavn

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



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.



29,000+
Songs



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, JioSaavn and Facebook



Over
64.56 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

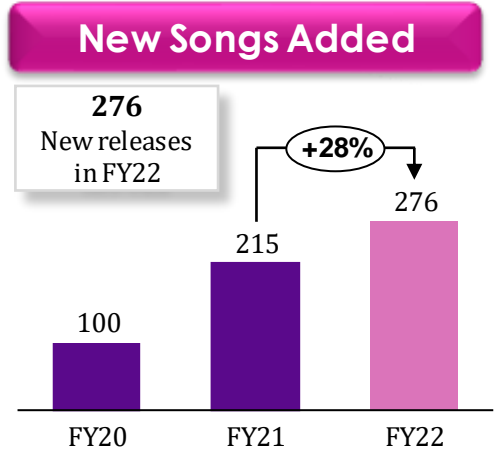
Content acquisition cost is only funded through internal accruals

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

Growing listenership & Increasing Content Addition

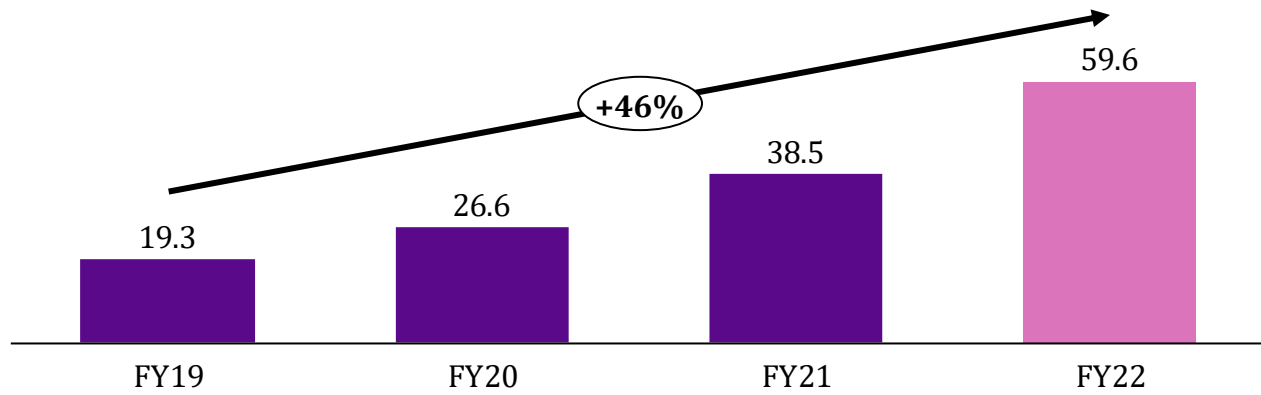


Evergreen & Rich content of **over 29,000 songs** across genres, languages & decades giving us high visibility of music revenue

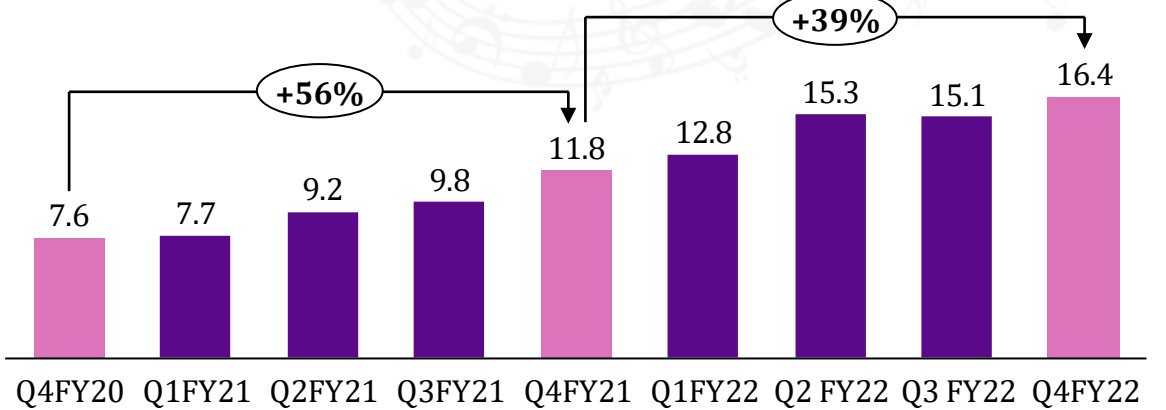


Existing Content + Continuous Additions : Increasing Music Revenue

Youtube Views (in. Bn)



Youtube Views (in. Bn)



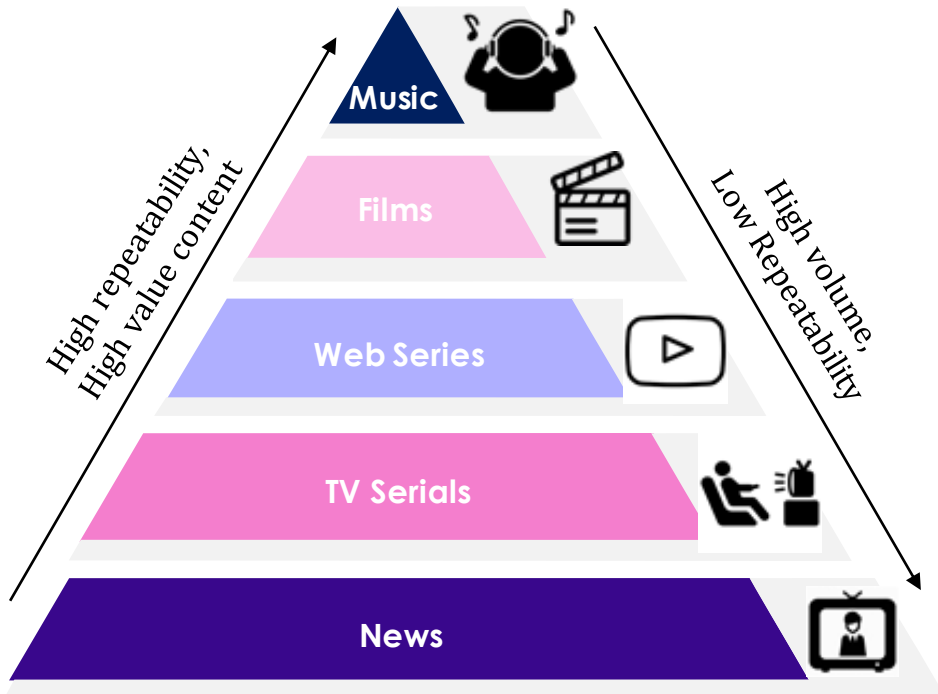


Annexure



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

Yearly performance

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).

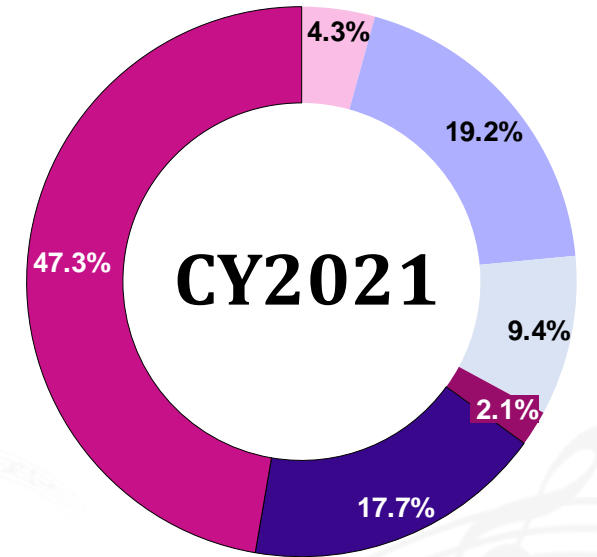
Synchronisation

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



Legend for CY2021 breakdown:

- Ad-supported streams (Dark Blue)
- Physical (Light Blue)
- Synchronisation (Dark Purple)
- Download & Other digital (Pink)
- Performance rights (Light Blue)

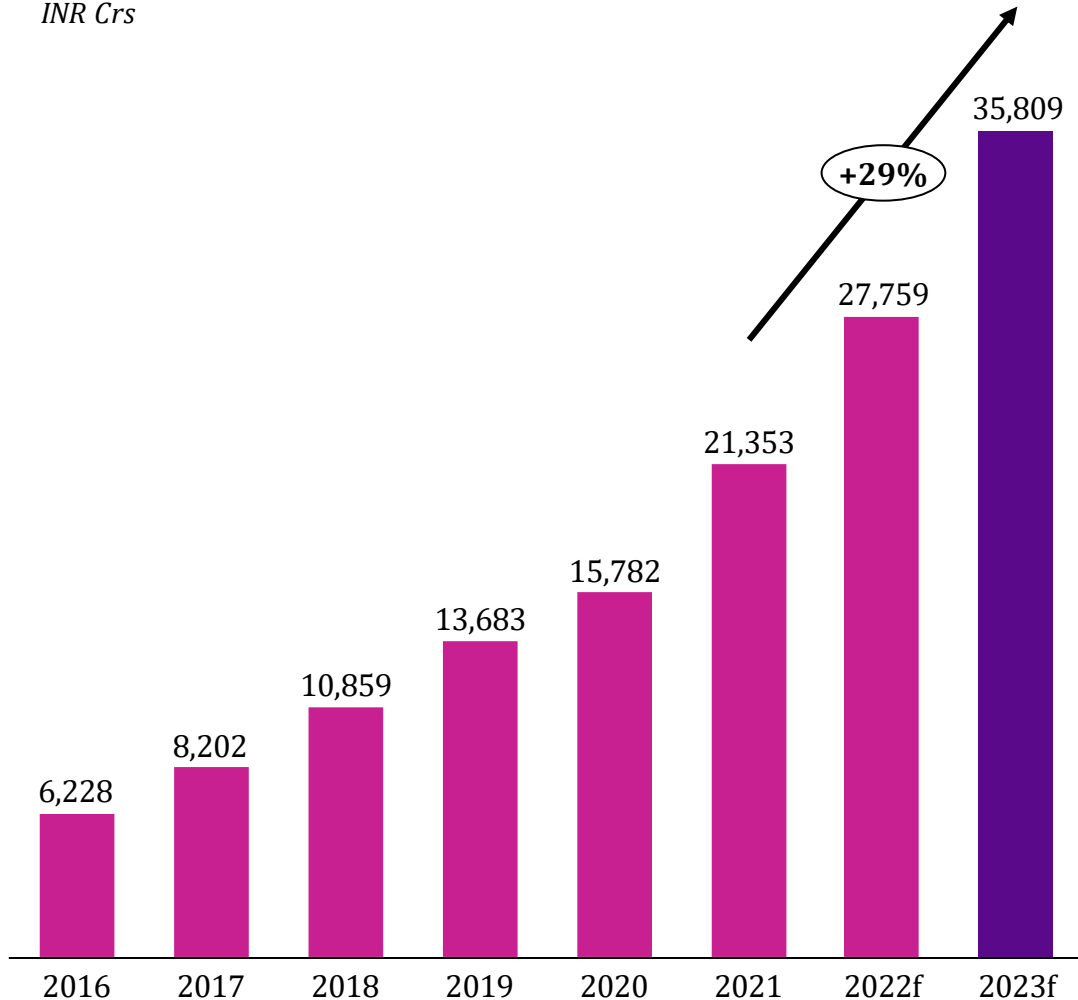
Total streaming comprised **65%** of total revenues in 2021, an increase of **24.3%** vs 2020, for the Global Music Industry

Digital Advertising – Key Driver of Indian Music Industry



Indian Digital Ad Industry

INR Crs



- 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.

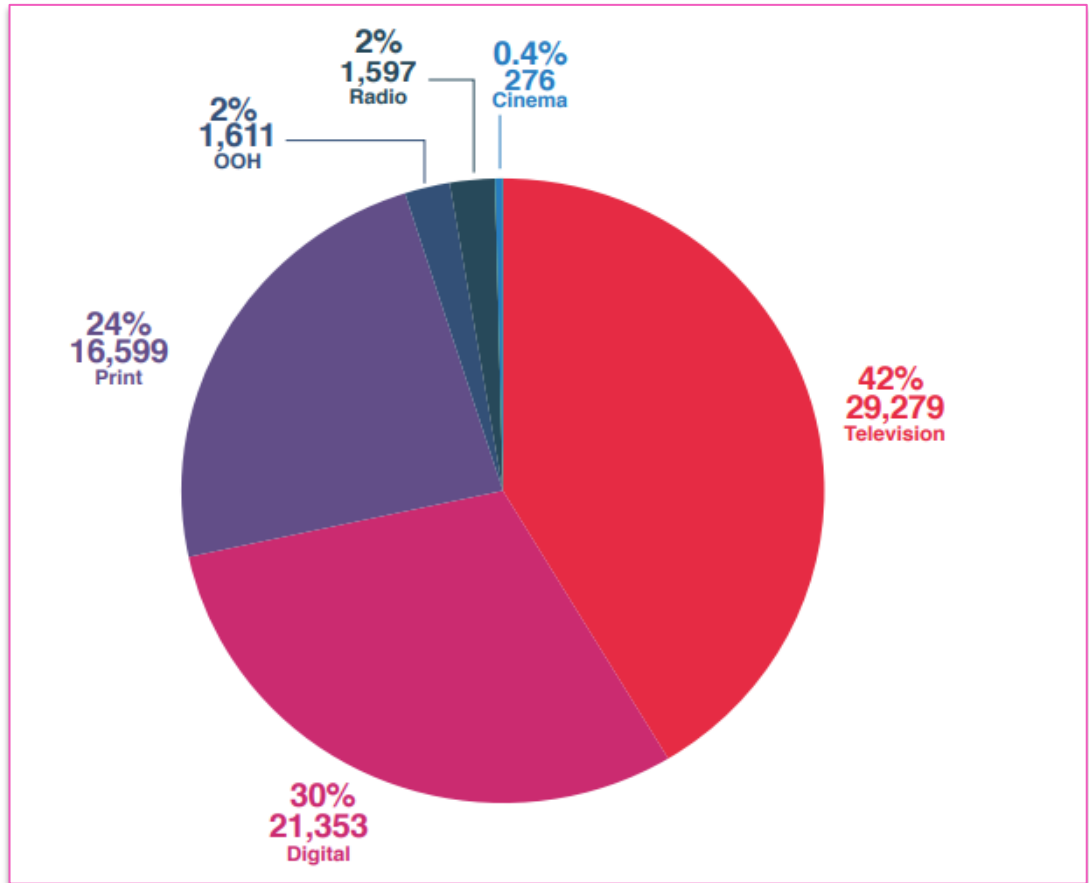
- On an average, Indians spend 2-3 hours on Social Media, which is at par with the global average.

- 73% of the audience belonging to the age group of 45 years to 54 years use YouTube to watch online content.

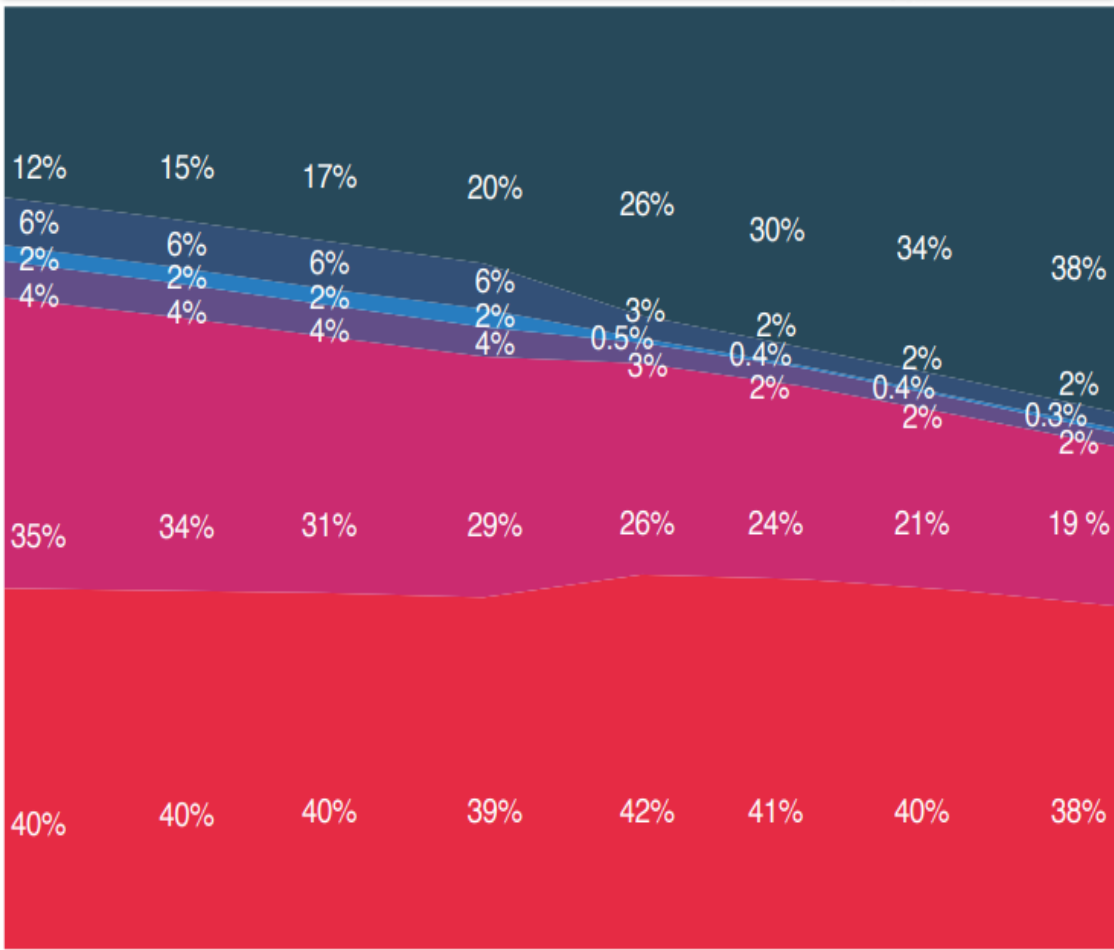
Growing Digital Ad spend



Advertising spends on different media (Rs. Crore)



Advertising spends across various media (%) - Forecast



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

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 2022

[Click Here](#)



Ericsson Mobility Report

[Click Here](#)



**Thank
You**

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Advisors:**



Orientcapital

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