

May 22, 2024

National Stock Exchange of India Limited Exchange Plaza, 5 th Floor Plot No. C/1, G Block; Bandra (East) Mumbai 400 051			BSE Limited Corporate Relationship Department Phiroze Jeejeebhoy Towers Dalal Street; Fort, Mumbai 400 001		
Equity	Scrip Code	RADIOCITY	Equity	Scrip Code	540366
	ISIN	INE919I01024		ISIN	INE919I01024
NCRPS	Scrip Code	RADIOCITY	NCRPS	Scrip Code	717504
	ISIN	INE919I04010		ISIN	INE919I04010

Sub: Investor Presentation on Audited Financial Results of the Company for the fourth quarter and year ended March 31, 2024

Dear Sir/Ma'am,

In accordance with Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith a copy of presentation to Analysts/ Investors on the financial performance of the Company for Audited Financial Results of the fourth quarter and year ended March 31, 2024 for the Financial Year 2023-24.

The aforesaid Analysts/ Investors Presentation is also available on the website of the Company <https://www.radiocity.in>

Kindly take the above on your record.

Thanking you

For Music Broadcast Limited

Arpita Kapoor

Company Secretary and Compliance Officer

Encl: as above





Music Broadcast Limited



Investor Presentation

Q4 FY24



Safe Harbor

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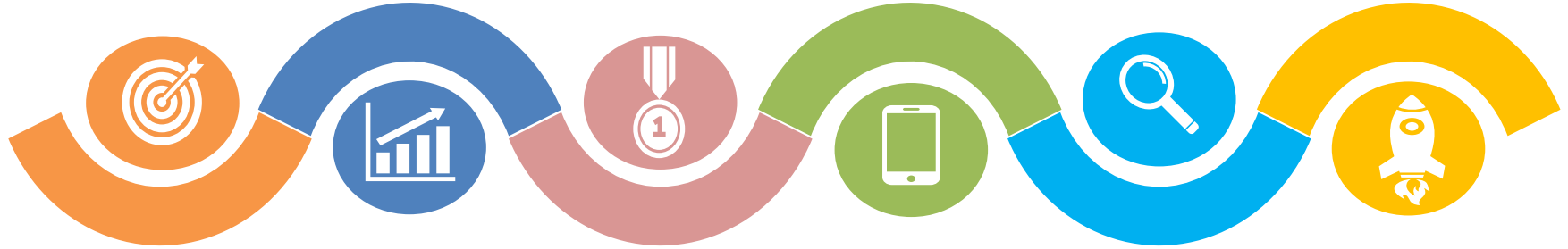
Expansion of Corporate Footprint Internationally

Awards & Recognitions

Appreciation on Outstanding performance in various Category

Financial Highlights

Financial health of Organization



Key Highlights – Q4 FY24



Radio City

Recorded EBITDA growth of 52% on YoY basis for Q4 FY24

39% of the total clients on the Radio platform advertised on Radio City

33% of New clients on Radio platform advertised on Radio City



Radio Industry

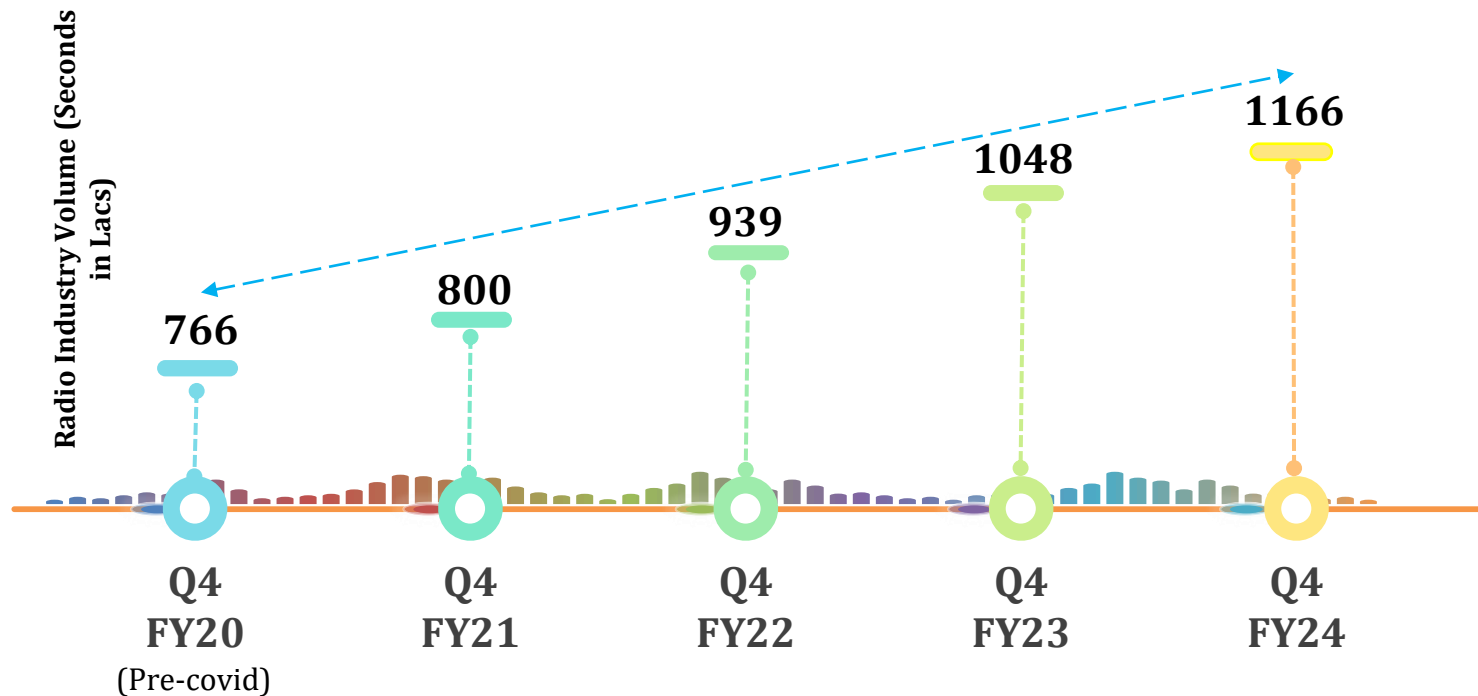
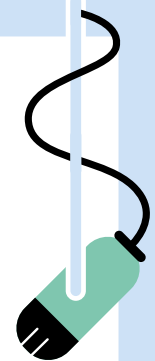
- 11% YoY growth in volumes for Q4FY24
- 1.95 K clients are new in Q4 FY24 out of 4.4 K total clients advertised on Radio platform



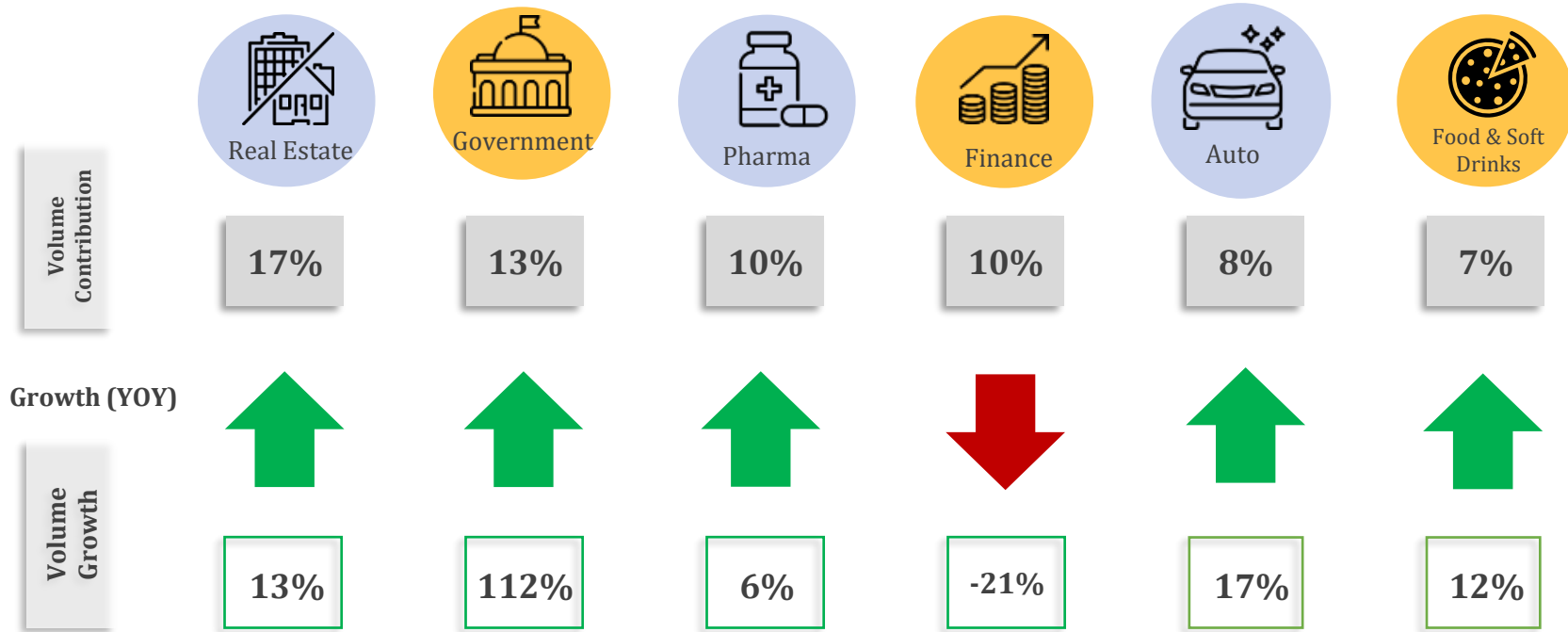
Business Highlights

Radio Industry Ad Volumes

Radio Industry Q4 FY24 Vol has shown **11%** growth over Q4 FY 23 & **52%** growth over Pre-covid.

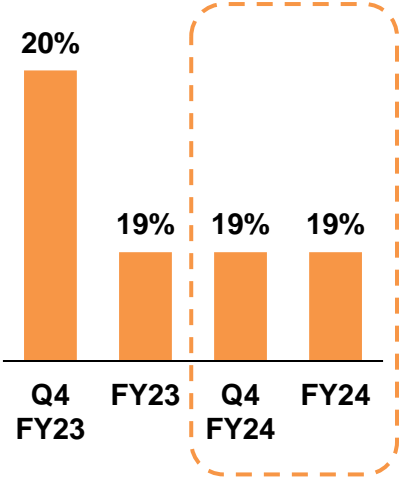


Radio Industry – Q4FY24 Category Trend

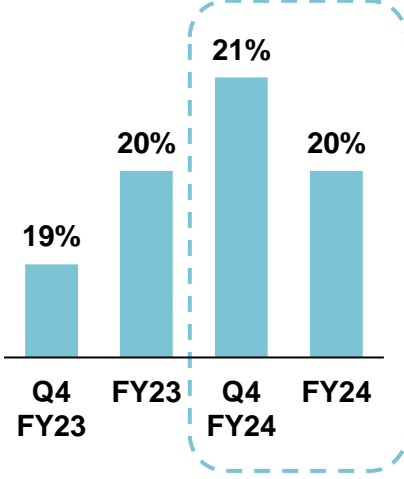


Market Share

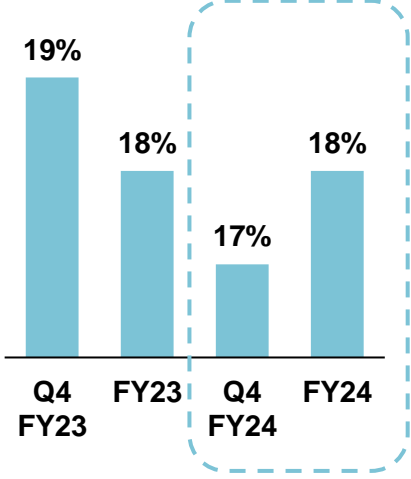
Radio City



Peer 1



Peer 2



Radio City's Market share is 19% in Q4 FY24

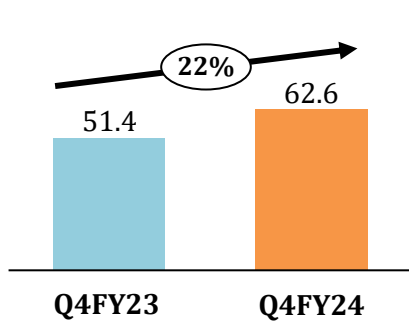


Key Numbers for Q4 & Annual FY24

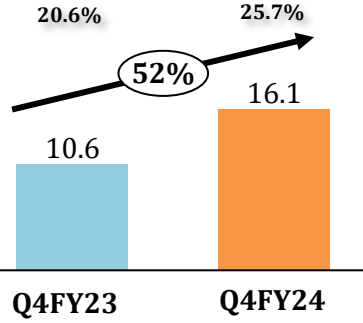
Figures (Rs. in Cr)

Revenue

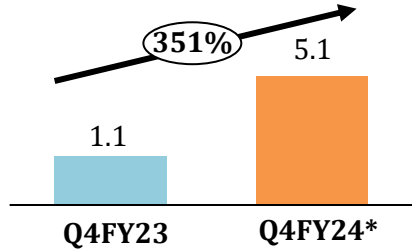
Q4FY24



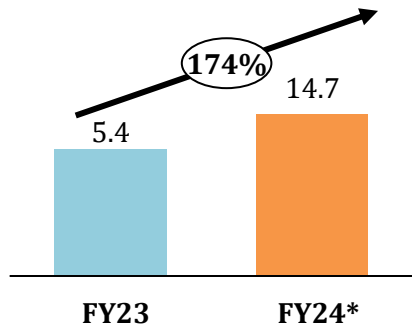
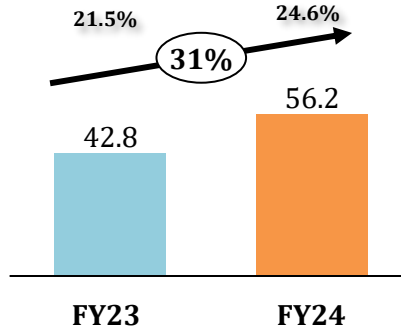
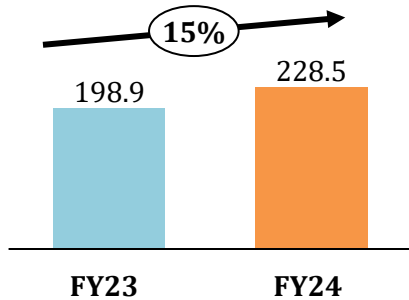
EBITDA



Adjusted PAT*



FY24



*Q4FY24 & FY24 PAT Adjusted for Interest on NCRPS



Digital Landscape



RADIO CITY CATERERS TO 100.8M FAN BASE



11.3M Followers

80M Monthly Engagement

12 National & Regional Profiles



5.9M Followers

1.2M Monthly Engagement

13 National & Regional Profiles



1.9M Subscribers

7M Monthly Engagement

8 National & Regional Profiles



0.8M Followers

10k Monthly Engagement

1 National & Regional Profiles

69.3M

Weekly Listeners of
Radio City

5.1M

On-Ground Participation in
2023-24 Led by

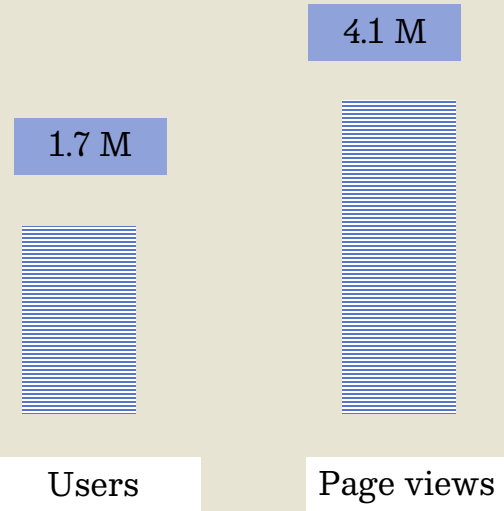
- 233 RC IPs
- 466 Alliances

2.5 lacs

Podcast Downloads
of Radio City

2.3 lacs

Radio City WhatsApp
Chatbot interactions



SOURCE: Social Media from March 2024 data of StatusBrew, Listenership from AZ Research, On-Ground - Internal Tracking, Podcast from March 2024 SMRS, WhatsApp - 2023-24 SMA Analytics, Website from Jan to Mar 2024 Google Analytics

Radio City - Digital Client Solutions

Key Initiatives

NISSAN MOTORS



CANARA BANK



PATANJALI



SAMSUNG



RENUALT



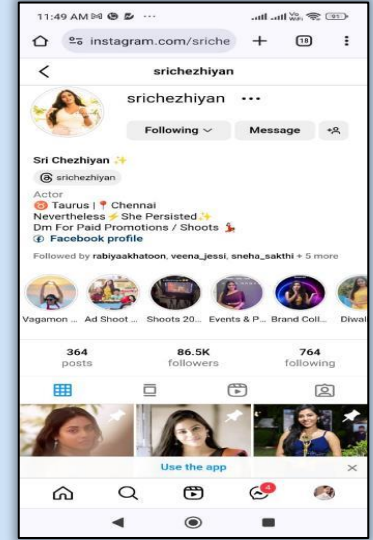
Influencer Collaborations



We had the privilege of conducting an exclusive interview with Praveen Godkindi, a legendary flutist. Together, we garnered an impressive total of 1500 engagements and reached over 30,000 individuals, extending the reach and impact of his illustrious career



To enhance our brand visibility and engagement, Radio City engaged with influencers spanning diverse categories. Collaborated with Influencers in Chennai for RC CCL, their individual reach is as follows:
Kaavya Arivumani – 1.4M | Afrina – 122k | Srechezhiyan – 87k



RC Studio launched on Jio TV, making it the first ever 24/7 video channel by a radio station in India



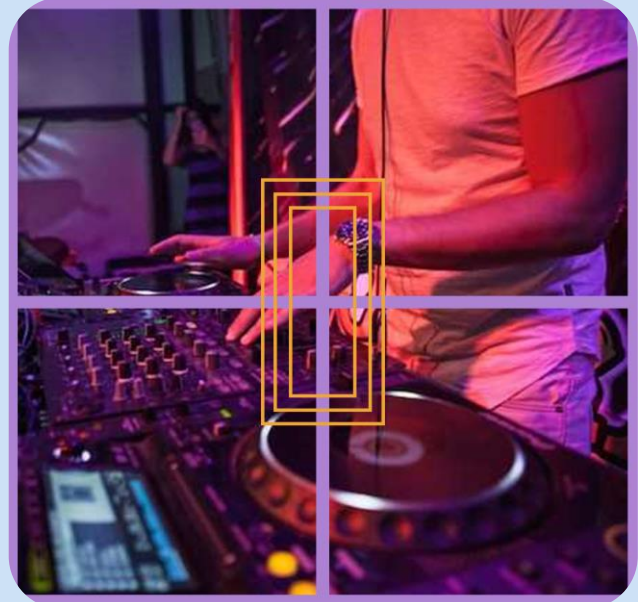
- 425M App installs & 100M + MAU
- 200+ Broadcasts available on Jio TV
- 900+ Channels



- Relevant Radio City editorial content will get opportunity to be featured in India's leading digital video platform
- The ability to distribute RC content to New & loyal Jio TV base
- This will be extension to the brand Radio City and will provide platform to IPs to launch and promote on TV / Digital
- This brand partnership make natural sense for consumers due to both the brands' aligned positioning around "Entertainment"



Created Business





Key Initiatives

National
IPs



Digital First
Integrations



Regional
Properties



Show
Sponsorship



Government
Business



Big Ticket
Content Integration



Local
Initiatives



- 29% Revenue Garnered from Created Businesses - Properties, Proactive pitches, Digital, Sponsorships & Special days
- Q4FY24 Digital revenue has grown by 15% over Q4FY23
- Second Highest client count share in the Industry with 40% in FY24

City Chale Ayodhya Dham



A 15 day On- Air and On- Ground activation supported by 40+ sponsors nationally wherein Radio City chose listeners across India for special darshan.

The activation seemed huge response from On-Air, On-Ground, Digital and PR perspective having more than 5 Lacs devotees joining the activation.

Also saw IAS vishal singh distributing plastic free bags to the local shop keepers and brand messaging across the city as Vibrant Content Partners.

15 days
Campaign

5,00,000 +
Devotees

100K+
Digital Reach

Music Fest – Desi Vibes



MUSIC FEST –DESI VIBES

Following the triumph of season 1, Radio City introduced Music Fest Desi Vibe, showcasing artists known for their fusion and music resonating with Indian folk sounds

RJ SIA



City vibes with Sia is going to be our Flagship weekend show which will be a complete guide to what happened in your city during the week and Sia will also get you all what you want to know about your city. She will give you food joint updates, weekend getaways, events and discounts. In short, Sia is your city assistant apart from being a Jock on Radio City.

Radio City Reelstar



91.1 FM

Radio City
A JAGHAN INITIATIVE

RADIO CITY REELSTAR

**APNE REELS KA TALENT DIKHAO,
RADIO CITY KE REELSTAR BANJAO**

RADIO CITY REELSTAR DE RAHA HAI MAUKA, REEL BANAKE, STAR BANNE KAI
LUCKY WINNERS WILL WIN CASH PRIZES.

SEND YOUR REELS AT WWW.RADIOCITY.IN

www.radiocity.in

Facebook, Instagram, YouTube, and Twitter icons

The poster features a man and a woman dancing on a stage with musical notes and a 'WINNER' sign. The background is dark blue with light streaks.

Radio City Reel Star emerging as a groundbreaking platform that taps into the vibrant and ever-expanding community of Instagram's reel creators and consumers.

Every week the social media sees amplification via reels, creating hype via LIVEs & RJ led videos + statics & filter to encouraging content creators to create the best reels. The IP is seeing different phases which are promoted on social media & on the microsite.

Programming & Marketing Led Regional Events



**ICON AWARDS
DELHI**



**RC SHEROS AWARD
BARODA**



**RC JOKE STUDIO
SURAT**



**WONDER WOMEN AWARD
RAJASTHAN**



**AB TOH LAGA LE LALA
JAIPUR**



**WOMEN FESTIVAL
NAGPUR**



Financial Highlights

Profit and Loss Statement

Particulars (Rs. in Cr)	Q4FY24	Q4FY23	YoY	Q3FY24	QoQ	FY24	FY23	YoY
Revenue	62.63	51.41	22%	60.44	4%	228.54	198.86	15%
Other Income	5.91	5.17		5.81		23.08	19.70	
Total Income	68.54	56.58	21%	66.24	3%	251.62	218.56	15%
Licenses Fees	5.12	4.90		5.10		20.19	19.43	
Employee Expenses	18.28	15.43		17.54		69.42	60.58	
Other Expenses	29.02	25.65		28.31		105.77	95.78	
EBITDA	16.12	10.59	52%	15.30	5%	56.23	42.77	31%
EBITDA Margin	25.74%	20.59%		25.31%		24.60%	21.51%	
Depreciation/Amortization	8.50	8.17		8.42		33.43	32.80	
EBIT	7.63	2.42	215%	6.88	11%	22.80	9.98	129%
EBIT Margin	12.18%	4.70%		11.38%		9.98%	5.02%	
Adjusted Finance costs*	0.49	0.46		0.51		2.02	1.98	
PBT	7.14	1.96	264%	6.37	12%	20.78	8.00	160%
Tax	2.07	0.83		1.87		6.06	2.62	
Adjusted PAT	5.07	1.12	351%	4.50	13%	14.72	5.37	174%
Adjusted PAT Margin	8.09%	2.19%		7.45%		6.44%	2.70%	
Interest on NCRPS	2.09	1.89		1.93		7.88	1.93	
Final PAT	2.97	(0.77)	NA	2.57	16%	6.84	3.44	99%
Other Comprehensive Income	0.13	0.07		0.00		0.09	0.28	
Total Comprehensive Income	3.10	(0.70)	NA	2.57	21%	6.94	3.72	86%

*Adjusted for interest on NCRPS in Q3 FY24, Q4 FY24 & FY24

Balance Sheet Statement

Assets (Rs. in Cr)	Mar-24	Mar-23
Total Non-Current Assets	500.4	507.8
Fixed Assets	220.3	233.2
Tangible Assets	73.7	68.2
Intangible Assets	133.2	152.5
Right of use asset	13.4	12.5
Financial Assets		
Investments	223.9	204.0
Other Financial Asset	32.7	42.9
Deferred Tax Asset(Net)	14.3	18.2
Other Non-Current Assets	2.6	2.9
Non-Current Tax Assets	6.7	6.6
Total Current Assets	180.2	148.4
Current Investments	23.3	15.7
Trade Receivables	73.5	65.9
Cash & Cash Equivalents	9.4	6.4
Bank Balances	25.3	0.5
Other Financial Assets	24.6	37.8
Other Current Assets	24.0	22.1
TOTAL ASSETS	680.6	656.2

Liabilities (Rs. in Cr)	Mar-24	Mar-23
Shareholders Fund	531.7	524.7
Share Capital	69.1	69.1
Other Equity	462.5	455.6
Total Non-Current Liabilities	105.3	95.1
Long Term Borrowings	91.6	83.7
Lease Liabilities	10.1	9.0
Employee Benefit Obligation	3.5	2.4
Total Current Liabilities	43.7	36.3
Short Term Borrowings	0.0	0.0
Trade Payables	22.0	17.3
Lease Liabilities	4.7	5.6
Other Financial Liabilities	6.3	2.7
Employee Benefit Obligation	1.5	1.3
Other Current Liabilities	9.1	9.4
TOTAL EQUITY & LIABILITIES	680.6	656.2

Cash Flow Statement

Particulars (Rs. in Crs)	Mar-24	Mar-23
Profit before tax	12.9	6.1
<i>Adjustments</i>	23.8	20.3
Operating Profit Before Working Capital Changes	36.7	26.4
<i>Change in operating assets and liabilities</i>	(7.2)	4.9
Cash generated from operations	29.5	31.3
<i>Income taxes paid</i>	(2.2)	(0.7)
Net cash inflow from operating activities (A)	27.3	30.6
Net cash inflow/(outflow) from investing activities (B)	(16.3)	(23.9)
Net cash outflow from financing activities (C)	(8.1)	(7.9)
Net increase/(decrease) in cash and cash equivalents (A+B+C)	3.0	(1.2)
Cash and cash equivalents at the beginning of the year	6.4	7.6
Cash and cash equivalents at the end of the year	9.4	6.4

Thank You

Contact Us



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