

Date: 10th June, 2024

The Manager,
Listing Department,
National Stock Exchange of India Limited
Exchange Plaza, C-1,
Block G, Bandra – Kurla Complex,
Bandra (East), Mumbai – 400 051

The General Manager
Listing Department
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai – 400 001

Symbol: SAREGAMA

Scrip Code: 532163

Subject: Corporate Presentation

Dear Sir/ Madam,

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 ('SEBI Listing Regulations') as amended from time to time, please find enclosed the Corporate Presentation for June, 2024.

This information is available on the website of the Company www.saregama.com.

You are requested to kindly take the abovementioned on record.

Yours Faithfully,

For **SAREGAMA INDIA LIMITED**

Priyanka Motwani
Company Secretary and Compliance Officer
Encl: As above



INDIA'S LARGEST IP COMPANY
MUSIC, ARTIST-MANAGEMENT, VIDEOS, EVENTS.

India's Leading and only Entertainment Company with Diversified Business



First recording of an Indian song by Gauhar Jaan.

RPG Group acquired the company

TV Serial production started

Carvaan launched

Started investing in non-film music

Acquired digital entertainment Company

1902 1946 1986 2000 2001 2016 2017 2017 2020 2022 2023

Company incorporated as The Gramophone Company (India) Pvt. Ltd.

Products started retailing under 'Saregama'

Started investing in new Film Music again

Film Production House Launched

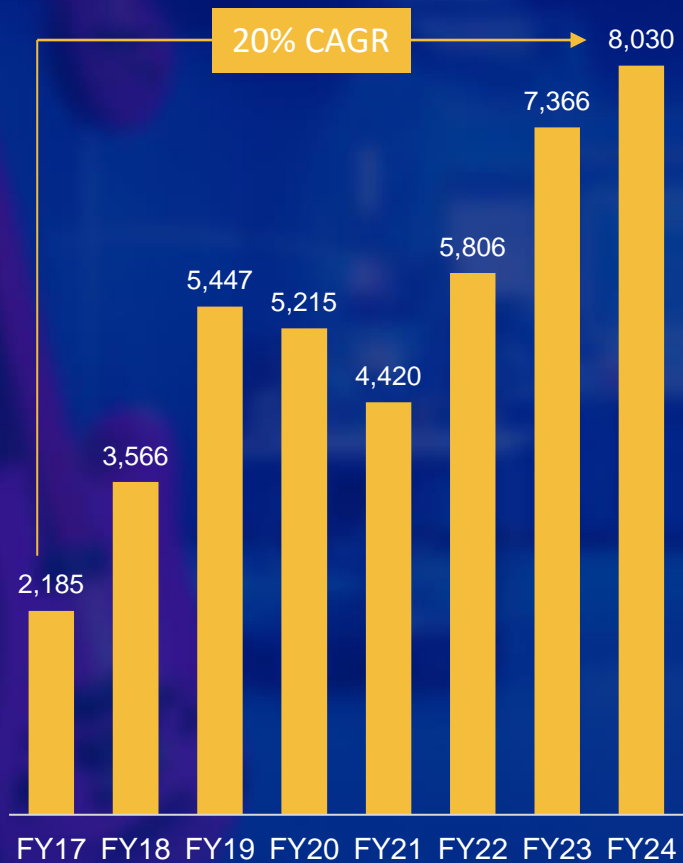
Launched Live Events business



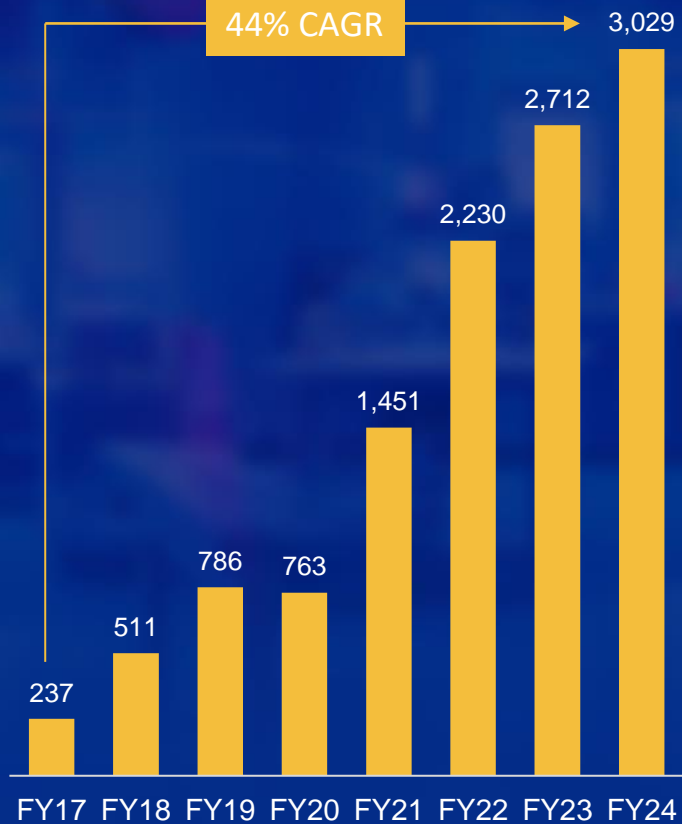
SAREGAMA

KEY FINANCIAL METRICS

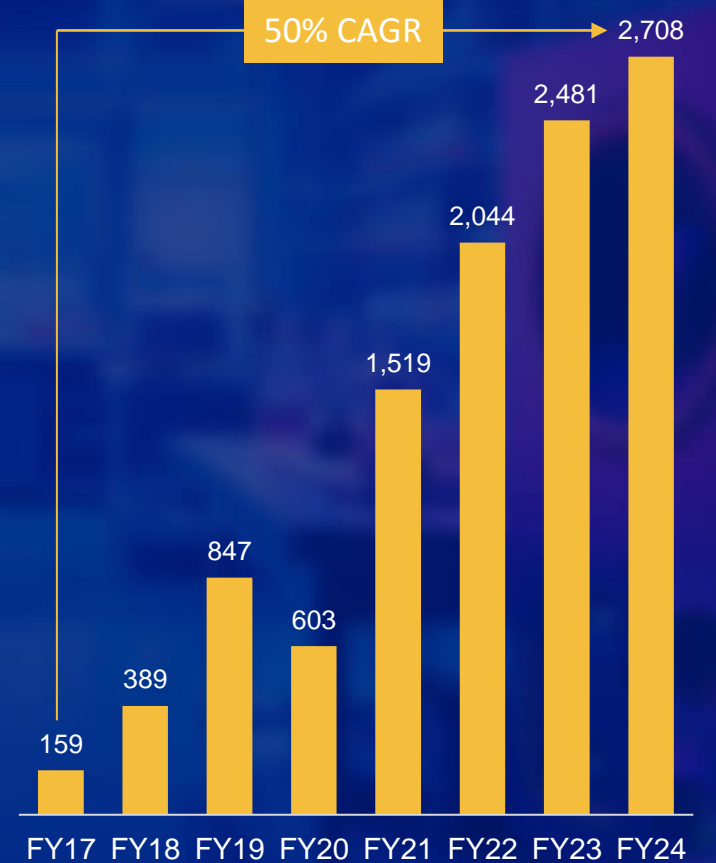
Revenue From Operations (INR Mn)



Adjusted EBITDA (INR Mn)



PBT (INR Mn)

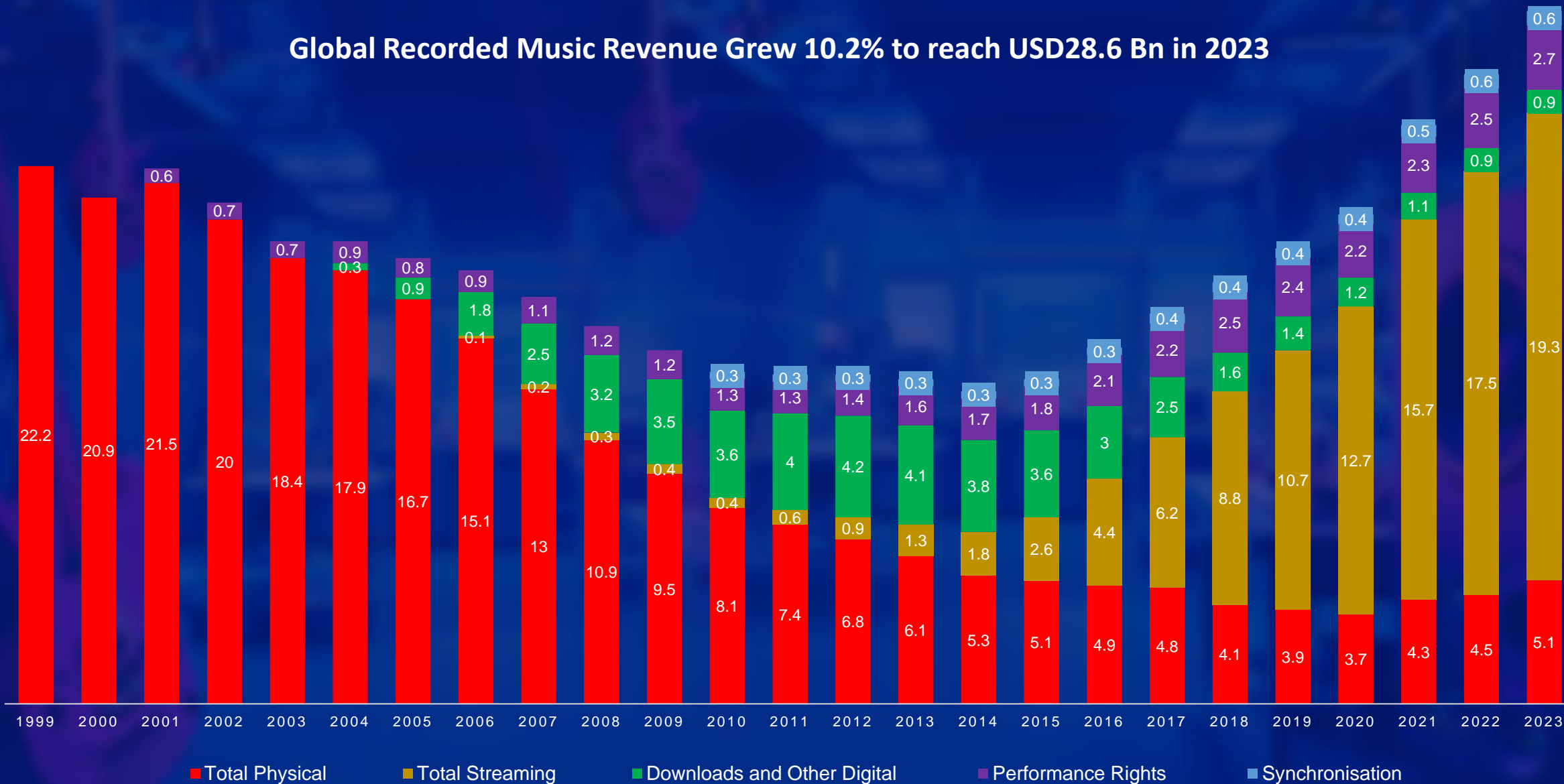


FY23 numbers are re-stated post impact of demerger

INDUSTRY OVERVIEW

The Growth of Global Music Industry Continues

Global Recorded Music Revenue Grew 10.2% to reach USD28.6 Bn in 2023



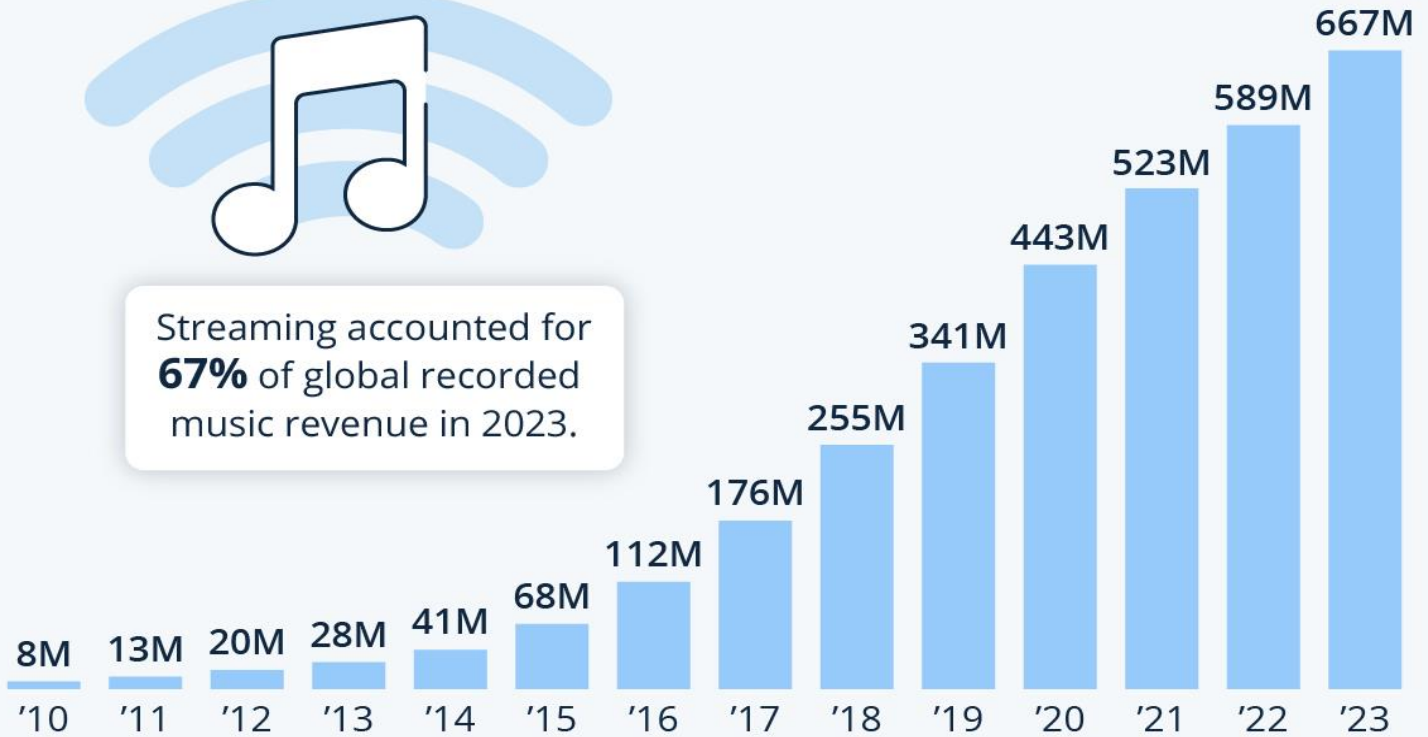
Subscription Business is Growing Globally

Streaming's Rapid Rise to Mass Adoption

Worldwide users of paid music streaming subscriptions at the end of the respective year



Streaming accounted for **67%** of global recorded music revenue in 2023.



Source: IFPI



Indian Media & Entertainment Sector is expected to grow at 10% pa on the back of Digitisation

Saregama has a play in multiple verticals of the Sector



MUSIC

INDUSTRY SIZE (2023): INR 24,000Mn
NEXT 3 YEAR GROWTH: 14.7%

DRIVERS

- Easy Access: 750M smart phones
- Cheap Data
- Fall in Piracy
- Streaming turning Pay
- Growth in Digital Advertising
- Short-format apps inviting Advertising



VIDEO

FILM INDUSTRY SIZE (2023): INR 197,000Mn
NEXT 3 YEAR GROWTH : 6.5%

DRIVERS

- 750M smart phones
- 22M connected TVs expected to grow to 40M by 2025
- 45M SVOD subscribers
- 450M+ YouTube users



LIVE EVENTS

INDUSTRY SIZE (2023): INR 88,000 Mn
NEXT 3 YEAR GROWTH : 17.6%

DRIVERS

- Rising Disposable Income
- Lack of Entertainment options
- Improvement in Infrastructure



ARTIST / INFLUENCER MANAGEMENT

INDUSTRY SIZE (2023) : INR 18,750 Mn
NEXT 3 YEAR GROWTH : 15.8%

DRIVERS

- Due to shift in consumer behavior, there is an upward inclination on advertisements by relatable individuals rather than traditional celebrities
- Brands focus on driving awareness and engagement through influencers

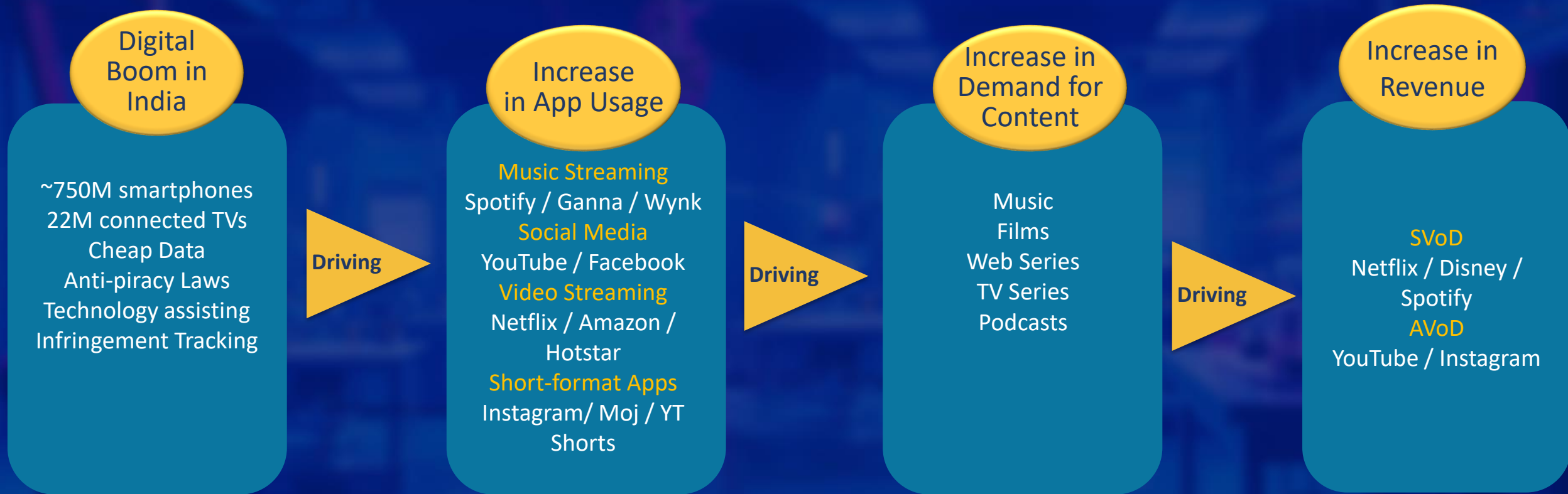
Source: State of Influencer Marketing India EY Report 2023

Source: FICCI-EY Report March 2024

**Biggest driver is Digital Advertising. Grew by 15% last year to INR 576B.
This is primarily due to explosion in consumption of content on digital platforms**

Strategic Overview

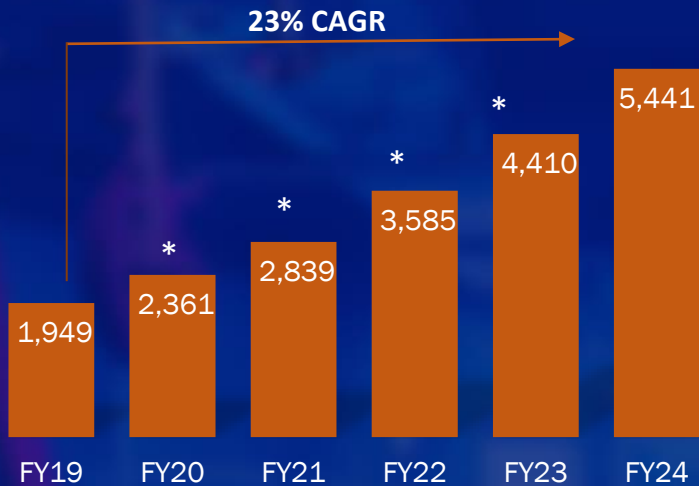
Digitisation Driving Growth



150k+ Songs | 70+ Movies & Web Series | 6k+ hrs of TV Series | Advantage Saregama

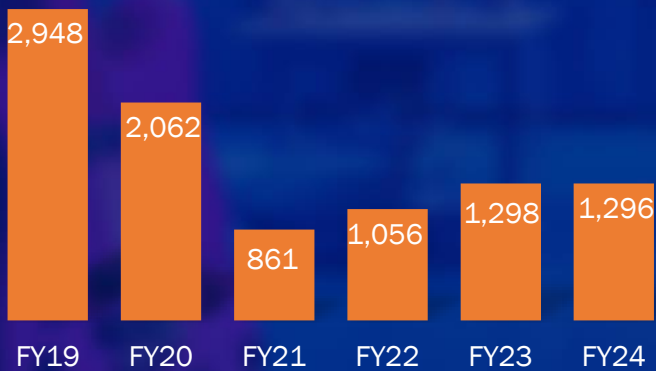
COMPANY OVERVIEW

SEGMENTAL GROWTH

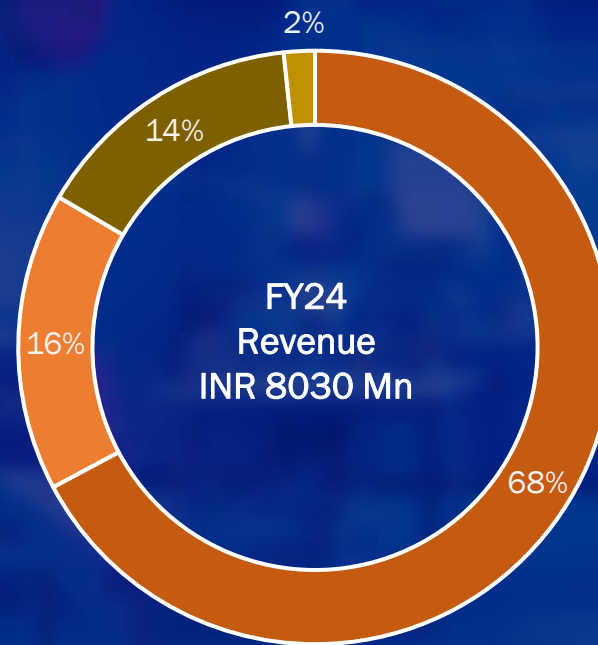


* One time income of INR 84Mn in FY23, INR 97Mn in FY22, INR 155Mn in FY21 and INR 21Mn in FY20 are excluded

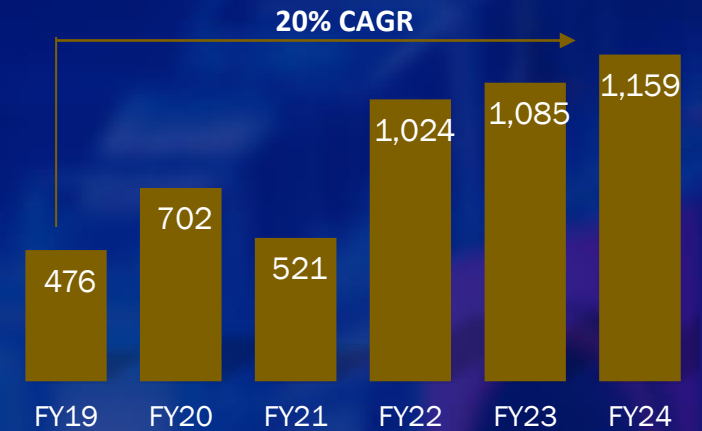
A. Music - Licensing + Artist Management



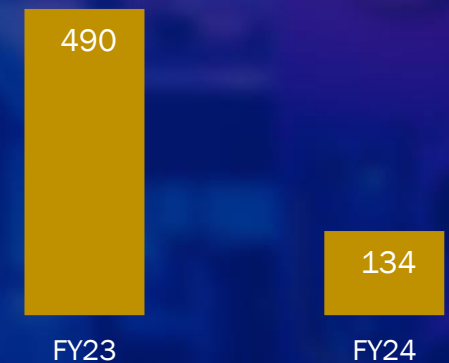
B. Music - Retail



FY24 Revenue
INR 8030 Mn



C. Video – Films, TV and Digital Content



D. Events

FY23 numbers are re-stated post impact of demerger

Strategic Overview

To be a **Pure Play Content Company** capitalising on the global content consumption boom driven by the ever-increasing **Digitisation**

Monetisation of Existing IP



▶ Through licensing to EVERY 3rd party Digital (music, video, social) and TV platform.



▶ Through artist management, wherein artists are made popular through our content IP release. And then we monetize these artists by booking them for live events, weddings, and brand endorsements.

Building of New IP



▶ Cementing leadership position with New film and non-film music acquisition across Hindi, Tamil, Telugu, Bhojpuri, Gujarati, Punjabi, Malayalam, Kannada, Bengali and other regional languages.



▶ Producing Theatrical Films in only Regional languages and Web Series in all languages. Revenue secured through pre-licensing to digital platforms. Scale allowing lower cost of production



▶ Building Live Music based Events IP, preferably around Saregama owned music

Path To Leadership Position In Music Segment

Disproportionate
Share of
New Content across
Hindi & Regional
Languages



Acquisition of
Small & Mid size Music
Catalogues using Cash
Reserves



Better Monetisation
Capability
on the back of
Catalogue + New
Content strength

Investments in
Data Analytics & AI
Marketing Muscle



Deeper artiste
relationships
through play in
Artiste
Management &
Live Events



Use Power of Pocket
Aces for wider and
faster sampling of our
Content

India's Largest and Most Popular Music Catalogue

OUR GROWTH STRATEGY IN VIDEO SEGMENT

1min – 22mins – 45mins – 120mins

Pick Films and Cast primarily basis recoveries from Digital and TV licensing



Pick Series basis pre-licensing approval from a VoD /TV platform



Build D2C destinations for Youth-targeted content

Generate Brand Sponsorship Revenue around short-format content



Retain IP for Portfolio building & future exploitation

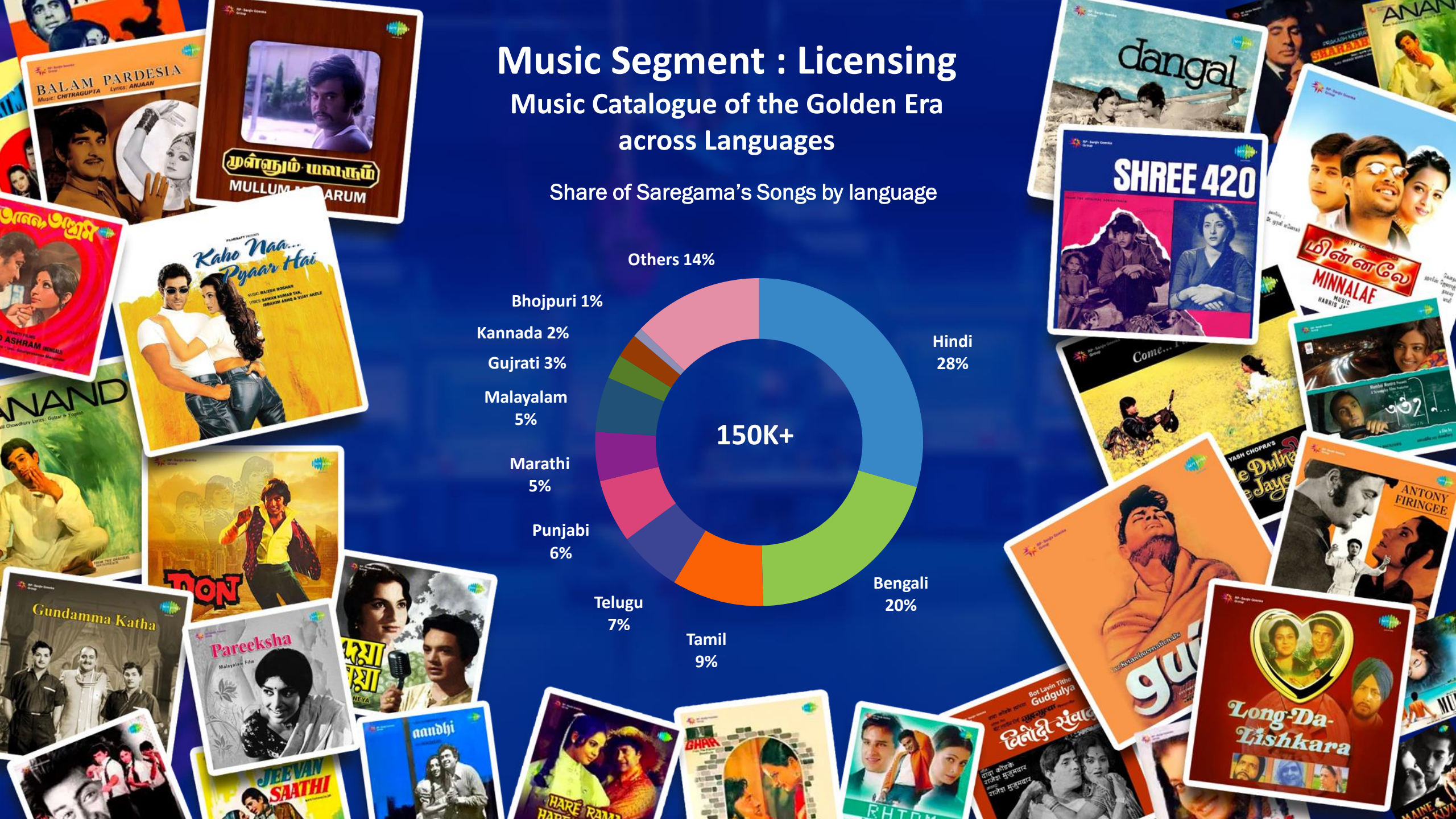
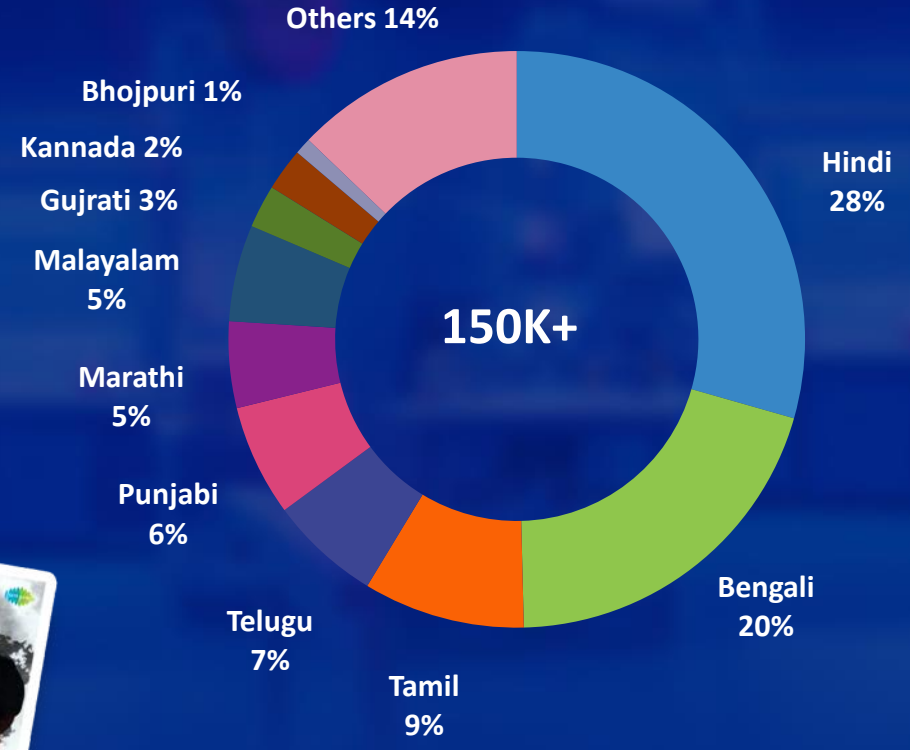
Access to Music Catalogue gives Unique Strength

MUSIC SEGMENT

LICENSING, RETAILING & ARTIST MANAGEMENT

Music Segment : Licensing Music Catalogue of the Golden Era across Languages

Share of Saregama's Songs by language



Music Segment : Licensing

Revenue from Catalogue Music continues to grow

3-pronged strategy to maximize Catalogue Revenue

Releasing Derivatives relevant to younger generation

- LoFi
- Trap Mix
- Acoustic
- Dance videos

Encouraging User Generated Cover versions

- Share Royalty with the Creator
- Competitions

Occasion based promotion of the Original song

- Instagram
- YT Shorts
- Streaming Platforms
- Use our influencers

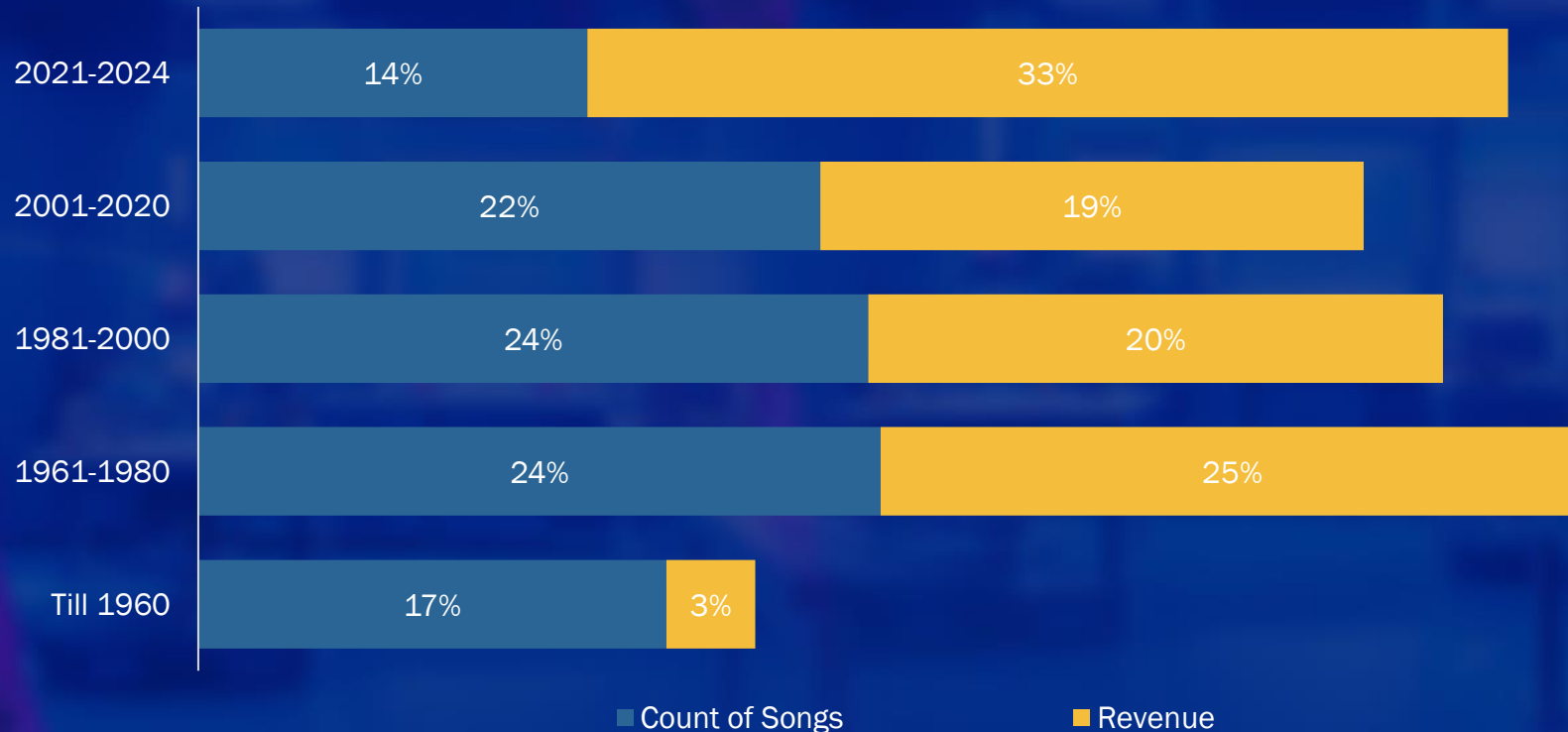
New Song (derivative of a Catalogue song) gets a fresh Copyright Life

Music Segment : Licensing

Saregama, the music label is Changing

Share of Licensing Revenue from 21st century songs growing (52% in FY24 Vs 48% in FY23)

FY23 150k+ songs generated Licensing Revenue INR 5,441 Mn *
Era wise Breakup



36% of Saregama's songs were released post 2000, and they contributed to 52% of FY24 revenue

Derivatives of catalogue songs are classified basis derivative song release date

Music Segment : Licensing Chartbuster Songs of 2023

Hindi

Songs Released

Industry
1600+

Saregama
195+

26

songs of Saregama entered Spotify Mumbai local pulse chart

Count of weeks on Spotify Mumbai Local Pulse weekly charts

--- Songs ---	--- Weeks on chart ---
Phir Aur Kya Chahiye (From "Zara...")	24
Ve Kamleya - Asees Version	23
Kon Disa Mein	18
Tu Mile Dil Khile	15
4.10	14
Tere Vaaste (From "Zara Hatke...")	14
Tum Kya Mile (From "Rocky Aur...")	12
Baby Tujhe Paap Lagega (From...)	10
Hasta Hua Noorani Chehra - ...	9
Kya Hua Tera Wada	8
Pari Hoon Main (From "Thank You...")	6
Bolo Na - Film Version	6
Hai Tu (From "I Love You")	6
What Jhumka ? (From "Rocky Aur...")	5
Desi Wine (From "Thank You For...")	4

Bhojpuri

Songs Released

Industry
1900+

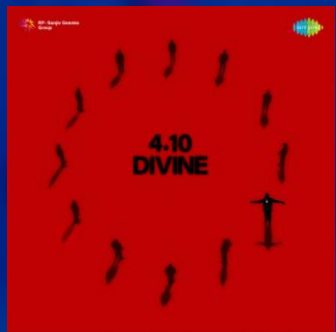
Saregama
170+

53

songs of Saregama entered Spotify Patna local pulse chart

Count of weeks on Spotify Patna Local Pulse weekly charts

--- Songs ---	--- Weeks on chart ---
Gaddari Karbe	35
Nachaniya	20
Gali Mein Maal Ail Ba	13
Paisa Bhar Ke Le Jaogi	13
Charcha Hamar Ba Gali Gali	13
Jab Dole Hamar Patari Kamar	12
Billo Rani	12
Naach Re Patarki 3.0	12
Murabba	11
Saat Samundar Paar - Bhojpuri	11
Sej Pa Chala	10
Pagli Dekhave Agarbatti	10
Pakka Bihari Hoyi	9
Bagalwali - Jhankar Beats	9
Note Bhale Honth Mein	8



Music Segment : Licensing Chartbuster Songs of 2023

Telugu

Songs Released

Industry
700+

Saregama
160+

77

songs of Saregama entered Spotify Hyderabad local pulse chart

Count of weeks on Spotify Hyderabad Local Pulse_weekly charts

--- Songs ---

--- Weeks on chart ---

Nalo Nena Natho Nena	28
Oh Na Madhu	25
Mana Orilo Evadra Apedhi	25
Paravasame Paravasame...	24
Pyaar Lona Paagal	23
Dipiri Dipiri (From "Keedaa...")	21
Chamkeela Angeelesi	21
Ager Bomb	15
Ganagana Mogalira (From...)	12
O Dollar Pillagaa	11
Na Roja Nuvve	10
Bring It On (From "Keedaa...")	9
Atta Ettaga (From "Sagileti...")	9
Killer Killer (From "Captain...")	9
Kushi Title Song (From...)	8

Malayalam

Songs Released

Industry
281+

Saregama
125+

53

songs of Saregama entered Spotify Kochi local pulse chart

Count of weeks on Spotify Kochi Local Pulse_weekly charts

--- Songs ---

--- Weeks on chart ---

Alaye (From "Kasargold")	29
Romancham Title Track	26
Kiliye Kiliye - Chill HipHop Mix	25
Thanaro	24
Aradhya (From "Kushi")...	21
Aariraaro Raariraaro	19
Rakka Rakka (From "Bandra")	16
Kayampoovin Kannil (From...)	16
Neela Nilave (From "RDX")	15
Scene Mone (From "RDX")	11
Manasilum Pookkaalam	9
Venmathi Venmathiye - Lofi	6
Punnara Kattile Poovanatthil...	5
Koodey Nin Koodey	5
Halaballoo (From "RDX")	5



Music Segment : Licensing Chartbuster Songs of 2023

Tamil

Songs Released

Industry
650+

Saregama
200+

94

songs of Saregama entered Spotify Chennai local pulse chart

Count of weeks on Spotify Chennai Local Pulse weekly charts

--- Songs ---

--- Weeks on chart ---

Kaatrodu Pattam Pola	50
Vannarapettayila (From...)	41
Paadatha Pattellam (From...)	40
Kuru Kuru - Chill Lofi	37
Thunder Kaaran (Promo Song)	26
Aradhya (From "Kushi")...	24
Veeran Thiruvizha (From...)	21
Inayae - Chill Trap	19
Nana Buluku	18
Babyma (From "Saba...)	17
En Rojaa Neeye	17
Kuttyma (From "JINN-The...)	12
Vizhi Edhiril Thaeyum (From...)	12
Udhaya Udhaya - Chill Trap	12
Rhythm Of Rain (From...)	11

Gujarati

Songs Released

Industry
500+

Saregama
100+

25

songs of Saregama entered Spotify Ahemdabad local pulse chart

Count of weeks on Spotify Ahemdabad Local Pulse weekly charts

--- Songs ---

--- Weeks on chart ---

Dil Ne Manavi Lau	44
Kajal Na Dil Ma Rehjo	42
Aashiq Nasa Ma Nai To Kasa...	23
Bandhi Muthi Lakh Ni Kholi...	10
Varsho Juni Vaato	10
Bewafa No Award	4
Tame Thaya Cho Bijana	4
Mara Love Ni Gadi	3
Savariya	3
Jivashe Nahi Tamara Vagar	3
Bhulva Mangu Chu Tane	3
Vadale Lakhyu Taru Nom	3
Bija Jode Aavu Na Karti	2
Vahli Tare Jagdva Natu	2
Vayara Viyog Na Vaya	2



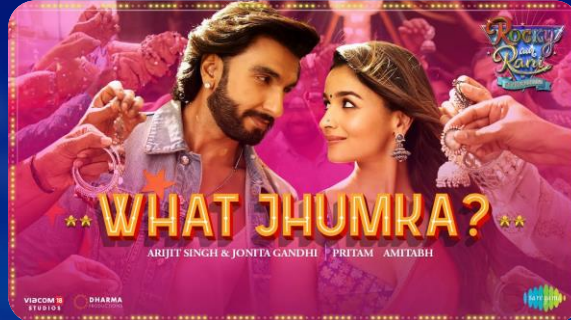
MUSIC : CONTENT CREATION

Chartbuster Songs of 2023

YouTube : 100M views Club



470M+



290M+



240M+



240M+



240M+



190M+



130M+



110M+

Views from all versions of the song, including lyrical, uploaded on Saregama's official YouTube channel. Does not include UGC views

Music Segment : Licensing

Our New Music Partners



Music Segment : Licensing

Major Film Releases FY25: Hindi



Movie: Bad Newz
Cast: Vicky Kaushal, Ammy Virk, Tripti Dimri
No. of Songs: 7



Movie: Sky Force
Cast: Akshay Kumar, Sara Ali Khan
No. of Songs: 4



Movie: Stree 2
Cast: Shradha Kapoor, Varun Dhawan
No. of Songs: 4



Movie: Jigra
Cast: Alia Bhatt
No. of Songs: 6



Movie: Sarzameen
Cast: Kajol, Ibrahim Ali Khan
No. of Songs: 4

Music Segment : Licensing

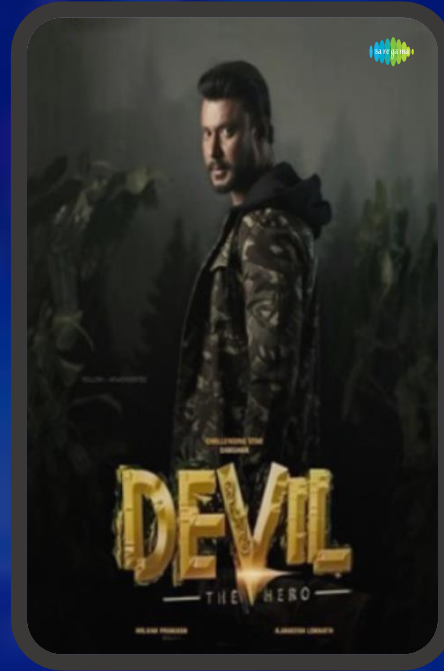
Major Film Releases FY25: Kannada



Movie Name : Martin
Telugu, Malayalam, Hindi
Cast : Dhruva Sarja, Vaibhavi
Shandilya
Music : Mani Sharma
No. of Songs : 4



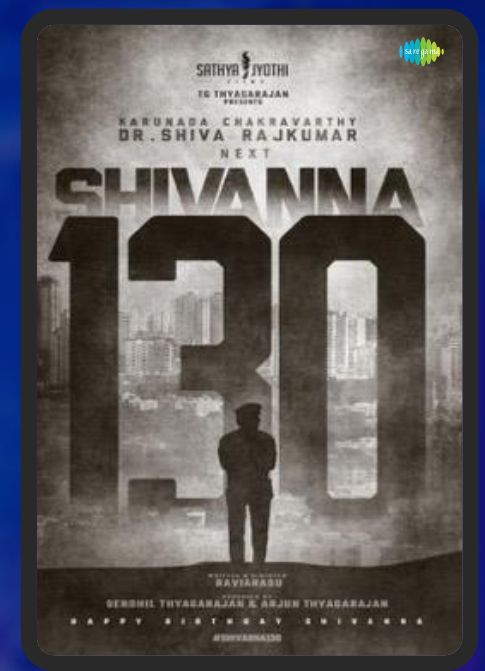
Movie Name : MAX
Cast : Kiccha Sudeep, Simrat
Kaur
Music : Ajaneesh Loknath
No. of Songs : 4



Movie Name : Devil
Cast : Challenging Star Darshan
Music : Ajaneesh Loknath
No. of Songs : 5



Movie Name : Kichcha 47
Cast : Kiccha Sudeep
Music : TBD
No. of Songs : 4



Movie Name : Shivanna 130
Cast : Dr. Shiva Rajkumar
Music : Charan Raj
No. of Songs : 4

Music Segment : Licensing

Major Film Releases FY25: Tamil



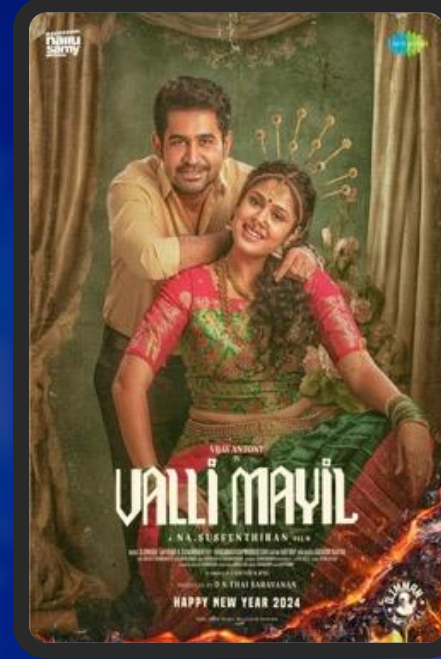
Movie Name : Kanguva
Cast : Suriya, Disha Patani
Music : Devi Sri Prasad
No. of Songs : 5



Movie Name : Train
Cast : Vijaysethupathi
Music : Mysskin
No. of Songs : 4



Movie Name : Kingston
Cast : G.V. Prakash Kumar, Divya Bharathi
Music : G.V. Prakash Kumar
No. of Songs : 4



Movie Name : Valli Mayil
Cast : Vijay Antony, Fariah Abdullah
Music : D Imman
No. of Songs : 4



Movie Name : Jalsa
Cast : Prabhu Deva, Aiswarya Rajesh
Music : Ashwin Vinayagamoorthy
No. of Songs : 5

Music Segment : Licensing

Major Film Releases FY25: Telugu



Movie Name : Game Changer
Cast : Ramcharan, Kiara Advani
Music : Thaman S
No. of Songs : 5



Movie Name : G.O.A.T
Cast : Sudheer Anand, Divya Bharathi
Music : Leon James
No. of Songs : 5



Movie Name : Kalki 2898 AD
Cast : Prabhas, Amitabh Bachchan, Kamal Haasan and Deepika Padukone
Music : Santosh Narayanan
No. of Songs : 7



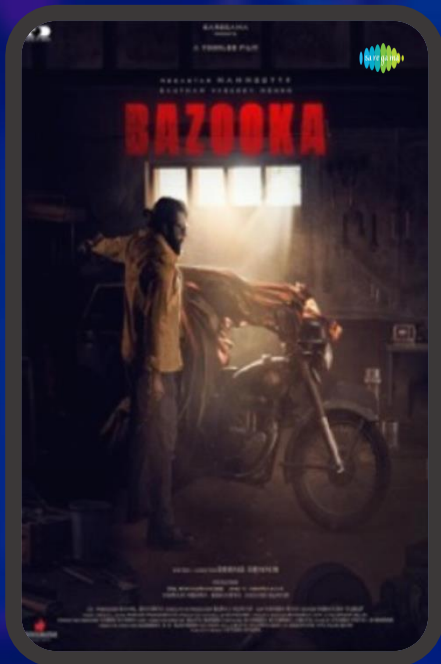
Movie Name : Krishnamma
Cast : Sathya Dev, Aathira Raji
Music : Kaala Bhairava
No. of Songs : 5



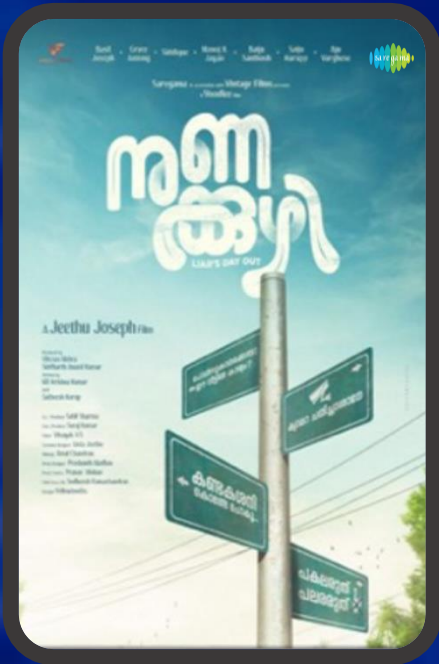
Movie Name : Dilruba
Cast : Kiran Abbavaram
Music : Sam CS Rukshar Dhillon
No. of Songs : 5

Music Segment : Licensing

Major Film Releases FY25: Malayalam



Movie Name : Bazooka
 Cast : Mammootty, Goutham Menon
 Music : Midhun Mukundan
 No. of Songs : 2



Movie Name : Nunakuzhi
 Cast : Basil Joseph
 Music : Vishnu Shyam
 No. of Songs : 4



Movie Name : Pavi Caretaker
 Cast : Dileep
 Music : Mithun Mukundan
 No. of Songs : 5

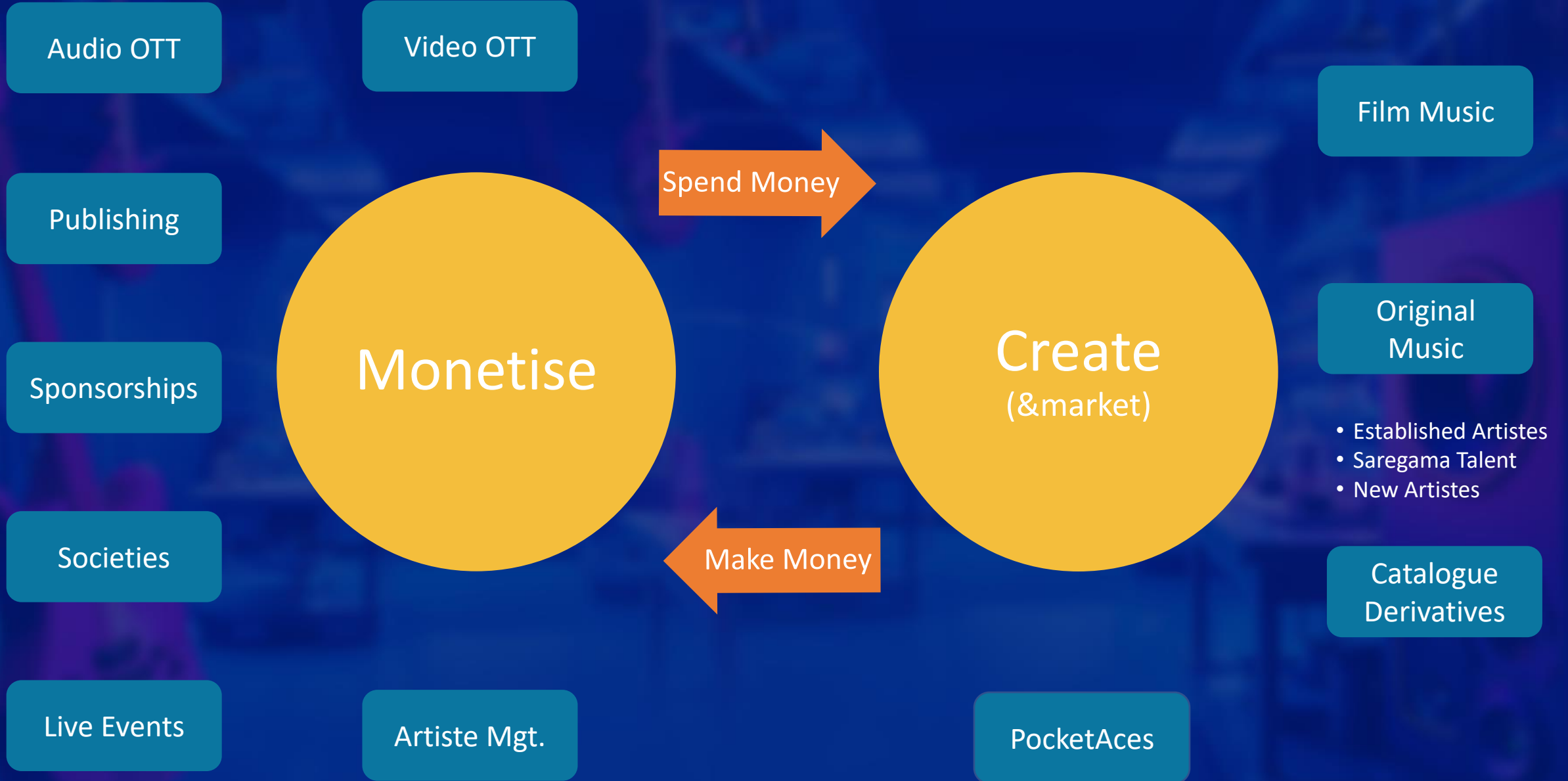


Movie Name : Nadanna Sambavam
 Cast : Biju Menon, Suraj Venjaramood, Lijo Mol
 Music : Ankit Menon
 No. of Songs : 3



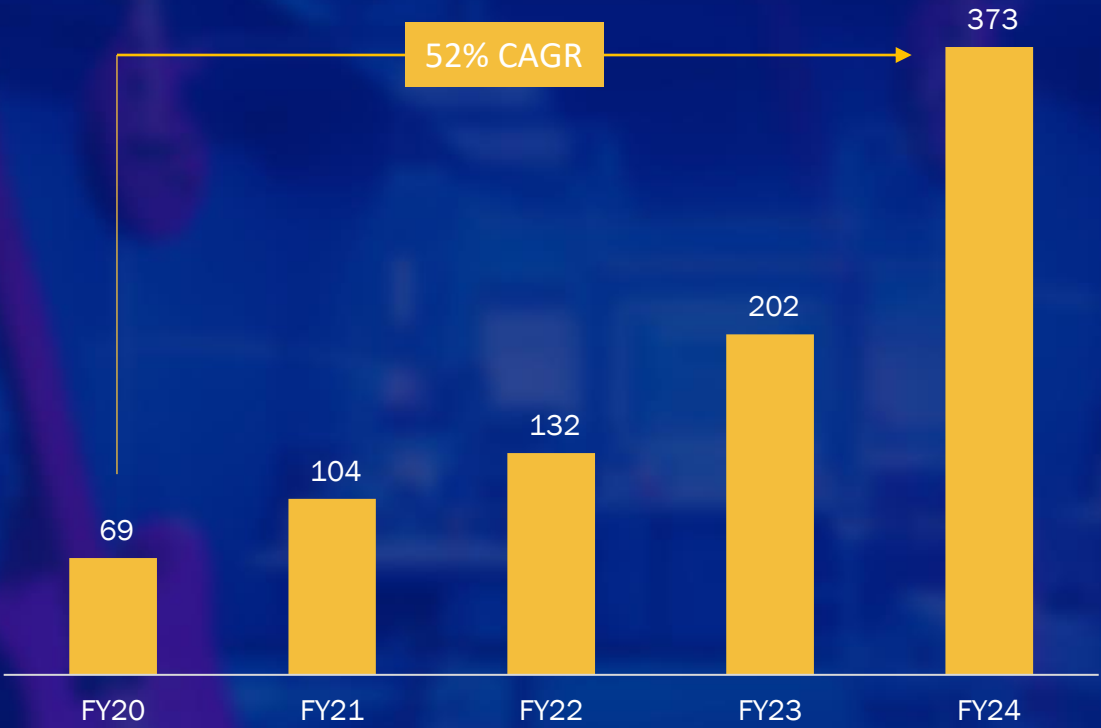
Movie Name : Guruvayoor Ambalanadayil
 Cast : Prithiviraj Sukumaran
 Music : Ankit Menon
 No. of Songs : 4

Making Money from Music Licensing

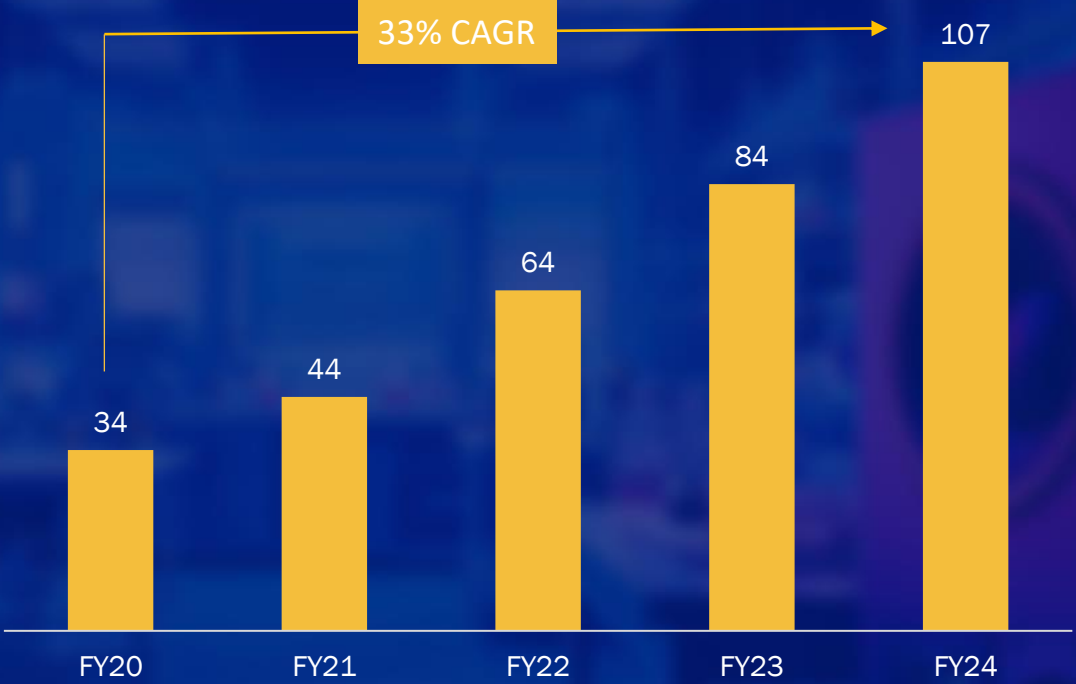


Music Segment : Licensing

YouTube views in Bn p.a.



YouTube Subscribers in Mn



Includes all views related to Saregama IP across it's owned channels and user generated content on YouTube and YouTube Shorts

Making Money from Music Licensing



A. Music Streaming Apps (OTT)



Saregama Music is licensed to **multiple Global Platforms**

- Saregama licenses its music to various OTT platforms for online streaming. This segment has seen >20% YoY growth for Saregama, and is expected to grow even faster with streaming platforms moving towards subscription economy
- The growth is driven by both increasing number of users (growth in smartphones) and higher usage (cheaper data) along with falling piracy
- **Saregama earns every time a customer listens to Saregama owned song on any OTT app**

Music Streaming Platforms (OTT)

Spotify JioSaavn gaana YouTube Music
hungama WYNKMUSIC amazon music
pandora TIDAL LINE TikTok Music
napster deezer KKBOX anghami

B. Social Media Platforms (incl. Video sharing Apps)

Saregama has **50 channels** on YouTube with a cumulative subscriber base of over **107 Mn** (i.e. **27% increase** from FY23 base of **84 Mn**)

YouTube generates advertising revenues on views which are shared with Saregama. This also applies to advertising running on 3rd party content that is using any of Saregama's IP (song, lyrics, music composition, dialogues) within the video.

Saregama has issued 1-2yrs fixed-fee licenses to other social media platforms, allowing their users to upload videos containing Saregama songs

Social Media Platforms

YouTube Facebook Instagram Snapchat moj

Making Money from Music Licensing



C. Video streaming platforms

With the rising popularity of video streaming in India, platforms like Netflix, Disney+ Hotstar, Amazon, MX Player, Zee5, Alt etc are aggressively investing in Indian content. Most of these new shows license Saregama owned music, for the global territory, thus creating a rapidly growing revenue stream for the company.

Saregama issues fixed fee licenses to Program Producers for use of its music in their Programs that they in turn license to Video Streaming Platforms



D. Broadcasting Platforms – TV Channels, Brands

- Saregama Licenses its music to Television Channels for use in various TV serials, reality shows, promotions, etc., and also to Production houses for use in ads running on TV, Digital including Social Media and Radio.
- The Company has built a browser-based search functionality, using the song metadata, helping content creators find the best song fit for their situation.
- **Saregama issues 1-2 yrs fixed-fee licenses to TV channels for use of its music in programs running on their channels**

Digital Films/Web series licensing Saregama Music

NETFLIX: KAPIL SHARMA (I'm not done yet), DELHI CRIME (SEASON 2), GUNS & GULABARS, THE ROMANTICS

prime video: SHARMAJI NAMKEEN, SWEET KAARAM COFFEE

Disney+ hotstar: dance+, FREELANCER, THE GREAT INDIAN MURDER, CITY OF DIVANS

TV Channels, Brand Advertising

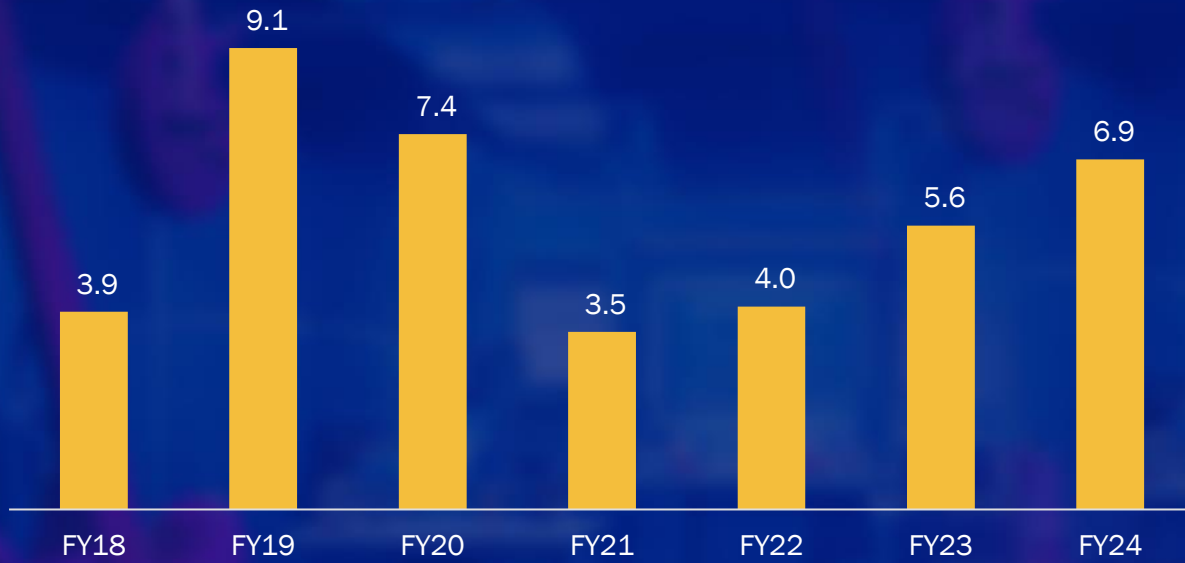
Star, Sony Television, VIACOM 18, ETV, FORT, JAYA TV, INDIA TV, DAAK

SHANTHI TV, abp न्यूज़, NATIONAL, IBN, TV TODAY NETWORK, ZEE, FLOWERS, SANKARA

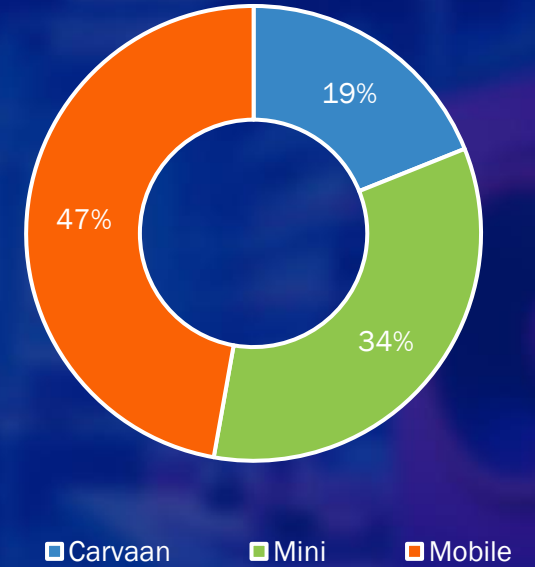
SUN, MM, NTV, NEWS NATION, AMRITA NETWORK, Enterr10

Music Segment : Retailing

Carvaan volume (in lakhs)



Product wise Volumes FY24



Music Segment : Artist Management



Rj Karishma

7.1M Followers



Neel Salekar

2.9M Followers



Saurabh Ghadge

2M Followers



Sandeepa Dhar

2.7M Followers



RJ Princy

1.3M Followers



Pranav Chandran

333K Followers



Raghav

81.6K Followers



Ayush Mehra

1.2M Followers



Viraj Ghelani

1.2M Followers



Abhinav Yadav

1.1M Followers



Revathi Pillai

1M Followers



Nitibha Kaul

1M Followers



Gurdeep Mehndi

48.3K Followers



Avinash Gupta

9K Followers

Music Segment : Artist
Management



SAREGAMA TALENT

LAUNCHING THE STARS OF TOMORROW

Making Money from Artist Management



A. Pocket Aces - Clout

Clout, which is Pocket Aces' talent management division, exclusively manages 125+ influencers having a follower base of over 80M

- Clout discovers talent early across the industry and then nurtures them to grow, through personal brand-building, content, and distribution strategy based on insights developed from owned channels and as per the latest ongoing trends.
- Clout works on building brand partnerships for influencers, and Casting opportunities across Pocket Aces' owned short/ long format video channels along with opportunities from other production houses.
- **For these opportunities, Clout charges a commission which remains fixed for the exclusivity term.**



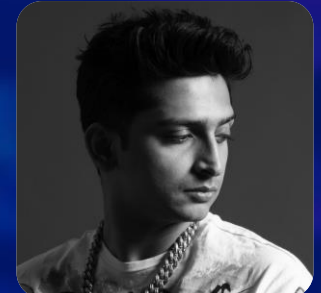
B. Saregama : Talent and Exclusive Artiste

In FY24 Company launched its newer vertical under Music Monetisation, Artiste Management.

Talent : The company discovers and grooms new and upcoming artistes, who are made popular through new IP releases and subsequently monetized by booking them for live events, weddings and brand endorsements. Saregama gets a share of all revenues generated by the artist for a negotiated period.

Exclusive Artiste: The company collaborates with known and established artistes on an exclusive basis for their live business monetisation. Company works on getting live events and shows for the artiste.

Saregama earns every time a fixed share of income when artiste perform in live events, corporate shows etc.



Music Segment : New Initiative



SINGER KOI BURA NAHI HOTA BAS SEEKHNE KI DER HAI

LEARN TO SING IN SUR WITH PADHANISA



Learn to Sing



Masterclass with Experts



Vocal Techniques

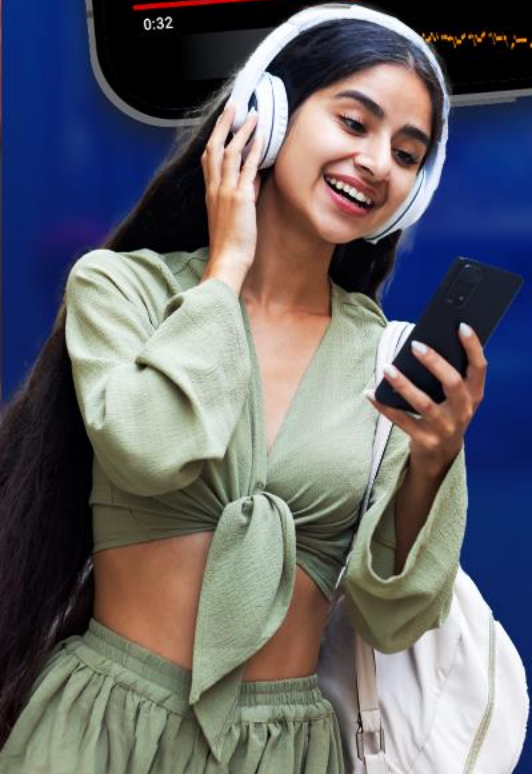


Tailor-made Sessions



PADHANISA

AI-Powered Personal Music Teacher



VIDEO SEGMENT

FILMS & SERIES, TV AND DIGITAL CONTENT

Video Segment : Films & Series

- Yoodlee Films is Saregama's production house focussed on creating content for theatrical releases and 3rd party digital platforms & TV
- Pocket Aces, through its studio Dice Media, creates premium web-series content for OTT platforms.
- **Company issues period-based licenses for its movies to these platforms for a fixed-fee**
- Focus on output deals to generate assured revenues up front but with the IP remaining with the Company
- **Symbiotic relationship with the Music business and talent management**



Anveshippin
Tovino Thomas



Warning 2
Gippy Grewal



Malaikottai Valiban
Mohanlal



Kasargold
Asif Ali



Aadhya Anand & Arjun
Deswal



Maanvi Gagroo &
Karan Wahi

Video Segment : Films & Series FY24 Releases



Kasargold
(Malayalam)
Release: Sep, 2023

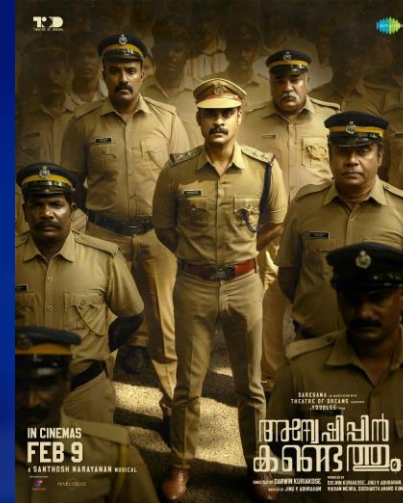
NETFLIX



Malaikottai Vaaliban
(Malayalam)
Release: Jan, 2024



Warning 2
(Punjabi)
Release: Feb, 2024



Anweshippin Kandethum
(Malayalam)
Release: Feb, 2024

NETFLIX



Crushed Season 4
(Hindi)
Release: Feb, 2024



Chote Nawab (Hindi)
Release: Feb, 2024

Video : Films & Series Upcoming Releases



**Shinda Shinda No Papa
(Punjabi)**



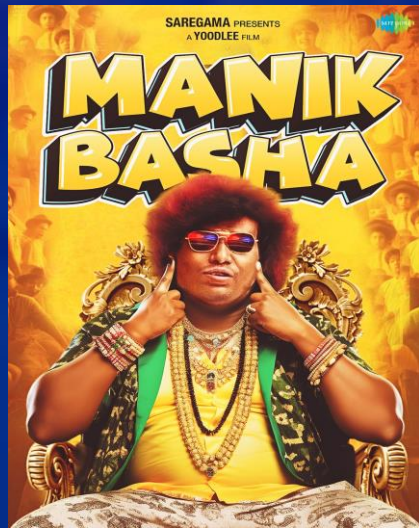
**Ni Main Sass Kuttni 2
(Punjabi)**



Bazooka (Malayalam)



Nunakuzhi (Malayalam)



Manik Basha (Tamil)



Agra (Hindi)

Video Segment : TV Serials

- Saregama is leading TV series content producer for Southern channels. *In the past, it also produced shows for Hindi GECs, but due to IP ownership, it decided to focus on business where the company can retain the IP.* It now produces TV content in South Indian languages
- **Saregama has created approximately 6k+ hours of content for Sun TV over the last 20 years**
- The IP of all these serials is owned by Saregama
- Saregama is already monetising the serials on Youtube and Facebook and plans to do the same on other video platforms too
- The revenue stream is through sale of commercial time (advertising slot). The Company also monetises these serials on digital platforms like YouTube and Facebook.
- Company also make money from existing IP through language remakes, new platform licensing and syndication.
- **Our South TV YouTube channel garnered 3.8 Bn views in FY24**



Anbe Vaa – 1000+
Episodes



Ilakkiya – 450+
Episodes



Iniya – 420+
Episodes



Tujhi Majhi Jamali Jodi – 110+
Episodes

Video Segment : D2C Channels

- Pocket Aces creates and publishes content through its owned distribution channels on YouTube, Facebook, Instagram, and Snapchat.
- **Pocket Aces primarily owns 5 channels FilterCopy, Nutshell, Dice Media, Gobble & Pocket Change, which boasts a total follower base of over 40M**
- Advertising Revenue is earned from brands that are part of the video content. We provide our creative solutions to brands within our produced content and ensure they receive maximum ROI on their marketing objective.
- Ad Share Revenue is earned from Social Media Platforms such as YouTube, Facebook, and Snapchat.
- Revenue earned from syndicating published content on 3rd party platforms.



FINANCIALS

Financial Summary

Particulars (INR Mn)	FY24	FY23*	Y-o-Y Growth	FY22
Revenue from Operations (A)	8,030	7,366	9%	5,806
Total Expenses (B)	5,001	4,654	7%	3,576
Adjusted EBIDTA (C= A-B)	3,029	2,712	12%	2,230
<i>Adjusted EBIDTA Margin (%)</i>	38%	37%		38%
Content Charge (D)	864	679	27%	463
Depreciation (F)	62	31	100%	27
Finance Cost (G)	32	57	(44)%	45
Other Income (H)	637	536	19%	349
PBT (E-F-G+H)	2,708	2,481	9%	2,044
Tax	732	630	16%	518
PAT	1,976	1,851	7%	1,526
<i>PAT Margin (%)</i>	25%	25%		26%
Diluted EPS (Face value Re.1)	10.27	9.63		8.42

Content Charge include the following charges related to the new content during the year:

- 1) Amount amortised in case of Royalty based deals
- 2) Amount amortised against the one-time fee paid in case of Outright purchase-based deals
- 3) Marketing of new content
- 4) Content charge does not include royalty paid post-Minimum Guarantee amount recouped

* Numbers are restated post impact of demerger

Historical Consolidated Balance Sheet

Equity and Liabilities (INR Mn)	FY24	FY23*	FY22
Shareholders Fund			
(a) Equity Share Capital	193	193	193
(b) Other Equity	14,498	13,228	13,584
Equity Attributable to Owners of the Company	14,691	13,421	13,777
Non Controlling Interest	35	34	32
Non Current Liabilities			
(a) Financial Liabilities			
(i) Lease liabilities	23	1	7
(ii) Other financial liabilities	2,090	-	-
(b) Provisions	57	42	42
(c) Deferred tax liabilities (Net)	474	464	562
Current Liabilities			
(a) Financial Liabilities			
(i) Borrowing	17	-	-
(i) Lease Liabilities	15	6	6
(ii) Trade Payables	933	702	645
(iii) Other Financial Liabilities	610	565	431
(b) Other Current Liabilities	655	876	466
(c) Provisions	650	921	910
(e) Current Tax Liabilities (net)	88	9	1
Total	20,338	17,041	16,879

Assets (INR Mn)	FY24	FY23*	FY22
Non Current Fixed Assets			
(a) Property, Plant and Equipment	2,238	2,207	2,141
(b) Right to use assets	34	7	13
(c) Investment Properties	21	21	22
(d) Intangible assets	5,130	1,143	602
(e) Intangible Assets under development	55	40	17
(f) Financial Assets			
(i) Investments	-	-	1,453
(ii) Other Financial Assets	172	530	20
(g) Other Non Current Assets	468	573	292
Current Assets			
(a) Inventories	2,393	1,643	1,054
(b) Financial Assets			
(i) Investment in Mutual Fund	1,177	2,388	5,308
(ii) Trade Receivables	1,587	1,480	1,078
(iii) Cash and cash equivalents	569	167	1,527
(iv) Bank Balances other than (iii) above	4,852	4,916	1,710
(v) Loans	221	262	228
(vi) Other Financial Assets	31	219	79
(c) Current Tax Assets (Net)	275	301	257
(d) Other Current Assets	1,115	1,144	1,078
Total	20,338	17,041	16,879

* FY23 numbers are restated post impact of demerger

Consolidated Cash Flow Statement

Particulars (INR Mn)	FY24		FY23 #		FY22
Pre-Tax Profit	2,708		2,481		2,044
Change in other operating activities (including non-cash Items)	(400)		(432)		(139)
Change in Working capital	(139)		116		383
Taxes Paid (net of refund)	(514)		(669)		(572)
Net cash generated from Operating Activities (A)		1,655		1,496	1,716
Spent on New Content @	(1,551)		(1,481)		(1475)
Investment in equity shares of subsidiary	(1,662)		-		-
Redemption/ (Investment) in Fixed Deposits with maturity > 3m	761		(3709)		(718)
Redemption/(Investment) in Mutual Fund	1,422		3,120		(4,995)
Net cash generated from / (used in) other Investing activities	474		27		113
Net cash used in Investing Activities (B)		(556)		(2,043)	(7,075)
Net cash (used in) / generated from Treasury Shares	(22)		(161)		33
Proceeds/(Repayment) of Short-term Borrowing	(14)		-		-
Proceeds from Issue of Share Capital	-		-		7,332
Repayment of Lease Liability	(11)		(6)		(4)
Dividend and taxes thereon paid	(771)		(578)		(577)
Interest Paid	(31)		(7)		(11)
Net cash generated from/(used in) Financing Activities (C)		(849)		(752)	6,773
Net Inc./(Dec.) in Cash and Cash Equivalent		250		(1,299)	1,414
Cash and Cash Equivalents at the beginning of the period		167		1,527	111
Add: Acquisition through business combination		149		-	-
Less: Transferred pursuant to the scheme of arrangement		-		(77)	-
Effect of Translation of foreign currency cash and cash equivalents		3		16	2
Cash and Cash Equivalents at End of the period *		569		167	1,527

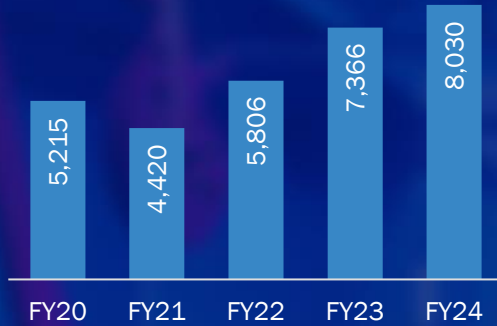
* Exclude Investment in Bank FD with maturity more than 3 months and Investment in Mutual Funds INR 6.023 Mn in FY24, INR 7,802Mn in FY23 and INR 7,013Mn in FY22

@ Represents amount invested in acquiring/producing Music and Film IPs

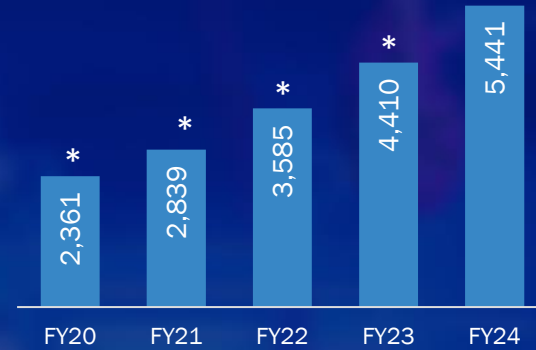
FY23 numbers are restated post impact of demerger

FINANCIAL CHARTS (CONSOLIDATED)

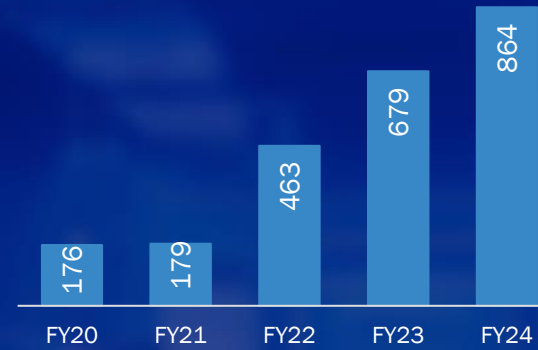
**Revenue from Operations
(Turnover) (INR Mn)**



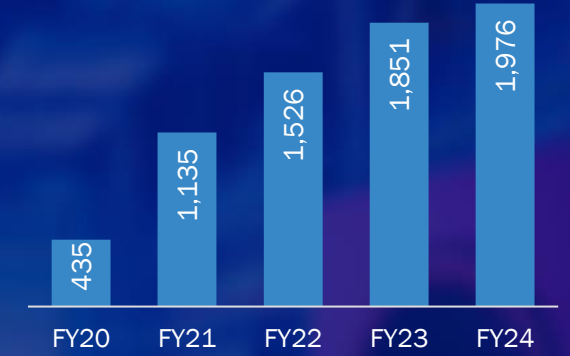
**Music Licensing Revenue
(INR Mn)**



Content Charge (INR Mn)

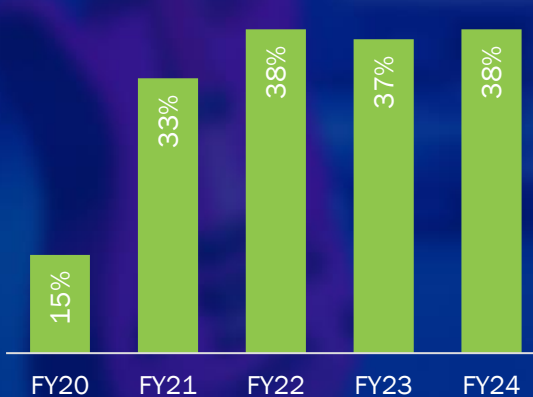


PAT (INR Mn)

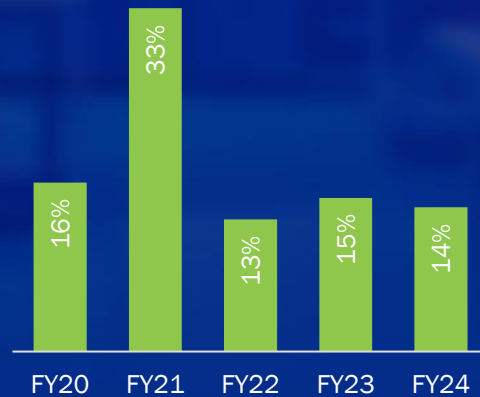


* One time income of INR 84Mn in FY23, INR 97Mn in FY22, INR 155Mn in FY21 and INR 21Mn (FY20) are excluded

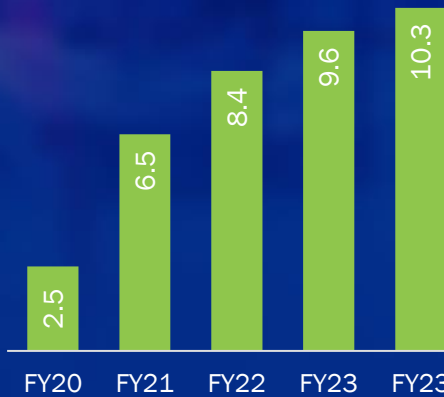
**Adjusted EBIDTA Margin
(%)**



**Return on Equity (ROE)
(%)***



Diluted EPS (INR)



**Dividend per Share
(INR)**



Debt to Equity Ratio



- ROE = PAT / Shareholders Equity
- Shareholders Equity = Equity share capital and free reserves
- Since FY22 INR 7500 Mn of fresh fund raise through QIP added to Shareholders Equity

Previous Years EPS has been restated basis face value of Re.1 per share

All FY23 numbers are restated, as applicable, post impact of demerger

Disclaimer

Saregama India Ltd. Disclaimer:

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A person in a striped shirt is seen from behind, holding a mace high in the air. They are addressing a large crowd of people. The entire image is overlaid with a blue tint and a pattern of concentric white circles. The text "THANK YOU" is centered in white, bold, uppercase letters.

THANK YOU