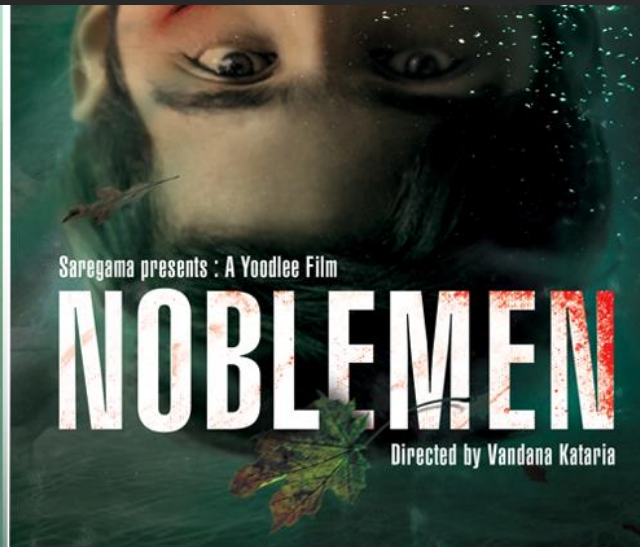


SAREGAMA INDIA LIMITED

Q1 / FY20 EARNINGS PRESENTATION





2 NATIONAL FILM AWARDS



SAREGAMA PRESENTS A YOODLEE FILM

HAMID

DIRECTED BY AIJAZ KHAN

Snapshot



India's oldest music label and youngest film production house



High Dividend Yield and a Zero Debt Company



Strong and professional management team with experienced stalwarts from the entertainment industry



Owning Intellectual Property (IP) rights for more than 120,000 songs, 5800+ hours of television serials and 25 movies



India's first song was recorded in 1902 under the company's erstwhile label - HMV



Digital licensing agreements across global OTT platforms, TV channels, radio stations, telcos



Revolutionary product Carvaan: Digital Music Player with 5000 preloaded songs, easy UI and high quality speakers



Leading producer in terms of number of hours of content produced for Tamil television serials



Producing digital thematic films targeted at the youth segment

Strategic Overview

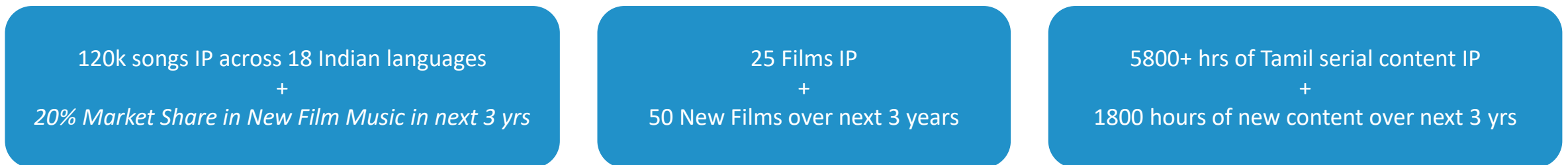


Content Consumption thru Legal means Going Up

- Indians spent 30% of their phone time on entertainment
- 325M people viewed video online in 2018 growing @25%
- Avg. data consumption went from 4 to 8 GB/pm

Greater Monetisation opportunities for Premium Content IP Owners

Advantage Saregama



Strategic Overview

Saregama's long term strategy : To be a Pure Play Content Company capitalising on the global data driven entertainment boom
Diversified monetisation of Existing IP to fund IP Creation for Future

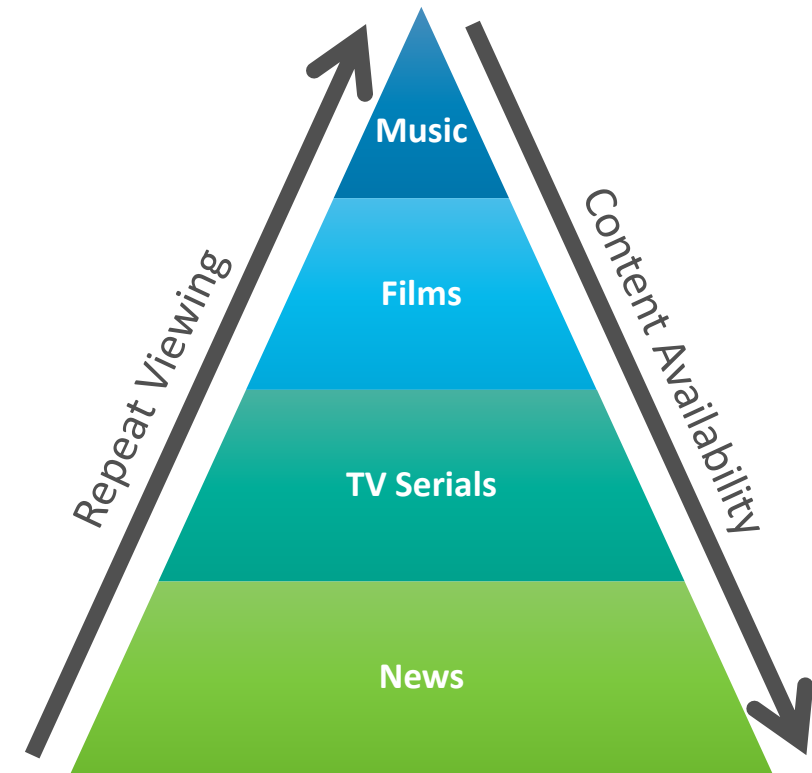
IP Monetisation

Higher monetisation of existing content through:

- 1 Greater presence on 3rd party digital and TV platforms globally
- 2 launch of Saregama branded physical products with embedded music

IP Creation

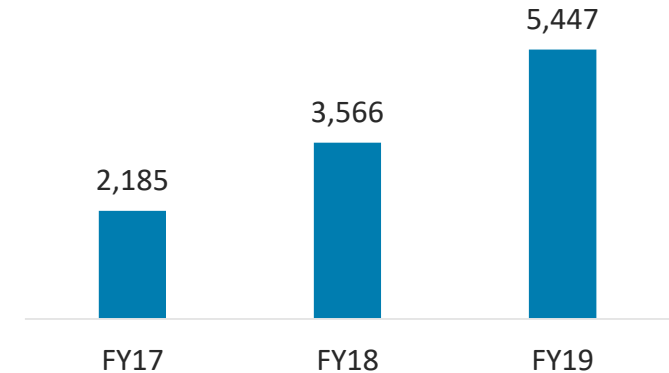
- 1 New film music acquisition across Hindi, Tamil, Marathi and other languages
- 2 Production of thematic films / series targeted at youth consuming on digital platforms
- 3 TV programs in South Indian languages



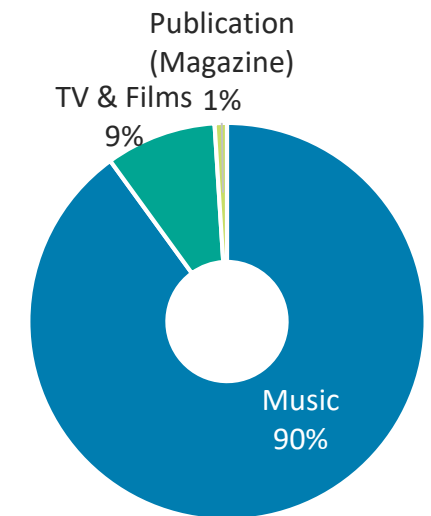
Company Overview

- Saregama India Ltd., an RP Sanjiv Goenka Group Company, is India's oldest music label, youngest film studio and a multi-language TV content producer. Over the years, the Company has expanded its business from audio to home video, publishing, digital, events, films production and distribution and audio visuals.
- The Company has a music library of 1.2 lakh songs, covers 18 languages spread across eight music categories – Bollywood, regional films, ghazals, devotional classical, Indian pop and kids music.
- Since 2017, Saregama has been making headlines again owing to the launch of two unique initiatives, Saregama Carvaan and Yoodlee Films.
- Carvaan is a perfect blend of digital technology and a retro form factor with preloaded songs, in less than a year from its launch, it is now Saregama's flagship product.
 - Carvaan, Carvaan Premium, Carvaan Gold and Carvaan mini are portable digital music players that come with features such as Bluetooth, USB, FM/AM and a collection of in-built songs.
 - Carvaan Go is personal digital audio player comes with features like 3.5mm audio jack, Bluetooth, Support for micro SD card, FM/AM and playlist designed for every genre, Legendary artist and nightmode Speaker.
 - Carvaan 2.0 is blend of Carvaan +Wi-Fi podcast along with standard carvaan features daily updated 150+ Wi-Fi based audio stations are available.
- Yoodlee Films, Saregama's film production arm is positions as writers studio. The films produced by the studio are driven by the powerful stories targeted at young audiences across the words who primarily consume content on personal devices
- 5,800+ hours of Tamil serial programming telecast on Sun TV and features in top 3 slots of afternoon prime time.

Consolidated Revenues
(In INR Mn)



Segmental Revenue Breakup
Consolidate FY19



Business Verticals

Saregama is the pioneer of the Indian music industry and has evolved into a premier diversified content player with Intellectual property rights of songs, TV serials, movies having presence across platforms like television, radio, digital, telecom, etc.

Business Verticals



Music Segment

FY19 Revenue Share

90%

- Includes intellectual property monetisation of music content.
- The Company owns global and perpetual rights for over 120,000 songs.
- The revenue is driven from various B2B partners like streaming online platforms, radio, television, caller ring tone, Youtube, brand advertisements, films, etc.
- The Company launched its revolutionary product 'Carvaan' in 2017, an innovative audio player with preloaded songs and other features like USB and FM radio which has been highly acclaimed and has taken the market by storm.



TV & Films Segment

FY19 Revenue Share

9%

- This segment has leadership in Tamil Sun Network channels and has been producing content for Sun TV for last 18 years and broadcast 3-4 serials on Sun TV at any given time
- Company owns rights to 5,800+ hours of Tamil Series
- Yoodlee Films is the production division which focuses on thematic digital films in all languages with tightly controlled budgets



Publications Segment

FY19 Revenue Share

1%

- This segment includes the publication of "Open" Magazine and a weekly current affairs and features magazine.
- "Open" has sustained circulation and ad revenues with an association of premium brands including Audi, Omega, Volkswagen, Toyota, Honda, Samsung, Airtel, IBM, HP, TAJ, ITC, Skoda, etc.

The image features a hand in the foreground pointing at a document with various financial charts, including pie charts and bar graphs. A tablet is visible to the right. The background shows a person in a suit standing near a laptop. The entire scene is overlaid with a semi-transparent dark green banner containing the text "Financial Highlights".

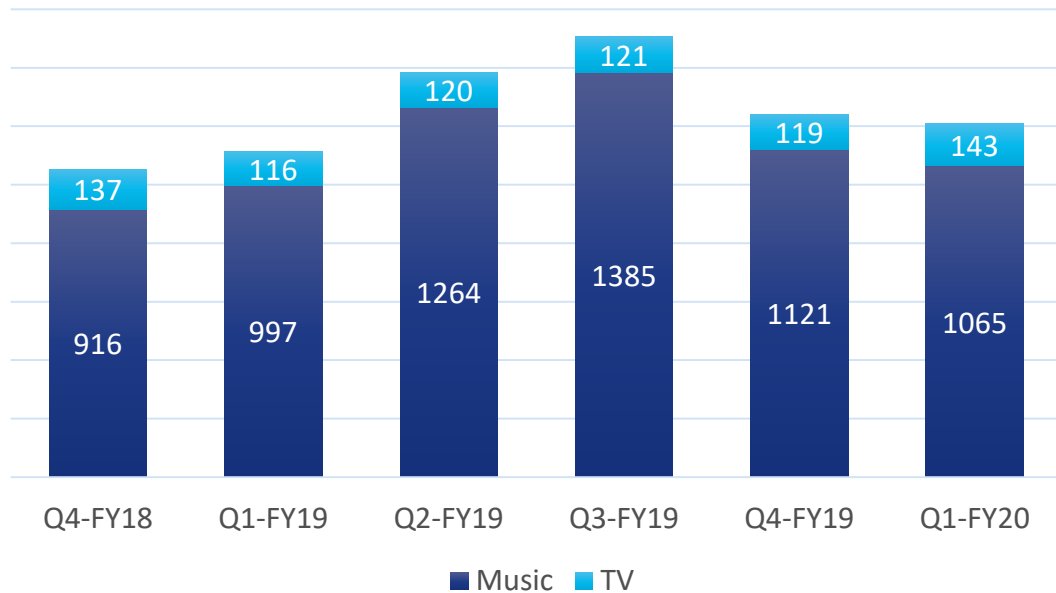
Financial Highlights

Quarterly Financial Summary-Standalone

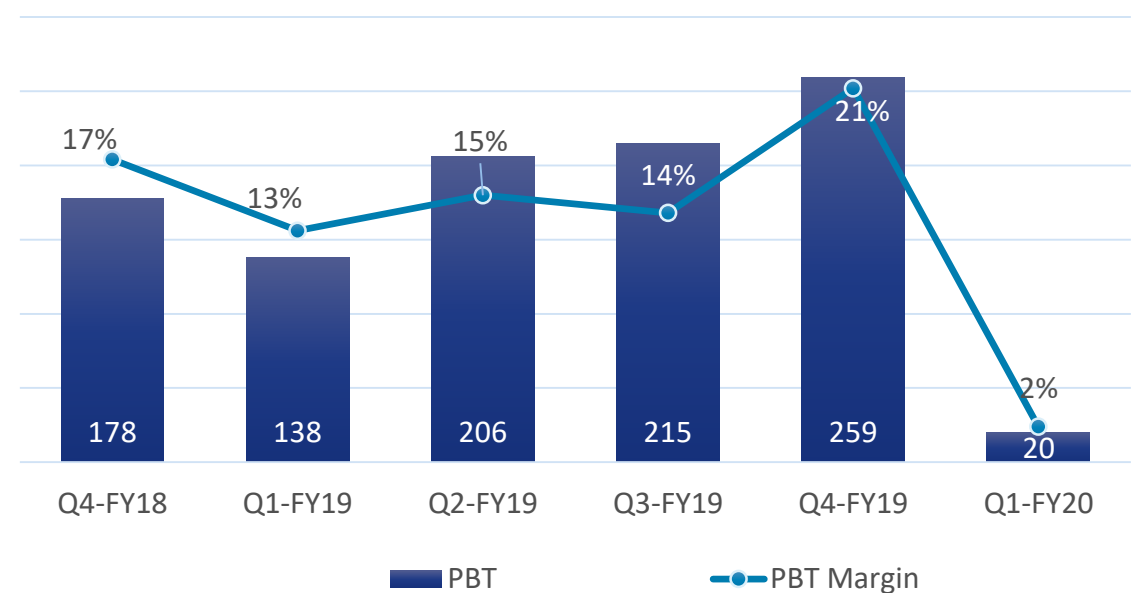


Particulars (INR Mn)	Q1-FY20	Q4-FY19	Q-o-Q Growth	Q1-FY19	Y-o-Y
Revenues					
• Music	1065	1121	-5%	997	7%
• TV & Films	143	119	20%	116	23%
Total Revenue from Operation	1208	1240	-3%	1113	9%
PBT	20	259	-92%	138	-86%
PAT	5	161	-97%	86	-94%

Revenue (INR Mn)



PBT (INR Mn) & PBT Margin



Financial Performance- Standalone Quarterly



Particulars (INR Mn)	Q1-FY20	Q4-FY19	Q-o-Q Growth	Q1-FY19	Y-o-Y Growth
Revenue from Operations	1208	1,240	-3%	1,113	9%
Other Income#	32	119	-73%	431	-93%
Total Revenue	1240	1,359	-9%	1,544	-20%
Total Expenses	1190	1077	10%	1382	-14%
EBITDA	50	282	-82%	162	-69%
<i>EBITDA Margin (%)</i>	<i>4%</i>	<i>23%</i>		<i>15%</i>	
Depreciation	11	4	175%	9	22%
Finance Cost	19	19	0%	15	27%
PBT	20	259	-92%	138	-86%
Tax	15	98		52	
PAT	5	161	-97%	86	-94%
<i>PAT Margin (%)</i>	<i>1%</i>	<i>13%</i>		<i>5%</i>	
Comprehensive Income	-5	96		-59	
Total Profit including Comprehensive Income(Net of tax)	-0.4	257		27	
Diluted EPS	0.29	9.24	-97%	4.93	-94%

In Q1 FY19 Other Income includes Rs.340 Mn estimated Insurance claim receivable & Total Expense includes Rs. 376 Mn towards cost of damaged stocks because of fire in the warehouse.

Financial Performance- Consolidated Quarterly



Particulars (INR Mn)	Q1-FY20	Q4-FY19	Q-o-Q Growth	Q1-FY19	Y-o-Y Growth
Music	1102	1127	-2%	1036	6%
TV & Films	143	119	20%	116	23%
Publication	14	21	-33%	15	-7%
Revenue from Operations	1259	1267	-1%	1167	8%
Other Income#	22	124	-82%	420	-95%
Total Revenue	1281	1391	-8%	1587	-19%
Total Expenses	1248	1104	13%	1424	-12%
EBITDA	33	287	-89%	163	-80%
<i>EBITDA Margin (%)</i>	3%	23%		14%	
Depreciation	12	5	140%	10	20%
Finance Cost	19	19	0%	15	27%
PBT	2	263	-99%	138	-99%
Tax	14	98	-86%	52	-73%
PAT	-12	165		86	
Diluted EPS	-0.74	9.72		4.95	

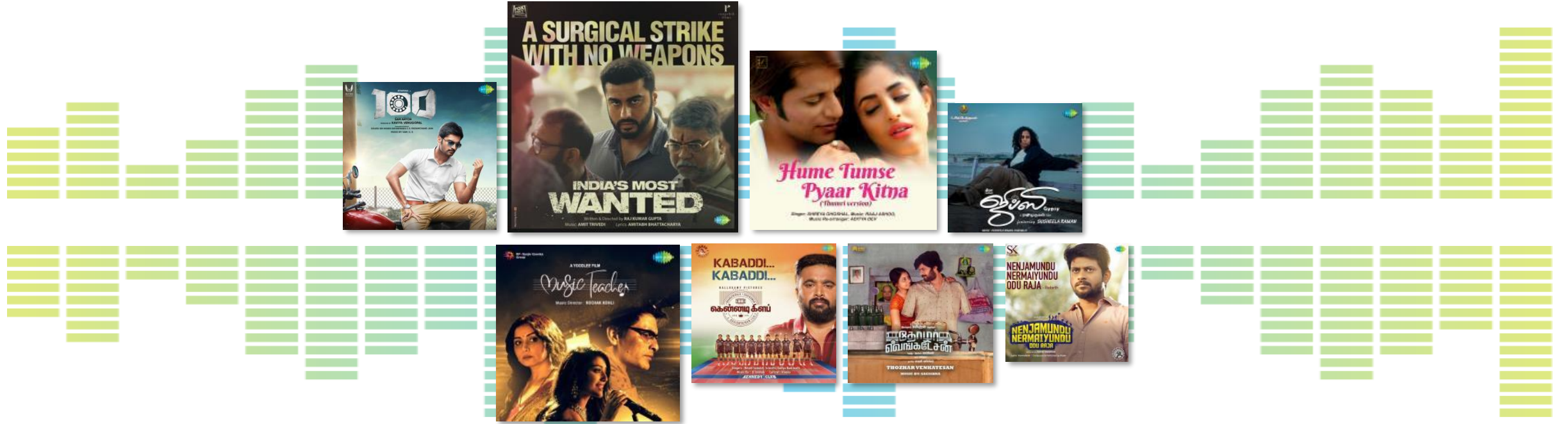
In Q1 FY19 Other Income includes Rs.340 Mn estimated Insurance claim receivable & Total Expense includes Rs. 376 Mn towards cost of damaged stocks because of fire in the warehouse

A close-up photograph of a hand on a steering wheel, overlaid with a semi-transparent green filter. The hand is wearing a watch and a ring. The steering wheel has a decorative, embossed pattern. The text "Operational Highlights" is centered in a white font on a dark green horizontal band.

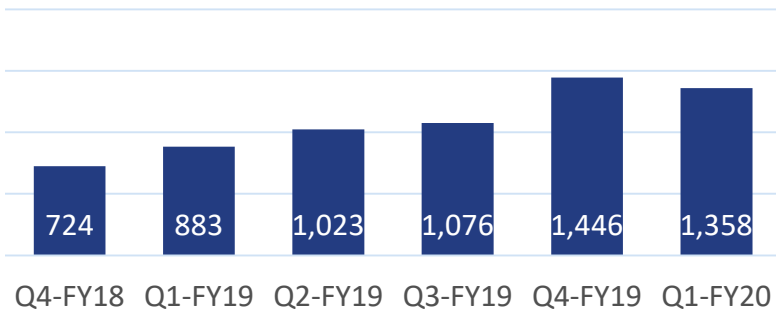
Operational Highlights

Music Segment Operational Highlights

New content investment steadily going up. Saregama invested Rs.56 Mn in FY18 and Rs.324 Mn in FY19 in new music rights acquisition

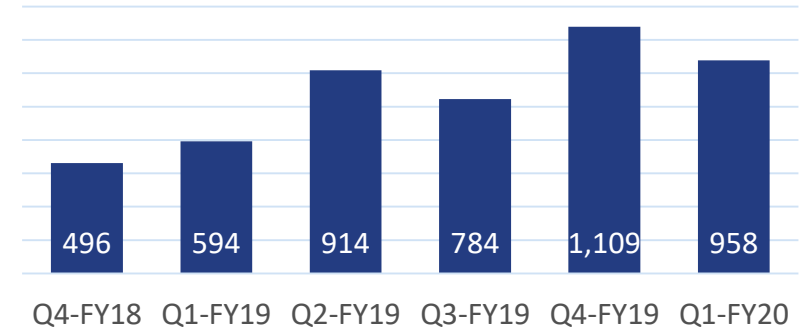


OTT Streams (Mn) per Quarter



Nos. till Q4 are Actualised and Q1 Nos. included estimated Nos.

YouTube Views (Mn) per Month



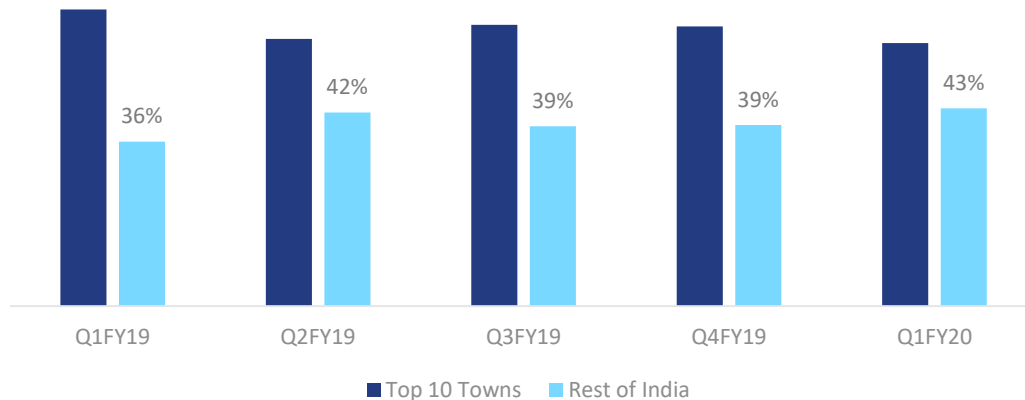
Views count is from 25 Channel owned by Saregama

Music Segment Operational Highlights

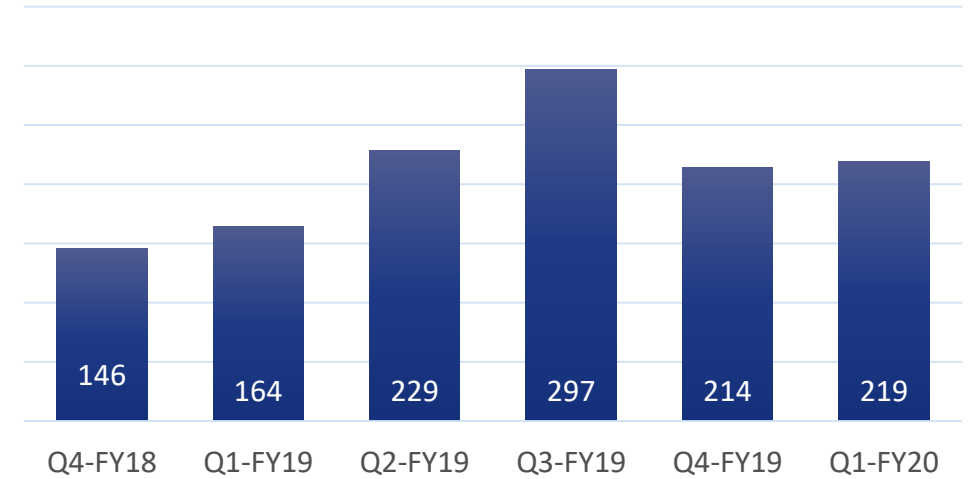


- Sales kept steady inspite of falling store footfalls
- Focus on increasing mid to small towns penetration
 - Awareness creation
 - Distribution network expansion
 - Manpower
- Two new variant launched
 - Go helps reduce the entry price
 - Carvaan 2.0 helps widen the product appeal by offering non-music content targeted at different age groups

Sales Share in Top 10 Towns vs Smaller Towns



Carvaan Sales (units '000s)



2.2K new billing dealers added in Q4 total 24.7K dealers

Gross margin for Carvaan is 25% in Q1 of FY-20.

Future Outlook:

Carvaan Karaoke to be launched this festival season

Annual Estimates for FY 20: 1200K units

Films & TV Segment Operational Highlights

Film Business

Hamid:

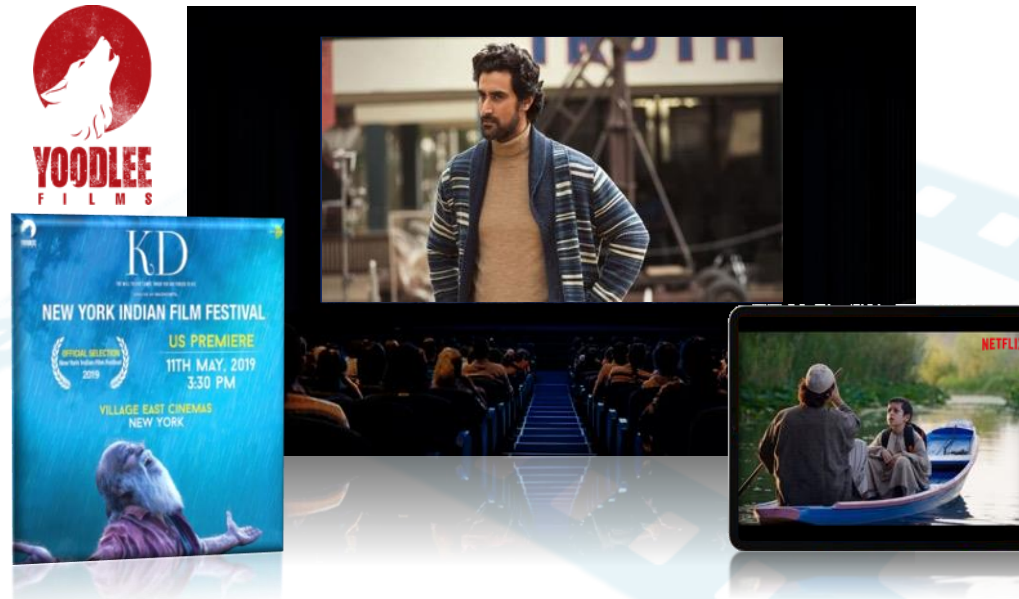
- Released on Netflix and is trending
- 2 National Film Awards

Noblemen

- Limited release in theatres. Rave reviews. Licensed to Netflix

KD

- New York Indian Film Festival
- Ottawa Indian Film Festival



Future Outlook

- 12 movie output deal with leading Indian broadcaster/ Digital platform.
- Another deal on the cards

Future Outlook:

Q1-FY20 Operational Highlights:

- Roja running successfully in three languages in Sun TV (Tamil), Gemini TV (Telugu) and Udaya TV (Kannada)
- Revenue pressure continues
- Monetisation of our popular Shows on our YT Channel.



Future Outlook

- Next 2 quarters should be better due to festival related increased advertising spends

The background features a teal and green color scheme with various financial data visualizations. At the top, there is a bar chart with a prominent bar labeled '12195.37'. Below this, a dark horizontal band contains the title 'Financial Overview' in white text. The lower portion of the image shows a complex overlay of white and light blue lines, including a line graph and a bar chart, set against a grid and faint background elements like a person in a suit and a hand holding a pen.

Financial Overview

Standalone Income Statement



Particulars (INR Mn)	FY19	FY18	FY17
Revenue from Operations	5,244	3,456	2,081
Other Income#	595	142	159
Total Revenue	5,839	3,598	2,240
Total Expenses	4,920	3,115	2,003
EBITDA	919	483	237
EBITDA Margin (%)	18%	14%	11%
Depreciation	30	38	41
Finance Cost	66	34	23
PBT	823	411	173
Tax	304	106	73
PAT	519	305	100
PAT Margins	9%	8%	5%
Other Comprehensive Income	-16	136	1,301
Total Comprehensive Income (After Tax)	503	441	1,401
Diluted EPS (INR)	29.8	17.5	5.7

In FY2018-19 other income includes Rs. 322 MN estimated Insurance claim receivable & Total Expense includes Rs. 376Mn towards cost of damaged stocks because of fire in the warehouse.

Standalone Balance Sheet

Equity and Liabilities (INR Mn)	FY19	FY18	FY17
Shareholders Fund			
(a) Equity Share Capital	174	174	174
(b) Other Equity	4087	3,647	3,236
Net worth	4261	3,821	3,410
Non Current Liabilities			
(a) Employee Benefit Obligations	25	21	19
(b) Deferred tax liabilities (Net)	557	456	424
Current Liabilities			
(a) Financial Liabilities			
(i) Borrowings	608	129	-
(ii) Trade Payables	526	386	371
(iii) Other Financial Liabilities	411	347	115
(b) Other Current Liabilities	166	116	68
(c) Provisions	356	359	262
(d) Employee Benefit Obligation	8	7	16
Total	6,918	5,642	4,685

Assets (INR Mn)	FY19	FY18	FY17
Non Current Fixed Assets			
(a) Property, Plant and Equipment	2056	1,881	1,893
(b) Investment Properties	24	24	25
(c) Intangible assets	69	61	62
(d) Investments in subsidiaries and Joint Venture	158	155	155
(e) Financial Assets			
(i) Investments	1,212	1,234	1,076
(ii) Loans	46	34	42
(iii) Other Financial Assets	-	-	-
(f) Other Non Current Assets	15	112	19
Current Assets			
(a) Inventories	924	473	99
(b) Financial Assets			
(i) Trade Receivables	1129	781	556
(ii) Cash and cash equivalents	15	64	156
(iii) Bank Balances other	18	16	1
(iv) Loans	13	5	28
(v) Other Financial Assets	1	1	1
(c) Current Tax Assets (Net)	336	414	413
(d) Other Current Assets	902	387	159
Total	6,918	5,642	4,685

Consolidated Income Statement



Particulars (INR Mn)	FY19	FY18	FY17
Revenue from Operations	5447	3,566	2,185
Other Income #	564	102	133
Total Revenue	6,011	3,668	2,318
Total Expenses	5,065	3,203	2,090
EBITDA	946	465	228
EBITDA Margin (%)	17%	13%	10%
Depreciation	33	42	44
Finance Cost	66	34	24
PBT	847	389	160
Tax	304	106	73
PAT	543	283	87
PAT Margins	9%	8%	4%
Other Comprehensive Income	-13	164	1,402
Total Comprehensive Income (After Tax)	530	447	1,489
Diluted EPS (INR)	31.2	16.2	4.9

In FY2018-19 other income includes Rs. 322 Mn estimated Insurance claim receivable & Total Expense includes Rs. 376Mn towards cost of damaged stocks because of fire in the warehouse.

Consolidated Balance Sheet

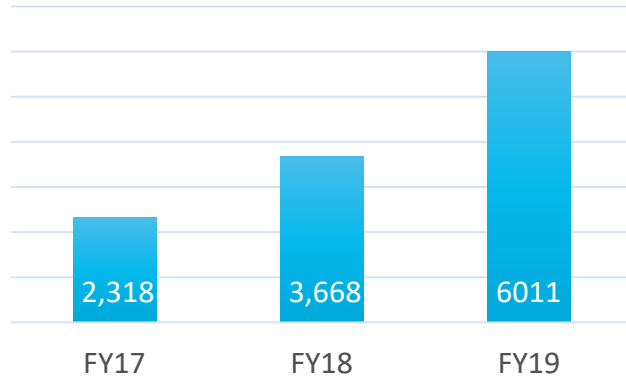


Equity and Liabilities (INR Mn)	FY19	FY18	FY17
Shareholders Fund			
(a) Equity Share Capital	174	174	174
(b) Other Equity	4107	3,643	3,223
Net worth	4281	3817	3397
(c) Non Controlling Interest	26	23	25
Non Current Liabilities			
(a) Employee Benefit Obligations	28	24	22
(b) Deferred tax liabilities (Net)	581	479	444
Current Liabilities			
(a) Financial Liabilities			
(i) Borrowings	638	159	30
(ii) Trade Payables	564	404	384
(iii) Other Financial Liabilities	421	359	125
(b) Other Current Liabilities	183	149	91
(c) Provisions	357	361	263
(d) Employee Benefit Obligation	9	8	16
Total	7,088	5783	4,797

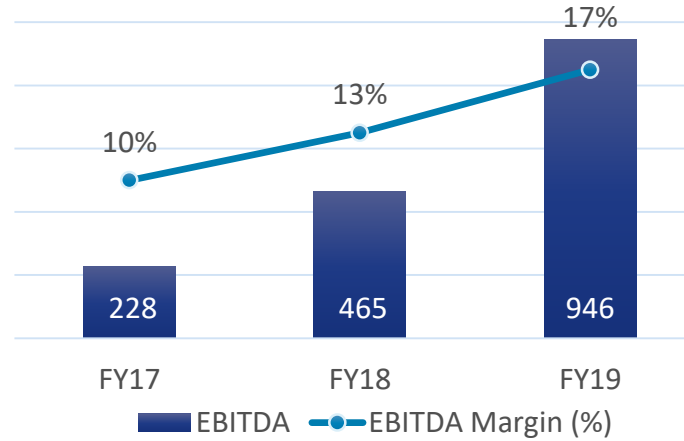
Assets (INR Mn)	FY19	FY18	FY17
Non Current Fixed Assets			
(a) Property, Plant and Equipment	2057	1884	1897
(b) Investment Properties	24	24	25
(c) Intangible assets	71	65	67
(d) Investments in subsidiaries and Joint Venture	-	-	-
(e) Financial Assets			
(i) Investments	1483	1510	1316
(ii) Loans	49	40	47
(iii) Other Financial Assets	-	-	-
(f) Other Non Current Assets	16	112	20
Current Assets			
(a) Inventories	963	493	103
(b) Financial Assets			
(i) Trade Receivables	1098	730	523
(ii) Cash and cash equivalents	50	92	190
(iii) Bank Balances other	18	16	1
(iv) Loans	2	2	27
(v) Other Financial Assets	0	0	-
(c) Current Tax Assets (Net)	349	423	419
(d) Other Current Assets	908	392	162
Total	7,088	5783	4,797

Financial Charts (Consolidated)

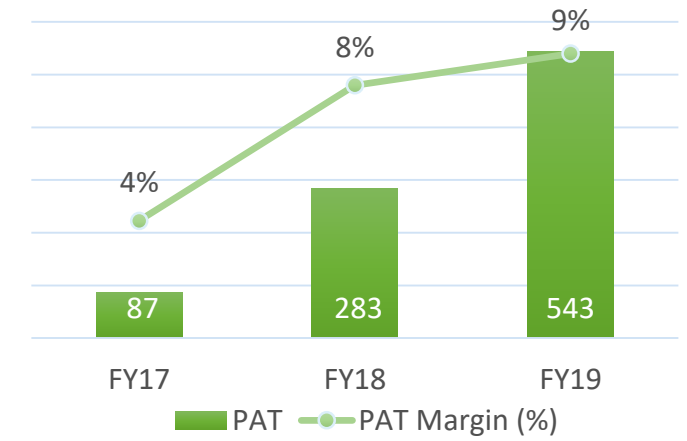
Total Revenue (INR Mn)



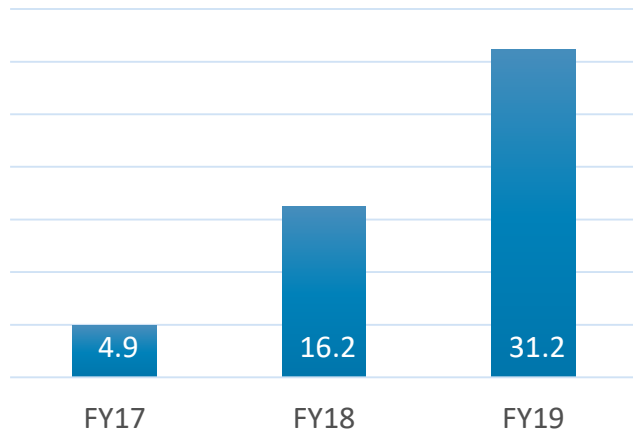
EBITDA and EBITDA Margin (%)



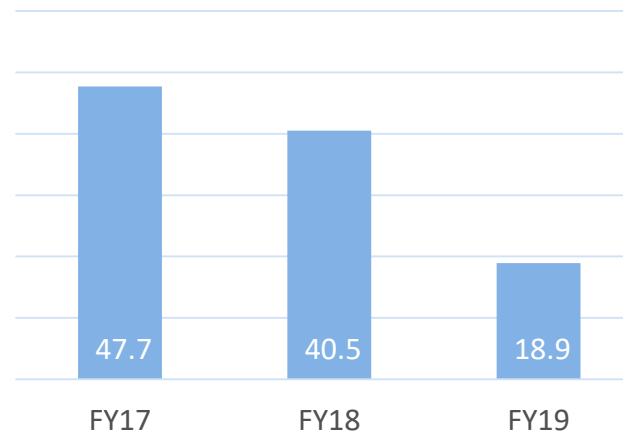
PAT and PAT Margin (%)



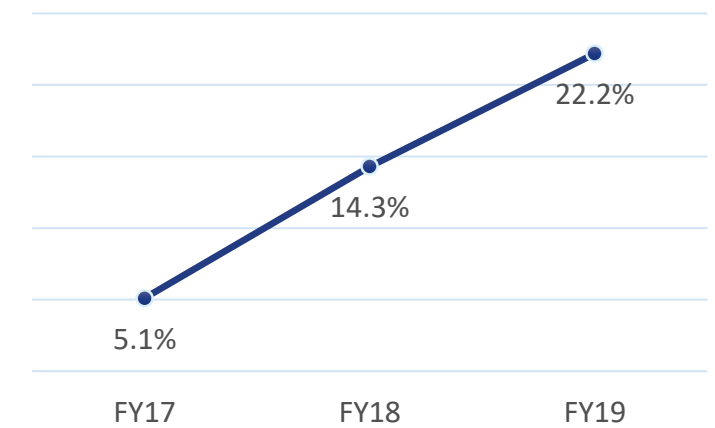
Diluted EPS (INR)



PE Ratio

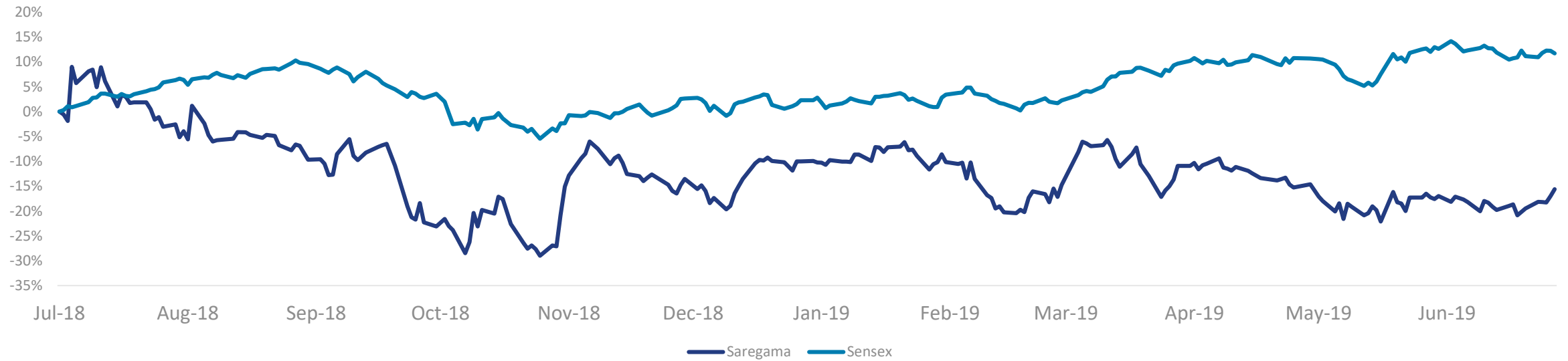


ROCE%*



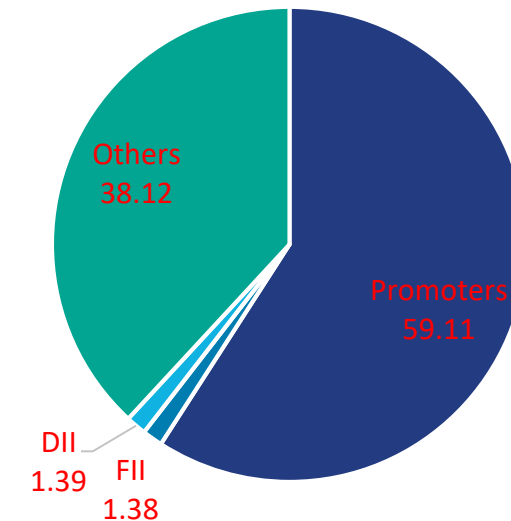
*Capital Employed = share capita. security premium & free reserves

Capital Market Data



Price Data (As of 30 th June, 2019)		INR
Face Value		10
Market Price		576.0
52 Week H/L		755.0/461.5
Market Cap (INR Mn)		9,744
Equity Shares Outstanding (Mn)		174
1 Year Avg. Trading Volume ('000)		39.9

Shareholding Pattern as on 30th June, 2019



Disclaimer

Saregama India Ltd. Disclaimer:

No representation or warranty, express or implied, is made as to, and no reliance should be placed on, the fairness, accuracy, completeness or correctness of the information or opinions contained in this presentation. Such information and opinions are in all events not current after the date of this presentation. Certain statements made in this presentation may not be based on historical information or facts and may be "forward looking statements" based on the currently held beliefs and assumptions of the management of Saregama India Ltd., which are expressed in good faith and in their opinion reasonable, including those relating to the Company's general business plans and strategy, its future financial condition and growth prospects and future developments in its industry and its competitive and regulatory environment.

Forward-looking statements involve known and unknown risks, uncertainties and other factors, which may cause the actual results, financial condition, performance or achievements of the Company or industry results to differ materially from the results, financial condition, performance or achievements expressed or implied by such forward-looking statements, including future changes or developments in the Company's business, its competitive environment and political, economic, legal and social conditions. Further, past performance is not necessarily indicative of future results. Given these risks, uncertainties and other factors, viewers of this presentation are cautioned not to place undue reliance on these forward-looking statements. The Company disclaims any obligation to update these forward-looking statements to reflect future events or developments.

This presentation is for general information purposes only, without regard to any specific objectives, financial situations or informational needs of any particular person. This presentation does not constitute an offer or invitation to purchase or subscribe for any securities in any jurisdiction, including the United States. No part of it should form the basis of or be relied upon in connection with any investment decision or any contract or commitment to purchase or subscribe for any securities. None of our securities may be offered or sold in the United States, without registration under the U.S. Securities Act of 1933, as amended, or pursuant to an exemption from registration there from.

This presentation is confidential and may not be copied or disseminated, in whole or in part, and in any manner.



THANK YOU