

SAREGAMA ORIGINALS

# PAANI PAANI

BADSHAH AASTHA GILL  
FT. JACQUELINE FERNANDEZ



- India's **oldest Music Label and youngest Film Production** house

---

- Owns irreplaceable must-have Music IP (sound-recording and publishing rights) of **130k songs**, Films IP of **61 films** and **6k+ hours** of TV serials

---

- **Music** : Simple, Predictable Business with Formidable Entry Barriers. Primary revenue source is Streaming which is substantial, fast-growing, capital-light annuity business

---

- **Music**: Growing at **20%** for last 3 years. Expected to continue on the back of sustained New Content Investment

---

- **Films** : Licensing based business with focus on Regional Content

---

- **TV Series** : Leading Tamil content producer with long-term profitability track record

---

- **Carvaan** : A Differentiated and Premium Retail brand

---

- Limited Exposure to **External Environment** that we can't control

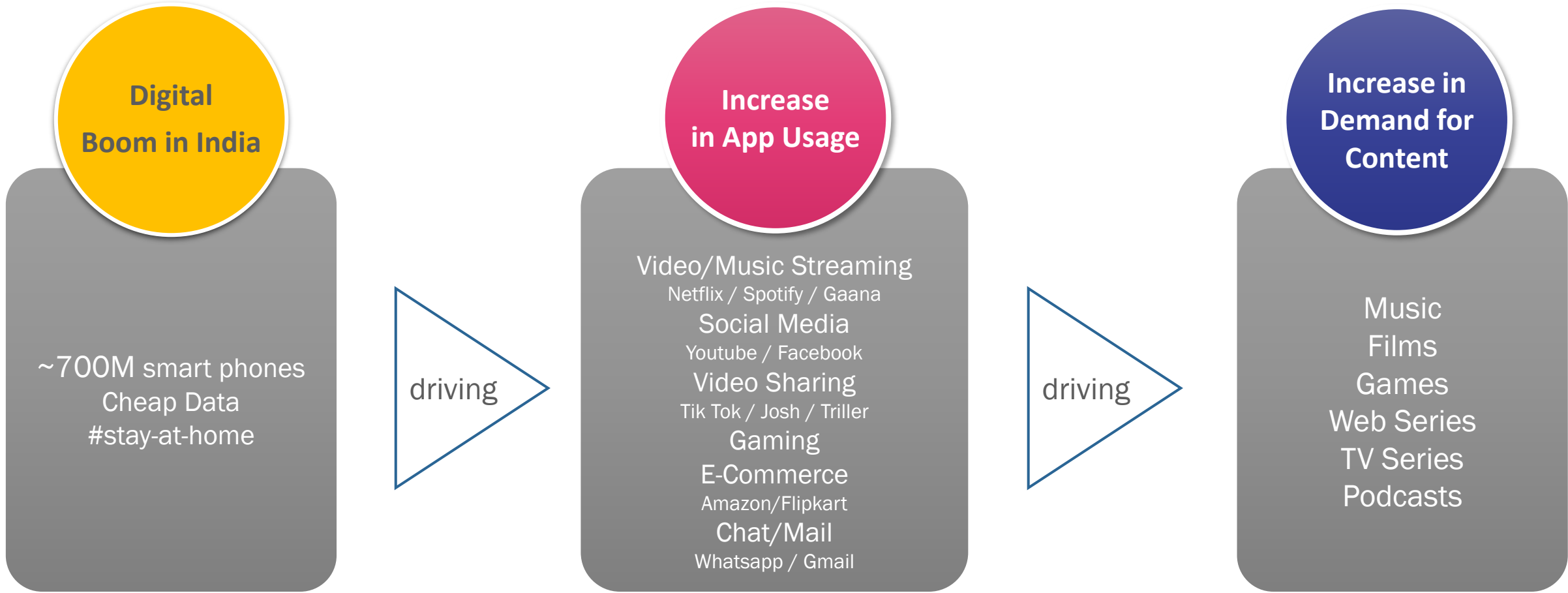
---

- Consistent Dividend paying **Zero Net Debt** Company

---

- Strong management team **with experienced professionals** from the entertainment industry

## DIGITISATION DRIVING GROWTH



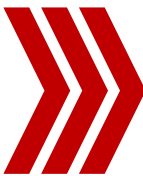
130k+ Songs | 61 Movies | 6k+ hrs of TV Series | Advantage **Saregama**

# Strategic Overview



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

## Monetisation of Existing IP

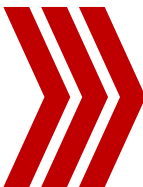


▶ Through licensing to EVERY 3rd party Digital (music, video, social) and TV platform



▶ Carvaan transitioning from being a Product with only one-time margin to a Platform with upfront margin and recurring advertising and subscription revenue

## Building of New IP



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



▶ Producing Thematic films, with Story as the only hero, targeted at youth. Revenue primarily from licensing to digital platforms. Scale allowing lower cost of production

IP Creation over next 3 years (through Internal Cash Flows)



**20-25% Market Share**  
in New Music

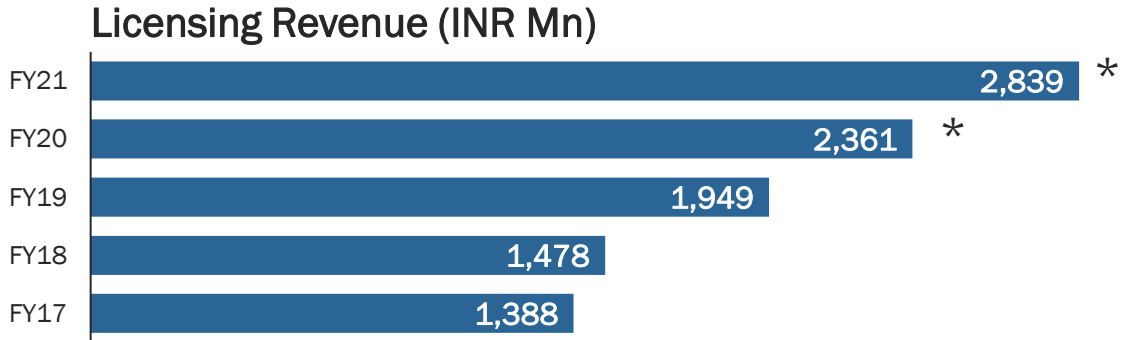


**50 New Films and**  
Web Series Episodes



**1200 - 1500 hrs**  
of new TV serials content

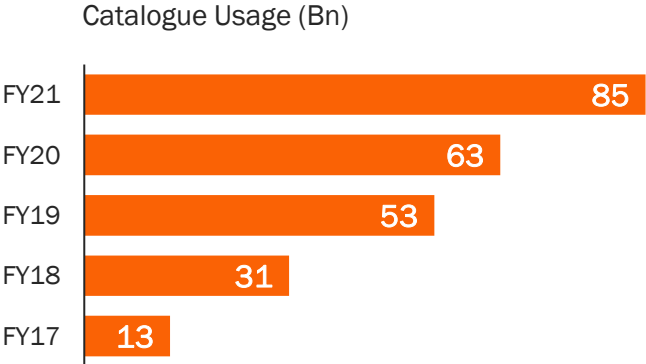
## Fast Growing Licensing Revenue



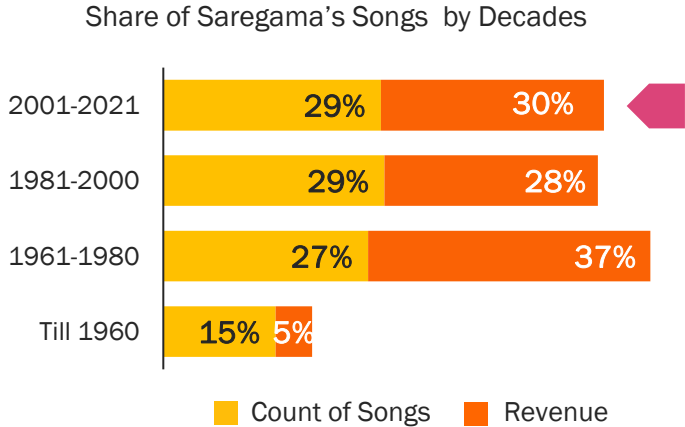
\* One time income of INR 155 Mn (FY21) and INR 21 Mn (FY20) are excluded

### On account of

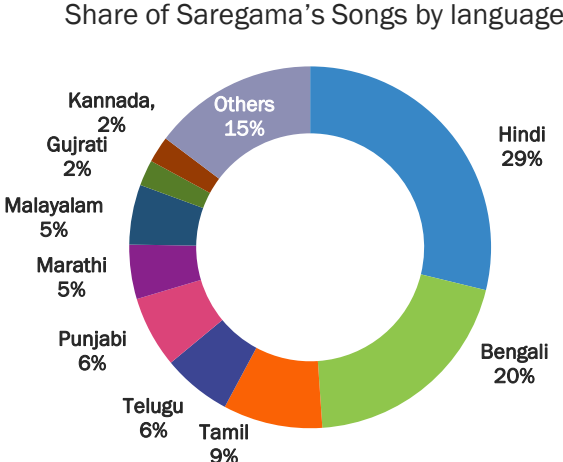
#### A. Growing customer interest in Retro Music



#### B. Saregama’s Focus on New Music



#### C. Presence across all Indian Languages



A typical movie has 5 songs. Assuming a music label acquires 1000 movies in a year, it will get 5k songs. By comparison, Saregama owns 130k songs, each digitised with rich metadata behind it, giving it a big competitive advantage

# OUR MUSIC LICENSING PARTNERS



## Music Streaming Platforms



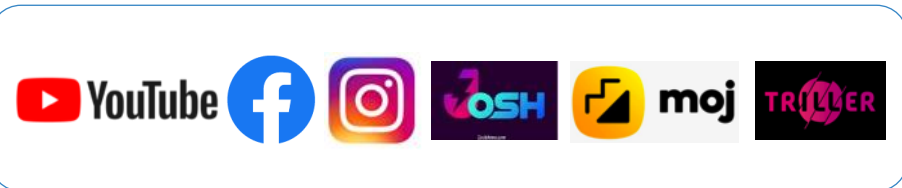
## Broadcasting Platforms



## Video Streaming Platforms



## Social Media Platforms



## Brands



# OPERATIONAL HIGHLIGHTS

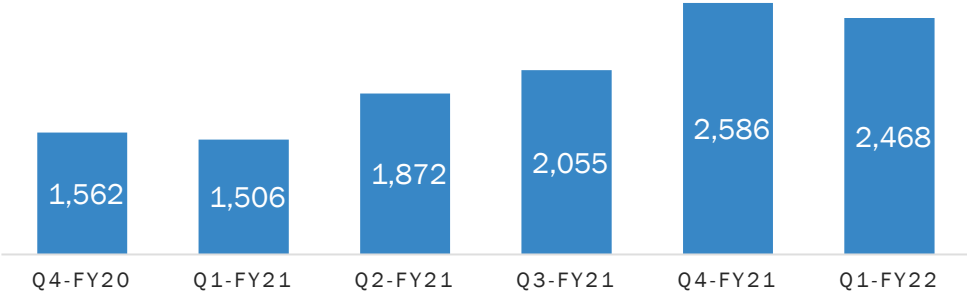
# Music Segment Operational Highlights



## Licensing

- Music licenses to following brands:  
Dream 11, ITC, Spotify etc
- Digital Content Licenses:  
Filmfare Awards, Tikli and Laxmi Bomb (Netflix), Phonebooth (Excel Entertainment), Sultan (Tamil film) etc

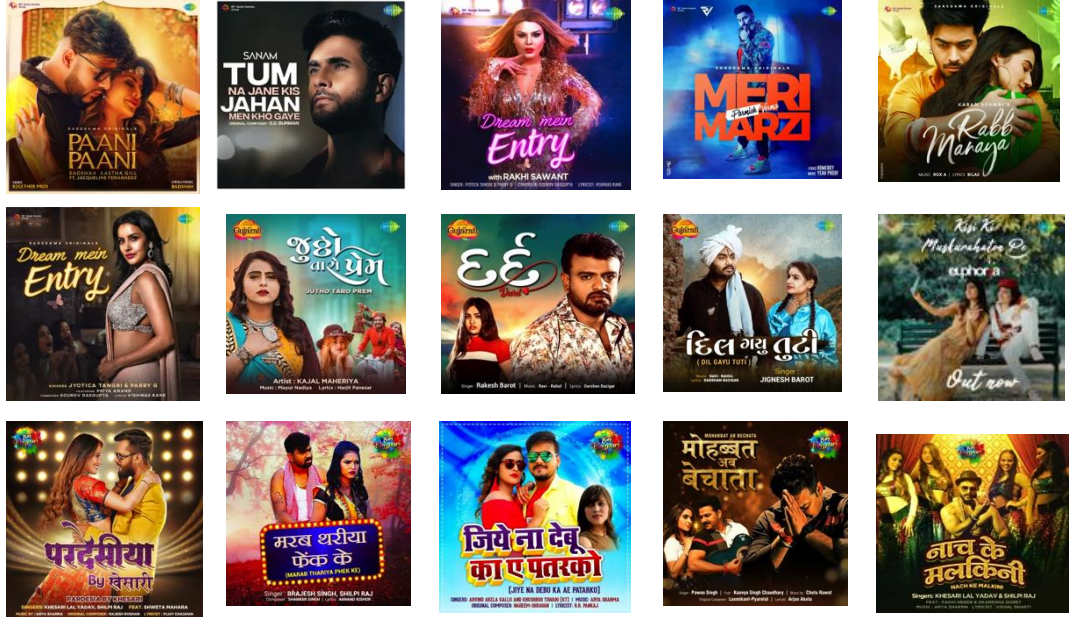
## YOUTUBE VIEWS (MN) PER QUARTER



Views count is ONLY from 25 Saregama owned channels. UGC related views are additional

## WHAT'S NEW

- 2 Hindi Original songs were released in Q1 with Badshah and Jyotica Tangri.
- PAANI PAANI- This latest song trended at no. 1 position across all music streaming platforms, social media and YouTube
- 20 Bhojpuri songs, 23 Gujarati, 2 Punjabi and 1 Bengali song were released. Overall, 48 new non film songs released this quarter
- Film songs Tamil- 8 new releases



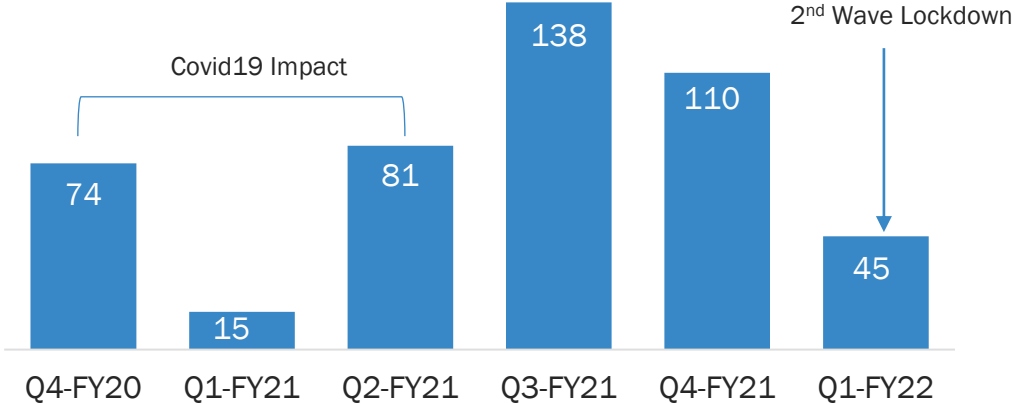


# Music Segment Operational Highlights



- Carvaan sales was adversely affected due to Covid (2<sup>nd</sup> wave) lockdowns
  - All major Stores were closed
  - E-commerce platforms were delivering only essential commodities
- Podcast stations listenership continues to grow on Carvaan 2.0
- New variant of Carvaan Mini Kids launched

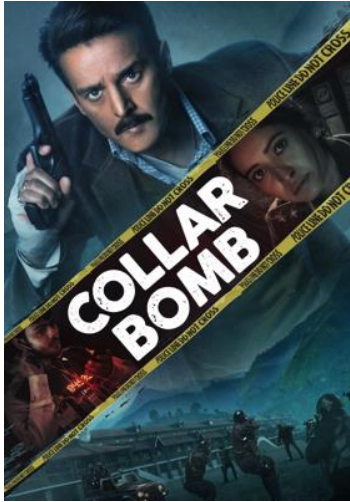
### Carvaan Sales (units '000s)



### Future Outlook

- Reliance on Natural Pull from the market
- Tight cost controls to continue

## Film Segment



- **Collar Bomb** got released in Disney +Hotstar
- Collar Bomb was the Most watched OTT content in India during 12-18<sup>th</sup> July (according to Ormax Media)



## Future Outlook

- Marathi Movie **Zombivli** shoot over. To be released in FY22
- First Web Series- Mindscapes is expected to be licensed in FY22

## TV Segment



- **Roja** continues to hold its leadership position on Sun TV
- **Chandralekha** holds No 1 position in the afternoon slot
- New Tamil TV serial **Anbe Vaa** launched on Prime Time slot holds its leader position in 9.30 p.m. slot
- South TV Youtube channel garnered 570Mn views in Q1
- Our old show Athipookal is being re-telecasted on SunTV
- Hindi dubbing rights for Roja licensed

## Future Outlook

- Covid19 may impact shoots
- Monetisation of IP on various platforms

FINANCIAL HIGHLIGHTS  
CONSOLIDATED

# Quarterly Financial Summary

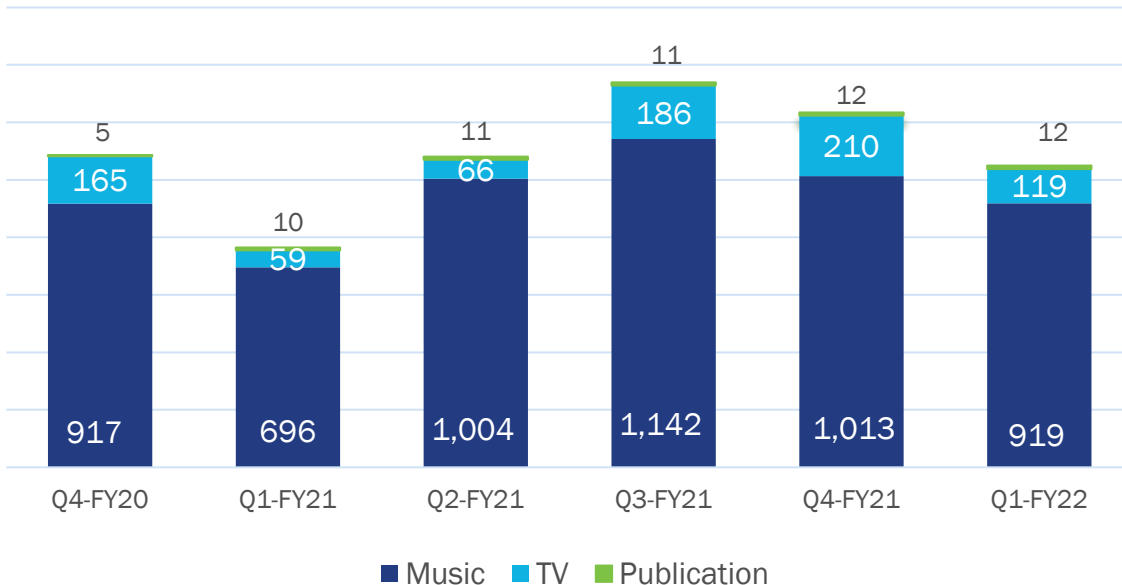


Particulars (INR Mn)	Q1 FY22	Q4 FY21	Q-o-Q Growth	Q1 FY21	Y-o-Y Growth
<b>Revenue from Operations</b>					
• Music	919	1,013	(9)%	695	32%
• TV & Films	119	210	(43)%	59	102%
• Publication	12	12	-	10	20%
<b>Revenue from Operations</b>	<b>1,050</b>	<b>1,235</b>	<b>(15)%</b>	<b>764</b>	<b>37%</b>
<b>Operating Income before Content Charge, Interest and Depreciation (OIBCID)</b>	<b>421</b>	<b>411</b>	<b>2%</b>	<b>217</b>	<b>94%</b>

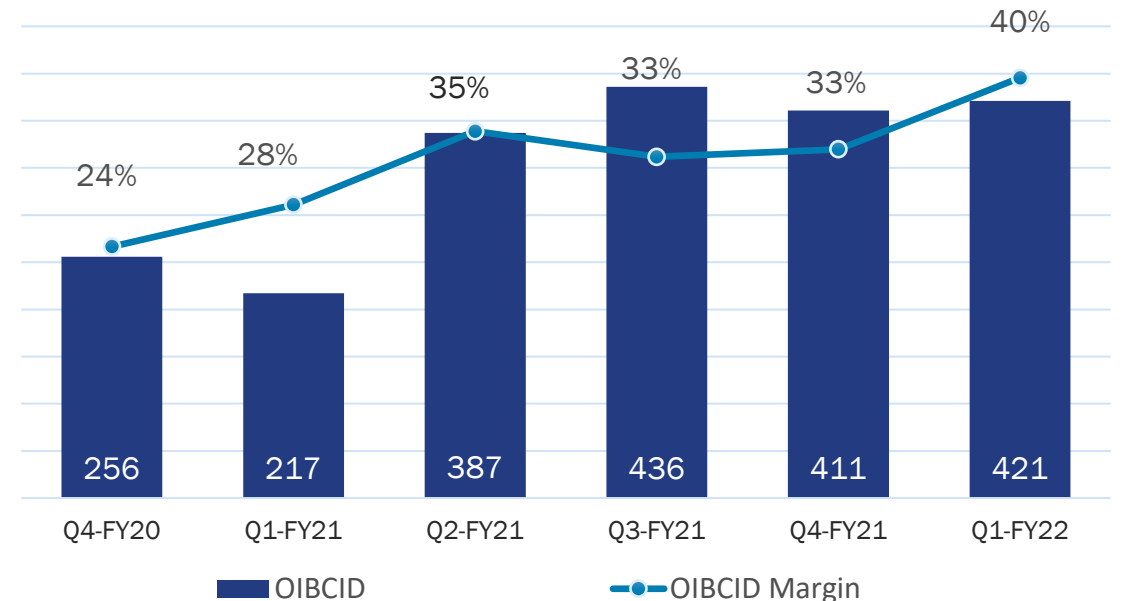
Content Charge include the following charges related to the new content during the year:

- 1) Amount amortised against the Minimum Guarantee advance paid 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
- Content charge does not include any royalty paid post recoupment of the Minimum Guarantee amount

### Revenue from Operations (INR Mn)



### OIBCID (INR Mn) & OIBCID Margin



# OIBCID to PAT



Particulars (INR Mn)	Q1-FY22	Q4-FY21	Q-o-Q Growth	Q1-FY21	Y-o-Y Growth	FY 21	FY 20	Y-o-Y Growth
Revenue from Operations (A)	1,050	1,235	(15)%	765	37%	4,420	5,215	(15)%
Total Expenses (B)	629	824	(24)%	548	15%	2,969	4,452	(33)%
<b>OIBCID (C= A-B)</b>	<b>421</b>	<b>411</b>	<b>2%</b>	<b>217</b>	<b>94%</b>	<b>1,451</b>	<b>763</b>	<b>90%</b>
<i>OIBCID Margin (%)</i>	<i>40%</i>	<i>33%</i>		<i>28%</i>		<i>33%</i>	<i>15%</i>	
Content Charging Cost (D)	68	79	(14)%	34	100%	179	176	2%
Depreciation (E)	6	6	-	7	(14)%	27	29	(7)%
Finance Cost (F)	7	9	(22)%	10	(30)%	35	67	(48)%
Other Income (G)	28	186	(85)%	54	(48)%	309	112	176%
<b>PBT (C-D-E-F+G)</b>	<b>368</b>	<b>503</b>	<b>(27)%</b>	<b>220</b>	<b>67%</b>	<b>1,519</b>	<b>603</b>	<b>152%</b>
Tax	95	131	(27)%	62	53%	384	168	129%
<b>PAT</b>	<b>273</b>	<b>372</b>	<b>(27)%</b>	<b>158</b>	<b>73%</b>	<b>1,135</b>	<b>435</b>	<b>161%</b>
<i>PAT Margin (%)</i>	<i>26%</i>	<i>30%</i>		<i>21%</i>		<i>26%</i>	<i>8%</i>	
<b>Diluted EPS</b>	<b>15.62</b>	<b>21.21</b>		<b>9.09</b>		<b>64.97</b>	<b>25.26</b>	

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

- 1) Amount amortised against the Minimum Guarantee advance paid 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

Content charge does not include any royalty paid post recoupment of the Minimum Guarantee amount

# Balance Sheet



Equity and Liabilities (INR Mn)	As on 30 <sup>th</sup> June 2021	As on 31 <sup>st</sup> March 2021
<b>Shareholders Fund</b>		
(a) Equity Share Capital	174	174
(b) Other Equity*	5,541	4,884
<b>Net worth</b>	<b>5,715</b>	<b>5,058</b>
(a) Non-Controlling Interest	33	31
<b>Non-Current Liabilities</b>		
(a) Employee Benefit Obligations	44	42
(b) Deferred tax liabilities (Net)	565	505
(c) Lease liabilities	7	7
<b>Current Liabilities</b>		
(a) Financial Liabilities		
(i) Borrowings	-	-
(ii) Trade Payables	516	563
(iii) Lease Liabilities	4	4
(iv) Other Financial Liabilities	322	648
(b) Other Current Liabilities	382	255
(c) Provisions	765	709
(d) Employee Benefit Obligation	16	18
<b>Total</b>	<b>8,369</b>	<b>7,840</b>

Assets (INR Mn)	As on 30 <sup>th</sup> June 2021	As on 31 <sup>st</sup> March 2021
<b>Non Current Fixed Assets</b>		
(a) Property, Plant and Equipment *	2,143	2,046
(b) Right of use Asset	10	11
(c) Investment Properties	22	22
(d) Intangible assets	227	179
(e) Intangible asset under development	20	19
(f) Financial Assets		
(i) Investments	1,464	1,114
(ii) Loans and Deposits	20	19
(iii) Other Financial Assets	-	-
(g) Other Non Current Assets	100	112
<b>Current Assets</b>		
(a) Inventories	785	692
(b) Financial Assets		
(i) Investments	-	252
(ii) Trade Receivables	922	874
(iii) Cash and cash equivalents	104	111
(iv) Bank Balances other than (iii) above	1,274	1,338
(v) Loans	114	116
(vi) Other financial assets	32	19
(c) Current Tax Assets (Net)	162	197
(d) Other Current Assets	970	719
<b>Total</b>	<b>8,369</b>	<b>7,840</b>

\* Include INR.96 Mn arising on account of Revaluation of land during the quarter ended 30 June, 2021 with corresponding credit to Other Equity.

# Cash Flow Statement



Particulars (INR Mn)	Q1-FY22		FY 21	
Pre-Tax Profit	368		1,519	
Change in other operating activities ( including non-cash Items)	5		(176)	
Change in Working capital	(231)		692	
Taxes Paid	(63)		(139)	
<b>Net cash generated from/(used in) Operating Activities (A)</b>		<b>79</b>		<b>1,896</b>
Redemption/(Investment) in Fixed Deposits with maturity > 3m	(282)		(971)	
Redemption/(Investment) in Mutual Fund	254		(250)	
Net cash (used in) Fixed assets and other Investing activities	(57)		(139)	
<b>Net cash (used in) Investing Activities (B)</b>		<b>(85)</b>		<b>(1,360)</b>
Net cash (used in) Treasury Shares	-		(17)	
Repayment of Short-term Borrowing	-		(92)	
Proceeds from Issue of Share Capital	-		1	
Repayment of Lease Liability	(1)		(6)	
Dividend and taxes thereon paid	(349)		(26)	
Interest Paid	-		(6)	
<b>Net cash generated from/(used in) Financing Activities ( C )</b>		<b>(350)</b>		<b>(146)</b>
<b>Net Inc./ (Dec.) in Cash and Cash Equivalent</b>		<b>(356)</b>		<b>390</b>
Cash and Cash Equivalents at the beginning of the period		460		70
<b>Cash and Cash Equivalents at End of the period *</b>		<b>104</b>		<b>460</b>

\* Balance as on 31 March 2021 include cash earmarked for Dividend declared on 23rd March, 2021 – INR 349 Mn

# FINANCIAL HIGHLIGHTS

## STANDALONE



# Financial Performance



Particulars (INR Mn)	Q1-FY22	Q4-FY21	Q-o-Q Growth	Q1-FY21	Y-o-Y Growth	FY 21	FY 20	Y-o-Y Growth
Turnover	1,022	1,210	(16)%	744	37%	4,343	5,001	(13)%
Other Income	28	173	(84)%	54	(48)%	290	115	152%
<b>Total Revenue</b>	<b>1,050</b>	<b>1,383</b>	<b>(24)%</b>	<b>798</b>	<b>32%</b>	<b>4,633</b>	<b>5,116</b>	<b>(9)%</b>
Total Expenses	649	878	(26)%	538	21%	3,090	4,347	(29)%
Depreciation & Amortisation	23	18	28%	12	92%	54	44	23%
Finance Cost	7	9	(22)%	10	(30)%	35	67	(48)%
<b>PBT</b>	<b>371</b>	<b>478</b>	<b>(22)%</b>	<b>238</b>	<b>56%</b>	<b>1,454</b>	<b>658</b>	<b>121%</b>
Tax	95	131	(27)%	62	53%	384	168	129%
<b>PAT</b>	<b>276</b>	<b>347</b>	<b>(20)%</b>	<b>176</b>	<b>57%</b>	<b>1,070</b>	<b>490</b>	<b>118%</b>
<i>PAT Margin (%)</i>	<i>27%</i>	<i>29%</i>		<i>24%</i>		<i>25%</i>	<i>10%</i>	
<b>Diluted EPS</b>	<b>15.88</b>	<b>19.88</b>		<b>10.15</b>		<b>61.78</b>	<b>28.16</b>	

# Balance Sheet



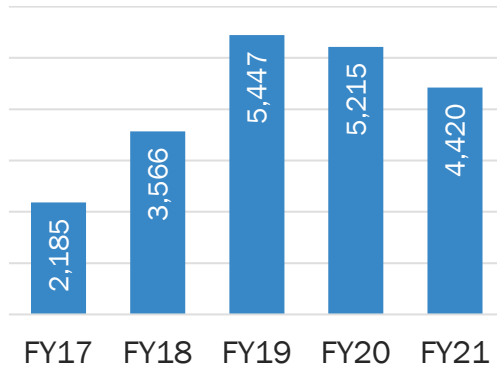
Equity and Liabilities (INR Mn)	As on 30 <sup>th</sup> June 2021	As on 31 <sup>st</sup> March 2021	Assets (INR Mn)	As on 30 <sup>th</sup> June 2021	As on 31 <sup>st</sup> March 2021
<b>Shareholders Fund</b>			<b>Non Current Fixed Assets</b>		
(a) Equity Share Capital	174	174	(a) Property, Plant and Equipment*	2,142	2,045
(b) Other Equity*	5,526	4,921	(b) Right to use assets	10	11
<b>Net worth</b>	<b>5,700</b>	<b>5,095</b>	(c) Investment Properties	22	22
<b>Non-Current Liabilities</b>			(d) Intangible assets	226	179
(a) Employee Benefit Obligations	37	36	(e) Intangible asset under development	20	19
(b) Deferred tax liabilities (Net)	544	492	(f) Investment in subsidiaries and joint venture	187	186
(c) Lease liabilities	7	7	(g) Financial Assets		
<b>Current Liabilities</b>			(i) Investments	1,198	912
(a) Financial Liabilities			(ii) Loans and Deposits	19	19
(i) Borrowings	-	-	(h) Other Non Current Assets	100	112
(ii) Trade Payables	485	526	<b>Current Assets</b>		
(iii) Lease Liabilities	4	4	(a) Inventories	751	655
(iv) Other Financial Liabilities	303	630	(b) Financial Assets		
(b) Other Current Liabilities	357	234	(i) Investments	-	252
(c) Provisions	763	708	(ii) Trade Receivables	953	896
(d) Employee Benefit Obligation	16	17	(iii) Cash and cash equivalents	38	63
<b>Total</b>	<b>8,216</b>	<b>7,749</b>	(iv) Bank Balances other than (iii) above	1,274	1,338
			(v) Loans	133	133
			(vi) Other Financial Assets	33	19
			(c) Current Tax Assets (Net)	154	189
			(d) Other Current Assets	956	699
			<b>Total</b>	<b>8,216</b>	<b>7,749</b>

\* Include INR.96 Mn arising on account of Revaluation of land during the quarter ended 30 June, 2021 with corresponding credit to Other Equity.

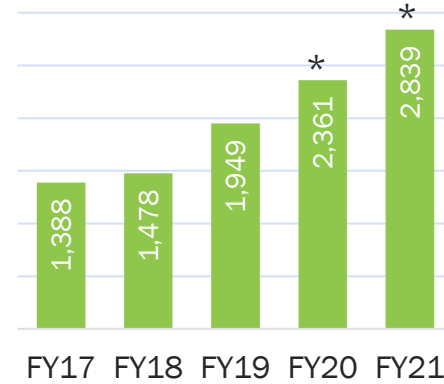
# Financial Charts (Consolidated)



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

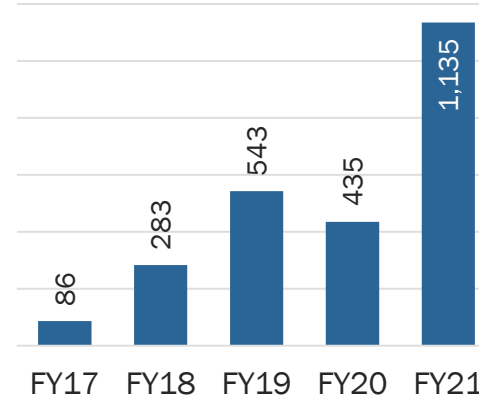


### Music Licensing Revenue (INR Mn)

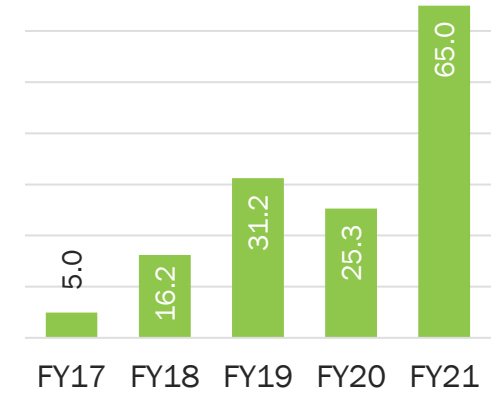


\* One time income of INR 155 Mn (FY21) and INR 21 Mn (FY20) are excluded

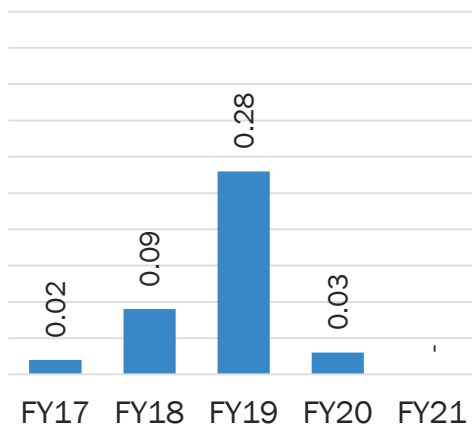
### PAT (INR Mn)



### Diluted EPS (INR)

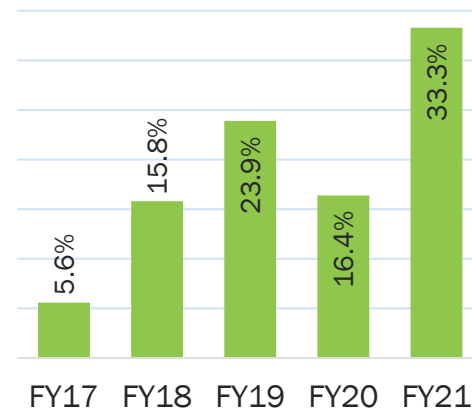


### Debt to Equity Ratio



\* As on 31<sup>st</sup> Mar'21, Debt is Nil

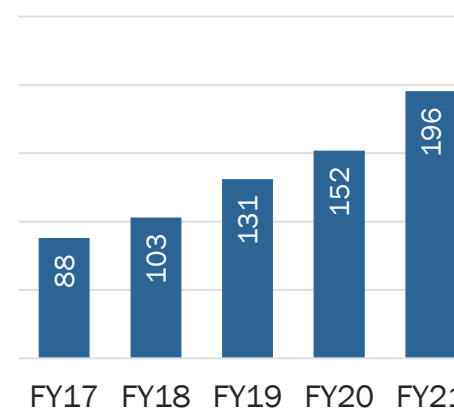
### Return on Equity (ROE) (%)\*



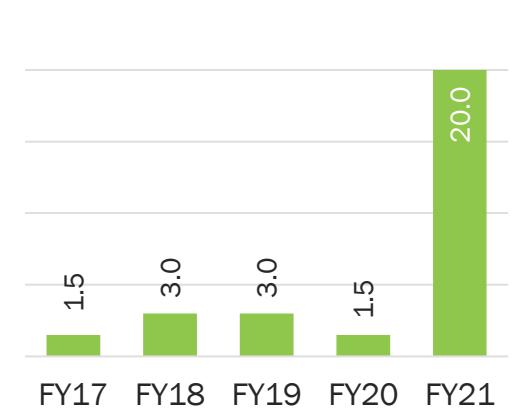
\* ROE = PAT / Shareholders Equity

\* Shareholders Equity = Equity share capital and free reserves

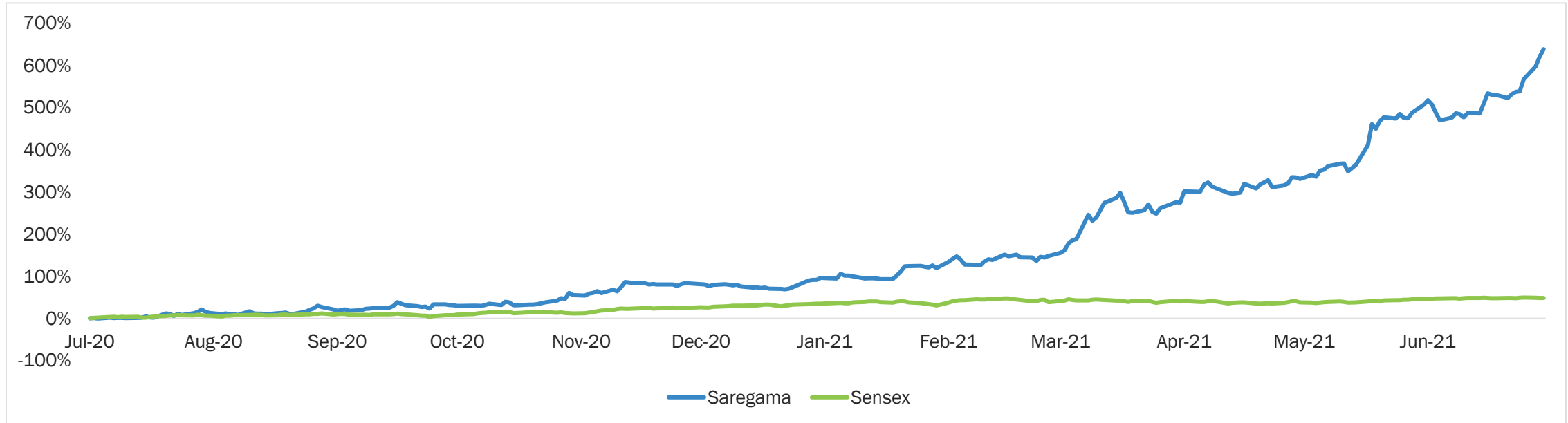
### Book Value Per Share (INR)



### Dividend per Share (INR)

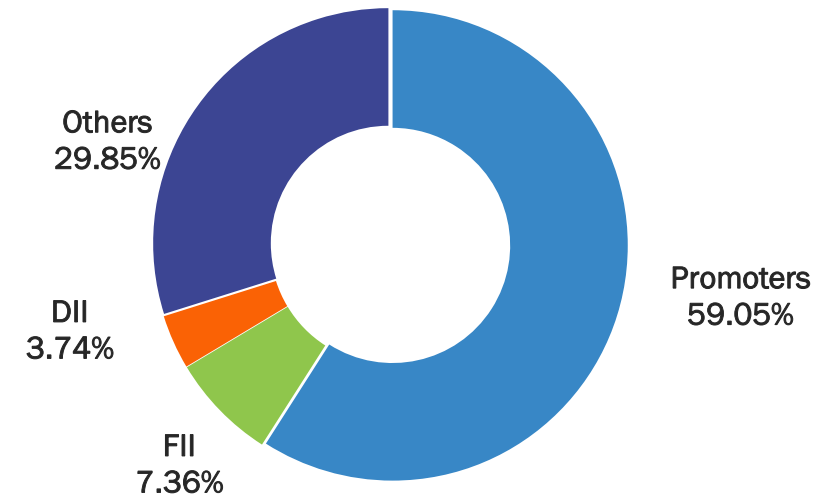


# Capital Market Data



Price Data (As of 30 <sup>th</sup> June, 2021)		INR
Face Value		10.0
Market Price		3,144.9
52 Week H/L		3,200.0/412.1
Market Cap (INR Mn)		54,809.4
Equity Shares Outstanding (Mn)		17.4
1 Year Avg. Trading Volume ('000)		52.6

Shareholding Pattern as on 30<sup>th</sup> June 2021



## **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.