



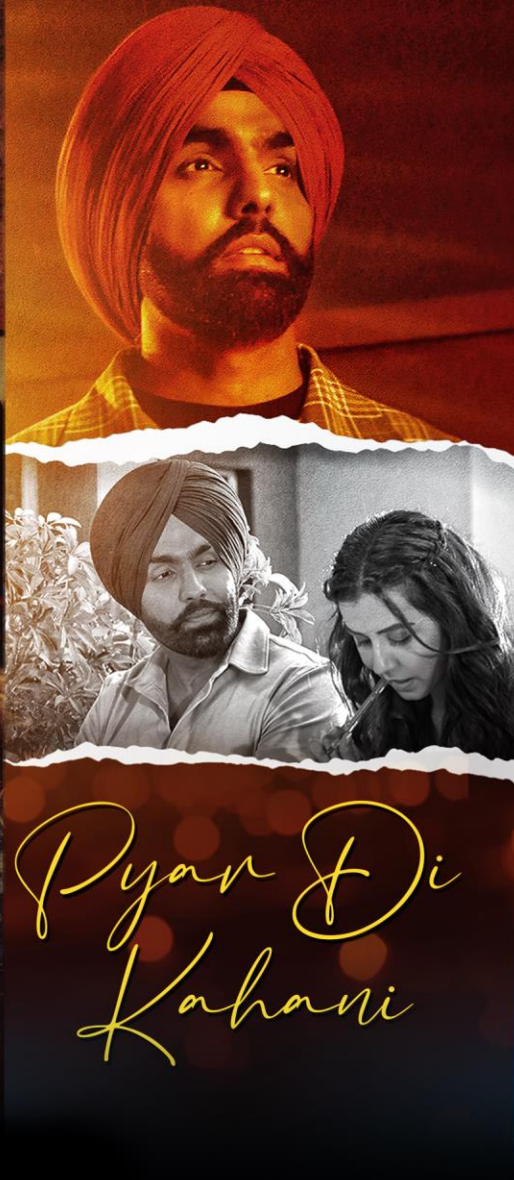
nant in 8 as
SHYAM SINGHA ROY

TELUGU



DULQUER SALMAAN PRESENTS
KURUP

MALAYALAM



Pyaar Di Kahani

PUNJABI



Habit
a sidnaaz song

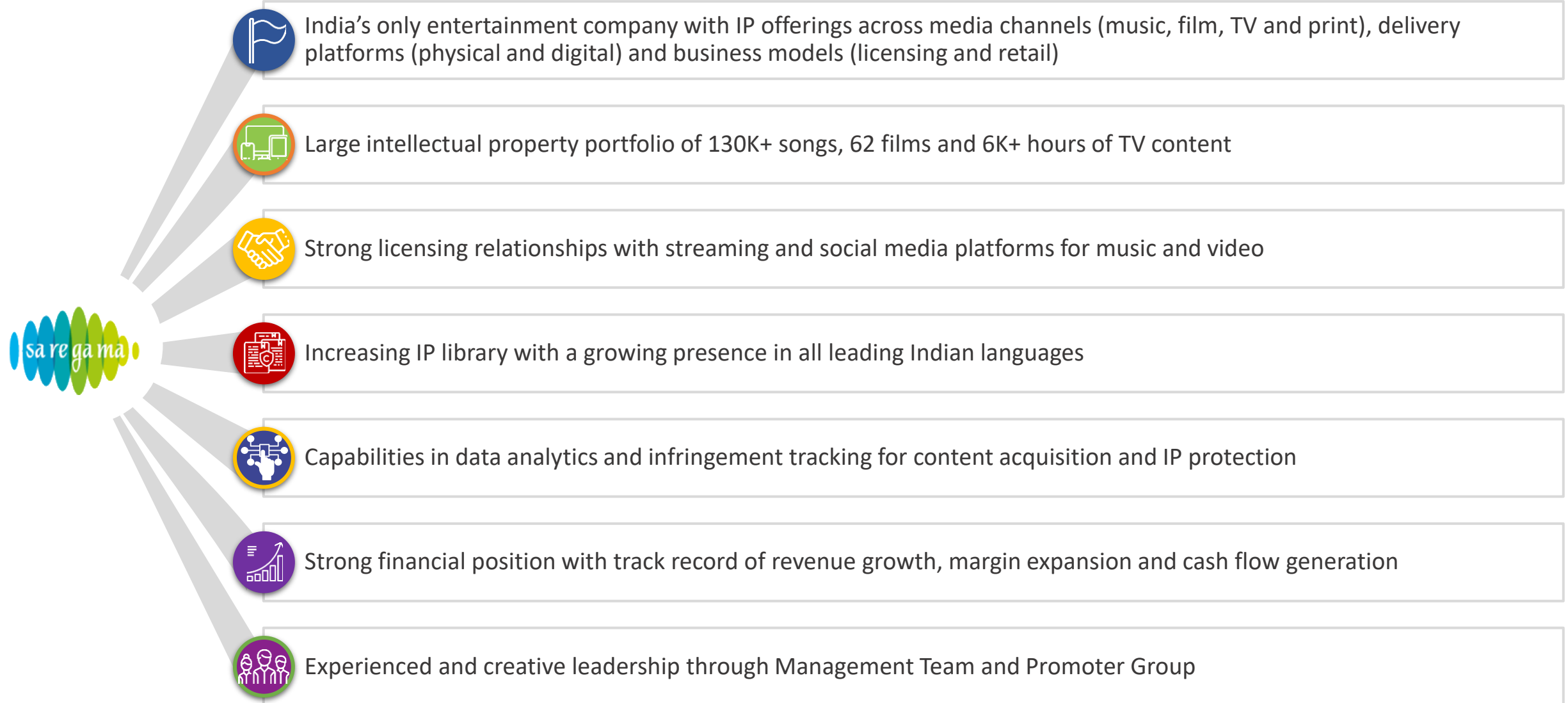
HINDI



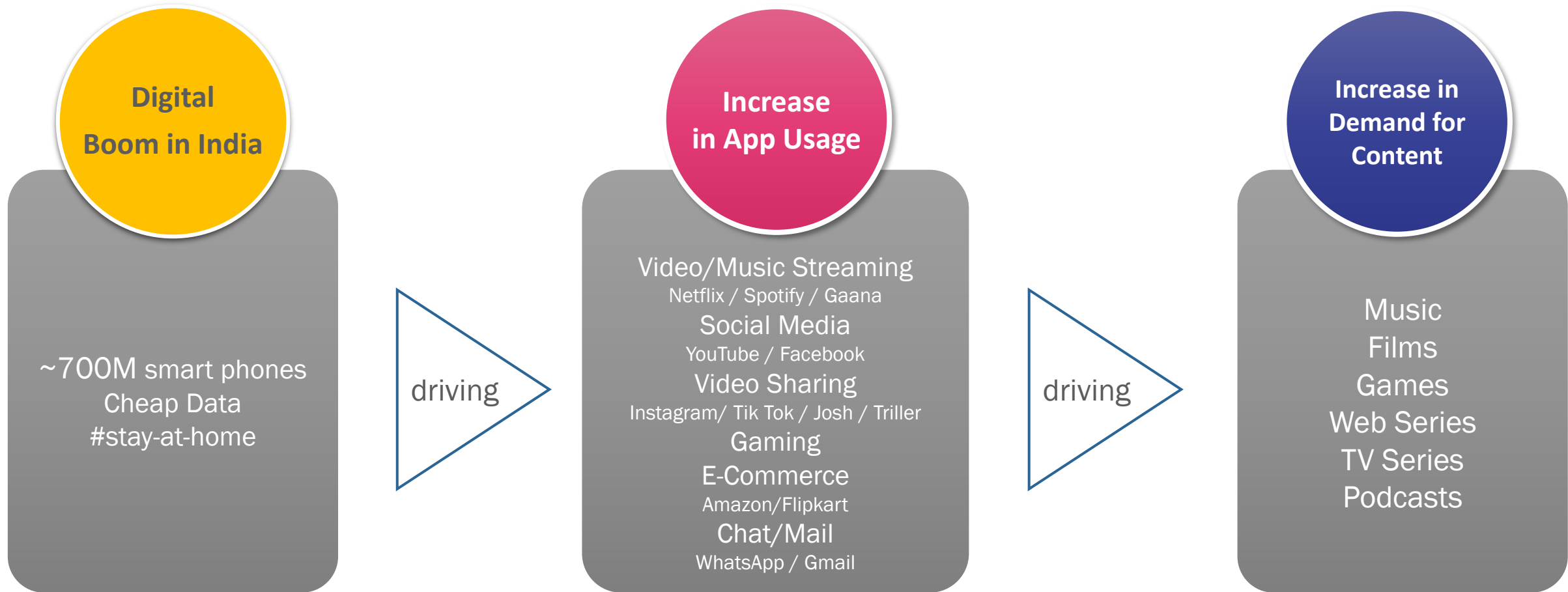
पानी पानी

BHOJPURI

Saregama Strengths



DIGITISATION DRIVING GROWTH



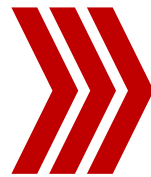
130k+ Songs | 62 Movies | 6k+ hrs of TV Series | Advantage **Saregama**

Strategic Overview

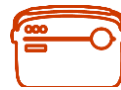


To be a **Pure Play Content Company** capitalizing on the global content consumption boom driven by the ever-increasing **Digitization**

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, Malayalam and other regional languages.



Producing Thematic films and Web Series, 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 3-5 years



Market Leadership
in Music Segment



60 New Films and
Web Series Episodes



1200 - 1500 hrs
of new TV serials content

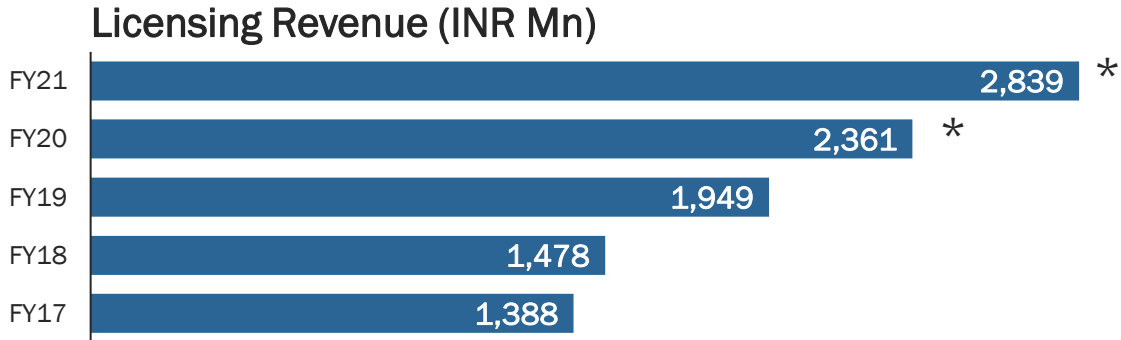
Saregama wants to take Market Leadership position in Indian Music



Catalogue Strength



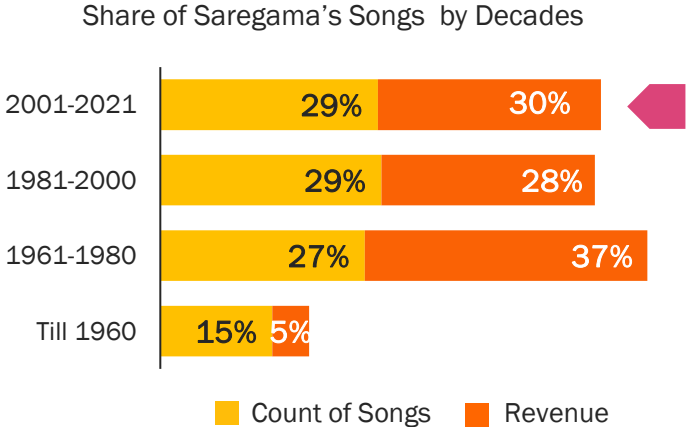
Fast Growing Licensing Revenue



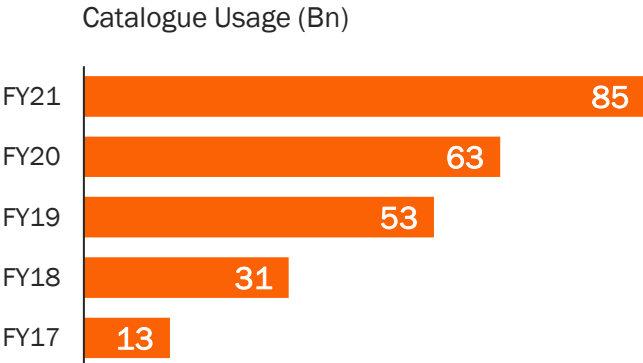
* One time income of INR 155 Mn (FY21) and INR 21 Mn (FY20) are excluded

On account of

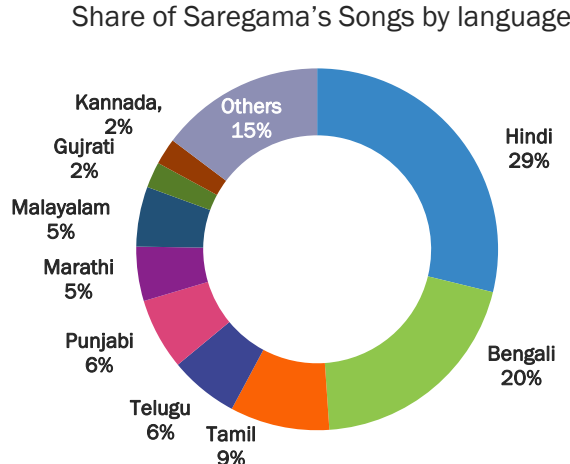
A. Saregama’s Focus on New Music



B. Growing customer interest in Retro 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 Partners



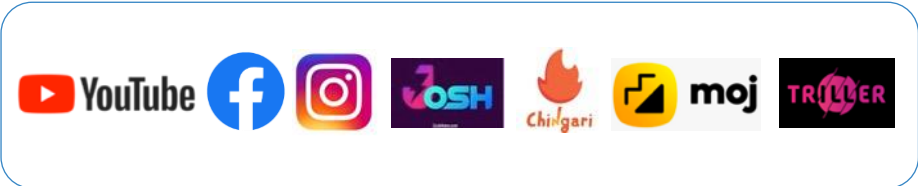
Broadcasting Partners



Video Streaming Partners



Social Media Platforms



Brands



OPERATIONAL HIGHLIGHTS

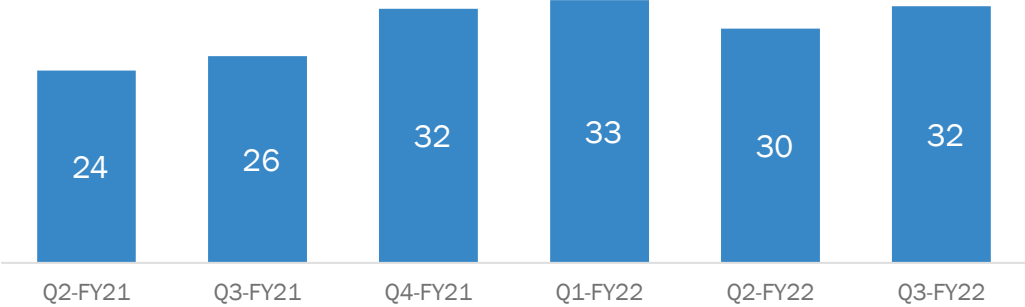
Music Segment Operational Highlights



Licensing:

- Music licenses to following brands:
Nestle, Amazon, PhonePe, Vivo, Himalaya etc.
- Digital Content Licenses:
Mere Jeevan Saathi (Balaji Telefilms), Leke Pahela Pahela Pyar (Endemol) etc.
- Signed a global music licencing deal with short-format video app “Chingari”
- Entered into licencing deal with world’s first Marathi OTT Platform “Planet Marathi”

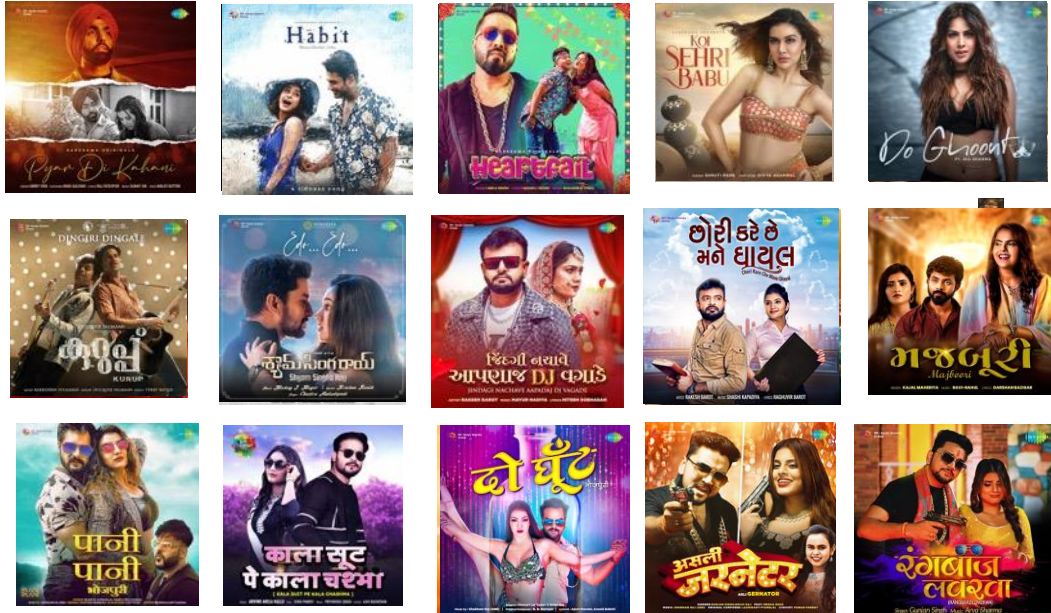
YOUTUBE VIEWS (BILLIONS) PER QUARTER



Includes all views related to Saregama IP across its Owned Channels and User Generated Content
Q2-FY22 views is under reconciliation with YouTube

WHAT’S NEW

- Acquired music rights of Karan Johar’s next directorial film Rocky Rani Ki Prem Kahani starring Ranveer Singh and Alia Bhatt
- Released music of hit Telugu (Shyam Singha Roy) and Malayalam (Kurup) films. Non-film hit songs of the quarter were Pani Pani Bhojpuri, Pyar Di Kahani (Punjabi), Do Ghoont (Hindi), Habit (Hindi), Jindigi Nachave (Gujarati)
- Overall, 98 new non film songs released this quarter. This includes 28 Hindi, 33 Bhojpuri, 19 Gujarati, 6 Tamil, 4 Haryanvi, 2 Punjabi, 3 Bengali songs
- 67 new film songs released during this quarter – 19 Tamil, 18 Telugu, 11 Malayalam, 10 Kannada, 8 Hindi and 1 song in Marathi



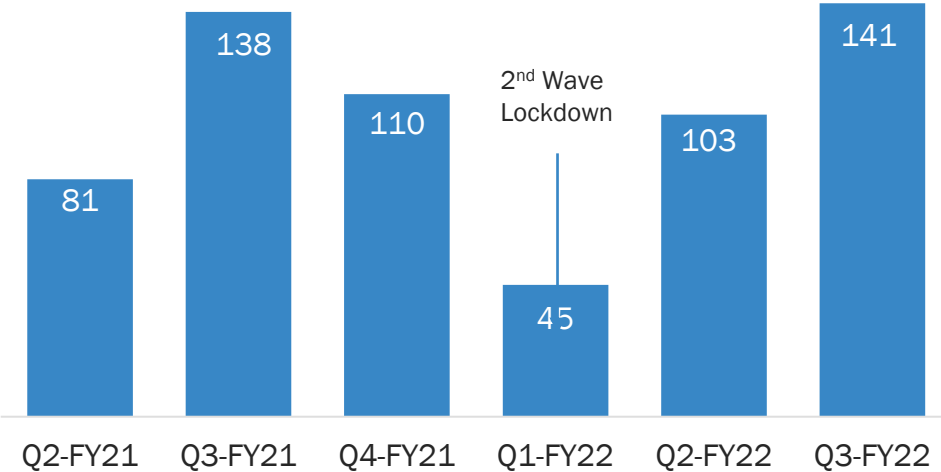
Music Segment Operational Highlights



Retail:

- Carvaan sales improved during the quarter in sync with festive season
- Covid impact was felt only during last week of Dec
- Supply situation improving, but chip shortage still a reality
- Steady increase in consumption of on-demand podcasts

Carvaan Sales (units '000s)



Future Outlook

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

Films and Web Series

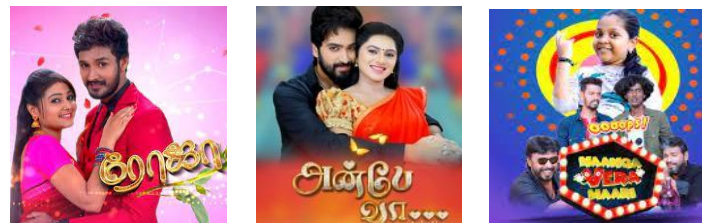


- Completing shoot of 2 Web Series. Licensing deals closed. Delivery expected over next 4 mos
- Announced our next Hindi web series “**The Biscuit King**” based on the life of Rajan Pillai starring Prithviraj Sukumaran
- Production ongoing on 1 Malayalam and 1 Punjabi film



Future Outlook

- Marathi Movie **Zombivli** expected to be released in Q4



TV Segment

- **Roja and Anbe Vaa** being the Slot Leader in their respective prime time slots.
- Saregama TV Shows YouTube channel garnered 588 Mn views in Q3
- Comedy series “Naanga Vera Maari” launched on YouTube, received good response from the audiences

Future Outlook

- TV business expected to be impacted in Q4 due to Covid-led lockdowns
- Unlocking the value of existing IP through language remakes, new platform licensing and syndication

FINANCIAL HIGHLIGHTS
CONSOLIDATED

Quarterly Financial Summary

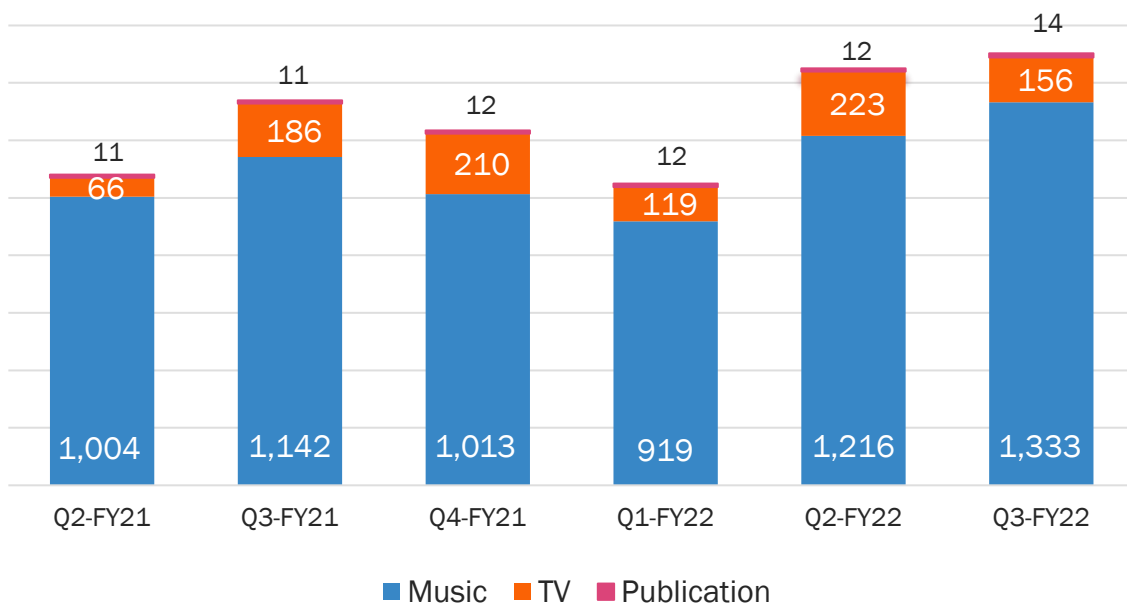


Particulars (INR Mn)	Q3 FY22	Q2 FY22	Q-o-Q Growth	Q3 FY21	Y-o-Y Growth
Revenue from Operations					
• Music	1,333	1,216	10%	1,142	17%
• TV & Films	156	223	(30)%	186	(16)%
• Publication	14	12	17%	11	27%
Revenue from Operations	1,503	1,451	4%	1,339	12%
Operating Income before Content Charge, Interest and Depreciation (OIBCID)	629	535	18%	436	44%

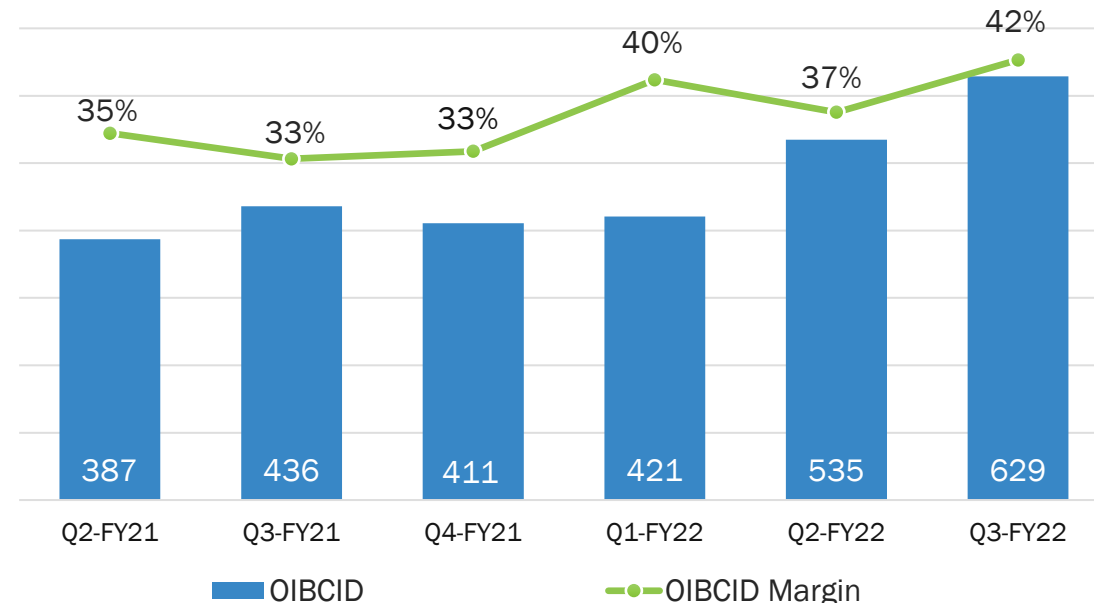
Content Charge include the following charges related to the new content during the year:

- 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)	Q3-FY22	Q2-FY22	Q-o-Q Growth	Q3-FY21	Y-o-Y Growth	9M-FY 22	9M-FY 21	Y-o-Y Growth
Revenue from Operations (A)	1,503	1,451	4%	1,339	12%	4,004	3,185	26%
Total Expenses (B)	874	916	(5)%	903	(3)%	2,419	2,146	13%
OIBCID (C= A-B)	629	535	18%	436	44%	1,585	1,039	53%
<i>OIBCID Margin (%)</i>	42%	37%		33%		40%	33%	
Content Charging Cost (D)	115	114	1%	42	174%	297	100	197%
Depreciation (E)	6	6	-	6	-	18	19	(5)%
Finance Cost (F)	9	14	(36)%	8	13%	30	26	15%
Other Income (G)	81	52	56%	34	138%	161	122	32%
PBT (C-D-E-F+G)	580	453	28%	414	40%	1,401	1,016	38%
Tax	144	115	25%	98	47%	354	253	40%
PAT	436	338	29%	316	38%	1,047	763	37%
<i>PAT Margin (%)</i>	29%	23%		24%		26%	24%	
Diluted EPS	23.52	19.41		18.25		58.82	43.57	

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 again 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 at 31 st Dec' 2021	As at 31 st March' 2021
Shareholder's fund		
(a) Equity share capital	193	174
(b) Other equity*	13,862	4,884
Net worth	14,055	5,058
(a) Non-controlling interest	36	31
Non-current liabilities		
(a) Financial liabilities		
(i) Lease liabilities	11	8
(b) Employee benefit obligations	46	42
(c) Deferred tax liabilities (net)	591	505
Current liabilities		
(a) Financial liabilities		
(i) Lease liabilities	4	4
(ii) Trade payables	649	563
(iii) Other financial liabilities	356	648
(b) Other current liabilities	518	255
(c) Provisions	889	709
(d) Employee benefit obligations	13	18
Total	17,168	7,841

Assets (INR Mn)	As at 31 st Dec' 2021	As at 31 st March' 2021
Non-current assets		
(a) Property, plant and equipment *	2,140	2,046
(b) Right-of-use assets	14	11
(c) Investment properties	22	23
(d) Intangible assets	333	179
(e) Intangible assets under development	18	20
(f) Financial assets		
(i) Investments	1,696	1,114
(ii) Other financial assets	3,713	19
(g) Other non-current assets	158	112
Current assets		
(a) Inventories	983	692
(b) Financial assets		
(i) Investments	4,010	252
(ii) Trade receivables	910	874
(iii) Cash and cash equivalents	527	111
(iv) Bank balances other than (iii) above	1,039	1,338
(v) Loans	184	92
(vi) Other financial assets	53	42
(c) Current tax assets (net)	201	197
(d) Other current assets	1,167	719
Total	17,168	7,841

* 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)	9M-FY22		FY 21	
Pre-Tax Profit	1,401		1,519	
Change in other operating activities (including non-cash Items)	(19)		(176)	
Change in Working capital	(249)		692	
Taxes Paid	(362)		(139)	
Net cash generated from Operating Activities (A)		771		1,896
Redemption/(Investment) in Fixed Deposits with maturity > 3m	(3,742)		(971)	
Redemption/(Investment) in Mutual Fund	(3,746)		(250)	
Net cash used in Fixed assets and other Investing activities	(223)		(139)	
Net cash used in Investing Activities (B)		(7,711)		(1,360)
Net cash generated from/(used in) Treasury Shares	26		(17)	
Repayment of Short-term Borrowing	-		(92)	
Proceeds from Issue of Share Capital #	7,327		1	
Repayment of Lease Liability	(3)		(6)	
Dividend paid	(349)		(26)	
Interest paid	(1)		(6)	
Net cash generated from/(used in) Financing Activities (C)		7,000		(146)
Net increase in Cash and Cash Equivalent		60		390
Cash and Cash Equivalents at the beginning of the period		460		70
Effect of Translation of foreign currency cash and cash equivalents		7		0
Cash and Cash Equivalents at End of the period *		527		460

Net of Issue expense of INR 173 Mn

* 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)	Q3-FY22	Q2-FY22	Q-o-Q Growth	Q3-FY21	Y-o-Y Growth	9M-FY 22	9M-FY 21	Y-o-Y Growth
Turnover	1,466	1,421	3%	1,312	12%	3,909	3,132	25%
Other Income	82	52	58%	34	141%	162	118	37%
Total Revenue	1,548	1,473	5%	1,346	15%	4,071	3,250	25%
Total Expenses	935	984	(5)%	946	(1)%	2,568	2,212	16%
Depreciation & Amortisation	35	27	30%	12	192%	85	36	136%
Finance Cost	9	14	36%	8	13%	30	26	15%
PBT	569	448	27%	380	50%	1,388	976	42%
Tax	145	115	26%	98	48%	355	253	40%
PAT	424	333	27%	282	50%	1,033	723	43%
<i>PAT Margin (%)</i>	29%	23%		21%		26%	23%	
Diluted EPS	23.02	19.10		16.29		58.24	41.72	

Balance Sheet



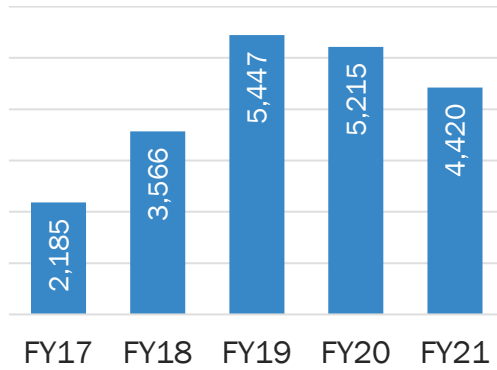
Equity and Liabilities (INR Mn)	As at 31 st Dec' 2021	As at 31 st March 2021	Assets (INR Mn)	As at 31 st Dec' 2021	As at 31 st March 2021
Shareholder's fund			Non-current assets		
(a) Equity share capital	193	174	(a) Property, plant and equipment*	2,138	2,045
(b) Other equity*	13,790	4,921	(b) Right-of-use assets	14	11
Net worth	13,983	5,095	(c) Investment properties	22	22
Non-current liabilities			(d) Intangible assets	333	179
(a) Financial liabilities			(e) Intangible asset under development	18	19
(i) Lease liabilities	11	7	(f) Investment in subsidiaries and joint venture	186	186
(b) Employee benefit obligations	39	36	(g) Financial assets		
(c) Deferred tax liabilities (net)	566	492	(i) Investments	1,387	912
Current liabilities			(ii) Other financial assets	3,713	19
(a) Financial liabilities			(h) Other non-current assets	158	112
(i) Lease liabilities	4	4	Current assets		
(ii) Trade payables	614	526	(a) Inventories	956	655
(iii) Other financial liabilities	326	630	(b) Financial assets		
(b) Other current liabilities	496	234	(i) Investments	4,010	252
(c) Provisions	887	708	(ii) Trade receivables	923	896
(d) Employee benefit obligations	13	17	(iii) Cash and cash equivalents	449	63
Total	16,939	7,749	(iv) Bank balances other than (iii) above	1,039	1,338
			(v) Loans	206	113
			(vi) Other financial assets	53	39
			(c) Current tax assets (net)	190	189
			(d) Other current assets	1,144	699
			Total	16,939	7,749

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

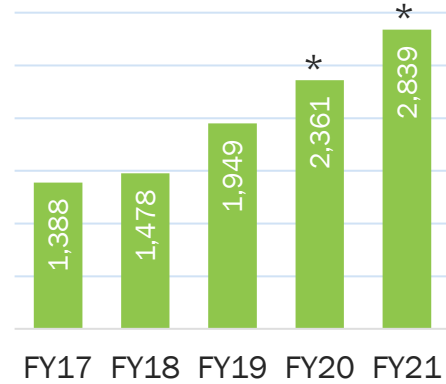
Financial Charts (Consolidated)



Revenue from Operations (Turnover) (INR Mn)

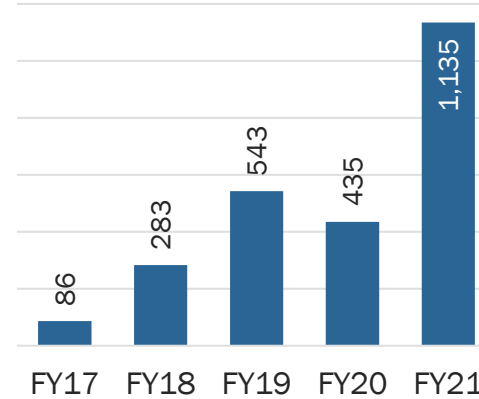


Music Licensing Revenue (INR Mn)

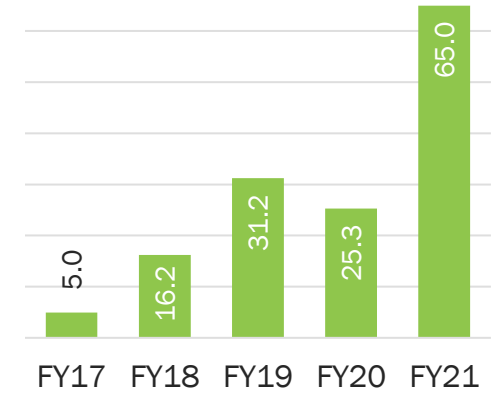


* One time income of INR 155 Mn (FY21) and INR 21 Mn (FY20) are excluded

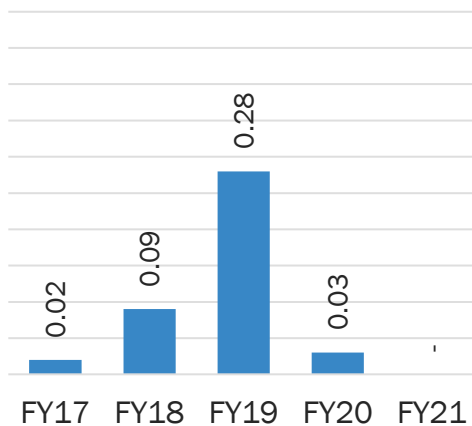
PAT (INR Mn)



Diluted EPS (INR)

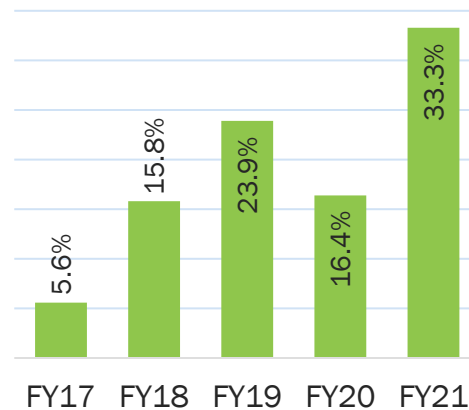


Debt to Equity Ratio



* As on 31st Mar'21, Debt is Nil

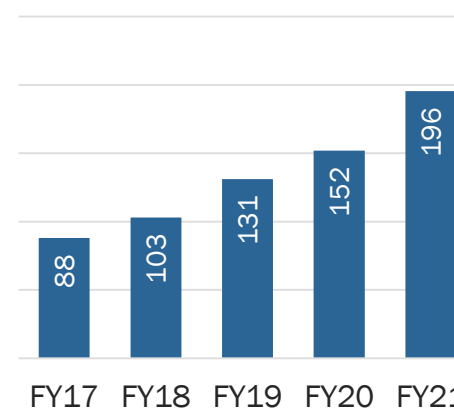
Return on Equity (ROE) (%)*



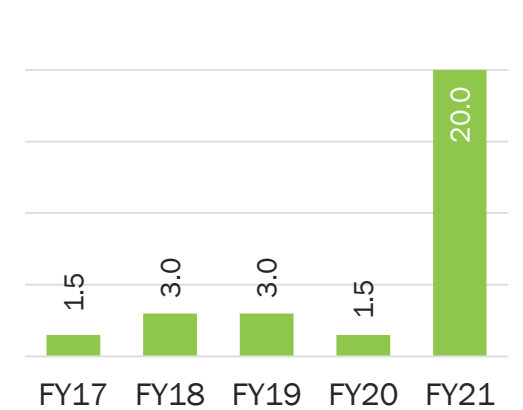
* ROE = PAT / Shareholders Equity

* Shareholders Equity = Equity share capital and free reserves

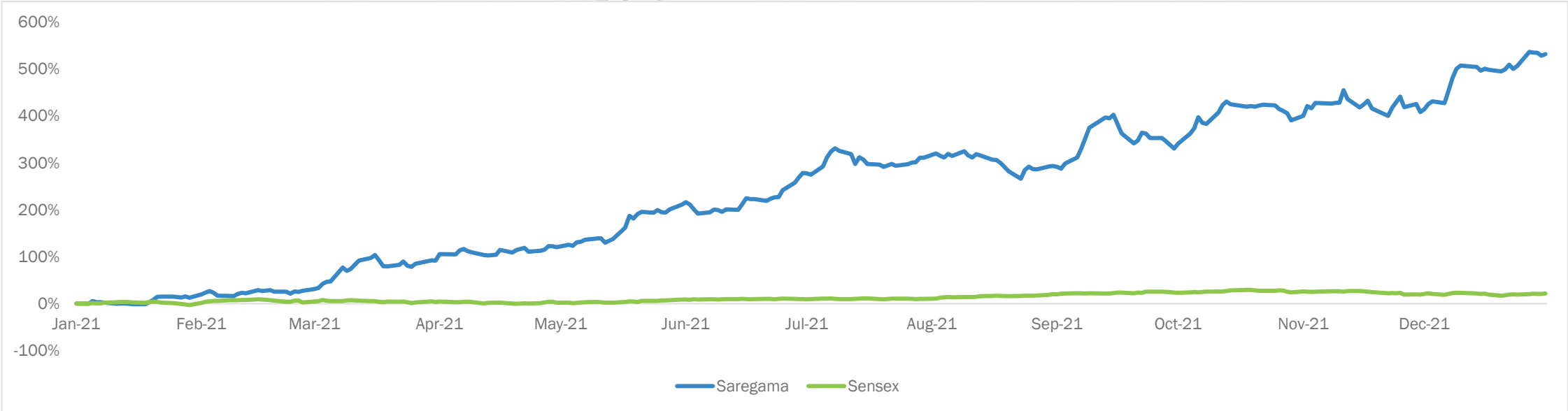
Book Value Per Share (INR)



Dividend per Share (INR)

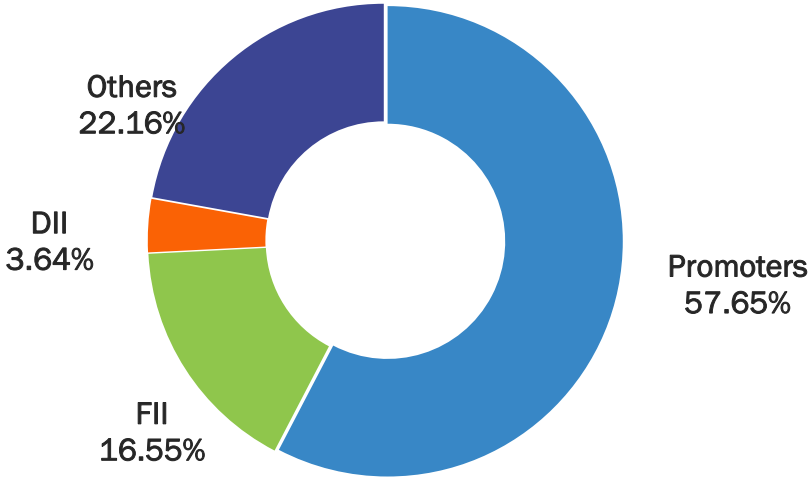


Capital Market Data



Price Data (As of 31st December 2021)		INR
Face Value		10.0
Market Price		5,251.4
52 Week H/L		5,487.0/801.3
Market Cap (INR Mn)		1,01,252.0
Equity Shares Outstanding (Mn)		19.3
1 Year Avg. Trading Volume ('000)		39.1

Shareholding Pattern as on 31st December 2021



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