

January 24, 2022

1. National Stock Exchange of India Ltd. Exchange Plaza, 5 th Floor Plot No. C/1, G Block; Bandra (East) Mumbai 400 051	2. BSE Limited Corporate Relationship Department Phiroze Jeejeebhoy Towers Dalal Street; Fort Mumbai 400 001
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Ref: Scrip Code: NSE RADIOCITY/ BSE 540366 (ISIN: INE919I01024)

Sub: Intimation to Stock Exchange - Investor Presentation in connection with the Un-audited Financial Results for third quarter / nine months ended December 31, 2021

Dear Sirs,

Pursuant to Regulation 30 of Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 as amended from time to time, please find enclosed herewith a copy of Investor Presentation in connection with the Un-audited Financial Results for third quarter/ nine months ended December 31, 2021

The aforesaid Investor Presentation will also be uploaded on the website of the Company <https://www.radiocity.in/>

Kindly take the above on your record.

Yours faithfully
For Music Broadcast Limited



Arpita
Arpita Kapoor
Company Secretary and Compliance officer
Membership No. F8842

Encl: a/a



Music Broadcast Limited

Investor Presentation

RAG RAG MEIN
DAUDE CITY.



January 2022





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Key Highlights – Q3 FY22

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Radio City

- Maintains its leadership position at 22%* market share in Q3FY22
- Company has registered a 36% EBIDTA Margin a PAT Margin of 15% in Q3FY22
- 44% of the total clients on the Radio platform advertised on Radio City
- 36% of New clients on Radio platform advertised on Radio City
- Collection of Rs. 113.3 Crores during the nine months, of which collection from Government was Rs. 14.5 Crores
- Cash and Cash Equivalents of Rs. 248 Crores as on December 31st, 2021



Radio Industry

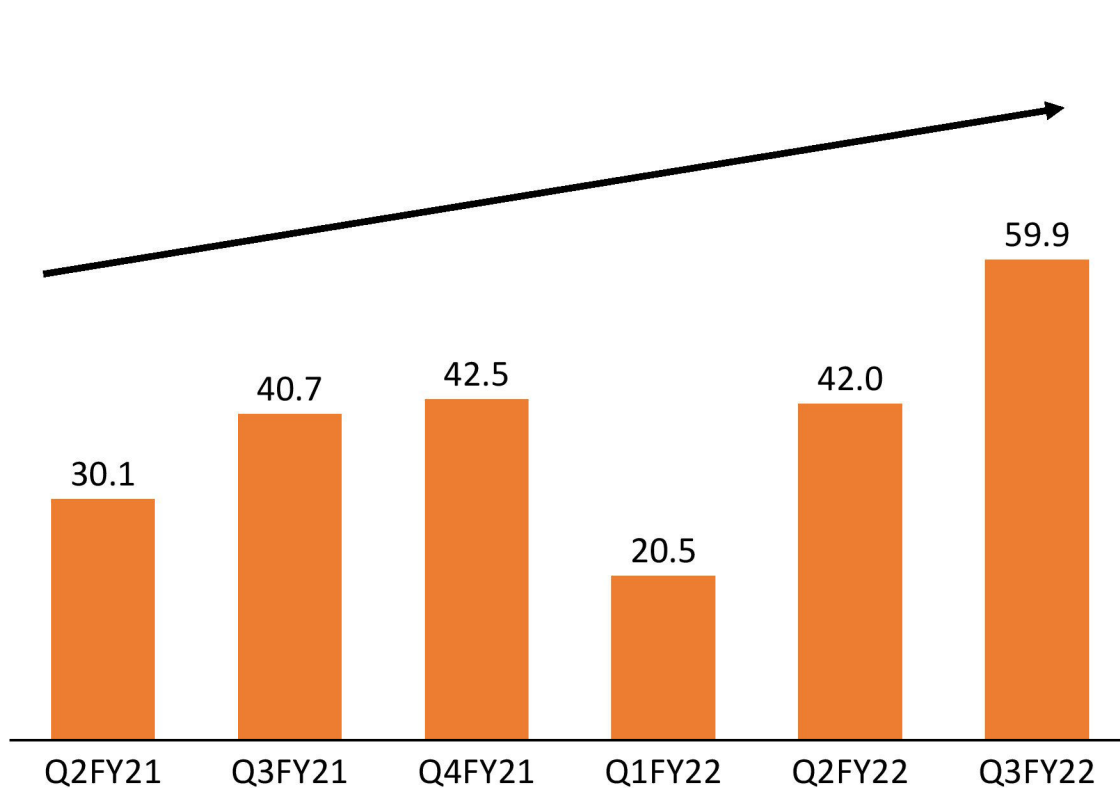
- YoY 27% growth in volumes for Q3 FY22
- ~3% growth in client count for Q3 FY22 as compared to Q3 FY21
- 4.32K clients advertised on Radio in Q3 of which 2.2k clients used the radio platform for the 1st time

Strong Recovery to continue

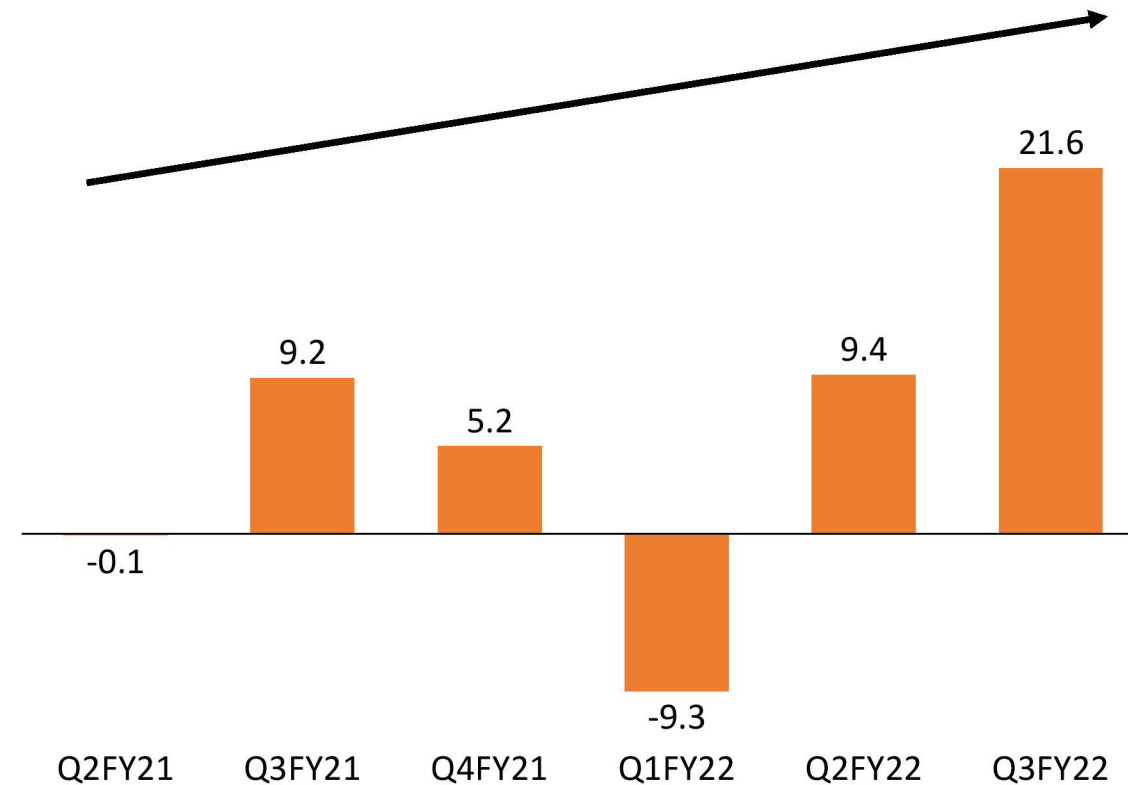
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Significant Revenue Recovery



Reversing trends towards Profitability



Maintained Leadership Market Share

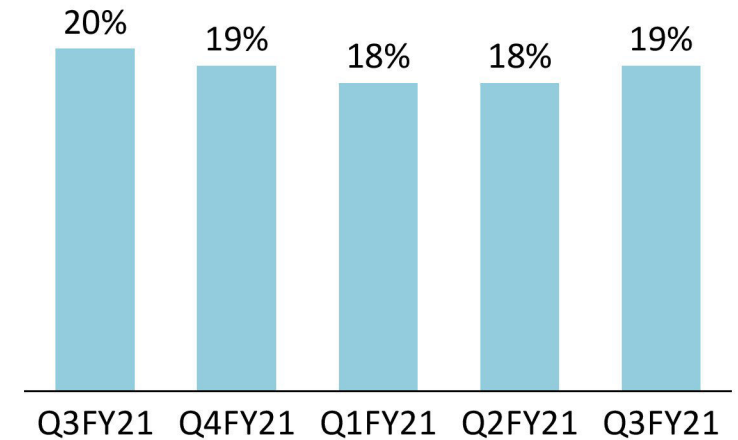
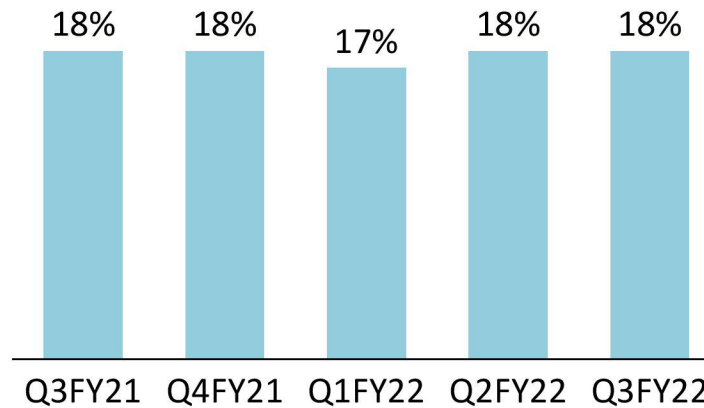
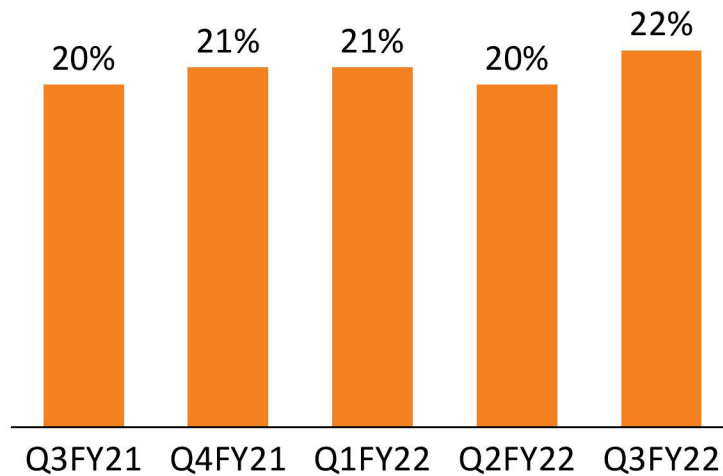
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Radio City

Peer 1

Peer 2



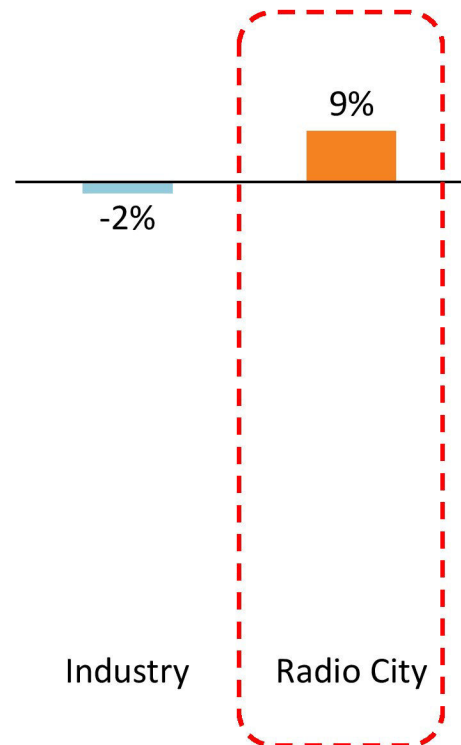
Radio City continues to be at highest Volume Market Share across all operator's main frequencies in Q3 FY22

Consistent Volume Growth Trajectory

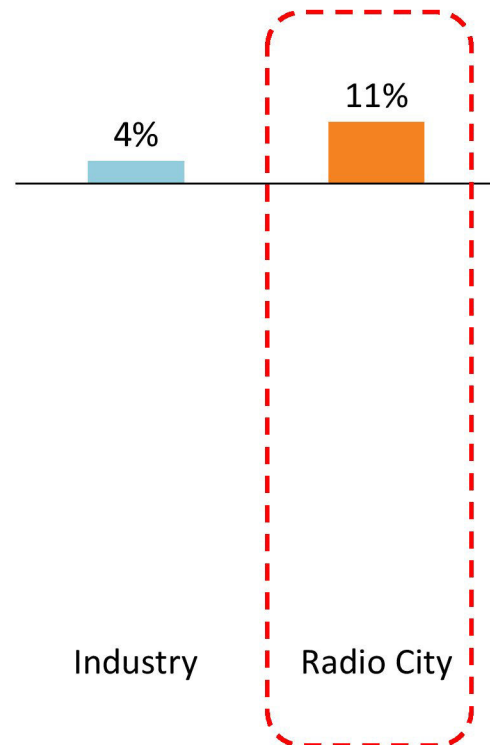
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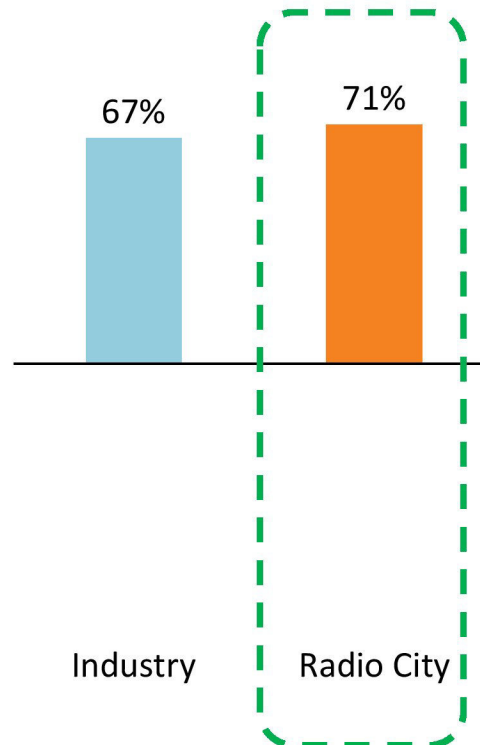
Q3 FY21 Radio Industry
Performance YoY



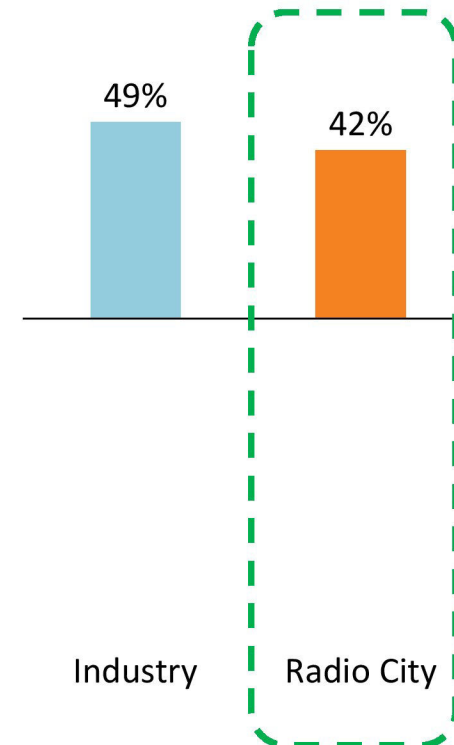
Q4 FY21 Radio Industry
Performance YoY



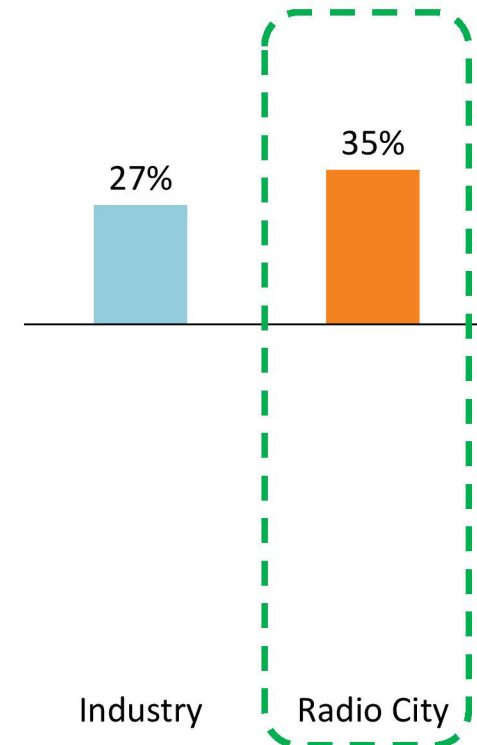
Q1 FY22 Radio Industry
Performance YoY



Q2 FY22 Radio Industry
Performance YoY



Q3 FY22 Radio Industry
Performance YoY



Initiatives Driving Ad-Volumes

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- New Revenue Opportunities contributed Rs. 22.46 crores of revenue for Q3 FY22
- Q3FY22 Digital revenue has grown by 219% over Q3FY21 & 43% over Q2FY22
- 2nd Highest client share in the Industry with 44% in Q3 FY22

Radio Industry – Q3FY22 Category Trend

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Growth Categories

De-Growth Categories



Real Estate

14%



Finance

10%



Food/Soft
Drinks

9%



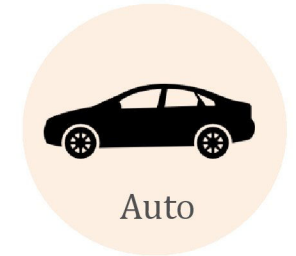
Government

8%



Pharma

7%



Auto

8%

Growth (YOY)

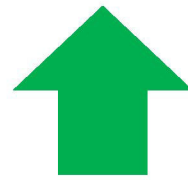
De-Growth (YOY)



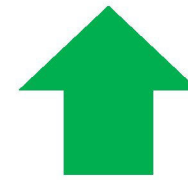
39%



31%



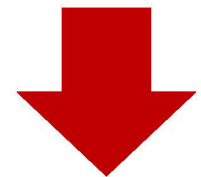
12%



30%



28%



5%

Volume
Contribution

Volume
Growth



Radio City Programming & Digital Performance & Initiatives



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High Focus on Digital Integrations

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Social Media Reach

Digital reach of **134 Mn** through social media apps like Youtube, Facebook, Twitter, Instagram and Web Radio



Rank #1
5.1 Mn Likes



Rank #1
4.5 Lakhs



Rank #3
4.3 Lakhs

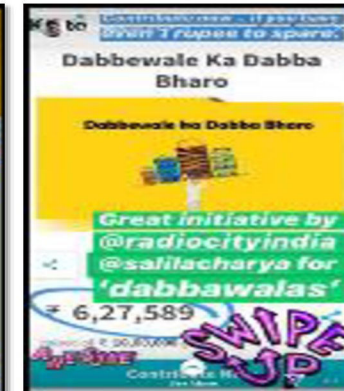
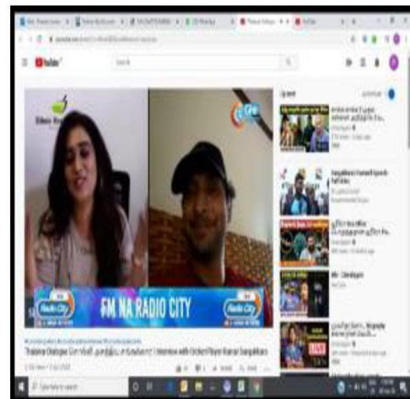
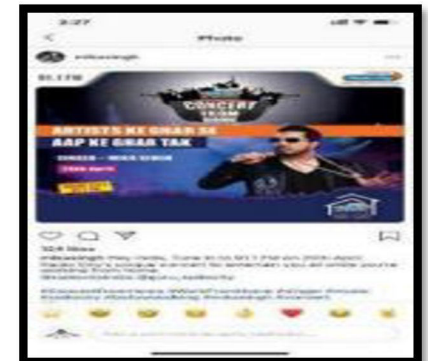
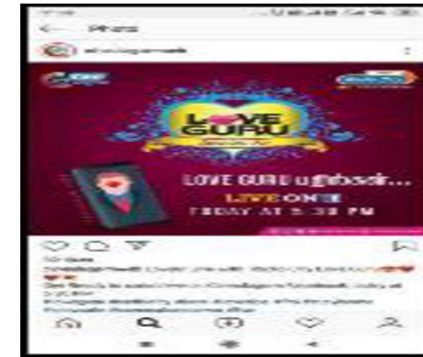


Rank #3
1.25 Mn

- Strategic integration of RC initiatives on various Social Media platforms through well know influencers & celebrities.
- All RC initiatives like Dabbewalo ka Dabba Bharo, Ghar se na Niklenge, Concert from Home, AROI Research, Badal Daal Hyderabad, Love Guru, Kaam Wapsi, Mumbai Relaunch, etc. were promoted.

RC brand across all Platforms

For all RC Initiatives



Initiatives in the Quarter

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Ye Crypto Crypto Kya hai- Delhi

There was lot of noise around crypto but in reality people don't have much knowledge about crypto and RC Delhi take it as an opportunity to inform its listeners about Crypto. RJ Ginnee will bring subject experts to Decode Crypto.



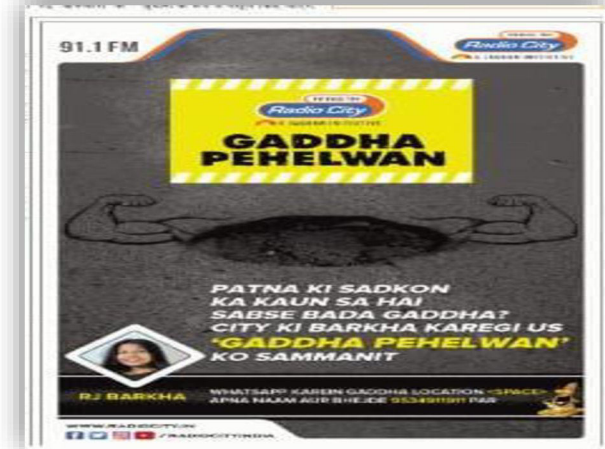
Khali Karo - Mumbai

Be it the New Year or any other festival, we all love to buy new things. Be it shoes, clothes, jewellery or furniture items. While we buy new things for us or our household we need to get rid of our old belongings. Many SM influencers shared the campaign with total outreach of 18L



Hosabelaku - Bengaluru

In the memory of Puneet rajkumar, we started the campaign called hosabelaku. Late Puneet's brother and superstar Shiva Rajkumar also joined us in the campaign and appealed people eye donation. We got around 4000 + registration, 20000 beneficiaries and same has be share with Shankar eye hospital.



Gaddha Pehelwan-North

Took a step forward to bring about a positive change by tackling the potholes issue with help of listeners and civic bodies. This year activity was executed in Punjab, Haryana, Bihar and Jharkhand market was much appreciated by listeners. In Punjab activity was covered by No 1 news channel of Punjab

Initiatives in the Quarter

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Ek Kapda Abhiyaan - UP

Radio City's award-winning initiative. Where we urge citizens to donate warm cloths like jackets, blankets etc. and donate the same to the underprivileged ones. Celeb endorsements got us good engagement on the SM platforms reaching out to around 6.5M followers.



RC Joke Studio - Marathi

Radio City took the initiative to for a unique activity in search of Maharashtra's best comedian. The spike was promoted in the leading dailies – Lokmaat and Saakal across 9 RC Markets, reaching out to a readership base of 1 Cr



Aapni Bhasa Aapno Swag - Raj

A Radio City initiative to introduce contemporary Rajasthani Music in playlist across Rajasthan and to own up the feeling of regional pride and regional content on Radio.

Total outreach through on-ground, Print Ads and SM platforms – 20L+



Radio City GPL - Gujarat

For the consecutive 11th year we celebrated Navratri with our listeners with safety at their societies across all the Radio City markets, we did the activation across 60 RWAs of Guajrata.

We reached out and engagement with 10L+ listeners through this activity.

Profit and Loss Statement

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In Rs. Crs	Q3FY22	Q3FY21	YoY	Q2FY22	QoQ	9MFY22	9MFY21	YoY
Revenue	59.9	40.7	47%	42.0	42%	122.4	85.1	44%
Other Income	3.9	5.0		4.8		12.5	12.6	
Total Income	63.8	45.7		46.8		135.0	97.8	
Licenses Fees	5.0	4.7		4.7		14.3	13.8	
Employee Expenses	13.5	12.2		12.5		38.8	35.2	
Other Expenses	23.7	19.6		20.2		60.2	50.2	
EBITDA	21.6	9.2	136%	9.4	130%	21.7	-1.4	NA
EBITDA Margin	36.1%	22.6%		22.4%		17.7%	-1.6%	
Depreciation/Amortization	8.2	8.2		8.2		24.6	25.0	
EBIT	13.4	0.9	1340%	1.2	934%	-2.9	-26.4	NA
EBIT Margin	22.4%	2.3%		2.9%		-2.4%	-31.0%	
Finance costs	0.7	0.8		0.7		2.0	2.5	
PBT	12.8	0.1	NA	0.5	NA	-4.9	-28.9	NA
Tax	3.8	0.0		0.2		-1.3	-8.7	
PAT	9.0	0.1	NA	0.3	NA	-3.6	-20.3	NA
PAT Margin	15.0%	0.2%		0.7%		-3.0%	-20.7%	
Other Comprehensive Income	0.0	0.2		0.0		-0.1	2.1	
Total Comprehensive Income	9.0	0.3	NA	0.3	NA	-3.8	-18.3	NA

Contact Us

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