

May 20, 2025

National Stock Exchange of India Limited Exchange Plaza, 5 th Floor Plot No. C/1, G Block; Bandra (East) Mumbai 400 051			BSE Limited Corporate Relationship Department Phiroze Jeejeebhoy Towers Dalal Street; Fort, Mumbai 400 001		
Equity	Scrip Code	RADIOCITY	Equity	Scrip Code	540366
	ISIN	INE919I01024		ISIN	INE919I01024
NCRPS	Scrip Code	RADIOCITY	NCRPS	Scrip Code	717504
	ISIN	INE919I04010		ISIN	INE919I04010

Sub: Investor Presentation on Audited Financial Results of the Company for the fourth quarter and year ended March 31, 2025

Dear Sir/Ma'am,

In accordance with Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith a copy of presentation to Analysts/ Investors on the financial performance of the Company for Audited Financial Results of the fourth quarter and year ended March 31, 2025 for the Financial Year 2024-25.

The aforesaid Analysts/ Investors Presentation is also available on the website of the Company <https://www.radiocity.in>

Kindly take the above on your record.

Thanking you
For Music Broadcast Limited

Arpita Kapoor
Company Secretary and Compliance Officer
Encl: as above





Music Broadcast Limited

Investor Presentation

Q4 & FY25



Safe Harbor

This presentation and the accompanying slides (the “Presentation”), which have been prepared by **Music Broadcast Limited** (the “Company”), have been prepared solely for information purposes and do not constitute any offer, recommendation or invitation to purchase or subscribe for any securities, and shall not form the basis or be relied on in connection with any contract or binding commitment what so ever. No offering of securities of the Company will be made except by means of a statutory offering document containing detailed information about the Company.

This Presentation has been prepared by the Company based on information and data which the Company considers reliable, but the Company makes no representation or warranty, express or implied, whatsoever, and no reliance shall be placed on, the truth, accuracy, completeness, fairness and reasonableness of the contents of this Presentation. This Presentation may not be all inclusive and may not contain all of the information that you may consider material. Any liability in respect of the contents of, or any omission from, this Presentation is expressly excluded.

Certain matters discussed in this Presentation may contain statements regarding the Company’s market opportunity and business prospects that are individually and collectively forward-looking statements. Such forward-looking statements are not guarantees of future performance and are subject to known and unknown risks, uncertainties and assumptions that are difficult to predict. These risks and uncertainties include, but are not limited to, the performance of the Indian economy and of the economies of various international markets, the performance of the industry in India and world-wide, competition, the company’s ability to successfully implement its strategy, the Company’s future levels of growth and expansion, technological implementation, changes and advancements, changes in revenue, income or cash flows, the Company’s market preferences and its exposure to market risks, as well as other risks. The Company’s actual results, levels of activity, performance or achievements could differ materially and adversely from results expressed in or implied by this Presentation. The Company assumes no obligation to update any forward-looking information contained in this Presentation. Any forward-looking statements and projections made by third parties included in this Presentation are not adopted by the Company and the Company is not responsible for such third-party statements and projections.

Table of contents

Business Highlights

Radio Trends & Radio City Revenue Highlights

Digital Landscape

Platform wise reach, highlights & New product Launch

Created Business

Top Solution-driven event sales highlights

On Ground & On Air Events

Expansion of Corporate Footprint Internationally

Awards & Recognitions

Appreciation on Outstanding performance in various Category

Financial Highlights

Financial health of Organization

Key Highlights – FY25



Radio City

Revenue growth of 3% on YoY basis for FY25

40% of the total clients on the Radio platform advertised on Radio City

32% of New clients on Radio platform advertised on Radio City

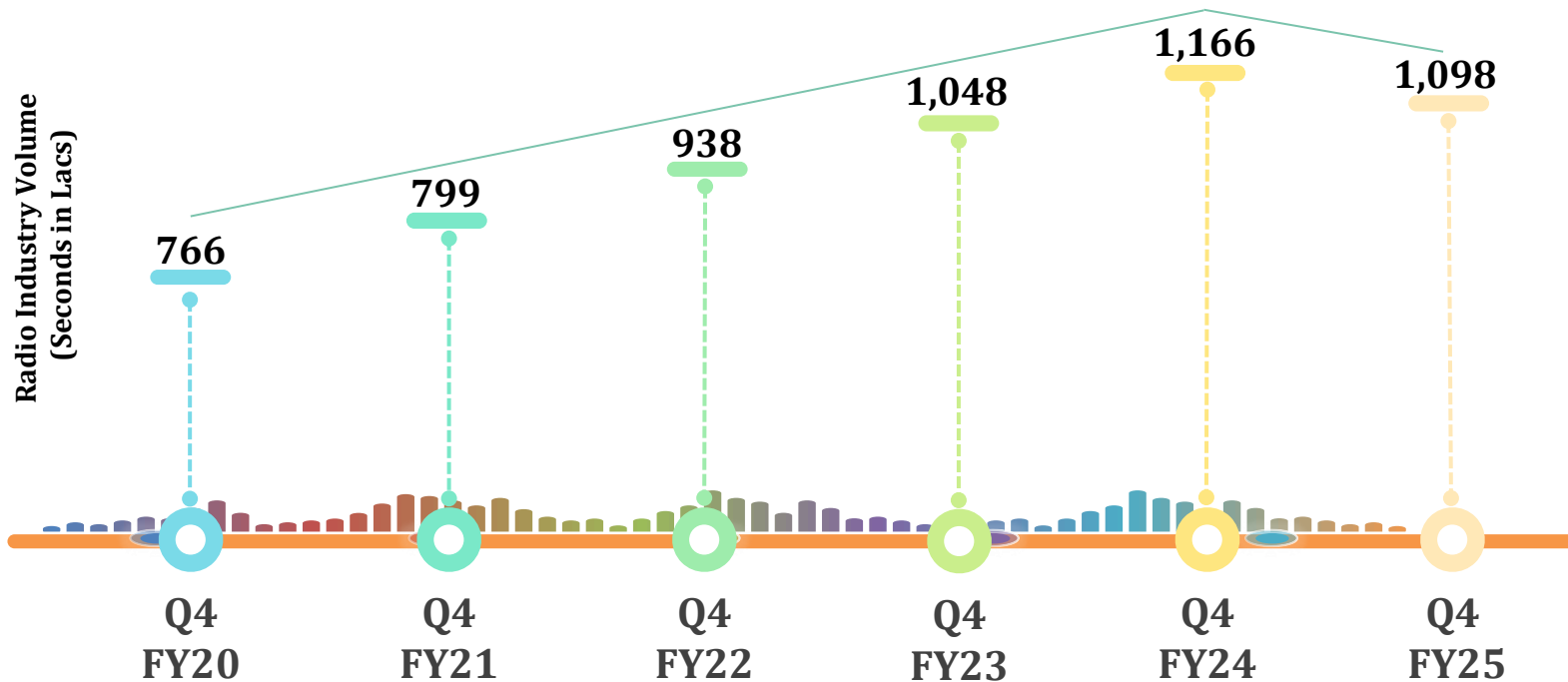
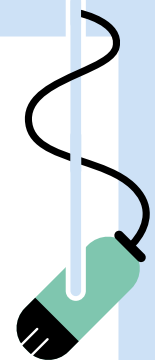
Radio Industry

- (2%) YoY de-growth in volumes for FY25
- 7.4 K clients are new in FY25 out of 10.8 K total clients advertised on Radio platform

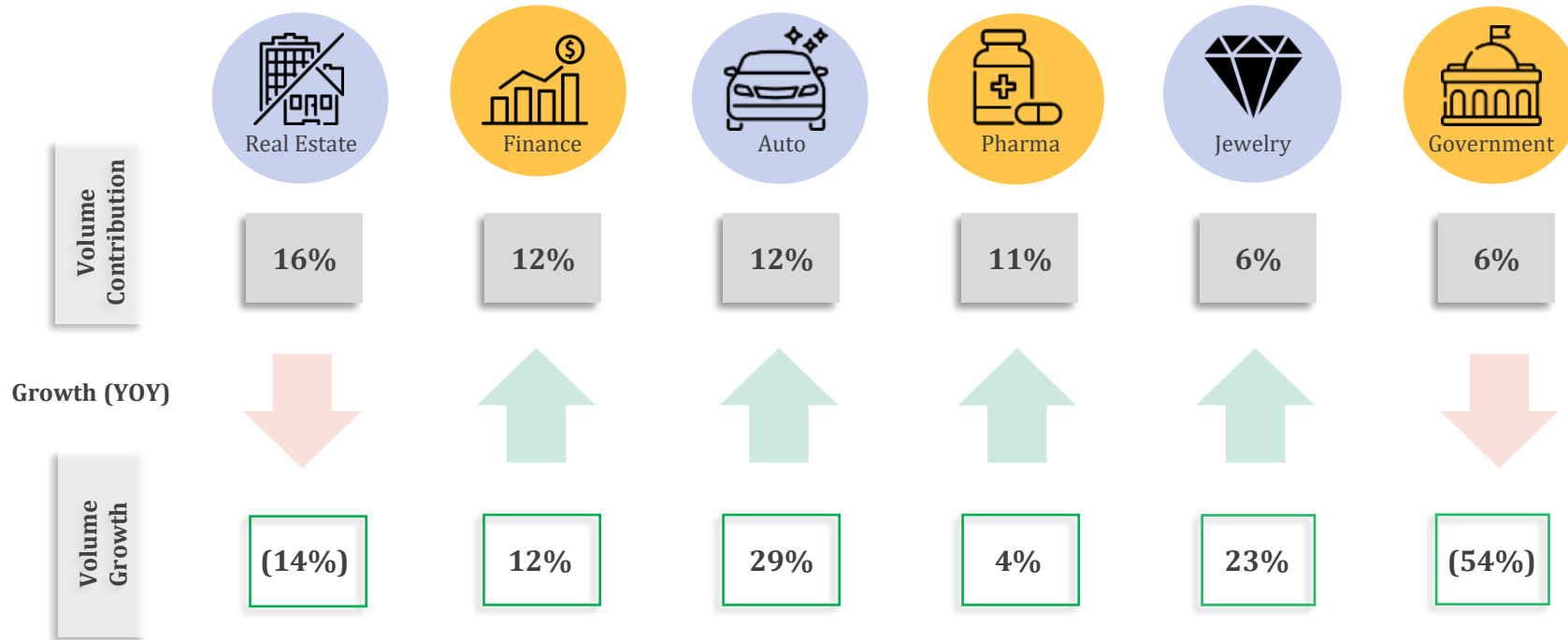


Business Highlights

Radio Industry Volume Trend

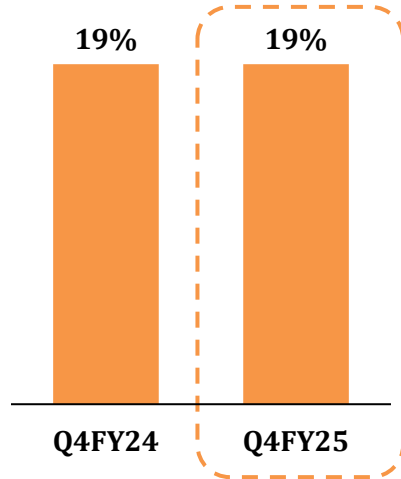


Radio Industry – Q4FY25 Category Trend

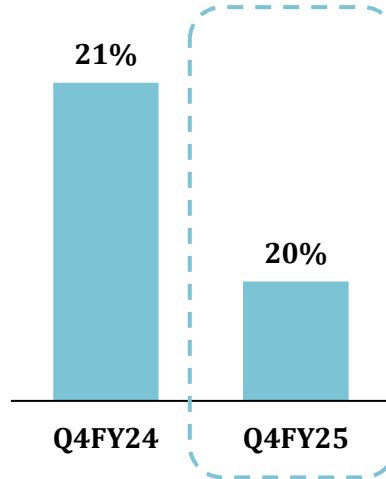


Market Share

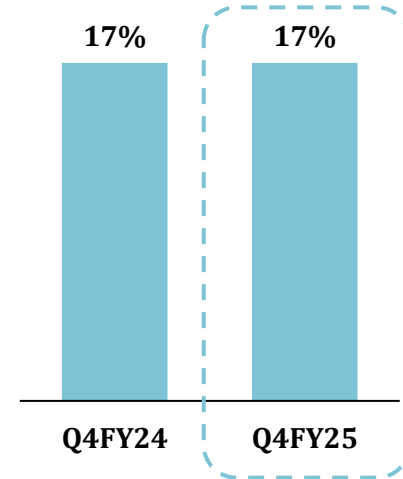
Radio City



Peer 1



Peer 2



Radio City's Market share is 19% in Q4FY25

1 Cr+ Clients Club

Powering Innovation Through Collaboration



P&L Highlights

Figures (Rs. in Cr)

Revenue

Operating
EBITDA[^]

Operating
PBT^{*}

Q4FY25

Rs. 54.7 Crs

Rs. -3.5 Crs

Rs. -12.9 Crs

FY25

Rs. 234.5 Crs

Rs. 39.5 Crs

Rs. 1.9 Crs

[^] Operating EBITDA adjusted for Impairment of non- current assets to the tune of Rs. 34.9 Crs for Q4FY25 and FY25

^{*}Adjusted for interest on NCRPS





Digital Landscape



Social Media Platforms

Facebook



(Followers/Sub):
4.5 M

Rank:
No.2

Instagram



(Followers/Sub):
416.8 K

Rank:
No.3

Twitter



(Followers/Sub):
335.3 K

Rank:
No.1

YouTube



(Followers/Sub):
1.54 M

Rank:
No.4

LinkedIn



(Followers/Sub):
52.7 k

Rank:
No.3

Accelerating Digital Growth

RC Studio



Radio City's video content distribution on Jio TV, making it the first radio station in the country to launch a 24x7 video channel

SMINCO



SMINCO revolutionizes influencer marketing, giving brands the power to plan, track, and succeed with data-driven strategies

Muzartdisco



Beatchain and Radio City India launched 'Muzartdisco' independent artist discovery platform

AI RJ SIA



Radio City has introduced AI RJ Sia, a radio jockey created harnessing artificial intelligence.

Spotify



With Spotify's digital and measurable ads solution, Radio city to offer its clients new advertising solutions.

Woka

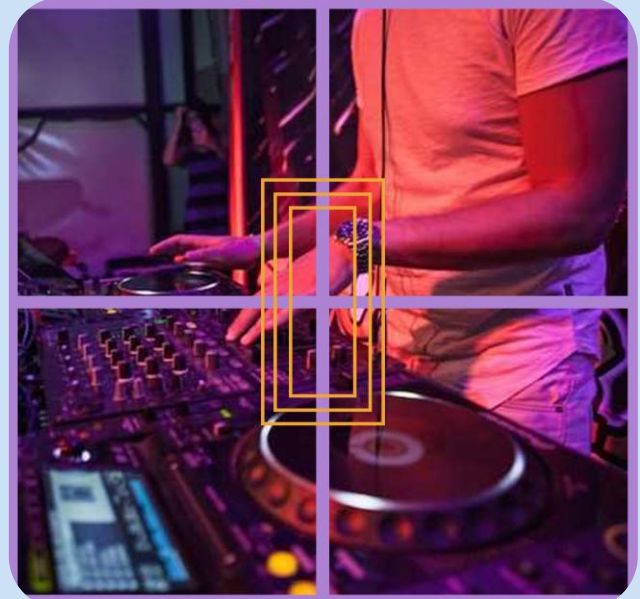


Kids-centric gaming and entertainment app, operates within a dynamic and competitive landscape





Created Business





PROGRAMMING & MARKETING HIGHLIGHTS

**National
IPs**

**Digital First
Integrations**

**Regional
Properties**

**Show
Sponsorship**

**Government
Business**

**Big Ticket
Content Integration**

**Local
Initiatives**

- 27% Revenue Garnered from Created Businesses - Properties, Proactive pitches, Digital, Sponsorships & Special days
- Q4FY25 Digital revenue has grown by 14% over Q4FY24
- Second Highest client count share in the Industry with 40% in Q4FY25

Big On Air initiatives : Radio City Super Singer 16



Radio City's marquee property, 'Radio City Super Singer,' is back with Season 16 in the search for yet another exceptional singer.

The most sought-after singing talent hunt, RCSS has entertained millions of Indians for over a decade. Radio City Super Singer is the only radio platform that provides significant and exceptional opportunities for aspiring singers across 39 cities to come forward and showcase their innate singing talent.

Padma Shri Kailash Kher is all set to return as a mentor for the fourth consecutive year to scout the finest singers and prepare them for unmatched stardom through the show.



BIG COALITION

RCB



For the first time ever, Radio City joined forces with Royal Challengers Bangalore (RCB) to bring fans an electrifying cricket experience like never before!

MI



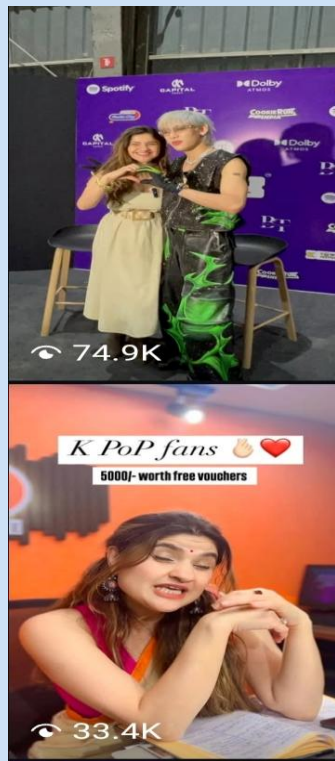
Radio City continues its unstoppable cricket journey, celebrating 16 years as the official partner of Mumbai Indians!

LSG



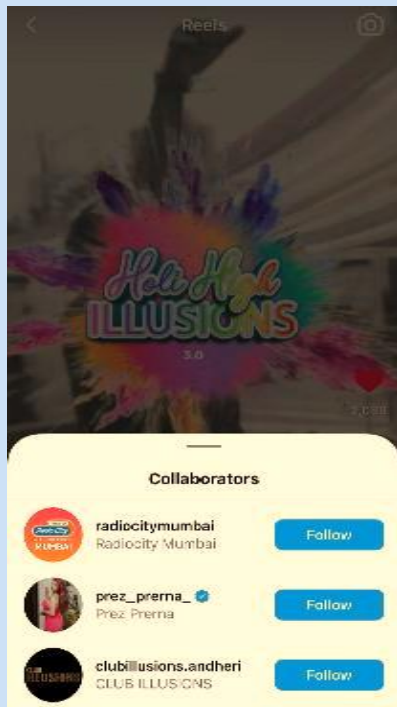
Radio City is partnering with Lucknow Super Giants for the 4th consecutive year as their Official Radio Partner for IPL 2025!

Influencer Collaborations



To enhance our brand visibility and engagement, Radio City engaged with influencers spanning diverse categories. This strategic approach has proven to be a powerful tool for expanding our reach and strengthening our brand's connection with a broad and engaged online community.

Influencer Collaborations



To enhance our brand visibility and engagement, Radio City engaged with influencers spanning diverse categories. This strategic approach has proven to be a powerful tool for expanding our reach and strengthening our brand's connection with a broad and engaged online community.

Programming & Marketing Led Regional Events



HEALTH ICON AWARDS
LUCKNOW



HOLI HURDANG
PATNA



SURAT KE SHAURYAVEER
SURAT



CITY KI KITTY
JAIPUR



WONDER WOMEN AWARDS
BARODA

Brand Communication & PR Initiatives



Radio City Premier League is Radio City's flagship sports IP that brings the spirit of football to the corporate world. Designed to foster camaraderie, healthy competition, and team bonding



Radio City amplifies the call for climate action with a powerful new initiative – “Ye Hai Radio Ki Aawaz”. As the airwaves carry voices, we now carry responsibility. This campaign is a rallying cry against climate change, reminding us that the threat is no longer in the future



Radio City proudly partners with the World Pickleball League as its exclusive radio ally, amplifying the voice of this fast-emerging global sport.

Mumbai Icon Awards



Best Highlights For Mumbai Icon Awards 2025

18 Celebs Graced the Event | 45 Paps Covered the Event | Highest Revenue Booked for Icon Awards | Great Fillers
(On Ground Activations Used)



Financial Highlights

Profit and Loss Statement

Particulars (Rs. in Cr)	Q4FY25	Q4FY24	YoY	Q3FY25	QoQ	FY25	FY24	YoY
Revenue	54.7	62.6	-13%	65.4	-16%	234.5	228.5	3%
Other Income	7.0	5.9		6.7		26.9	23.1	
Total Income	61.7	68.5	-10%	72.1	-14%	261.3	251.6	4%
Licenses Fees	4.9	5.1		5.2		20.2	20.2	
Employee Expenses	19.7	18.3		19.6		78.7	69.4	
Other Expenses	40.5	29.0		29.8		123.0	105.8	
Operating EBITDA	-3.5	16.1	NA	17.6	NA	39.5	56.2	-30%
Operating EBITDA Margin	-6.3%	25.7%		26.9%		16.8%	24.6%	
Depreciation/Amortization	8.7	8.5		8.8		34.6	33.4	
Operating EBIT	-12.1	7.6	NA	8.8	NA	4.9	22.8	-79%
Operating EBIT Margin	-22.2%	12.2%		13.5%		2.1%	10.0%	
Adjusted Finance costs*	0.7	0.7		0.7		3.0	2.0	
Operating PBT	-12.9	6.9	NA	8.1	NA	1.9	20.8	-91%
Impairment of non-current assets^	34.9	-		-		34.9	-	
Tax	-12.1	2.1		2.3		-7.8	6.1	
PAT (After Adjustment of Interest on NCRPS)	-35.7	4.9	NA	5.7	NA	-25.2	14.7	NA
PAT Margin	-65.4%	7.8%		8.7%		-10.8%	6.4%	
Interest on NCRPS	2.3	1.9		2.1		8.6	7.9	
Reported PAT	-38.0	3.0	NA	3.6	NA	-33.8	6.8	NA
Other Comprehensive Income	-0.1	0.1		0.0		-0.1	0.1	
Total Comprehensive Income	-38.1	3.1	NA	3.6	NA	-33.9	6.9	NA

^The Company has carried out a valuation of its business and the said valuation shows a decline of Rs.34.9 Crs in the carrying amount of non-financial assets (Property, Plant and Equipment, Right-of-use assets and Intangible assets (including under development)). The reduction in the value of Rs.34.9 Crs has been provided for in these financial results during the quarter and year ended March 31, 2025.

*Adjusted for interest on NCRPS

Balance Sheet

Assets (Rs. in Cr)	Mar-25	Mar-24
Total Non Current Assets	406.0	500.4
Fixed Assets	178.7	220.3
Property, plant and equipment	67.9	73.7
Right of use asset	19.8	13.4
Intangible Assets	91.0	132.3
Intangible assets under development	0.1	0.9
Financial Assets		
Investments	170.7	223.9
Other Financial Asset	23.8	32.7
Deferred Tax Asset(Net)	22.2	14.3
Other Non Current Assets	2.6	2.6
Non Current tax assets (net)	7.9	6.7
Total Current Assets	259.2	180.2
Current Investments	140.0	23.3
Trade Receivables	75.8	73.5
Cash & Cash Equivalents	9.1	9.4
Bank Balances	4.1	25.3
Other Financial Assets	10.2	24.6
Other Current Assets	20.0	24.0
TOTAL ASSETS	665.2	680.6

Liabilities (Rs. in Cr)	Mar-25	Mar-24
Shareholders Fund	497.7	531.7
Share Capital	69.1	69.1
Other Equity	428.6	462.5
Total Non Current Liabilities	27.7	105.3
Long Term Borrowings	0.0	91.6
Lease Liabilities	22.3	10.1
Employee Benefit Obligation	5.4	3.5
Total Current Liabilities	139.8	43.7
Short Term Borrowings	100.2	0.0
Trade Payables	21.3	22.0
Lease Liabilities	3.5	4.7
Other Financial Liabilities	5.6	6.3
Employee Benefit Obligation	1.8	1.5
Other Current Liabilities	7.4	9.1
TOTAL EQUITY & LIABILITIES	665.2	680.6

Cash Flow Statement

Particulars (Rs. in Crs)	Mar-25	Mar-24
Profit before tax	(41.6)	12.9
<i>Adjustments</i>	69.3	23.8
Operating Profit Before Working Capital Changes	27.6	36.7
<i>Change in operating assets and liabilities</i>	(10.0)	(7.2)
Cash generated from operations	17.7	29.4
<i>Income taxes paid</i>	(1.0)	(2.2)
Net cash inflow from operating activities (A)	16.6	27.3
Net cash inflow/(outflow) from investing activities (B)	(9.5)	(16.2)
Net cash outflow from financing activities (C)	(7.4)	(8.1)
Net increase/(decrease) in cash and cash equivalents (A+B+C)	(0.3)	3.0
Cash and cash equivalents at the beginning of the year	9.4	6.4
Cash and cash equivalents at the end of the year	9.1	9.4

Thank You

Contact Us



CIN: L64200MH1999PLC137729

Mr. Rajiv Shah

Email: rajivs@myradiocity.com

www.radiocity.in

SGA Strategic Growth Advisors

CIN: U74140MH2010PTC204285

Mr. Jigar Kavaiya / Ms. Ami Parekh

Email : jigar.kavaiya@sgapl.net / ami.parekh@sgapl.net

www.sgapl.net

