

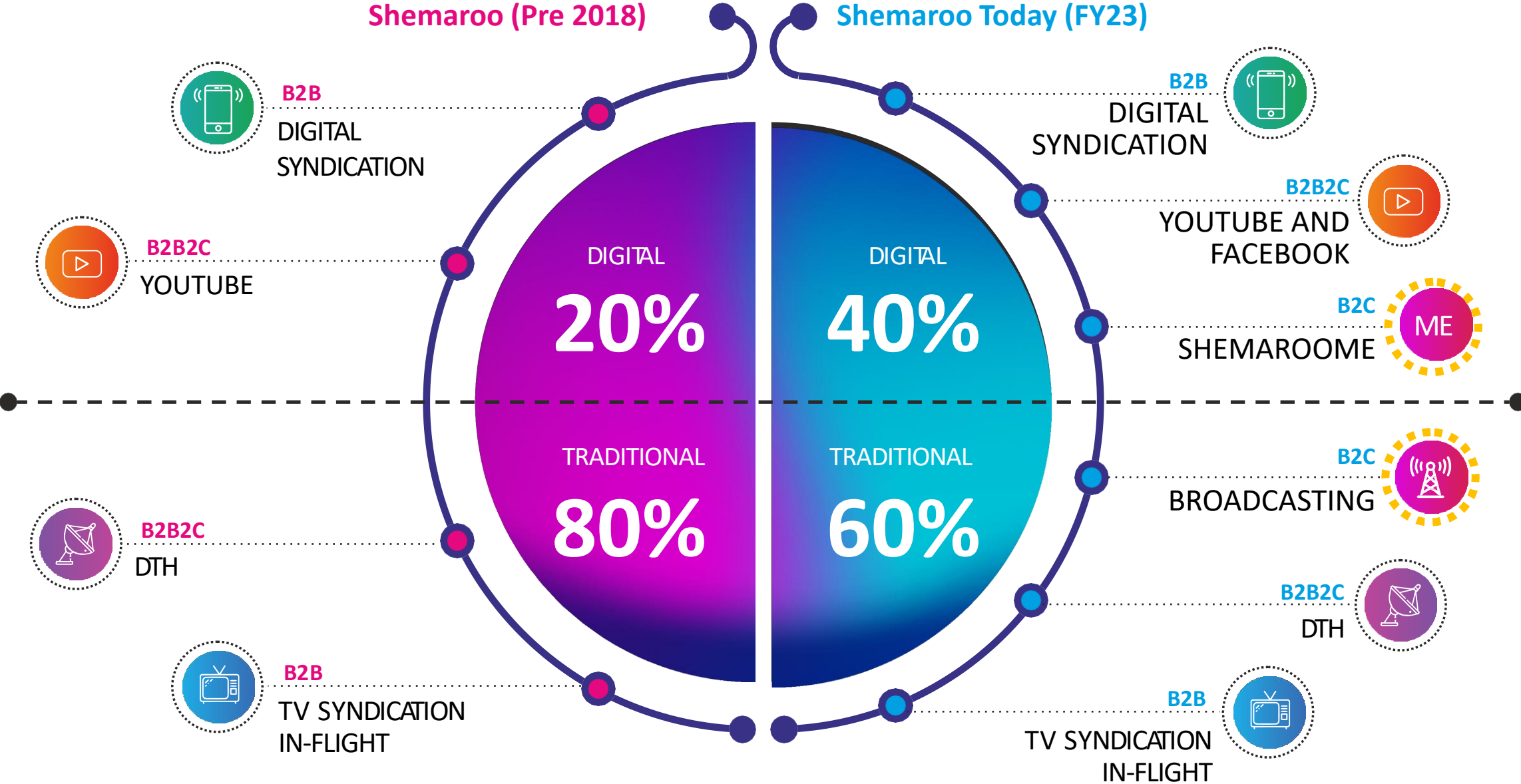


60 YEARS OF
ENTERTAINING
INDIA

Shemaroo Entertainment Limited

EARNINGS PRESENTATION – Q3/9M-FY24

Shemaroo: At a Glance



Financials

Q3/9M-FY24

Q3/ 9M-FY24 Key Financial Highlights



Q3-FY24 performance (Consolidated)

INR 1,559 Mn Revenue from Operations	INR (177) Mn EBITDA	(11.34)% EBITDA Margin
INR (299) Mn Net Profit	(19.20)% Net Profit Margin	INR (11.02)/share EPS

Q3-FY24 Profit and Loss includes expenses on new initiatives (net of revenue) - INR 284 Mn

9M-FY24 performance (Consolidated)

INR 5,083 Mn Revenue from Operations	INR 73 Mn EBITDA	1.43% EBITDA Margin
INR (264) Mn Net Profit	(5.19)% Net Profit Margin	INR (9.71)/share EPS

9M-FY24 Profit and Loss includes expenses on new initiatives (net of revenue) - INR 710 Mn

Divisional Breakup (Consolidated):

INR Mn	Q3-FY24	Q3-FY23	Y-o-Y Growth	9M-FY24	9M-FY23	Y-o-Y Growth
Digital Media	652	603	8.2%	1,853	1,723	7.5%
Traditional Media	907	893	1.6%	3,231	2,198	47.0%
Income from Operations	1,559	1,496	4.3%	5,083	3,921	29.6%

Q3-FY24 Key Operational Highlights



- The overall consumer sentiment, particularly rural demand, continued to remain weak during the quarter resulting in lower advertising spends across the sector
- Challenges within the start-up ecosystem persisted during the quarter, contributing to reduced advertising spends, especially on digital platforms
- A significant portion of the advertising budget was allocated to the World Cup and state elections, impacting overall advertisement spending on other entertainment categories
 - About one-third of the advertising spends during the World Cup has been contributed by major FMCG advertisers, known for their substantial investments in entertainment categories
 - Furthermore, the thrilling World Cup matches drew attention away from other entertainment options, resulting in decreased viewership across most non-sports categories
- Due to this, in Q3 FY24, the Company faced a twofold challenge – reduced viewership and muted advertising revenue across both its traditional and digital businesses
- In addition to the above, planned investments were made in content, people, and marketing to capitalize on the festive quarter, which further put pressure on the margins
- Moreover, while some planned B2B deal closures occurred in Q3, the revenue realization was deferred to subsequent quarters
- The company has already undertaken cost rationalization measures to address the external advertising slowdown. We are confident that these efforts will yield positive results in the upcoming quarters
- However, we believe that up until the rural demand picks up, advertising spends will continue to remain under pressure

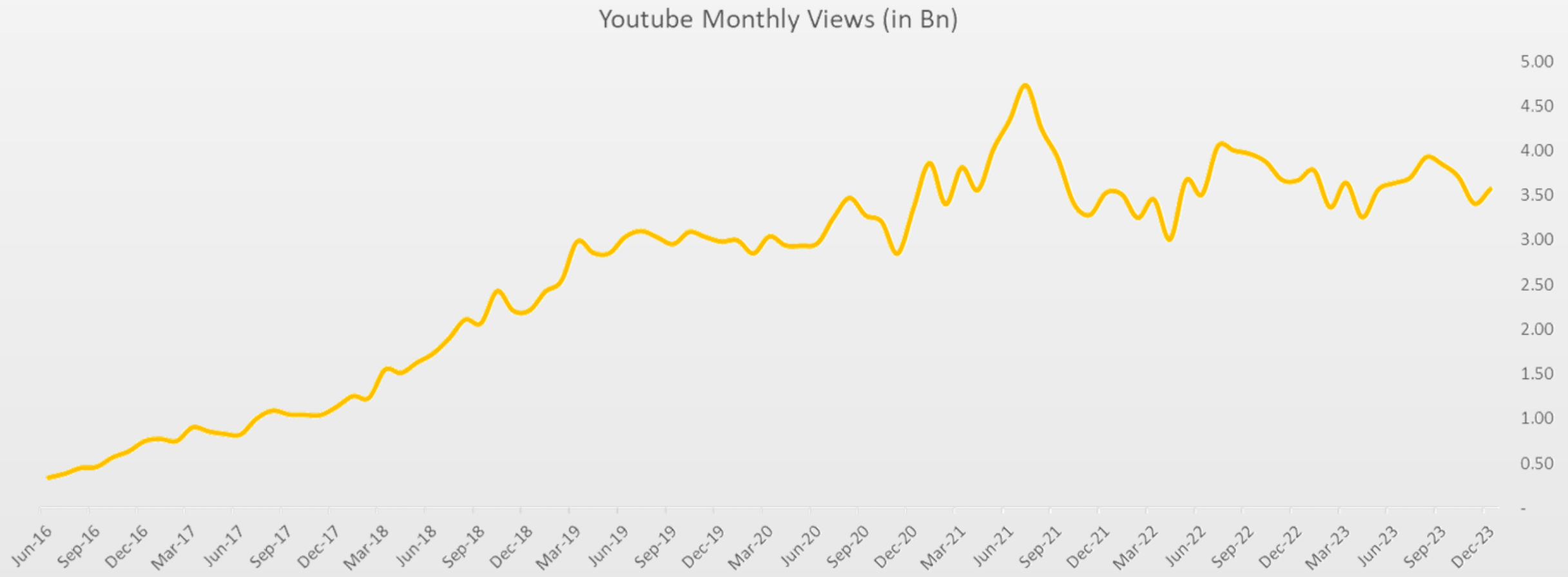
Q3-FY24 Key Operational Highlights (Cont.)



- **ShemarooMe**
 - *ShemarooMe Gujarati*
 - Released 13 new titles during the quarter with content across movies, web series and plays
 - Digital world premiere of blockbuster movies 'Hu Ane Tu', 'Bau Na Vichar' and release of original web series 'Goti Soda 4'
- **YouTube:** With 67 mn subscribers, Shemaroo FilmiGaane is the 22nd most subscribed channel in the world
- **Broadcasting:**
 - Launched original programs across the channels; 'Karmadhikari Shanidev' on Shemaroo TV and 'Sau Pratap Manasi Supekar' on Shemaroo MarathiBana
 - Shemaroo GEC channels have a viewership share of around 7.6% in the overall Hindi GEC genre
- **Web 3.0:**
 - Launched ShemarooVerse, the first official metaverse platform on Android devices and desktops
 - Partnered with Sandbox to create immersive experiences for Shemaroo IPs on the Sandbox metaverse

Shemaroo YouTube Monthly Views

YouTube Views (Jun'16 to Dec'23):

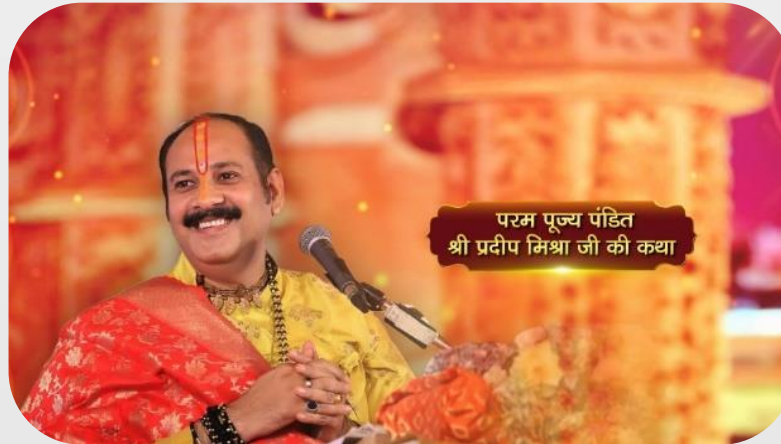


- ShemarooMe Gujarati:
 - Released 13 new titles during the quarter with content across movies, web series and plays
 - Digital world premiere of blockbuster movies 'Hu Ane Tu', 'Bau Na Vichar' and release of original web series 'Goti Soda 4'



Shemaroo Broadcasting

- Launched original programs across the channels; 'Karmadhikari Shanidev' on Shemaroo TV and 'Sau Pratap Manasi Supekar' on Shemaroo MarathiBana
- Shemaroo GEC channels have a **combined viewership share of around 7.6%** in the overall Hindi GEC genre



Consolidated Quarterly Financial Performance



Particulars (INR Mn)	Q3-FY24	Q2-FY24	Q-o-Q	Q3-FY23	Y-o-Y
Revenue from Operations	1,559	1,989	(21.6%)	1,496	4.3%
Total Expenses	1,736	1,817	(4.5%)	1,401	23.9%
EBITDA	(177)	172	NA	94	NA
EBITDA Margin (%)	(11.34%)	8.65%	NA	6.31%	NA
Other Income	22	11	105.0%	9	140.4%
Depreciation	14	14	(0.2%)	12	16.6%
Finance Cost	94	94	0.7%	82	15.2%
PBT	(264)	75	NA	9	NA
Tax	41	20	103.3%	(1)	NA
PAT	(304)	55	NA	10	NA
Minority Interest & Share of profit/ (loss) in associate company	5	(6)	NA	(1)	NA
PAT after adjustments	(299)	49	NA	9	NA
PAT Margin (%)	(19.20%)	2.45%	NA	0.59%	NA
Comprehensive Income	3	(3)	NA	0	NA
Total Profit including Comprehensive Income(Net of tax)	(296)	46	NA	9	NA
EPS (INR)(not annualised)	(11.02)	1.80	NA	0.32	NA

Consolidated Half Yearly Financial Performance



Particulars (INR Mn)	9M-FY24	9M-FY23	Y-o-Y
Revenue from Operations	5,083	3,921	29.6%
Total Expenses	5,011	3,617	38.5%
EBITDA	73	304	(76.1%)
EBITDA Margin (%)	1.43%	7.75%	(632) Bps
Other Income	40	32	27.3%
Depreciation	42	39	7.2%
Finance Cost	276	223	23.6%
PBT	(204)	74	NA
Tax	56	25	126.4%
PAT	(260)	49	NA
Minority Interest & Share of profit/ (loss) in associate company	(4)	(4)	2.8%
PAT after adjustments	(264)	45	NA
PAT Margin (%)	(5.19%)	1.15%	(634) Bps
Comprehensive Income	(3)	(2)	(27.2%)
Total Profit including Comprehensive Income(Net of tax)	(267)	43	NA
EPS (INR)(not annualised)	(9.71)	1.66	NA

Historical Consolidated Income Statement



Particulars (INR Mn)	FY21	FY22	FY23	9M-FY24
Revenue from Operations	3,111	3,814	5,566	5,083
Total Expenses	2,986	3,455	5,093	5,011
EBITDA	126	358	473	73
EBITDA Margin (%)	4.04%	9.40%	8.49%	1.43%
Other Income	10	19	34	40
Depreciation	73	66	52	42
Finance Cost	284	259	307	276
PBT	(221)	52	148	(204)
Tax	(2)	1	53	56
PAT	(219)	51	96	(260)
Minority Interest & Share of profit/ (loss) in associate company	4	2	(2)	(4)
PAT after adjustments	(215)	53	94	(264)
PAT Margin (%)	(6.91%)	1.38%	1.68%	(5.19%)
Comprehensive Income	9	(3)	(9)	(3)
Total Profit including Comprehensive Income (Net of tax)	(205)	50	85	(267)
EPS (INR) (not annualised)	(7.90)	1.94	3.45	(9.71)

Historical Consolidated Balance Sheet

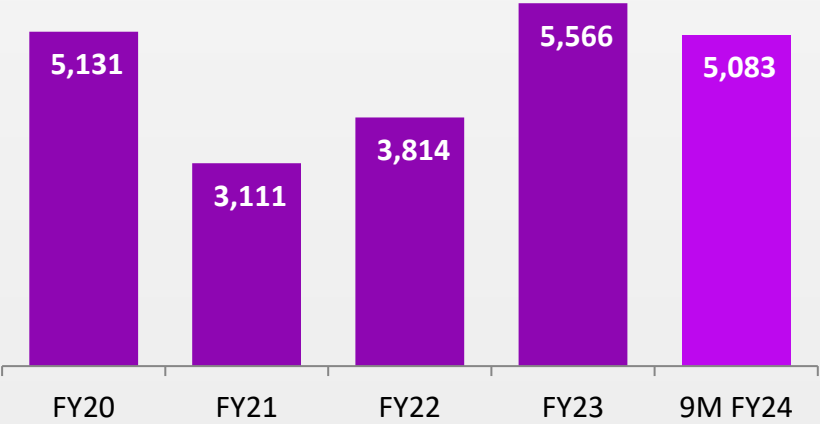


Equity and Liabilities (INR Mn)	FY22	FY23	H1-FY24
Shareholders Fund			
Share Capital	272	272	272
Other Equity	5,546	5,647	5,692
Total Equity	5,818	5,919	5,964
Non-controlling interest	(47)	(45)	(39)
Non-Current Liabilities			
Long Term borrowings	116	126	83
Lease Liability	1	1	6
Deferred tax liabilities (Net)	4	-	-
Contract Liabilities	-	23	39
Long tem provisions	8	20	45
Total Non-Current Liabilities	128	169	172
Current Liabilities			
Short Term Borrowings	2,362	3,002	3,155
Trades payables	493	939	1,179
Other Financial Liabilities	73	94	99
Lease Liability	1	1	21
Other Current Liabilities	48	288	200
Short Term Provisions	13	16	39
Total Current Liabilities	2,989	4,341	4,694
Total	8,888	10,385	10,791

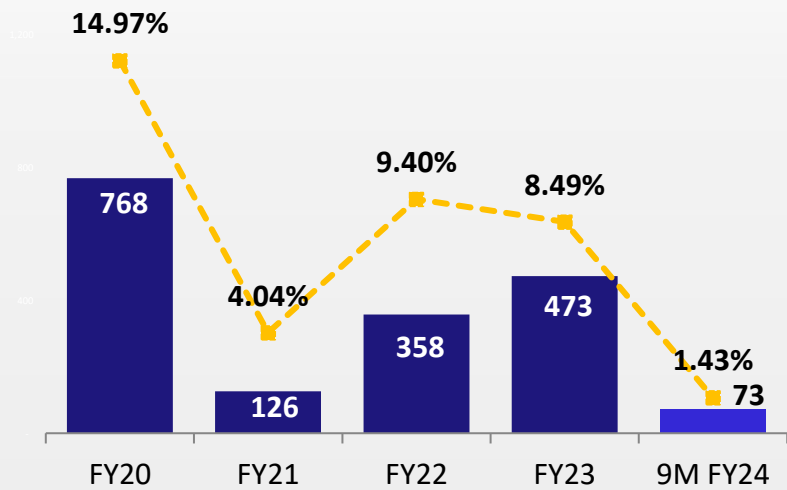
Assets (INR Mn)	FY22	FY23	H1-FY24
Non-Current Assets			
Fixed Assets			
Property, Plant & Equipment	215	350	401
Capital WIP	-	11	-
Intangible assets	7	6	5
Investment Property	1	1	1
Right of use assets	1	2	26
Investments	25	25	25
Long Term Loan and Advances	1	1	1
Other Financial Assets	8	8	34
Other Non-Current Assets	11	11	8
Deferred tax assets (net)	-	28	34
Total Non-Current Assets	270	444	536
Current Assets			
Inventories	7,149	7,346	7,383
Trade Receivables	566	1,268	1,323
Cash and Cash Equivalents	16	9	15
Other Bank Balances	67	12	2
Short Term loan and advances	1	120	126
Other Financial Assets	5	146	186
Current Tax Assets (Net)	419	472	530
Other Current Assets	394	567	691
Total Current Assets	8,617	9,941	10,255
Total	8,888	10,385	10,791

Historical Consolidated Financial Charts

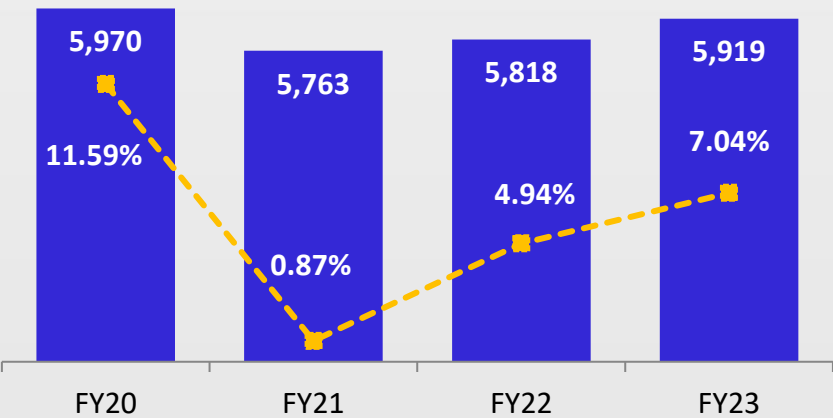
Operational Revenue (INR Mn)



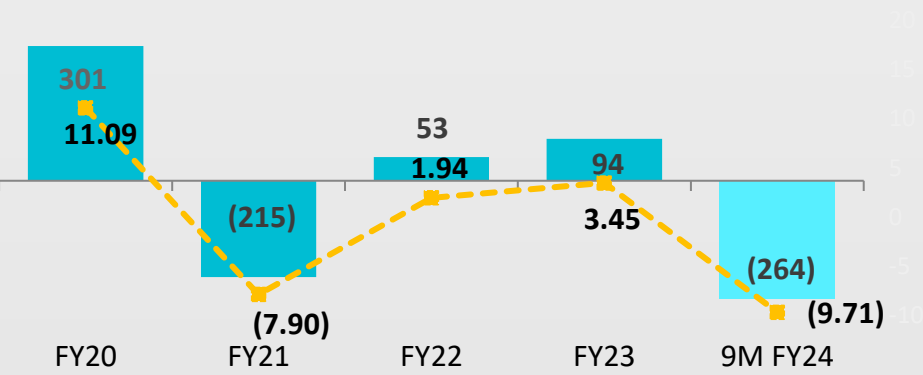
EBITDA (INR Mn) and EBITDA Margin (%)



Net Worth (INR Mn) and ROCE (%)



PAT (INR Mn) and EPS (INR)

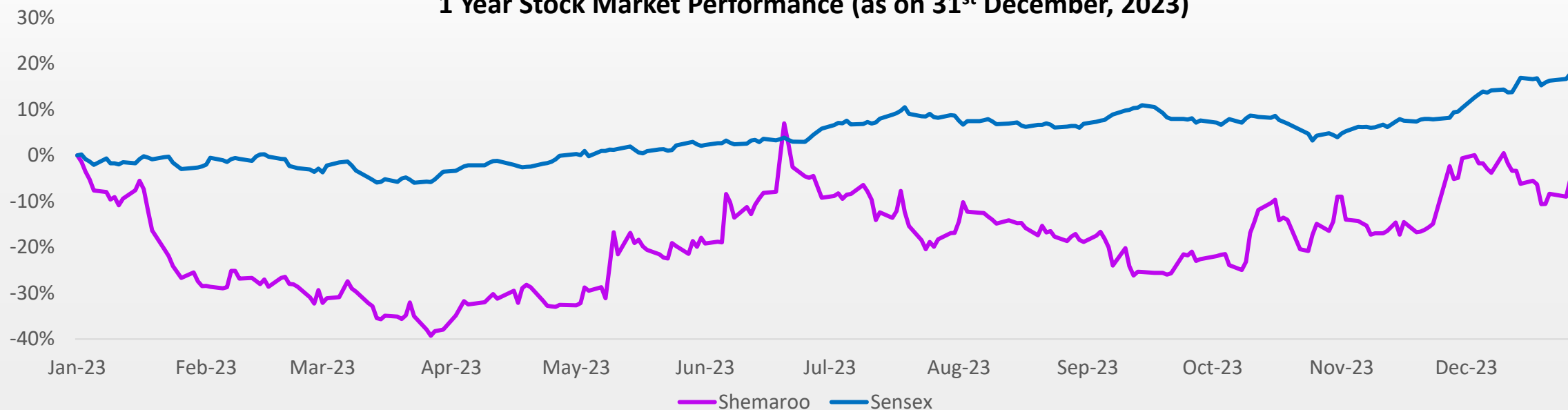


Capital Market Data



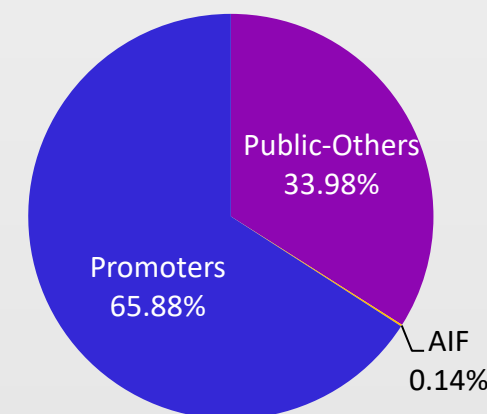
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1 Year Stock Market Performance (as on 31st December, 2023)



Price Data (As of 31 st December, 2023)		INR
Face Value		10.00
Market Price		160.25
52 Week H/L		188.70/101.00
Market Cap (INR Mn)		4,356.04
Equity Shares Outstanding (Mn)		27.18
1 Year Avg. Trading Volume ('000)		92.20

Shareholding Pattern (As on 31st December, 2023)



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Mr. Anuj Sonpal

Valorem Advisors

Tel: +91-22-4903-9500

Email: shemaroo@valoremadvisors.com

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