



Shemaroo Entertainment Limited | Q1-FY21 and Q4-FY20

INDIA **KHUSH** HUA



2 | At a Glance



Over 55 years experience as a Household Media Brand



One of the largest content houses with 3,900+ content library



Offering content to most Bollywood services across leading platforms



Offering content across Bollywood, Devotional, Regional, Comedy, Kids, Health & Lifestyle, etc.



Strong understanding of Consumer's Entertainment Needs



Strong content offerings in multiple countries across the globe

REVENUE
FY20

INR **5,131** Mn

EBITDA
FY20

INR **768** Mn

PAT
FY20

INR **301** Mn

NETWORTH
FY20

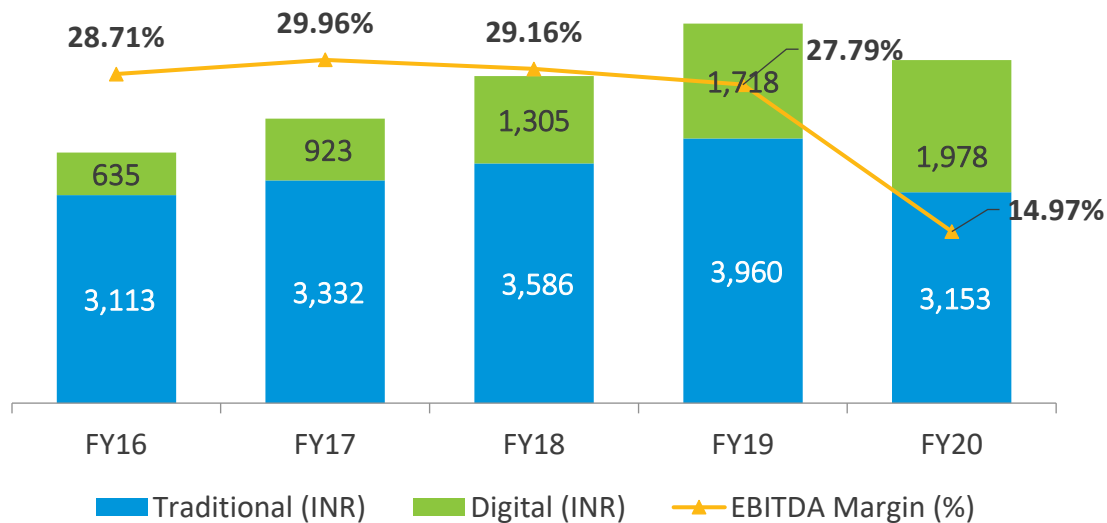
INR **5,970** Mn

Overview

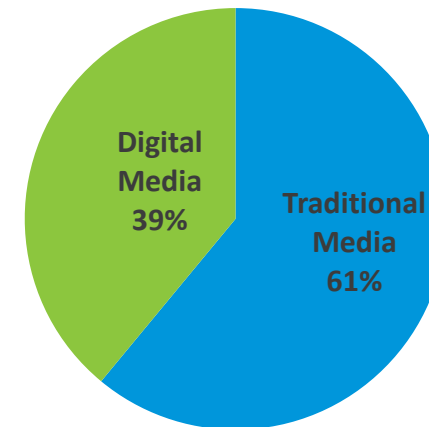


- Founded in 1962 as a book circulating library, today Shemaroo Entertainment Limited (Shemaroo) is a leading Indian content power house with a global reach, headquartered out of Mumbai
- Shemaroo is a pioneer in content aggregation and distribution in India and globally with offerings spread across Television, Mobile, Internet, OTT, Preloaded devices, etc.
- Identifying that movies have the longest shelf life for television and other media content, Shemaroo pioneered the movie library syndication business by acquiring movie titles from producers and distributing it to broadcasters and other media platforms
- Shemaroo has grown multifold over the years, developing excellent relationships across the media industry value chain, to become one of the largest organized players in a fragmented industry
- The company's digital business contribution has grown from less than 10% in FY14 to over 39% in FY20

Operational Revenue (INR Mn) and EBITDA Margin (%)



FY20 Revenue Distribution



Q1-FY21 and Q4-FY20 HIGHLIGHTS



Consolidated Q1-FY21 and Q4-FY20 Key Financial Highlights



Q1-FY21 Performance:

- **Revenue from Operations:** INR 862 Mn
- **EBITDA:** INR (49) Mn
- **EBITDA Margin:** NA
- **Net Profit:** INR (130) Mn
- **Net Profit Margin:** NA
- **EPS:** INR (4.77)

Q1-FY21 Profit and Loss includes expenses on new initiatives (net of revenue) - INR 139.69 Mn

Q4-FY20 Performance:

- **Revenue from Operations:** INR 1,227 Mn
- **EBITDA:** INR (31) Mn
- **EBITDA Margin:** NA
- **Net Profit:** INR (140) Mn
- **Net Profit Margin:** NA
- **EPS:** INR (5.15)

Q4-FY20 Profit and Loss includes expenses on new initiatives (net of revenue) - INR 107.53 Mn

FY20 Performance:

- **Revenue from Operations:** INR 5,131 Mn
- **EBITDA:** INR 768 Mn
- **EBITDA Margin:** 14.97%
- **Net Profit:** INR 301 Mn
- **Net Profit Margin:** 5.87%
- **EPS:** INR 11.09

FY20 Profit and Loss includes expenses on new initiatives (net of revenue) - INR 264.65 Mn

Divisional Breakup:

INR Mn	Q1-FY21	Q1-FY20	YOY Growth	Q4-FY20	Q4-FY19	YOY Growth	FY20	FY19	YOY Growth
Digital Media	339	487	(30.4)%	458	448	2.4%	1,978	1,719	15.1%
Traditional Media	523	943	(44.5)%	769	883	(12.9)%	3,153	3,960	(20.4)%
Income from Operations	862	1,430	(39.7)%	1,227	1,330	(7.7)%	5,131	5,678	(9.6)%

Q1-FY21 and Q4-FY20 Key Operational Highlights

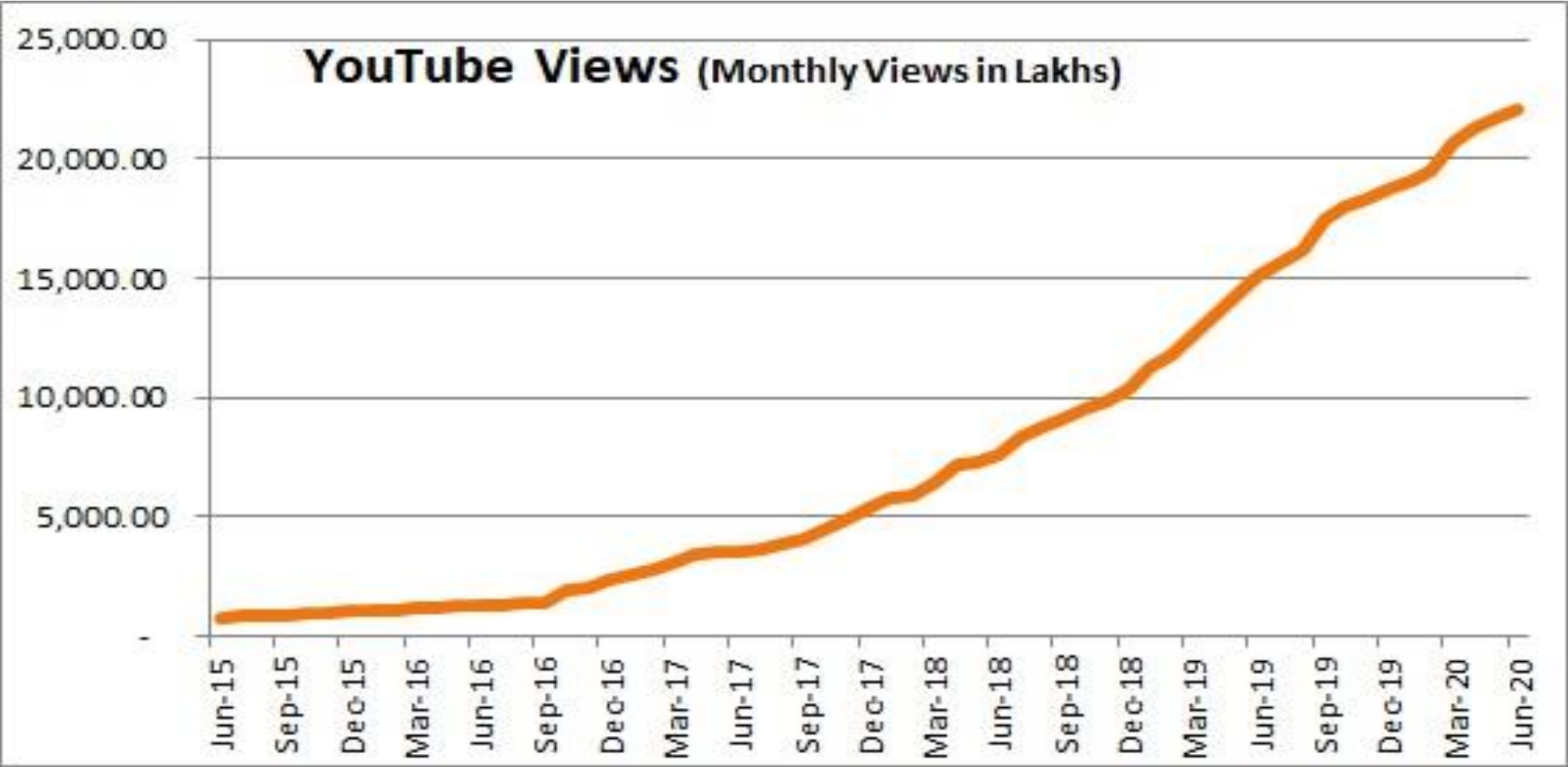


- ShemarooMe
 - Entered into distribution deals with Airtel Xstream and Tata Sky Binge
 - Made available on One Plus TV and Huawei smartphones
 - Available to Airtel users in 13 countries in Africa
 - Partnered with Mediacorp's MeWatch in Singapore, Celkom Malaysia and Dhiraagu in Maldives
- Three animation series - Bal Ganesh, Akbar Birbal and TreeHouse Tales - produced by Shemaroo began streaming on Netflix
- Launched a new service on DTH: Adbhut Kahaniya on Tata Sky in Mar 2020
- Shemaroo MarathiBana became the No. 4 channel in the marathi genre within 3 months of its launch and has been in the Top 5 consistently since then
- Launched ShemarooTV on 1st May 2020
 - Free to Air Hindi GEC satellite Channel
 - Available on DD FreeDish and leading DTH and cable operators
- Entered into a music licensing partnership with Spotify in India
- Crossed 38 mn subscribers on its YouTube channel 'FilmiGaane'; the channel became the 31st most subscribed channel in the world
- Nationwide lockdown due to Covid'19 coupled with the overall sluggishness in the Indian economy impacted consumption and hence advertising spends.
- During the quarters, deals were either deferred or re-negotiated which had an impact on the margins and cash flows. Since Shemaroo had already undertaken cost rationalization measures even before the lockdown, it helped the company to tide over this pandemic operationally. However, the Company is cognizant of the external environment and has thereby undertaken several measures to optimize the operations and rationalize those businesses that have been severely impacted.
- Shemaroo has also been steadily investing in strategic B2C initiatives to fuel its growth, which has impacted the margins in the investment period.
- The year witnessed Shemaroo's foray into the broadcasting space with the launch of two new channels. Since broadcasting is a capex heavy investment, there was pressure on the bottom line and balance sheet of the Company. The Company sees this investment in broadcasting as laying the foundation for a much stronger and sustainable future

7 | Key Financial Highlights



YouTube Monthly Views Graph till June 2020:

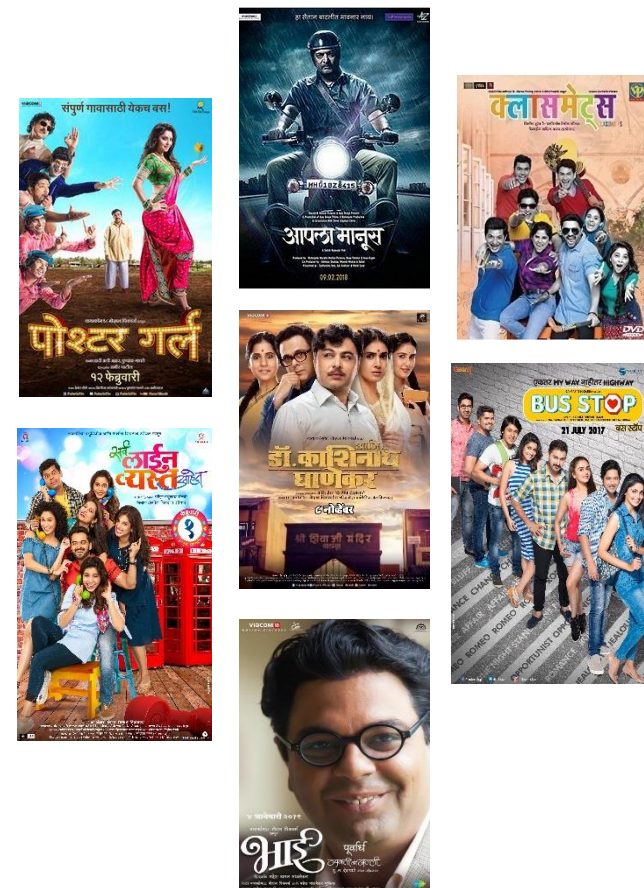


8 | Digging deeper into the Regional markets



Available on DD Freedish and other leading cable and DTH operators

- Shemaroo launched its first satellite FTA channel named as 'Shemaroo MarathiBana' in Dec'19 targeting to be a prominent leader in the **Marathi** movie genre.
- The channel aims to be a one-stop destination for Marathi movies and theatre plays. The channel will entirely focus on Marathi audiences across Maharashtra and Goa.
- Became the No. 4 channel in the Marathi genre within 3 months of launch and has been in the Top 5 consistently since then.
- The company has over the years built a strong library in the regional space and with the launch of this new channel, it plans to strategically capture a vacuum in the Marathi movie genre.
- Marathi regional TV ad revenue market (2018) was around INR 800 – 1,000 Cr (*Pitch Madison Report 2019*)



9 | Reaching out to the Hindi Speaking Markets



Available on DD Freedish and other leading cable and DTH operators

- Shemaroo launched its first satellite Hindi GEC FTA channel named as 'Shemaroo TV' in May'20, a channel to target the Hindi speaking markets (HSM) of India with a tagline of 'Badalte Aaj Ke Liye'.
- Shemaroo TV aims to connect and offer complete family entertainment at a single destination. The channel will showcase a perfect mix of originals and iconic shows, which will be consumed for the first-time by a large set of Free-To-Air (FTA) audience.
- Television industry continues to be resilient and the largest source of media consumption. With close to 38 Mn Free dish subscribers, FTA channels have seen a robust growth in recent times.
- Shemaroo TV is available across leading DTH and cable platforms.



Q1-FY21 Consolidated Income Statement (Ind-AS)



Particulars (INR Mn)	Q1-FY21	Q4-FY20	Q-o-Q	Q1-FY20	Y-o-Y
Revenue from Operations	862	1,227	(29.7)%	1,430	(39.7)%
Total Expenses	911	1,258	(27.7)%	1,111	(18.1)%
EBITDA	(49)	(31)	NA	319	NA
EBITDA Margin (%)	(5.67)%	(2.51)%	NA	22.31%	NA
Other Income	3	11	(72.7)%	9	(66.7)%
Depreciation	19	20	(5.0)%	14	35.7%
Finance Cost	69	71	(2.8)%	58	19.0%
Exceptional Items	-	(62)	NA	-	NA
PBT	(133)	(174)	NA	256	NA
Tax	(5)	(33)	NA	92	NA
PAT	(128)	(141)	NA	164	NA
Minority Interest & Share of profit/ (loss) in associate company	(2)	1	NA	(2)	NA
PAT after adjustments	(130)	(140)	NA	162	NA
PAT Margin (%)	(15.04)%	(11.40)%	NA	11.33%	NA
Comprehensive Income	0	8	NA	-	NA
Total Profit including Comprehensive Income(Net of tax)	(130)	(132)	NA	162	NA
EPS (INR)(not annualised)	(4.77)	(5.15)	NA	5.94	NA

Q4-FY20 Consolidated Income Statement (Ind-AS)



Particulars (INR Mn)	Q4-FY20	Q3-FY20	Q-o-Q	Q4-FY19	Y-o-Y
Revenue from Operations	1,227	970	26.5%	1,322	(7.2)%
Total Expenses	1,258	776	62.2%	912	38.0%
EBITDA	(31)	194	NA	410	NA
EBITDA Margin (%)	(2.51)%	20.07%	NA	31.01%	NA
Other Income	11	5	120.0%	8	37.5%
Depreciation	20	20	NA	14	42.9%
Finance Cost	71	59	20.3%	73	(2.7)%
Exceptional Items	(62)	-	NA	-	NA
PBT	(174)	120	NA	331	NA
Tax	(33)	33	NA	125	NA
PAT	(141)	87	NA	206	NA
Minority Interest & Share of profit/ (loss) in associate company	1	(2)	NA	3	(66.7)%
PAT after adjustments	(140)	85	NA	209	NA
PAT Margin (%)	(11.40)%	8.76%	NA	15.81%	NA
Comprehensive Income	8	0	NA	9	(11.1)%
Total Profit including Comprehensive Income(Net of tax)	(132)	85	NA	218	NA
EPS (INR)(not annualised)	(5.15)	3.13	NA	7.68	NA

FY20 Consolidated Income Statement (Ind-AS)

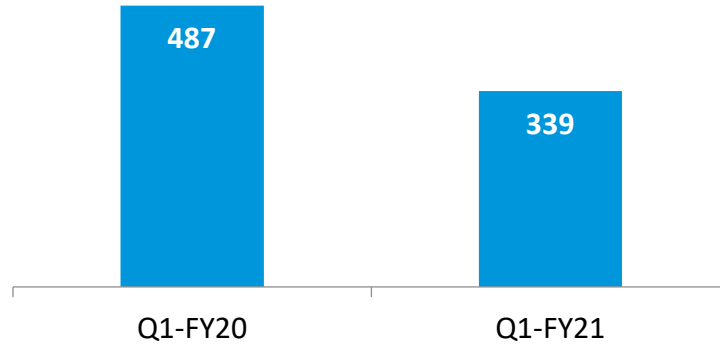


Particulars (INR Mn)	FY19	FY20	Y-o-Y
Revenue from Operations	5,678	5,131	(9.6)%
Total Expenses	4,100	4,363	6.4%
EBITDA	1,578	768	(51.3)%
EBITDA Margin (%)	27.79%	14.97%	NA
Other Income	17	30	66.7%
Depreciation	56	75	33.9%
Finance Cost	256	244	(4.7)%
Exceptional Items	-	(62)	NA
PBT	1,284	417	(67.5)%
Tax	457	113	(75.3)%
PAT	827	304	(63.2)%
Minority Interest & Share of profit/ (loss) in associate company	3	(3)	NA
PAT after adjustments	830	301	(63.7)%
PAT Margin (%)	14.62%	5.87%	NA
Comprehensive Income	3	8	NA
Total Profit including Comprehensive Income (Net of tax)	833	309	(62.9)%
EPS (INR)(not annualised)	30.52	11.09	(63.7)%

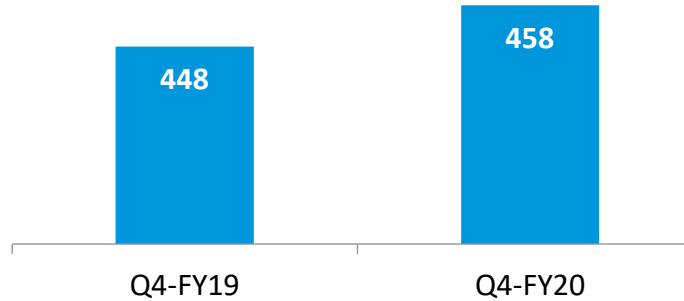
Shemaroo In Digital Media



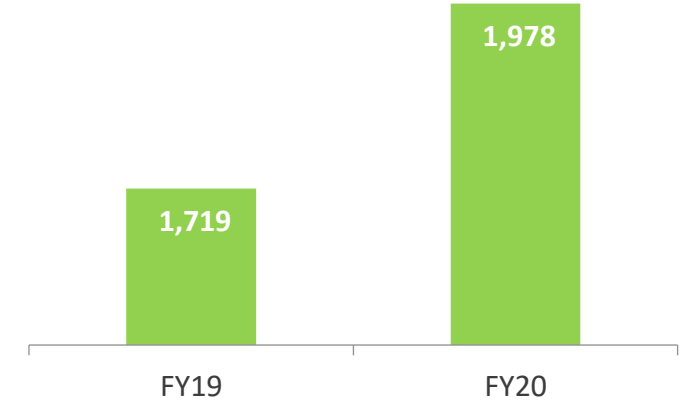
Q1-FY21 Digital Media Performance (INR Mn)



Q4-FY20 Digital Media Performance (INR Mn)



FY20 Digital Media Performance (INR Mn)



- The company caters to all types of revenue models like subscription, pay per transaction, advertisement supported (free to consumer) etc.
- Due to its large library ownership, Shemaroo has the ability to slice and dice content and package it in different ways that are more suited for the digital media platforms

Digital Media Presence		
Internet and OTT	Mobile Value Added services (MVAS) / Mobile Internet	ShemarooMe
<ul style="list-style-type: none"> Shemaroo has agreements with various internet video platforms like YouTube, Hotstar, Reliance Jio, Apple iTunes, Google Play etc. 	<ul style="list-style-type: none"> The company has agreements with major telecom operators, namely Airtel, Vodafone, Idea to distribute videos, full songs, live streaming etc. under MVAS 	<ul style="list-style-type: none"> ShemarooMe is the OTT platform launched in Feb'19 – offering vast content library across Bollywood, Gujarati, Marathi, Kids, Punjabi, Devotional, etc.

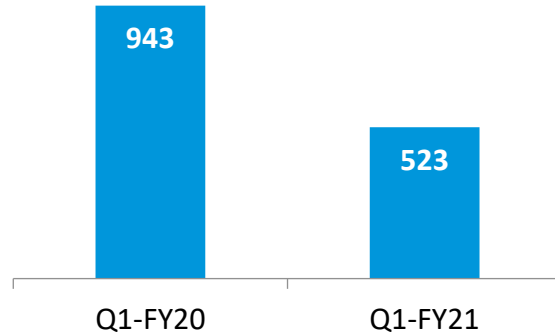


Shemaroo was one of the early Indian media companies to syndicate its library in the high growth digital media platforms, thereby gaining early mover advantage

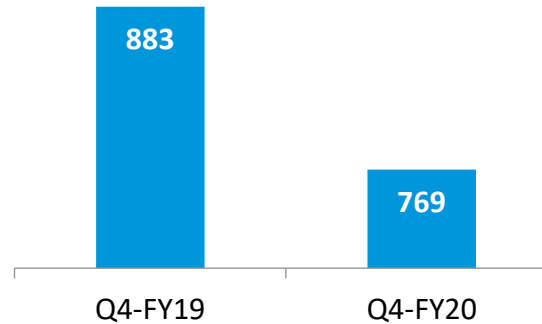
Shemaroo in Traditional Media



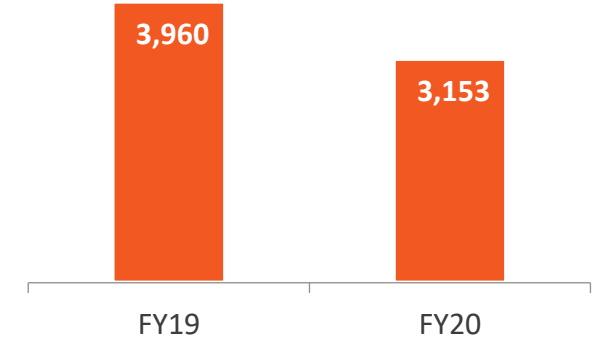
Q1-FY21 Traditional Media Performance (INR Mn)



Q4-FY20 Traditional Media Performance (INR Mn)



FY20 Traditional Media Performance (INR Mn)



Television Syndication

- Shemaroo has a diverse content library through which it syndicates rights to various Satellite Channels, Cable and Terrestrial Networks
- Considering the vast and diverse library of Shemaroo, it can be easily assumed that most broadcasting channels would have some content syndicated from Shemaroo at sometime or the other

TV Syndication Platforms

Satellite Television	<ul style="list-style-type: none"> • Predominantly consists of Hindi films • This includes Movie Channels, Kids Channels, Music Channels, News Channels, etc. • Enter into exclusive agreements for a film or package of films with a particular group of movie channels for a specified period of time
Terrestrial Television	<ul style="list-style-type: none"> • The company also licenses content for broadcasting on terrestrial television network

Subscription Based Services

- In partnership with major DTH operators, Shemaroo operates subscription-based, ad-free content services across various genres like Movies, Devotion, Comedy, Regional, etc.

Advertisement led Satellite Channel

- Shemaroo launched two satellite FTA channels, namely 'Shemaroo MarathiBana' in Dec '19, targeted to be a prominent leader in the Marathi movie genre, and 'Shemaroo TV' in May '20, a general entertainment channel to target the Hindi speaking markets of India

Consolidated Income Statement (Ind-As)



Particulars (INR Mn)	FY18	FY19	FY20
Revenue from Operations	4,891	5,678	5,131
Total Expenses	3,465	4,100	4,363
EBITDA	1,426	1,578	768
EBITDA Margin (%)	29.16%	27.79%	14.97%
Other Income	12	18	30
Depreciation	51	56	75
Finance Cost	307	256	244
Exceptional Items	-	-	(62)
PBT	1,080	1,284	417
Tax	367	457	113
PAT	713	827	304
Minority Interest & Share of profit/ (loss) in associate company	(1)	3	(3)
PAT after adjustments	712	830	301
PAT Margin (%)	14.56%	14.62%	5.87%
Comprehensive Income	3	3	7
Total Profit including Comprehensive Income (Net of tax)	715	833	308
EPS (INR) (not annualised)	26.18	30.52	11.09

Consolidated Balance Sheet (Ind-As)



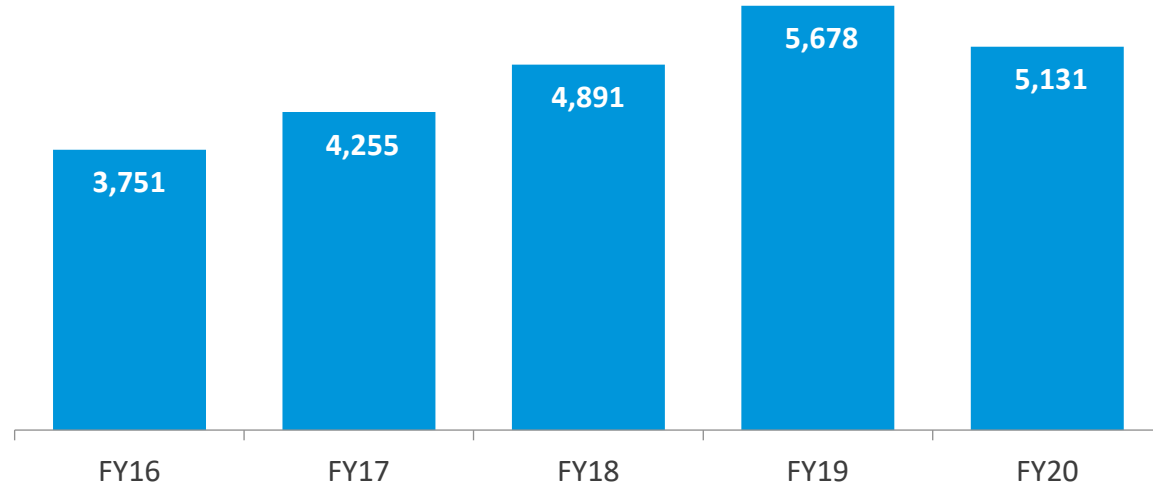
Equity and Liabilities (INR Mn)	FY19	FY20
Shareholders Fund		
Share Capital	272	272
Other Equity	5,445	5,698
Total Equity	5,717	5,970
Non controlling interest	(42)	(41)
Non Current Liabilities		
Long Term borrowings	4	239
Lease Liability	-	14
Deferred tax liabilities (Net)	34	20
Long tem provisions	32	16
Total Non-Current Liabilities	70	289
Current Liabilities		
Short Term Borrowings	1,969	2,151
Trades payables	298	491
Other Financial Liabilities	51	103
Lease Liability	-	10
Other Current Liabilities	80	28
Short Term Provisions	8	14
Current Tax Liabilities (Net)	151	-
Total Current Liabilities	2,557	2,797
Total	8,302	9,015

Assets (INR Mn)	FY19	FY20
Non Current Assets		
Fixed Assets		
Property, Plant & Equipment	306	308
Intangible assets	10	10
Intangible assets under development	1	2
Right of use assets	-	22
Investments	65	26
Long Term Loan and Advances	7	7
Other Financial Assets	3	3
Other Non Current Assets	11	15
Total Non-Current Assets	403	393
Current Assets		
Inventories	6,027	7,136
Trade Receivables	1,590	1,048
Cash and Cash Equivalents	11	7
Other Bank Balances	3	4
Short Term loan and advances	6	4
Current Tax Assets (Net)	-	112
Other Current Assets	262	311
Total Current Assets	7,899	8,622
Total	8,302	9,015

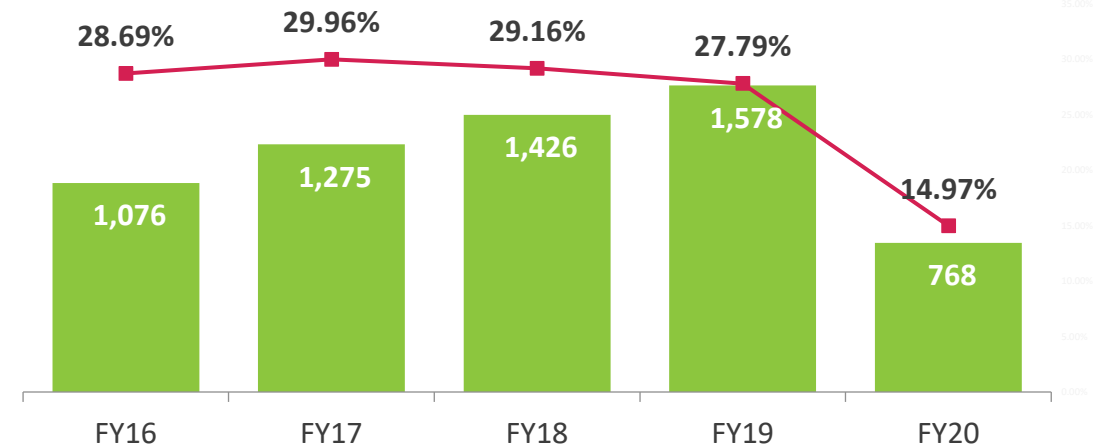
Historical Consolidated Financial Charts



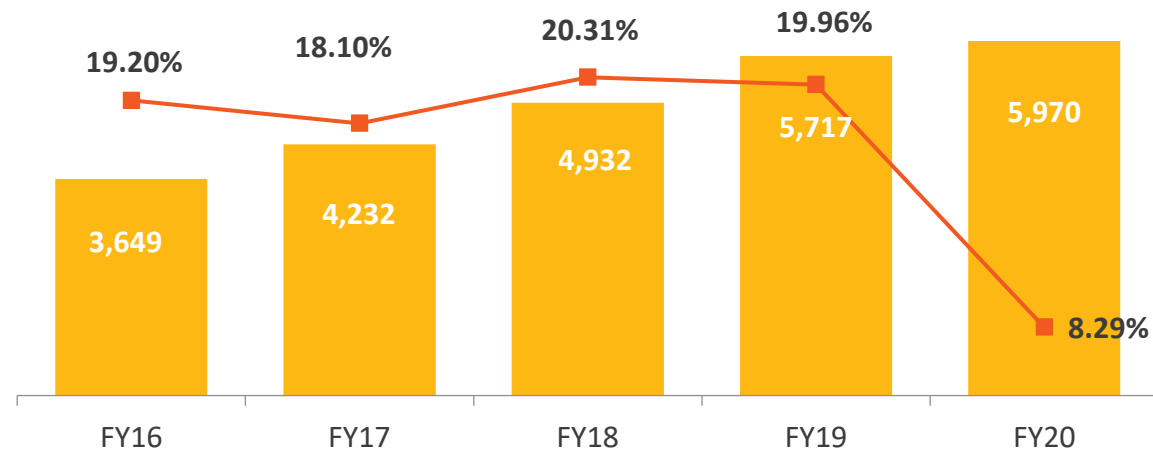
Operational Revenue* (INR Mn)



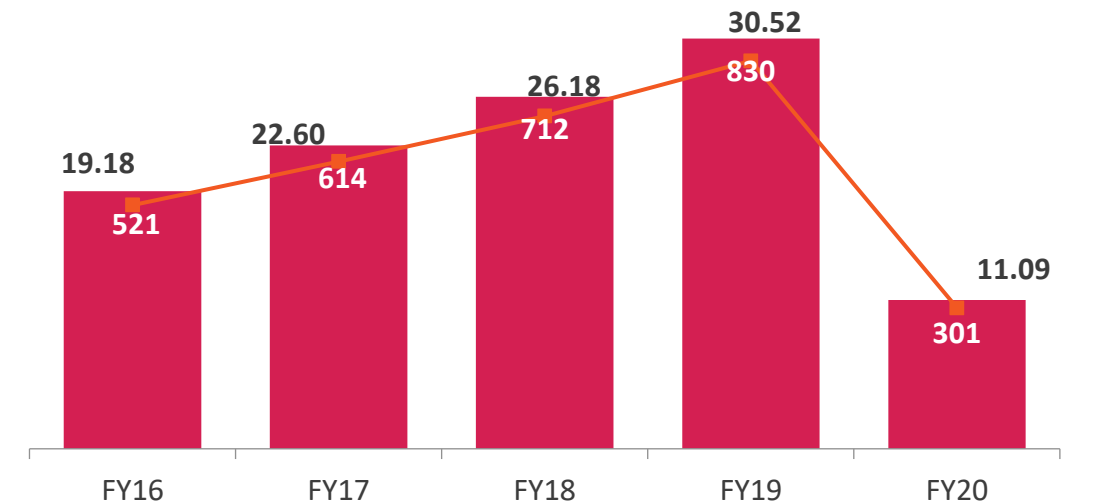
EBITDA (INR Mn) and EBITDA Margin (%)



Net Worth (INR Mn) and ROCE (%)

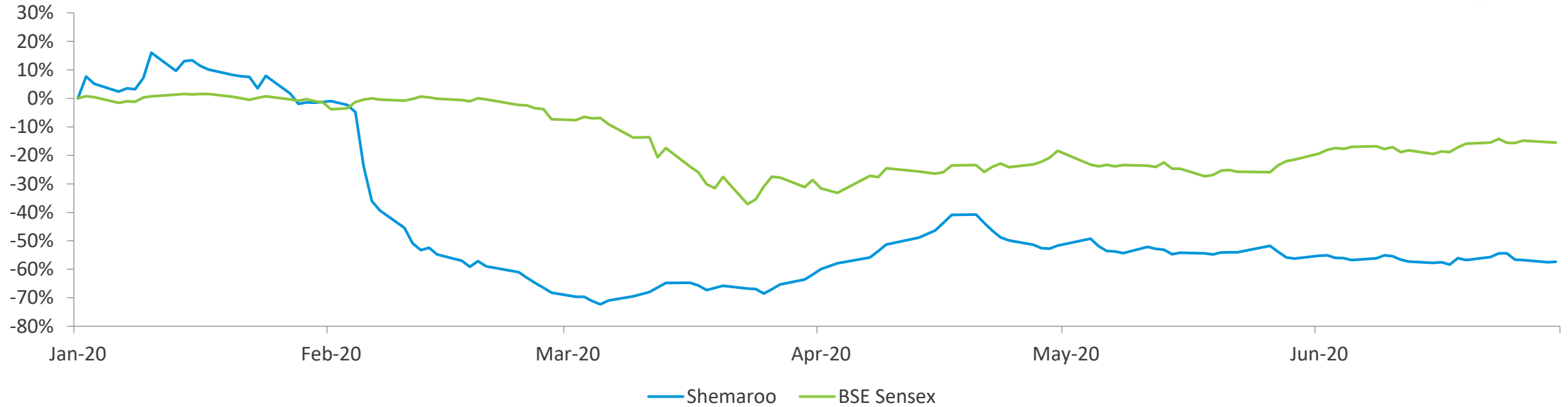


PAT (INR Mn) and EPS (INR)



* Note: FY17 to FY19 numbers are as per IND-As

Capital Market Data

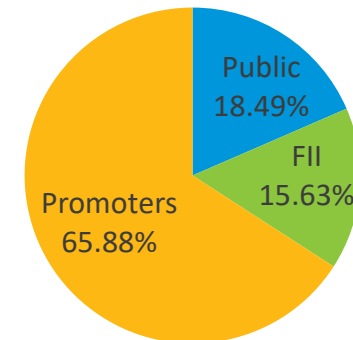


Price Data (As of 30th June, 2020)

INR

Face Value	10.0
Market Price	63.5
52 Week H/L	399/41.8
Market Cap (INR Mn)	1,726
Equity Shares Outstanding (Mn)	27.2
1 Year Avg. Trading Volume ('000)	33.0

Share Holding Pattern as on 30th June, 2020



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THANK YOU

