

## Q1 2022

### 1. Content Acquisition and Market Share

- **Narrative:** Saregama's management emphasizes a strategy focused on acquiring a significant share of new music released in the market, particularly targeting 20-25%. This strategy is not budget-driven but rather aims to secure a substantial market presence. The company's success in Bhojpuri and Gujarati markets, exceeding 20% market share in terms of YouTube viewership, is highlighted as a direct result of this acquisition strategy.

- **Management's Guidance:**

- Management expects Saregama's music licensing revenue to grow at 20% this year (d4864f3e84d4506ec80a475b0bef8eed, 3a2536687be2894bc1b619c015710531). This projection doesn't account for a potential transition to a paid economy, implying that growth could be even higher (ae060be84b4afa830a83b2098dbdf413). The target is to acquire 20-25% of all new music released in the market (d4864f3e84d4506ec80a475b0bef8eed). The company aims for a 20-25% growth in music licensing revenue on a short-to-medium term basis (3a2536687be2894bc1b619c015710531).

**Citations:**

- [d4864f3e84d4506ec80a475b0bef8eed](#)
- [3a2536687be2894bc1b619c015710531](#)
- [ae060be84b4afa830a83b2098dbdf413](#)

- **Actual Results:**

['Q2', '2022']:

- No actual results for Q1 2022 are provided in the given data.

**Citations:**

['Q4', '2022']:

- While specific Q1 2022 results for music licensing market share aren't directly provided, the overall FY22 results show significant growth. The music licensing revenue showed the highest year-on-year growth ever of 26%, surpassing the 20% guidance, indicating successful execution of the content acquisition strategy.

**Citations:**

- [522948afc70b658fa81a2a3fd1746f74](#)

['Q3', '2022']:

- No actual results for Q1 2022 are provided in the given data. The provided Q3 2022 data does not directly relate to this specific theme.

**Citations:**

['Q1', '2022']:

- Saregama's core music business grew by 20% in Q1 2022. Overall Q1 revenue from operations grew by approximately 37%, and PAT grew by 73% year-on-year. In Bhojpuri and Gujarati markets, Saregama exceeded a 20% market share in YouTube viewership.

**Citations:**

- [1030ed61573b9eb56c1bd6fd899ac491](#)
- [074718ffd884c8b6df9d22c7407507d5](#)
- [bc23abb151df51e5a00d9693a73bc407](#)

- **Evaluation:**

- {'evaluation': 'Met expectations', 'evaluation\_reason': 'Saregama met its 20% music licensing revenue growth target in Q1 2022, and exceeded its market share target in Bhojpuri and Gujarati markets as evidenced by exceeding 20% YouTube viewership.'}

### 2. Content Investment and Financial Strategy

- **Narrative:** Saregama's management explicitly states that all investments in new content will be funded from cash generated by the music business; they are committed to not raising debt for content purchases (b4776fd8f8d9e3a9acfcfae480b1463a). The company targets a five-year payback period for all content investments within a fiscal year (d328043e697dfa5abd7026e3fe6625c6). Planned investment in new content across languages and film/non-film is estimated at Rs. 600-700 Crores for the following year (d7c58564acfc825cdc70b74060f5b525).

- **Management's Guidance:**

- The company expects Yoodlee's performance this year to significantly improve compared to the previous year's breakeven point, anticipating growth in both revenue and profitability (1030ed61573b9eb56c1bd6fd899ac491). Within two to three years, they expect revenues from new content to match or exceed charge-offs (87139486aee5a0319302a7d460b2c25c). They project Yoodlee to achieve triple-digit revenue in the next two to three years (fe1b7ab87e39242877a5c6e805e5f134).

**Citations:**

- [b4776fd8f8d9e3a9acfcfae480b1463a](#)
- [d328043e697dfa5abd7026e3fe6625c6](#)
- [d7c58564acfc825cdc70b74060f5b525](#)
- [1030ed61573b9eb56c1bd6fd899ac491](#)
- [87139486aee5a0319302a7d460b2c25c](#)
- [fe1b7ab87e39242877a5c6e805e5f134](#)

- **Actual Results:**

['Q2', '2022']:

- No actual results for Q1 2022 are provided in the given data.

**Citations:**

['Q4', '2022']:

- Specific Q1 2022 results for Yoodlee aren't provided in the data. However, the overall FY22 results show that for the first time, the films, television and series vertical crossed the 100 Crores annual revenue number. This suggests progress toward the long-term goals set for Yoodlee, though the specific timeframe and profitability metrics remain unclear from the given data.

**Citations:**

- [522948afc70b658fa81a2a3fd1746f74](#)

['Q3', '2022']:

- No actual results for Q1 2022 are provided in the given data. The provided Q3 2022 data does not directly relate to this specific theme.

**Citations:**

['Q1', '2022']:

- No specific actual results for Yoodlee's performance or content investment payback are provided in the given data for Q1 2022.

**Citations:**

**- Evaluation:**

- {'evaluation': 'Cannot be Evaluated', 'evaluation\_reason': 'Insufficient Q1 2022 data is available to assess Yoodlee's performance or the payback on content investments against management's guidance.'}

**3. Carvaan Performance and Outlook**

- **Narrative:** While Carvaan faced challenges due to lockdowns, it showed recovery in the later part of Q1 2022 as retail networks reopened (1030ed61573b9eb56c1bd6fd899ac491). Management expects future quarters to be better for Carvaan.

**- Management's Guidance:**

- Management anticipates Carvaan will at least break even this year (b5aca3921d53427e595bec7bcb195c0c), after achieving breakeven in the previous year.

**Citations:**

- [1030ed61573b9eb56c1bd6fd899ac491](#)

- [b5aca3921d53427e595bec7bcb195c0c](#)

**- Actual Results:**

**['Q2', '2022']:**

- No actual results for Q1 2022 are provided in the given data.

**Citations:**

**['Q4', '2022']:**

- The provided data doesn't offer Q1 2022 Carvaan sales figures. However, FY22 results show Carvaan sold 4 lakh units, representing a 17% year-on-year growth. While this demonstrates growth, whether it resulted in breakeven is not explicitly stated.

**Citations:**

- [69e0fdc91b73f05eb2979e6ee3c9b10b](#)

- [13924e3f92b19557dd4f8d21207a58f9](#)

**['Q3', '2022']:**

- No actual results for Q1 2022 are provided in the given data. The provided Q3 2022 data does not directly relate to this specific theme.

**Citations:**

**['Q1', '2022']:**

- In Q1 2022, despite lockdowns in April and May, Saregama sold 45,000 Carvaan units. However, there's no information provided to confirm whether Carvaan achieved breakeven in Q1 2022.

**Citations:**

- [b5aca3921d53427e595bec7bcb195c0c](#)

**- Evaluation:**

- {'evaluation': 'Cannot be Evaluated', 'evaluation\_reason': 'While sales data for Carvaan in Q1 2022 is available, there's no information provided to determine if the breakeven target was met.'}