



Bodhi Tree Multimedia Ltd

INVESTOR PRESENTATION

December-2022



**INSPIRE.
PROVOKE.
ENTHRALL.**



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Road Ahead



ABOUT US

Company Profile



30+
Shows



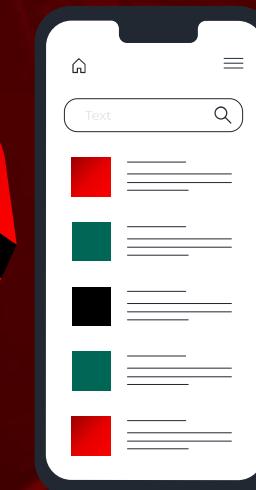
10+
Broadcasters/
Platforms



5+
Languages



INR 250Cr +
worth of content produced



35% CAGR
Revenue last 5 years



Directors



MAUTIK TOLIA
Founder Director / CEO

Mautik has been associated with top media companies in India such as Neo Sports, UTV & Nimbus with 25+ years of experience. His experience ranges in the areas of setting up various media ventures, broadcasting, content creation & production. His filmography includes more than 30+ television shows across various genres and television channels in various capacities.



SUKESH MOTWANI
Founder Director / CCO

Sukesh's experience encompasses the entire gamut of the media business right from content production to broadcasting over a period of two decades. He has worked with leading media brands like Zee Television, UTV & Nimbus. He was also responsible for the launch of the Zee Youth GEC – Zee Next. Sukesh has been involved in creation of more than 10,000 plus hours of content across all genres. This includes close to 75 daily soaps in various capacities.

Business Verticals



CUTTING EDGE CONTENT across various Genres, Languages & Platforms Since 2013

TV - Hindi GEC

(General Entertainment Channels)



OTT Platforms



Regional GEC

(General Entertainment Channels)



Services Offered



Offering One Stop Solution for TV Shows & Web Series



Worked with top notch players in the industry.

2013

(Year Founded)



2022

(Current Year
FY23)





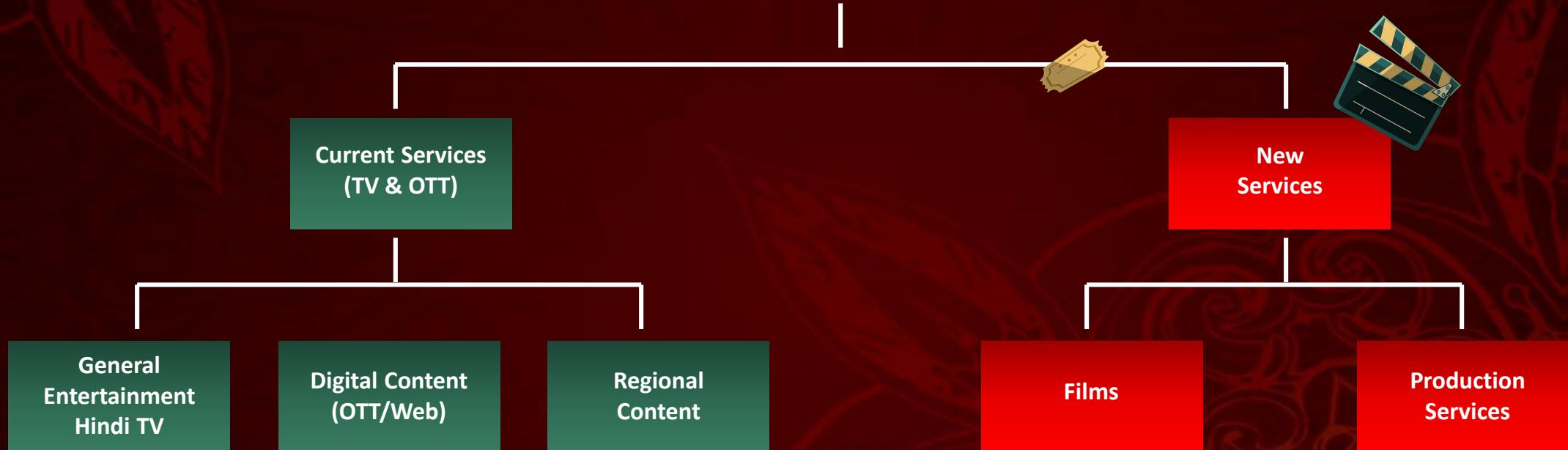
Business Overview

Business Avenues

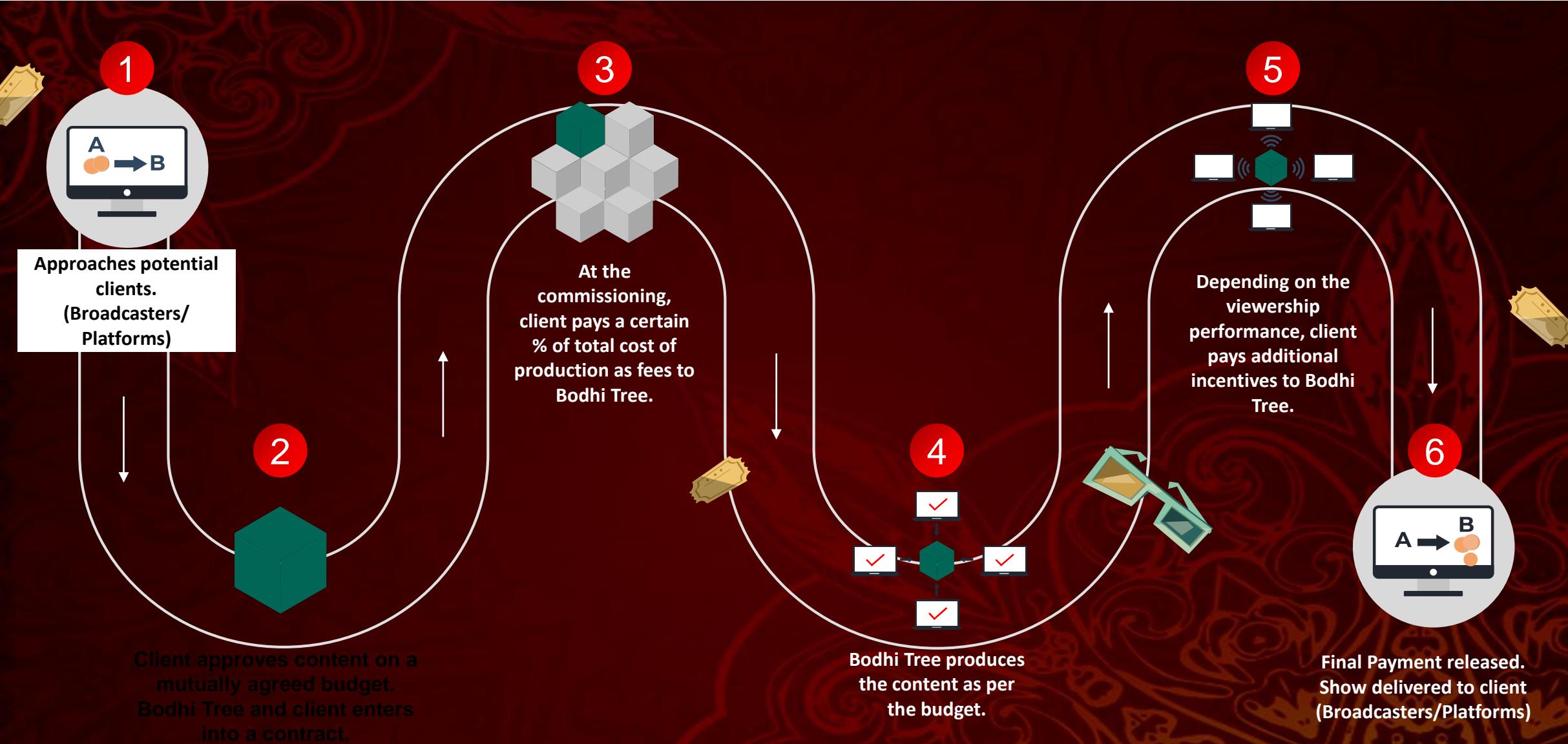


Shifting behaviors are forcing content creators and distributors to devise new ways of engaging with consumers.

BodhiTree Multimedia Ltd



Business Process



B2B BUSINESS MODEL

Commission based

- Get contracts from Broadcaster/platforms to script, produce and deliver the programme.
- 10% as profit margin over and above the budget of the show.
- In some instances, the digital platforms or broadcasters also provide a performance-based incentive to the Company, based on the programme's popularity and performance.



Intellectual Property Rights Model

- The Company invests in making its own content without getting it 'commissioned' from the client; i.e. Broadcaster / OTT platform
- The finished product is later made available to broadcasters or OTT platforms.
- It is also licensed on a national or international level.

Transition to OTT Platforms



With Netflix, Amazon, Hotstar and others investing in original content; more movies are expected to be made exclusively for the online video streaming services sector.



The sector will also stand to serve as the risk-reducing option for low-budget movies or movies unsuitable for a theatrical release.



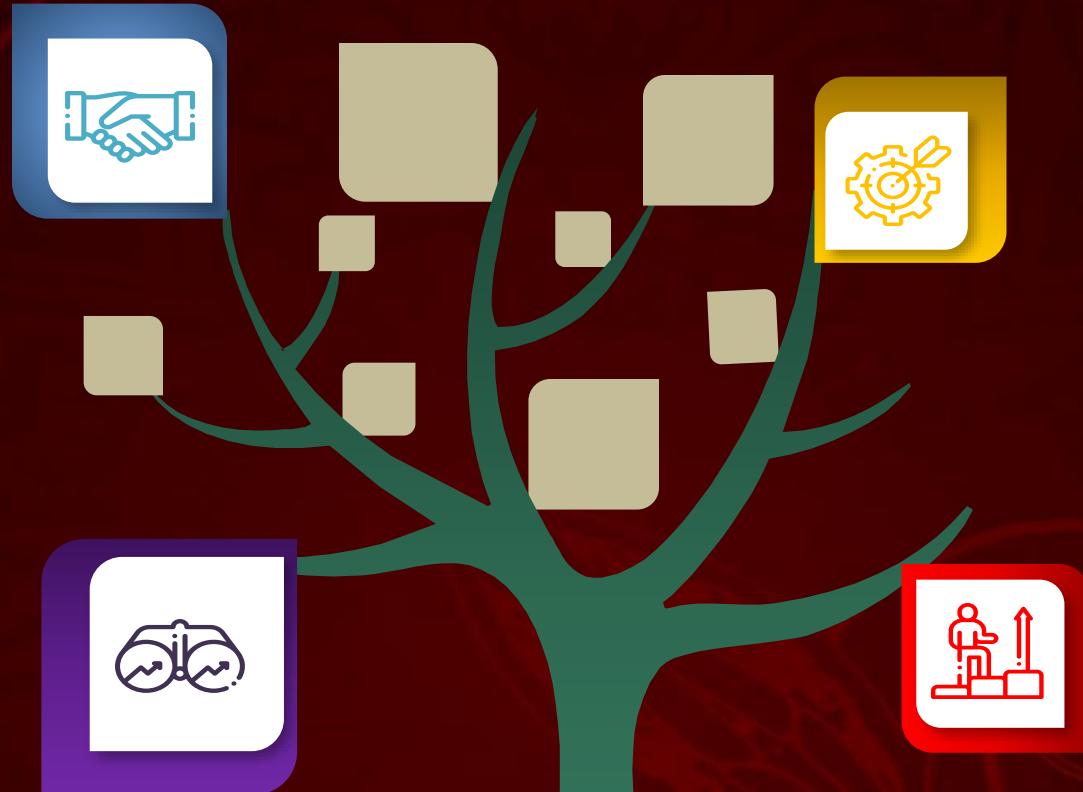
This has altogether developed a new business model which essentially BTML wants to leverage upon. Some of the big production houses have released films directly on digital platform.

Unique Selling Proposition



Strong Market Standing & Brand Recall

Over the past 10 years, we have been successful in establishing a strong brand position across all our businesses.



Reach & Engaging Content

We have established a strong connect with our clients through multiple formats across television and OTT content. At Bodhi Tree, we constantly focus on developing innovative cutting edge content for wide range of viewers and genres.

Financial Strength

Our relentless focus on cost optimization, cost effective pricing strategy and diversifying our revenue stream enables us to increase our top line and also maintain healthy margins.

Experience & Expertise

The team has experience of over 100+ shows. This experience and expertise gained by team has given them a deep and unique understanding of viewing habits of the Indian audience.

Bridging the Gap



Targeting increasing demand for Hindi movies, web series & daily soaps.

Creating regional content for regional language focused, OTTs and production houses

Buying and end-to-end production system

Talent Building

Catering to Demand

Create presence in global market

Building Supply Side

Infrastructural Development

Offering a complete package & seamless technology to production houses, studios and OTT platforms

Combining our content expertise with cutting edge technology to bridge the Demand and Supply Gap.

SWOT Analysis

**S**

STRENGTHS

- Demonstrated track record over past 10 years.
- In depth knowledge of Industry - Commercial & Technical.
- Low overhead costs.
- Specialization in television as well as OTT content.
- Vast Geographical footprint.
- Experienced management team.
- Cordial relations across entertainment industry

W

WEAKNESSES

- Fierce competition for a larger share of audience
- Change in audiences' media preferences.
- Lack of cohesive production & distribution infrastructure, especially in the case of music industry.
- The Media and Entertainment sector in India is highly fragmented.

O

OPPORTUNITIES

- Growing acceptance by consumers in OTT market
- Television market in India is still in a growth phase.
- Opportunities of expansion in the pan-Asian market
- Development of IP can open up global markets for Indian media company.
- The increasing interest of the global investors in the sector.

T

THREATS

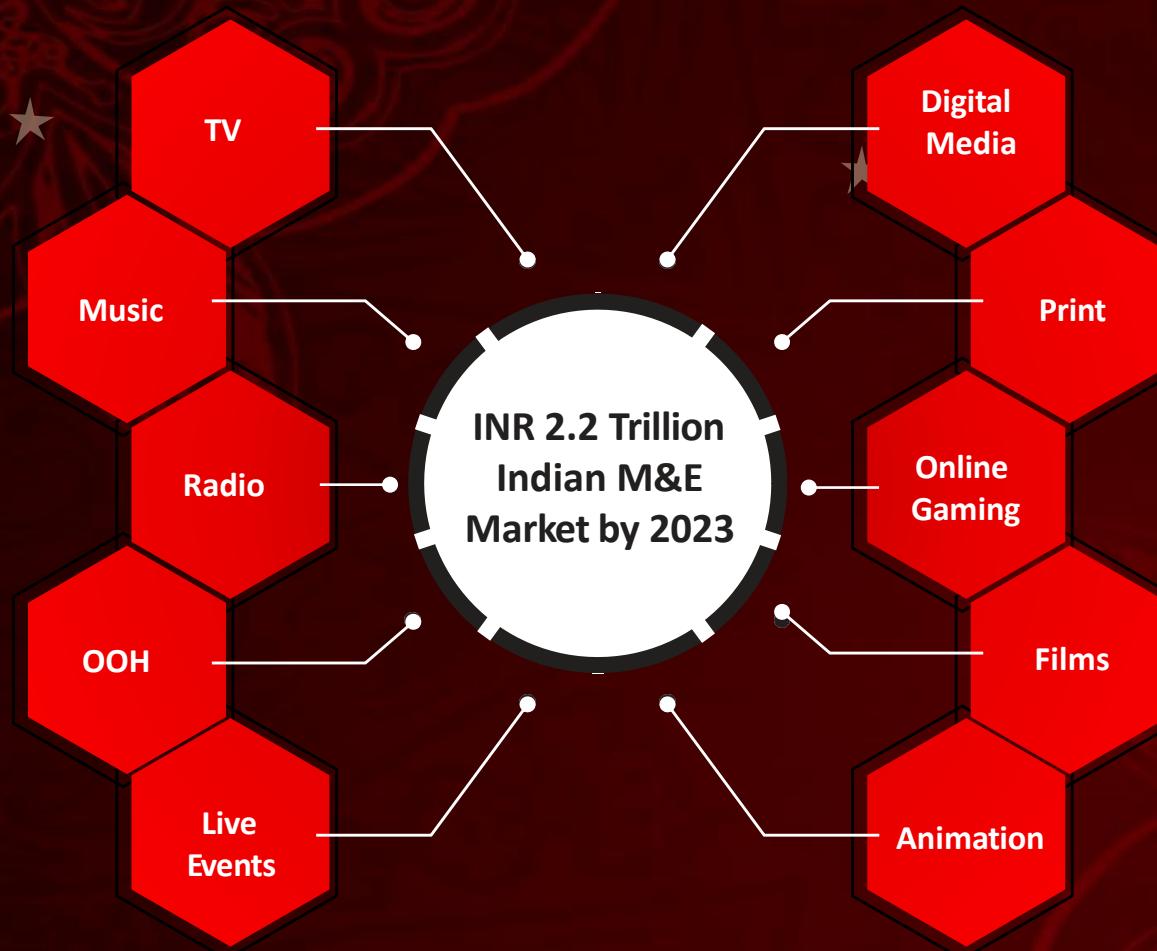
- Piracy, violation of intellectual property rights poses a major threat to the Entertainment companies.
- Industry is prone to changes in government policies, any material changes in the duty may adversely impact our financials.
- Intense competitive pressure
- Uncertainty in M&E sector with technological innovations taking place so rapidly.





Industry Overview

Market Size



India's M&E Sector Growth Story is
Multi Modal with Significant Impact
on Indian Economy

3% - 3.5% contribution to India's GDP
in 2020

4 - 4.5 Million Jobs Created by M&E
in India (2020)

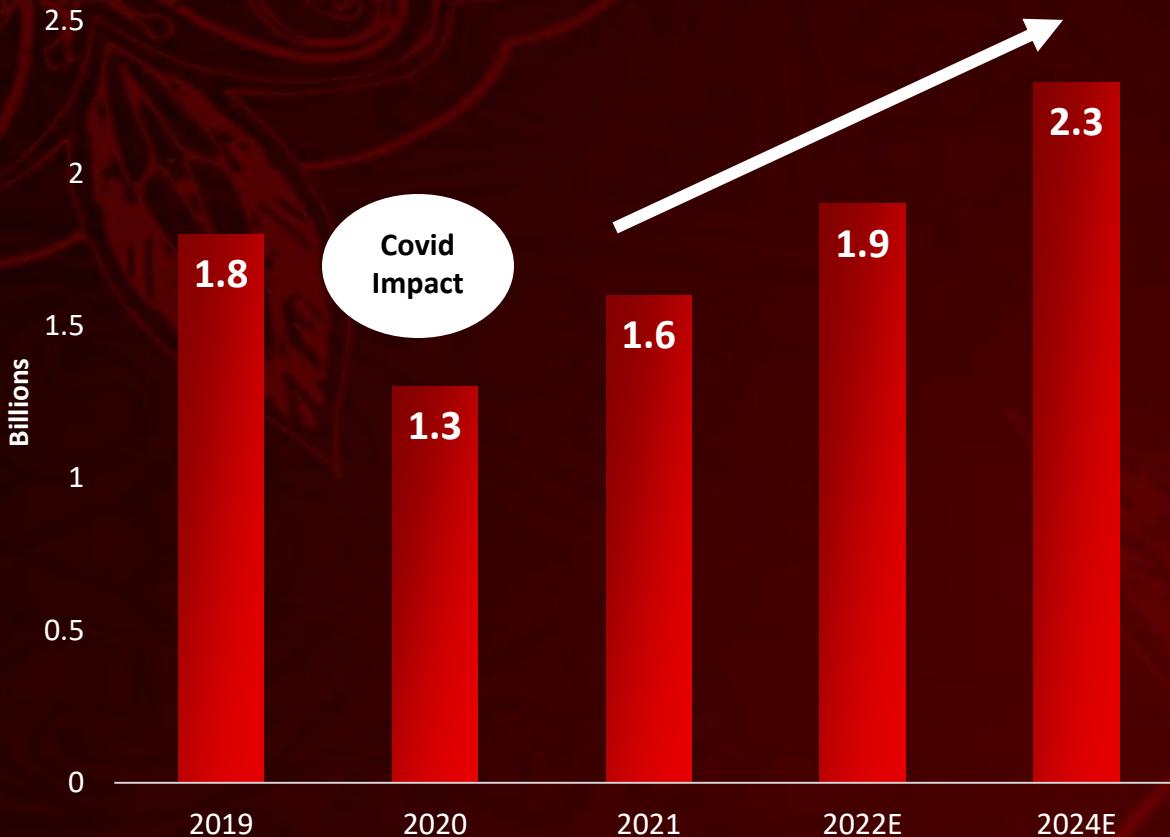


Source: BCG – Dec'20

M&E Industry Overview



Indian Media & Entertainment Sector



Indian Media & Entertainment (M&E) sector is expected to reach above INR 2 Trillion by 2024

~80% of revenues will be generated through Television, Films, Digital media, Animation & Vfx, Music

Source:

1) https://assets.ey.com/content/dam/ey-sites/ey-com/en_in/topics/media-and-entertainment/2022/ey-ficci-m-and-e-report-tuning-into-consumer_v3.pdf (EY-Mar'22)

Market Penetration



Rise of OTT platforms, Increasing internet penetration & Smartphone usage giving a boost to content consumption in India

795 Million

People having broadband access in India as of Sep'21

385 Million

Millennials, account for 65% of total Indian population exhibiting changing media consumption habits

4X

Increase in OTT platforms over past six years (2016-2021)

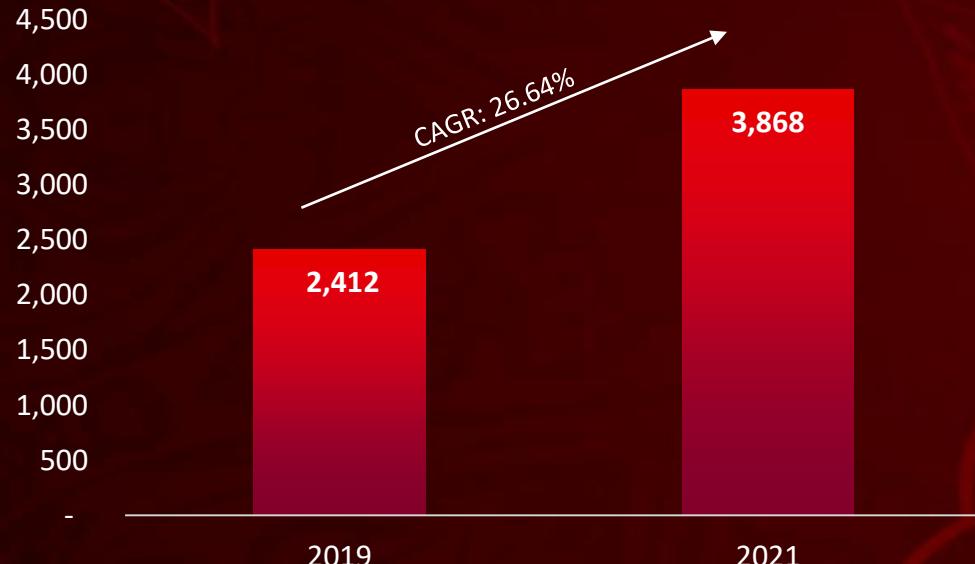
+ 1 Hour

Increase in digital video consumption per day since 2019

700 Billion Hours

Content consumption by Indians in 2021 (Second highest in the world)

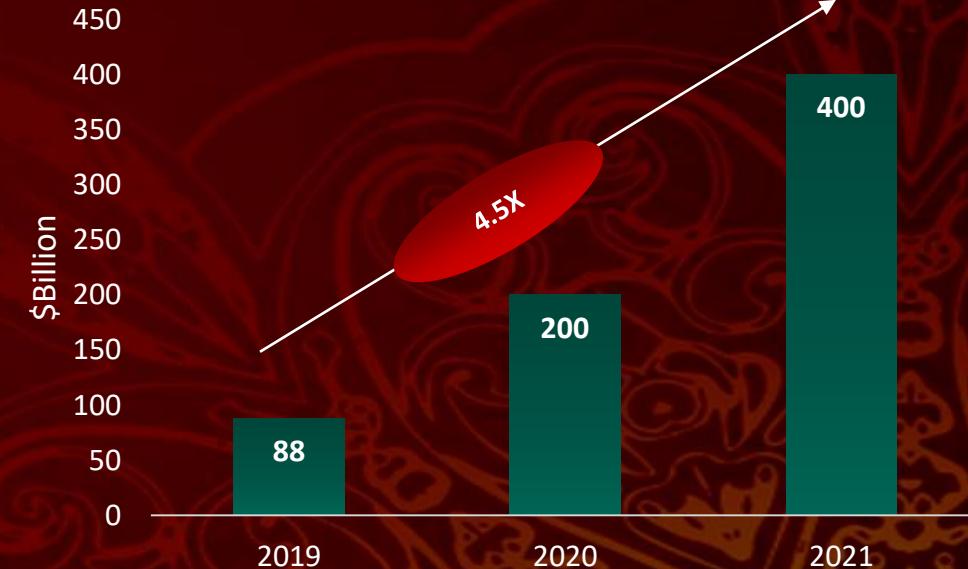
No. of Movies Certified in India



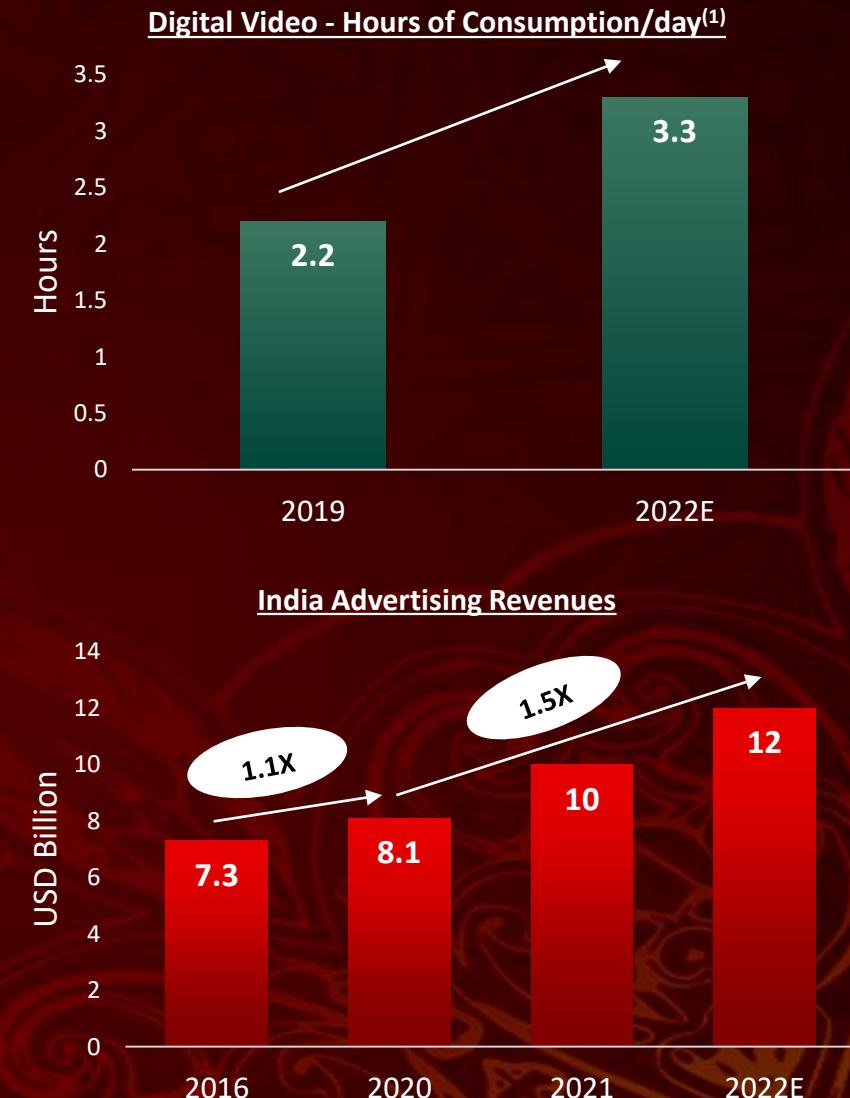
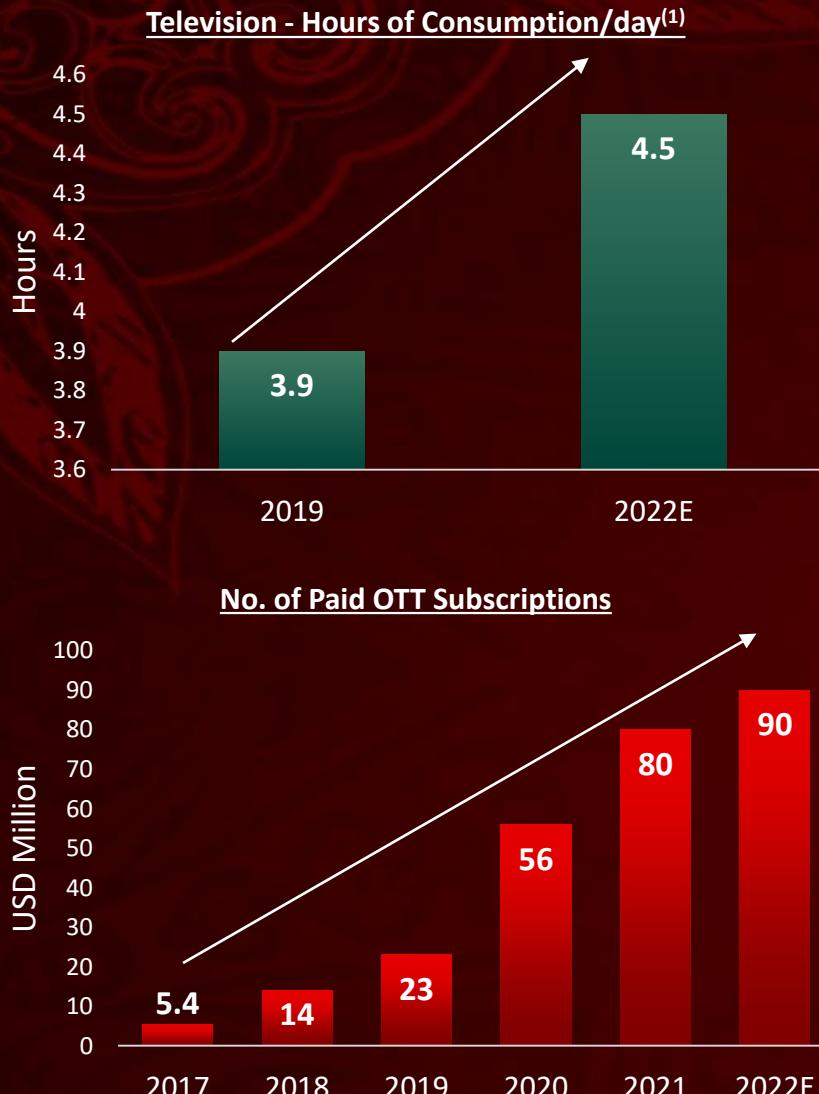
Source:

¹ <https://web-assets.bcg.com/c8/2e/f9064b1644d9b4d5553a51a01200/shaping-the-future-of-indian-m-e.pdf> (BCG'22)

No. of OTT Originals



Media Consumption Growth Across Segments

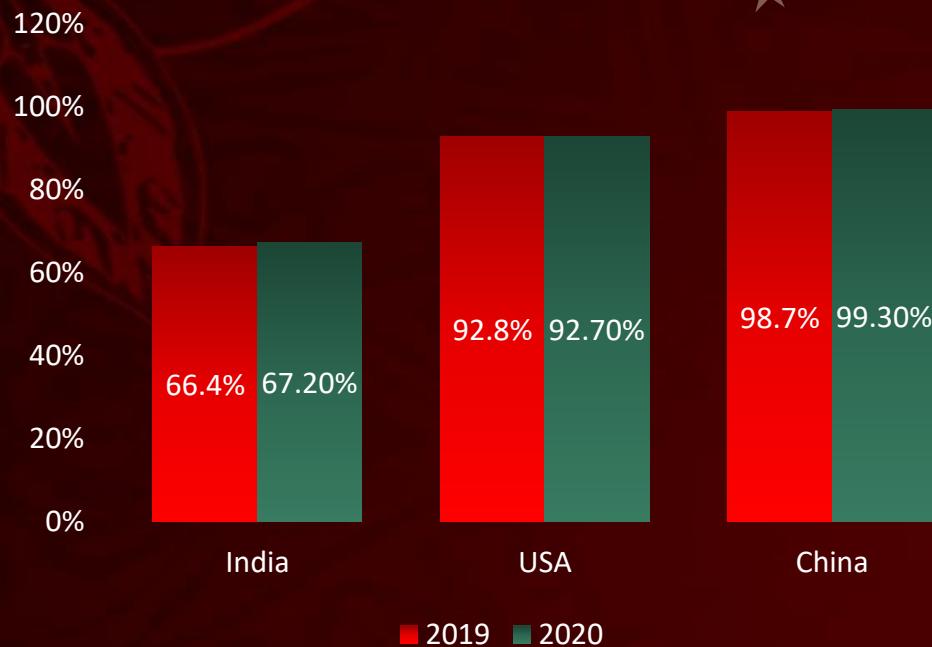


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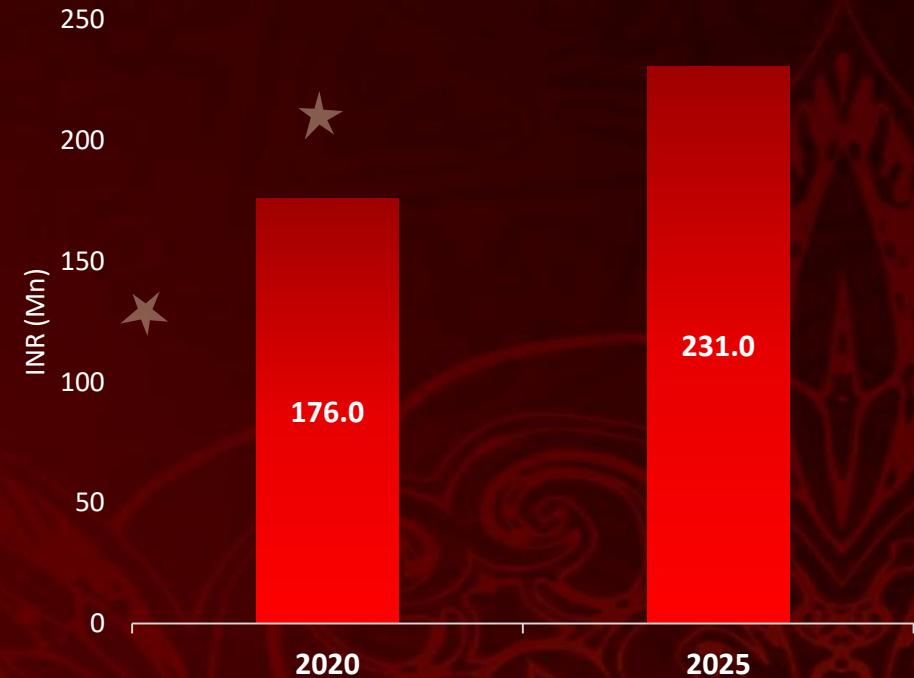
¹ <https://web-assets.bcg.com/c8/2e/f9064b1644d9b4d5553a51a01200/shaping-the-future-of-indian-m-e.pdf> (BCG'22)

Television Penetration

% of Households with Tv Cable Connection In Each Country



Total TV Subscriptions (Mn)



Source:

- 1) Boston Consulting Group – Dec'20
- 2) EY – Mar'21

5%
Per Year

Is the growth rate of TV connections in India

Market Growth



Films & Digital Media are the fastest growing segments

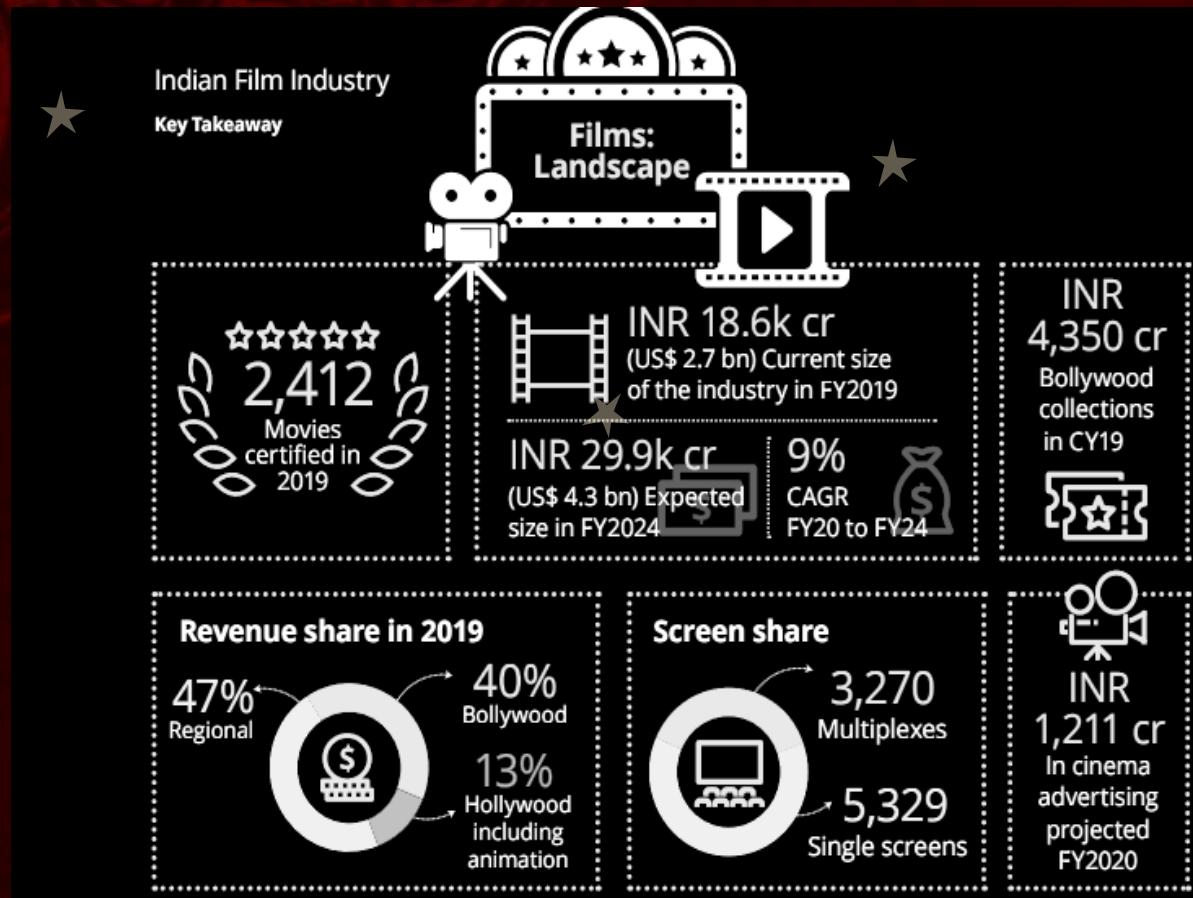
	2019	2020	2021	2024E	CAGR (21-24)
TV	787	685	720	826	5%
Digital Media	221	235	303	537	21%
Films	191	72	93	212	32%
Animation & VFX	95	53	83	180	29%
Music	15	15	19	28	15%
Total	1.3	1.06	1.21	1.78	~14%

~INR1.78 Trillion
Market

Source:

1) https://assets.ey.com/content/dam/ey-sites/ey-com/en_in/topics/media-and-entertainment/2022/ey-ficci-m-and-e-report-tuning-into-consumer_v3.pdf (EY-Mar'22)

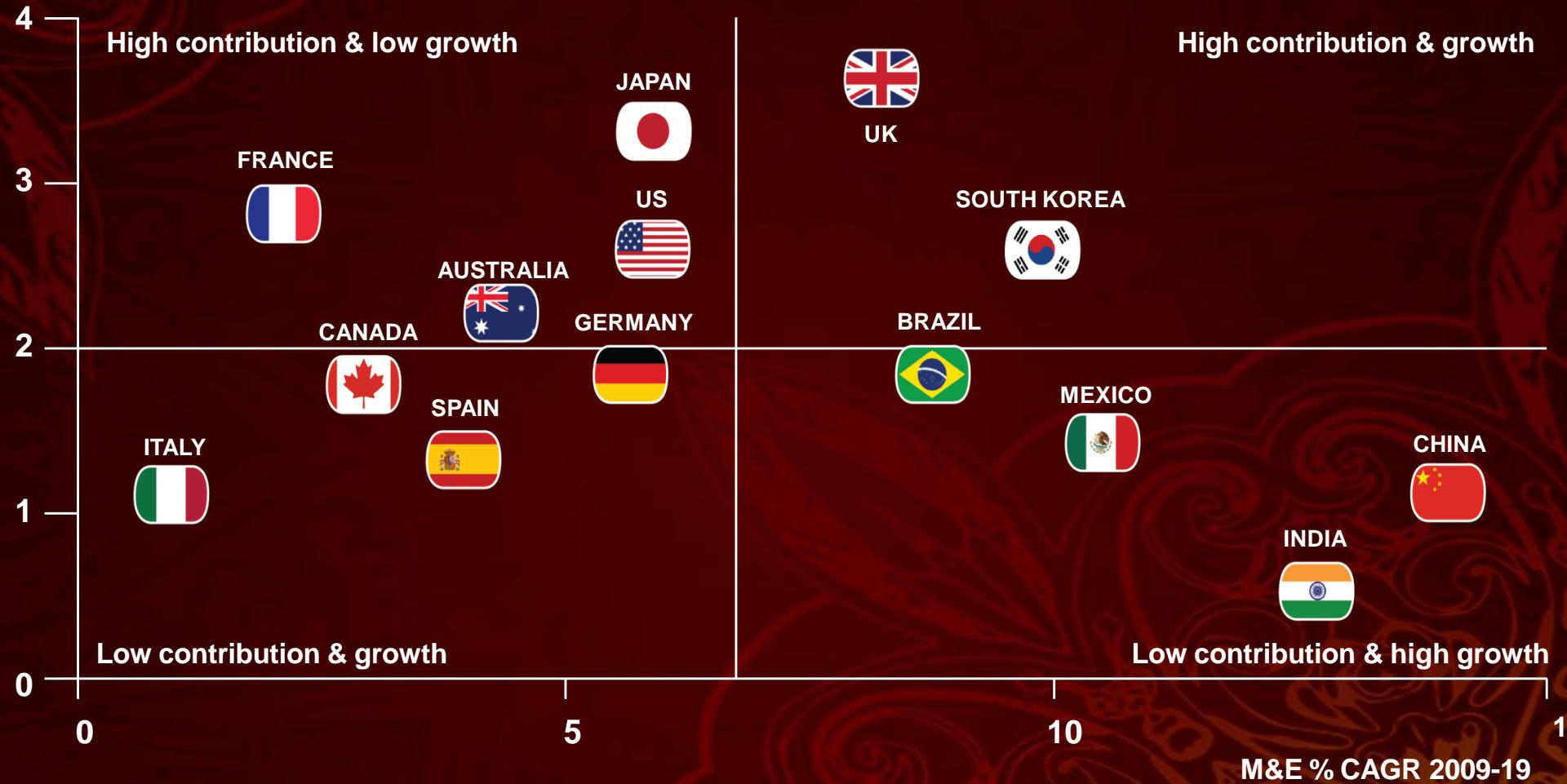
Indian Film Industry



★ Filmed Entertainment is estimated to increase at a CAGR of 50% from 2020-2023, making it an INR 244 Billion Market⁽¹⁾ ★



Indian Economy benchmarked with other Economies





Road Ahead

Targeting Clients



Production Houses



(Outsourced Production Services)



Bodhi Tree Multimedia Ltd. will work as a service provider;
offering top notch services within budget and deadlines.

Transparency, Control and Seamless communication with all the clients.



Differentiating Through a Specialized Customer Need Identification, Technology & Operations.

Future Outlook



Vision

Charting the Path towards India's premier production company creating innovative content powered by cutting edge entertainment-tech.



CONTENT VERTICALS EXPANSION



FILM PRODUCTION



INFRASTRUCTURE DEVELOPMENT



ENTERTAINMENT TECH



SPECIALISED OTT PLATFORMS

Upcoming Show



CLAS\$S



Click to see Promo

- Netflix's FIRST INDIAN ADAPTATION OF AN INTERNATIONAL FORMAT - 'ELITE'
- A truly global show
- To be launched in 190 countries
- Dubbed in 34 languages & subtitled in 37 languages

Upcoming Show: Class

bodhi tree

A SHOW AT PAR WITH THE BEST OF GLOBAL PRODUCTION STANDARDS





Financial Performance

Half-Yearly Financial Performance



Particulars (INR Mn)	H1FY23	H2FY22	H1FY22
Revenue from Operations	95.2	265.6	325.2
Total Expenditure	100.9	259.6	303.2
EBITDA	-5.8	6.0	22.0
EBITDA Margin (%)	-6.1%	2.3%	6.8%
Other Income	0.1	2.9	0.1
Depreciation	0.1	-	0.1
Profit Before Interest & Tax	-5.8	8.9	22.0
Interest	3.5	1.7	0.6
Profit Before Tax	-9.3	7.2	21.4
Tax	0.7	-7.0	6.0
Net Profit	-10.0	14.2	15.4
Profit After Tax Margin (%)	-10.5%	5.4%	4.7%
Earnings Per Share (Rs)	-7.99	11.36	12.32

Key performance highlights for H1FY23 (Sep'23)

- ❑ Major cost build up seen in this half led by productions work in progress during the period.
- ❑ Shows produced and related revenues expected to flow in in the second half of FY23.
- ❑ Interest cost increase led by working capital funding to support the initial production and setup of the shows.

Annual Balance Sheet



Particulars (INR Million)	FY22	FY21	Particulars (INR Million)	FY22	FY21
Equity and Liabilities			Assets		
(1) Shareholders' Funds			Non-Current Assets		
(a) Share Capital	12.50	12.50	(a) Property, plant and equipment	0.29	0.37
(b) Reserves & Surplus	82.89	53.29	(b) Intangible assets under development	0.90	0.00
			(c) Deferred tax assets (Net)	1.16	2.59
			(d) Non-current Investments	0.09	0.09
(2) Non-current Liabilities			(e) Long term loans & advances	3.57	3.56
(a) Long-term borrowings	26.02	1.68	(f) Other non-current assets	26.80	23.29
(3) Current Liabilities			Current Assets		
(a) Short-term borrowings	27.35	26.73	(a) Inventories	58.71	32.98
(b) Trade payables	32.56	39.80	(b) Trade receivables	72.01	80.40
(c) Other current liabilities	30.46	39.98	(c) Cash and cash equivalents	9.59	25.05
(d) Short-term Provisions	0.00	1.41	(d) Short-term loans and advances	6.47	3.05
Total Equity and Liabilities	211.77	175.38	(e) Other Current Assets	32.19	4.01
			Total Assets	179.59	171.38

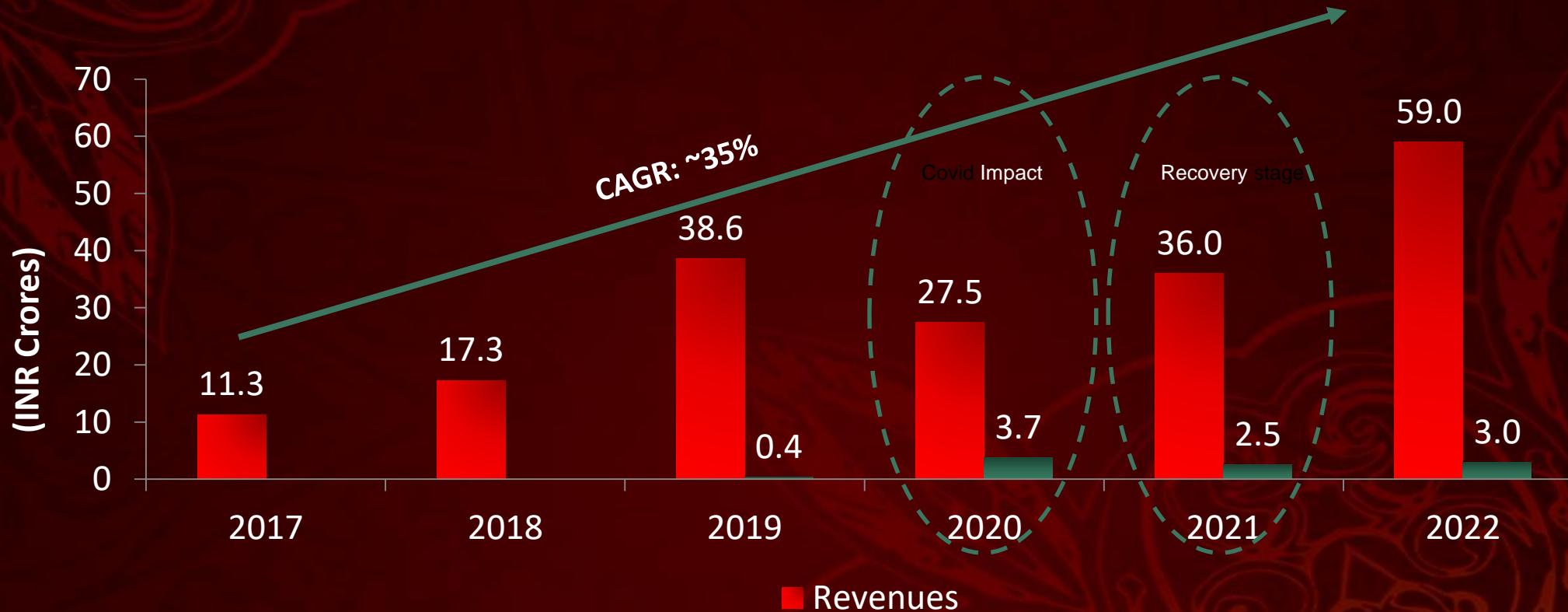
Annual Income Statement



	IPO			
Consolidated (INR Mn)	FY19	FY20	FY21	FY22
Revenue from Operations	384.56	267.13	356.87	590.85
Total Expenditure	380.50	234.74	324.71	562.84
EBITDA	4.06	32.40	32.16	28.01
EBITDA Margin (%)	1.1%	12.1%	9.0%	4.7%
Other Income	1.78	7.52	2.95	3.00
Depreciation	0.32	0.15	0.14	0.11
Profit Before Interest & Tax	5.51	39.77	34.97	30.90
Interest	1.25	2.56	2.16	2.32
Profit Before Tax	4.26	37.20	32.80	28.58
Tax	0.65	1.29	7.88	-1.02
Net Profit	3.61	35.91	24.92	29.60
Profit After Tax Margin (%)	0.9%	13.4%	7.0%	5.0%
Equity Shares o/s (mn)	0.01	0.26	1.25	1.25
Earnings Per Share (Rs)	361.4	138.11	19.94	23.68

Revenue Growth

bodhi tree



CAGR of ~35% in Last 5 years.



Our Portfolio

Television Shows

bodhi tree



YEH HAI AASHIQUI
BINDASS



TWIST WALA LOVE:
CHANNEL V



NISHA AUR USKE COUSINS:
STAR PLUS



KOTA TOPPERS:
BINDASS



BIG F:
MTV



SECRET DIARIES:
CHANNEL V



FEARFILES:
ZEE TV



MAN MAIN VISHWASS HAI:
SONY

OTT Shows

bodhi tree



VOOT



VOOT



VOOT



COLORS



VOOT

Regional Shows

bodhi tree



13 MUSSOORIE- VIU



INTERN DIARIES
TIMES OF INDIA



Hrudayat Vaje something- Sony
Marathi



Banned - VIU



PREM NI BHAVAI- Colors
Gujarati

Accomplishments (1/3)



2014



Nisha Aur Uska Cousin

269 Episodes **134.5** Total Hours



Yeh Hai Aashqui - Season - I

12 Episodes **12** Total Hours



Tedhimedhi Family

97 Episodes **48.5** Total Hours



Star India Pvt. Ltd - TV
First-of-its-kind youth show that received

Best Debut Award
at Star Parivar Awards

Highest rated
youth show

Adaptation of the
international format
'Middle'.

2017



Big F - Season - II

11 Episodes **22** Total Hours



Fear File - Season - II

97 Episodes **97** Total Hours



Aapke Aa Jane Se

375 Episodes **187.5** Total Hours

MTV - Viacom18 Media Pvt Ltd - TV



Highest views garnered on YouTube, more than
20mn views

Zee Entertainment Enterprises Ltd



Slot leader at 10:30 pm
weekend slot. Rated among
top 10 shows.

Zee rishtey Award for
Best Show
on Zee tv

Slot leader

at 10 pm slot across
all channels

Accomplishments (2/3)



2018



The Interns
8 Episodes 4 Total Hours

Worldwide Media Pvt Ltd -
Web Series

First-of-
its-kind
scripted reality show



Banned
12 Episodes 6 Total Hours

Vuclip (India) Pvt. Ltd - Web
Series

Rated 7.1
on IMDB.
First of its kind
musical
web
series
with original soundtrack



13 Muscoorie
13 Episodes 6.5 Total Hours

Vuclip (India) Pvt. Ltd - Web
Series

Rated 6.5
on IMDB

2019



Arundathi
153 Episodes 76.5 Total Hours

Sun TV Network Limited

Daily horror show. Opening
rating of 6.5.
Highest
for the 10
pm slot



F For Fantasy
6 Episodes 6 Total Hours

Viacom18 Media Pvt Ltd -
Web Series

Rated 6.6
on IMDB.

Accomplishments (3/3)



2020



Marzi

6 Episodes

6 Total Hours



Raikar Case

7 Episodes

7 Total Hours



Nati Pinky Ki Lambi Love Story

55 Episodes

27.5 Total Hours

Vuclip (India) Pvt. Ltd - Web Series
 viu

Rated 7.3 on IMDB.

Adaptation of successful HBO format
'The liar'.

Vuclip (India) Pvt. Ltd - Web Series
 viu

Rated 7.3 on IMDB.

Critically acclaimed show with rave reviews.

2022



The Gone Game 2

5 Episodes



Life Navrangi

7 Episodes

Voot Select
 voot

Youtube
 YouTube

Awards & Accolades

bodhi tree



Best Debut Award on
Star Parivar Awards



Highest Rated Youth Show*



Indian adaptation of the
acclaimed international format
“Middle”



Cult youth show on MTV, garnered
more than 20Mn views on YouTube



Rated among top 10 television
shows & won Zee Rishtey Awards
for best show on Zee tv



Rated 7.8 on IMDB Nominated
for the Asian Creative Academy
Awards



Rated 7.3 on IMDB Nominated
for the Asian Creative Academy
Awards



Critically Acclaimed Show
with 7.3 rating on IMDB



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www.bodhitreemultimedia.com

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Strategy & Investor Relations Advisory |Consulting
Tel: +91-845 288 6099 | Email: contact@kaptify.in
www.kaptify.in

Let's Connect

