



GRADIENTE

Infotainment Limited

**MEDIA ENTERTAINMENT
A SUNRISE INDUSTRY WITH
GOLDEN OPPORTUNITIES**



GRADIENTE
Infotainment Limited

EXPANSION PLAN

INR 50 BILLION
(US\$ 600.10 M)

IN

MEDIA & ENTERTAINMENT





GRADIENTE
Infotainment Limited

BUSINESS DIVISION

ENTERTAINMENT

DIGITAL MARKETING

ADVERTISING

GRADIENTE MUSIC

HARDWARE EXPORTS

OTT PLATFORM

YOUTUBE MCN

NETWORKS

BUSINESS CHANNEL

IT & ITES





16+

CC

ORIGINAL FILM

2024 | Hindi

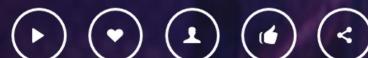
Gradiente Original's

Duration : 90 Minutes

Genre : Horror, Thriller, Love, Romance, Bold, Feel Good, Comedy

Release Plan : 4 films in month

Gradiente Infotainment Ltd, RDG Productions Pvt. Ltd.



OTT PLATFORM - OUTLAY

**INR 16.50 B
(US\$ 198.04 M)**

CAPEX - DIGITAL STUDIO

**SPENDS ON
CONTENT MAKING
CONTENT BUYING**

GRADIENTE
STREAM

CONTENT

MOVIES

WEB-SERIES

WEB-FILMS

TELE-SERIES



16+

CC

GRADIENTE
STREAM

HAUNTED JUNGLE

2024 | Hindi

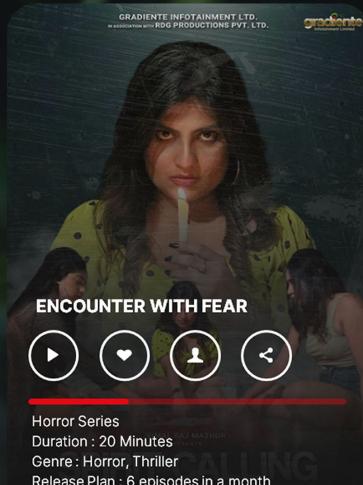
Gradiente Original's

Duration : 20 Minutes

Genre : Horror, Thriller, Love, Romance, Bold

Release Plan : 6 Episodes in a month

Gradiente Infotainment Ltd, RDG Productions Pvt. Ltd.

**ENCOUNTER WITH FEAR**

Horror Series
Duration : 20 Minutes
Genre : Horror, Thriller
Release Plan : 6 episodes in a month

**CYBER FRAUD**

Crime Series
Duration : 20 Minutes
Genre : Crime, Thriller, Scam
Release Plan : 6 episodes in a month

OTT PLATFORM

**COMEDY SERIES**

Comedy Series
Duration : 20 Minutes
Genre : Comedy, Kiraak, Funny
Release Plan : 6 episodes in a month

**PERIOD DRAMA**

Period Drama
Duration : 60 Minutes
Genre : Costume Drama, Period Drama
Release Plan : 2 episodes in a month

REVENUE & PROFITABILITY

Estimated revenues of US\$ 316 Mio (INR 2,636 crores) in 2027-28

Estimated Operating Margins of US\$ 172 Mio (INR 1,437 crores) in 2027-28.



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Infotainment Limited

YouTube MCN NETWORK



GRADIENTE
STREAM



GRADIENTE
ENTERTAINMENT



GRADIENTE
BUSINESS



GRADIENTE
MUSIC

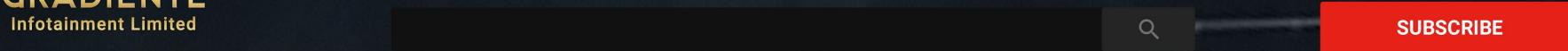
MORE

OUTLAY - INR 13 B
(US\$ 156.03 M)



GRADIENTE
Infotainment Limited

YouTube MCN NETWORK



Gradiente

500.000 subscribers

HOME

VIDEOS

PLAYLISTS

CHANNELS

DISCUSSION

ABOUT



EXISTING NETWORK

- > Subscribers : 275,000
- > Viewership Till Date: 50,000,000
- > Increase Subscriber base to 4.94 Mio in the year 2027-28 from the current base of 275K
- > Increase hits per day to 8 in the year 2027-28 from the current level of 10 hits a month
- > Revenues of US\$900 (INR 74,610) per 200,000 hits:

NEW ACQUISITION

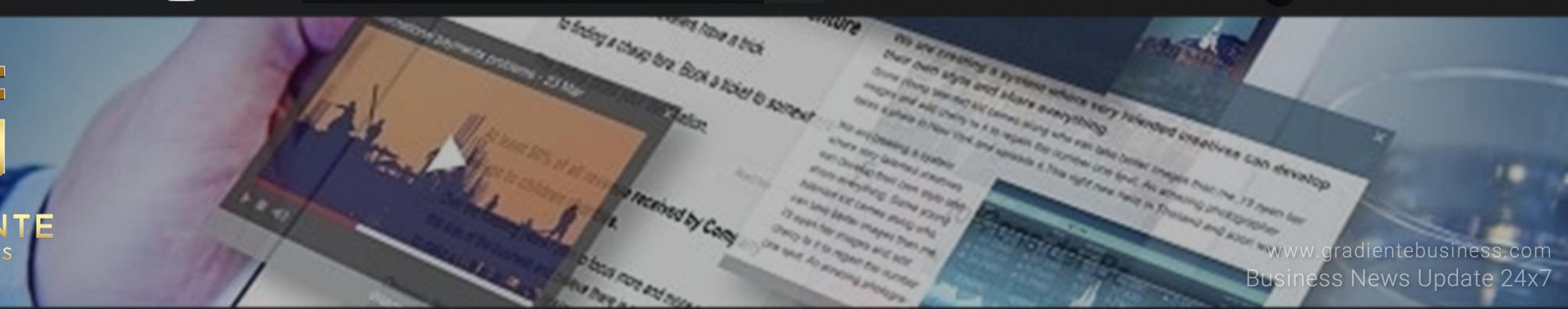
- > About 1,320 Channels in 2027-28
- > Subscriber base of 22,000 per channel in the year 2028
- > Maintain 8 hits per day from 2024-25 onwards
- > Revenues of US\$ 270 (INR 22,383) per 200,000 hits



REVENUE & PROFITABILITY

**Estimated revenues of US\$ 181.36 Mio
(INR 1,505.32 crores) in 2027-28**

**Estimated contribution of US\$ 111.81 Mio
(INR 928.03 crores) in 2027-28**



Gradiente Business

500.000 subscribers

[SUBSCRIBE](#)

[HOME](#)

[VIDEOS](#)

[PLAYLISTS](#)

[CHANNELS](#)

[DISCUSSION](#)

[ABOUT](#)

🔍

GEOGRAPHY

INDIA
MIDDLE EAST
AFRICA

FOCUS

PUBLICITY ACTIVITIES

CONFERENCES

INVESTOR

ROUND TABLE

BUSINESS CURRENT

AFFAIRS

PRESS



BUSINESS CHANNEL OUTLAY
INR 1.00 B (US\$ 12.00 M)



Live News Bulletin - Example

100.000 views • 2 days ago



Business Insights - Example

200.000 views • 3 days ago



Money Trend - Example

100.000 views • 4 days ago



Gradiente Podcast - Example

200.000 views • 5 days ago



Stock Market News - Example

100.000 views • 6 days ago



Gradiente Business News - Example

100.000 views • 7 days ago

**Interviews with Leading
Business Heads & Country Heads**

[Welcome](#)[About Us](#)[Our Artist](#)[Genre](#)[Full Playlist](#)[Achievements](#)[Our Goals](#)[Gallery](#)[Pricing](#)[Contact Us](#)

Welcome

[Play](#)[Follow](#)

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ENTERTAINMENT DIVISION - OUTLAY - INR 10 B (US\$ 120.02 M)

TARGET AREA

INDIA
MENA REGION
ASIA PACIFIC
USA & NORTH
EU & UK
AMERICA

FOCUS

रुप से सूचीबद्ध इकाई, जिसका मूल्य 2 बिलियन रुपये है,

- > MUSIC VIDEOS
- > EVENTS
- > MODELLING ACADEMY
- > CELEBRITY MANAGEMENT
- > MOVIES FOR THEATRICAL RELEASES
- > WEB- SERIES FOR LEADING OTT PLATFORMS

EXAMPLE





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DIGITAL MARKETING - OUTLAY - INR 0.40 B (US\$ 4.80 M)

FOCUS

WEB DEVELOPMENT

SEO SERVICES
(SEARCH ENGINE OPTIMIZATION)

EMAIL MARKETING

PPC (PAY PER CLICK)

SEM SERVICES
(SEARCH ENGINE MARKETING)

CONTENT MARKETING

SMM
(SOCIAL MEDIA MARKETING)

LOCAL SEARCH

BRAND DEVELOPMENT

CORPORATE FILM
(MAKING)



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ADVERTISING PRESS & TV - OUTLAY - INR 0.50 B (US\$ 6.00 M)

FOCUS

CAMPAIGN DEVELOPMENT

BRAND POSITIONING

TV COMMERCIALS

MARKET SURVEYS

PUBLIC RELATIONS



GRADIENTE
Infotainment Limited

IT, ITES & IT HARDWARE EXPORTS

FOCUS

IT EXPORTS

ITES EXPORTS

IT HARDWARE EXPORTS



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MILESTONES & LISTING

Our company is Listed on CSE & CSE is commencing its Trading Platform on par with BSE & NSE - May/June 2024.

Direct Listing on BSE, being handled by IDBI Capital Markets, Mumbai. May/June 2024.

Planning for Listing on “Main Board” NSE - IX at GIFT - IFSC Ahmedabad - December 2024.

7,57,88.333 Shares @ par under Preferential placement of Equity Shares for HNs/DIIs- May 2024.

45,85,37,200 Shares @ par under Preferential placement of Equity Shares for OCBs/NRIs/Pols/FIIIs - July/August 2024.

FPO of 8,14,62,800 Shares @ INR 200 per share
(INR 10 + 190 premium)



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TOTAL OUTLAY - INR 50 B (US\$ 600.10 M)

<u>Cost of Project</u>	<u>Amount in INR Crores</u>	<u>Amount in US\$ Mio</u>
<i>Building with Interiors @ Hyderabad, Mumbai & Dubai</i>	200.00	24.00
<i>Digital Studio @ Hyderabad</i>	150.00	18.00
<i>OTT - Software & Content</i>	1650.00	198.05
<i>YouTube MCN - Software, Promotion & Acquisition</i>	1300.00	156.03
<i>Business Channel - Software & Distribution</i>	100.00	12.00
<i>News Channel - Software & Distribution</i>	100.00	12.00
<i>Entertainment - Software creation & acquisition</i>	1000.00	120.02
<i>Digital Marketing - Setting up & Distribution</i>	40.00	4.80
<i>Advertising Division - Setting up & Distribution</i>	50.00	6.00
<i>Promotions</i>	260.00	31.20
<i>Launch & Licence Fee</i>	65.64	7.88
<i>Cyber Security Systems</i>	70.00	8.40
<i>Miscellaneous Expenses</i>	14.36	1.72
Total	5,000.00	600.10
<i>Means of Finance</i>		
<i>Preferential Allotment 1 : (Completed) FY-22-23 1,69,07,600 shares @10 per share</i>	16.91	2.03
<i>Preferential Allotment 2: (completed) FY23-24 3,16,45,000 shares @ ₹ 10/ per share</i>	31.65	3.80
<i>Preferential Allotment 3: FY-24-25 8,42,11,667 shares @10/- per share</i>	84.21	10.11
<i>Preferential Allotment 4: FY-24-25 45,85,37,200 shares @10/- per share to OCBs/NRIs/Pols/FIIIs</i>	458.54	55.03
<i>FPO- FY-24-25 - 5,57,88,333 shares @200/- per shares (₹ 10+ ₹ 190 premium)</i>	1629.26	195.54
<i>Debt through NCD/CP/ADR – as per company's requirement</i>	2779.43	333.58
Total	5,000.00	600.10



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REVENUE & PROFITABILITY OF OTT, MCN & IT

Revenue & Profitability in INR Crores					
	2023-24	2024-25	2025-26	2026-27	2027-28
Revenue	8.25	3,236.77	4,182.76	5,442.38	7,070.59
PBT	1.29	910.48	1,072.86	1,220.76	1,684.37
PAT	0.97	682.86	804.64	915.57	1,263.28
No. of Shares	8,42,11,667	70,00,00,000	70,00,00,000	70,00,00,000	70,00,00,000
EPS	0.12	9.76	11.49	13.08	18.05
Sector PE	26.81	26.81	26.81	26.81	26.81
MV per share	3.22	261.67	308.05	350.67	483.92

Revenue & Profitability in USD Mio					
	2023-24	2024-25	2025-26	2026-27	2027-28
Revenue	0.99	388.47	502.01	653.19	848.61
PBT	0.15	109.28	128.76	146.51	202.16
PAT	0.12	81.96	96.57	109.89	151.62
No. of Shares	8,42,11,667	70,00,00,000	70,00,00,000	70,00,00,000	70,00,00,000
EPS	0.0014	0.1171	0.138	0.157	0.2166
Sector PE	26.81	26.81	26.81	26.81	26.81
MV per share	0.04	3.14	3.7	4.21	5.81

THANK YOU



REGISTERED OFFICE

306, 3rd Floor, May Fair Gardens, Road No.12, Banjara Hills, Hyderabad- 500034
Email:info@gradienteinfotainmet.com | Web: www.gradientinfotainment.com

CORPORATE OFFICE

#508, 5th Floor Gowra Fountainhead, Huda Techno Enclave, HiTech City,
Hyderabad 500081, Telengana, India.



GRADIENTE
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Branches : Mumbai | New Delhi | Chennai | Dubai