



Ref No.: SEL/Reg. 30 – LODR/Jan-21

January 28, 2021

The Secretary,
National Stock Exchange of India Limited
Exchange Plaza,
Bandra-Kurla Complex
Bandra (E), Mumbai-400 051.
NSE Symbol: SHEMAROO

The Secretary,
BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street,
Mumbai-400 023.
Scrip Code : 538685

Dear Sir / Madam,

Re: SHEMAROO ENTERTAINMENT LIMITED - ISIN: INE363M01019

Sub: - Earnings Con. Call Presentation– Intimation under Reg. 30(6) of SEBI (LODR), Regulations, 2015

Please find enclosed herewith Earnings Presentation of Shemaroo Entertainment Limited for the quarter ended December 31, 2020 (Q3).

The details of aforesaid conference is enclosed herewith.

The aforesaid shall also be available on the website of the Company i.e. www.shemarooent.com

Thanking you,

Yours faithfully,
For Shemaroo Entertainment Limited

Dipesh U Gosar
Company Secretary & Compliance Officer
Membership no. A23755



Encl.: As above

SHEMAROO ENTERTAINMENT LIMITED

Shemaroo House, Plot No. 18, Marol Co - Op. Industrial Estate, Off Andheri Kurla Road, Andheri (E), Mumbai - 400 059.
Tel.: +91 - 22 4031 9911 | Fax: +91 - 22 2851 9770 | Email: shemaroo@shemaroo.com
shemarooent.com | CIN: L67190MH2005PLC158288

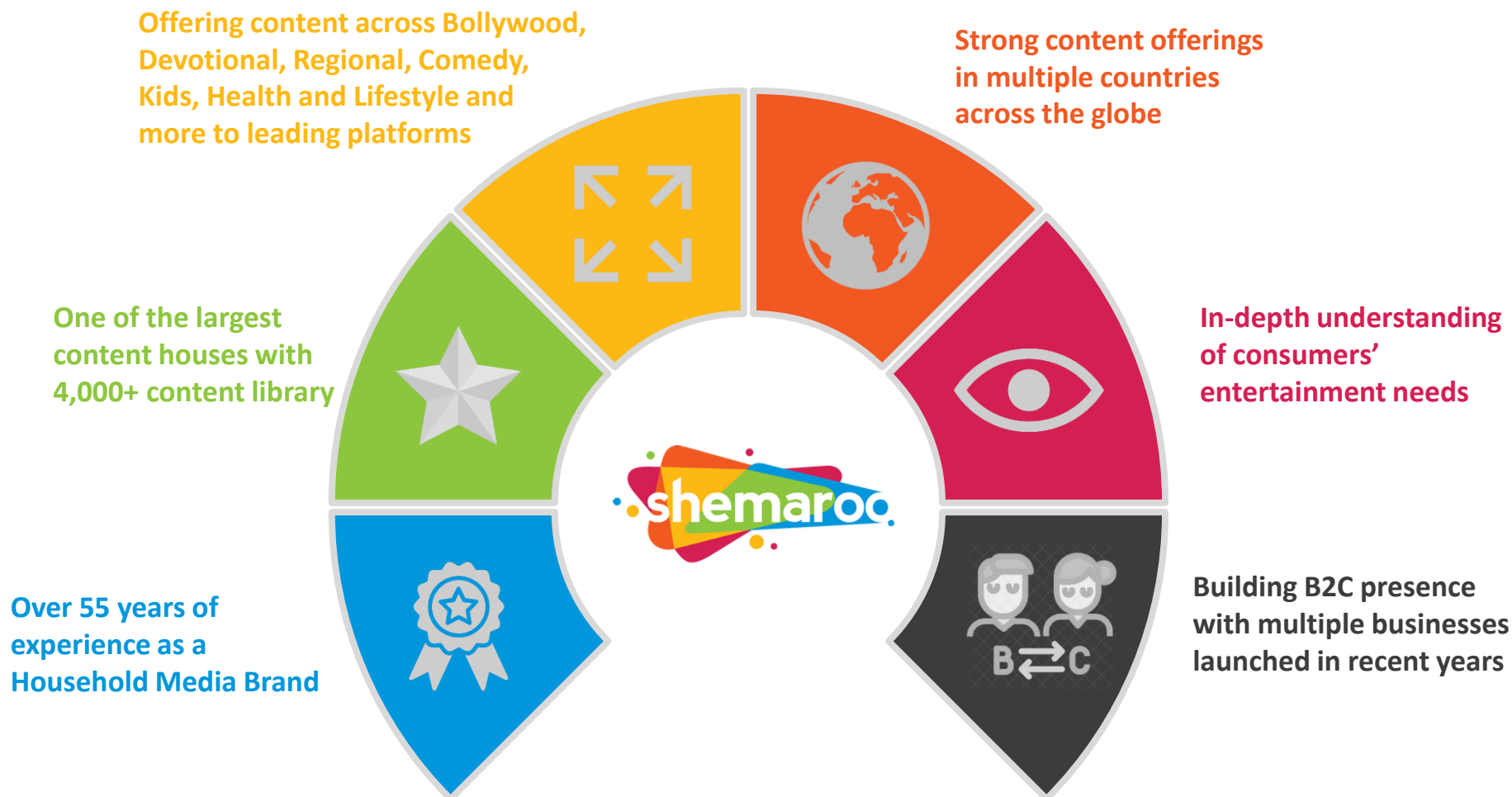


Shemaroo Entertainment Limited | 9M / Q3-FY21

INDIA KHUSH HUA



At a Glance



Revenue FY20
INR 5,131 Mn

EBITDA FY20
INR 768 Mn

PAT FY20
INR 301 Mn

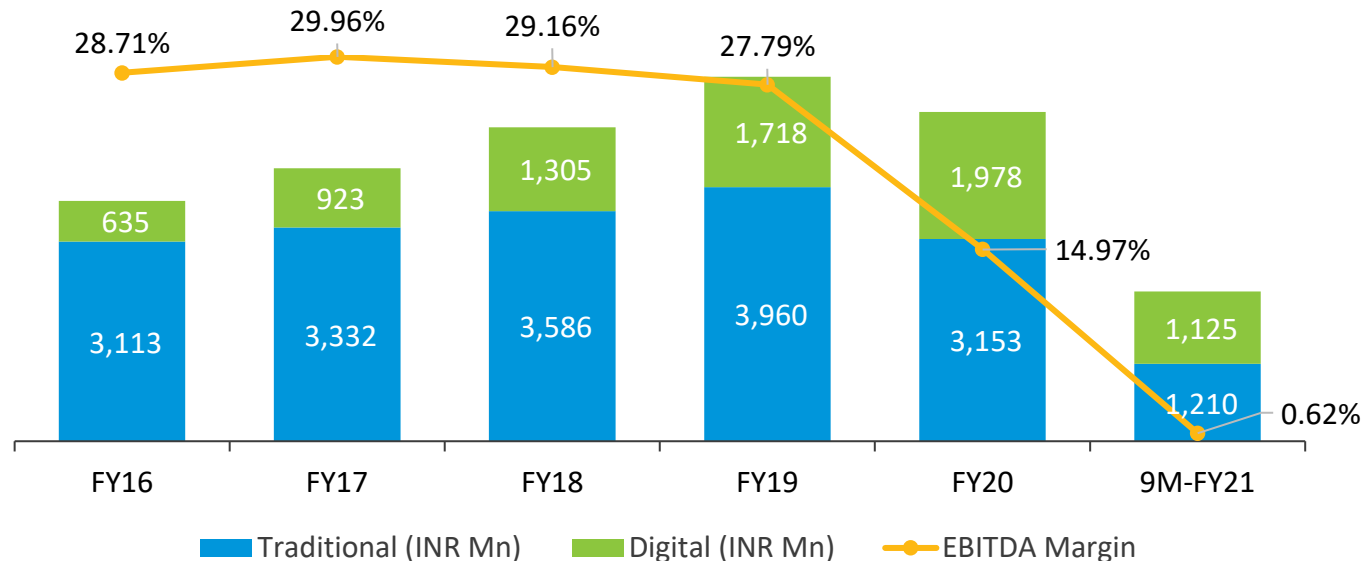
Net Worth FY20
INR 5,970 Mn

Overview

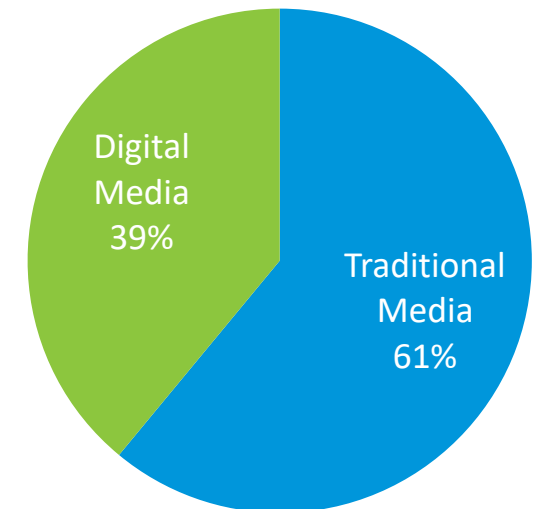


- Founded in 1962 as a book circulating library, today Shemaroo Entertainment Limited (Shemaroo) is a leading Indian content powerhouse with a global reach, headquartered out of Mumbai and employs 550+ people.
- Shemaroo is a pioneer in content aggregation and distribution in India and globally with 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 39% in FY20.

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



FY20 Revenue Distribution



9M / Q3-FY21 HIGHLIGHTS



9M / Q3-FY21 Key Financial Highlights



Q3-FY21 performance (Consolidated)

INR 880 Mn Revenue from Operations	INR 71 Mn EBITDA	8.03% EBITDA Margin
INR (15) Mn Net Profit	(1.74)% Net Profit Margin	INR (0.56) /share EPS

Q3-FY21 Profit and Loss includes expenses on new initiatives (net of revenue) - INR 163 Mn

9M-FY21 performance (Consolidated)

INR 2,335 Mn Revenue from Operations	INR 15 Mn EBITDA	0.62% EBITDA Margin
INR (237) Mn Net Profit	(10.13)% Net Profit Margin	INR (8.70) /share EPS

9M-FY21 Profit and Loss includes expenses on new initiatives (net of revenue) - INR 449 Mn

Divisional Breakup (Consolidated):

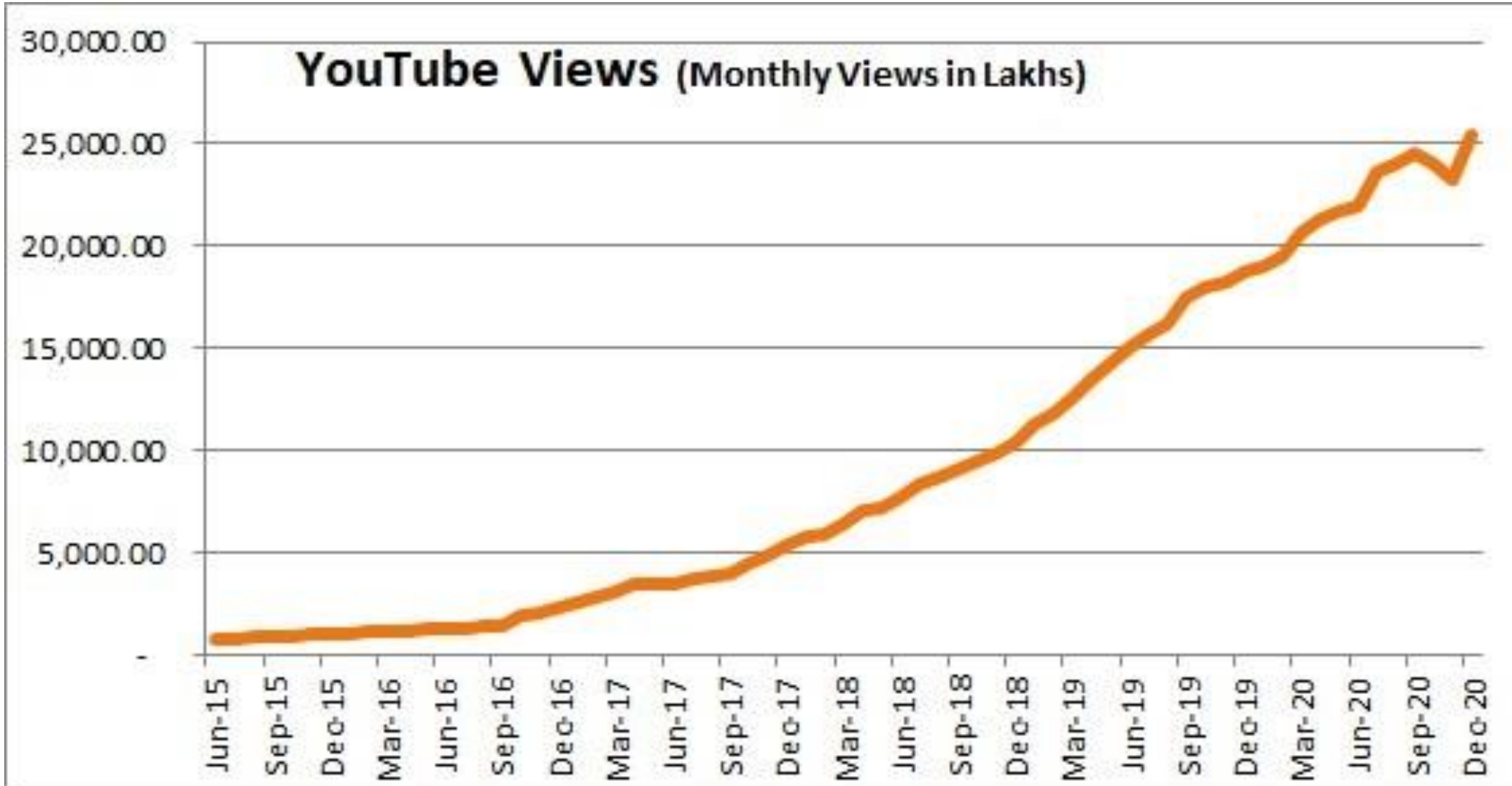
INR Mn	Q3-FY21	Q3-FY20	YOY Growth	9M-FY21	9M-FY20	YOY Growth
Digital Media	399	482	(17.2)%	1,125	1,520	(26.0)%
Traditional Media	481	488	(1.5)%	1,210	2,384	(49.3)%
Income from Operations	880	970	(9.3)%	2,335	3,904	(40.2)%

9M / Q3-FY21 Key Operational Highlights



- The quarter **witnessed a resumption in economic unlock and hence advertising spends**. It was backed by festive season and overall reduction in the fresh Covid cases
- As broadcasters regain confidence in the economy and business environment, **we expect they will resume acquisition of film content** over the next few quarters
- **Continuous cost rationalization** in the last few quarters continued to pay off contributing positively to the Company's cash flow and profitability
- While Shemaroo **continued to invest in its B2C initiatives**, it witnessed some level of operational recovery as these new initiatives stabilized
- During the quarter, the Company continued its focus on its two broadcasting channels namely Shemaroo TV and Shemaroo MarathiBana to strengthen their viewership and reach
 - Shemaroo MarathiBana **completed one year of operations** and **established itself as the second most watched movie channel** in the Marathi genre
 - Shemaroo TV strengthened its reach by **closing on key distribution partnerships** and **began monetization** through advertisements during the quarter
- **ShemarooMe**
 - Partnered with Ooredoo in Qatar
- Crossed **46 mn subscribers** on our YouTube channel 'FilmiGaane'; the channel became the **21st most subscribed channel** in the world
- Launched **2 new pre-loaded audio speakers** - Bhakti Maalai (Tamil Devotional Speaker) and Bhakti Anand (Sub INR 1000 devotional product for gifting)

7 | Shemaroo YouTube Monthly Views

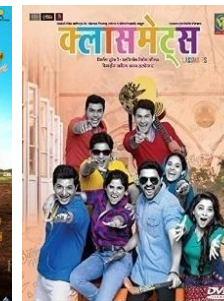


Digging deeper into the Regional markets



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 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
- Aims to be a one-stop destination for Marathi movies and theatre plays
- Focuses 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 6 consistently since then

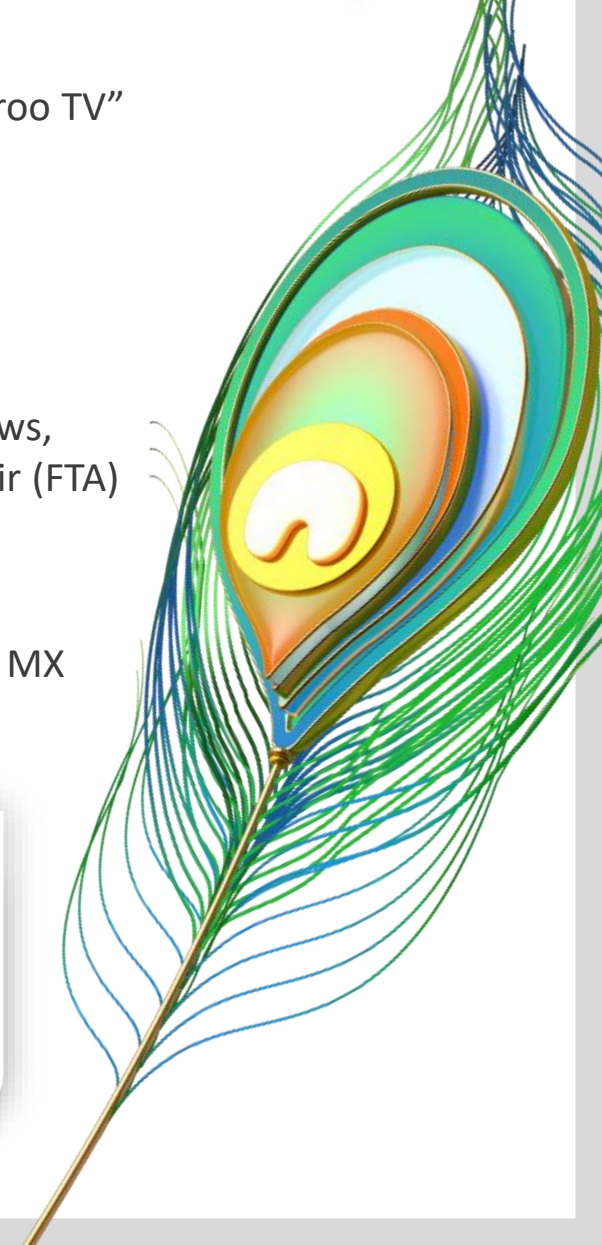
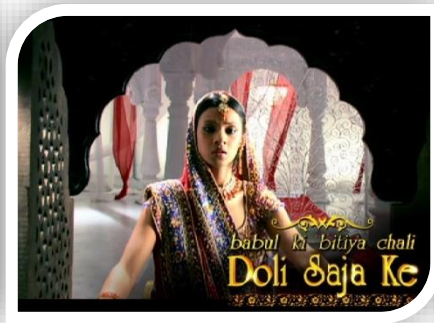


9 | Reaching out to the Hindi Speaking Markets



Available on DD
Freedish and other
leading cable and
DTH operators

- Shemaroo launched its second satellite FTA channel named “Shemaroo TV” in May 2020
- Targeted to be a prominent leader in the **Hindi GEC genre**
- Shemaroo TV will showcase a perfect mix of originals and iconic shows, which can be consumed for the first-time by a large set of Free-To-Air (FTA) audience
- Streaming live on OTT apps such as Vodafone-Idea, Tata Sky Mobile, MX Player, ShemarooMe, amongst others



Q3-FY21 Consolidated Income Statement (Ind-AS)



Particulars (INR Mn)	Q3-FY21	Q2-FY21	Q-o-Q	Q2-FY20	Y-o-Y
Revenue from Operations	880	593	48.5%	970	(9.3)%
Total Expenses	810	600	35.0%	776	4.4%
EBITDA	71	(7)	NA	195	(63.8)%
EBITDA Margin (%)	8.03%	(1.22)%	NA	20.07%	NA
Other Income	3	5	(43.1)%	5	(44.2)%
Depreciation	18	19	(1.6)%	20	(9.5)%
Finance Cost	71	73	(2.7)%	59	19.9%
PBT	(16)	(94)	NA	121	NA
Tax	1	(2)	NA	33	NA
PAT	(17)	(92)	NA	87	NA
Minority Interest & Share of profit/ (loss) in associate company	2	1	NA	(2)	NA
PAT after adjustments	(15)	(92)	NA	85	NA
PAT Margin (%)	(1.74)%	(15.46)%	NA	8.76%	NA
Comprehensive Income	2	0	NA	0	NA
Total Profit including Comprehensive Income(Net of tax)	(14)	(92)	NA	85	NA
EPS (INR)(not annualised)	(0.56)	(3.37)	NA	3.13	NA

9M-FY21 Consolidated Income Statement (Ind-AS)



Particulars (INR Mn)	9M-FY21	9M-FY20	Y-o-Y
Revenue from Operations	2,335	3,904	(40.2)%
Total Expenses	2,320	3,103	(25.2)%
EBITDA	15	801	(98.2)%
EBITDA Margin (%)	0.62%	20.52%	NA
Other Income	11	19	(40.6)%
Depreciation	55	55	0.9%
Finance Cost	213	175	21.8%
PBT	(242)	591	NA
Tax	(5)	146	NA
PAT	(237)	445	NA
Minority Interest & Share of profit/ (loss) in associate company	1	(4)	NA
PAT after adjustments	(237)	441	NA
PAT Margin (%)	(10.13)%	11.30%	NA
Comprehensive Income	2	(1)	NA
Total Profit including Comprehensive Income (Net of tax)	(235)	441	NA
EPS (INR)(not annualised)	(8.70)	16.24	NA

Shemaroo In Digital Media



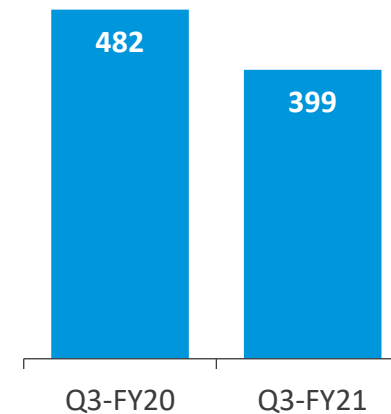
Digital Media



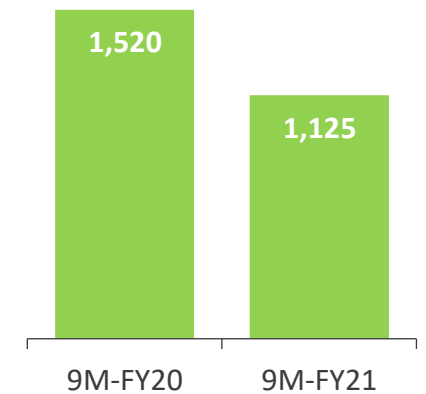
Shemaroo was one of the early Indian media companies to syndicate its library to the high growth digital media platforms, thereby gaining early mover advantage

- 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

Q3-FY21 Digital Media Performance (INR Mn)



9M-FY21 Digital Media Performance (INR Mn)



Digital Media Presence

ShemarooMe

- ShemarooMe is the OTT platform launched in Feb'19 – offering vast content library across Bollywood, Gujarati, Marathi, Kids, Punjabi, Comedy, Devotional, etc.
- Has partnerships with all leading Indian Telcos

Internet and OTT

- Shemaroo has agreements with various internet video platforms like YouTube, Netflix, Amazon Prime, Disney+Hotstar, Jio, Apple iTunes, Google Play, etc.

Mobile Value-Added services (MVAS) / Mobile Internet

- The company has agreements with major telecom operators, namely Airtel, Vodafone Idea to distribute videos, full songs, live streaming etc. under MVAS

Shemaroo in Traditional Media



Television Syndication

- Shemaroo has a diverse content library which it syndicates 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

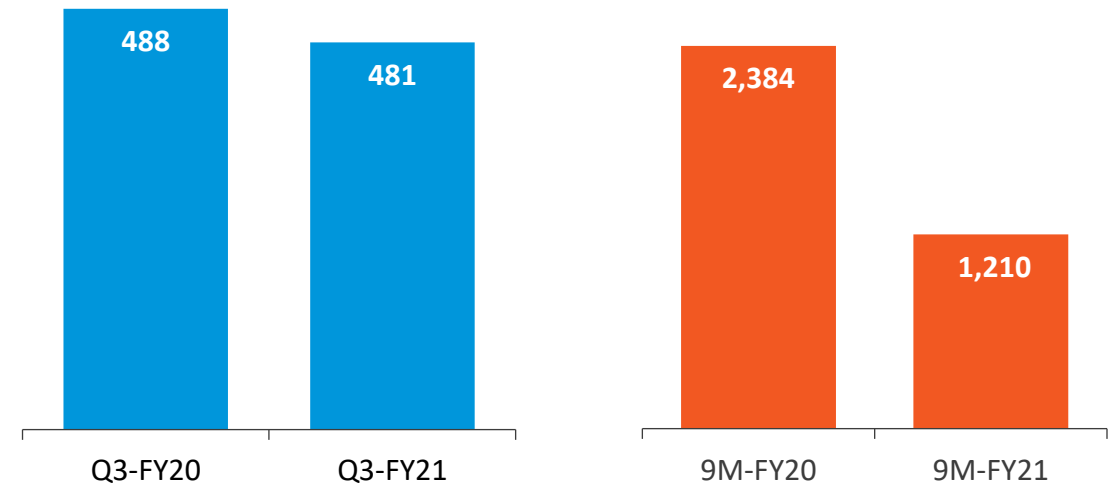
- In partnership with major DTH and Cable operators, Shemaroo operates subscription-based, ad-free content services across various genres like Movies, Devotion, Comedy and Regional

Advertisement led Satellite Channel

- Shemaroo launched a satellite FTA channel named 'Shemaroo MarathiBana' in Dec'19, targeted to be a prominent leader in the Marathi movie genre
- It launched a satellite FTA GEC channel named 'Shemaroo TV' in May'20, targeted towards HSM market and serving daily entertainment needs of consumers

Q3-FY21 Traditional Media Performance (INR Mn)

9M-FY21 Traditional Media Performance (INR Mn)



Consolidated Income Statement (Ind-As)



Particulars (INR Mn)	FY18	FY19	FY20	9M-FY21
Revenue from Operations	4,891	5,678	5,131	2,335
Total Expenses	3,465	4,100	4,363	2,320
EBITDA	1,426	1,578	768	15
EBITDA Margin (%)	29.16%	27.79%	14.97%	0.62%
Other Income	12	18	30	11
Depreciation	51	56	75	55
Finance Cost	307	256	244	213
Exceptional Items	-	-	(62)	-
PBT	1,080	1,284	417	(242)
Tax	367	457	113	(5)
PAT	713	827	304	(237)
Minority Interest & Share of profit/ (loss) in associate company	(1)	3	(3)	1
PAT after adjustments	712	830	301	(237)
PAT Margin (%)	14.56%	14.62%	5.87%	(10.13)%
Comprehensive Income	3	3	7	2
Total Profit including Comprehensive Income (Net of tax)	715	833	308	(235)
EPS (INR) (not annualised)	26.18	30.52	11.09	(8.70)

Consolidated Balance Sheet (Ind-As)



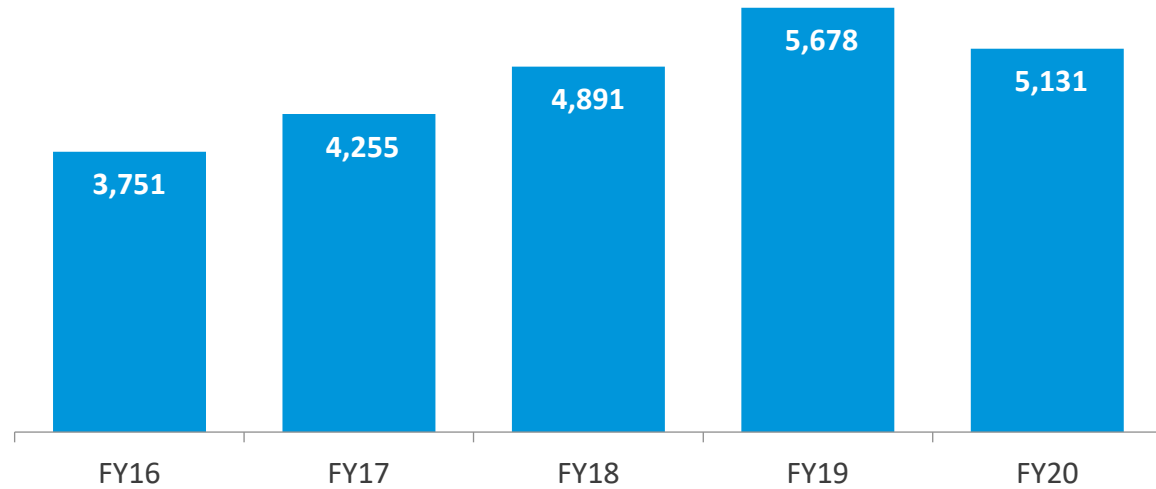
Equity and Liabilities (INR Mn)	FY19	FY20	H1-FY21
Shareholders Fund			
Share Capital	272	272	272
Other Equity	5,445	5,698	5,477
Total Equity	5,717	5,970	5,749
Non controlling interest	(42)	(41)	(40)
Non Current Liabilities			
Long Term borrowings	4	239	207
Lease Liability	-	14	6
Deferred tax liabilities (Net)	34	21	15
Long tem provisions	32	16	26
Total Non-Current Liabilities	70	289	254
Current Liabilities			
Short Term Borrowings	1,969	2,151	2,386
Trades payables	298	491	724
Other Financial Liabilities	51	103	91
Lease Liability	-	10	9
Other Current Liabilities	80	28	15
Short Term Provisions	8	14	24
Current Tax Liabilities (Net)	151	-	-
Total Current Liabilities	2,557	2,797	3,247
Total	8,302	9,015	9,210

Assets (INR Mn)	FY19	FY20	H1-FY21
Non Current Assets			
Fixed Assets			
Property, Plant & Equipment	306	308	278
Intangible assets	10	10	8
Intangible assets under development	1	2	2
Right of use assets	-	21	14
Investments	65	26	26
Long Term Loan and Advances	7	7	11
Other Financial Assets	3	3	2
Other Non Current Assets	11	15	11
Total Non-Current Assets	403	393	353
Current Assets			
Inventories	6,027	7,136	7,431
Trade Receivables	1,590	1,048	916
Cash and Cash Equivalent	11	7	8
Other Bank Balances	3	4	55
Short Term loan and advances	6	4	3
Current Tax Assets (Net)	-	112	182
Other Current Assets	262	311	261
Total Current Assets	7,899	8,622	8,857
Total	8,302	9,015	9,210

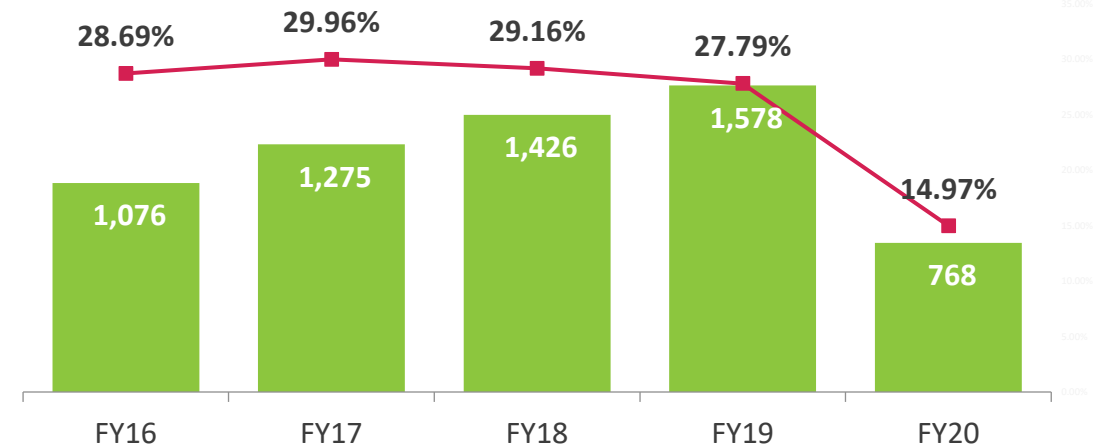
Historical Consolidated Financial Charts



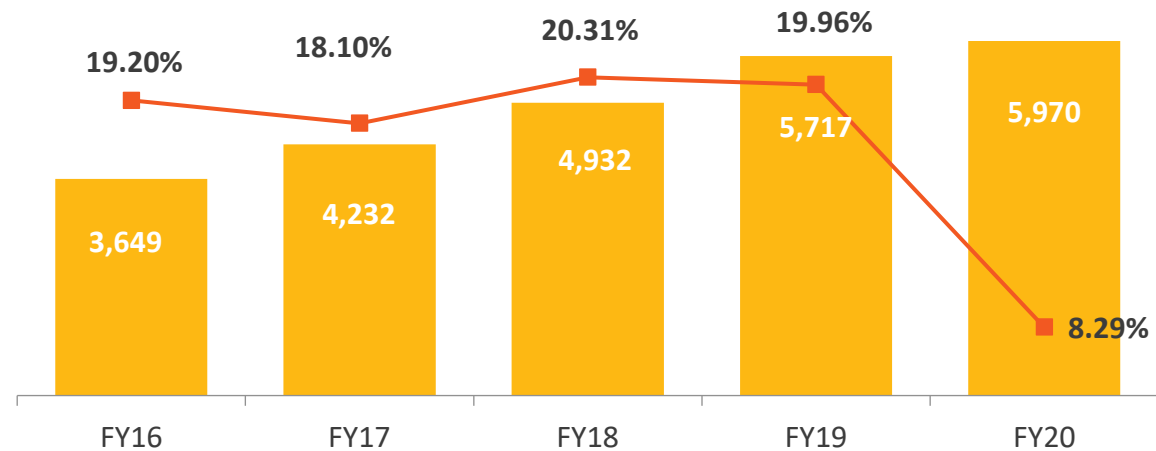
Operational Revenue* (INR Mn)



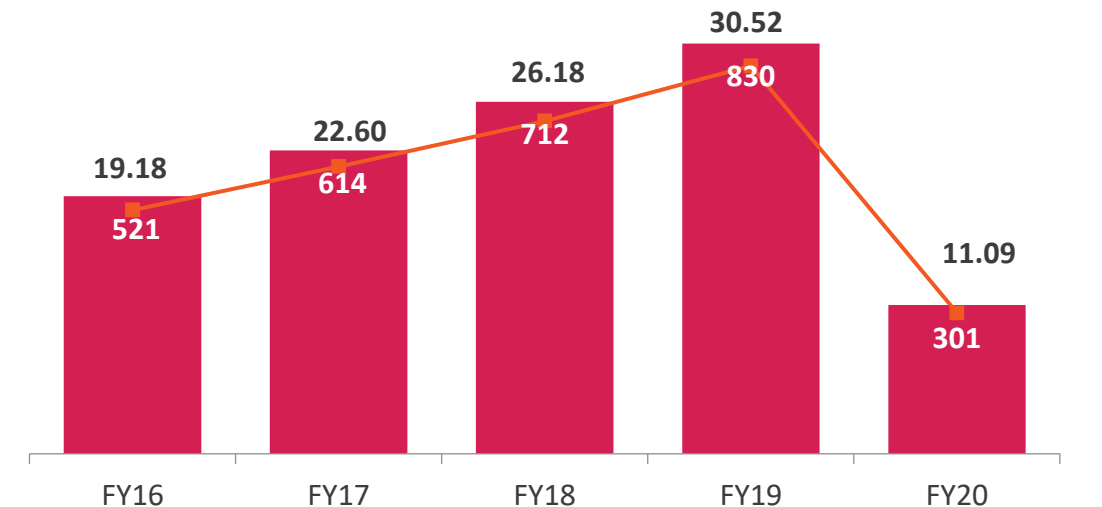
EBITDA (INR Mn) and EBITDA Margin (%)



Net Worth (INR Mn) and ROCE (%)

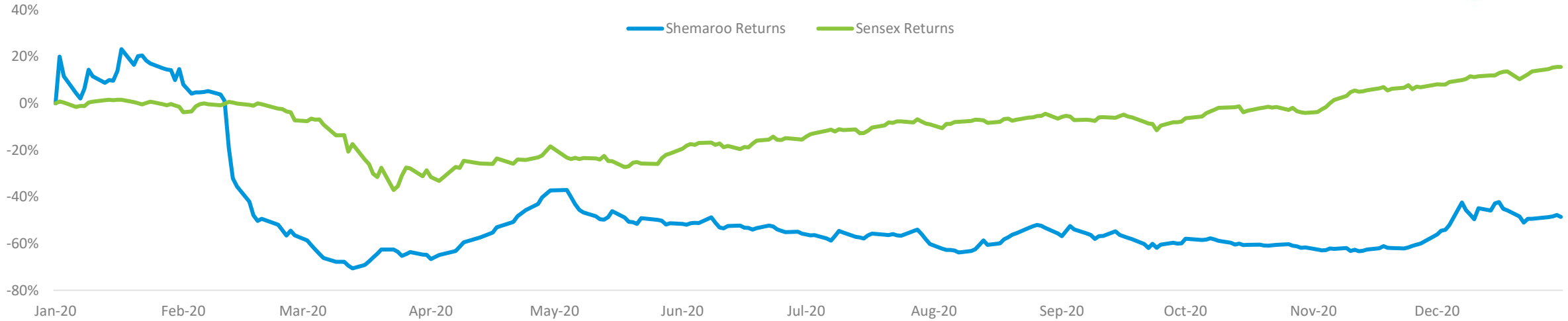


PAT (INR Mn) and EPS (INR)



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

17 Capital Market Data

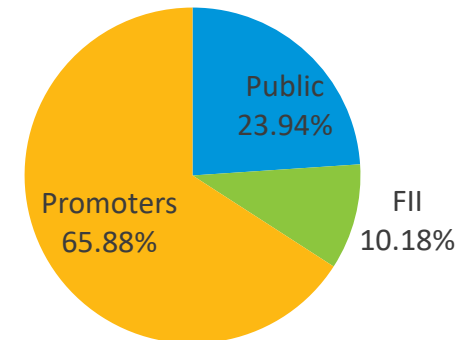


Price Data (As of 31st December, 2020)

INR

Face Value	10.0
Market Price	73.8
52 Week H/L	189.8 / 41.8
Market Cap (INR Mn)	2,006.1
Equity Shares Outstanding (Mn)	27.2
1 Year Avg. Trading Volume ('000)	79.2

Share Holding Pattern as on 31st December, 2020





Shemaroo Entertainment Limited

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For further information please contact our Investor Relations Representative:



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Investor Kit Link: www.valoremadvisors.com/shemaroo

THANK YOU

