

Ref No.: SEL/Reg. 30 – LODR/July-22

July 19, 2022

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 June 30, 2022 (Q1-FY23).

This is for your information and records.

The same is also disseminated 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

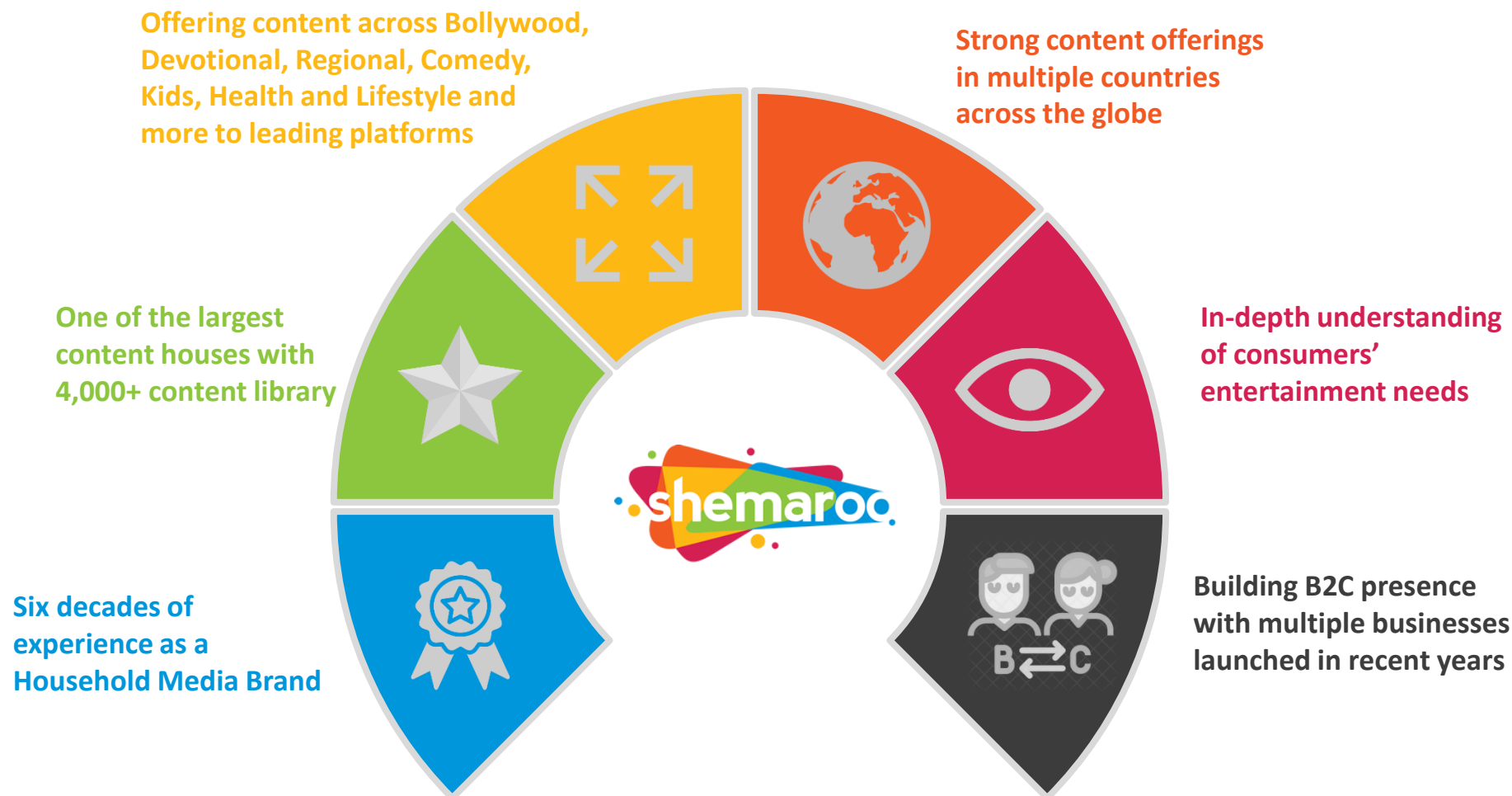


Shemaroo Entertainment Limited | Q1-FY23

INDIA KHUSH HUA



At a Glance



Revenue FY22
INR 3,814 Mn

EBITDA FY22
INR 358 Mn

PAT FY22
INR 53 Mn

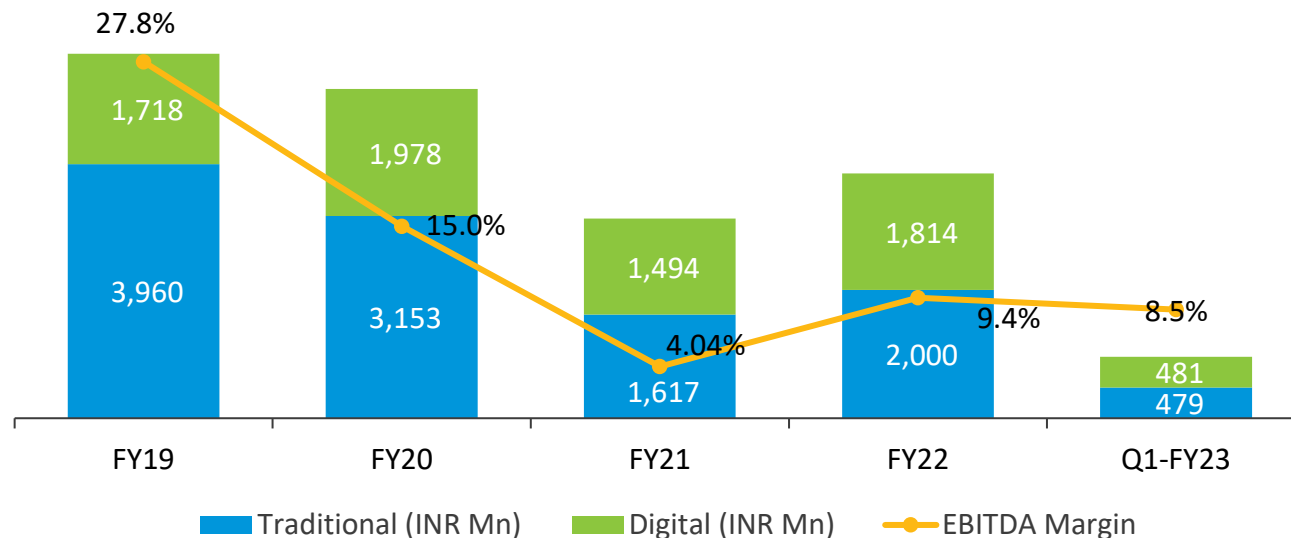
Net Worth FY22
INR 5,818 Mn

Overview



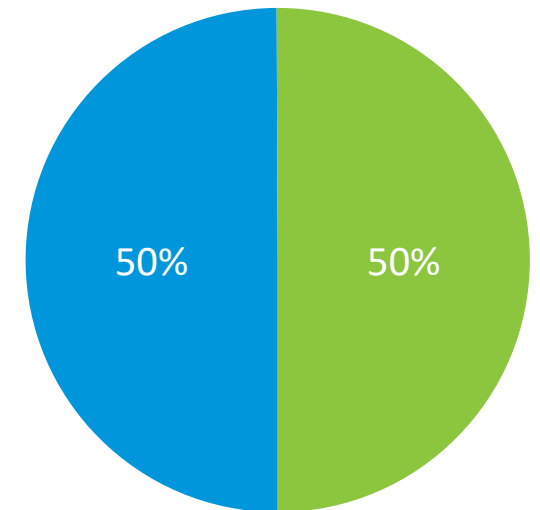
- Founded in 1962 as a book circulating library, today Shemaroo Entertainment Limited (Shemaroo) is a leading Indian content powerhouse with a global reach, headquartered out of Mumbai and employs 550+ people
- Shemaroo is a pioneer in content aggregation and distribution in India and globally with offerings 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 50% in Q1-FY23

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



Q1-FY23 Revenue Distribution

■ Traditional Media ■ Digital Media



Q1-FY23 HIGHLIGHTS



Q1-FY23 Key Financial Highlights



Q1-FY23 Performance (Consolidated)

INR 960 Mn
Revenue from Operations

INR 81 Mn
EBITDA

8.48%
EBITDA Margin

INR 2 Mn
Net Profit

0.26%
Net Profit Margin

INR 0.09/share
EPS

Q1-FY23 Profit and Loss includes expenses on new initiatives (net of revenue) - INR 144 Mn

Divisional Breakup (Consolidated):

INR Mn	Q1-FY23	Q1-FY22	Y-o-Y Growth	FY22	FY21	Y-o-Y Growth
Digital Media	481	403	19.3%	1,814	1,494	21.4%
Traditional Media	479	345	39.0%	2,000	1,617	23.7%
Income from Operations	960	748	28.4%	3,814	3,111	22.6%

Q1-FY23 Key Operational Highlights



- Increased mobility on account of COVID unlocking period affected media viewership across traditional and digital platforms
- Advertising spends for traditional advertisers were affected due to rising input costs, uncertainty in global economic environment and supply chain disruptions and this was amplified by the slowdown in start-up funding which impacted the new-age advertisers
- Despite challenges on both viewership and advertiser spends, the Company has delivered strong revenue growth and maintained positive margin during the quarter
- **ShemarooMe**
 - *ShemarooMe Gujarati*
 - The Company released 18 new titles during the quarter with content across movies, web series and plays
 - The Company released its original web series 'Desai Diamonds' which was well received by the audience
 - Also did digital world premiere for blockbuster movie 'Sonu Tane Mara Par Bharoso Nai Ke '
 - Launched Telugu service on ShemarooMe in USA
- **YouTube:** Shemaroo crossed 60 Mn subscribers on its YouTube channel 'FilmiGaane'; the channel is now the 20th most subscribed channel in the world

7 | Q1-FY23 Key Operational Highlights



- **Broadcasting**

- **Shemaroo TV**

- Continued focused efforts by the Company in terms of content creation, distribution and marketing have resulted in higher ratings for the channel versus previous quarter
 - Launched its original production 'Waah Bhai Waah' during the quarter

- **Shemaroo Umang**

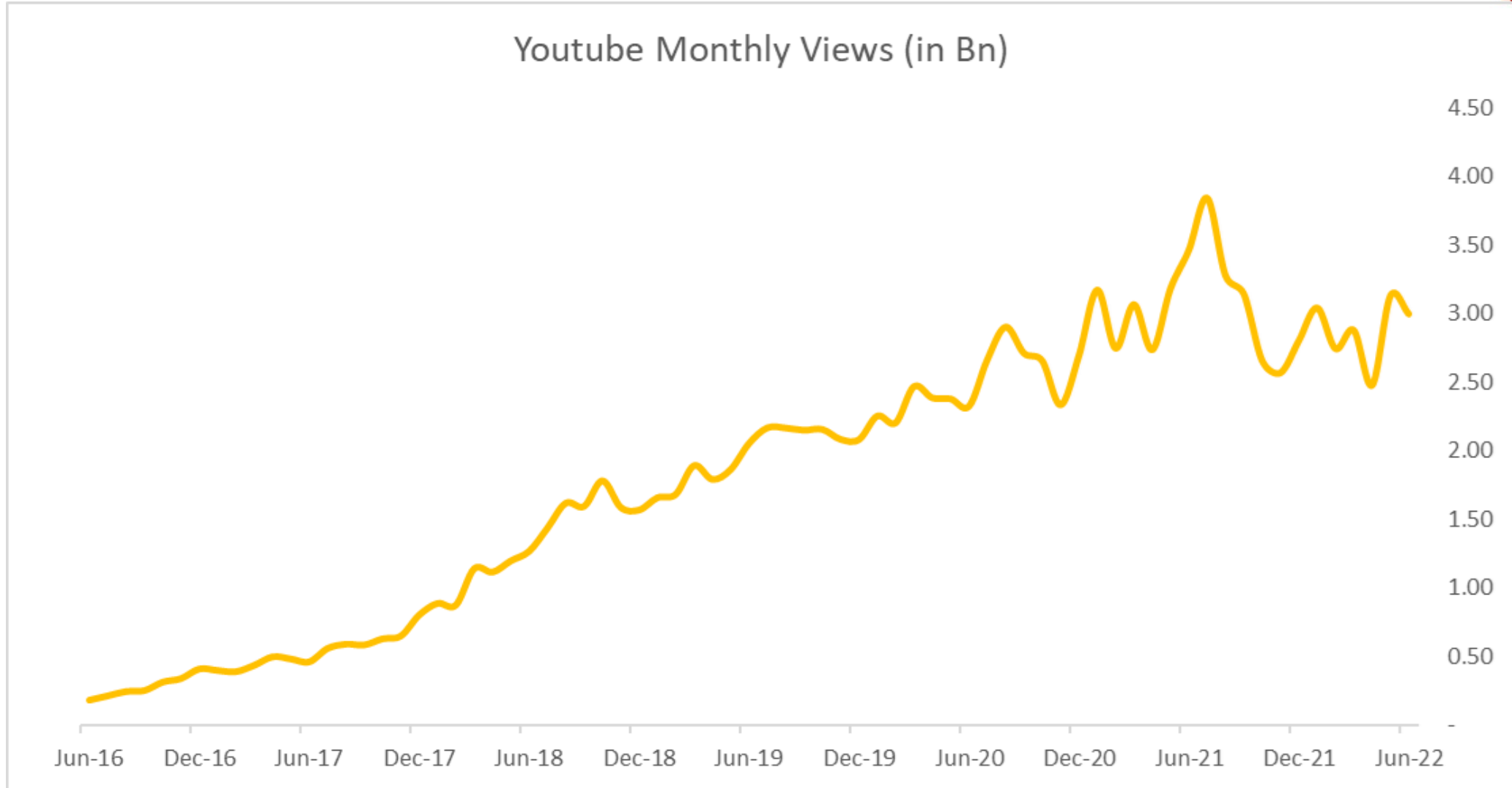
- Opened at 2nd position amongst FTA GEC channels and continued to hold the position during the quarter
 - Started monetizing the channel through advertisements from July 2022

- **Shemaroo MarathiBana**

- Technical changes on DD Freedish platform adversely impacted the ratings of Shemaroo MarathiBana along with multiple other channels during the start of the quarter
 - Change in programming strategy to include episodic content along with movies helped restore the channel ratings towards the end of the quarter

- **Leadership:** Shemaroo onboarded Arghya Chakravarty as Chief Operating Officer of the Company. Kranti Gada will now be the President of New Business Opportunities

Shemaroo YouTube Monthly Views



ShemarooMe



- ShemarooMe Gujarati:
 - The Company released **18 new titles** during the quarter with content across movies, web series and plays
 - The Company released its original web series '*Desai Diamonds*' which was well received by the audience
 - Also did digital world premiere for blockbuster movie '*Sonu Tane Mara Par Bharoso Nai Ke*'
- Launched **Telugu service** on ShemarooMe in USA



Shemaroo Broadcasting



- Continued focused efforts by the Company in terms of content creation, distribution and marketing have resulted in higher ratings for the channel versus previous quarter
- Launched its original production 'Waah Bhai Waah' during the quarter



- Opened at 2nd position amongst FTA GEC channels and continued to hold the position during the quarter
- Started monetizing the channel through advertisements from July 2022



- Technical changes on DD Freedish platform adversely impacted the ratings of Shemaroo MarathiBana along with multiple other channels during the start of the quarter
- Change in programming strategy to include episodic content along with movies helped restore the channel ratings towards the end of the quarter

Consolidated Quarterly Financial Performance



Particulars (INR Mn)	Q1-FY23	Q4-FY22	Q-o-Q	Q1-FY22	Y-o-Y
Revenue from Operations	960	936	2.6%	748	28.4%
Total Expenses	879	849	3.5%	676	29.9%
EBITDA	81	87	(6.5%)	71	14.0%
EBITDA Margin (%)	8.48%	9.31%	(83) Bps	9.56%	(108) Bps
Other Income	17	12	35.3%	3	NA
Depreciation	13	15	(12.4%)	17	(24.5%)
Finance Cost	69	61	13.4%	71	(3.3%)
Exceptional Items	0	0	NA	0	NA
PBT	16	24	(31.8%)	(14)	NA
Tax	12	6	89.0%	(0)	NA
PAT	4	18	(75.5%)	(14)	NA
Minority Interest & Share of profit/ (loss) in associate company	2	(3)	NA	0	NA
PAT after adjustments	2	21	(87.9%)	(14)	NA
PAT Margin (%)	0.26%	2.19%	(193) Bps	(1.82%)	208 Bps
Comprehensive Income	(1)	(2)	NA	0	NA
Total Profit including Comprehensive Income(Net of tax)	1	18	(93.7%)	(14)	NA
EPS (INR)(not annualised)	0.09	0.75	(87.9%)	(0.50)	NA

Shemaroo In Digital Media



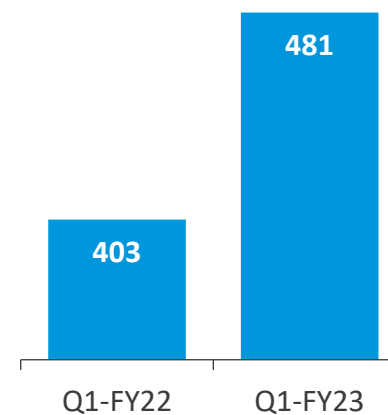
Digital Media



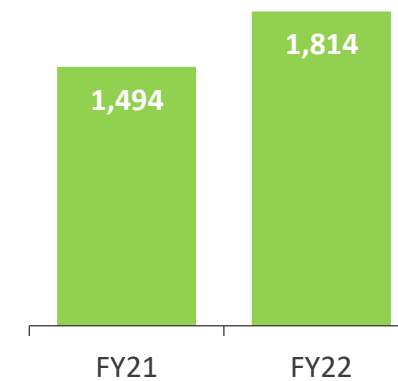
Shemaroo was one of the early Indian media companies to syndicate its library to the high growth digital media platforms, thereby gaining early mover advantage

- 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

Q1-FY23 Digital Media Performance (INR Mn)



FY22 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 distributes content across various video platforms like YouTube, Netflix, Amazon Prime, MX Player, Jio, Tata Play Binge etc.

Shemaroo in Traditional Media



Advertisement led Satellite Channel

- Shemaroo launched a satellite FTA channel named 'Shemaroo MarathiBana' in Jan'20, 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
- It launched its third satellite FTA channel named 'Shemaroo Umang', a Hindi GEC channel, in April'22

Subscription Based Services

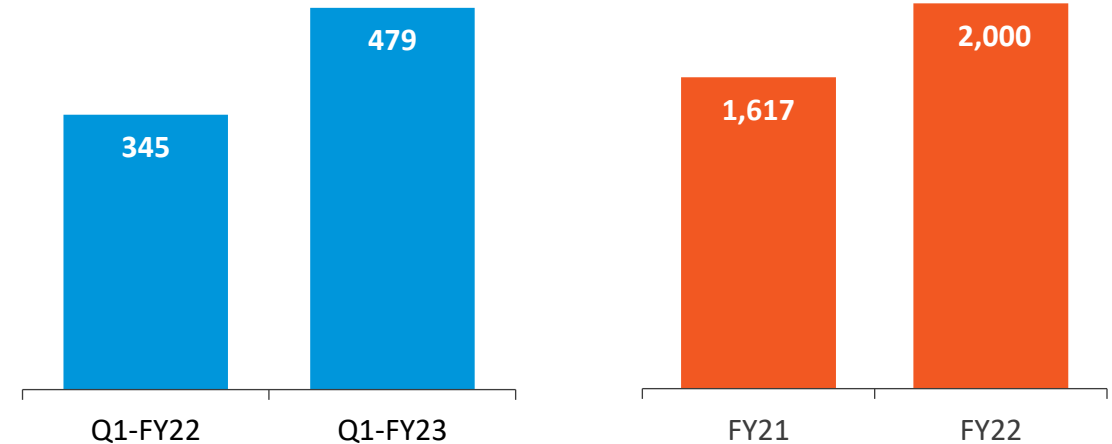
- In partnership with major DTH and Cable operators, Shemaroo operates subscription-based, ad-free content services across various genres like Movies, Devotion, Comedy and Regional

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

Q1-FY23 Traditional Media Performance (INR Mn)

FY22 Traditional Media Performance (INR Mn)



TV Syndication Platforms

Satellite Television

- 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

Historical Consolidated Income Statement



Particulars (INR Mn)	FY20	FY21	FY22	Q1-FY23
Revenue from Operations	5,131	3,111	3,814	960
Total Expenses	4,363	2,986	3,455	879
EBITDA	768	126	358	81
EBITDA Margin (%)	14.97%	4.04%	9.40%	8.48%
Other Income	30	10	19	17
Depreciation	75	73	66	13
Finance Cost	244	284	259	69
Exceptional Items	(62)	-	-	0
PBT	417	(221)	52	16
Tax	113	(2)	1	12
PAT	304	(219)	51	4
Minority Interest & Share of profit/ (loss) in associate company	(3)	4	2	2
PAT after adjustments	301	(215)	53	2
PAT Margin (%)	5.87%	(6.91%)	1.38%	0.26%
Comprehensive Income	7	9	(3)	(1)
Total Profit including Comprehensive Income (Net of tax)	309	(205)	50	1
EPS (INR) (not annualised)	11.09	(7.90)	1.94	0.09

Historical Consolidated Balance Sheet



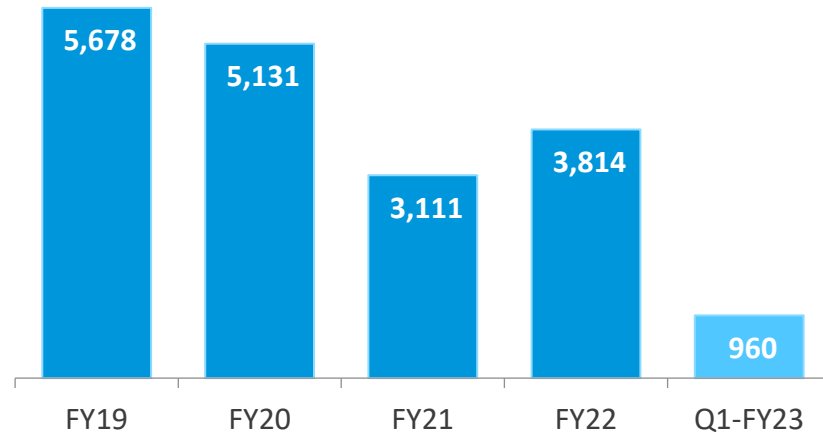
Equity and Liabilities (INR Mn)	FY21	FY22
Shareholders Fund		
Share Capital	272	272
Other Equity	5,491	5,546
Total Equity	5,763	5,818
Non controlling interest	(45)	(47)
Non Current Liabilities		
Long Term borrowings	174	116
Lease Liability	1	1
Deferred tax liabilities (Net)	18	4
Long tem provisions	11	8
Total Non-Current Liabilities	204	128
Current Liabilities		
Short Term Borrowings	2,451	2,362
Trades payables	252	493
Other Financial Liabilities	76	73
Lease Liability	9	1
Other Current Liabilities	32	48
Short Term Provisions	22	13
Current Tax Liabilities (Net)	-	-
Total Current Liabilities	2,843	2,989
Total	8,765	8,888

Assets (INR Mn)	FY21	FY22
Non Current Assets		
Fixed Assets		
Property, Plant & Equipment	255	215
Intangible assets	9	7
Intangible assets under development	-	1
Right of use assets	9	1
Investments	25	25
Long Term Loan and Advances	1	1
Other Financial Assets	6	8
Other Non-Current Assets	19	11
Total Non-Current Assets	324	270
Current Assets		
Inventories	7,303	7,149
Trade Receivables	547	566
Cash and Cash Equivalents	8	16
Other Bank Balances	65	67
Short Term loan and advances	2	1
Other Financial Assets	7	5
Current Tax Assets (Net)	245	419
Other Current Assets	264	394
Total Current Assets	8,442	8,617
Total	8,765	8,888

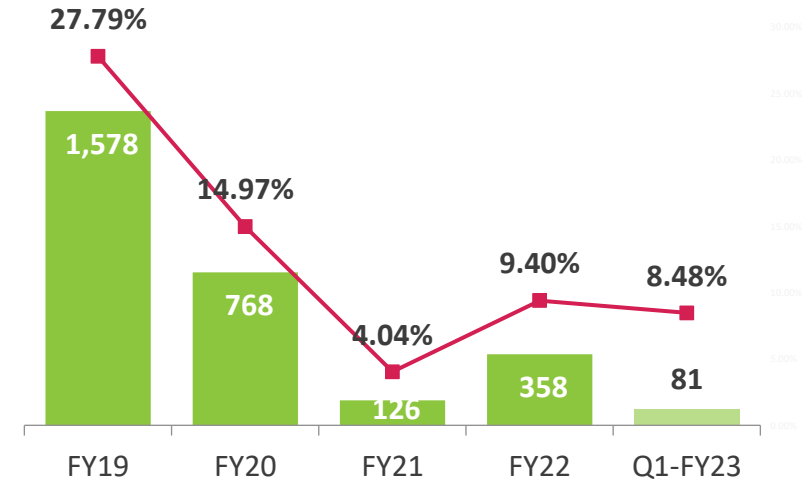
Historical Consolidated Financial Charts



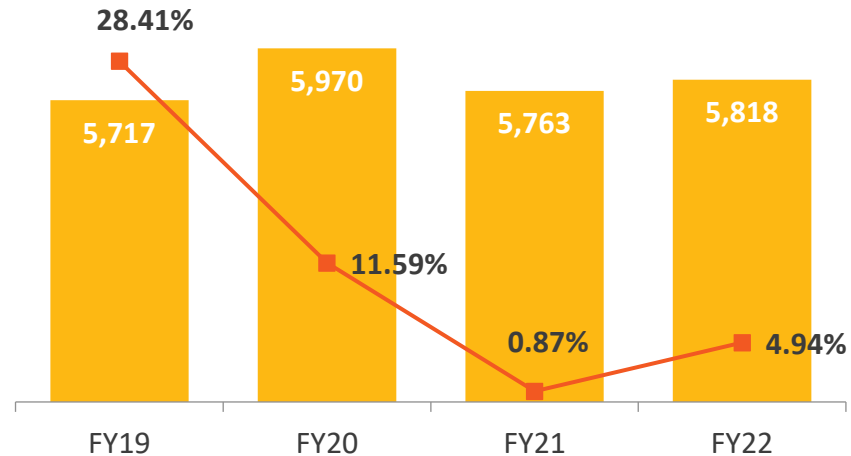
Operational Revenue (INR Mn)



EBITDA (INR Mn) and EBITDA Margin (%)

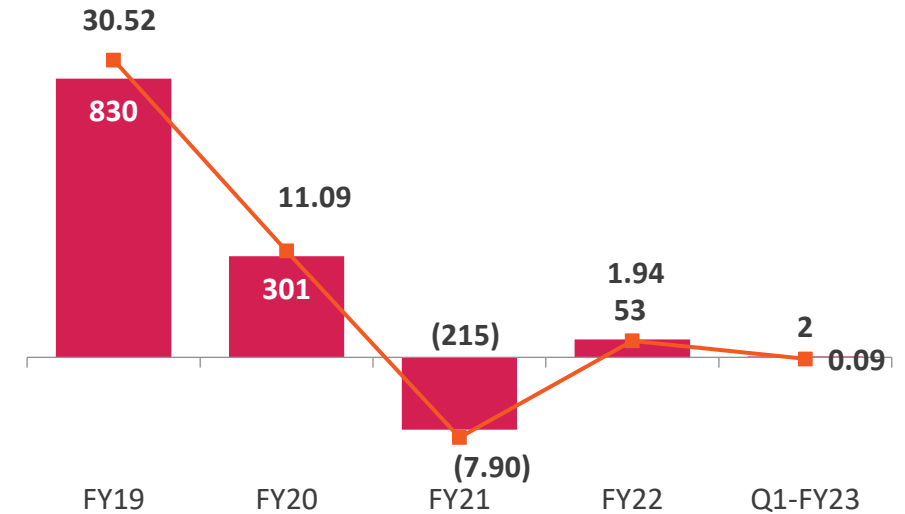


Net Worth (INR Mn) and ROCE* (%)



* Excludes other income

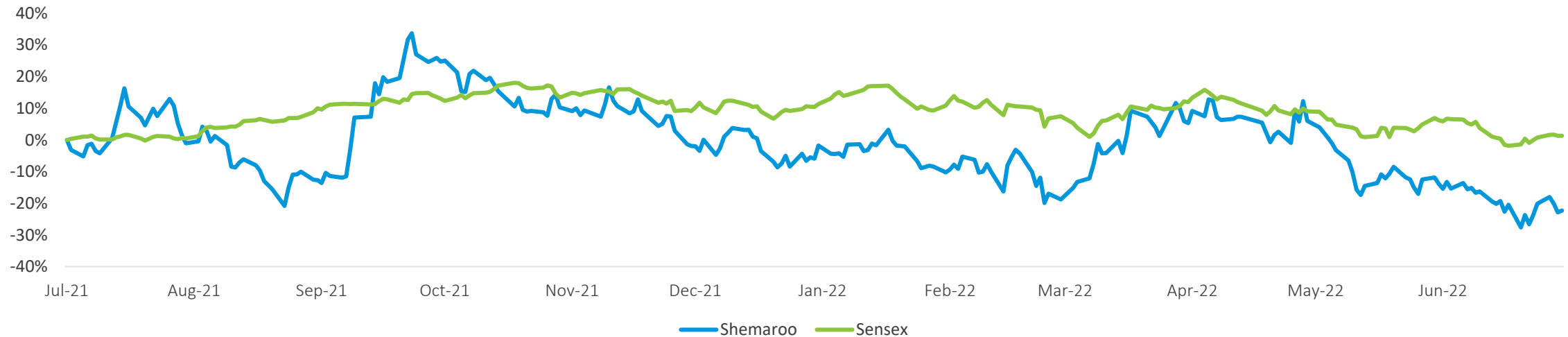
PAT (INR Mn) and EPS (INR)



Capital Market Data

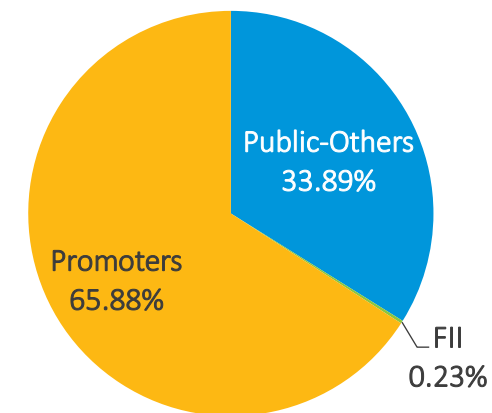


1 year Stock Market Performance (as on 30th June, 2022)



Price Data (As of 30th June, 2022)		INR
Face Value		10.0
Market Price		99.9
52 Week H/L		177.7/92.5
Market Cap (INR Mn)		2,714.1
Equity Shares Outstanding (Mn)		27.2
1 Year Avg. Trading Volume ('000)		88.5

Shareholding Pattern (As on 30th June, 2022)





Shemaroo Entertainment Limited

No representation or warranty, express or implied, is made as to, and no reliance should be placed on, the fairness, accuracy, completeness or correctness of the information or opinions contained in this presentation. Such information and opinions are in all events not current after the date of this presentation. Certain statements made in this presentation may not be based on historical information or facts and may be "forward looking statements" based on the currently held beliefs and assumptions of the management of Shemaroo Entertainment Limited ("Company" or "Shemaroo"), which are expressed in good faith and in their opinion reasonable, including those relating to the Company's general business plans and strategy, its future financial condition and growth prospects and future developments in its industry and its competitive and regulatory environment.

Forward-looking statements involve known and unknown risks, uncertainties and other factors, which may cause the actual results, financial condition, performance or achievements of the Company or industry results to differ materially from the results, financial condition, performance or achievements expressed or implied by such forward-looking statements, including future changes or developments in the Company's business, its competitive environment and political, economic, legal and social conditions. Further, past performance is not necessarily indicative of future results. Given these risks, uncertainties and other factors, viewers of this presentation are cautioned not to place undue reliance on these forward-looking statements. The Company disclaims any obligation to update these forward-looking statements to reflect future events or developments.

This presentation is for general information purposes only, without regard to any specific objectives, financial situations or informational needs of any particular person. This presentation does not constitute an offer or invitation to purchase or subscribe for any securities in any jurisdiction, including the United States. No part of it should form the basis of or be relied upon in connection with any investment decision or any contract or commitment to purchase or subscribe for any securities. None of our securities may be offered or sold in the United States, without registration under the U.S. Securities Act of 1933, as amended, or pursuant to an exemption from registration there from.

This presentation is confidential and may not be copied or disseminated, in whole or in part, and in any manner.

Valorem Advisors Disclaimer:

Valorem Advisors is an Independent Investor Relations Management Service company. This Presentation has been prepared by Valorem Advisors based on information and data which the Company considers reliable, but Valorem Advisors and the Company makes no representation or warranty, express or implied, whatsoever, and no reliance shall be placed on, the truth, accuracy, completeness, fairness and reasonableness of the contents of this Presentation. This Presentation may not be all inclusive and may not contain all of the information that you may consider material. Any liability in respect of the contents of, or any omission from, this Presentation is expressly excluded. Valorem Advisors also hereby certifies that the directors or employees of Valorem Advisors do not own any stock in personal or company capacity of the Company under review.

For further information please contact our Investor Relations Representative:



Mr. Anuj Sonpal

Valorem Advisors

Tel: +91-22-4903-9500

Email: shemaroo@valoremadvisors.com

Investor Kit Link: www.valoremadvisors.com/shemaroo

THANK YOU

