



ANNUAL REPORT 2017-18



Entertainment
Network (India)
Limited



CORPORATE INFORMATION



BOARD OF DIRECTORS

(As on May 23, 2018)

Mr. Vineet Jain

(DIN: 00003962) - Non-Executive Chairman

Mr. N. Kumar

(DIN: 00007848) - Independent Director

Mr. Ravindra Kulkarni

(DIN: 00059367) - Independent Director

Mr. Richard Saldanha

(DIN: 00189029) - Independent Director

Ms. Sukanya Kripalu

(DIN: 06994202) - Independent Director

Mr. Prashant Panday

(DIN: 02747925) - Managing Director & CEO

MANAGEMENT TEAM

Prashant Panday

Managing Director & CEO

N. Subramanian

Group Chief Financial Officer

Tapas Sen

Chief Programming Officer

Mahesh Shetty

Chief Operating Officer

G G Jayanta

EVP - Marketing

Rahul Balyan

EVP - Digital

Kaizad Irani

VP & Legal Head

COMPANY SECRETARY

Mehul Shah

SVP- Compliance & Company Secretary

AUDITORS

S. R. Batliboi & Associates LLP

Chartered Accountants

(ICAI Firm Registration number - 101049W/E300004)

LEGAL ADVISORS

Singh & Singh

Halai & Co., Advocates & Legal Consultants

Khaitan & Co.

BANKERS

HDFC Bank Limited

REGISTRAR & SHARE TRANSFER AGENTS (R&TA)

Karvy Computershare Private Limited,

Unit: - Entertainment Network (India) Limited,
Karvy Selenium Tower B, Plot 31-32, Gachibowli,
Financial District, Nanakramguda,
Hyderabad - 500 032.

Phone: 040-67162222, Fax: 040-23001153

Toll Free No.: 1800-345-4001

REGISTERED OFFICE

Entertainment Network (India) Limited,

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4th Floor, A-Wing, Matulya Centre,
Senapati Bapat Marg, Lower Parel (West),
Mumbai - 400 013.

Phone: 022-66620600

Fax: 022-66615030

E-mail: enil.investors@timesgroup.com

website: www.enil.co.in

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FINANCIAL HIGHLIGHTS



KEY FIGURES

	(₹ in Lakhs)				
Particulars	2013-14	2014-15	2015-16	2016-17	2017-18
Results of Operations					
Total Revenue	40,716.6	47,065.5	53,371.8	57,537.1	54,590.5
Earnings before Interest, Taxes, Depreciation and Amortisation (EBITDA) & Exceptional items	14,734.0	17,751.7	18,447.9	14,548.7	12,542.6
Profit/(Loss) before Tax	11,549.5	14,460.9	14,816.4	7,831.2	6,149.3
Net Profit / (Loss)	8,344.9	10,597.2	10,792.5	5,447.4	3,515.9
Financial position					
Equity Share Capital	4,767.0	4,767.0	4,767.0	4,767.0	4,767.0
Reserves and Surplus	53,250.5	62,690.7	75,874.7	80,699.6	83,659.2
Net Worth	58,017.5	67,457.8	80,641.7	85,466.6	88,426.2
Stock information					
Earnings Per Share (in ₹)	17.5	22.2	22.6	11.4	7.4

Note- Financial Information is as per applicable GAAP in reported periods.

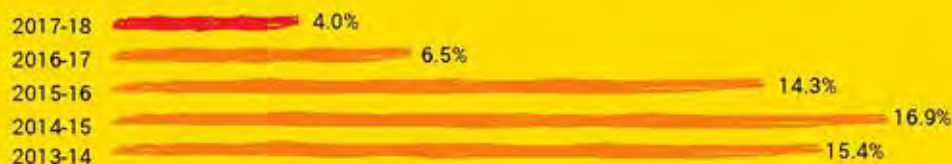


KEY PERFORMANCE INDICATORS

Total Revenue (₹ in Lakhs)



Return on Average Net Worth (%)



Earnings Per Share (₹)



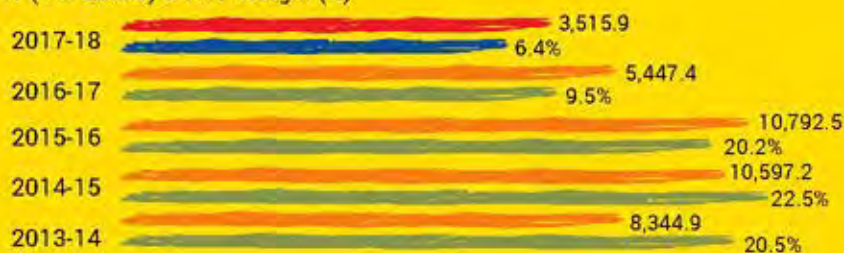
Book Value Per Share (₹)



EBITDA (₹ in Lakhs) & EBITDA Margin (%)



PAT (₹ in Lakhs) & PAT Margin (%)





MIRCHI EVERYWHERE



Mirchi Everywhere is not just a catch phrase for us. It is the mantra that drives us. It is our cherished dream that brand Mirchi, and its talent pool, should be available across geographies, media types and consumption devices. It is this mantra that guides us in our daily endeavours. In these pages, we share a few of those endeavours.

The first thing to remember is that Mirchi is now much more than an FM radio brand. In fact it has become so much bigger now that on-air we have stopped saying "FM" and "Radio". Our ads, our RJs, our packaging all just say Mirchi 98.3 or Mirchi 95 or Kool 104.

Our "RJs" are hardly "radio jockeys" any more. They've morphed into full-fledged creative artists who express themselves in multiple ways – be it as an actor in an original video we produce, a Master of Ceremonies in our concerts, a stand-up comedian in an activation event, a garba dancer in our annual garba event, a marathoner, a TV activist, and much more! As our audiences have changed, so have our RJs!

The second thing to remember is that Mirchi has become a strong force to reckon with in the online space. Once considered a threat, the digital medium is now seen by us as a great growth opportunity. With our 21 online radio stations, we can reach audiences that were not accessible to us because of the natural limitation of FM waves. Our most popular shows today are available to the whole world to see and hear. And the feedback we get shows us precisely this. It may be a lonely Indian girl in Melbourne listening in or a happy couple in New York. Whatever their needs, there is a Mirchi available online.

Next is to remember what ENIL Chairman Mr. Vineet Jain once said about Mirchi: **"Once you've tasted Mirchi, everything else seems bland"**. This exhortation, made early in our life cycle, has not changed one bit. It still drives us in our core radio programming. When we conceived a show on relationships, we asked ourselves how other radio stations would approach

this subject. We then did just the exact opposite! We scaled it up to resemble a movie and got the biggest, most successful producer, and also its most bold and carefree representative, Karan Johar to host the show! What he delivered shook the radio firmament. There were thousands of callers, and millions of listeners. There were those who pitched a film script to Karan in the guise of asking a relationship question! There were the biggest heroes and the most dazzling damsels of Bollywood who called for advice. There was even a short congratulatory message for Virat and Anushka on their wedding!

Then of course the most iconic, the most respected Mahesh Bhatt along with his daughter Pooja, who took listeners through the insides of real Bollywood. Do actors and actresses have pre-marital, post-marital and extra-marital affairs? Do they do drugs? Do they suffer from depression? Do they get calls from the dreaded underworld? All this and more, every week, for 3 months on end!

Your hot radio station just became hotter! Then there was India's numero uno gadgets guru Rajiv Makhani diving into the world of mobile phones, the internet, the snazzy apps, and what not. Youngsters who cannot live a minute of their lives without their phones latched on in no time. We had told Rajiv that radio was a slow-start medium. Followership built up slowly. Rajiv was stunned with what his first show did. It generated more than 7 lac impressions on his social media handles in just 2 hours of his first episode airing!

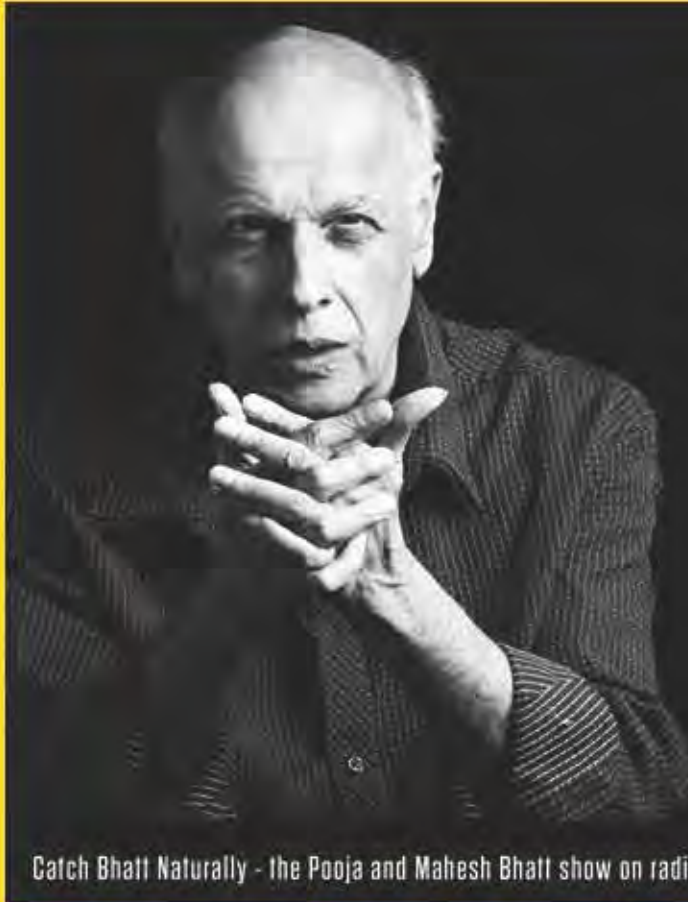
Hi Yashi, I'm a big fan of filmy mirchi. I live in Melbourne Australia My day starts with filmy mirchi and ends with you. In short there is no day without filmy mirchi and Yashi. Please read my msg before I go to sleep. Love you so much

Hello shreya ji... How are you. I am from India leaving in Newyork. I am fan of purani jeans retro hits. you have very good collection of old songs. Thanks for sharing. Have a good night





MIRCHI EVERYWHERE



BHATT
Naturally

“
Alcohol was like mouth wash for Sanjay Dutt, he would gargle with it...
”

-Mahesh Bhatt

Catch Bhatt Naturally - The Pooja and Mahesh Bhatt show on radiomirchi.com



The reward for all the effort was there for the taking. When IRS put out the listenership charts in January 2018, Mirchi was right at the top in the top 8 metros and in the next set of big cities. But don't tell us we didn't warn you. Once you've tasted Mirchi, everything else does indeed feel bland.

Your hot radio station just became hotter! Today, Mirchi lives a life as much on-air as it does in other media. Be it in the 21 online radio stations, or on the 200+ activations, or the 75+ concerts, or the Delhi airport, or app-based cabs, or in the 450 million views on YouTube or in weekly TV shows or in large format music award shows. Mirchi is a multi-media brand with radio only one form of creative expression.



FIRST EVER TECH SHOW ON INDIAN RADIO
EVERY SUNDAY **11AM TO 1PM**



MIRCHI EVERYWHERE

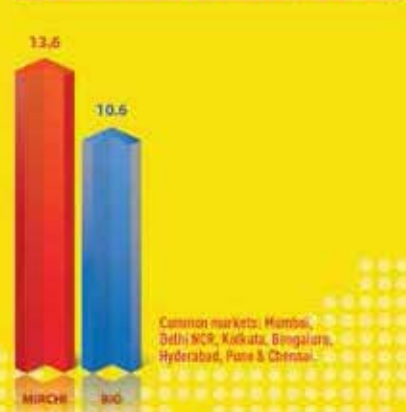


MIRCHI RULES THE METROS!

Mirchi is 32% ahead of Red



Mirchi is 28% ahead of Big



Mirchi is 46% ahead of City



Mirchi is 65% ahead of Fever



Source: Indian Readership Survey 2017, Radio Stations Listened (Last One Week), All 12+ years, All NCCS, All nos in millions, Delhi NCR consists of Delhi UA, Faridabad (M. Corp), Ghaziabad UA, Gurgaon UA & Noida (CT), Mumbai consists of Mumbai UA and Vasai Virar City (M Corp), Kolkata UA, Bangalore UA, Hyderabad UA, Ahmedabad UA, Pune UA & Chennai UA.



MIRCHI T3 AT DELHI INTERNATIONAL AIRPORT



Radio Mirchi is the exclusive partner of DIAL, the company that operates India's biggest and most dazzling airport! Every time you land or take off from the T3 terminal, don't forget to listen to Mirchi T3, a specialized channel designed for the elite passengers who use the terminal.



Shankar-Ehsaan-Loy launched Mirchi T3



MIRCHI MUSIC AWARDS - HINDI



India's biggest musical extravaganza, Mirchi Music Awards completed a decade this year. The ceremony this year also was star-studded, attended by many big names including A R Rahman, Pritam, Imtiaz Ali, Bappi Lahiri, Armaan & Amaal Mallik, Ameen Sayani, Miss World 2017 Manushi Chhillar and Rohit Shetty to name a few. The night was hosted by none other than the king of Bollywood melodies, Sonu Nigam. There were sizzling performances by Ayushmann Khurrana, Shreya Ghoshal, Neha Bhasin, Javed Ali, Harshdeep Kaur, Shadab Faridi and Sonu himself to name a few.

The Awards honoured musical talent across many categories. Ayushmann Khurrana, who was presented with the Royal Stag Make It Large Award, was humbled by the tribute he was given. Bappi Lahiri, aptly draped in gold as always was awarded the Lifetime Achievement Award for his long and illustrious career. Radio announcer and legend Ameen Sayani was presented with the Jury Special Recognition award for his outstanding contribution to the Radio industry. Radio Jockeys from different radio stations including Mirchi along with actress Shabana Azmi handed over the trophy to him. Another high point of the evening was the honouring of The Mozart of Madras, A R Rahman for completing 25 years in the music industry. "Jab Harry Met Sejal" bagged many awards including Song of the year, Album of the year, Music composer of the year and Lyricist of the year. Female vocalist of the year was won by Shreya Ghoshal for her song "Thodi Der" from Half Girlfriend. The Listeners' Choice Song of The Year went to "Phir Bhi Tumko Chaahunga" from Half Girlfriend and the Listeners' choice album was bagged by Jagga Jasoos.

Telecast on Zee TV, Zee Anmol, Zing & Zee TVHD the show was a resounding success among viewers with over 53 million people tuning in to watch the first telecast.



Ayushmann Khurrana charming the audience with his unplugged performance



The ever melodious and sensational Shreya Ghoshal performing some of her best songs