

Entertainment
Network (India)
Limited
Annual Report
2013-14

98.3
FM

Mirchi Everywhere



Corporate Information

BOARD OF DIRECTORS

(As on May 23, 2014)

Mr. Vineet Jain

(DIN-00003962) Non-Executive Chairman

Mr. A. P. Parigi

(DIN-00087586) Independent Non-Executive Director

Mr. B. S. Nagesh

(DIN-00027595) Independent Non-Executive Director

Mr. N. Kumar

(DIN-00007848) Independent Non-Executive Director

Mr. Ravindra Dhariwal

(DIN-00003922) Non-Executive Director

Mr. Ravindra Kulkarni

(DIN-00059367) Independent Non-Executive Director

Mr. Richard Saldanha

(DIN-00189029) Independent Non-Executive Director

Ms. Vibha Paul Rishi

(DIN-05180796) Independent Non-Executive Director

Mr. Prashant Panday

(DIN-02747925) Managing Director & CEO

MANAGEMENT TEAM

Prashant Panday

Managing Director & CEO

N. Subramanian

Group Chief Financial Officer

Hitesh Sharma

Chief Operating Officer

Tapas Sen

Chief Programming Officer

Mahesh Shetty

Chief Strategy Officer & RD (North & East)

Anand Parameswaran

Chief Business Officer & RD (South)

Yatish Mehrishi

EVP & RD (West & Central)

GG Jayanta

EVP - Marketing

Rahul Balyan

EVP - Digital

Vanditta Malhotra Hegde

SVP & Legal Head

COMPANY SECRETARY

Mehul Shah

SVP - Compliance & Company Secretary

AUDITORS

M/s Price Waterhouse & Co. Bangalore

Chartered Accountants

LEGAL ADVISORS

Singh & Singh Law Firm LLP

Halai & Co., Advocates & Legal Consultants

BANKERS

HDFC Bank Limited

REGISTRAR & SHARE TRANSFER AGENTS (R & TA)

Karvy Computershare Private Limited,
Unit:- Entertainment Network (India) Limited,
Plot No. 17 to 24, Vittal Rao Nagar, Madhapur,
Hyderabad - 500 081.
Phone: 040-44655000
Fax: 040-23420814

REGISTERED OFFICE

Entertainment Network (India) Limited,
CIN: L92140MH1999PLC120516,
E-mail: stakeholder.relations@timesgroup.com
website: www.enil.co.in
4th Floor, A-Wing, Matulya Centre,
Senapati Bapat Marg, Lower Parel(West),
Mumbai - 400 013.
Phone: 022-66620600

CORPORATE OFFICE

Entertainment Network (India) Limited,
Trade Gardens, Ground Floor,
Kamala Mills Compound,
Senapati Bapat Marg, Lower Parel (West),
Mumbai - 400 013.
Phone: 022-67536983
website: www.enil.co.in

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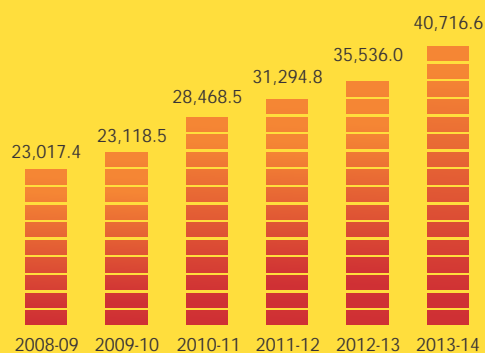
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Financial Highlights

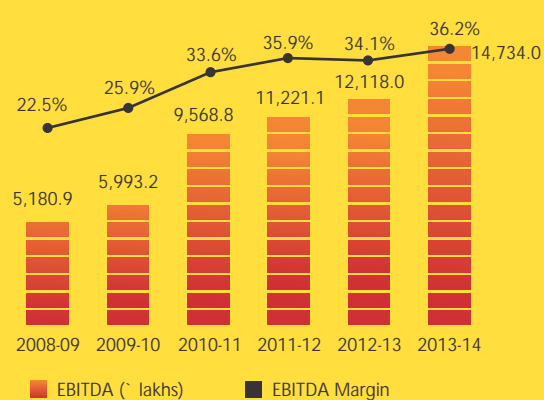
(` lakhs)

Particulars	2013-14	2012-13	2011-12	2010-11	2009-10	2008-09
Total Revenue	40,716.6	35,536.0	31,294.8	28,468.5	23,118.5	23,017.4
EBITDA	14,734.0	12,118.0	11,221.1	9,568.8	5,993.2	5,180.9
Depreciation and Amortisation	3,181.1	3,172.0	3,246.3	3,359.6	3,697.8	4,009.5
Finance cost	3.4	1.6	0.1	111.9	467.9	975.4
Profit before Exceptional items and Tax	11,549.5	8,944.4	7,974.7	6,097.3	1,827.5	196.0
Net Profit	8,344.9	6,767.1	5,651.0	5,220.9	1,786.7	291.2
Financial position						
Equity Share Capital	4,767.0	4,767.0	4,767.0	4,767.0	4,767.0	4,767.0
Reserves and Surplus	53,250.5	45,463.4	39,254.0	33,603.0	28,382.1	26,595.4
Net Worth	58,017.5	50,230.4	44,021.0	38,370.0	33,149.1	31,362.4

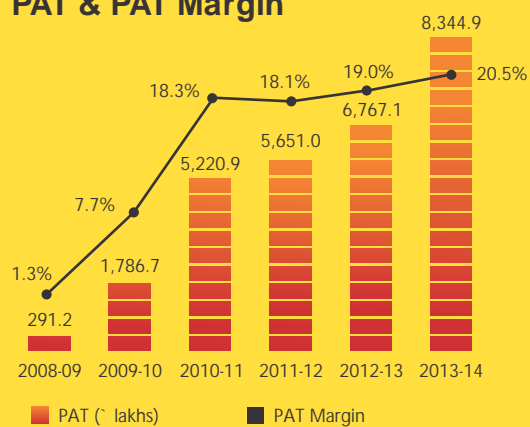
Total Revenue (₹ lakhs)



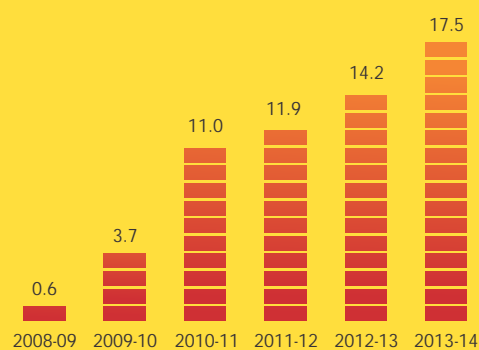
EBITDA & EBITDA Margin



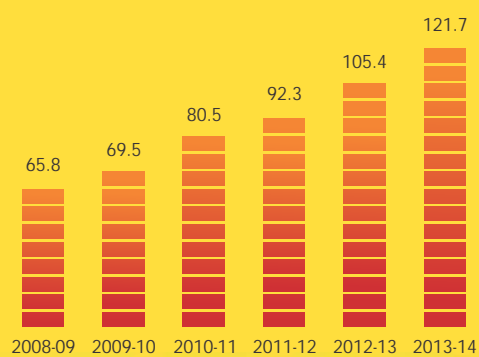
PAT & PAT Margin



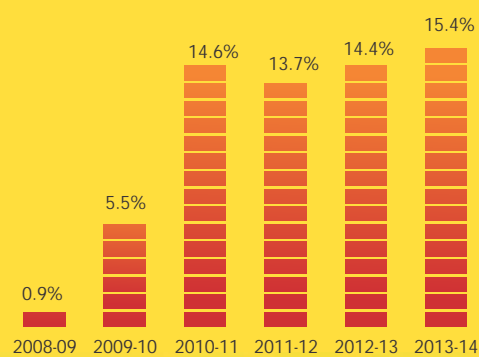
Earnings Per Share (₹)



Book Value Per Share (₹)



Return on Average Net Worth



Mirchi is Everywhere

Not just on Radio, but on TV, in newspapers and in digital as well.

Not just in India, but in international markets as well.

Not just in the media planner's minds, but also in the hearts and minds of our nearly 63 million listeners!

We were featured recently in the financial press:

- Dalal Street Investment Journal's Elite Top 100 – of the 4 listed media companies that make the list, ENIL is ranked at the top.
- Outlook Business Magazine, 12 Apr'14 edition in an article headlined "Why ENIL's Radio Mirchi is profitable when other media companies are struggling".

The Elite 100

Entertainment Network



Financial metrics FY13				
Sales (` Cr)	Operating Profit (` Cr)	Net Profit (` Cr)	RONW (%)	Debt/ Equity (x)
339.56	121.84	68.32	13.60	0.00

Dalal Street Investment Journal May 4, 2014



Outlook Business Magazine Apr 12, 2014

The biggest advantage in being "everywhere" is in being able to deliver growth even when market conditions are adverse. Under some of the toughest economic conditions we've seen in a decade, your Company has delivered a fast pace of growth, leading the way not just in the radio sector, but in the overall media space as well. Be it in terms of revenues, or operating/net profits, or listenership numbers, or developing the widest range of revenue lines for clients, or indeed winning recognition at awards functions, your Company has made the most of the tough times. In just this last year, we've enhanced our TV presence by adding a new property, the "Mirchi Top 20" (a countdown show) and our online presence by launching several new radio stations covering a range of genres - from devotional to romance - and languages - from Hindi to English. It is this ability to innovate and leverage the Mirchi brand that allows us to be present everywhere. And be recognized as undisputed leaders.

In FY14, the FM radio industry, led by Mirchi, not only weathered a slowing economy (GDP growth fell to less than 5% for the second consecutive year), but also grew faster than other traditional media (Print, TV and Outdoors) by clocking a growth of nearly 12% (estimates). Your Company itself grew faster at 13.7%. It reported EBITDA growth of 19.9%, hitting ₹ 125 crores, with PAT growing even faster at 23.3% crossing ₹ 84 crores. If this isn't the mark of a leader, what is!

And yet, there is a big opportunity left for Mirchi to tap and spread its wings further. Indeed, we are on the cusp of an exciting journey; one that promises to take the Company to new and higher places.

In the short term, the private FM radio industry is going to expand exponentially. The long awaited Phase-3 auctions will now surely happen in FY15.

In fact, the expectation is that the auctions will start by Dec 2014. FM radio could then expand into 227 new cities. Mirchi is uniquely positioned to take advantage of these opportunities - to expand into new geographies and to acquire a 2nd/3rd channel in key markets, giving it the chance to launch new radio formats and to cater to a new section of listeners.

And in the long term, the digital revolution that is sweeping across the media landscape will allow your Company to enhance its presence in more ways than one. Firstly, it will help breach the natural geographical boundaries imposed on it by its very nature - FM signals can only cover "line of sight" distances. Digital knows no boundaries, and as demand for Mirchi exists around the world, your Company will be able to fulfill that demand using the internet. Secondly, the digital medium allows us to launch several new and different types of radio formats, which will help connect more deeply with millions of our current listeners, as well as reach out to new listeners. With the increasing adoption of smartphones and falling costs of broadband connectivity, the digital revolution is coming ever closer year after year. And we are excited by the opportunity it provides!

We in Mirchi have a deep belief that the creativity, innovation and single-minded devotion to brand building and listenership that have powered us so far, will stand us in good stead in the future also. We believe that our ability to identify and encourage talent to blossom across functions - programming, marketing and sales, finance and HR - allows us to transcend platforms - whether terrestrial or digital - and markets - whether domestic or international. Not surprisingly, in the UAE, we were voted the best Asian Radio Station for the second consecutive year!

By tapping into the opportunity to expand our FM footprint, by growing our presence on digital platforms, we plan to continue being everywhere!

Mirchi Music Awards

Mirchi is very much a part of the highly creative and talented music industry.

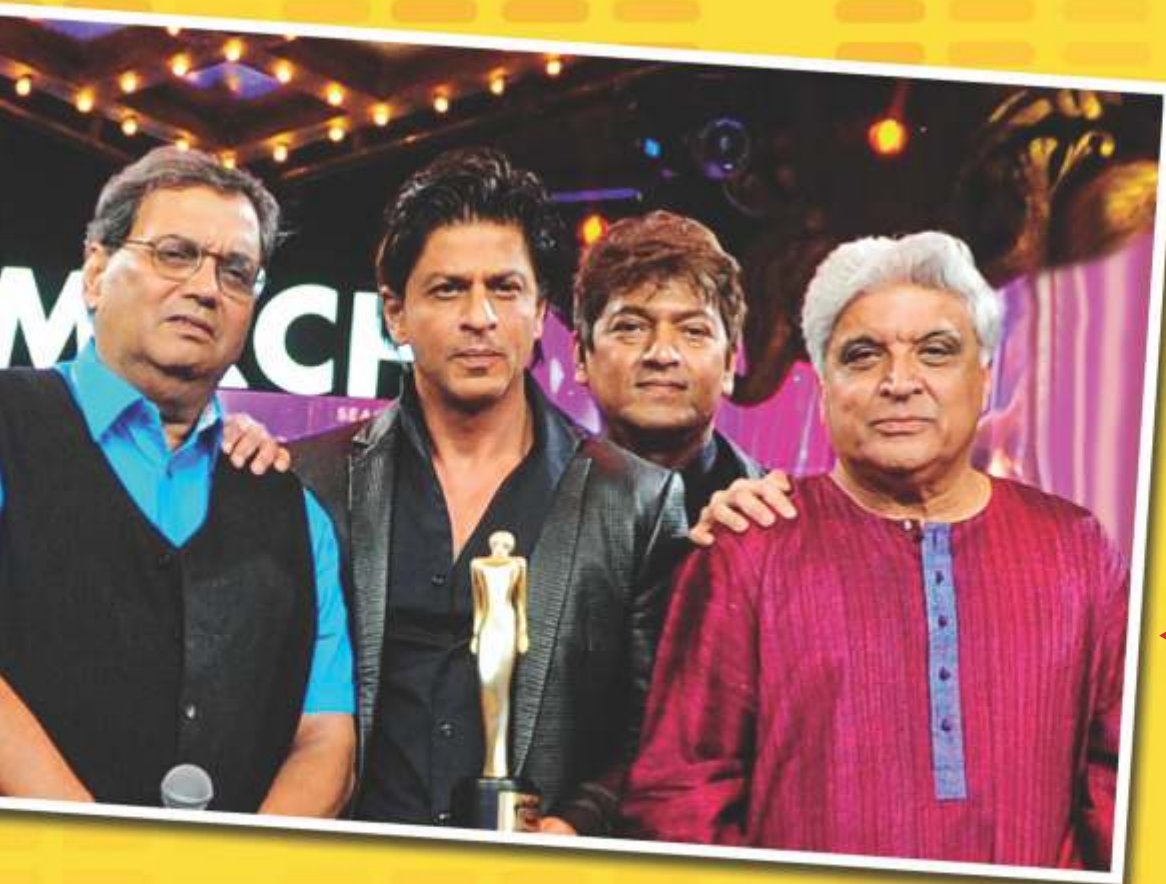
The Mirchi Music Awards (MMA) are the flagship property of Radio Mirchi. The Awards grow in scale and stature every year. Starting with the Hindi Awards in 2009, the Awards now encompass music in many other major languages of our country - the 4 South Indian languages, (Kannada, Telugu, Tamil, & Malayalam), Bangla and Marathi. They inspire upcoming talent and they honour legends. The Awards have become a talking point and a date to keep within the music fraternity.

The 6th edition of the Hindi Mirchi Music Awards had the who's who of the music and film fraternity in attendance. The soul of any award really is its jury, and its judging process. MMA has also benefited from the love and affection of its most talented jury pool, led by Padma Bhushan Javed Akhtar (Chairman). The other

eminent members of the jury this year were Aadesh Shrivastava, Alka Yagnik, Anu Malik, Anurag Basu, Illa Arun, Irshad Kamil, Kavita Krishnamurthy, Lalit Pandit, Louiz Banks, Prasoon Joshi, Raju Singh, Ramesh Sippy, Saapna Mukherjee, Sadhana Sargam, Sameer, Shailendra Singh, Shankar Mahadevan, Sooraj Barjataya, Subhash Ghai, Sudhir Mishra, Suresh Wadkar, Swanand Kirkire and Talat Aziz.

Mr. Shahrukh Khan was recognized as the "Face of Romantic Music" this year and the Lifetime Achievement Award was given to Mr. Kalyanji Virji Shah, popularly known as Anandjibhai of the Kalayani - Anandji music duo fame.

TV viewers gave the televised show their vote of approval with ~480 lac viewers tuning into the award show across India. Like we say every year "Music ko Mirchi ka salaam" (Mirchi's salute to music).



← **Shahrukh Khan** with the Face of Romantic Music Award and with Subhash Ghai, Aadesh Shrivastava and Jury Chairman Padma Bhushan Javed Akhtar

Shahrukh Khan
acknowledges the
honour



**An award fit
for the legend:**

Anandjibhai
receives the
Lifetime
Achievement
Award from
Khayyamsaab



Mirchi Music Awards



← Mika Rocks!



→ Manish Paul & Sonu Nigam hosting the Awards



← Arijit Singh performing



→ Manish Paul with Varun Dhwan, Ileana D'Cruz and Nargis Fakhri