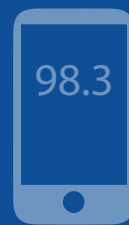




MIRCHI
EVERYWHERE
MUCH MORE THAN RADIO



CORPORATE INFORMATION



BOARD OF DIRECTORS

(As on May 23, 2017)

Mr. Vineet Jain

(DIN: 00003962) - Non-Executive Chairman

Mr. N. Kumar

(DIN: 00007848) - Independent Director

Ms. Punita Lal

(DIN: 03412604) - Independent Director

Mr. Ravindra Kulkarni

(DIN: 00059367) - Independent Director

Mr. Richard Saldanha

(DIN: 00189029) - 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

Yatish Mehrishi

Chief Revenue Officer

GG 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 Law Firm LLP

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,

CIN: L92140MH1999PLC120516,
4th Floor, A-Wing, Matulya Centre,
Senapati Bapat Marg, Lower Parel (West),
Mumbai - 400 013.

Phone: 022-66620600, 022-67536983

Fax: 022-67536800

E-mail: enil.investors@timesgroup.com

website: www.enil.co.in

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



CORPORATE OVERVIEW

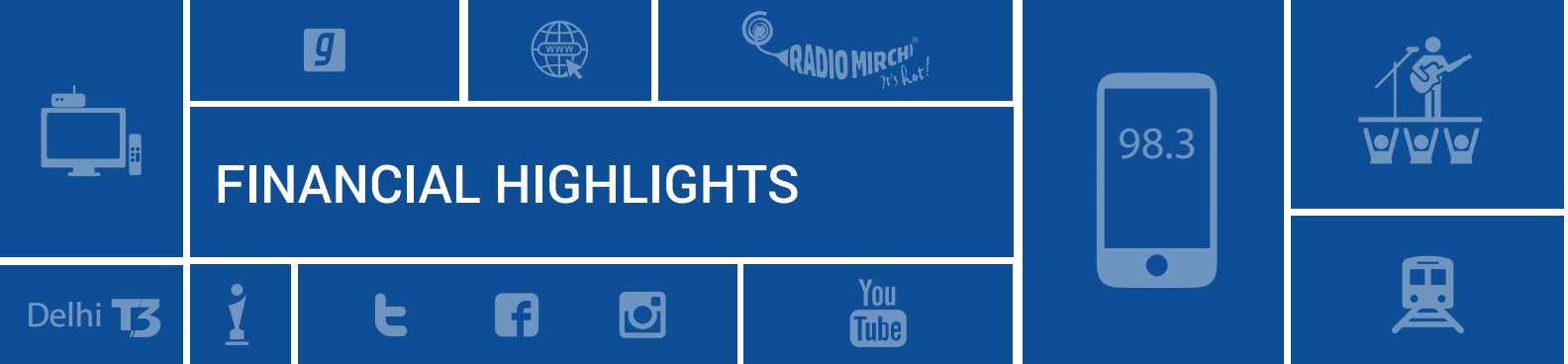
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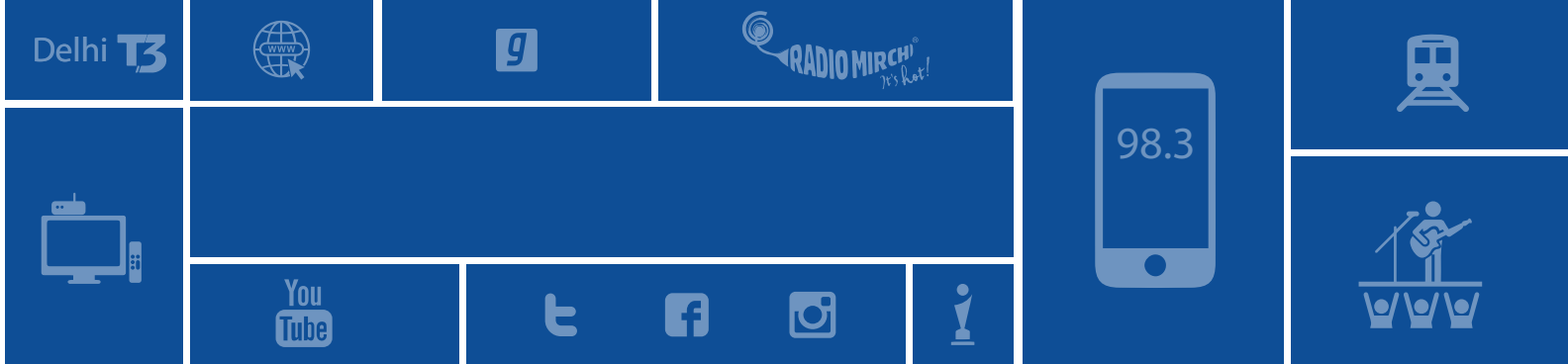


Key Figures

(₹ in Lakhs)

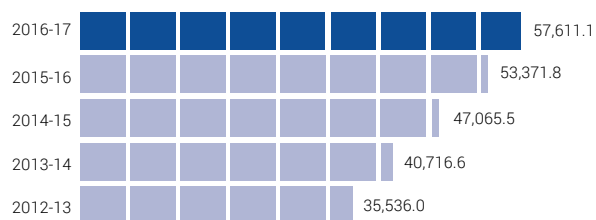
Particulars	2012-13	2013-14	2014-15	2015-16	2016-17
Results of Operations					
Total Revenue	35,536.0	40,716.6	47,065.5	53,371.8	57,611.1
Earnings before Interest, Taxes, Depreciation and Amortisation (EBITDA) & Exceptional items	12,118.0	14,734.0	17,751.7	18,447.9	14,548.7
Profit/(Loss) before Tax	8,944.4	11,549.5	14,460.9	14,816.4	7,831.2
Net Profit / (Loss)	6,767.1	8,344.9	10,597.2	10,792.5	5,447.4
Financial position					
Equity Share Capital	4,767.0	4,767.0	4,767.0	4,767.0	4,767.0
Reserves and Surplus	45,463.4	53,250.5	62,690.7	75,874.7	80,699.6
Net Worth	50,234.4	58,017.5	67,457.8	80,641.7	85,466.6
Stock information					
Earnings Per Share (in ₹)	14.2	17.5	22.2	22.6	11.4

Note- Financial Information is as per applicable GAPP in reported periods

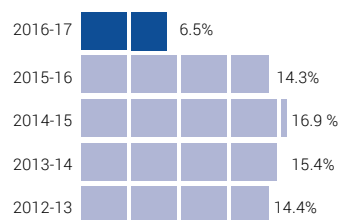


Key Performance Indicators

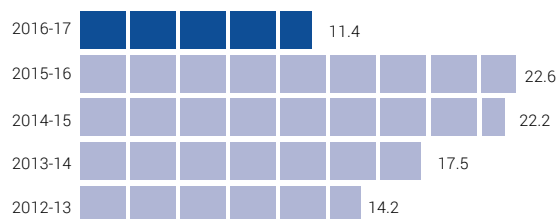
Total Revenue (₹ in Lakhs)



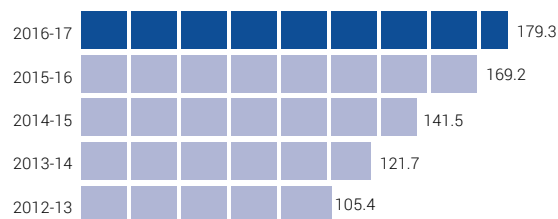
Return on Average Net Worth (%)



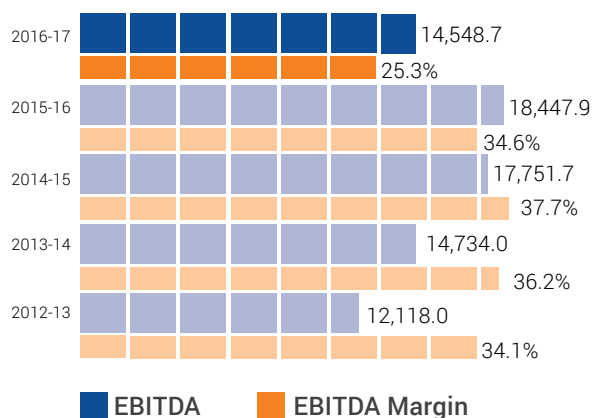
Earning per Share (₹)



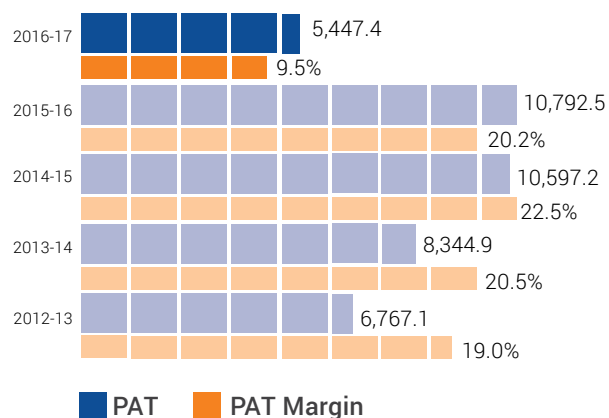
Book Value per Share (₹)



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

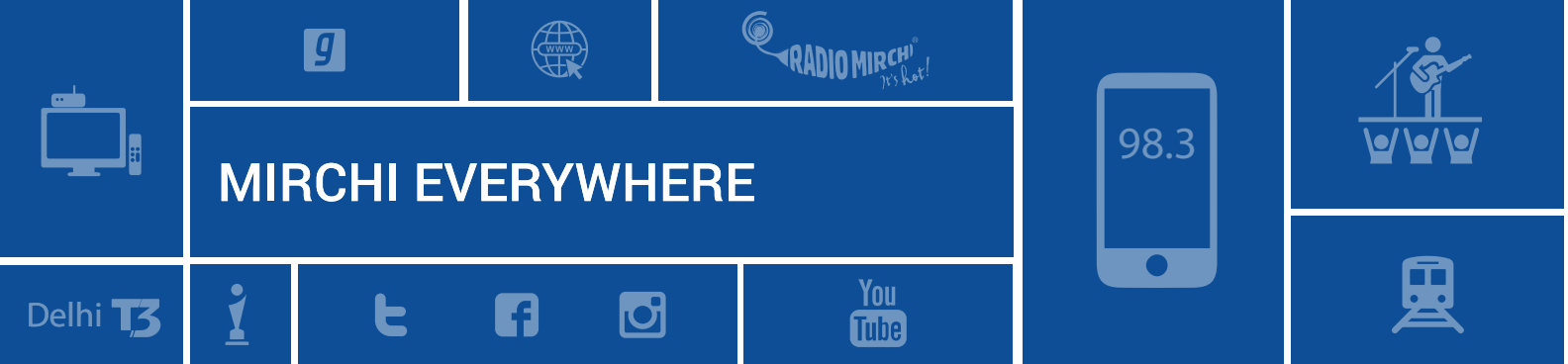


**PAT (₹ in Lakhs)
& PAT Margin (%)**



■ EBITDA ■ EBITDA Margin

■ PAT ■ PAT Margin



Mirchi Everywhere- an endeavour we started a few years back is moving ahead at a steady pace. Mirchi has become much more than Radio. We are now not only the largest radio network but also the largest organizer of concerts and activations. Besides this, Mirchi is also present on TV, Online, Social networks, Gaana, Delhi airport and now even on a Shatabdi train.

After the Phase-3 Batch-2 auctions, we have 21 new frequencies – taking our eventual total to 73 frequencies spread across 63 cities, spanning several languages and formats. Of the 73 frequencies, as many as 49 are currently live.

Our Online portfolio is also on a continuous expansion mode. We've added 5 new online stations to our bouquet of 16, taking the total to 21. These new stations play music ranging from Rabindra sangeet to International, from music for campus kids to Kannada and Telugu music. The new stations launched last year are Campus Radio, International Hitz, Rabindra Sangeet, Kannada Hits and Mirchi Love Telegu.

Mirchi is everywhere even on social networks. We streamed almost 200 million video views across our national and language YouTube channels in FY17. Together, these channels today command more than 1.2 million subscribers. On Facebook, we have over 4.5 million fans across our national and regional pages; And on Twitter, we have more than 340,000 followers

on our national and regional handles. Our website continues to be the #1 radio website in India.

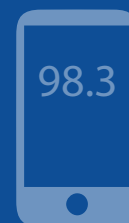
Mirchi is also on TV through its popular television properties like the Mirchi Music Awards, Mirchi Top 20 and Spell Bee. The Mirchi Music Awards (MMAs), which are amongst the most respected awards in the film and music industry, are held in eight languages – Hindi, Bengali, Tamil, Telugu, Kannada, Malayalam, Marathi and Punjabi. These are telecast on TV and this year had a gross reach of 285 million people all over India (sum of all channels and shows). Through Spell Bee which is targeted at school children, we reached over 1,000 schools and more than 1 million students in 30 cities.

Mirchi is present everywhere on-ground too. We brought some of the largest experiential properties to consumers with over 180 activations during the year. At the Nexa P1 powerboat Grand Prix of the seas, we were the proud owners of Mumbai's hottest team- Mirchi Mavericks. Driven by internationally acclaimed pilots, our boats took the sea by storm. Mirchi Binge fest, in its debut year, saw a footfall of more than 15,000 over a weekend, as Mumbaikars indulged in a wonderful variety of food, fashion & drinks, curated by some of the best restaurants. Also, continuing the ultimate mélange of the adrenaline of a run and the rush of a party, Mirchi Neon Run was extended to six cities and was bigger, better and wackier. A participating crowd of over 20,000 runners enjoyed the run, followed by a grand after party. We are now a big player in musical concerts space as well. Our concerts business, branded Mirchi Live, took off this year with as many as 76 concerts being organized in 26 cities. That's more than 1 every 5 days. This year Mirchi brought popular YouTube star VidyaVox to Mumbai, Chennai and Bangalore. VidyaVox is a rage on social media platforms and enjoys a massive fan following. The festival put her in touch with her fans and delivered an unmatched experience of fusion music to nearly 11,000 raving fans.

With Mirchi Everywhere, we are constantly trying to push the envelope and we did it this year by launching Mirchi on a Shatabdi train – Mirchi's first footprint on the Indian Railway network. With the roll-out of



MMA Hindi a huge success on Digital too!

You
Tube

Mirchi on Kalka Shatabdi we are now in a position to offer a unique experience to nearly 48,000 travellers every month.

Mirchi was also an aggressive advertiser last year. It supported the launch of its new frequencies in all major markets. High-impact and innovative advertising was created and released all over media such as print, outdoor & digital.

Mirchi Everywhere is responsible for your Company's strong financial performance. In a year in which DeMonetization disrupted regular business, your Company's revenues from operations grew 9.4% to 556.6 crore. This year promises to be even more action-packed with the launch of more FM stations acquired during Phase-3 batch-2 auctions, more action in the online space, concerts and on-ground activations scaling higher heights. Here's to More Mirchi Everywhere!!!

Come and cheer for Mumbai's hottest team

MIRCHI MAVERICKS

at the Indian Grand Prix of the seas!

98.3 FM RADIO MIRCHI
www.radiomirchi.com

gaana+

DATE: MARCH 03rd, 04th, 05th, 2017
TIME: 2-5 PM
VENUE: Marine Drive, Mumbai

Mumbai's hottest team - Mirchi Mavericks takes the sea by storm



Mirchi launched its second frequency stations with high decibel marketing campaigns. In Bangalore & Hyderabad, the brand attributes of the new station (Mirchi 95) are similar to those of the parent brand (Mirchi 98.3). Both are high on energy, are fun brands & are happy in attitude (we can ourselves a sunshine brand!). The only difference being that Mirchi 98.3 plays Kannada/Telugu songs & Mirchi 95 plays Hindi music. To communicate this, we created an ad on the theme of "judwa". Titled "TWO Hot To Handle," the ad featured look-alike with similar attributes while the two logos at the top contrasted the language of the respective stations.

This was followed by a "frequency" campaign – to help the listeners remember the frequency 95 FM. To drive this effectively, we launched the campaign "95% Discount." For three weeks we gave out attractive gifts on air – like petro-cards, shopping vouchers – at 95% discount. This generated an unprecedented buzz in Bangalore & Hyderabad.

This was followed by campaigns where we gave out lucrative gifts on air. In Bangalore we did a contest to give iPhone 7 to listeners, the moment it was launched in India. In Hyderabad, we raised the stakes higher and gave a Mercedes car on air. These mega gifts indeed caught the fancy of the people and helped establish Mirchi 95 as the clear number 1 Hindi station in these cities.

The other new brand – Mirchi Love – launched an innovative show on radio, featuring ace singer and the de-facto voice of romance, Arijit Singh. The promotion

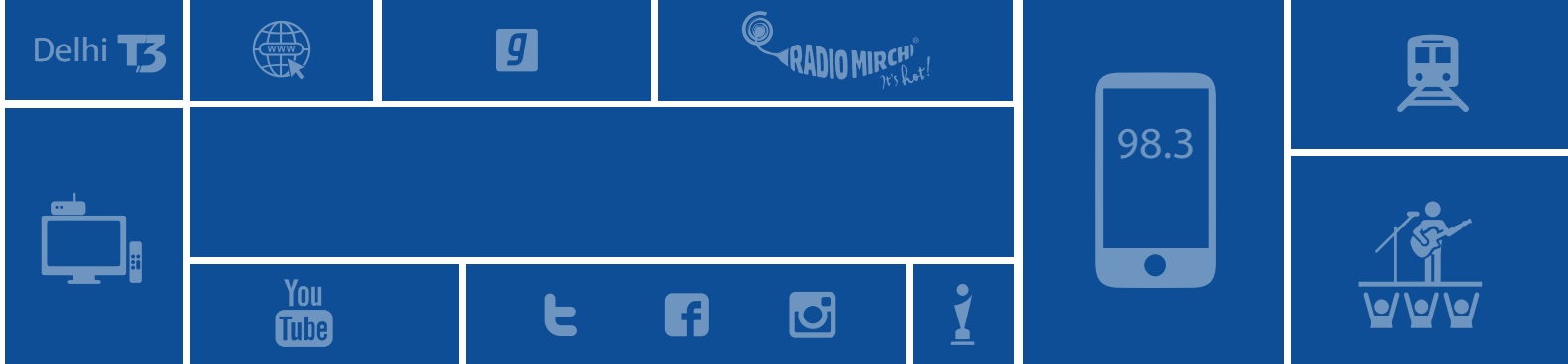
was called "Dedicate Love with Arijit Singh". Arijit songs were played back to back during the promotion hours, and interviews of Arijit as well as other music icons were placed in-between the songs. The launch was communicated across outdoor, print and digital media.

Then came Valentine's Day – the biggest occasion for celebrating love. Mirchi Love generated unprecedented buzz with probably the biggest ever gratification on radio – a couple's trip to London. The campaign titled "Love In London" provided lucky dating couples an opportunity to propose at the London Bridge. Listeners loved us back, establishing Mirchi Love as the love station in the market!

Mirchi launched its stations in new markets also with a bang. In Chandigarh, we managed to rope in the super-star Diljit Dosanjh. He agreed to be the co-curator of the station. This helped us connect with local audiences. Similarly, in Guwahati, to resonate with the "Assamese pride", we collaborated with ace singer and Mirchi Music Awards winner Papon, who also co-curated for the station.

In Kochi, we launched a station playing a unique mix of music. We play 50% Hindi and 50% Malayalam music. College kids call Hindi music "punchy", the kind that they enjoy dancing to; so we call our station also a punchy station! Post launch, as a frequency establishing campaign we launched a 104 Mirchi Gold Punch campaign. 104 listeners won gold coins every week in the period leading up to Onam. Gold is something that resonates in Kerala and this campaign was a huge success.





Mirchi campaigns on various media



The Mirchi Music Awards

India's biggest musical extravaganza – Mirchi Music Awards this year marked a change in the usual format - what used to be an event only for the music fraternity, was open to the public for the very first time! Limited tickets were sold so that fans of music could attend the event and see their favorite Bollywood stars and musicians live.

Many Bollywood A-listers attended the star-studded event including Karan Johar, Alia Bhatt, Anushka Sharma, Varun Dhawan, Shilpa Shetty and Diljit Dosanjh. The night was hosted by none other than the king of Bollywood melodies, Sonu Nigam. There were sizzling performances by Amit Trivedi, Papon, Badshah, Armaan Malik, Sukhwinder Singh, Jubin Nautiyal, Shalmali Kholgade, Neeti Mohan, Neha Bhasin to name only a few.

The Awards honored musical talent across many categories. Karan Johar, who was presented with the Royal Stag Make It Large Award, was visibly moved by the tribute he was given. Usha Uthup, aptly dressed in a saree with mirchi motifs was awarded the Lifetime Achievement Award for her long and illustrious career. Another high point of the evening was the reigning King of Bollywood ballads – Arijit Singh – winning Male Vocalist of the Year. Besides this, "Ae Dil Hai Mushkil" 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 Jonita Gandhi for her song "Gilehriyaan" from Dangal. The Listener choice song of the year went to "Soch na Sake" from Airlift and the Listener choice album was bagged by Dangal.

Telecast on Zee TV, Zee Anmol, Zing & Zee TV HD the show was a resounding success among viewers with over 140 million people tuning in to watch it all over India.



Multi-talented Karan Johar celebrates the "Make it Large" award with the people who have been part of his films.