



A NEW MIRCHI

FM RADIO | LIVE | DIGITAL

CORPORATE INFORMATION



Board of Directors

(As on May 6, 2022)

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

Mr. N. Subramanian

(DIN: 03083775)

Executive Director & Group CFO

Management Team

Prashant Panday

Managing Director & CEO

N. Subramanian

Executive Director & Group CFO

Nandan Srinath

Executive President

Tapas Sen

Chief Programming Officer

Preeti Nihalani

Chief Operating Officer

Vivek Kulkarni

EVP & Head - Human Resources

Udit Tyagi

Chief Digital Officer

Vishal Sethia

EVP & National Content Director

Indira Rangarajan

EVP & National Content

Director-Digital

Manoj Mathan

EVP & Head of International Business

Kanan Dave

VP & Head - Marketing

Prashant Ramdas

VP & Legal Head

Company Secretary

Mehul Shah

EVP- Compliance & Company Secretary

Auditors

Walker Chandio & Co LLP

Chartered Accountants

(ICAI Firm Registration

number - 001076N/ N500013)

Legal Advisors

Singh & Singh Law Firm LLP

Halai & Co., Advocates & Legal Consultants

Khaitan & Co.

Bankers

HDFC Bank Limited

Registrar & Share Transfer Agents (R & TA)

KFin Technologies Limited

(Formerly known as

KFin Technologies Private Limited)

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

Phone: 040-67162222

Toll Free no.: 1800-309-4001

E-mail : einward.ris@kfintech.com

Website : www.kfintech.com

Registered Office

Entertainment Network (India) Limited

CIN: L92140MH1999PLC120516

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

Tel: 022 6662 0600

Fax: 022 6661 5030.

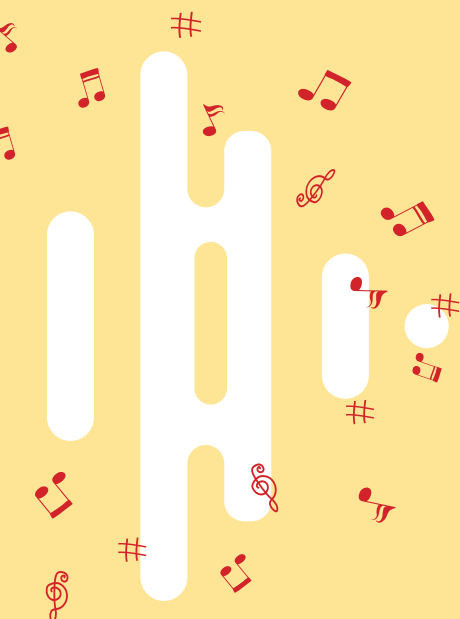
E-mail: enil.investors@timesgroup.com

website: www.enil.co.in

Corporate Office

Entertainment Network (India) Limited 14th Floor,
Trade World, D wing Kamala Mills Compound,
Senapati Bapat Marg, Lower Parel (West),
Mumbai 400 013, India.

Tel: 022 6753 6983.



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Forward-looking statements

Some information in this report may contain forward-looking statements which include statements regarding Company's expected financial position and results of operations, business plans and prospects etc. and are generally identified by forward-looking words such as "believe," "plan," "anticipate," "continue," "estimate," "expect," "may," "will" or other similar words. Forward-looking statements are dependent on assumptions or basis underlying such statements. We have chosen these assumptions or basis in good faith, and we believe that they are reasonable in all material respects. However, we caution that actual results, performances or achievements could differ materially from those expressed or implied in such forward-looking statements. We undertake no obligation to update or revise any forward-looking statement, whether as a result of new information, future events, or otherwise.



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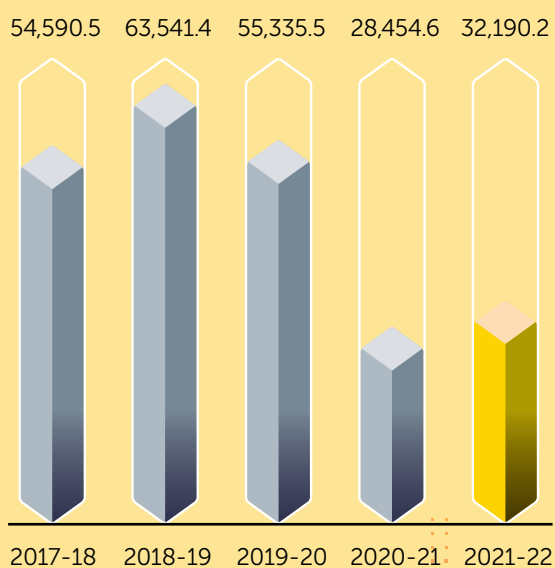
FINANCIAL HIGHLIGHTS



	(₹ in lakhs)				
Particulars	2021-22	2020-21	2019-20	2018-19	2017-18
Results of Operations					
Total Revenue	32,190.2	28,454.6	55,335.5	63,541.4	54,590.5
Earnings before Interest, Taxes, Depreciation and Amortisation (EBITDA) & Exceptional items	5,864.7	3,398.8	13,627.0	15,474.3	12,542.6
Profit/(Loss) before Tax	(3,635.6)	(15,339.7)	1,880.8	8,366.2	6,149.3
Net Profit / (Loss)	(2,748.1)	(10,926.7)	1,455.8	5,391.9	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	72,406.9	75,672.3	87,056.9	88,456.2	83,659.2
Net Worth	77,173.9	80,439.4	91,823.9	93,223.2	88,426.2
Stock information					
Earnings Per Share (in ₹)	(5.8)	(22.9)	3.1	11.3	7.4

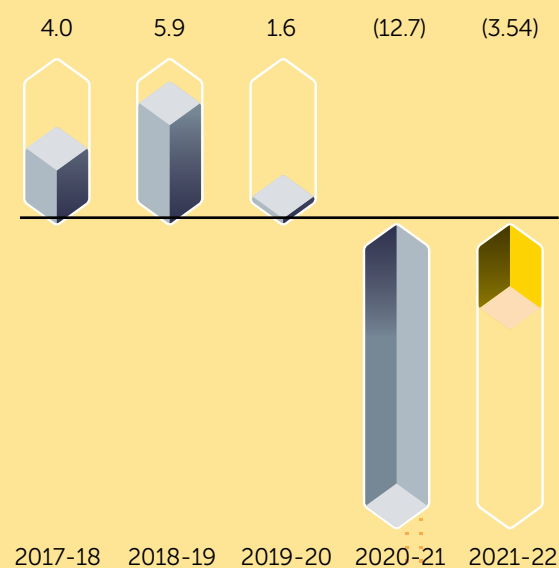
Total Revenue

(₹ in lakhs)



Return on Average Net Worth

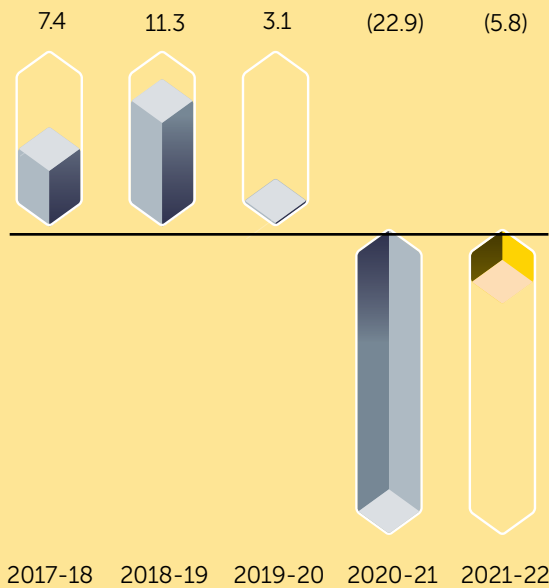
(%)





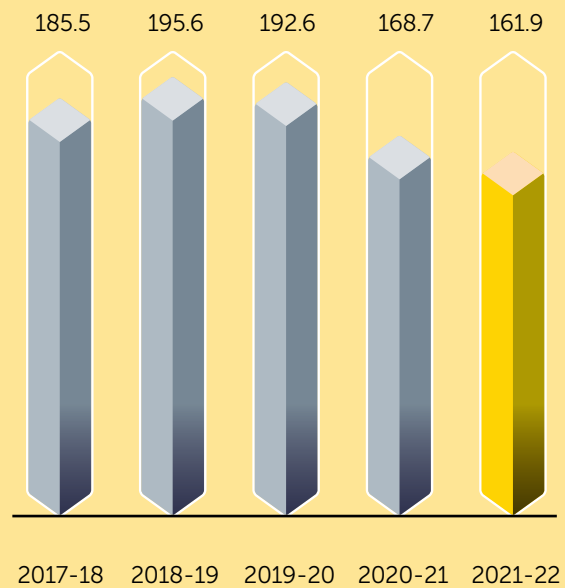
Earnings Per Share

(₹)



Book Value Per Share

(₹)

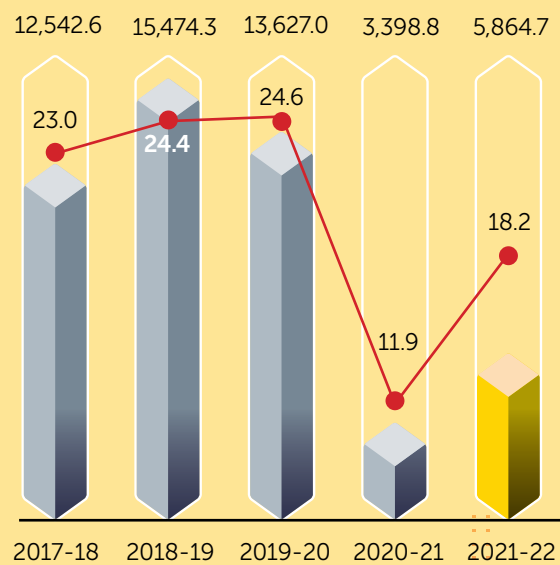


EBITDA

(₹ in lakhs)

EBITDA Margin

(%)

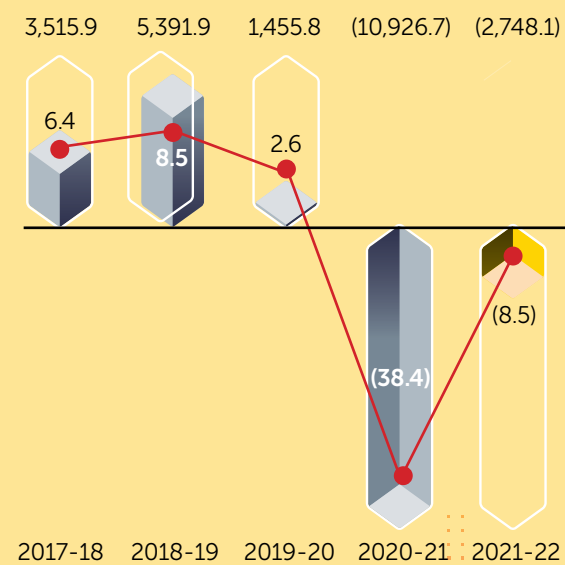


PAT

(₹ in lakhs)

PAT Margin

(%)



A NEW MIRCHI



Mirchi today is so much more than what it was when it all began! The new Mirchi's business spans FM radio, on-ground impact events, music concerts, music-related TV shows, YouTube videos, online radio, social media influencers.....and so much more....and now also a digital platform! The new Mirchi has a bigger footprint on digital – an estimated 70 million monthly viewers on just YouTube – than even on FM radio with an estimated 45-50 million monthly listeners.



The new Mirchi's users comprise listeners (FM radio, online radio and audio stories on Mirchi Plus app), viewers (TV, Social Media, YouTube, Mirchi Plus app), readers (Mirchi Plus app, Social Media) and event thrill-seekers (on-ground impact events and music concerts). The new Mirchi is not only the #1 FM radio brand, but also the producer of the #1 music awards show (Mirchi Music Awards) and one of the biggest multi-channel-network (MCN) on YouTube with more than 14 million subscribers. The new Mirchi not only creates radio content for 73 radio stations spread across 63 cities, but also uploads 30,000 videos a year

on Social Media and YouTube, generates 700 million views on its channels on YouTube, streams 500 million music tracks on Gaana, garners more than 100 million viewers for the Mirchi Music Awards shows on TV in multiple languages and reaches hundreds of thousands of podcast and audio story listeners on various podcast platforms. The new Mirchi earns its revenues not only from radio advertising, but also from TV sponsorships, digital programmatic advertising, ticket sales at on-ground events and concerts and even F&B at these events and concerts! The new Mirchi is not just Radio Mirchi – it is so much more!

**The new Mirchi
is best described
by our own
imagination
of ourselves
– India's #1
city-centric
music and
entertainment
company!**



THE NEW MIRCHI: ON THE WAY TO BECOMING A DIGITAL-FIRST COMPANY



While we have been present on multiple external digital platforms like YouTube, Facebook and Instagram for many years, we have now launched our own digital platform, Mirchi Plus. With this, we have taken a decisive step towards becoming digital-first. The process of launching Mirchi Plus

included a) digitizing all our existing assets, moving them to cloud based virtual setups b) creating permanent digital repositories for all our media assets – audio, video, images and text c) having cloud-based consoles to upload/download content from anywhere, anytime d) creating an in-house team of backend and front-end coders, developers, product managers and growth hackers and e) establishing a microservices based scalable architecture for a platform agnostic setup.

We started by launching an audio-only Mirchi app in the USA on both Android and iOS platforms. The app offered audio stories and streamed our terrestrial radio stations from New Jersey and San Francisco as well as 10 FM radio stations from different cities in India. The app is compatible with Android Auto and Apple Car

Play to enable in-car listening. Post the USA launch, the app was made available to users in Bahrain, Qatar, UAE & Canada.

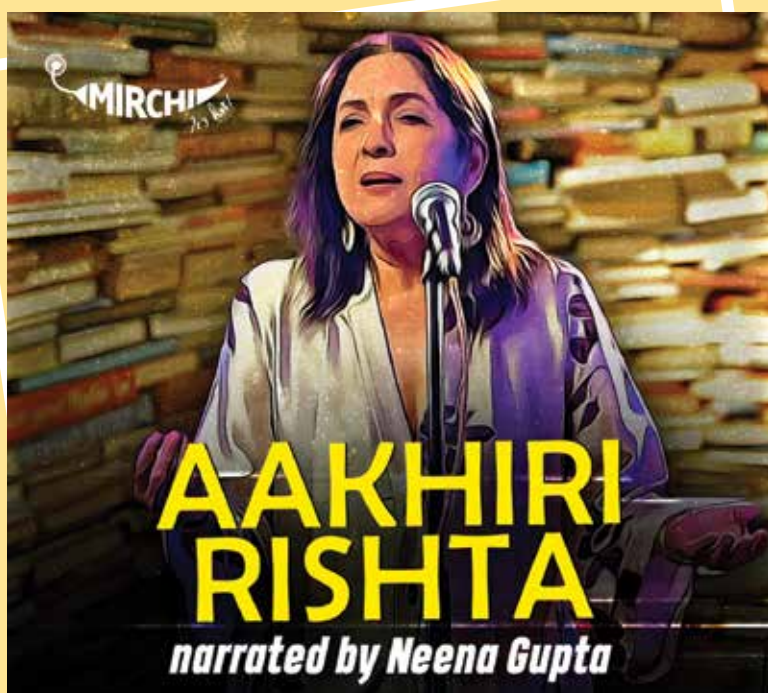
The international app launch was followed by the big-bang launch of the app in India in all its forms – App, Progressive Web App (PWA) and a Desktop site – in July of this year. The app in India offers the full range of content – video, audio and reads. The app is a complete entertainment and lifestyle destination.

The app was made completely inhouse by our own digital team. The conceptualisation of the whole technical architecture and the writing of every line of code was done inhouse. AI and ML have been used extensively to synergize the learnings from both terrestrial and digital platforms to provide an omnichannel experience to the user.

MIRCHI PLUS – CONTENT THE BEDROCK

Mirchi Plus offers high quality entertainment content in all formats – audio, video and text.

The Mirchi Plus app offers hundreds of hours of our most popular radio content in the form of stories and funnies. In addition, a large pool of creators and producers are working on marquee audio content across genres like romance, thriller, horror, mystery, comedy etc. in multiple languages – Hindi, Punjabi, Marathi, Gujarati, Bangla, Telugu, Kannada and more. Through the content, we let listeners traverse an alternate world of dramatic, thrilling and gripping stories and position Mirchi Plus as 'Kahaniyon Ka Asli Adda' in the Indian audio OTT space.



content like Manohar Kahaniya, the quintessential pulp fiction magazine from the '90s and India's Most Wanted by Suhaib Illlyasi. Some of Mirchi's finest content like Mirchi Murga, 'The Devdutt Patnaik' mythology show, 'Bhatt Naturally' a talk show series hosted by Mahesh and Pooja Bhatt on Bollywood controversies, Kareena Kapoor Khan's show 'What Women Want', interview series with top Bollywood celebrities and show on the legendary 'Manto' voiced by top personalities like Nandita Das, Nawazuddin Siddiqui and RJ Sayema are also available on Mirchi Plus. That's not all! Listeners will soon find popular artists like Neena Gupta as the narrator for a romance-based audio story 'Aakhri Rishta', Rhea Chakraborty for a travel drama called 'Purane Khat', and Ashutosh Rana for a supernatural thriller named 'Varuthi'.



Marquee audio stories include a first-of-its-kind-crime audio story inspired by true events titled '1000 Crore Ki Laash' narrated by Nawazuddin Siddiqui. The app has also brought back some nostalgic



Over the years, Mirchi has developed several shows and programs in video as well. Mirchi Murga videos, Mirchi Music Awards performances, celebrity shows like What Women Want by Kareena Kapoor Khan, Calling Karan, featuring Karan Johar, Shape of You featuring Shilpa Shetty etc. and a whole lot of content (apart from Murga) that our RJs make all the time feature on the Mirchi Plus app. Further

we are offering music in video form via by embedding YouTube on the app. Mirchi's strength has been in "human curation" of music, and we are offering this via our specially designed playlist on YouTube.

For the first time, we have introduced entertainment content in the text form. For this, we are leveraging our group's strength and accessing content from them. We plan to

publish stories that generate curiosity and buzz, stories that generate stickiness and bring a listener back repeatedly.

Our content creation will rely strongly on the strong creative team we have already employed. We will enhance this team so as to be able to constantly churn out great stories for the platform.

From business point of view, we will be able to offer customized digital inventory to our advertisers in the country & overseas. We have made a good business out of selling "Solutions" to our advertisers. But so far, we have been using public digital platforms. Now we will be able to use our own platform as well and generate better revenue share.

DIGITAL-FIRST MIRCHI CAN TARGET A BILLION PEOPLE!

Hitherto, our footprint was limited by the coverage of our FM frequencies – an estimated 1 million square kms or 30% of India. But with the app, we are now limited only by the availability of internet, and smart phones. There are more than 800 million Indians in India who are within our grasp now. There are millions more PIOs around the world. These numbers are growing rapidly. A billion people will be available for us to tap soon!



THE NEW MIRCHI BUILDS ITSELF ON THE FOUNDATION OF GREAT RADIO

While the company grows rapidly on the digital side, FM radio continues to stay at the core of our business. During the last year, we produced some outstanding radio content, much appreciated by our listeners and much rewarded by various industry bodies. A few samples of our work:

The 2nd Corona wave

from April to June 2021 – saw people struggle for oxygen cylinders, hospital beds, life-saving medicines, plasma, etc. We turned our on-air radio, social media and digital feeds into 24x7 helplines to help people with information. Our own corona warriors – the RJs – provided spirited and selfless service to our listeners.

Sunday Suspense in Hindi

We also extended the Bangla Suspense into Hindi and took it across 45 Hindi speaking markets. Sunday Suspense features stories, written by some of the best authors of Indian literature in the genre of thrillers, suspense, mysteries and the super-natural. We will soon be extending the show into Tamil and other languages.

Sunday Suspense Bangla

Our award-winning Bangla flag radio show 'Sunday Suspense' created a new benchmark – a first for radio and YouTube – by producing a 6-hour long "audio cinema", with pivotal roles voiced by two of the youngest & most renowned Bengali actors – Anirban Bhattacharya & Gaurav Chakrabarty. The two radio shows garnered 4.5M views on YouTube.

Voter awareness in UP

We initiated a huge voting awareness campaign in Uttar Pradesh when elections were due there. We flagged off a radio campaign – "Mera UP, Mera Gaurav" – with the aim of spreading pride for the state's heritage, art and culture and making people realize the importance of voting, thus encouraging maximum voting turnout.



Environment

Championing the cause of the planet is the need of the hour. A North East team lead the initiative in the area of waste management and immunization. Shillong's popular jock, RJ Nick, took to the streets holding placards with a question mark to bring the municipal board's attention to littering. He also posted videos of the same and talked extensively on radio. We received not only coverage in news channels and newspapers, but were also recognized and awarded by Rotary Club, Shillong Chapter, and by UNICEF & RADIO 4 CHILD for spreading awareness.

Influencers become RJs

Instead of February, Valentine's Day appeared this year in June 2021 on Mirchi Love, Pune with the launch of actor-model and a true-blue Puneri Mulga, RJ Abhyangh on the morning show. While he was launched with a highly visible bus ride across the city with selected listener couples. Similar high-profile launches have also been undertaken for other influencer RJs like Rochie in Delhi, Archana in Chennai, Shardul in Mumbai, Netri Trivedi in Ahmedabad and many more.

