

SAREGAMA INDIA LIMITED

MUSIC | FILMS | WEB SERIES | TV SERIALS

*“Ruk jana nahin
Tu kahin haar ke,
Kaanton pe chalke
Milenge saaye bahaar ke”*

Riding the Stay-at-Home wave

CORPORATE INFORMATION

BOARD OF DIRECTORS

Dr. Sanjiv Goenka
(DIN: 00074796)
Chairman (Non-Executive)

Mrs. Preeti Goenka
(DIN: 05199069)
Non-Executive Director

Mrs. Avarna Jain
(DIN: 02106305)
Non-Executive Director

Mr. Vikram Mehra
(DIN: 03556680)
Managing Director

Mr. Santanu Bhattacharya
(DIN: 01794958)
Non-Executive Independent Director

Mr. Arindam Sarkar
(DIN: 06938957)
Non-Executive Independent Director

Mr. Noshir Naval Framjee
(DIN: 01646640)
Non-Executive Independent Director

Ms. Kusum Dadoo
(DIN: 06967827)
Non-Executive Independent Director

Mr. Umang Kanoria
(DIN: 00081108)
Non-Executive Independent Director

Registered Office - Kolkata

33, Jessore Road, Dum Dum, Kolkata - 700028,
West Bengal.
Phone: (033) 2551 2984, 4773
e-mail: co.sec@saregama.com
CIN : L22213WB1946PLC014346
Website : www.saregama.com

Head Office - Mumbai

2nd Floor, Spencer Building, 30, Forjett Street,
Grant Road (W), Mumbai - 400 036
Phone: (022) 6688 6200

Regional Offices

Delhi

A-62, 1st Floor, FIEE Complex, Okhla Industrial Area,
Phase - II, New Delhi - 110 020
Phone: (011) 4051 9759

Chennai

Door No. 2, 3, 4 & 5, 3rd Floor, Kasi Arcade, No. 116,
Thyagaraya Road, T. Nagar, Chennai - 600 017
Phone: 044 - 28151669 / 70 / 72 / 75

Chandigarh

Royal Business Park, Unit No.12A & 15, 3rd Floor,
Chandigarh- Delhi Highway, Zirakpur, Punjab - 140603

Ahmedabad

C-405/406 Supath-2, Near Starottel Hotel,
Near Old Wadaj Bus Stop, Usmanpura, Ahmedabad - 380013

Chief Financial Officer - Mr. Vineet Garg

Company Secretary - Ms. Kamana Khetan

Bankers

Punjab National Bank (erstwhile United Bank of India)
State Bank of India
ICICI Bank Limited

Statutory Auditor

BSR and Co. LLP, Chartered Accountants
(ICAI Firm Registration Number - 101248W/W-100022)

Internal Auditor

Ernst and Young LLP

Secretarial Auditor

MR & Associates

Cost Auditor

Shome and Banerjee

Legal Advisor

Khaitan & Company

Registrars and Share Transfer Agent

MCS Share Transfer Agent Ltd.

TABLE OF CONTENTS

1 Business overview

Overview	2
Environment, Social and Governance Report	16
Management Discussion and Analysis	17

2 Statutory Reports

Board's Report	22
Report on Corporate Governance	44
Business Responsibility Report	61

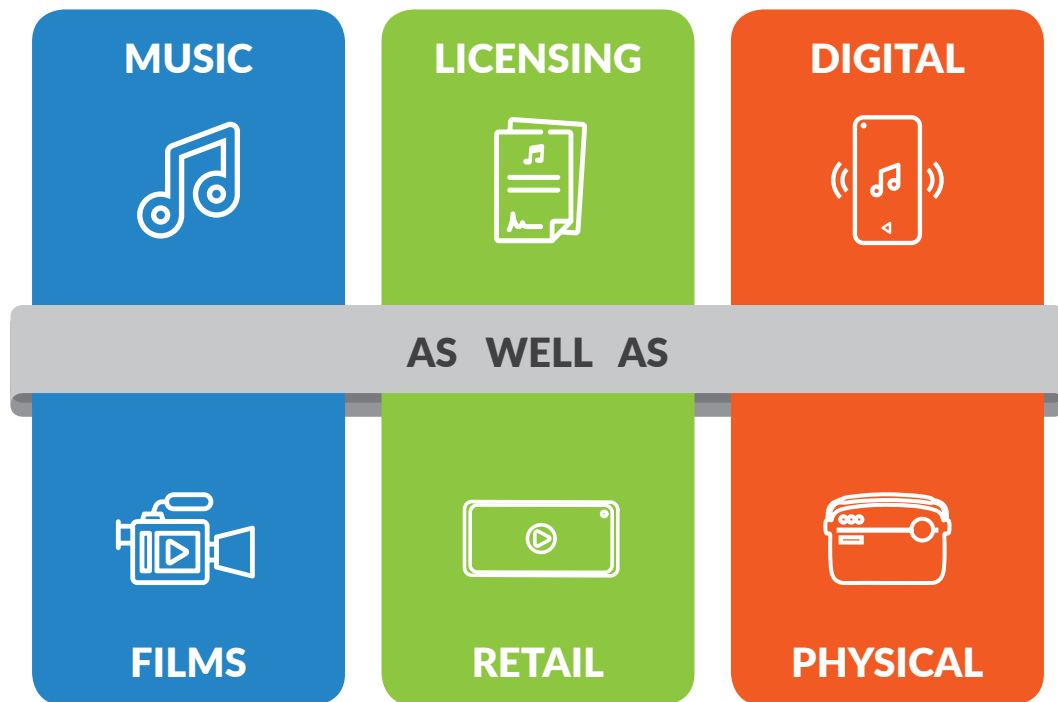
3 Financial Statements

Independent Auditor's Report on Standalone Financial Statements	66
Standalone Financial Statements	74
Independent Auditor's Report on Consolidated Financial Statements	133
Consolidated Financial Statements	138
Statement under Section 129(3) of the Companies Act, 2013 in Form AOC-1	194

Notice of Annual General Meeting	195
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SAREGAMA INDIA'S ONLY Entertainment Company into



Music	Retail Business	Films IP	Television Serials
Indias Largest Music IP 120k+ Songs	Distribution network 28k+ Retailers	Content IP rights of 59 Films	Content IP rights of 6k+ Hours of Television Serials

COMPANY STRATEGY

To be a **Pure Play Content Company** capitalising on the global content consumption boom driven by higher smartphone penetration, lower data costs and the recent phenomenon of greater time spent at home.



IP Creation over next 3 years



20% Market Share
in New Film Music



50 New Films and Web Series



1,800 hours
of new TV serials content

BUSINESS OVERVIEW

MUSIC SEGMENT

Saregama is India's oldest music label with the

largest library of intellectual property rights

(120k+) related to songs, film dialogues, background scores in its bouquet. To put things in perspective, a new music label acquiring music of 200 films per year (typical movie has 5 songs) will take 120 years to build a library of this size.

This library includes music from the likes of Lata Mangeshkar, Kishore Kumar, Asha Bhonsle, RD Burman, Naushad, Mohd. Rafi, Jagjit Singh, MS Subbalakshmi, Pt. Ravi Shankar, Ustad Bismillah Khan, Ilaiyaraaja, Gulzar, Sahir Ludhianvi etc.

It's not just music, it's India's cultural heritage.

Unlike some of the of the international music labels, Saregama's song IP ownership includes both the Master (actual song) and Publishing rights (lyrics, composition) across all media for global territory. All adaptations of these songs need Saregama's approval. Each of these songs is fully digitized with rich meta data behind it, making the song selection process easier for the end user.

Both the Quality and Quantity of Saregama owned songs ensure that every music and video platform (digital and TV) trying to target 1/6th of humanity, gets into a licensing partnership with Saregama

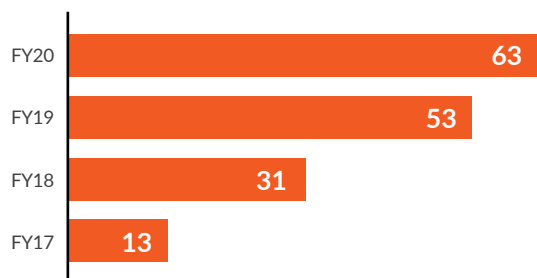


Fast Growing Licensing Revenue

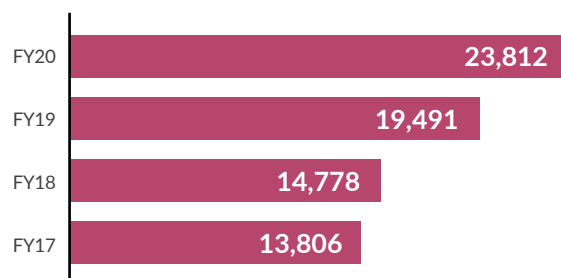
On account of

A. Growth in Catalogue Usage (Bn)

Catalogue usage is increasing multifold on digital media

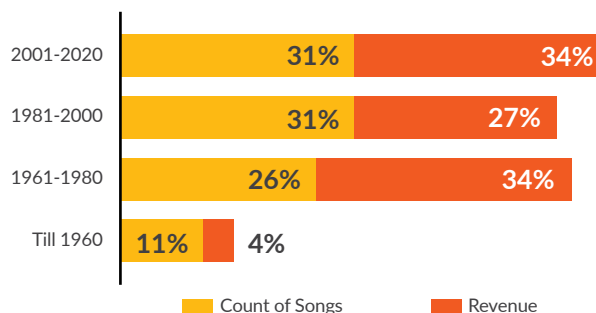


Growth in Licensing Revenue (INR Lakhs)



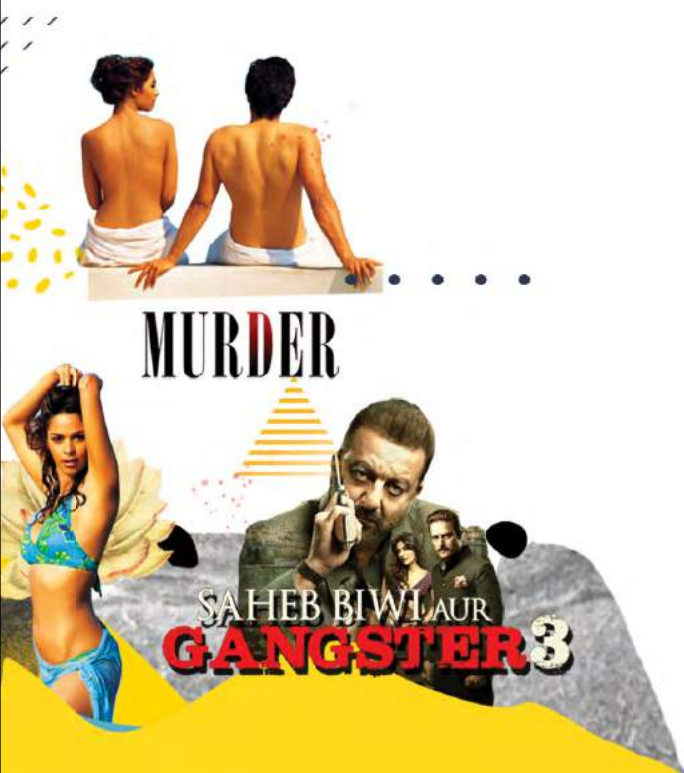
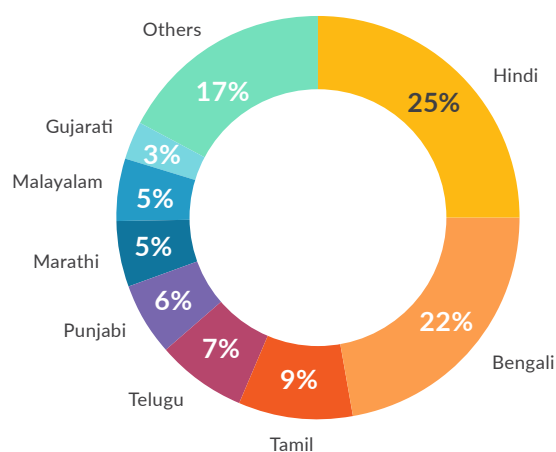
B. Newer Music

30% of Saregama's Songs, by count and revenue, belong to the 21st century



C. Riding the wave of increasing regional content consumption

With large music IP ownership across 18 different languages, Hindustani, Carnatic and Classical music, Saregama is uniquely poised to benefit from the regional language content boom



MUSIC SEGMENT (CONTINUED)

MUSIC IP CREATION

The company has started enhancing its catalogue of Music Intellectual Properties through new film music acquisitions across Hindi and Tamil films and non-film songs across Punjabi, Bhojpuri, Gujarati and Hindi languages.

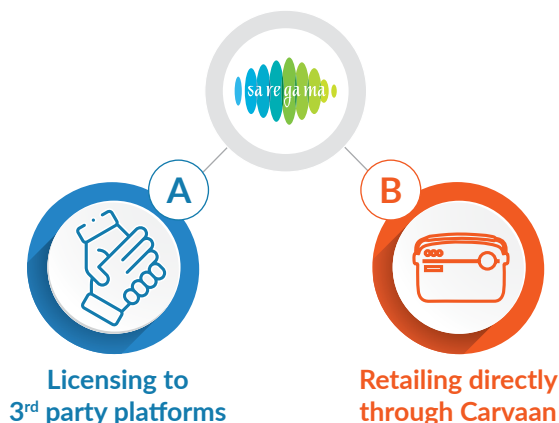
The selection process is both data driven and intuitive in nature with high focus on Monetisation and Return on Investment. It takes into consideration last 3 years track record of the singer, music composer, lyricist, actors, production house and the popularity of the music genre. This is combined by a music listening session by the content and marketing teams. The company also continuously re-interprets existing songs through new age artistes targeting the younger age group.



MUSIC SEGMENT (CONTINUED)

MUSIC IP MONETISATION

Saregama adopts a 2-pronged approach for monetizing its music



The company's evergreen catalogue remains the preferred choice for music streaming platforms, TV channels, web series, brand advertisements etc. Saregama's music IP got used 5.5B times in Mar'20 across audio OTT platforms, Youtube, radio stations, TV channels, concerts etc.

With more and more people opting to **Stay-at-Home**, Saregama believes music consumption will see a steady rise both directly (song listening) and indirectly (songs being used in web series)

A. Licensing to 3rd party platforms

A.1. Music Streaming Platforms (OTT)

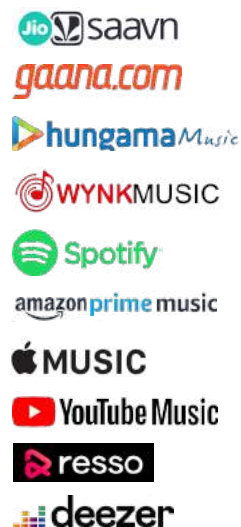
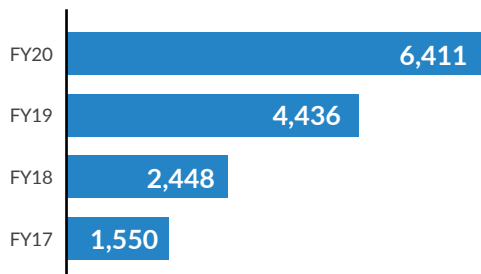


Saregama Music is licensed to
over 45 OTT Global Platforms

Saregama licenses its music for online streaming to various Indian and global music streaming platforms. This segment has grown in the past by 40% yoy, and is expected to grow even faster now in light of people spending more time at home.

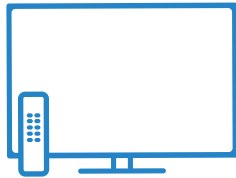
The extended **Stay-at-Home** due to Covid-19 lockdown has resulted in a sharp growth in both first-time users as well as number of streams per user

Number of OTT Streams (Mn Annually)



MUSIC SEGMENT (CONTINUED)

A.2. Broadcast Platforms – TV Channels, Brand Advertising



The company Licenses its music to Television Channels for use in various TV serials, reality shows, promotions, etc. and also to Production houses for use in ads running on TV, Digital including Social Media and Radio. Saregama has built a browser based search functionality, using the song metadata, helping content creators find the best song fit for their situation.



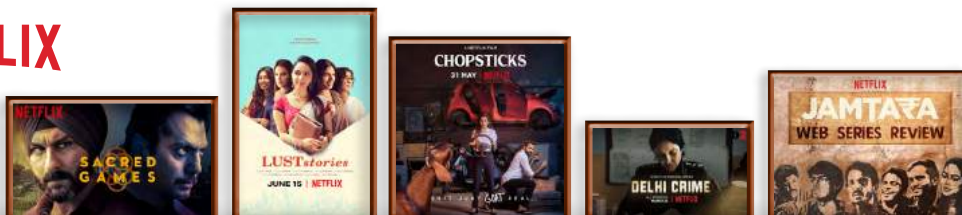
A.3. Video Streaming Platforms



With the rising popularity of video streaming in India, platforms like Netflix, Disney+ Hotstar, Amazon, MX Player etc are aggressively investing in Indian content. Most of these new shows license Saregama owned music, for the global territory, thus creating a rapidly growing revenue stream for the company.

Shows licensing Saregama Music

NETFLIX



prime video



Disney+ hotstar

