



**“Shemaroo Entertainment Limited  
Q2/H1-FY26  
Earnings Conference Call”  
06<sup>th</sup> November, 2025**



**ANALYST:**

**Mr. Anuj Sonpal – Chief Executive Officer - Valorem Advisors**

**SHEMAROO ENTERTAINMENT LIMITED**

**MANAGEMENT**

**: Mr. Hiren Gada – CEO**

**: Mr. Arghya Chakrvarty - COO**

**: Mr. Amit Haria - CFO**

**Shemaroo Entertainment Limited**  
**Q2 and H1 FY'26 Conference Call**  
**November 06, 2025**

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**Moderator:** Ladies and gentlemen, good day and welcome to the Q2 and H1 FY'2026 Conference Call of Shemaroo Entertainment Limited hosted by Valorem Advisors.

As a reminder, all participants will be in the listen-only mode and there will be an opportunity for you to ask questions after the presentation concludes. Should you need assistance during this conference call, please signal an operator by pressing “\*” then “0” on your touch-tone phone. Please note that this conference is being recorded.

I now hand the conference over to Ms. Hena Khatri from Valorem Advisors. Thank you and over to you, ma'am.

**Hena Khatri:** Thank you, Dhanesh. Good afternoon, everyone and a warm welcome to you all. My name is Hena Khatri from Valorem Advisors and we represent the Investor Relations of Shemaroo Entertainment Limited. On behalf of the company, I would like to thank you all for participating in the company's earnings call for the 2nd Quarter and first half of the financial year 2026.

Before we begin, a quick cautionary statement. Some of the statements made in today's conference call may be forward-looking in nature. Such forward-looking statements are subject to risk and uncertainties, which could cause actual results to differ from those anticipated. Such statements are based on management's beliefs as well as assumptions made by and information currently available to the management. Audiences are cautioned not to place any undue reliance on these forward-looking statements in making any investment decisions. The purpose to today's earnings call is purely to educate and bring awareness about the company's fundamental business and financial quarter under review.

Now I would like to introduce you to the management participating with us in today's Earnings Call and hand it over to them for the opening remarks. We have with us Mr. Hiren Gada – CEO, Mr. Arghya Chakravarty – COO, and Mr. Amit Haria – CFO.

Without any further delay, I request Mr. Amit Haria to start with his opening remarks on the financial highlight. Thank you and over to you, sir.

**Amit Haria:** Thank you, Hena, and good afternoon, everyone, and welcome to our Earnings Call for the 2nd Quarter and First Half of the Financial Year 2026.

Let me first start by giving some of the key financial highlights, after which our CEO – Mr. Hiren Gada, will give you some of the operational highlights.

For the 2nd Quarter of the financial year 2026, the revenue from operations stood at around INR 143 crores, which declined by approximately 12% year-on-year. The company reported an EBITDA loss of about INR 55 crores for the quarter, while the net loss stood at around 45 crores.

For the first half of the financial year 2026, the revenue from operations stood at around INR 283 crores, which declined by approximately 11% year-on-year. The company reported an EBITDA loss of about INR 110 crores for the period, while the net loss stood at around INR 91 crores.

With regards to new initiatives, expenses in Q2 FY'2026 amounted to INR 33 crores. Adjusting for this investment, the EBITDA loss from the existing operations for the quarter would have been around INR 22 crores. The same expenses in H1 amounted to around INR 65 crores. Adjusting for this investment, the EBITDA loss from operations for the first half would have been around Rs. 45 crores. Digital media revenues for the 2nd Quarter stood at approximately INR 60 crores, suggesting a year-on-year decline of 10%. Traditional media revenues for the quarter were around INR 83 crores, down 12% year-on-year basis.

Now, I would request our CEO – Mr. Hiren Gada, to give you operational highlights for the period under review.

**Hiren Gada:**

Thank you, Amit and good afternoon, everyone.

Decline in revenues during the 2nd Quarter was on account of some deferment of syndication deals in the digital business and a muted festive season advertising in our traditional business, which was one of the weakest in recent years that we have witnessed as FMCG spend on television remained subdued. Additionally, a packed sports calendar prompted several key advertisers to reallocate budgets towards sports properties. With the impact of the GST rate cut now stabilizing in the economy and supply chain efficiencies showing improvement, we remain cautiously optimistic about a gradual recovery in FMCG advertising spend in the coming quarters.

During the quarter, we expanded our channel portfolio with the launch of Shemaroo Josh, a Hindi movie channel introduced on 1st September 2025. The channel features a curated lineup of Hindi films across genres and is available on major DTH, Cable and DD Free Dish platforms. In other updates, for ShemarooMe Gujarati, we released eight new titles during the quarter with content across movies, web series and plays. Along with the digital world premiere of blockbuster movies, Mithada Maheman, Sanghavi and Sons, Mom Tane Nai Samjay, Karkhanu. We also released the Hindi dubbed versions of Jhamkudi and Unfiltered Nari, which is a Hindi dubbed version of Fakt Mahilao Maate. On YouTube, our flagship channel Shemaroo Filmi

Gaane crossed a significant milestone of 73.5 million subscribers. Additionally, Shemaroo Entertainment or Shemaroo E&T channels crossed 60 million milestones this quarter.

Across our entire portfolio of channels, the company garnered more than 11 billion views during this quarter, underscoring the sustained strength of our digital engagement. However, margins are expected to remain under pressure due to the ongoing accelerated inventory charge-offs, a strategic initiative we began seven quarters ago. It is important to highlight that these charge-offs are purely accounting adjustments and do not affect the monetization of our content or our ability to generate free cash flows. Looking ahead, we remain focused on strengthening our balance sheet, driving operational efficiencies and positioning the company to unlock substantial long-term value.

With that I open the floor for the Q&A session.

**Moderator:** Thank you sir. We will now begin with the question-and-answer session. Our first question comes from the line of Anirudh K. from Cooper Capital. Please go ahead.

**Anirudh K:** Hi. Thank you so much for the opportunity. Sir I am new to this business after a long time. I mean it has been a while. So, two questions essentially, one, digital media deferment is understandable. With traditional media do you see this as a structural downturn right? Because we do not have sports calendar, we do not have multiple channels like Netflix, Prime and everything else, multiple OTTs is going on. So, do you see this spend in traditional media that has gone down especially when we had Dussehra and Diwali in October which essentially means that September should have been a jam packed season? So, do you see this as a structural downturn?

**Hiren Gada:** So, there are two parts to this. One is the fact that the viewership is migrating to digital. I think that is anyway structural. It is a secular theme. I do not think that there is any denying of that fact. And over a period of time, if we see map last whatever year-on-year or over last five to seven years, the share of digital consumption on the digital platform has been going up and traditional has been coming down. I do not think that we are trying to shy away or we, in fact, embrace or recognize that fact. Having said that, I think there is still enough and more juice and consumption on the traditional platform. Not only consumption, there is enough revenue on the traditional platform, which is there and available to capture. And that is really what we are trying to work with. There have been some, I would say, seasonal or more than seasonal, I would say cyclical challenges. It is not really, I would say, seasonal to that extent. So, for example, in the last couple of years, we have seen a severe slowdown in consumption in the economy, which has impacted the ability of the various brands to advertise and spend on advertising. They have just focused narrowly on what we call performance marketing or point of sale kind of spend versus actual brand building and those kind of things. Now, the structural question, the larger structural question, even beyond digital and traditional, is the fact that is the Indian consumption story going to bounce back or not? We believe beyond cyclicity, it is

going to bounce back. And once that happens, I think a lot of spend would get unleashed. And even today, in terms of consumption, so we have seen consumption patterns on television over the last several quarters, and they are fairly intact. It is not that the consumption has been dropping. So, digital has grown, no doubt about it. The share of digital has grown, but actually, television has held on its own. And television, I would say, is very much alive and kicking. It is not really dead, or it is not about to die down soon. If that was the outlook, obviously, we would not have continued to invest in that platform. But we have also, you know, considering the cyclical impact of where things are, we have also tempered down the cash flow and the investment that is needed.

**Anirudh k:** Okay. Got it, sir. Helpful that is very helpful. The second question, then, is this inventory write-off. Sorry, I should have updated myself. But could you tell us, this inventory write-off that you have been doing for seven quarters, is this like a Rs. 50 crore, Rs. 60 crore per quarter? How much more is supposed to be written off? If you could just give a rough idea, where did we start and where will we end?

**Hiren Gada:** Actually, we can separately take it offline, but this is now, we are, after this quarter, we are two more quarters away. So, March quarter will be the last quarter. I do not remember the exact number where it was before we started. But just to give you a sense, we were, last year, one year ago, September, we were at Rs. 618 crores of inventory. We have closed with the current September'25. So, September'24 was 618. March was 568. And September is 477. So, we have been consistently writing it off and it is there. So, March'26, Q4 of the current financial year is the last. It was a nine-quarter write-off and Q4 is the last quarter for that.

**Anirudh K:** Got it, sir. Got it. So, last question, sir. Is there any guidance that you are giving on revenue? I understand below the line is very difficult to give, but at least on the revenue bit, are we okay with doing a Rs. 650 crore, Rs. 700 crore revenue in FY'27, the way you see it?

**Hiren Gada:** So, if we were to simply annualize what we have done, then it kind of falls somewhere in the range of about 550 to 600. Okay. There is obviously some deal deferment and things like that, which will kind of get added. This cyclical uptick has not yet materialized in the spend. So, we do not see a, at least in the current quarter, Q3, we do not see any meaningful change in the advertising spend trajectory as of now, at least because most of the advertisers for the GST, they have faced a lot of operational challenges on inventory and credit notes and logistical questions and all of that pipeline inventory that was in the system. I think it will take a couple of months to stabilize. Everyone has, in fact, guided around that. We believe probably, so we are already nearly a month, month and a half away from 22nd September, the effective GST change date. So, now I think, and probably my sense is that we will take another, probably it will be till end of December, we will see that destocking impact and everything else that would be there and that will impact their cash flows and sentiment to advertise because they are significantly caught up with the operational questions and challenges, most brands. And so therefore, if we extrapolate, this quarter definitely seems to be subdued in terms of the

advertising spend. Yes, we have some syndications which have materialized. So, that will be helping us for the years.

**Anirudh K:** Got it. Okay. Thank you so much. I will join back in the queue.

**Moderator:** Thank you, sir. Our next question comes from the line of Neil from Equitree Capital. Please go ahead.

**Neil:** I have a few questions, almost two questions that I need answers. One of the questions is, sir, you just mentioned that your YouTube channels have crossed 73 million and 63 million subscribers. And there has been around 11 billion quarterly views. Am I right?

**Hiren Gada:** Yes.

**Neil:** So, I want to understand if the company has formulated any new monetization models, so to go beyond ad revenue to cater to this large audience base.

**Hiren Gada:** So, finally, see, YouTube is a platform owned by Google or Alphabet, right? So, we are one of the content partners on the platform. And there are millions of content partners on YouTube's platform. So, finally, our dependency is on Alphabet's or YouTube's own monetization strategies. Now, what are their monetization strategies? One is, you know, fundamentally, there is an ad base and second, there is a subscription base. And third, there could be a transaction base, which is called a transaction VOD kind of model, pay-per-view kind of model. In India, so, okay, let us put it this way. So, Google has been, you know, obviously, there is YouTube premium, they have introduced recently a premium light pack at a lower rate. And all of this is with the attempt of increasing the subscription pie for YouTube. And, you know, our experience, so we participate in terms of the monetization of the viewership that our content generates. If it comes from a free subscriber, there is an ad which gets displayed and we earn a share of that. And if it is a paid subscriber, then we get a proportionate share of the paid pie. So, in a way, every viewer that comes on YouTube, you know, we get some share or some way of monetization participation. Our effort is really about, firstly, keep adding fresh content, keep adding more and more fresh and relevant content. Second, to do a good job of, meta tagging and various other keeping the whole hygiene on the search and discoverability of the content. Third is obviously to keep a healthy CMS or a healthy platform, which results in deep engagement and viewership. So, the fact that, why these numbers we keep sharing is to give an indication of the continued depth and level of engagement and the health of our entire CMS. These are kind of health metrics of the CMS, which finally results in monetization as per Google's own algorithm and things like that. So, that is really how we look at the whole thing. So, YouTube keeps adding or coming up with more and more monetization mechanisms and we get our share of anything that they do.

**Neil:** Okay. So, I have another question. I guess in the last Conference call, you have given this guidance that you are expecting to write off inventory around Rs. 140 crores. And so far I see in the first half, you have written off around Rs. 91 crores. So, will we be able to meet the guidance and write off around Rs. 140 crores by the end of the financial year?

**Amit Haria:** So, Neil, this is Amit here. So, when we said Rs. 140 crores, it was an accelerated write off. Apart from that, a regular write off of inventory would also be there. So, if a guidance of 140 has been given, out of which roughly Rs. 70 crores would have been done in the first half. 70 would be taken up in the second half.

**Neil:** Okay. So, are we going to meet that guidance now?

**Amit Haria:** Yes.

**Hiren Gada:** Yes. So, we have actually a fixed amount. So, when we got the nine quarter thing, the quarterly charge off is fixed. It is a straight line charge off. There is no deviation on that.

**Moderator:** Okay. I guess there is no response from Neil as of now. So, we will move forward to the next speaker. Our next speaker is from the line of Vishal Sanghvi, an individual investor. Please go ahead.

**Vishal Sanghvi:** Hi, sir. Thank you so much for the opportunity. I have a couple of questions. So, first is what is the syndication deal that we can expect in the coming quarter, sir?

**Hiren Gada:** So, we cannot actually, unfortunately, I am not at liberty to give amounts. But what I can say is that some of those deals actually have already materialized during October. And we have already done the invoicing and received the payment also for some of those, in fact, quite a few of those deals. So, they were actually, in a way, we had concluded them towards the end of the quarter. But as per our revenue recognition policy of various that we need to complete before recognizing the revenue that was not concluded. So, it kind of got deferred into this quarter. So, that is what we were referring to.

**Vishal Sanghvi:** Correct. Also, sir, another question I had is that you, what is your outlook on the free cash flow for 2026 and the debt reduction plan for 2026? Because right now

**Hiren Gada:** Hello.

**Vishal Sanghvi:** Hello. Yes. Am I audible, sir?

**Hiren Gada:** Yes, I can hear you. I thought there was some other, someone else trying to talk or I do not know. Okay, anyway, you continue.

**Vishal Sanghvi:** Okay. Yes. So, just outlook on the FY'2026 free cash flow as well as debt reduction plan.

**Amit Haria:** So, this is Amit here. So, in the last Conference call, Hiren had said that it looks a bit difficult at this juncture to make the debt reduction guidance considering the investments that were planned and the way market has performed. However, with respect to cash flow, free cash flow, we have been able to tightly manage the ship with tighter control and better recovery in receivables, better management of payables, and have been able to generate an operation cash flow of Rs. 32 crores, which is reflected in the cash flow and helped us in not taking any further debt in spite of the losses in the first half.

**Hiren Gada:** I will just add to that. So, we had an intent when we began the year of reducing the debt by about Rs. 40 crores to Rs. 50 crores. That was our intent. Two things kind of derailed that to an extent, to a large extent, I would say. One is the fact that the big broadcasters brought their GC channels onto the free dish platform and therefore took away viewership and advertising share, which has resulted in a lowering of the cash flow generated by that business. Second, of course, the advertising situation has for the same GRP, what revenue we would have expected or what the market generally would have received, that revenue has been also lower. So, both these factors combined has derailed that plan. And this is something that we had indicated in the last call also, that we will try our best to, and this market conditions are dynamic, we do not know, because between the last call and now this entire GST cut has been laid out, etcetera. And obviously, it has further changed some of the ground situation, both in a short-term negative but long-term positive way. So, we are very confident and hopeful that if we believe in the India consumption story without the media spends of all and brand building of every brand that aspires for any consumption has to play out. So, that we are confident will happen. But yes, in this current financial year, these are two key factors which have kind of anticipated to our plans of debt reduction. Having said that, we, in spite of all the P&L loss that is visible, you can see on the balance sheet side that actually, even in this intervening six months, we have actually reduced the debt, even though a little bit marginally by Rs. 5 crores, but which in a way indicates that the cash flow position has been reasonably comfortable.

**Vishal Sanghvi:** Correct, sir. So, last question, since we had a very sports-heavy calendar, has the distribution of viewership among the free dish ecosystem, like has it stabilized among the top players?

**Hiren Gada:** Yes, viewership has stabilized for last almost, I would say, two to three months at least, the viewership, maybe even more, almost post-June-July, post the IPL, I think the viewership has kind of stabilized. Yes, there will be, week on week, some fluctuations here and there, but at an overall level, I think the viewership has stabilized.

**Vishal Sanghvi:** Correct. Okay, sir. Thank you so much for the opportunity, sir.

**Moderator:** Thank you. Our next question comes from the line of Dheer Thakker an individual investor. Please go ahead.

**Dheer Thakker:** Yes, hello, sir. So, my question is on the OTT platform side. So, could you share the subscriber base for the company and what has been the trend for the last three years?

**Hiren Gada:** So, Dheer, we have not shared and we have refrained from sharing the subscriber numbers. Having said that, I can say that year-on-year trend has been on an upward trajectory. And actually, as we stand, where we stand today, our core investment, which happens to be on the Gujarati side, Gujarati language content, I think there we have been able to generate a very strong consumer traction, a very good brand connect with the formidable content offering that we have. And we have a very, very strong leadership, market leadership position on the Gujarati side. It is literally, I would say that we stand out very, very strongly in that space. There is almost virtually negligible or very, virtually no competition on that. So, we are very much riding the digital subscription growth wave that is kind of unfolding. But yes, sorry, but we are not able to give numbers.

**Dheer Thakker:** Yes, no problem, sir. We are newer to Gujarati side. So, apart from that, what are the expansion plans on the OTT platform? If you leave the Gujarati aspect aside.

**Hiren Gada:** No, I think, so OTT is a business which is still in an investment mode. So, I think our focus is to fortify our position on the Gujarati side. And yes, there is also our core Bollywood offering and there would be some or the other Hindi content edition and something we would keep doing on that. But still, I would say the core focus is to be, you know, the undisputed and very, very strong number one by a mile on Gujarati.

**Dheer Thakker:** Yes. Okay, got your point. Thank you for your time, sir.

**Moderator:** Thank you, sir. Our next question comes from the line of Manish Prajapati, an individual investor. Please go ahead, sir.

**Manish Prajapati:** Yes, hello, sir. So, my question is, when do you expect the impact of accelerated inventory charges to normalize and the margins to stabilize? As we know that FY'26 is the last year for that.

**Hiren Gada:** Yes, so we are quite hopeful and confident that first quarter of the next financial year onwards, we should be on a normal trajectory and mode.

**Manish Prajapati:** Okay, sir. Thank you.

**Moderator:** Thank you, sir. Our next question comes from the line of Neil from Equitree Capital. Please go ahead.

**Neil:** Sir, you just mentioned that in September, Shemaroo Josh was launched. It is a Hindi channel, Hindi movie channel.

**Hiren Gada:** Yes.

**Neil:** So, I want to understand, what is the expectation from a Hindi movie channel? I mean, what is the expected contribution to the top line or how will that impact the current business? Yes, Arghya will answer.

**Arghya Chakravarty:** Neil, this is Arghya here. Am I audible? Can you hear me?

**Neil:** Yes, sir.

**Arghya Chakravarty:** Okay. So, this movie channel, obviously, as you know, Shemaroo, we have been an aggregator and owner of a lot of IPs. We own a lot of Hindi film IPs. So, the launch of this channel is a natural progression of our expansion of our broadcast business. So, this sits right in the center in terms of our core competence, in terms of core competence and our long history of working with IPs, which we own, a lot of IPs we own. So, in that segment, we have just started about a month and a half back. I think the launch has been pretty good. And there is some stabilization which is happening now. A lot of our quality content that we have in our library is getting infused gradually. Over a period of time, as the ad market settles down, you know, as there has been a lot of discussion about the ad market which we have talked about. As the ad market settles down, we see significant, already there is revenue is coming into the channel. But in terms of realizing the max potential of the channel, I think somewhere by the end of Q4, we should see the real realization, max realization of the channel. And it should be a significant contributor to the overall top line of the broadcast business for the company.

**Neil:** Yes. In your presentation, you mentioned that you have expanded to Dubai as well by bringing Shemaroo Verse Digital. So, if you could throw some light on what is your expectation in regards to the international business?

**Arghya Chakravarty:** So, as we indicated last time, we are just treading cautiously in this, business of the Shemaroo, the multiverse, the Metaverse business. We have our Metaverse ready and this is just the opening. The presence in the Dubai office is just to keep our presence there. As of now, the entire ecosystem around Metaverse and crypto is subdued. And we are also, you know, we do not have very big hopes as we speak right now, but we have kept our business alive and we have kept our presence in the right place, which is, Dubai and Middle East, this is where a lot of action is happening. As and when the market opens up there, we will have better situation to comment. Right now, we are just present and keeping our work there active without too much of aggressive activity on that front.

**Neil:** Okay sir, thank you.

**Moderator:** Our next question comes from the line of Anirudh K. Please go ahead, sir.

**Anirudh k:** Sure. Thank you for the opportunity. Sir, seeing the announcement around options, about 5, 80,000 shares as an option and then close to 5, 00,000 shares at a 40% discount to market price and that is a substantial cost essentially, right? With a 40% discount. So, if you could just tell us the rationale behind granting close to 5, 00,000 shares at a 40% discount. The rest share 10% discount is understandable, but a 40% discount is not. So, if you could just explain the rationale that we get.

**Hiren Gada:** Yes, sure. So, essentially, what had happened was that we, had put together, put in place a performance-linked scheme for ESOPs and at that time, when we had put in this scheme, there was obviously a certain trajectory in which the company was moving. However, this extraordinary charge-off, which the company decided seven quarters ago, was kind of not in, that was not envisaged at the time when the scheme was formulated. So, we decided to kind of roll back and reissue those options. So, in fact, probably more than 3.5 lakh options had expired because they were not exercised. The price was lower than the option price because obviously the charge-off has impacted the stock price and we know that, you know, once the impact of the charge-off is over, we will all see a different thing. So, it is the key drivers of the business who, in a way, we are reinstating those options for them.

**Anirudh K:** Got it, sir. Okay, understood. Second question, sir, is we are getting Rs. 32 crore operating cash flow. Just wanted to understand from our investing strategy, sir, are we continuing to invest in the new catalogue business, in the new movie and music business or we continue to hold the older IPs or which will generate revenue and all our investing, all our money will go into creating these new entertainment channels like Shemaroo Josh or another Gujarati channel or a Gujarati OTT because we have a very strong market share there. So, just explain the strategy around reinvesting this cash flow, where is it going?

**Hiren Gada:** Sure. So, to give you an overall sense, so our content investment continues as it is. There is no change in that. Even in the last year or even this year, whatever, we have been continuously acquiring content and replenishing the library to that extent. Overall, as far as Hindi is concerned, we do not play in the premier release cycle of a film. We typically, we participate in the second, third cycle onwards. That has been a stated strategy for more than 15 years, I guess. That has not changed. We do not take pre-release and release cycle risks. And to that extent, the content pipeline plays out and that content becomes available. To give you a sense, last year, we bought a movie like Houseful or this year, whatever, we bought movies like Welcome Back, Golmaal Again, etcetera. So, all movies which kind of fall into the second and third cycle and onward cycles of monetization. And that is a continuous part of the investment. In addition to that, the platforms specifically require their own set of content or investment. So, it would be say certain content for the YouTube and those platforms or which is all baked in at the time of the annual planning that this is the kind of content that we would be looking to acquire. So, I think that is a continuous part of the business. There is no let up in that. Now, there are two business investment initiatives or two new business forays, or I would not call them new, but they are still under investment. One is the broadcasting business and one is the

OTT business. OTT again, as we know globally and within India also, it is a burn business and our effort has been to keep the burn as low as possible. And still, being able to maintain the leadership position and I am happy to say that literally, we have been able to grow the business with the same amount of burn, which in a way shows the strength of what business that has been now built or is being built. And at some point, this business will at least reach a breakeven stage, etcetera. When there is enough and more consumer traction, consumption traction and consumer brand equity that now we have garnered today on the Gujarati side. On the broadcast side, there has been a certain obviously, this year has been a big setback because of the combination of the big four, big broadcasters, coming in on free dish and the fact that the advertising market is as tepid as it, I mean, we have never seen in our lifetime. And obviously, this is something that we will be looking at during the, already we look, we kind of look at it on a daily, weekly basis to see what is a better way to navigate through these challenging times. But there are certain things that if you have to run a channel, you have to keep certain content, certain place, certain engagement in place and all of that costs. So, that is really something that this year we have to kind of take it in our stride and move along. Obviously, as we go this in our next coming years, we will be looking at each and every business in its own, with its respective merit. So, I would say the core business investment of the core business is something that we keep fueling and feeding without a doubt. And new businesses, of course, something that is being invested in.

**Anirudh K:** Thanks for a very detailed answer sir. So, Rs. 32 crore cash flow in the first half, so let us say Rs. 32 crore again in the second half, Rs. 65 crore or Rs. 60 crore, Rs. 60 crore to Rs. 65 crore. Would we say that 70% of this money would go into acquiring new content as in the second, third cycle, and 30% of this cash flow would go into broadcast and OTT? Is that a fair enough split?

**Hiren Gada:** No, I would say in fact, this Rs. 32 crores is actually net of the investment in that respective business.

**Anirudh K:** Okay. Got it.

**Hiren Gada:** So, Rs. 32 crores is actually in a way free cash flow available to invest in the new initiative. And it is net of the investment that has gone into the existing business.

**Anirudh K:** Got it. Sir, let me ask the question differently. So, what is our usual CAPEX, as in our industry's CAPEX for our company and what percentage of it will go into buying content and what percentage will go into OTT and broadcast? That was my broader question.

**Hiren Gada:** So, OTT and broadcast, Anirudh, we share every quarter what is the combined investment. And Amit called it out in his opening remarks. I will just tell you what it is. One second. In the first half, it has been Rs. 65 crores. It has been Rs. 33 crores in the current quarter and Rs. 65 crores in the first half. This is the OTT and broadcast business investment.

**Anirudh K:** Got it. Okay. Thank you so much.

**Moderator:** Thank you. As there are no participants in the queue, I would like to hand the conference over to the management for the closing comments. Thank you and over to you, sir.

**Hiren Gada:** Thank you everyone for participating in the Q2 earnings call. I hope that we have been able to answer your questions satisfactorily. If you have any further questions or would like to know more about the company, please reach out to our IR manager, Valorem Advisors. Thank you and looking forward to seeing you all in the Q3 earnings call. Thank you.

**Amit Haria:** Thank you.

**Moderator:** Thank you, sir. Ladies and gentlemen, on behalf of Shemaroo Entertainment Limited that concludes this conference, thank you for joining us and you may now disconnect your lines.