

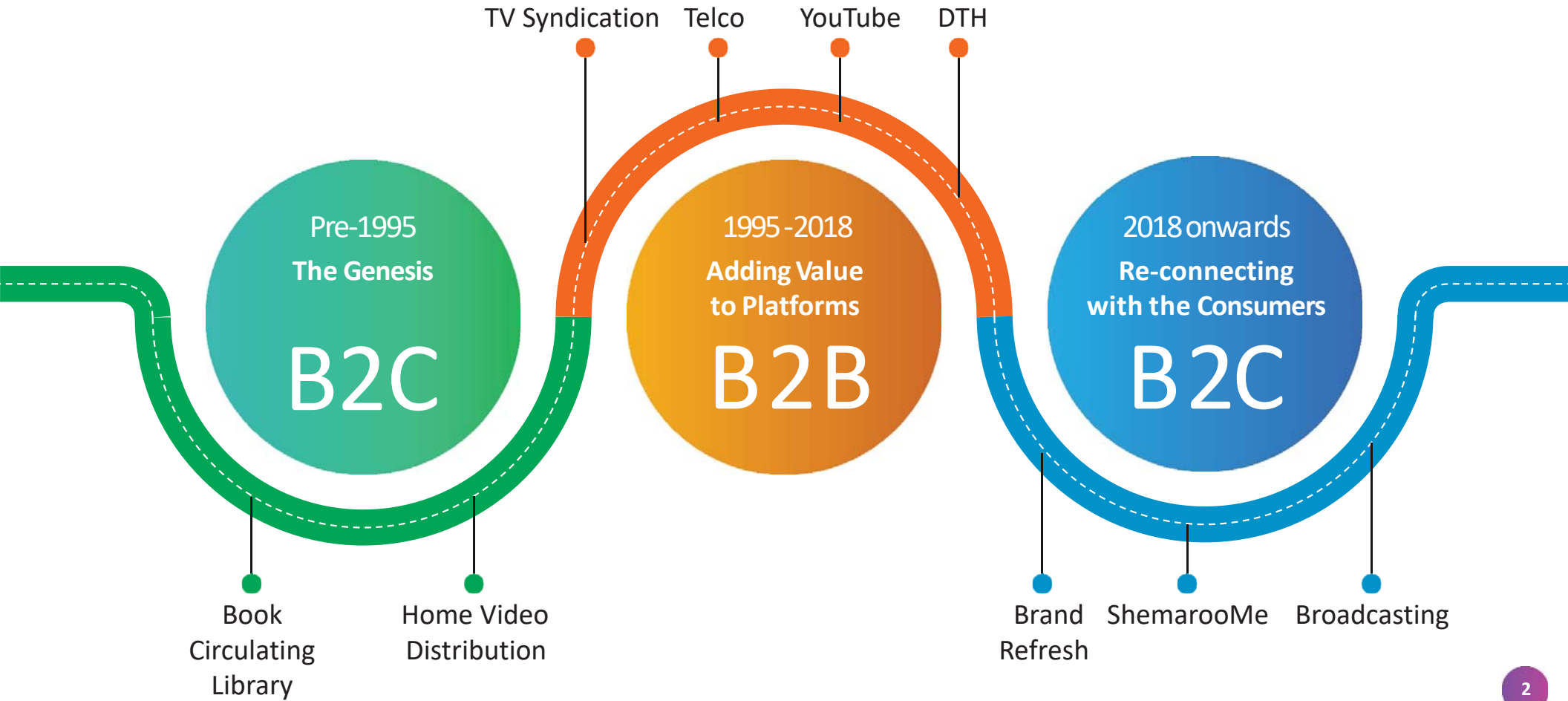


60 YEARS OF
ENTERTAINING
INDIA

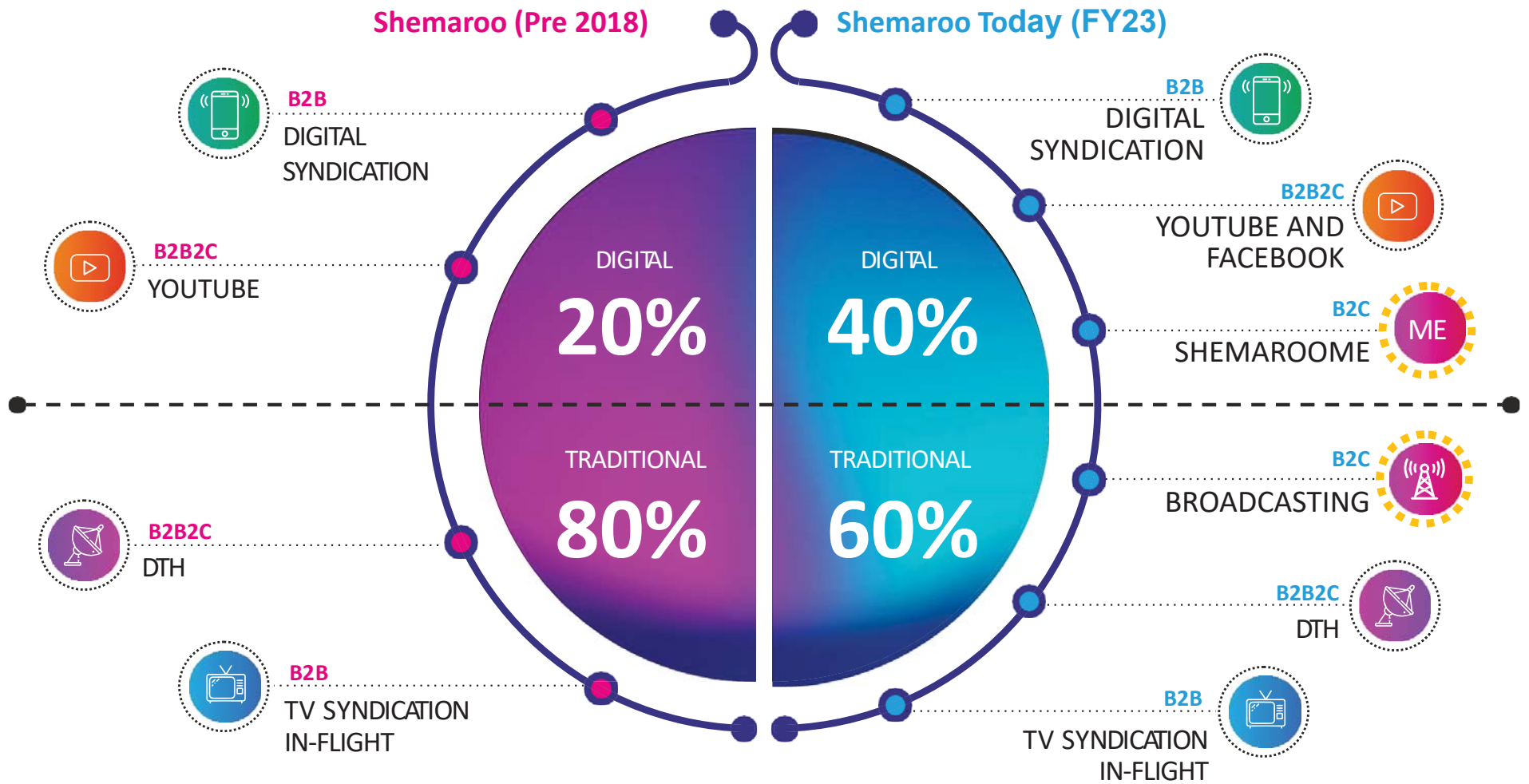
Shemaroo Entertainment Limited

INVESTOR PRESENTATION – December 2023

Evolution of Shemaroo



Shemaroo: At a Glance

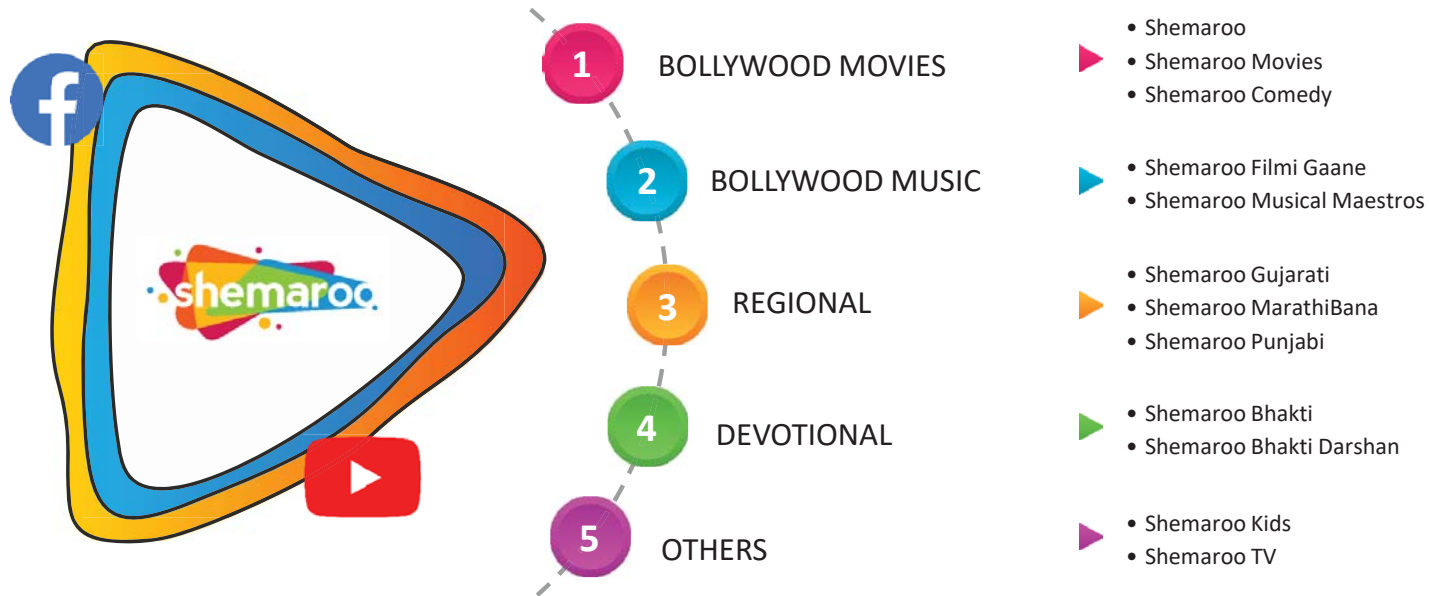


Large presence in the digital AVOD space through YouTube and Facebook



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B2B2C



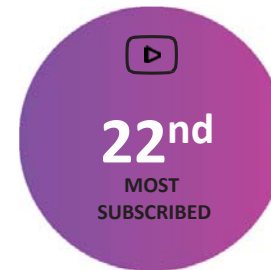
Diversified Presence



Views per day garnered



Cumulative Subscriber Base



Channel in the world 'Shemaroo Filmi Gaane'

ShemarooMe is the leading OTT for Gujarati entertainment



B2C



Launched ShemarooMe's Gujarati proposition in 2021, positioning it as a premier Gujarati-focused OTT service

CONTENT:

- Has an exciting mix of webseries, natak and movies including direct-to-OTT releases
- Offers one new fresh content piece every week
- Has more than 10 million downloads

ADDRESSABLE MARKET:

- 13-15 million Gujarati-speaking* internet households



*Gujarat, Mumbai, Rest of India and Rest of World

Growing presence in TV broadcasting with a portfolio of four channels

B2C



Shemaroo TV is a Hindi GEC channel that offers a broad spectrum of shows of multiple genres



Shemaroo Umang, a Hindi GEC channel, offers a line up of light-hearted stories targeting the masses, specifically women



Shemaroo MarathiBana is the first regional channel under the Shemaroo umbrella



Chumbak TV is a Hindi entertainment channel that offers animations shows and comedy content targeting the young Indians

Hindi GEC Genre



Addressable advertising market for Hindi general entertainment channels (GEC) genre is INR 7,000-7,500 crore



Within three years of launch, our GECs have increased their viewership share from 2% to over 7% in the Hindi GEC genre*

Marathi Genre



Addressable advertising market for Marathi genre is INR 1,200-1,500 crore



Our Marathi channel has achieved a viewership share of ~4% in the Marathi genre*

*As on Sep 2023
Source: Pitch Madison Advertising Report 2023

Built a portfolio of diverse original TV Shows



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B2C

shemaroo
उमंग

नयी उमंग
नयी कहानी
किस्मत की ललकरी
सोम - शनि रात 8 बजे

शिवणी

अधरी रस्मों की पूरी प्रेम कहानी
ग़ैब

shemaroo
TV

अपराध का अंत
CRIME WORLD

कलकत्ता की महाभारत में तुलसी के साथी
लडकी गोपाल
सोम - शनि रात 8 बजे

सोम - शनि रात 9 बजे

shemaroo
मराठीबाणा

नाथद संकर पर्वतों के अंदर ही लगीकत
जो-के-के-पती नैरुजाय
जै-भवाणी
सोम - शनि रात 8-30 बजे

तुम्हारा नावाशिवय भी अर्पण आहे
सो. प्रताप मानसी सुपिकर
सोम - शनि रात 9 बजे

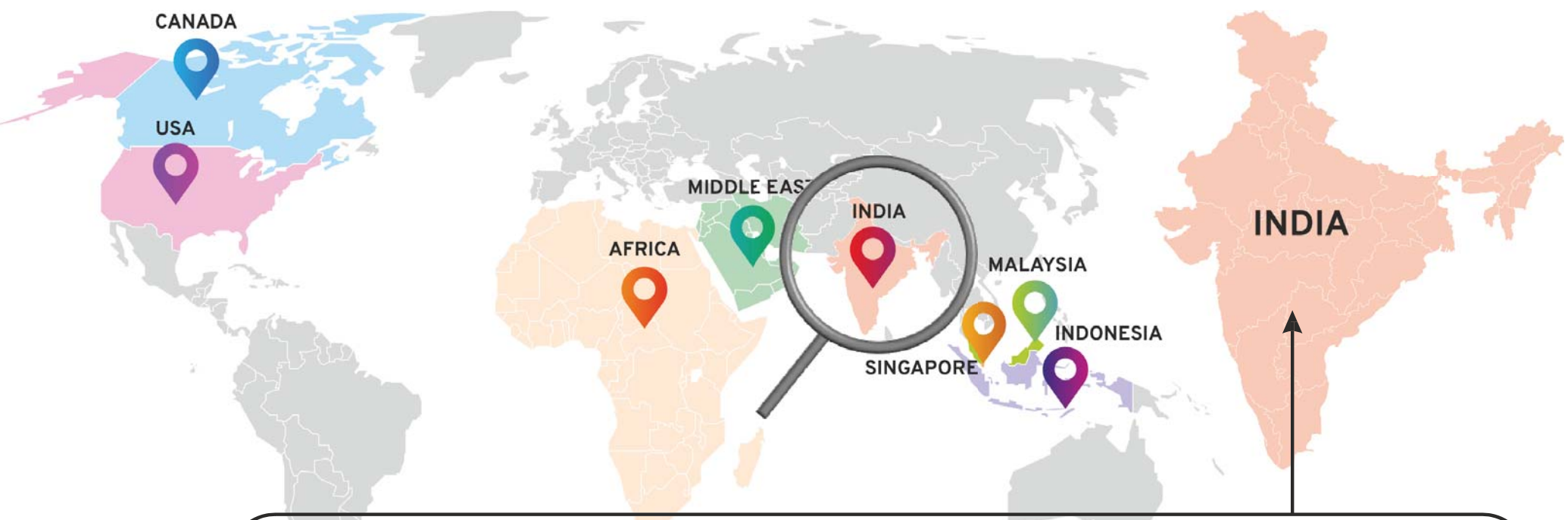


Content syndicated across most global media platforms



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B2B



TELEVISION SYNDICATION: ZEE, SONY ENTERTAINMENT TELEVISION, VIACOM 18, Disney, Star

DIGITAL SYNDICATION: JioTV, N, prime video, MXPLAYER

Taken great strides across multiple fronts on the path set out in 2018

1



DIGITAL BUSINESS RAMP-UP

Contribution of digital revenue to our topline increased from 27% in FY18 to 40% in FY23

2



BUILD TOWARDS A B2C COMPANY

Launched two B2C businesses – television channels and an OTT app

3



DERISKED BUSINESS MODEL

Significantly increased predictable revenue streams

4



PROFESSIONAL MANAGEMENT

Built a strong leadership team of professionals from the industry



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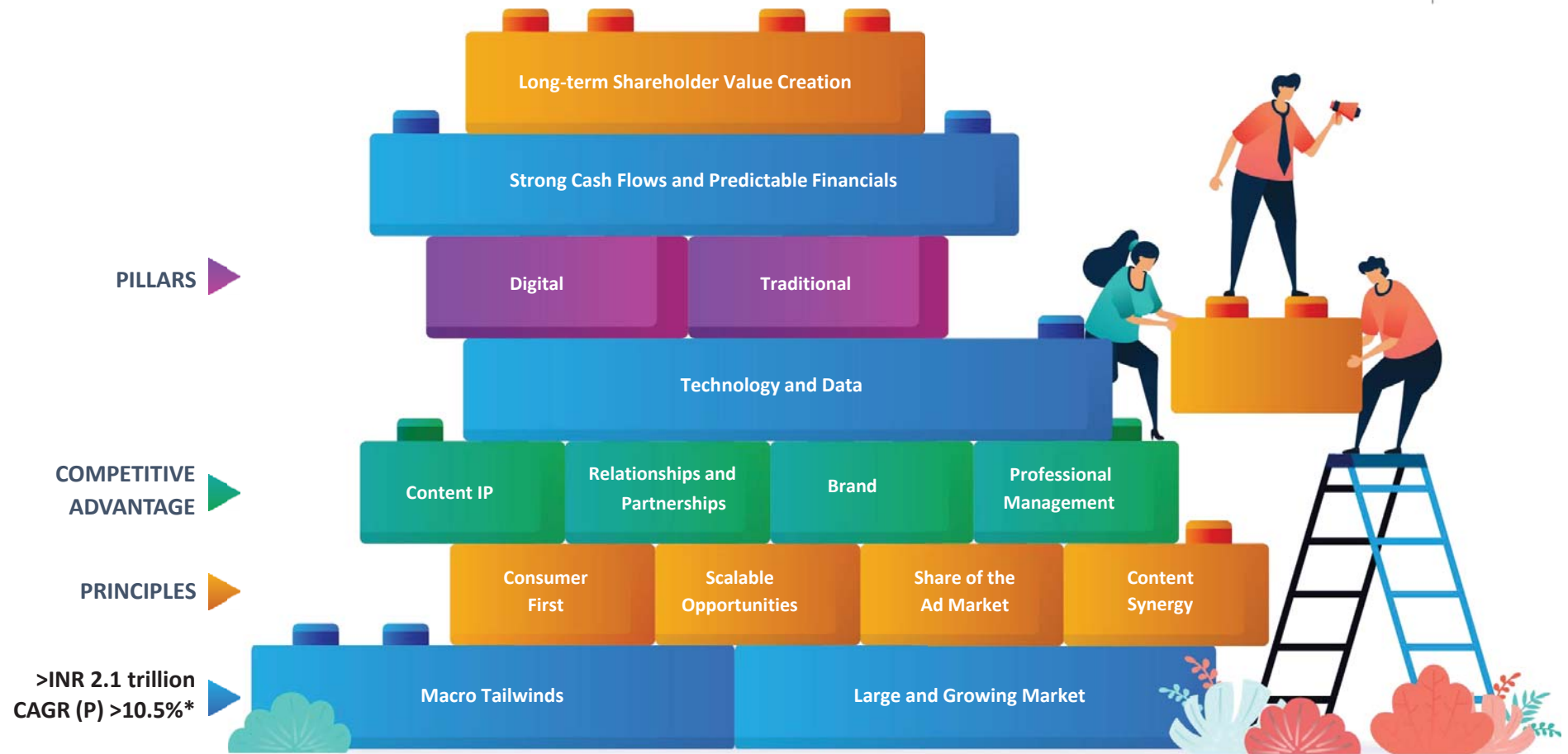
Strategy

WAY FORWARD

All the building blocks are in place

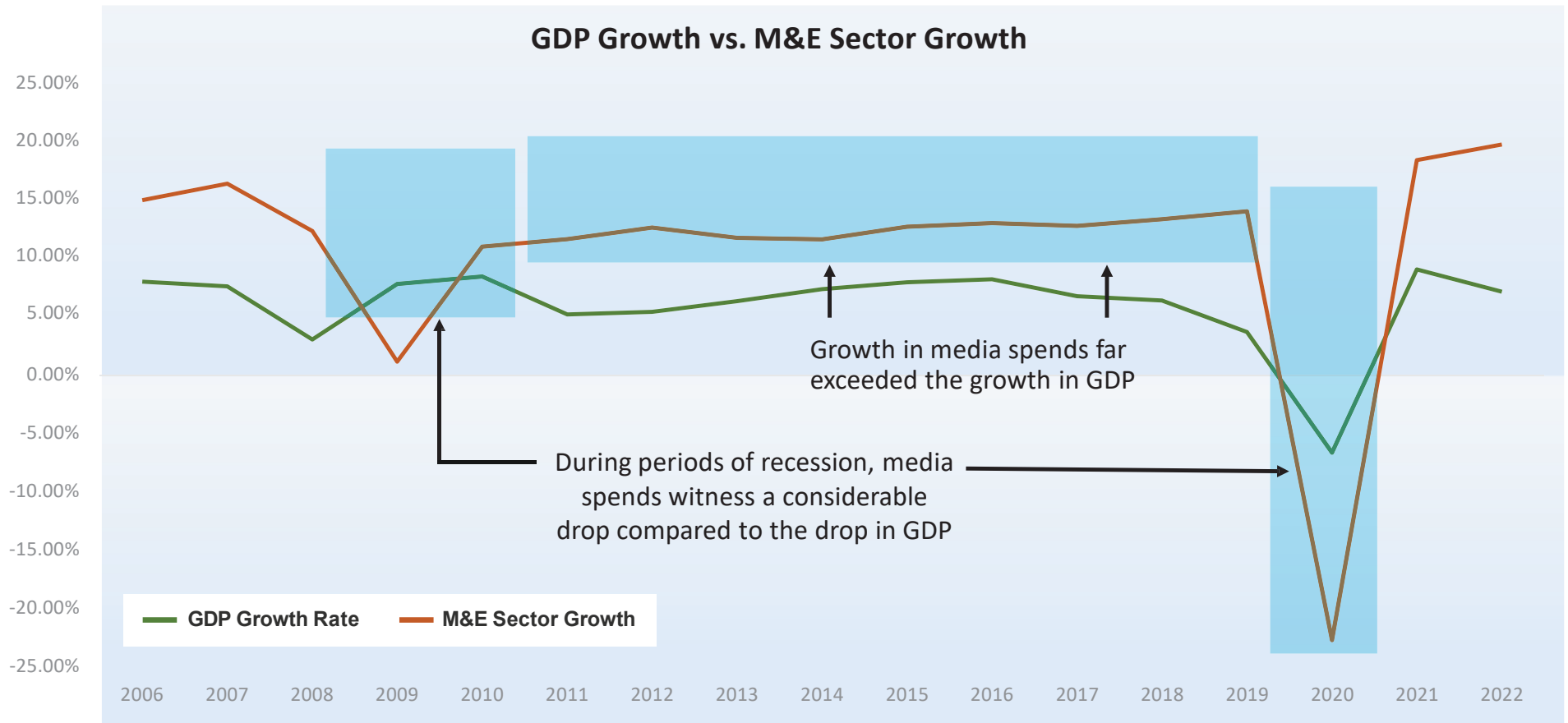


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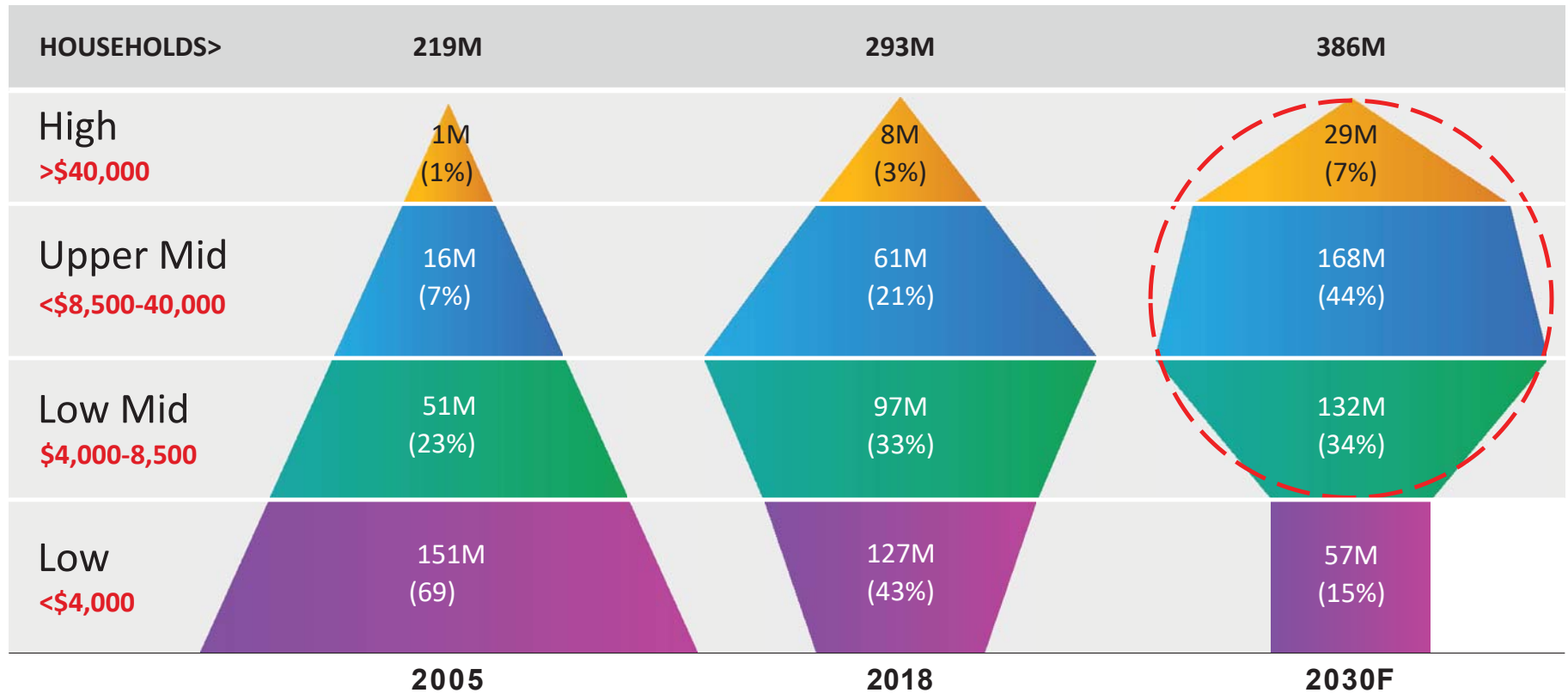
*Source: FICCI- EY

Media spends tend to mirror GDP growth / degrowth



Source: RBI, FICCI

MACRO TAILWINDS: Growing middle-class will boost both advertising as well as subscription spends



Income per HH in real terms at 2017-18 prices
Source: World Economic Forum

LARGE AND GROWING MARKET: Laid the foundation to capitalize on the growth in both television and digital media



CY 2022

CY 2025E



Subscription 7,200 + Advertising 31,900

Subscription 9,500-12,500 + Advertising 48,900

CAGR (2022-25): 10-20%

CAGR (2022-25): 15%



+ More than 3/4ths of the advertising market in 2025



Subscription 39,200 + Advertising 31,800

Subscription 42,500

Advertising 37,100

CAGR (2022-25): 3%

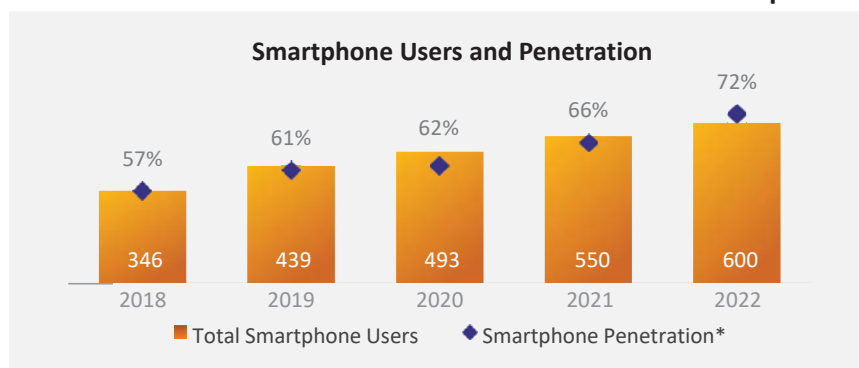
CAGR (2022-25): 5%



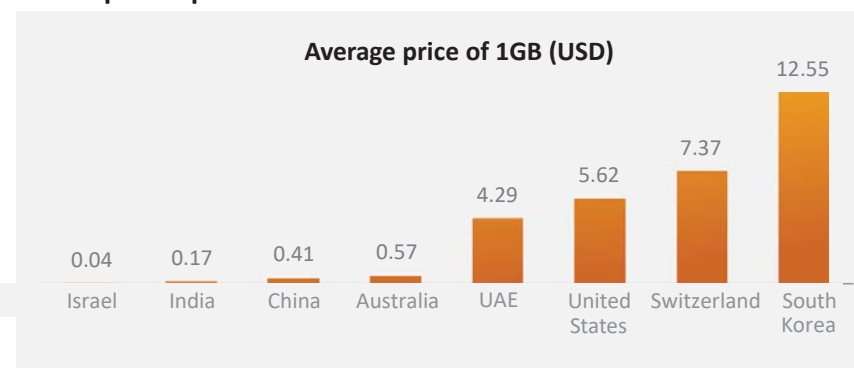
LARGE AND GROWING MARKET: Digital media will continue to grow on the back of a strong foundation of digital infrastructure and adoption



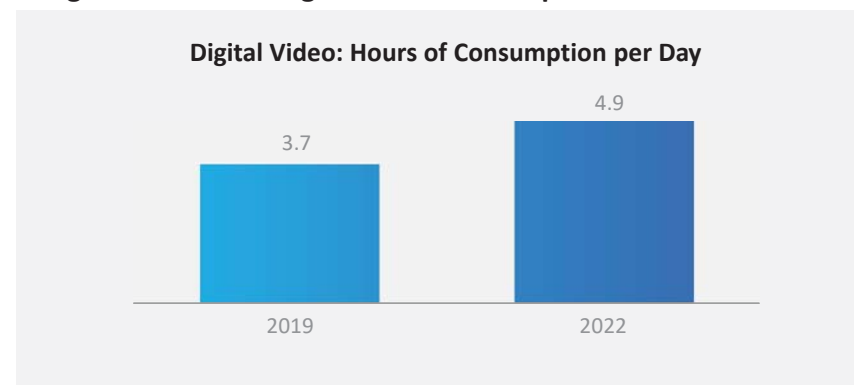
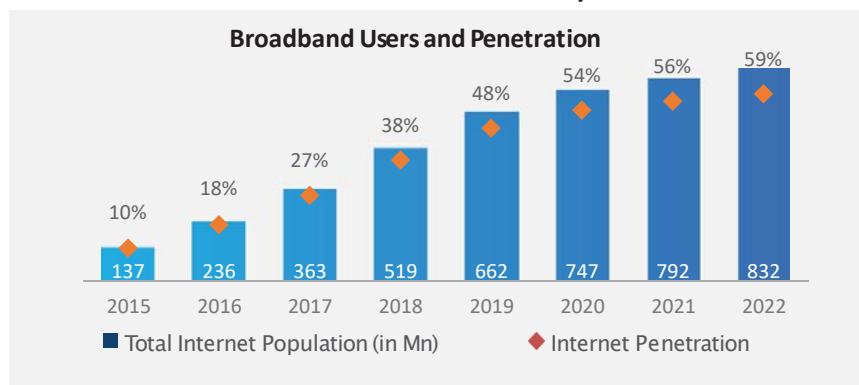
Affordable smartphones and cheap data prices



*Smartphone users as a % of total internet population



...have lead to an explosion in internet usage and given a boost to digital video consumption



LARGE AND GROWING MARKET: Despite being the largest and most mature segment in M&E, television still has headroom for growth



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Headroom for Growth

TV Dark Houses



300 Mn



210 Mn



90 Mn

Rise in rural and middle class income, benefits of village electrification and drop in TV prices to drive further TV adoption

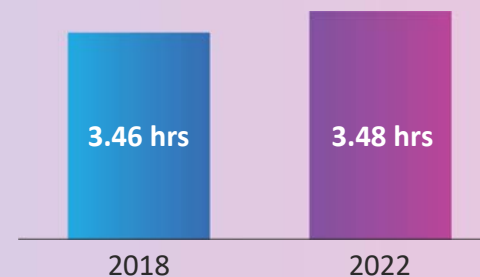
Price Arbitrage vs. Digital

	Pay TV ARPU p.m.	Digital ARPU p.m.
USA	\$40-80	\$8-12
UK	\$25-40	\$6-12
Africa	\$15-20	\$5-8
Middle East	\$15-20	\$5-12
India	\$2-5	\$3-8

TV continues to be **THE MOST ECONOMICAL** source of entertainment with viewers being spoilt for CHOICE at a low price point

Consumption Remains Strong

~Hours of Consumption Per Day



While Covid-19 led to a surge in consumption across digital screens and platforms, the TV consumption remained strong

PRINCIPLES: Foundation for our growth strategy

1



Consumer First

Consumer behaviour to consumer experiences

2



Scalable Opportunities

Focus on largest and fastest growing opportunities in the M&E industry

3



Share of the Advertising Market

Create and grow advertising-led platforms across television and digital

4

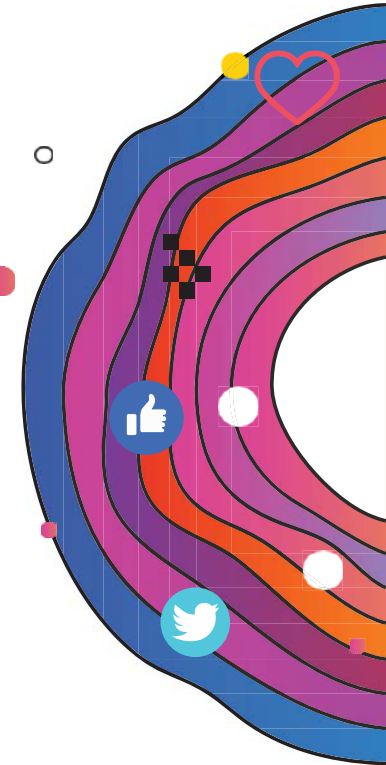


Content Synergies

Multiple platforms to monetize

COMPETITIVE ADVANTAGE:

Leveraging the strengths built over the years



TECHNOLOGY AND DATA:

Investing in strengthening digital capabilities



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**Digital Transformation at
Enterprise Level**



Data Analytics



**Early Adopters in
New-Age Tech**

DIGITAL: We have a clear three-pronged strategy for growing our digital businesses



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DIGITAL

Leading the channels of future

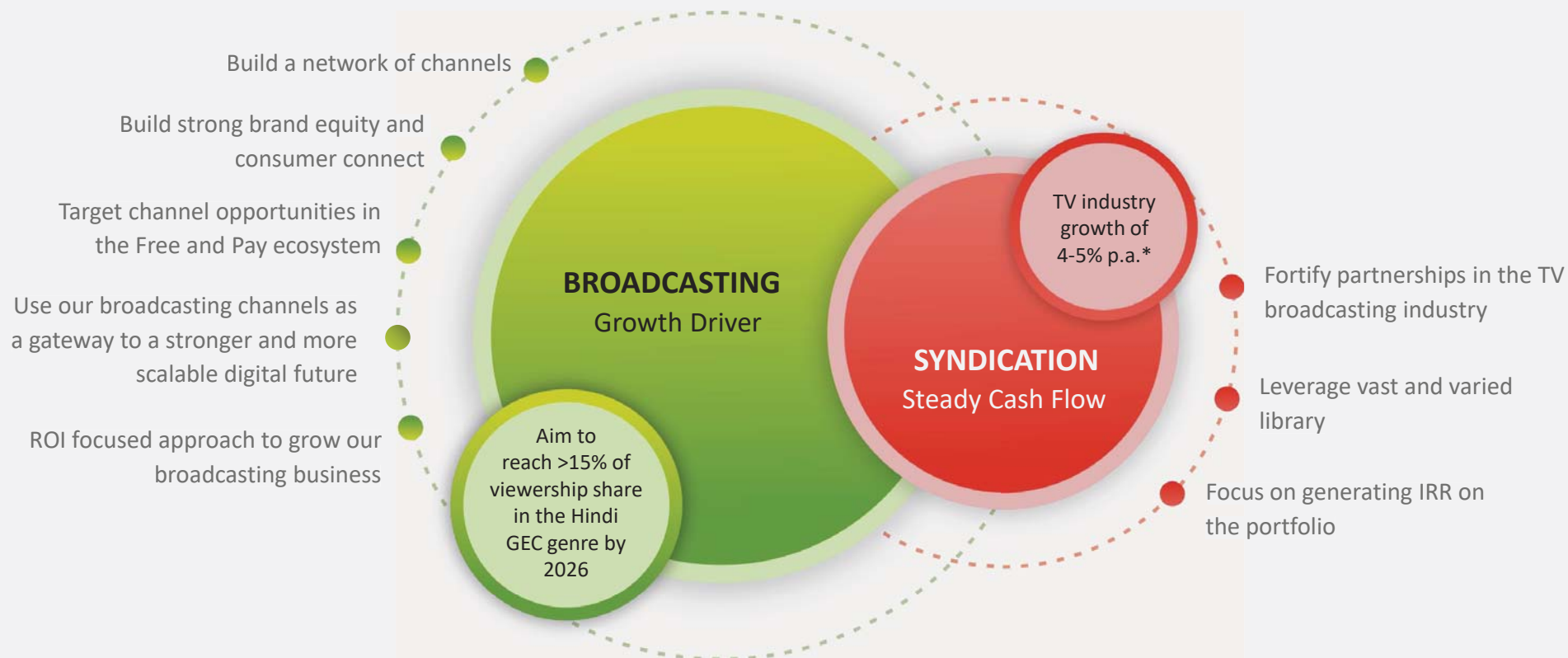


* Projected industry growth

TRADITIONAL: While broadcasting will be the growth driver, syndication will drive cash flows



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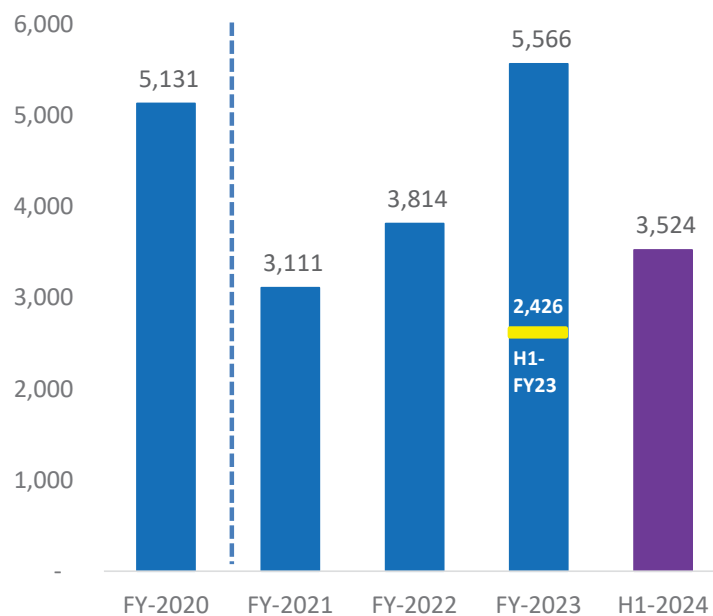
* Projected growth

STRONG CASH FLOWS AND PREDICTABLE FINANCIALS



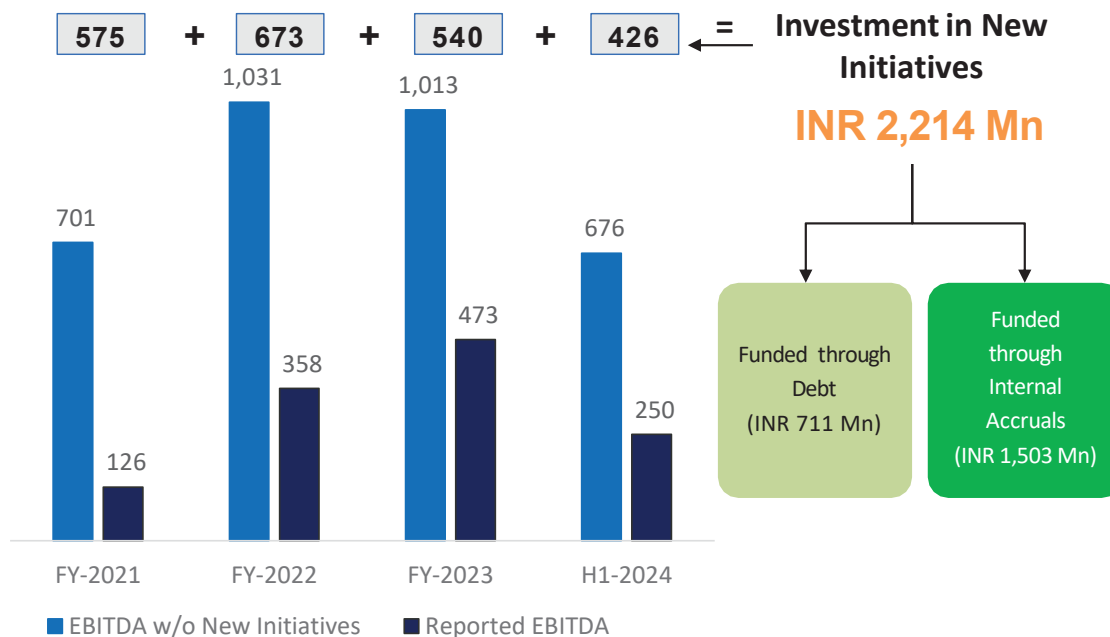
Shift in mix towards B2C has led to more predictable revenues

Operating Revenue (in INR Mn)



More than two-thirds of the investment in new initiatives FY2021 onwards been funded through internal accruals

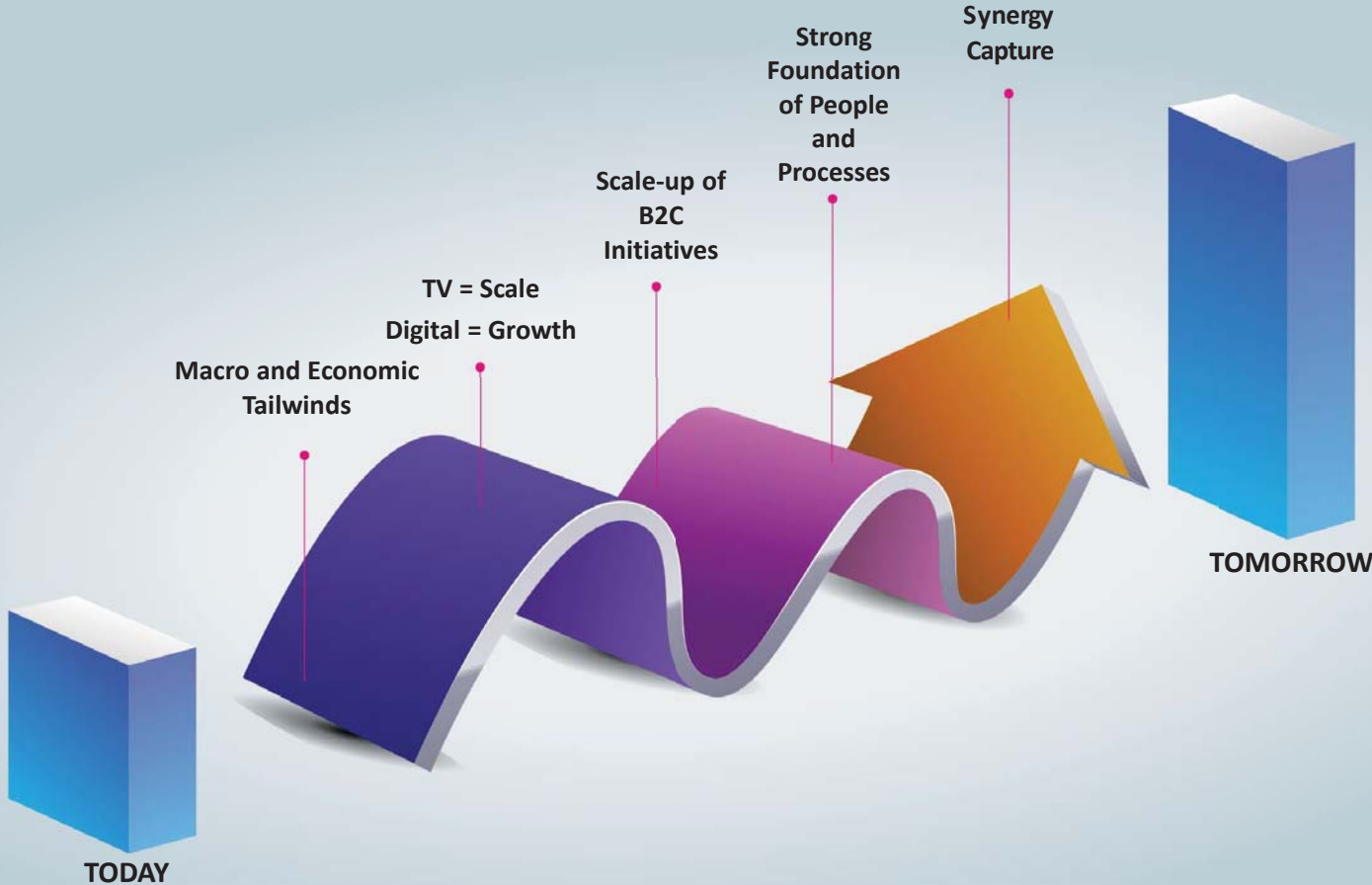
EBITDA (in INR Mn)



LEVERS FOR LONG-TERM VALUE CREATION



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THANK YOU

