



SHEMAROO ENTERTAINMENT LIMITED

Q4-FY18 / FY18

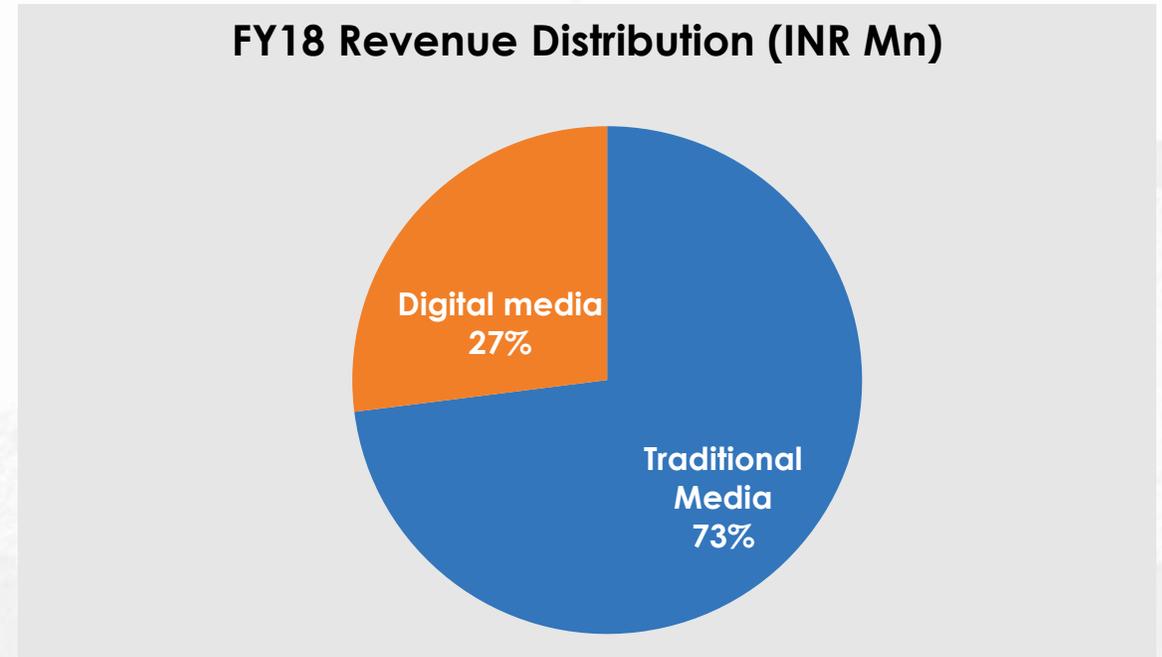
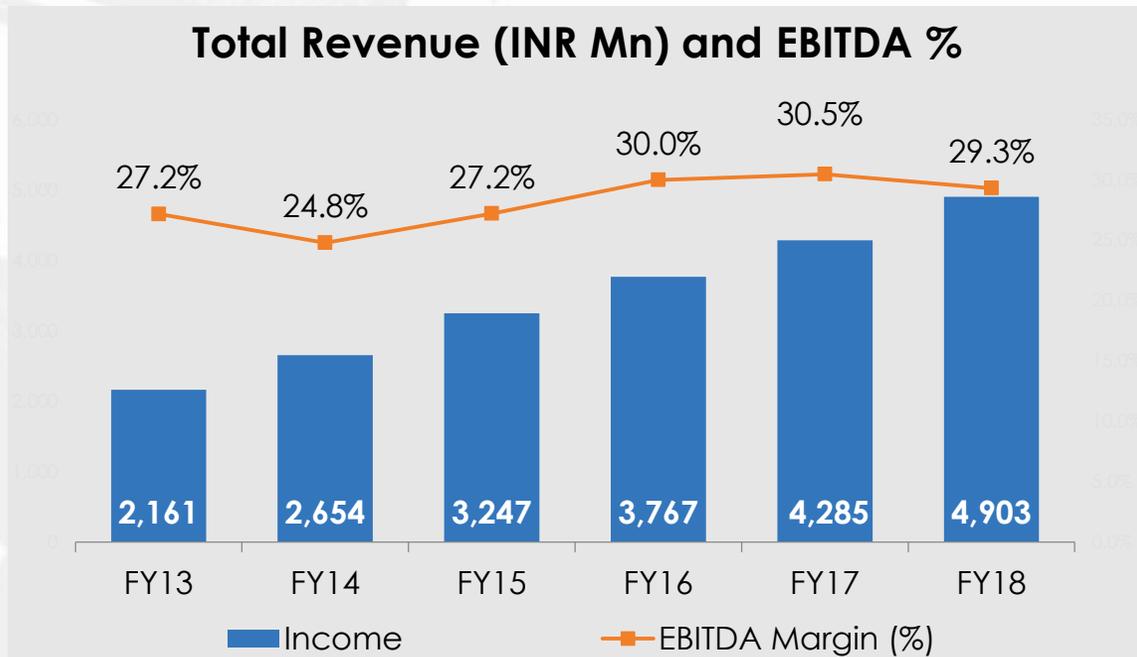
Earnings Presentation

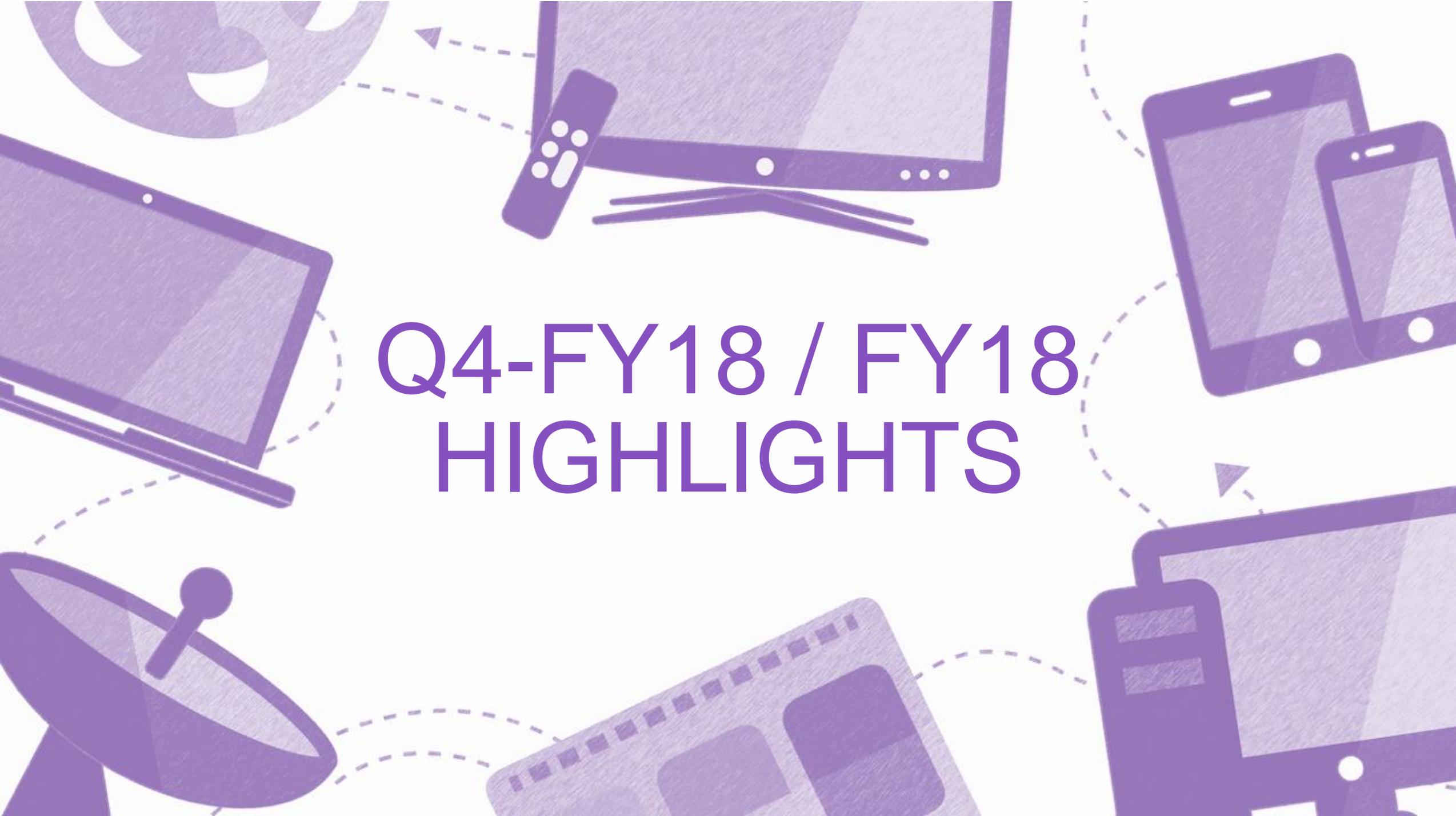


ABOUT SHEMAROO



- Founded in 1962 as a book circulating library, today Shemaroo is a leading Indian content power house with a global reach, headquartered out of Mumbai and employs over 500 people
- The Company is one of the largest independent content aggregators with a library of more than 3,500 titles, which it distributes across various existing and emerging media platforms
- Identifying that movies have the longest shelf life for television and other media content, Shemaroo pioneered the movie library syndication business by acquiring movie titles from producers and distributing it to broadcasters and other media platforms
- Shemaroo has grown multi-fold over the years, developing excellent relationships across the media industry value chain, to become one of the largest organised players in a fragmented industry.





Q4-FY18 / FY18
HIGHLIGHTS

Q4-FY18/FY18 KEY FINANCIAL HIGHLIGHTS



Q4-FY18 performance (Consolidated):

- **Total Revenue***: INR 1,188 Mn; (10.5)% QoQ; 19.6 % YoY
- **EBITDA**: INR 372 Mn; 3.3% QoQ; 15.2% YoY
- **EBITDA Margin**: 31.31%; 420 bps QoQ; (122) bps YoY
- **Net Profit**: INR 187 Mn; 5.1% QoQ 35.5 % YoY
- **Net Profit Margin**: 15.74 %; 234 bps QoQ 184 bps YoY
- **Diluted EPS**: 6.89 INR /share

FY18 performance (Consolidated):

- **Total Revenue***: INR 4,903 Mn; 14.4% YoY
- **EBITDA**: INR 1,438 Mn; 10.2% YoY
- **EBITDA Margin**: 29.32%; (114) bps YoY
- **Net Profit**: INR 712 Mn; 16.0% YoY
- **Net Profit Margin**: 14.52%; 19 bps YoY
- **Diluted EPS**: 26.18 INR /share

* - Includes Other Income

DIVISIONAL BREAKUP (CONSOLIDATED):

INR Mn	Q4-FY18	Q4-FY17	YOY Growth	FY18	FY17	YOY Growth
Digital Media	347	247	40.5%	1,305	923	41.3%
Traditional Media	836	739	13.1%	3,581	3,332	7.5%
Income from Operations	1,183	986	20.0%	4,886	4,255	14.8%

KEY OPERATIONAL HIGHLIGHTS

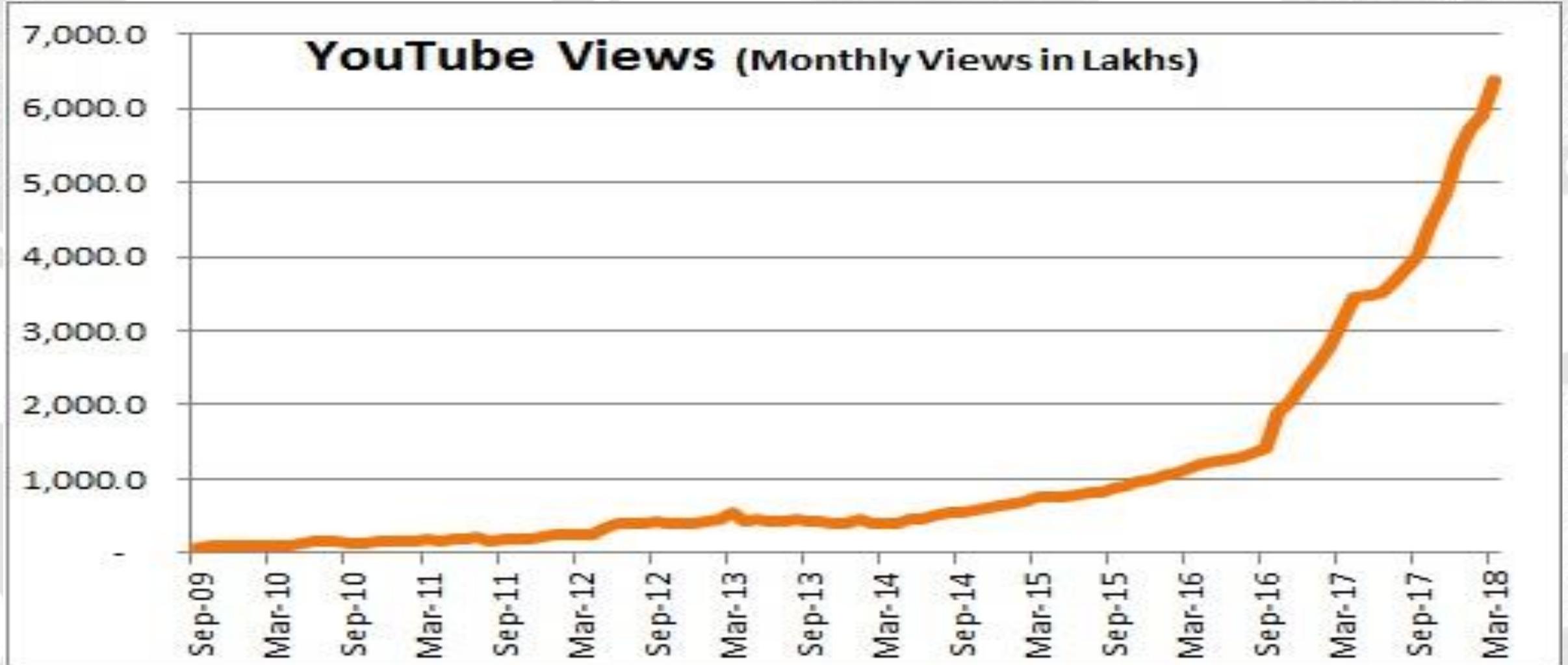


- With a clear focus on strengthening the organisation for the next phase of development, few changes in the leadership structure have been implemented:
 - Hiren Gada becomes the Chief Executive Officer (CEO) in addition to his original role as the CFO. He will lead the firm through its next phase of growth
 - Kranti Gada becomes the Chief Operating Officer (COO). She will lead the revenue function of the company to drive extensive and sustainable growth
 - Jai Maroo moves on to a new role to focus on the Organizational transformation and excellence
- Signed a content deal with Airtel Wynk Music
- Crossed 3 Bn cumulative views on our YouTube channel 'ShemarooEnt'
- Crossed 8 Mn subscribers on our YouTube channel 'FilmiGaane'
- Crossed 1 Mn subscribers on our YouTube channel 'Shemaroo Movies'
- Some brands have pulled their advertising out from YouTube since some of their ads were shown next to hateful and offensive content. As a result, YouTube has implemented stricter brand safety guidelines and therefore the overall monetisation of content on YouTube has been impacted
- Marathi language Service launched with Videocon d2h & Dish TV in March 2018
- Classic Cinema Service launched with Videocon d2h in February 2018
- Acquired the live streaming rights for Shani Shignapur in Maharashtra and Ajmer Sharif in Rajasthan for digital and traditional platforms

KEY OPERATIONAL HIGHLIGHTS



YouTube Monthly Views Graph till March 2018:



Q4-FY18 CONSOLIDATED INCOME STATEMENT (IndAS)



Particulars (INR Mn)	Q4-FY18	Q3-FY18	Q-o-Q	Q4-FY17	Y-o-Y
Revenue from Operations	1,184	1,326	(10.7)%	986	20.1%
Other Income	4	2	100.0%	7	(42.9)%
Total Revenue	1,188	1,328	(10.5)%	993	19.6%
Total Expenses	816	968	(15.7)%	670	21.8%
EBITDA	372	360	3.3%	323	15.2%
EBITDA Margin (%)	31.31%	27.11%	420 Bps	32.53%	(122) Bps
Depreciation	13	13	NA	11	18.2%
Finance Cost	71	71	NA	99	(28.3)%
PBT	288	276	4.3%	213	35.2%
Tax	104	96	8.3%	75	38.7%
PAT	184	180	2.2%	138	33.3%
Minority Interest & Share of profit/ (loss) in associate company	3	(2)	NA	-	NA
PAT after adjustments	187	178	5.1%	138	35.5%
PAT Margin (%)	15.74%	13.40%	234 Bps	13.90%	184 Bps
Comprehensive Income	4	-	NA	-	NA
Total Profit including Comprehensive Income(Net of tax)	191	178	7.3%	138	38.4%
Diluted EPS	6.89	6.55	5.2%	5.07	35.9%

FY18 CONSOLIDATED INCOME STATEMENT (IndAS)



Particulars (INR Mn)	FY18	FY17	Y-o-Y
Revenue from Operations	4,886	4,255	14.8%
Other Income	17	30	(43.3)%
Total Revenue	4,903	4,285	14.4%
Total Expenses	3,465	2,980	16.3%
EBITDA	1,438	1,305	10.2%
EBITDA Margin (%)	29.32%	30.46%	(114) Bps
Depreciation	51	43	18.6%
Finance Cost	307	324	(5.2)%
PBT	1,080	938	15.1%
Tax	367	342	7.3%
PAT	713	596	19.6%
Minority Interest & Share of profit/ (loss) in associate company	(1)	18	NA
PAT after adjustments	712	614	16.0%
PAT Margin (%)	14.52%	14.33%	19 Bps
Comprehensive Income	3	-	NA
Total Profit including Comprehensive Income(Net of tax)	715	614	16.4%
Diluted EPS	26.18	22.60	15.8%

CONSOLIDATED BALANCE SHEET (IndAS)



Equity and Liabilities (INR Mn)	FY18	FY17
Shareholders Fund		
Share Capital	272	272
Other Equity	4,692	3,992
Total Equity	4,964	4,264
Non controlling interest	(31)	(32)
Non Current Liabilities		
Long Term borrowings	21	131
Deferred tax liabilities	36	65
Long term provisions	16	10
Total Non-Current Liabilities	73	206
Current Liabilities		
Short Term Borrowings	1,858	2,541
Trades payables	181	190
Other Financial Liabilities	136	320
Other Current Liabilities	28	70
Short Term Provisions	139	246
Total Current Liabilities	2,342	3,367
Total	7,348	7,805

Assets (INR Mn)	FY18	FY17
Non Current Assets		
Fixed Assets		
Property, Plant & Equipment	323	337
Intangible assets	10	11
Investments	101	72
Long Term Loan and Advances		68
Other Financial Assets	3	3
Other Non Current Assets	31	35
Total Non-Current Assets	468	526
Current Assets		
Inventories	5,297	5,004
Trade Receivables	1,406	1,906
Cash and cash equivalents	13	19
Short Term loan and advances	4	3
Other Current Assets	160	347
Total Current Assets	6,880	7,279
Total	7,348	7,805

DIGITAL MEDIA



Shemaroo was one of the early Indian media companies to syndicate its library in the high growth digital media platforms, thereby gaining early mover advantage

- The company caters to all types of revenue models like pay per transaction, subscription, advertisement supported (free to consumer) etc.
- Due to its large library ownership Shemaroo has the ability to slice and dice content and package it in different ways that are more suited for the digital media platforms.

Digital Media Presence

Internet and OTT

- Shemaroo has agreements with various internet video platforms like YouTube, Hotstar, Reliance Jio, Apple iTunes, Google Play, YuppTV, etc.

Mobile Value Added services (MVAS) / Mobile Internet

- The company has agreements with major telecom operators, namely Airtel, Vodafone, Idea, etc.
- Shemaroo distributes imagery, videos, full songs, live streaming etc. under MVAS through both operator branded portals as well as its own branded portals

Internet

YouTube

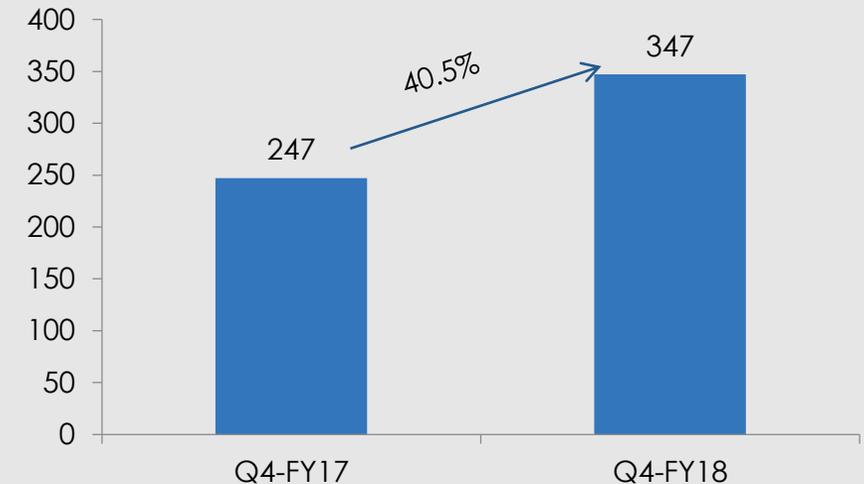
Hotstar

MVAS

Airtel

Vodafone

Q4-FY18 Digital Media Performance



FY18 Digital Media Performance



TRADITIONAL MEDIA



Traditional Media Includes – Television Syndication, Home Entertainment, and Others

Television Syndication:

- Shemaroo has a diverse content library which it syndicates rights to various Satellite Channels, Cable & Terrestrial Networks
- Considering the vast and diverse library of Shemaroo, it can be easily assumed that most broadcasting channels would have some content syndicated from Shemaroo at sometime or the other

Subscription Based Services:

- In partnership with major DTH and Cable operators, Shemaroo has launched subscription-based, ad-free content services across various genres like Movies, Devotion, Comedy and Regional

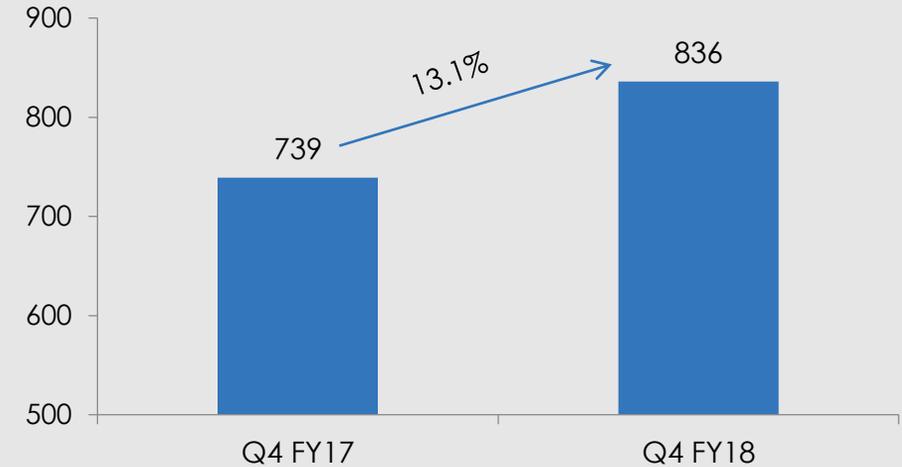
Home Entertainment:

- The Home Entertainment business has helped Shemaroo to garner the legacy of becoming a nationwide well known and accepted brand
- Has successfully migrated from one content format to another (Video VHS to VCD to DVD to Blu-Ray)

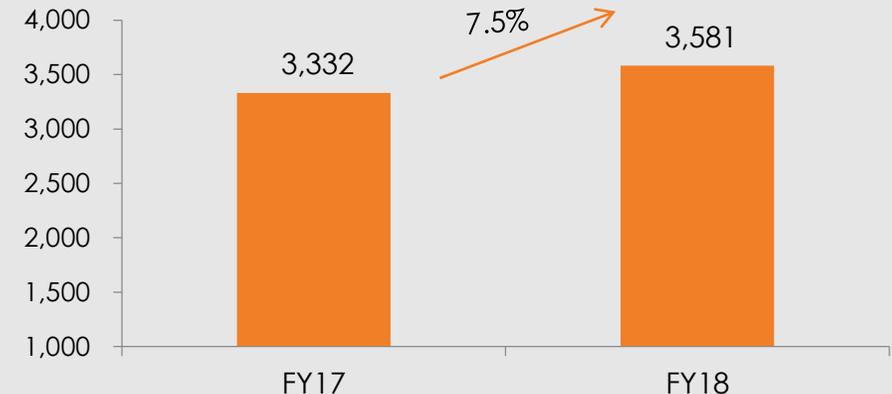
Other Media:

- Shemaroo also distributes its contents to other media platforms like Airborne rights for In-flight entertainment, Overseas, International Film festivals, etc.
- The company has a market presence in USA, UK, Canada, UAE, Australia, East Europe, Singapore and North Africa

Q4-FY18 Traditional Media Performance



FY18 Traditional Media Performance



HISTORICAL CONSOLIDATED INCOME STATEMENT (iGAAP)



Particulars (INR Mn)	FY13	FY14	FY15	FY16
Revenue from Operations	2,147	2,646	3,234	3,751
Other Income	14	13	13	16
Total Revenue	2,161	2,659	3,247	3,767
Total Expenses	1,574	2,003	2,366	2,675
EBITDA	587	657	881	1,092
EBITDA Margin (%)	27.16%	24.71%	27.13%	28.99%
Depreciation	30	30	37	37
Finance Cost	183	192	212	228
PBT	374	435	632	827
Tax	128	165	222	307
PAT	247	270	410	520
Share of profit/ (loss) in associate company	(11)	1	(1)	1
PAT after adjustments	236	272	409	521
PAT Margin (%)	10.92%	10.23%	12.60%	13.89%
Diluted EPS	12.42	13.68	17.35	19.18

HISTORICAL CONSOLIDATED BALANCE SHEET (iGAAP)



Equity and Liabilities (INR Mn)	FY15	FY16
Shareholders Fund		
Share Capital	272	272
Reserves and Surplus	2,902	3,377
Net worth	3,174	3,649
Minority Interest		(8)
Non Current Liabilities		
Long Term borrowings	3	229
Deffered tax liabilities	68	67
Long tem provisions	5	7
	76	303
Current Liabilities		
Short Term Borrowings	1,054	1,544
Trades payables	165	105
Other Current Liabilities	339	395
Short Term Provisions	77	139
	1,635	2,183
Total	4,885	6,127

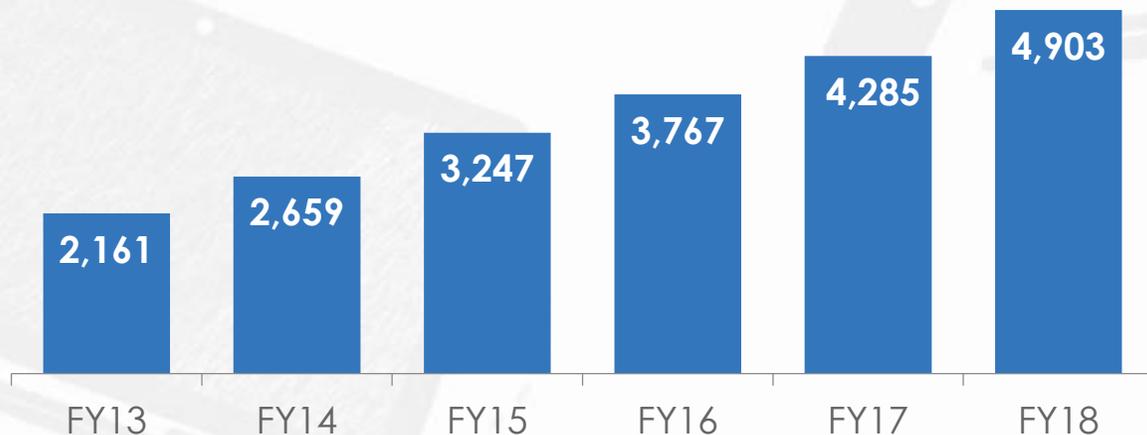
Assets (INR Mn)	FY15	FY16
Non Current Fixed Assets		
Fixed Assets		
Tangible Assets	287	285
Intangible assets	8	11
Capital WIP	-	14
Total Fixed Assets	295	310
Non Current Investments	168	81
Long Term Loan and Advances	71	65
Trade receivables	-	-
Other Non Current Assets	1	28
	240	485
Current Assets		
Inventories	2,887	3,876
Trade Receivables	1,268	1,069
Cash and cash equivalents	25	19
Short Term loan and advances	170	13
Other Current Assets	-	665
Total	4,885	6,127

HISTORICAL CONSOLIDATED FINANCIAL CHARTS



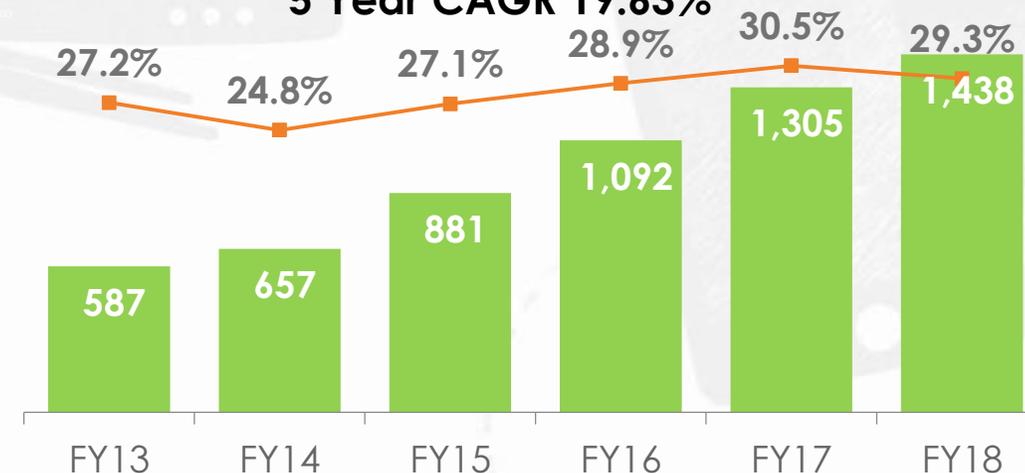
Total Income (INR Mn)

5 Year CAGR 17.8 %



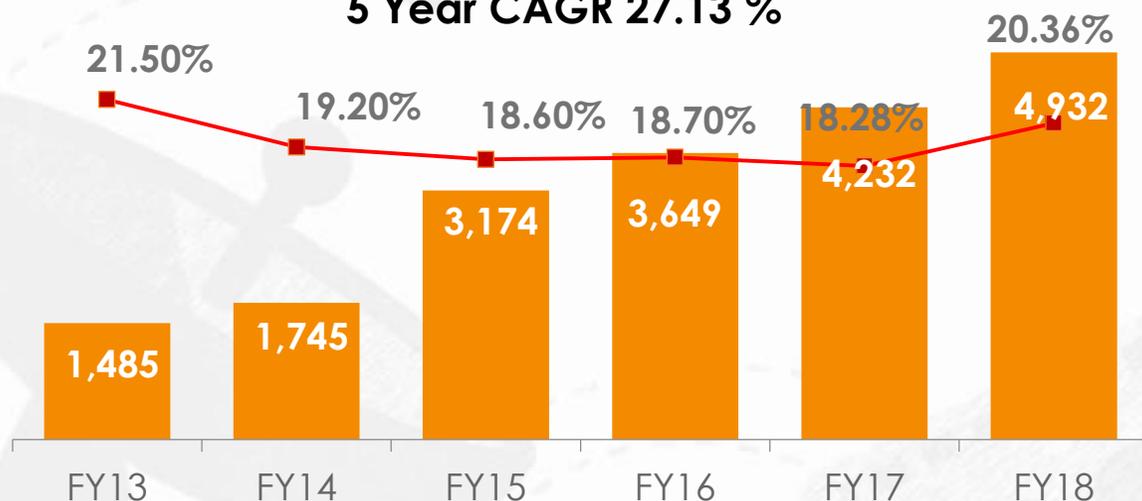
EBITDA (INR Mn) and EBITDA Margin (%)

5 Year CAGR 19.63%



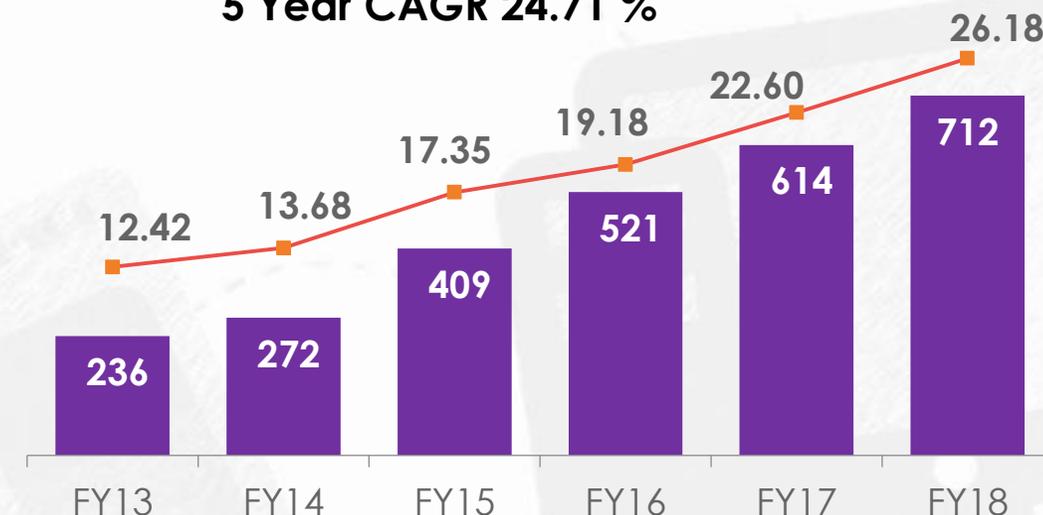
Net Worth (INR Mn) and ROCE (%)

5 Year CAGR 27.13 %

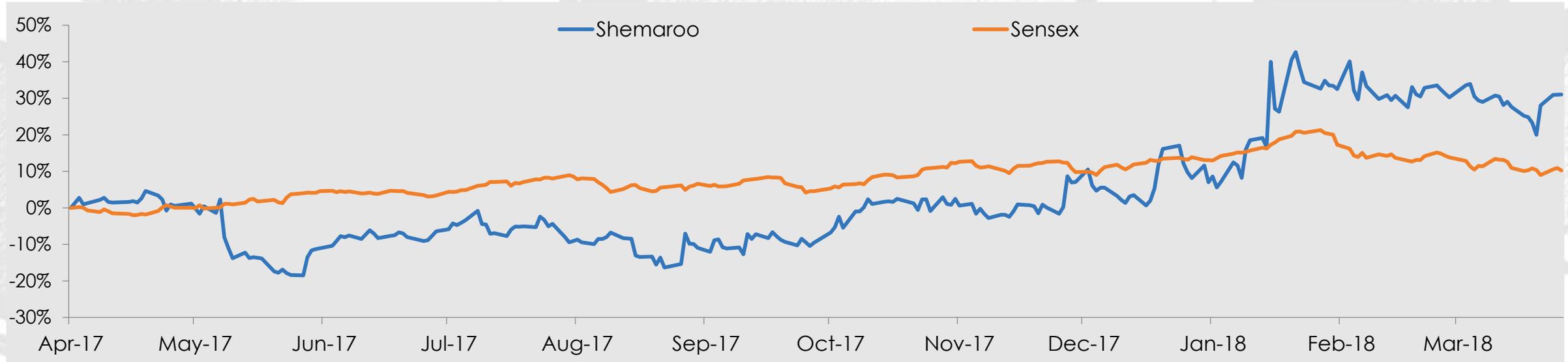


PAT (INR Mn) and EPS

5 Year CAGR 24.71 %



CAPITAL MARKET

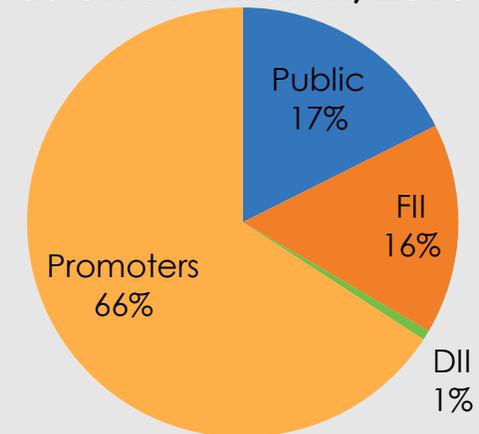


Price Data (As of 31st March, 2018)

INR

Face Value	10
Market Price	515.6
52 Week H/L	595.00/316.55
Market Cap (INR Mn)	14,015
Equity Shares Outstanding (Mn)	27.18
1 Year Avg. Trading Volume ('000)	32.87

Shareholding Pattern as on 31st March, 2018



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