

October 24, 2024

National Stock Exchange of India Limited Exchange Plaza, 5 th Floor Plot No. C/1, G Block; Bandra (East) Mumbai 400 051			BSE Limited Corporate Relationship Department Phiroze Jeejeebhoy Towers Dalal Street; Fort, Mumbai 400 001		
Equity	Scrip Code	RADIOCITY	Equity	Scrip Code	540366
	ISIN	INE919I01024		ISIN	INE919I01024
NCRPS	Scrip Code	RADIOCITY	NCRPS	Scrip Code	717504
	ISIN	INE919I04010		ISIN	INE919I04010

Sub: Press Release

Dear Sir/Ma'am,

In accordance with Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith the Press Release of the Company in respect to Un-Audited Financial Results of the Company for the second quarter and half year ended September 30, 2024 of the Financial Year 2024-25.

The aforesaid Press Release is also available on the website of the Company <https://www.radiocity.in>

Kindly take the above on your record.

Thanking you
For Music Broadcast Limited

Arpita Kapoor
Company Secretary and Compliance Officer

Encl: as above



Music Broadcast Limited

Q2FY25 PERFORMANCE HIGHLIGHTS

Revenue

Rs.55 Crs

EBITDA

Rs.10 Crs

Adjusted PAT*

Rs. 0.1 Crs



Commenting on the results Mr. Shailesh Gupta, Director said:

“In the first half of the year, Radio City has shown resilience with an 8% year-on-year revenue growth, reaching Rs. 114 crores, and an EBITDA of Rs. 25 crores with margins at 22%. While the industry faced a slowdown due to a slow start to festive demand, we are encouraged by the business recovery in the latter part of the quarter.

Despite these challenges, we successfully maintained our market share at 19%, reflecting our commitment to executing diverse strategies that strengthen our position in the radio industry.

A significant part of our strategy involves investing in digital initiatives. We have made substantial strides in this area, including the launch of India’s first 24x7 video channel for a radio station on Jio TV, which has broadened our audience engagement. Additionally, our SMINCO platform is transforming influencer marketing with data-driven strategies, while Muzartdisco is expanding our music distribution to over 100 countries. Our Happydemic service continues to provide hyper-personalized musical solutions, and our exclusive Spotify partnership is actively growing in four states.

Our digital business has achieved remarkable growth of 33% year-on-year, underscoring our focus on content creation, distribution, and audience engagement. This growth positions us well as we adapt to the evolving media landscape.

We are proud to be the preferred choice for advertisers, with 38% of the industry’s client base choosing Radio City and 30% of new clients opting for our platform. This reflects the strength of our brand and the effectiveness of our marketing initiatives.

The organisation culture and initiatives resonated with employees leading us to be ranked in Top 10 India’s Best Workplaces for Millennials – 2024. We also ranked 33 in Best Workplace in Asia – 2024.

As we look to the future, we remain dedicated to driving sustainable growth and delivering value to our stakeholders. Our commitment to innovation and agility will allow us to capitalize on emerging opportunities and address the challenges we face in this dynamic environment.”

About Music Broadcast Limited:

Radio City, a subsidiary of Jagran Prakashan Ltd. under Music Broadcast Limited (MBL), is India's first private FM radio broadcaster with over two decades of experience. With 39 stations across 12 states and 1 Union Territory, Radio City reaches 62% of India's FM population, engaging 69 million weekly listeners (Source: AZ Research 2019). Its digital presence extends through www.radiocity.in

Driven by its brand philosophy "Rag Rag Mein Daude City," Radio City has pioneered unique and impactful content that resonates with city pride. The launch of #CityKiNayiVibe aims to connect with Gen Z through a fresh, modern sound. Popular IPs like 'Babber Sher,' 'Joke Studio,' and 'Love Guru' have become listener favourites. The station also champions independent music with the 'Radio City Freedom Awards' and provides a platform for emerging talent through 'Radio City Super Singer,' the first radio singing talent hunt, ongoing for 14 years. Additionally, 'Radio City Business Titans' was introduced in 2022 to honour excellence in Indian businesses.

Radio City has embraced 'Radigitalization,' integrating radio with digital technology for a seamless experience. This includes AI-driven RJ Sia, who offers personalized, dynamic content, and RC Studio, a 24/7 video channel that blends video and audio, expanding Radio City's reach and engagement.

Radio City has earned over 217 awards from prestigious platforms such as New York Festivals, ACEF Global, and India Radio Forum. In 2022, Music Broadcast Limited received 'India's Best Company of the Year 2022' from Berkshire Media. Radio City has consistently ranked as a top workplace in the Great Place To Work survey. In 2024, it was named the 7th Best Workplace in India and the Best Workplace for Millennials, while ranking 33rd in Asia and 1st in the Media sector. Previously, Radio City was recognized among India's Top 75 Workplaces for Women in 2019 and achieved 4th place for Best Large Workplaces in Asia in 2020. Known for its vibrant culture, Radio City embodies trust, pride, and camaraderie, offering an exceptional workplace experience for all employees.

For more information, please contact

Company:

Music Broadcast Limited



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Safe Harbour Statement:

Statements in this document relating to future status, events, or circumstances, including but not limited to statements about plans and objectives, the progress and results of research and development, potential product characteristics and uses, product sales potential and target dates for product launch are forward-looking statements based on estimates and the anticipated effects of future events on current and developing circumstances. Such statements are subject to numerous risks and uncertainties and are not necessarily predictive of future results. Actual results may differ materially from those anticipated in the forward-looking statements. The company assumes no obligation to update forward-looking statements to reflect actual results, changed assumptions or other factors.