

November 1, 2017

1. <b>National Stock Exchange of India Ltd.</b> Exchange Plaza, 5 <sup>th</sup> Floor Plot No. C/1, G Block; Bandra (East) Mumbai 400 051  NSE Scrip Code: RADIOCITY ISIN: INE919I01016	2. <b>BSE Limited</b> Corporate Relationship Department Phiroze Jeejeebhoy Towers Dalal Street; Fort Mumbai 400 001 BSE Scrip Code: 540366 ISIN: INE919I01016
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Dear Sirs,

**Sub: Intimation to Stock Exchange - Press Release in connection with the Un-Audited Financial Results for the quarter and half year ended September 30, 2017**

We are attaching herewith a copy of Press Release in connection with the captioned results.

Kindly take the above on record and oblige.

Yours faithfully  
For Music Broadcast Limited



Chirag Bagadia  
Company Secretary and Compliance Officer



Encl: a/a

## Earnings Release

### **MBL Reports Double Digit Revenue Growth in yet another Quarter**

- ✓ Maintained EBITDA Margin at 32% and PAT Margin at 17%

**Mumbai, November 1, 2017;** Music Broadcast Limited (MBL), India's 1<sup>st</sup> Private FM Radio Broadcaster, has reported its unaudited Financial Results for the Quarter and Half Year ended September 30, 2017 and has yet again continued its stellar growth rate of delivering 10% top line.

- **Key Highlights – Q2 :**

- Double digit revenue growth at 10% YOY
- EBITDA Margin is at 32%
- Listener Market Share in Bengaluru & Mumbai at 25% & 14% respectively
- Equal revenue growth from 28 Legacy Stations and 11 New Stations
- Value Driven growth in Legacy Stations and volume driven in New Stations
- Radio City Super Singer – Witnessing participation of ~ 6 Lac across all 39 Markets
- Radio City Cine Awards Tamil – Approx 7 million votes
- Radio City Reigns the awards season 2017 – Won 44 Awards Nationally & Internationally
- Radio City's exclusive tie-up with Apple Music
- Radio City partnered with LMRC (Lucknow Metro Rail Corporation)

- **Key Highlights – H1 :**

- Double digit revenue growth at 11%
- EBITDA Margin is at 32%
- Right Strategy of Market Positioning gave us stupendous growth in-spite of the current macro-economic scenario

Commenting on the results **Ms. Apurva Purohit, Director** said: “Despite strong headwinds, our Company has continued its double digit growth performance in Q2 at 10% as well as in H1 at 11% in the first half of FY18. Our EBITDA margin is consistent at 32%. Operating Leverage has started to play out and our PAT has grown by 17% for quarter on quarter basis. Our long-term strategy of limiting the cost per million and selecting the correct set of markets has helped us to perform better than the industry. We are already witnessing an uptick in the industry due to the festive season and improvements compared to the previous quarters. Our continuous endeavour is to keep the customer engaged and also improve the yield in top markets and utilization levels in new markets.”

### **About Music Broadcast Limited**

Music Broadcast Limited (MBL) is the 1st private FM radio broadcaster in India. MBL has its presence from 4 cities in 2001 to 39 cities as on 31st March 2017 and is present in 12 out of the top 15 cities in India by population. MBL also operates 46 web radio stations through Radio City in eight languages, which has a listenership of 33 mn as on September 2017. MBL has been Ranked 1st in Mumbai, Bangalore and Delhi in terms of number of listeners and have a total number of 52.5 million listeners across all 23 cities covered by AZ Research. MBL has been awarded the Best Place to Work in the media industry and other industries from 2013 to 2015 and 2017.

### **Safe Harbor 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.

**For more Information please contact:**

RAG RAG MEIN  
DAUDE CITY.



**Music Broadcast Limited**

CIN: L64200MH1999PLC137729

Ms. Sangeetha Kabadi

Email : [sangeethak@myradiocity.com](mailto:sangeethak@myradiocity.com)

Mr. Jimmy Oza

Email: [jimmyo@myradiocity.com](mailto:jimmyo@myradiocity.com)

**SGA** Strategic Growth Advisors

**Strategic Growth Advisors Pvt. Ltd**

CIN: U74140MH2010PTC204285

Ms. Payal Dave

Email : [payal.dave@sgapl.net](mailto:payal.dave@sgapl.net)

Ms. Payal Sheth

Email: [payal.sheth@sgapl.net](mailto:payal.sheth@sgapl.net)