

July 24, 2025

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

**Sub: Investor Presentation on Un-audited Financial Results of the Company for the first quarter ended on June 30, 2025**

Dear Sir/Ma'am,

In accordance with Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith a copy of presentation to Analysts/ Investors on the financial performance of the Company for Un-audited Financial Results of the first quarter ended on June 30, 2025.

The aforesaid Analysts/ Investors Presentation 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

## Investor Presentation

Q1 FY26



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# Key Highlights – Q1FY26



## Radio Industry

- (2%) YoY de-growth in volumes for Q1FY26
- 1.63 K clients are new in Q1FY26 out of 3.76 K total clients advertised on Radio platform

## Operational Highlights

- Q1FY26 Market Share at 18%
- 41% of the total clients on the Radio platform advertised on Radio City
- 34% of New clients on Radio platform advertised on Radio City

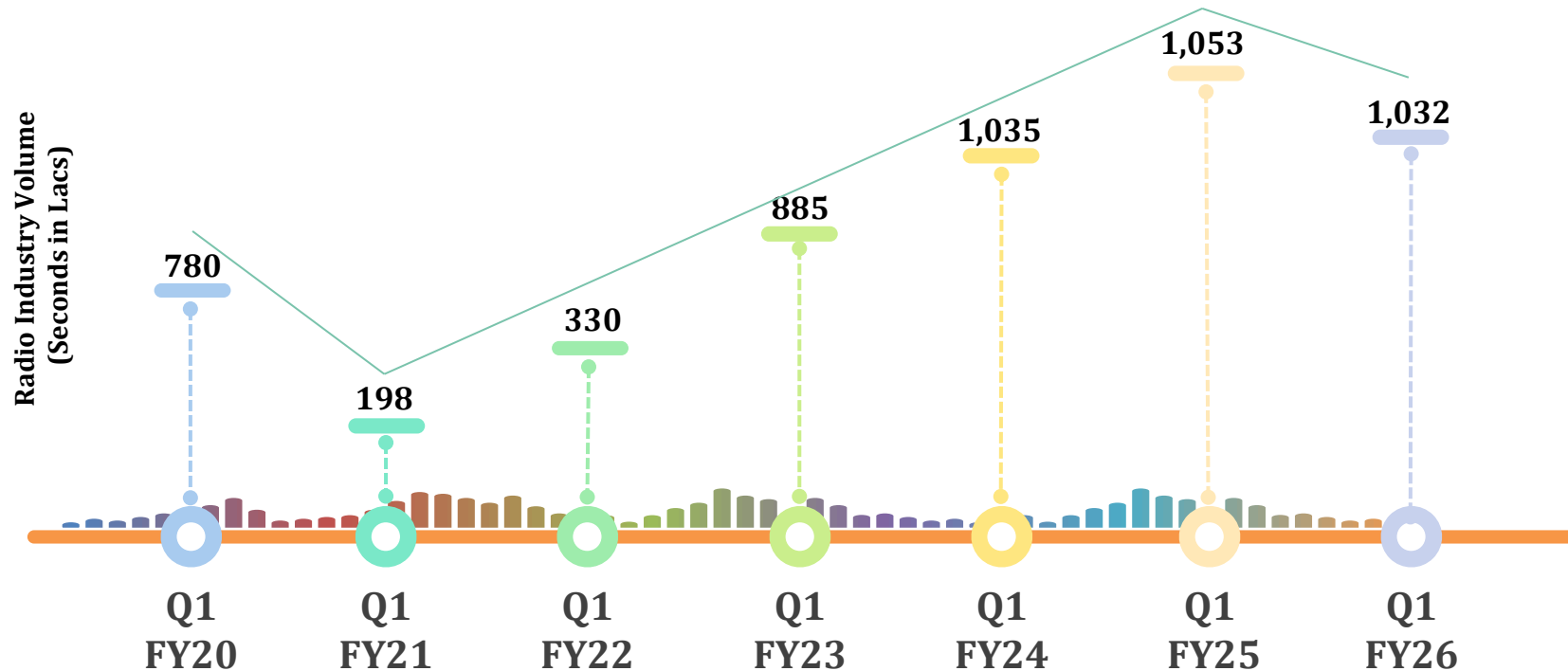
## Programming & Marketing Highlights

- 35% Revenue Garnered from Created Businesses - Properties, Proactive pitches, Digital, Sponsorships & Special days
- Digital revenue contribution is at 10% of overall ad sales revenue

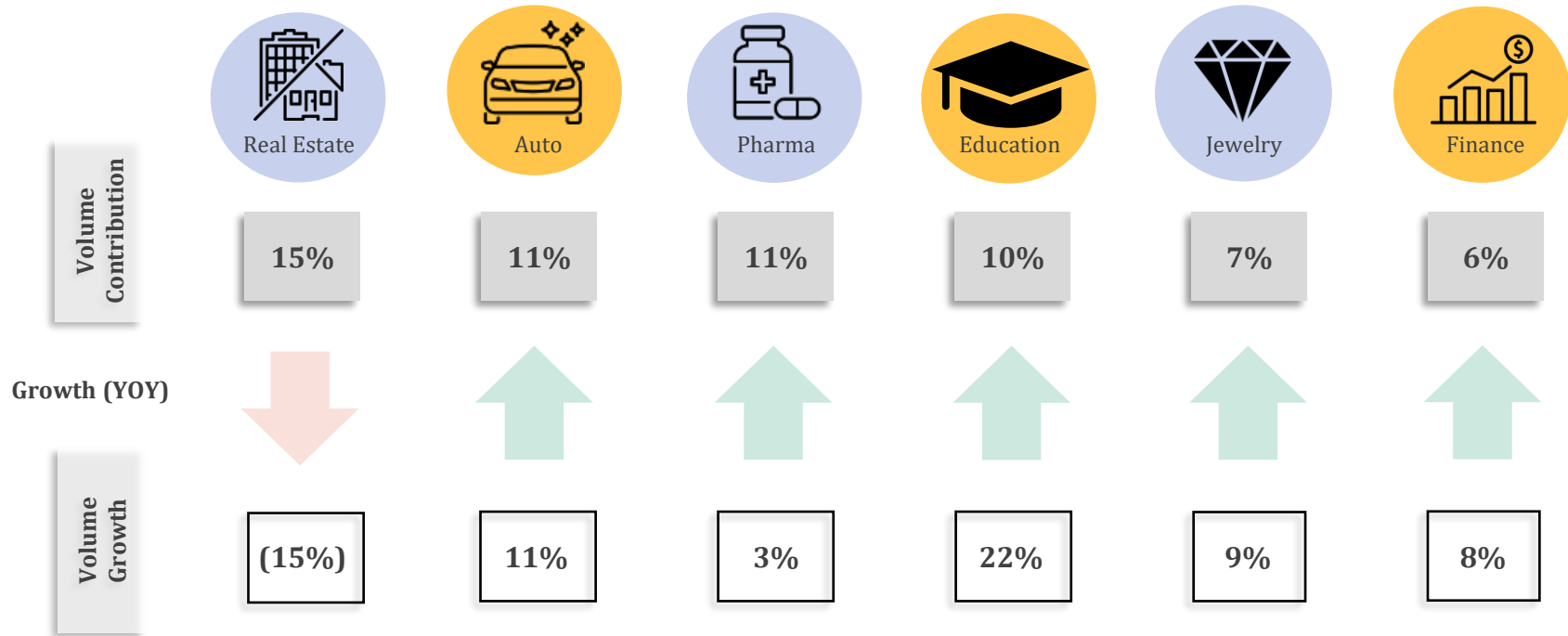


# Business Highlights

# Radio Industry Volume Trend



# Radio Industry – Q1FY26 Category Trend





# 50 L+ Clients Club

## Powering Innovation Through Collaboration

FM BOLE TOH

**Radio City**

A JAGRAN INITIATIVE

**50 L Plus  
Clients**





# Digital Landscape



# Social Media Platforms

Facebook



(Followers/Sub):  
**4.5 M**

Rank:  
**No.2**

Instagram



(Followers/Sub):  
**419 K**

Rank:  
**No.3**

Twitter



(Followers/Sub):  
**335 K**

Rank:  
**No.1**

YouTube



(Followers/Sub):  
**1.6 M**

Rank:  
**No.4**

LinkedIn



(Followers/Sub):  
**58 k**

Rank:  
**No.2**

**Radio City Social Media Reach: 185.6 M**

# Accelerating Digital Growth

## RC Studio



Radio City's video content distribution on Jio TV, making it the first radio station in the country to launch a 24x7 video channel

## SMINCO



SMINCO revolutionizes influencer marketing, giving brands the power to plan, track, and succeed with data-driven strategies

## Muzartdisco



Beatchain and Radio City India launched 'Muzartdisco' independent artist discovery platform

## AI RJ SIA



Radio City has introduced AI RJ Sia, a radio jockey created harnessing artificial intelligence

## Spotify



With Spotify's digital and measurable ads solution, Radio city to offer its clients new advertising solutions

## Woka



Kids-centric gaming and entertainment app, operates within a dynamic and competitive landscape

## RC Swapper



A next-generation podcast platform built to deliver high-quality, engaging, and diverse audio content to listeners streaming on digital platform



# Digital Client Solution Highlights



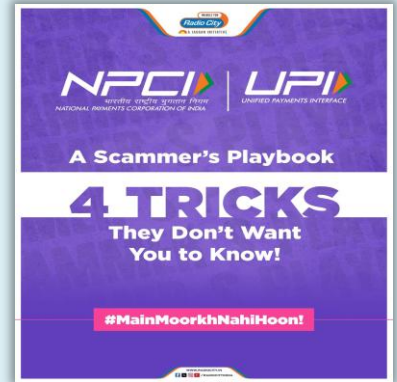
**LG Water Purifier Campaign**



**Nissan Carnival Campaign**



**McDowell's Spot The Caravan Campaign**



**NCPI UPI Campaign**



# Created Business





# Big On Air Initiatives : Cricket Ka Blockbuster

## Cricket Ka Blockbuster !!

Radio City's Cricket Ka Blockbuster was a phenomenal success, bringing the thrill of the game straight to cricket fans! With real-time updates, expert insights, and engaging content, we kept listeners hooked throughout the tournament

From on-air excitement to dynamic digital storytelling, Cricket Ka Blockbuster delivered unmatched coverage, celebrating every boundary, wicket, and nail-biting finish

As the ultimate cricket entertainment destination, we ensured fans never missed a moment of the action—because at Radio City, the game never stops!



# Big Coalition

## TNPL



TNPL is the second most followed league in TN. We are the partners of Lyca kovai kings to boost the perception of the brand in Coimbatore zone RC brand presence in LED boundary boards, Giant LED and Player jersey

## UTT



This dynamic collaboration served high-octane excitement to table tennis fans across the nation, amplified through Radio City's vibrant on-air programming and extensive digital reach. Additionally, this deal also generated a revenue of 28 lacs reinforcing Radio City's position as a powerhouse in sports partnerships



# Influencer Collaborations



Our partnerships with high-profile entities and influencers continue to be a cornerstone of our digital strategy. We successfully collaborated with Zee, which has a follower base of 1.2 million, amplifying our reach significantly. Celebrity sociation ensuring Radio City Kannada's Instagram page remains highly engaged

Radio City roped in Aadhya Anand known for her role in Crushed, which earned her a Filmfare OTT nomination, and her debut in Netflix's Bombay Begums, with a following of 1M RC's popular segment Viral City, hosted by RJ Archana. Radio City's Viral City boosted its reach and engagement, as influencers brought their large, dedicated followings to the platform, helping to amplify the interview

To boost brand presence and foster deeper engagement, Radio City collaborated with influencers across various genres. This initiative has significantly amplified our digital outreach and reinforced our brand's resonance with a wide and active online audience



# Programming & Marketing Led Regional Events



Vidarbha Icon  
Award



Anand ke Shauryaveer  
Awards



Gujarat Radiance  
Awards



City ka Hangout  
Udaipur



Super Students Awards  
Season 5- Udaipur



Education Conclave –  
Udaipur



Lucknow –  
Bada Mangal



City Secret sound –  
Gorakhpur

# Sales + Marketing Initiative : Family Premier League

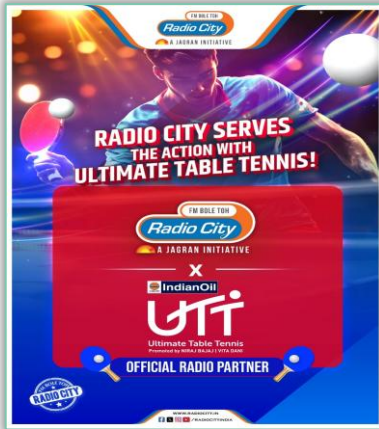


**A cricket-themed RWA activity was successfully conducted by Marketing across several cities, such as Chennai, Coimbatore, Jaipur Madurai, and Varanasi. The initiative saw participation from over 10 brands, integrated through multiple engagement activities. The activity achieved an average reach of 10,000 / city.**



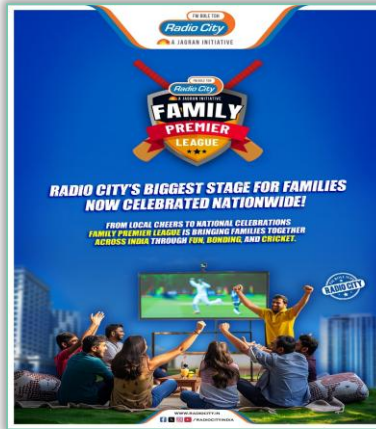
# Brand Communication & PR Initiatives

## Ultimate Table Tennis



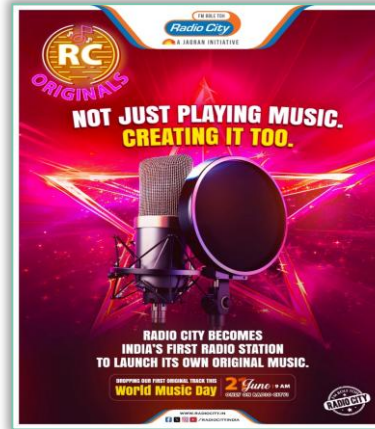
Radio City served up the action as the official radio partner for Ultimate Table Tennis, taking listeners courtside with exciting updates and coverage

## FPL



Radio City's national cricket tournament brought families together through sport and bonding. What began locally became a nationwide celebration of family teamwork

## RC Originals



Radio City became India's first radio station to launch its own original music label, dropping exclusive tracks that define the sound of today

## Great Place to Work



Radio City was proudly certified as a Great Place to Work, ranking among India's Top 10 and #1 in Media. This recognition celebrates our commitment to a positive, empowering culture

# Awards & Recognitions

## ACEF Global Awards



Swept the ACEF Global Awards with 19 wins, celebrating Radio City's excellence in customer engagement and creative campaigns

## The India Audio Summit & Awards



Bagged top honors at the India Audio Summit, cementing our leadership in audio innovation and impactful storytelling

## The Golden Mikes



Radio City's creative excellence earned industry recognition yet again. The station celebrated redefining radio with passion and impact at the prestigious awards

## IASA & ACEF



Radio City celebrates a phenomenal run with big wins at both IASA and ACEF, marking a moment of unmatched creative excellence

## ASHA Awards



When Maharashtra picked its best, it chose Radio City. Honored as the state's top station for excellence and impact in broadcasting



# Financial Highlights

# Profit and Loss Statement

Particulars (Rs. in Cr)	Q1FY26	Q1FY25	YoY
<b>Revenue</b>	<b>49.3</b>	<b>59.6</b>	<b>-17%</b>
Other Income	7.0	6.6	
<b>Total Income</b>	<b>56.3</b>	<b>66.2</b>	<b>-15%</b>
Licenses Fees	4.9	5.0	
Employee Expenses	18.2	19.4	
Other Expenses	25.2	26.0	
<b>EBITDA</b>	<b>8.0</b>	<b>15.9</b>	<b>-50%</b>
<b>EBITDA Margin</b>	<b>16.1%</b>	<b>26.6%</b>	
Depreciation/Amortization	7.1	8.5	
<b>EBIT</b>	<b>0.9</b>	<b>7.3</b>	<b>-88%</b>
<b>EBIT Margin</b>	<b>1.8%</b>	<b>12.3%</b>	
Adjusted Finance costs*	0.8	0.7	
<b>PBT</b>	<b>0.1</b>	<b>6.6</b>	<b>-98%</b>
Tax	0.0	1.9	
<b>Adjusted PAT</b>	<b>0.1</b>	<b>4.7</b>	<b>-98%</b>
<b>Adjusted PAT Margin</b>	<b>0.2%</b>	<b>7.8%</b>	
Interest on NCRPS	2.3	2.1	
<b>Reported PAT</b>	<b>-2.2</b>	<b>2.6</b>	<b>NA</b>
Other Comprehensive Income	0.0	0.0	
<b>Total Comprehensive Income</b>	<b>-2.2</b>	<b>2.6</b>	<b>NA</b>

\*Adjusted for interest on NCRPS

# Thank You

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