



Shemaroo Entertainment Limited

COMPANY BACKGROUND

- Founded in 1962 as a book circulating library, today Shemaroo Entertainment Limited (Shemaroo) is a leading Indian content powerhouse with a global reach, headquartered out of Mumbai.
- Shemaroo is a pioneer in content aggregation and distribution in India and globally with offerings spread across Television, Broadcasting, Youtube, OTT, etc.
- Identifying that movies have the longest shelf life for television and other media platforms.
- Shemaroo has grown multifold over the years, developing excellent relationships across the media industry value chain, to become one of the largest organised players in a fragmented industry.

BUSINESS MIX (As of FY25).....

- Traditional Media (63%)** - Shemaroo has a diverse content library which it syndicates rights to various Satellite Channels, Cable & Terrestrial Networks. In partnership with major DTH and Cable operators, Shemaroo operates subscription-based, ad-free content services across various genres like Movies, Devotion, Comedy and Regional.
- Digital Media Platforms (37%)** - Shemaroo has agreements with various internet video platforms like YouTube, Netflix, Amazon Prime, Disney+Hotstar, Jio, Apple iTunes, Google Play, etc. ShemarooMe is the OTT platform – offering vast content library across Bollywood, Gujarati, Marathi, Kids, Punjabi, Comedy, Devotional, etc.

KEY STRENGTHS.....

- Relaunched ShemarooMe's Gujarati pack, positioning it as a premier Gujarati-focused OTT service, in April 2021 by offering a mix of original web-series, natakis and movies including digital-first premieres.
- ShemarooMe has partnered with du in UAE and Telekom Malaysia and Digi in Malaysia to further expand the company's global presence.
- Distribution reach is a key advantage, as company is able to offer "anytime anywhere" entertainment to consumers.
- Crossed 71 Mn subscribers on YouTube channel 'Shemaroo FilmiGaane'; the channel is one of the most subscribed channel in the world.
- The "Shemaroo" brand has high consumer recall and media visibility.

FINANCIAL HIGHLIGHTS (CONSOLIDATED).....

(INR Mn)	Net Op. Income	EBITDA	EBITDA%	PAT	PAT%	EPS
FY22	3,814	358	9.40%	51	1.38%	1.94
FY23	5,566	473	8.49%	96	1.72%	3.45
FY24	7,072	(3)	(0.04)%	(399)	(5.64)%	(14.94)
FY25	6,851	(798)	(11.64)%	(850)	(11.65)%	(31.09)

Key Data

BSE Code	538685
NSE Code	HEMAROO
Reuters	HEM.NS
Bloomberg	HEM:IN

Market Data (INR) As on 31st March, 2025

Face Value	10.0
CMP	91.85
52 Week H/L	214.7/88.45
MCAP (Mn)	2,509.37
Shares O/S (Mn)	27.32
1 Yr Avg. Vol. ('000)	116.40

Performance As on 31st March, 2025

	3M	6M	12M
HEMAROO	-41.50%	54.08%	-37.15%
SENSEX	(1.09%)	(8.12%)	4.66%
BSE SMALLCAP	(15.75%)	(18.56%)	7.09%

Shareholding Pattern As on 31st March, 2025

Promoters	65.54%
Public	34.43%
FPI	0.03%

BUSINESS SEGMENTS.....

DIGITAL MEDIA

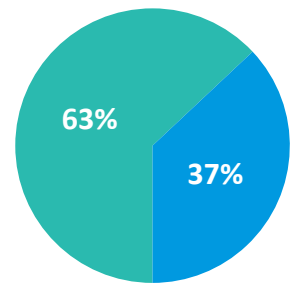
1. Youtube and Syndication

- Crossed 71 Mn subscribers on YouTube channel ‘Shemaroo FilmiGaane’; the channel became 30th most subscribed channel in the world. Shemaroo gets a revenue share from the advertisement revenue that Youtube makes from Shemaroo channels.
- Shemaroo has agreements with various internet video platforms like YouTube, Netflix, Amazon Prime, Disney+Hotstar, Google Play, etc.

2. ShemarooMe

- Released 14 new Gujarati titles during the quarter with content across movies, web series and plays
- Digital world premiere of blockbuster movies ‘Jhamkudi’, ‘Udan Choo’
- The Company released its original web series ‘Santakukdi’

FY25 Revenue Distribution
■ Traditional Media ■ Digital Media



TRADITIONAL MEDIA

1. Television Syndication

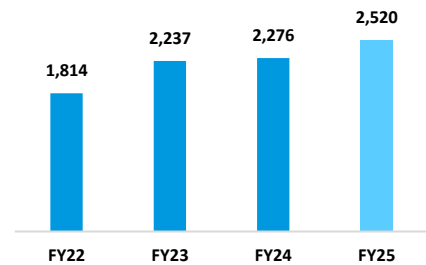
- Shemaroo has a diverse content library which it syndicates rights to various Satellite Channels, Cable & Terrestrial Networks.
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2. FTA Channel launch

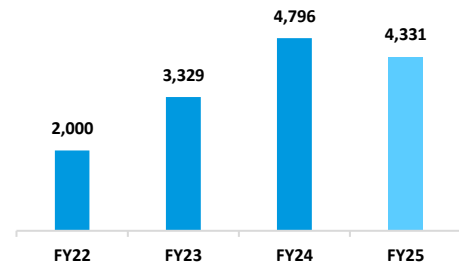
- Both Shemaroo TV and Shemaroo Umang have consistently been amongst the top three in the FTA GEC genre.
- Shemaroo GEC channels have a combined viewership share of over 7.6% in the overall Hindi GEC genre.
- Launched original programs on Shemaroo Umang; ‘Shamshan Champa’, ‘Main Dil Tum Dhadkan’.

3. Web 3.0: Launched 'Jab We Met,' a Shemaroo IP, as a digital collection and gaming experience on The Sandbox-BharatBox

Digital Revenue (in INR Mn)



Traditional Media Revenue (in INR Mn)



KEY GROWTH DRIVERS.....

- Increasing reach of 4G & fall in data prices to enhance the consumption of videos
- Increased penetration of Hybrid connected TV STBs, Smart TVs etc.
- Next wave of internet video users will come from the non-metros driving video consumption
- Increase in the number of OTT destinations for online video watching
- Surge in the width and depth of content offered for the underserved Indian consumers

PEER COMPARISON (TRAILING 12 MONTHS) INR MN

Company	Operational Income	EBITDA	EBITDA%	Net Profit	PAT%	Mkt. Cap
Shemaroo	6,851	(798)	(11.64)%	(845)	(11.65)%	2,509
ZEE	82,941	12,121	14.61%	6,795	8.19%	90,680
Saregama	11,714	2,770	23.65%	2,042	17.44%	98,641

INCOME STATEMENT (CONSOLIDATED)

Particulars (INR Mn)	FY22	FY23	FY24	FY25
Revenue from Operations	3,814	5,566	7,072	6,851
Total Expenses	3,455	5,093	7,075	7,649
EBITDA	358	473	(3)	(798)
EBITDA Margins (%)	9.40%	8.49%	(0.04%)	(11.64)%
Other Income	19	34	49	84
Depreciation	66	52	56	60
Finance Cost	259	307	363	370
Exceptional Items	-	-	-	-
PBT	52	148	(373)	(1,143)
Tax	1	53	26	(299)
PAT	51	96	(399)	(845)
Minority Interest & Share of profit/ (loss) in associate company	2	2	7	5
PAT after adjustments	53	94	(407)	(850)
PAT Margins (%)	1.38%	1.68%	(5.75%)	(12.40%)
Comprehensive Income	(3)	(9)	(11)	(2)
Total Comprehensive Income	50	85	(417)	(852)
EPS (INR)	1.94	3.45	(14.94)	(31.09)

BALANCE SHEET (CONSOLIDATED)

Particulars (INR Mn)	FY23	FY24	FY25	Particulars (INR Mn)	FY23	FY24	FY25
ASSETS				Equity			
Non-Current Assets				Share Capital	272	272	273
Property, Plant & Equipment	350	410	383	Other Equity	5,647	5,260	4,444
Intangible Assets	6	9	8	Total Equity	5,919	5,532	4,718
Capital WIP	11	-	-	Non-controlling interest	(45)	(37)	(32)
Investment Property	1	1	1	Non Current Liabilities			
Right of Use Assets	2	23	21	Financial Liabilities			
Investments	25	25	1	(i)Borrowings	126	70	57
Long Term Loans and Advances	1	1	2	(ii)Lease Liabilities	1	18	17
Other financial assets	8	44	97	Deferred Tax Liabilities (Net)	-	-	-
Other Non Current Assets	11	3	2	Contract Liabilities	23	5	14
Deferred tax Assets	28	114	420	Long Term Provisions	20	36	36
Total Non-Current Assets	444	630	936	Total Non Current Liabilities	169	129	124
Current Assets				Current Liabilities			
Inventories	7,346	6,823	5,683	(i)Borrowings	3,002	3,248	2,945
Trade Receivables	1,268	1,453	1,060	(ii)Lease Liabilities	1	6	7
Cash and Cash Equivalents	9	2	12	(iii)Trade Payables	939	1,068	685
Other Bank Balances	12	-	13	(iv)Other Financial Liabilities	94	82	27
Short term loans and advances	120	126	124	Other current Liabilities	288	172	165
Other Financial Assets	146	116	296	Provisions	16	21	23
Current Tax Assets (Net)	472	427	147				
Other Current Assets	567	644	390	Total Current Liabilities	4,341	4,597	3,852
Total Current Assets	9,941	9,590	7,725	TOTAL EQUITY AND LIABILITIES	10,385	10,220	8,661
TOTAL ASSETS	10,385	10,220	8,661				

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