

Bodhi tree

Bodhi Tree Multimedia Ltd.

INVESTOR PRESENTATION

August - 2023



**INSPIRE.
PROVOKE.
ENTHRALL.**



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INDEX



01

About Us

02

Business Overview

03

Industry Overview

04

Financial Performance

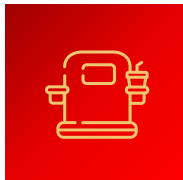
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Road Ahead

Company Profile



30+
Shows



10+
Broadcasters/
Platforms



5+
Languages



1500+
Hours of Content



INR 150Cr+
worth of content
produced



35% CAGR
Revenue last 5 years



Directors



SUKESH MOTWANI

Founder Director / CCO

Sukesh's experience encompasses the entire gamut of the media business right from content production to broadcasting over a period of two decades. He has worked with leading media brands like Zee Television, UTV & Nimbus. He was also responsible for the launch of the Zee Youth GEC – Zee Next. Sukesh has been involved in creation of more than 10,000 plus hours of content across all genres. This includes close to 75 daily soaps in various capacities.



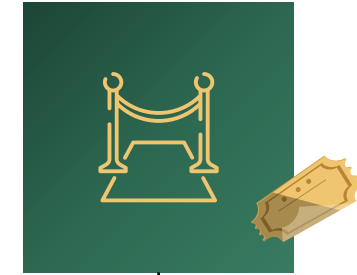
MAUTIK TOLIA

Founder Director / CEO

Mautik has been associated with top media companies in India such as Neo Sports, UTV & Nimbus with 25+ years of experience. His experience ranges in the areas of setting up various media ventures, broadcasting, content creation & production. His filmography includes more than 30+ television shows across various genres and television channels in various capacities.

Business Verticals

CUTTING EDGE CONTENT across various Genres, Languages & Platforms Since 2013



TV – Hindi GEC
(General Entertainment Channels)

Digital Platforms

Regional GEC
(General Entertainment Channels)



NETFLIX



Services Offered

Offering One Stop Solution for TV Shows & Web Series



Idea
Conceptualization



Development



Production



Post Production

Worked with top notch players in the industry.

2013

(Year Founded)



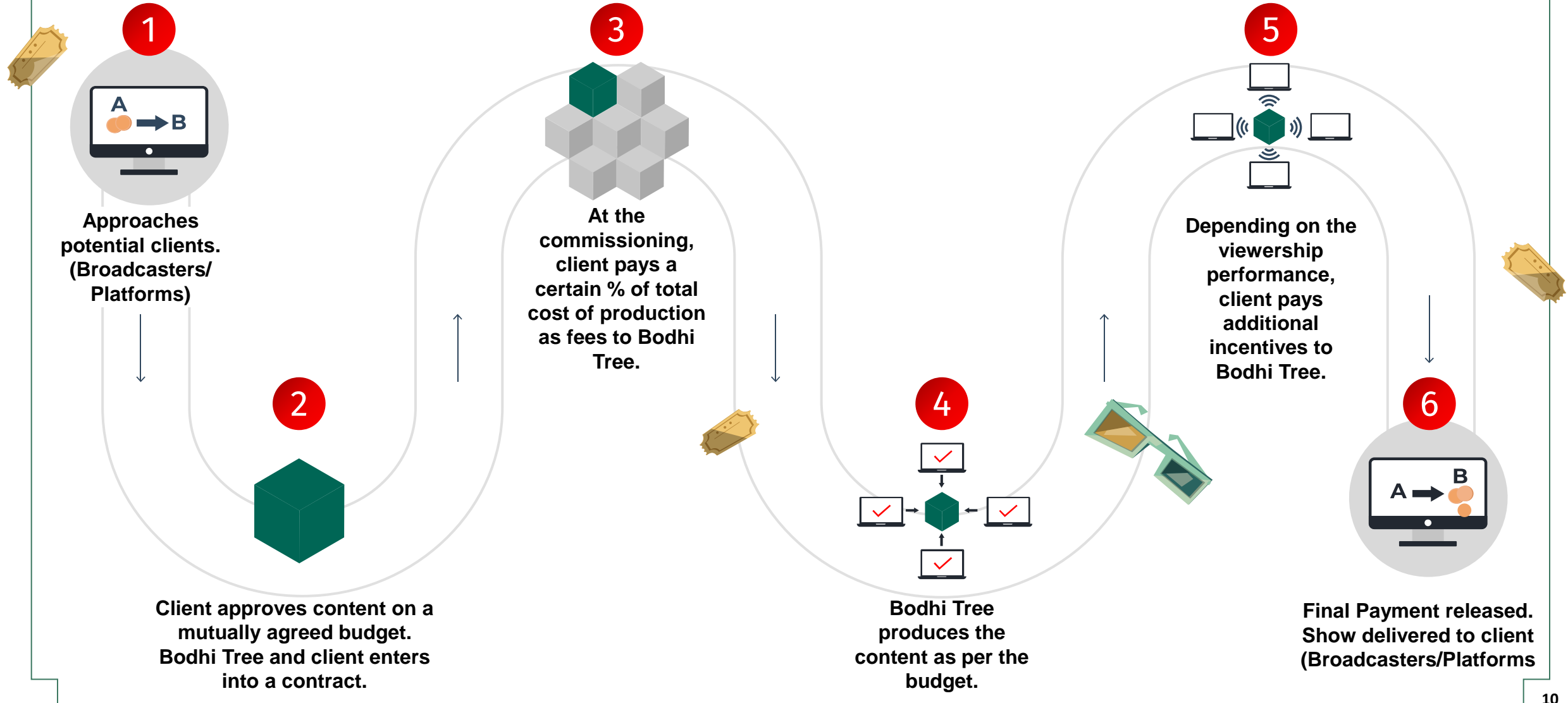
2023





Business Overview

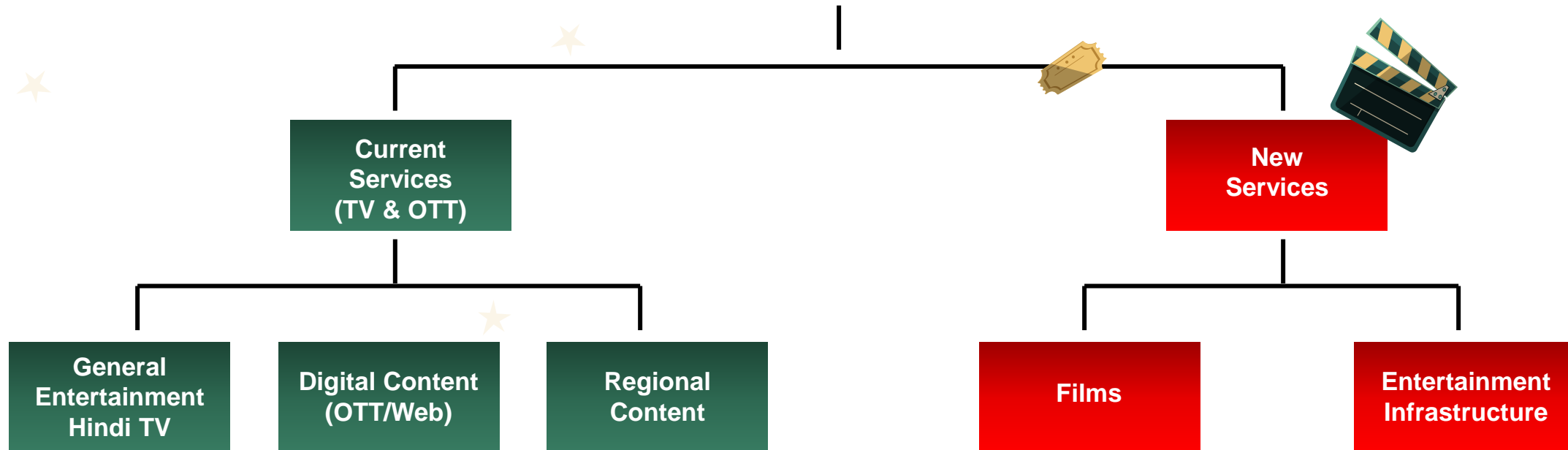
Business Process



Business Avenues

Shifting behaviors are forcing content creators and distributors to devise new ways of engaging with consumers.

Bodhi Tree Multimedia Ltd.



{New Verticals: Non Fiction | Mythological/Historical | Short Form}

Revenue Model

B2B BUSINESS MODEL

Commission based

- ❑ Get contracts from Broadcaster/platforms to script, produce and deliver the programme.
- ❑ 10% as profit margin over and above the budget of the show.
- ❑ In some instances, the digital platforms or broadcasters also provide a performance-based incentive to the Company, based on the programme's popularity and performance.



Intellectual Property Rights Model

- ❑ The Company invests in making its own content without getting it 'commissioned' from the client; i.e. Broadcaster / OTT platform
- ❑ The finished product is later made available to broadcasters or OTT platforms.
- ❑ It is also licensed on a national or international level.

Transition to OTT Platforms



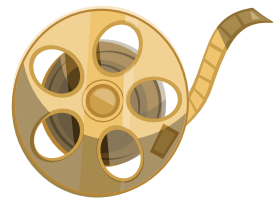
With Netflix, Amazon, Hotstar and others investing in original content; more movies are expected to be made exclusively for the online video streaming services sector.



The sector will also stand to serve as the risk-reducing option for low-budget movies or movies unsuitable for a theatrical release.



This has altogether developed a new business model which essentially BTML wants to leverage upon. Some of the big production houses have released films directly on digital platform.



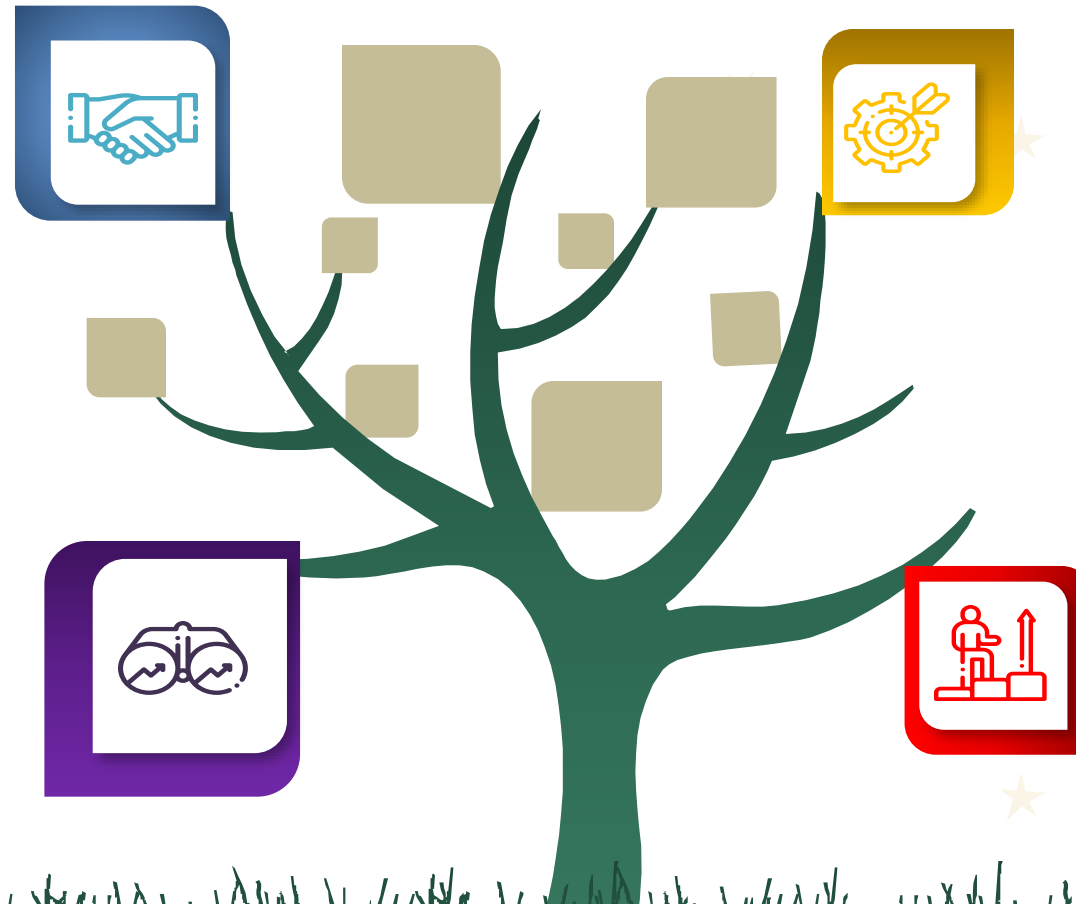
Unique Selling Proposition

Strong Market Standing & Brand Recall

Over the past 8 years, we have been successful in establishing a strong brand position across all our businesses.

Reach & Engaging Content

We have established a strong connect with our clients through multiple formats across television and OTT content. At Bodhi Tree, we constantly focus on developing innovative cutting edge content for wide range of viewers and genres.



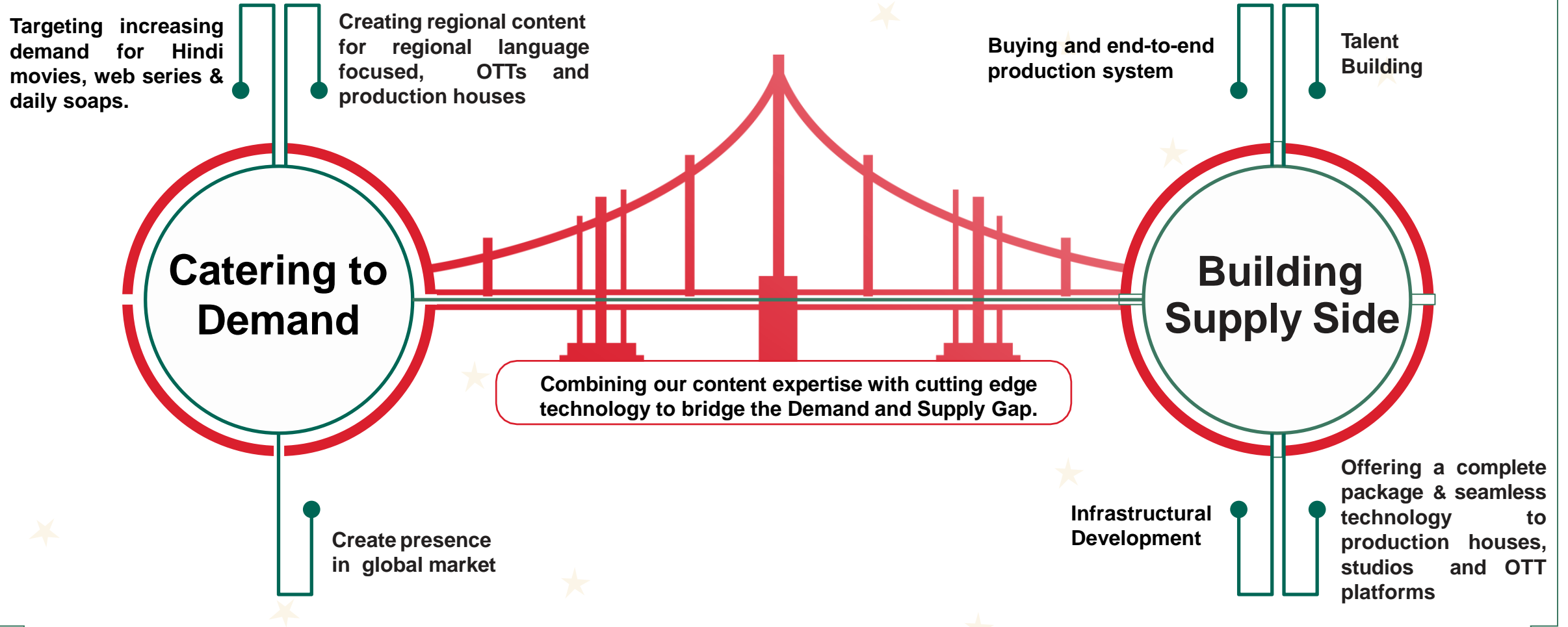
Financial Strength

Our relentless focus on cost optimization, cost effective pricing strategy and diversifying our revenue stream enables us to increase our top line and also maintain healthy margins.

Experience & Expertise

The team has experience of over 100+ shows. This experience and expertise gained by team has given them a deep and unique understanding of viewing habits of the Indian audience.

Bridging The Gap



SWOT Analysis

S

W

O

T

STRENGTHS

- Demonstrated track record over past 7 years.
- In depth knowledge of Industry - Commercial & Technical.
- Low overhead costs.
- Specialization in television as well as OTT content.
- Vast Geographical footprint.
- Experienced management team.
- Cordial relations across entertainment industry



WEAKNESSES

- Fierce competition for a larger share of audience
- Change in audiences' media preferences.
- Lack of cohesive production & distribution infrastructure, especially in the case of music industry.
- The Media and Entertainment sector in India is highly fragmented.



OPPORTUNITIES

- Growing acceptance by consumers in OTT market
- Television market in India is still in a growth phase.
- Opportunities of expansion in the pan-Asian market
- Development of IP can open up global markets for Indian media company.
- The increasing interest of the global investors in the sector.



THREATS

- Piracy, violation of intellectual property rights poses a major threat to the Entertainment companies.
- Industry is prone to changes in government policies, any material changes in the duty may adversely impact our financials.
- Intense competitive pressure
- Uncertainty in M&E sector with technological innovations taking place so rapidly.





Road Ahead

Targeting Clients

Production Houses



Bodhi Tree Multimedia Ltd. Will work as a service provider; offering top notch services within budget and deadlines.



Transparency, Control and Seamless communication with all the clients.

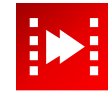
Differentiating Through a Specialized Customer Need Identification, Technology & Operations.

Future Outlook



Vision

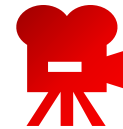
Charting The Path towards India's premier content production company creating innovative content powered by cutting edge entertainment-tech



CONTENT VERTICALS EXPANSION



FILM PRODUCTION



INFRASTRUCTURE DEVELOPMENT



ENTERTAINMENT TECH



SPECIALISED OTT PLATFORMS



Financial Performance

FY23 Developments

Top Shows

- **Class:** Web series, 'Class' is now streaming on Netflix. It is available in 37 languages and is launched in 190+ countries. The series has received great reviews from audiences and has become a fan favorite. "Class" also marks Netflix's first Indian adaptation of an international title.
- **Main Hoon Aparajita:** Show on Zee. It has received stupendous success and reviews.

New Verticals

- The company content pipeline remains robust with addition to its **investment in other content verticals** from its existing verticals –
 - Mythological/Historical
 - Non-fiction documentary
 - Sports
 - Films
- This is significantly expected to boost its revenue in the coming year."

Mythological Vertical

- The company has roped in the acclaimed creator of projects such as Devon ka Dev Mahadev, Siya Ke Ram, etc - **Anirudh Pathak** for this venture.
- **Tie up with Gita Seva Trust** - it digitizes the publications of Gita Press to create audio visual & animation content of the publications.

Production Hub

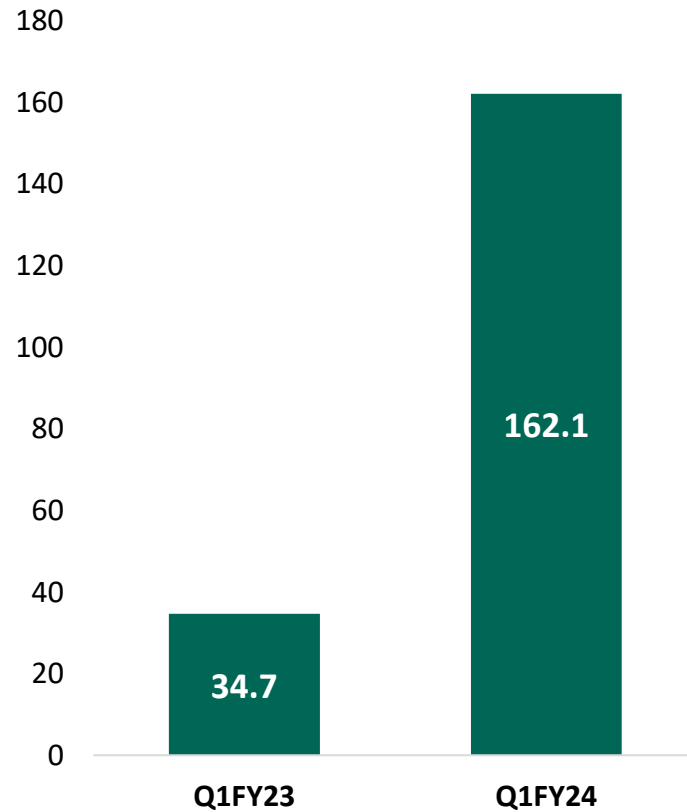
- Launch of Mega Film & Entertainment Production Hub "**The Dharmveer Media City.**"
- Thane will be the location of a brand-new film city, which will provide the film industry with access to cutting-edge facilities and services.
- The chief minister of Maharashtra unveiled the 'The Dharamveer Media City' to be developed by **BTML in association with Suman Entertainment.**

Quarterly Financial Performance

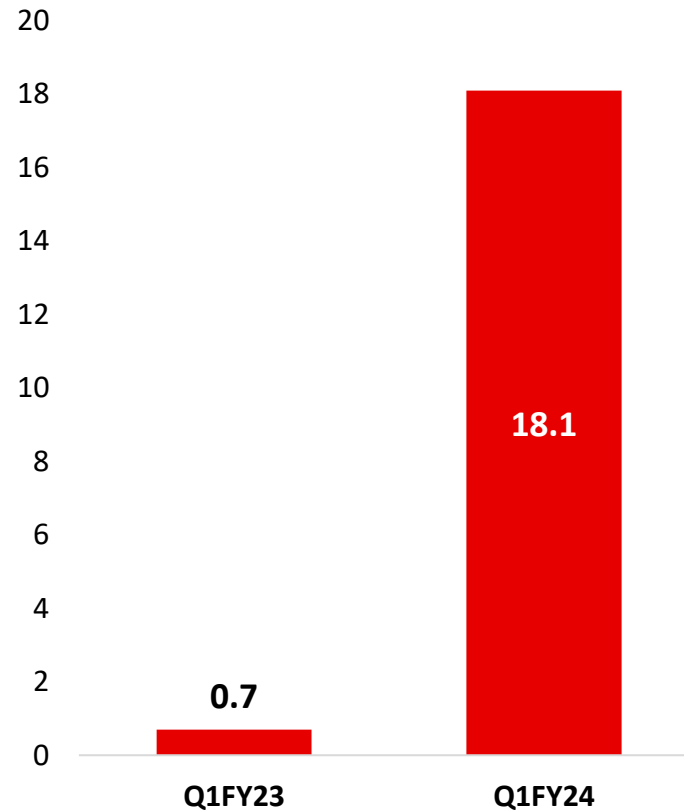
Particulars (INR Mn)	Q1FY24	Q4FY23	Q1FY23	YoY%
Revenue from Operations	162.1	219.7	34.7	367.2%
Total Expenditure	144.0	173.6	34.0	323.5%
EBITDA	18.1	46.1	0.7	2537.8%
EBITDA Margin (%)	11.2%	21.0%	2.0%	+917 bps
Other Income	0.2	1.3	0.1	87.2%
Depreciation	0.5	0.5	1.2	-59.3%
PBIT	17.8	46.9	-0.4	100.0%
Interest	0.8	1.3	2.0	-57.1%
Profit Before Tax	17.0	45.6	-2.3	100.0%
Tax	4.4	13.0	-0.4	100.0%
Net Profit	12.6	32.6	-2.0	100.0%
PAT Margin (%)	7.8%	14.9%	-5.7%	100.0%
Earnings Per Share (Rs)	1.01	2.61	-1.58	100.0%

Quarterly Performance Charts

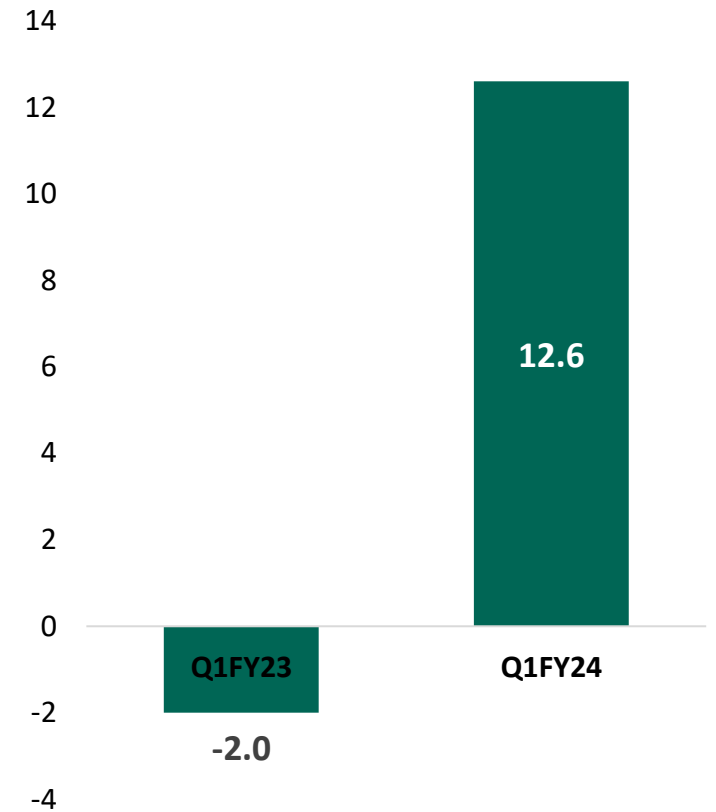
Net Sales (INR Mn)



EBITDA (INR Mn)



Net Profit (INR Mn)



Annual Balance Sheet

Particulars (INR Million)	FY23	FY22
Equity and Liabilities		
(1) Shareholders' Funds		
(a) Share Capital	124.96	12.50
(b) Reserves & Surplus	123.80	82.89
(2) Non-current Liabilities		
(a) Borrowings	3.17	17.51
(b) Lease Liabilities	0.81	0.26
(3) Current Liabilities		
(a) Borrowings	47.40	35.51
(b) Lease Liabilities	1.91	1.09
(b) Trade payables	66.15	32.56
(c) Other current liabilities	0.28	0.23
(d) Short-term Provisions	57.33	30.23
(f) Income tax liabilities (net)	7.46	-
Total Equity and Liabilities	433.27	208.65

Particulars (INR Million)	FY23	FY22
Assets		
Non-Current Assets		
(a) Property, plant and equipment	0.39	0.29
(b) Right of use assets	2.45	1.12
(c) Capital work-in-progress	1.50	0.90
(d) Financial assets	6.53	16.70
(e) Deferred tax assets (net)	1.23	1.20
(f) Other non-current assets	30.05	9.50
Total non-current assets	42.14	29.68
Current Assets		
(a) Inventories	94.76	58.71
(b) Trade receivables	243.34	72.01
(c) Cash and cash equivalents	43.87	9.59
(e) Other Current Assets	9.16	38.66
Total Current Assets	391.13	178.97
Total Assets	433.27	208.65

Annual Income Statement

IPO

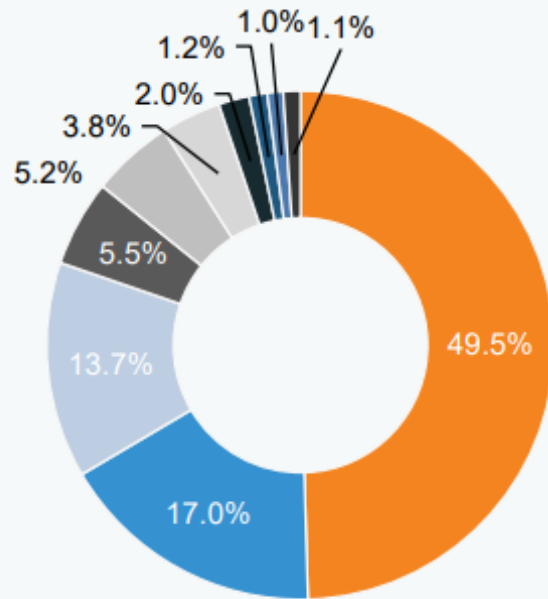
Consolidated (INR Mn)	FY19	FY20	FY21	FY22	FY23
Revenue from Operations	384.56	267.13	356.87	590.8	426.1
Total Expenditure	380.50	234.74	324.71	560.1	374.9
EBITDA	4.06	32.40	32.16	30.7	51.2
EBITDA Margin (%)	1.1%	12.1%	9.0%	5.2%	12.0%
Other Income	1.78	7.52	2.95	3.0	2.1
Depreciation	0.32	0.15	0.14	1.1	2.0
PBIT	5.51	39.77	34.97	32.6	51.4
Interest	1.25	2.56	2.16	2.3	5.8
Profit Before Tax	4.26	37.20	32.80	30.3	45.5
Tax	0.65	1.29	7.88	-2.0	13.0
Net Profit	3.61	35.91	24.92	32.3	32.6
PAT Margin (%)	0.9%	13.4%	7.0%	5.1%	10.7%
Equity Shares o/s (Mn)	0.01	0.26	1.25	1.25	1.25
EPS (Rs)	361.4	138.11	19.94	2.87	2.67



Industry Overview

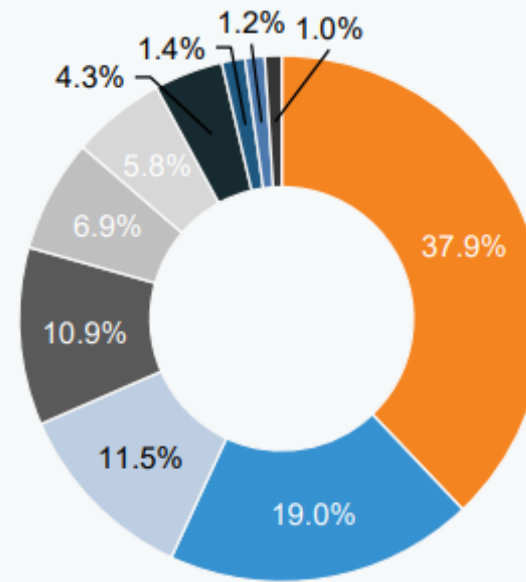
Industry Segmentation

Share of Major Industry Segments 2020



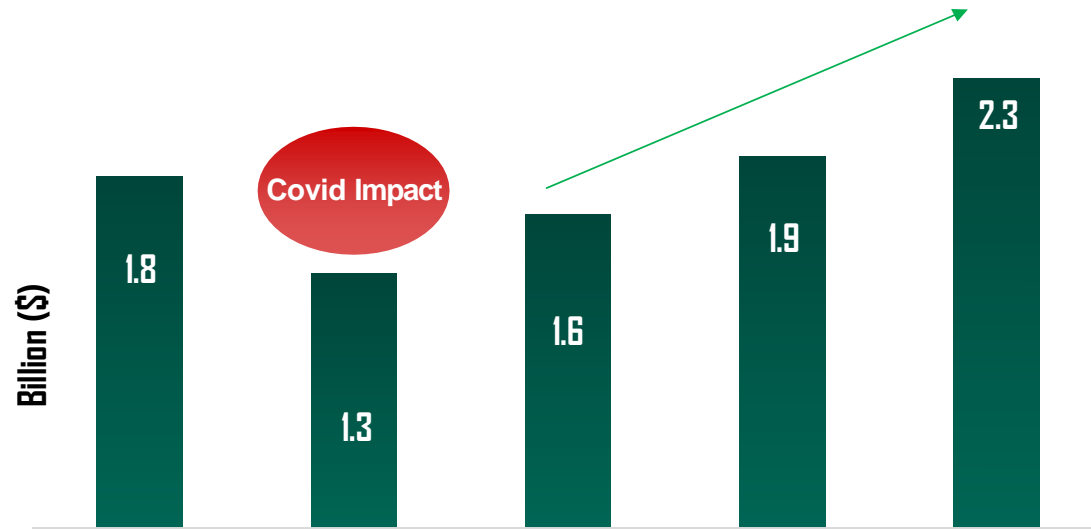
- Television
- Digital media
- Print
- Online gaming
- Filmed entertainment
- Animation and VFX
- Live events
- Out of Home media
- Radio
- Music

Share of Major Industry Segments 2023P



- Television
- Digital media
- Print
- Filmed entertainment
- Online gaming
- Animation and VFX
- Live events
- Out of Home media
- Radio
- Music

Indian M&E Market



80% of revenues will be generated through Television, Films, Digital Media, Animation VFX & Music

	2019	2020	2021	2024E	CAGR (21-23)
TV	787	685	720	826	5%
Digital Media	221	235	303	537	21%
Films	191	72	93	212	32%
Animation & VFX	95	53	83	180	29%
Music	15	15	19	28	15%
Total (INR Trillion)	1.3	1.06	1.21	1.78	14%

Source:

1) https://assets.ey.com/content/dam/ey-sites/ey-com/en_in/topics/media-and-entertainment/2022/ey-ficci-m-and-e-report-tuning-into-consumer_v3.pdf (EY-Mar'22)

795 Million People

Having broadband access in India as of September 2021.

INR 249.1 Billion

India's video OTT market value in FY21-22

20-23% CAGR

The market is expected to expand by the above given CAGR from FY23 to FY27.

40+ OTT Platforms

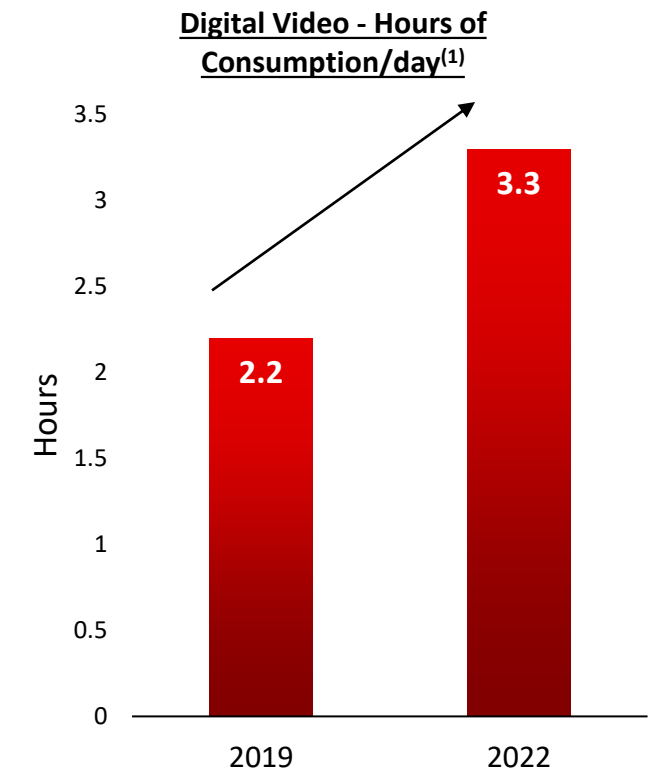
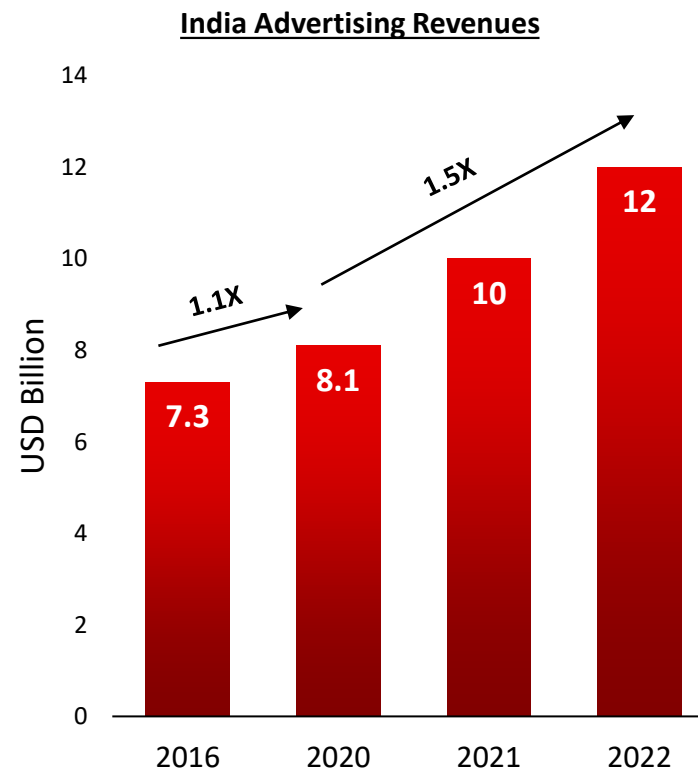
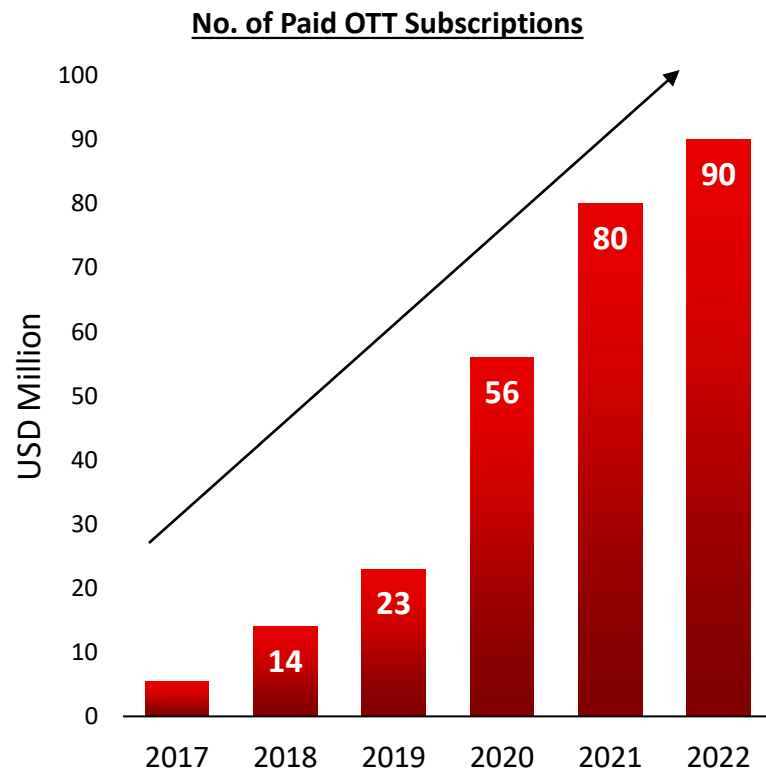
The OTT Platforms have increase by 4 times in the past 6 years.

700 Billion + Hours

Content consumption by Indians in 2021. (2nd Highest in the world)

Market Penetration

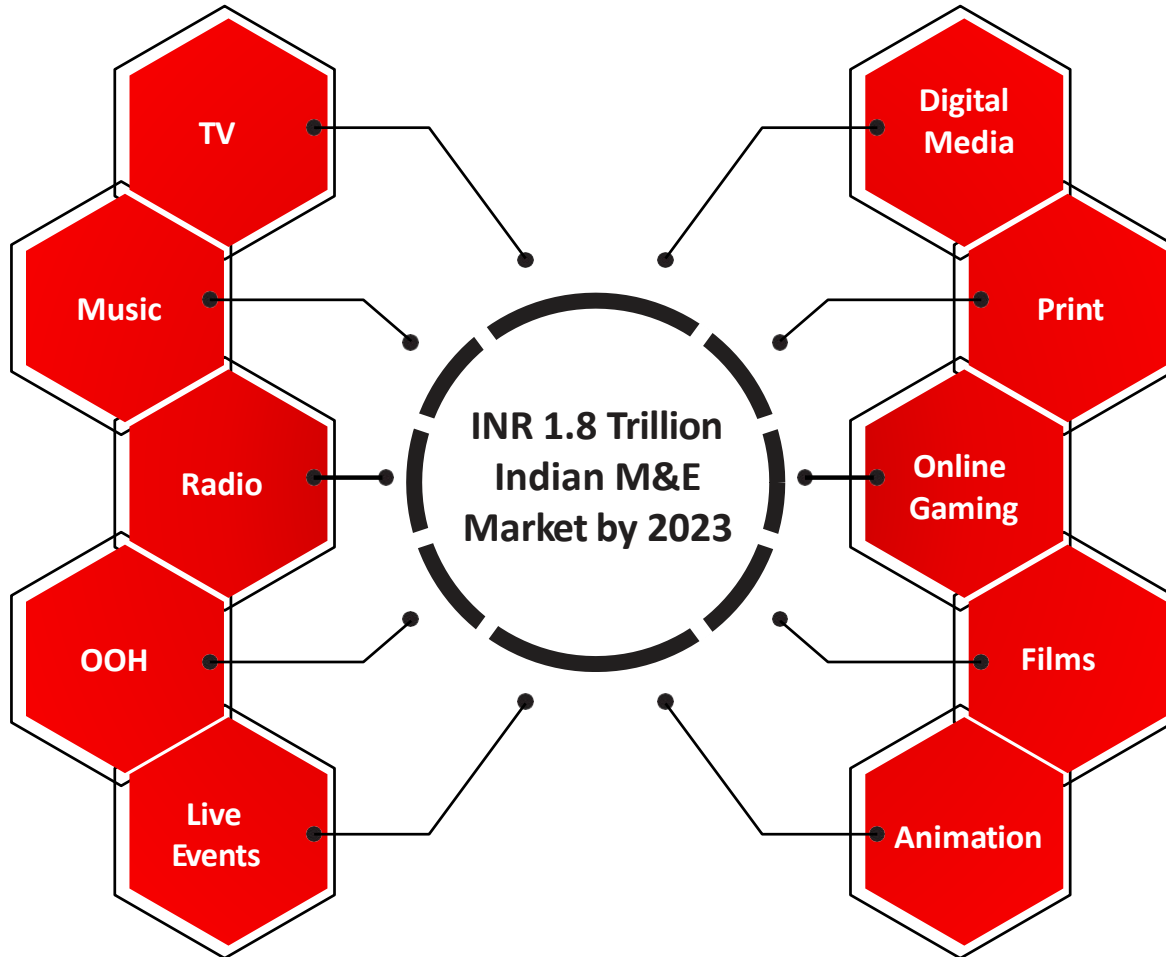
Rise of OTT platforms, Increasing internet penetration & Smartphone usage giving a boost to content consumption in India



Source:

1) <https://web-assets.bcg.com/c8/2e/f9064b1644d9b4d5553a51a01200/shaping-the-future-of-indian-m-e.pdf> (BCG'22)

Market Size

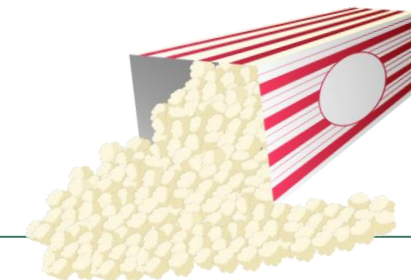


India's M&E Sector Growth Story is Multi Modal with Significant Impact on Indian Economy

3% - 3.5% contribution to India's GDP in 2020

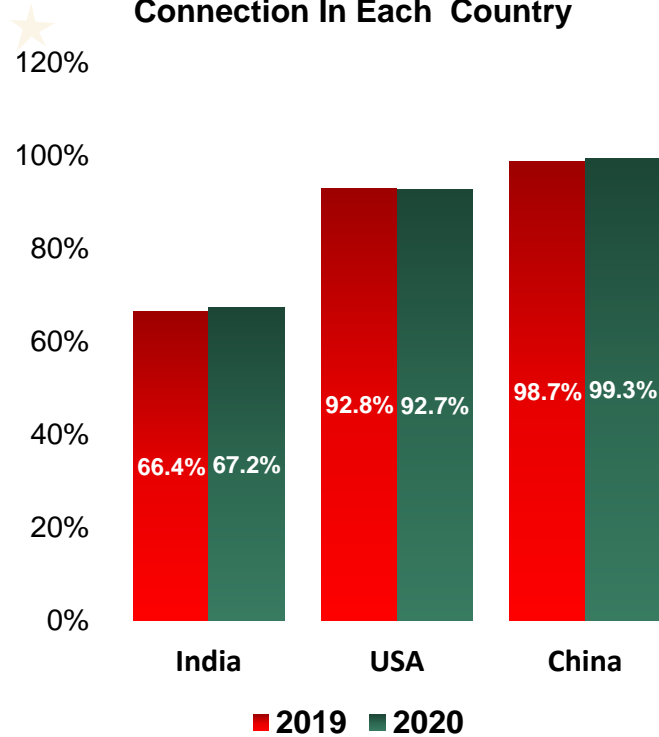
4 - 4.5 Million Jobs Created by M&E in India (2020)

Source: BCG – Dec'20

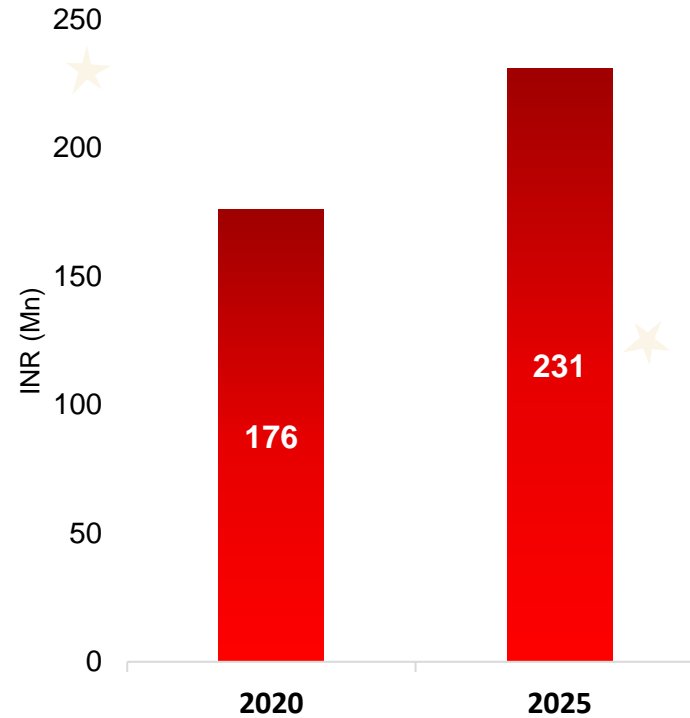


Television Penetration

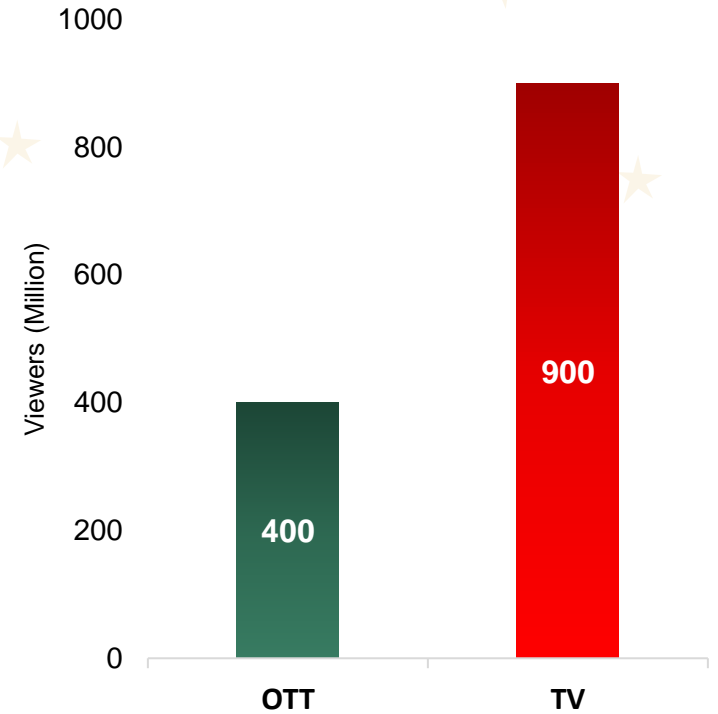
% of Households with Tv Cable Connection In Each Country



Total TV Subscriptions (Mn)



TV vs OTT Viewers (2022)

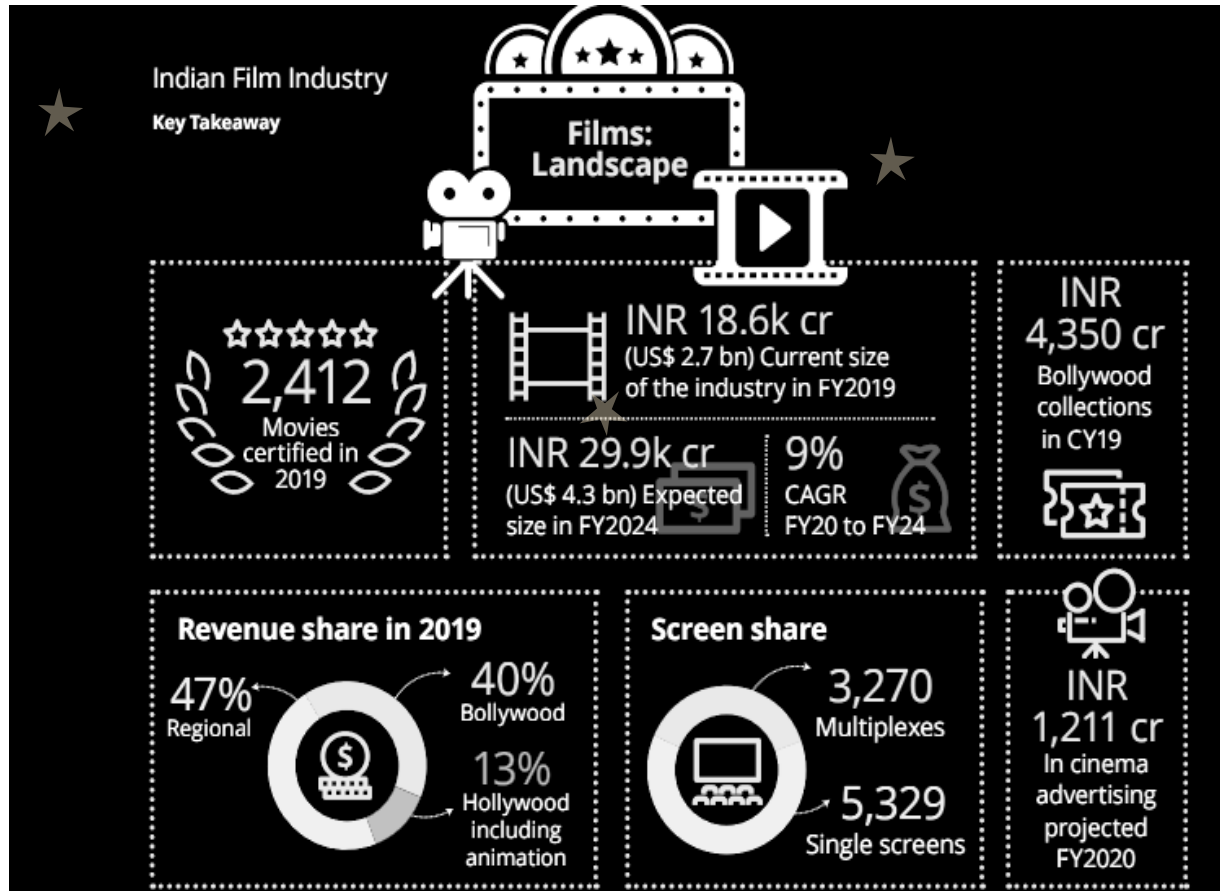


Source:

- 1) Boston Consulting Group – Dec'20
- 2) EY – Mar'21
- 3) <https://www.exchange4media.com/marketing-news/400-mn-exclusive-tv-viewers-in-india-cannot-be-reached-by-digital-video-122911.html#:~:text=TV's%20audience%20universe%20of%20900,accessed%20by%20digital%20video%20platforms.>

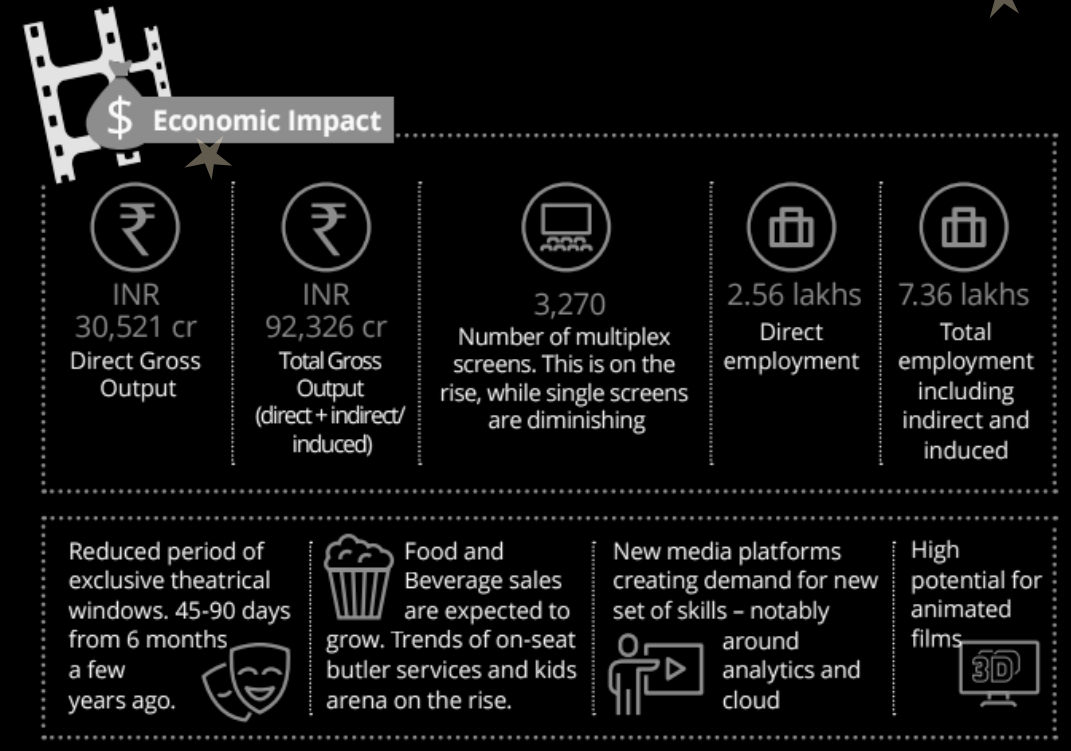
5% Per Year Is the growth rate of TV connections in India

Indian Film Industry

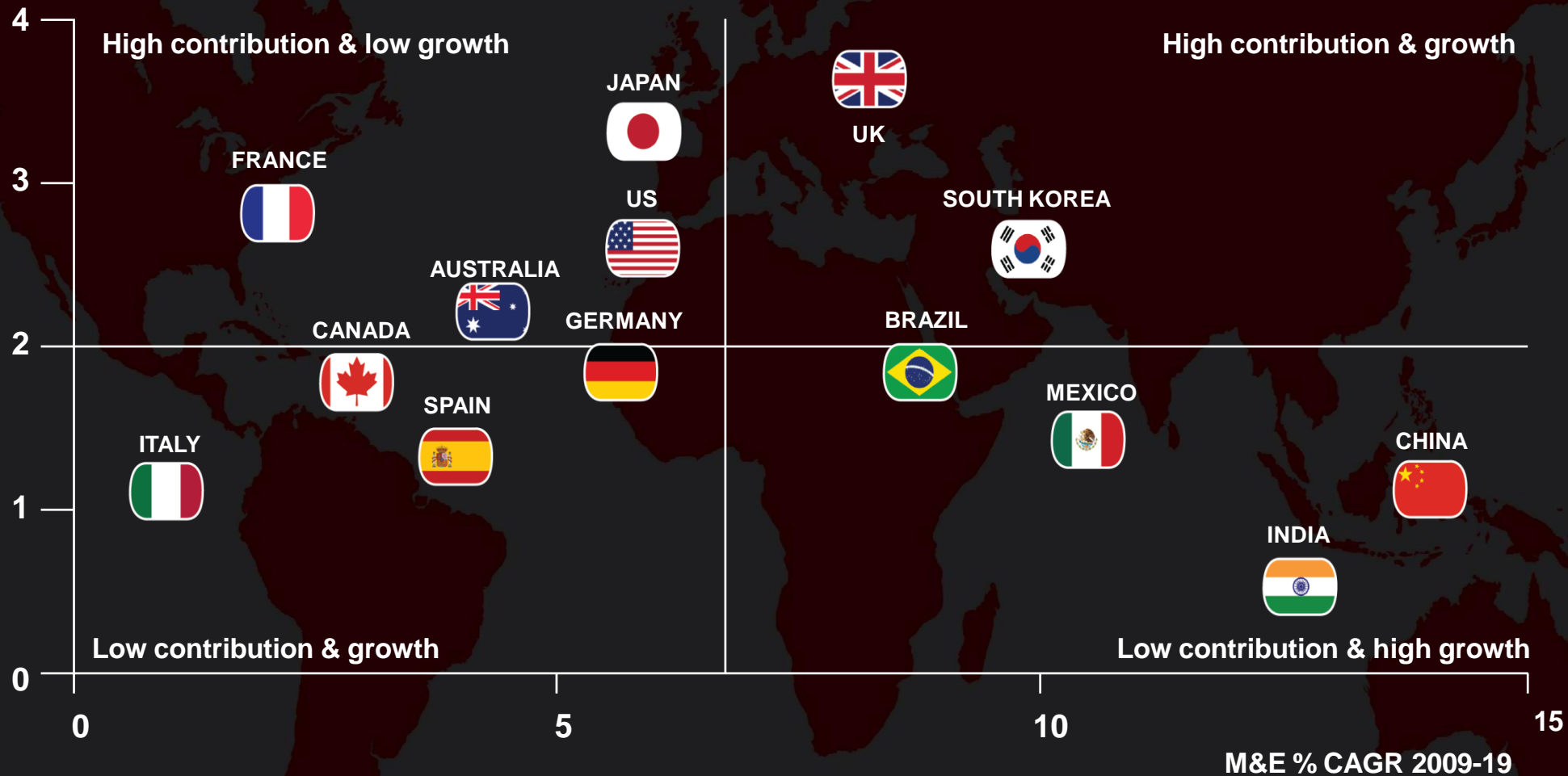


Source: Deloitte – May'20

Filmed Entertainment is estimated to increase at a CAGR of 50% from 2020-2023, making it an INR 244 Billion Market ⁽¹⁾



Indian Economy benchmarked with other Economies





Our Portfolio

Television Shows



MAIN HOON APARAJITA
ZEE TV



TWIST WALA LOVE:
CHANNEL V



NISHA AUR USKE COUSINS:
STAR PLUS



YEH HAI AASHIQI
BINDASS



BIG F:
MTV



SECRET DIARIES:
CHANNEL V



FEARFILES:
ZEE TV



MAN MAIN VISHWASS HAI:
SONY

OTT Shows



VOOT



NETFLIX



COLORS



VOOT



VOOT



VOOT

Regional Shows



13 MUSSOORIE- VIU



INTERN DIARIES
TIMES OF INDIA



Hrudayat Vaje something- Sony
Marathi



Banned - VIU



PREM NI BHAVAI- Colors
Gujarati

Awards & Accolades



Best Debut Award on
Star Parivar Awards



Highest Rated Youth Show*



Indian adaptation of the
acclaimed international format
"Middle"



Cult youth show on MTV, garnered
more than 20Mn views on YouTube



Rated among top 10 television
shows & won Zee Rishtey Awards
for best show on Zee tv



Rated 7.8 on IMDB Nominated
for the Asian Creative Academy
Awards



Rated 7.3 on IMDB Nominated
for the Asian Creative Academy
Awards



Critically Acclaimed Show
with 7.3 rating on IMDB

Accomplishments (1/3)

2014



Nisha Aur Uska Cousin

269 Episodes 134.5 Total Hours

Star India Pvt. Ltd - TV



First-of-its-kind youth show that received
Best Debut Award
at Star Parivar Awards



Yeh Hai Aashqui - Season - I

12 Episodes 12 Total Hours

Bindass - Genx Entertainment Ltd - TV



Highest rated youth show

2015



Tedhimedhi Family

97 Episodes 48.5 Total Hours

Big Magic Ltd



Adaptation of the international format 'Middle'.

2017



Big F - Season - II

11 Episodes 22 Total Hours

MTV - Viacom18 Media Pvt Ltd - TV



Highest views garnered on YouTube, more than
20mn views



Fear File - Season - II

97 Episodes 97 Total Hours

Zee Entertainment Enterprises Ltd



Slot leader at 10:30 pm weekend slot. Rated among
top 10 shows.

Zee rishtey Award for
Best Show
on Zee tv



Aapke Aa Jane Se

375 Episodes 187.5 Total Hours

Zee Entertainment Enterprises Ltd



Slot leader at 10 pm slot across all channels

Accomplishments (2/3)

2018



The Interns

8 Episodes 4 Total Hours

Worldwide Media Pvt Ltd - Web Series



First-of-its-kind scripted reality show



Banned

12 Episodes 6 Total Hours

Vuclip (India) Pvt. Ltd - Web Series



Rated 7.1 on IMDB. First of its kind musical web series with original soundtrack



13 Mussories

13 Episodes 6.5 Total Hours

Vuclip (India) Pvt. Ltd - Web Series



Rated 6.5 on IMDB

2019



Arundathi

153 Episodes 76.5 Total Hours

Sun TV Network Limited



Daily horror show. Opening rating of 6.5.

Highest for the 10 pm slot



F For Fantasy

6 Episodes 6 Total Hours

Viacom18 Media Pvt Ltd - Web Series



Rated 6.6 on IMDB.

Accomplishments (3/3)

2020



Marzi

6 Episodes

6 Total Hours

Vuclip (India) Pvt. Ltd - Web Series



Rated 7.3 on IMDB.

Adaptation of successful HBO format 'The liar'.



Raikar Case

7 Episodes

7 Total Hours

Vuclip (India) Pvt. Ltd - Web Series



Rated 7.3 on IMDB.

Critically acclaimed show with rave reviews.



Nati Pinky Ki Lambi Love Story

55 Episodes

27.5 Total Hours

Viacom18 Media Pvt Ltd - Web Series



Highly acclaimed show

opening at rating of 1.7, nearly doubling the channels reach on the slot

2022



The Gone Game 2

5 Episodes

Voot Select



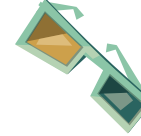
Life Navrangji

7 Episodes

Youtube



Get in Touch With Us



THANK
YOU



KAPTIFY® Consulting

Strategy & Investor Relations

Tel: +91-845 288 6099

Email: contact@kaptify.in

www.kaptify.in

