

SITI Networks Limited

Q3FY21 Investor Presentation

Disclaimer

Some of the statements made in this presentation are forward-looking statements and are based on the current beliefs, assumptions, expectations, estimates, objectives and projections of the directors and management of SITI Networks Limited (SITI Networks) about its business and the industry and markets in which it operates. These forward-looking statements include, without limitation, statements relating to revenues and earnings. The words “believe”, “anticipate”, “expect”, “estimate”, “intend”, “project” and similar expressions are also intended to identify forward looking statements. These statements are not guarantee of future performance and are subject to risks, uncertainties and other factors, some of which are beyond the control of the Company and are difficult to predict. Consequently, actual results could differ materially from those expressed or forecast in the forward-looking statements as a result of, among other factors, changes in economic and market conditions, changes in the regulatory environment and other business and operational risks. SITI Networks does not undertake to update these forward-looking statements to reflect events or circumstances that may arise after publication.

ZINDAGI^{KA} NETWORK



Overview



NETWORKS

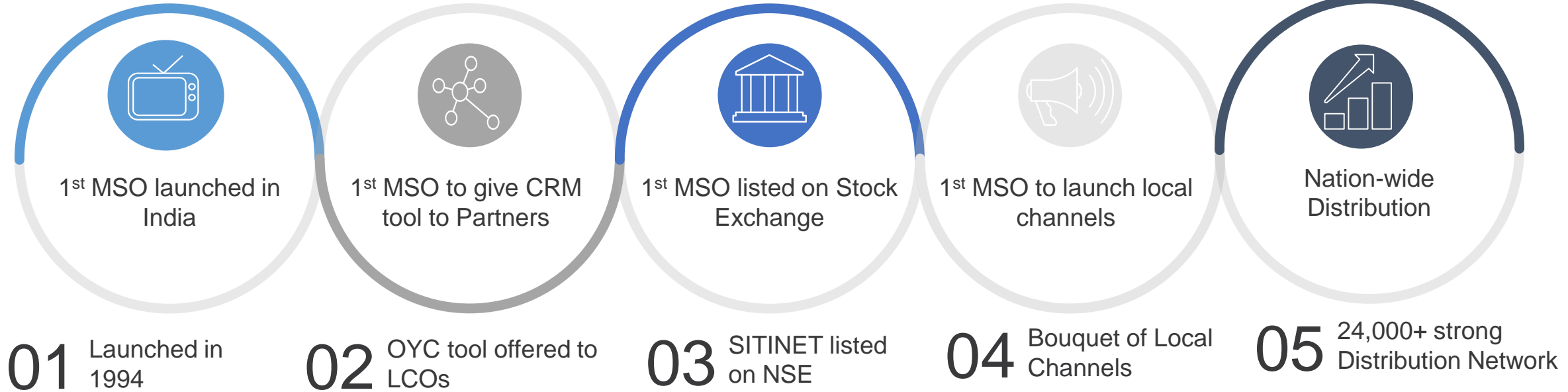
ZINDAGI^{KA} NETWORK

- India's **Leading Digital TV Network**
- Present in **20+** States across India
- Footprint across **249+** districts **800** locations
- Delivering content to consumers 24/7



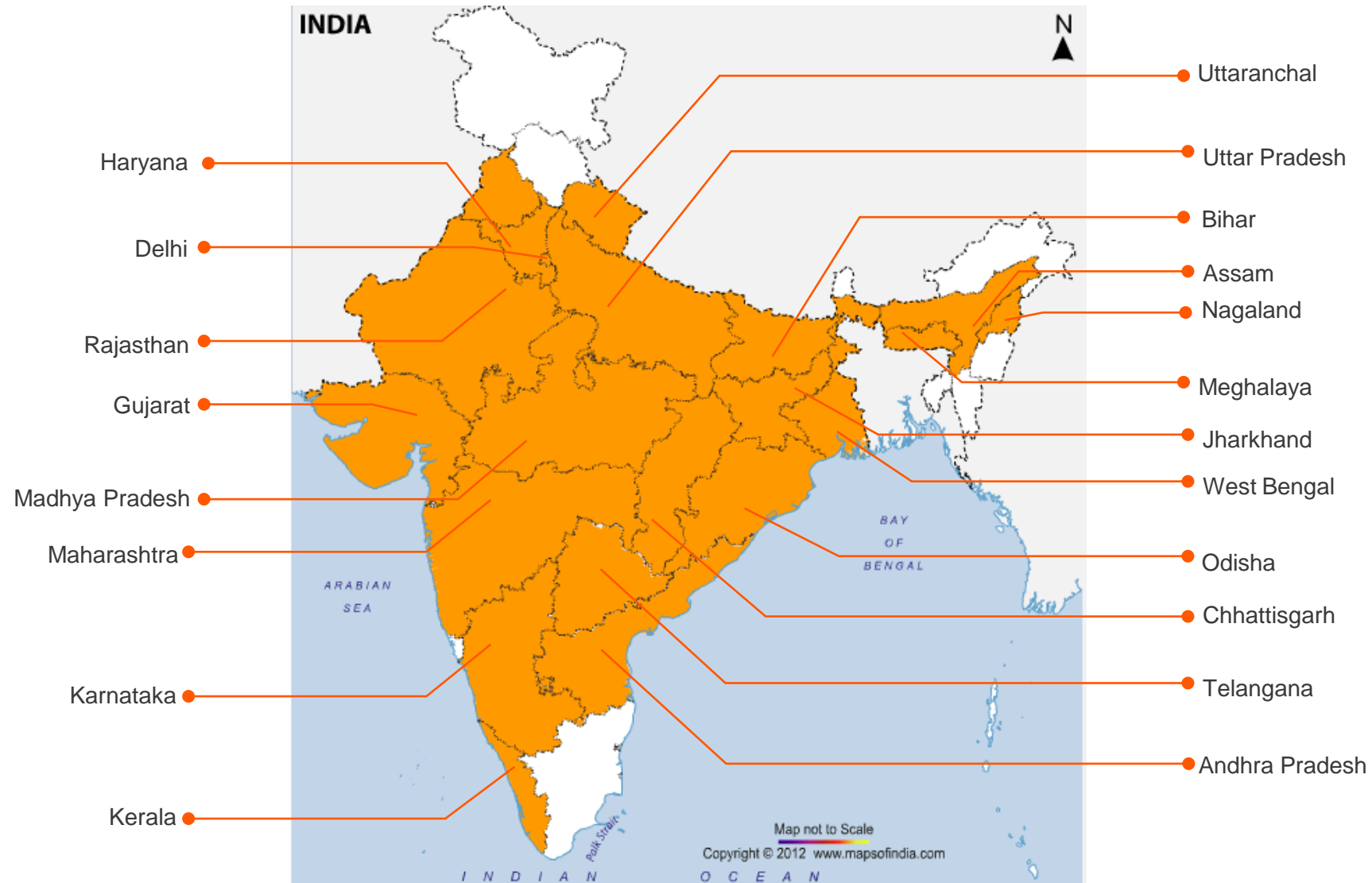
SITI Networks

India's Leading Digital TV Network



SITI Networks

Present across 800+ locations



SITI Networks

Competitive Advantage



01

India's largest MSO
Presence across 800 locations

Country-wide Access

02

Using latest MPEG4 STBs
Broadband through Hybrid (DOCSIS 2/3 & GPON) Network

Superior Technology

03

OYC Subscriber Management System
Conax CAS
SAP Based systems
Uniform commercial policies

Systems and Processes

04

In discussion with various service providers for creating value adds for SITI base

Strategic Alliances

05

Professional Management
Lean and Agile Organizational Structure
Value unlocking: Consolidating MSOs

Efficient Execution

Promoter Group

Corporate Structure



- Launched in 1926, the Parent Group (“Essel Group”) completed 90 years recently; One of India's leading business houses, with a dominant vertically integrated presence in Media and entertainment
- Leading producer, aggregator and distributor of Indian programming across the world; 250,000+ hours of original Content
- Group Market Cap (Listed entities under the Parent Group): ~USD 4.92 Bn
- Present in 171 countries, a reach of ~1.3bn+ viewers; Compelling bouquet of 75 Channels



ZEE
Entertainment

India's Leading
General TV
Entertainment
Network



ZEE
Media Corp Ltd.

Strong presence in
National & Regional
News Genre



Dish
TV

Asia's largest DTH
provider after merger
with Videocon D2H



SITI
Networks

One of India's
leading National
MSOs



DNA
Newspaper

English broadsheet
daily with presence
in major cities

Essel Infrastructure

Education: Zee
Learn Limited

Theme Parks: Essel
World and Waterpark

Precious Metals:
Shirpur Gold
Refinery

Healthy Lifestyle &
Wellness

Content

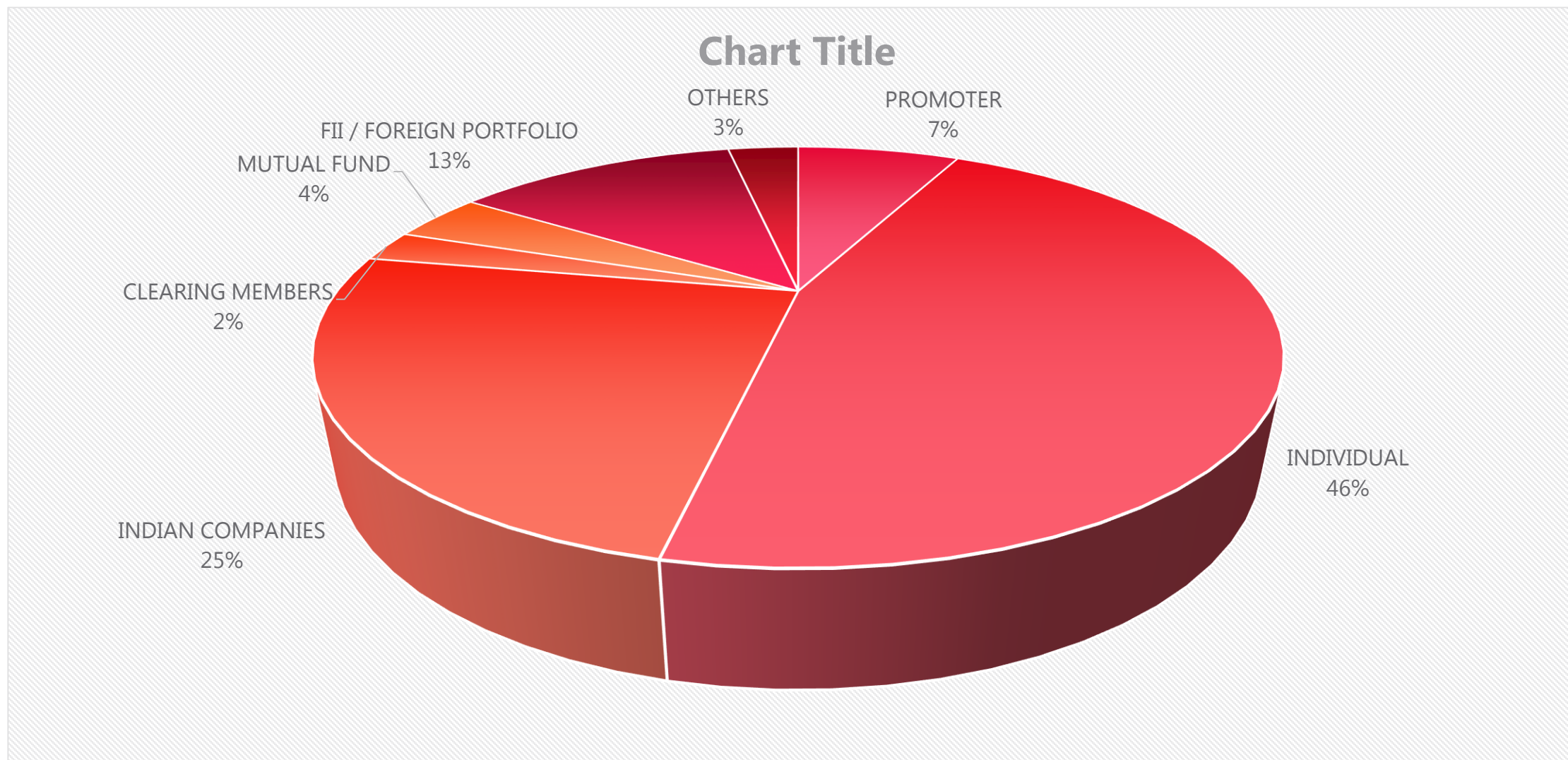
Distribution

Online Media

Other Business'

SITI Networks

Sizeable Free Float & Institutional Ownership



As of 30 Sep 2020

Others include HUF, Clearing Members, banks, trusts and NRIs



Technology Infrastructure

Video & Broadband



- 10 Digital Headends; Intra-city OFC and Coax Network of ~33,000 Kms covering ~ 800 locations
- Transport of Digital CATV signals on 1.2 Gbps links across the country; ~500 IP Points
- Hybrid (DOCSIS+ GPON) Technology to offer Cable Broadband services

Digital Headends	Modems	STB's	Chipsets	Servers	CAS, SMS, EPG	Connectivity

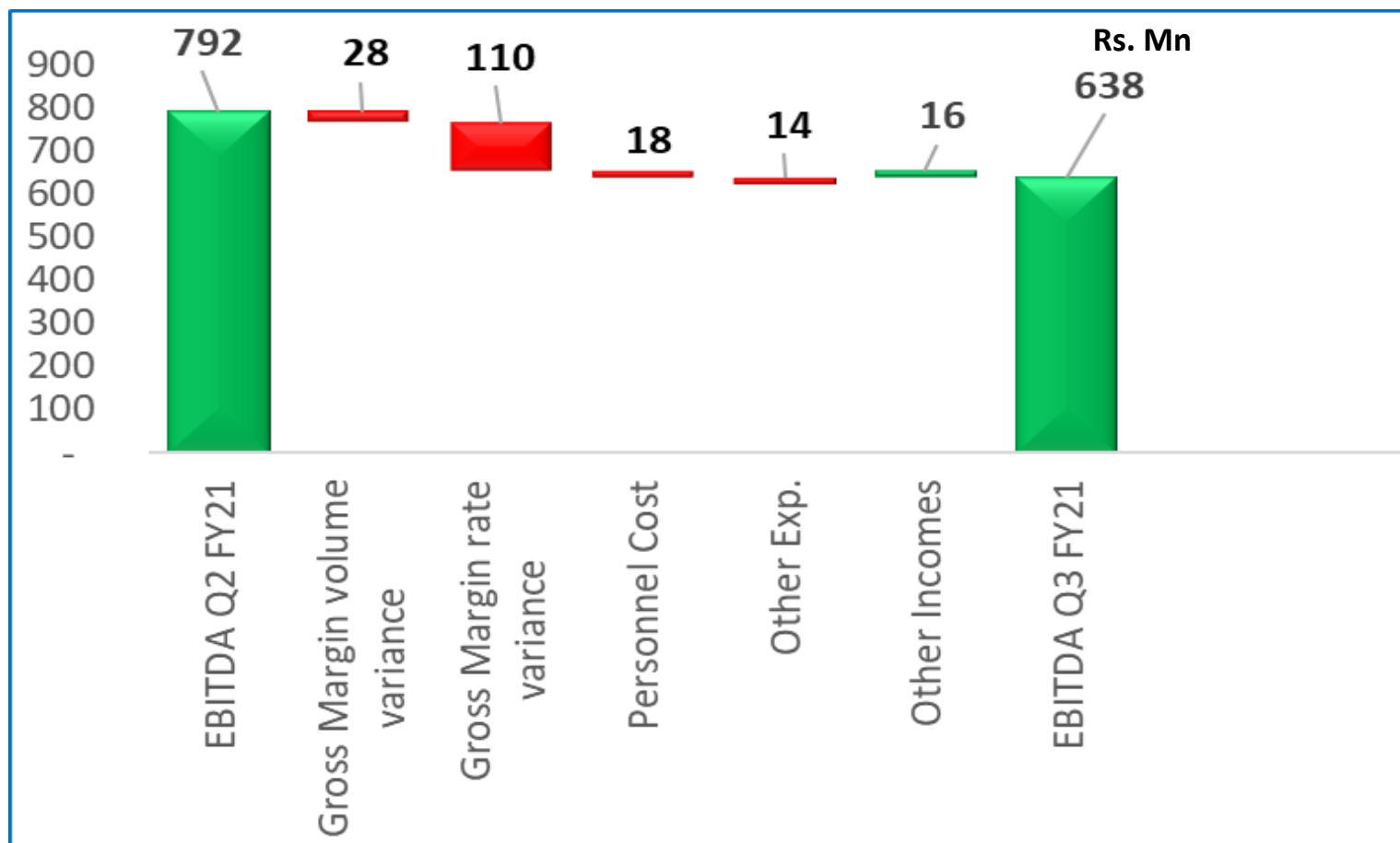
Financials & Operating Metrics

SITI Networks Consolidated results



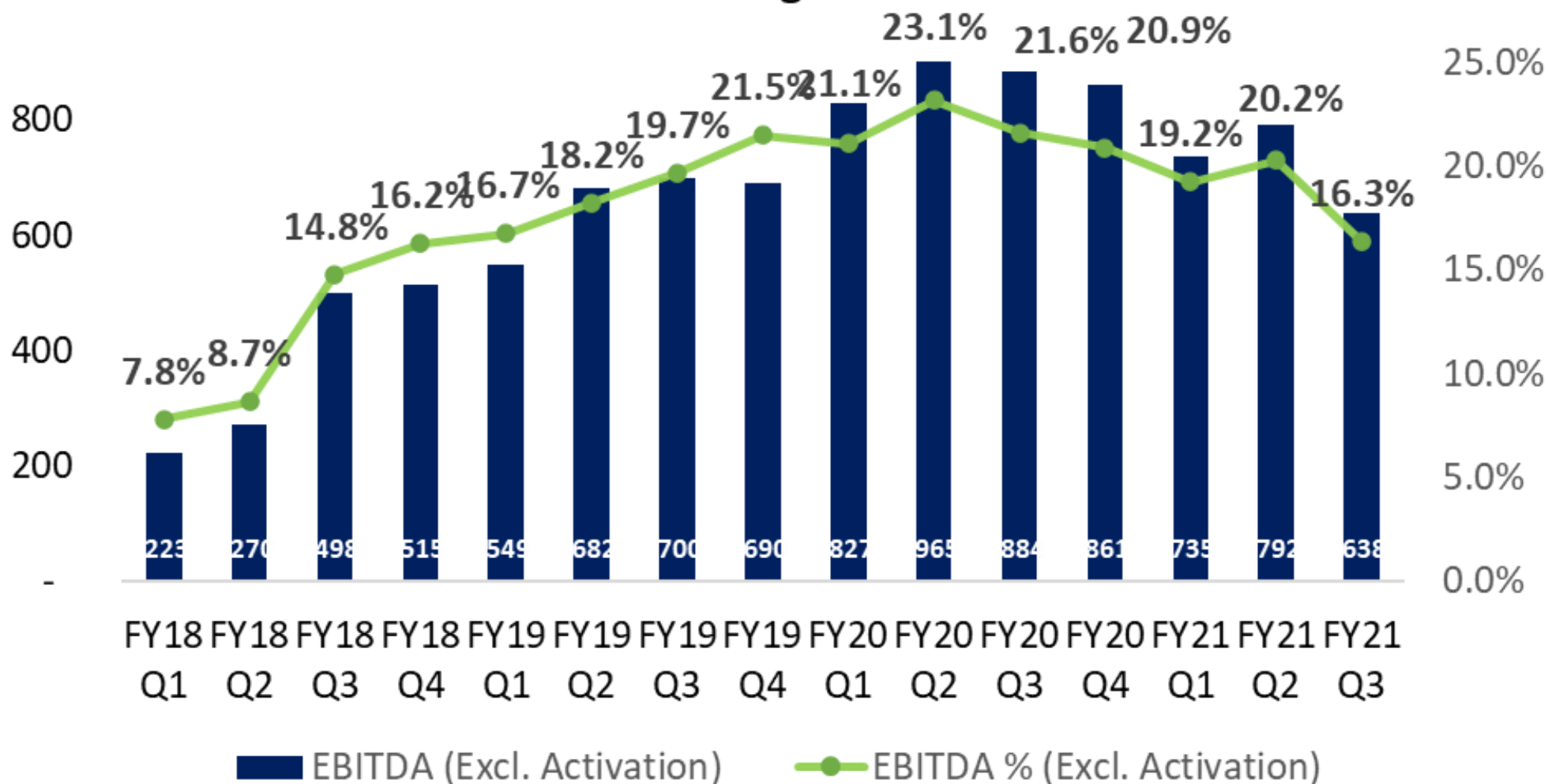
- Operating EBITDA down by **19.4% q-o-q** to **Rs.638 Mn**
- Operating EBITDA Margin stands at **16.3% against 20.2% q-o-q basis**
- Total Revenue¹ **Rs. 3,906 Mn against Rs. 3,910 Mn in Q2 FY 21**
- Subscription Revenue down slightly by **1% q-o-q** to **Rs. 2,706 Mn**

Q2 FY21 vs Q1 FY21 Consolidated Waterfall Analysis



- Gross Margin = Subscription + Placement/Marketing Income - Pay Channel – Marketing Cost

Normalised EBITDA Margin Trend



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Thank You

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