

February 2, 2026

<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>ISIN</b> <b>INE919I01024</b>			<b>Equity</b> <b>Scrip Code</b> <b>540366</b> <b>ISIN</b> <b>INE919I01024</b>		

**Subject: Investor Presentation on Un-audited Financial Results of the Company for third quarter and nine months ended on December 31, 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 for third quarter and nine months ended on December 31, 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  
Q3 FY26



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Radio Trends & Radio City Revenue Highlights

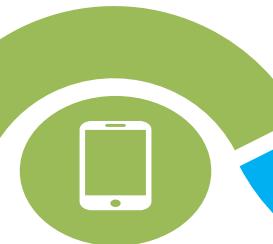


## Created Business

Top Solution-driven event sales highlights

## Digital Landscape

Platform wise reach, highlights & New product Launch



## Financial Highlights

Financial health of Organization

## On Air & On Ground Events

Expansion of Corporate Footprint Internationally



# Key Highlights – Q3FY26



## Radio Industry

- (2%) YoY de-growth in volumes for Q3FY26
- 1.9 K clients are new in Q3FY26 out of 4.3 K total clients advertised on Radio platform

## Operational Highlights

- Q3FY26 Market Share at 18%
- 37% of the total clients on the Radio platform advertised on Radio City
- 27% of New clients on Radio platform advertised on Radio City

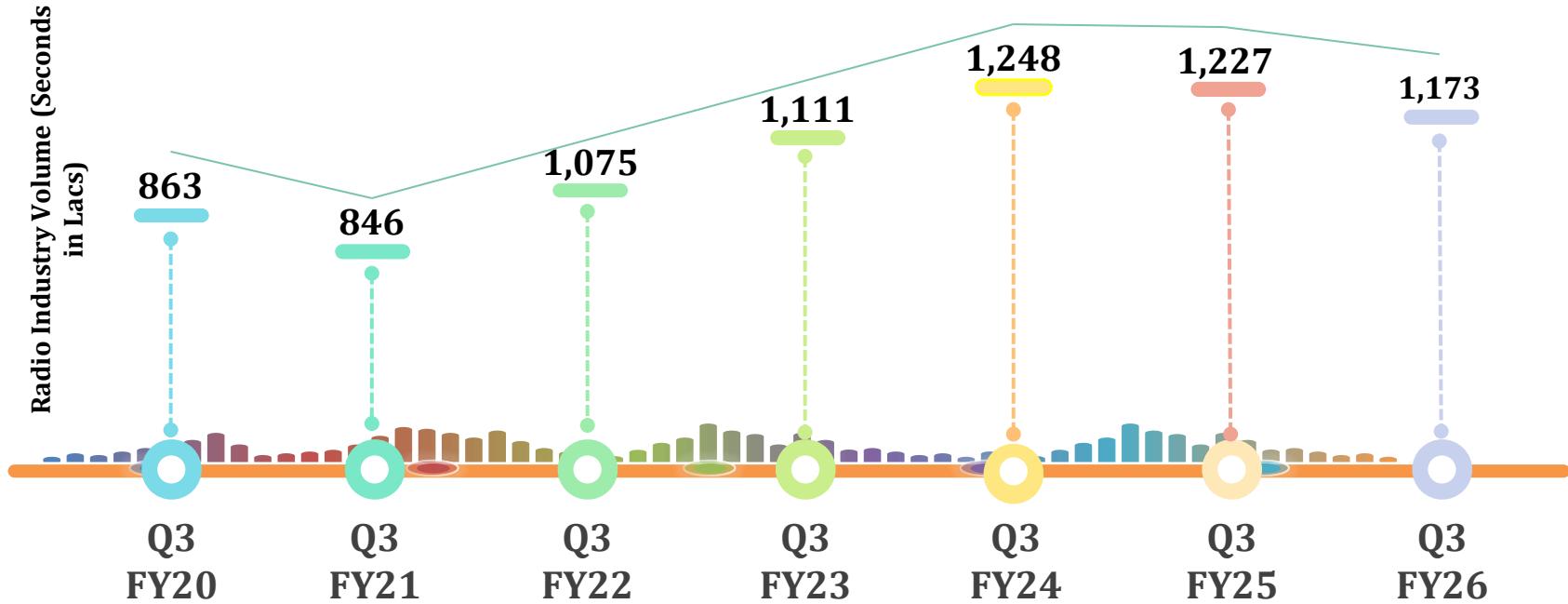
## Programming & Marketing Highlights

- 14% Revenue Garnered from Created Businesses - Properties, Proactive pitches, Digital, Sponsorships & Special days
- Q3FY26 Digital revenue contribution is at 6% of overall ad sales revenue

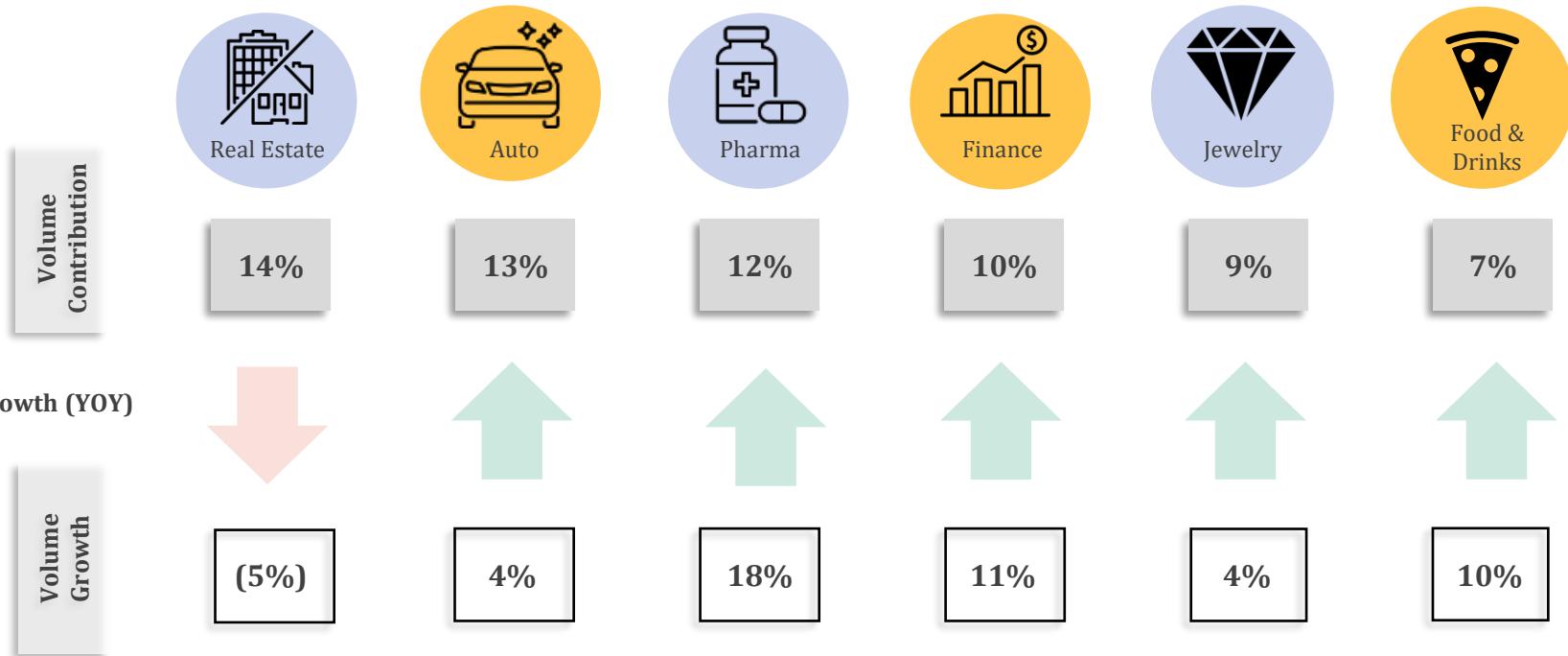


# Business Highlights

# Radio Industry Volume Trend



# Radio Industry – Q3FY26 Category Trend



# P&L Highlights

Figures (Rs. in Cr)

Revenue

Operating  
EBITDA

Adjusted  
PAT\*

Q3FY26

Rs. 46.5

Rs. 15.9

Rs. 6.0

9MFY26

Rs. 133.6

Rs. 25.3

Rs. 1.6

\*Adjusted for interest on NCRPS

# 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):  
**4.4 M**

Rank:  
**No.2**

Instagram



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

Rank:  
**No.3**

Twitter



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

Rank:  
**No.1**

YouTube



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

Rank:  
**No.4**

LinkedIn



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

Rank:  
**No.3**

**Radio City Social Media Reach: 153.8 M**

# Digital Client Solution Highlights





# Created Business



# Radio City Regional Collaboration



RC strategic tie up with LULU mall, promoting the Auto expo through On air promos & cross collaboration through social media post.



Felicitating the Youth of Varanasi on RC platform to honor their talent and achievements. Promotions took place via programming and digital channels.

# Radio City Blue Carpet

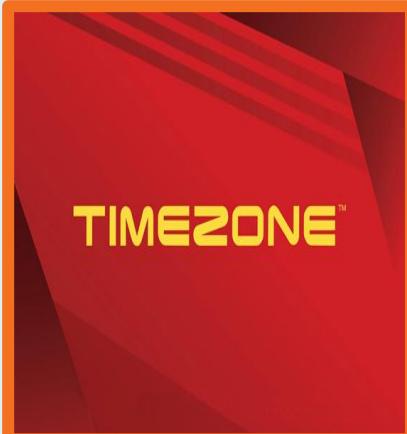


A Radio City property for our listeners that showcase regional blockbusters and infuse interactivity with the audience via on ground activations. Gratifications include exclusive tickets to cine blockbusters.

# Radio City Everywhere



RC partnered with one of the top Bollywood event "OTT India Fest". Rjs got a chance to create content with celebrities on air and on digital platforms.



Radio City association with 'Timezone'. A family recreational zone that gave us rewards to Radio City listeners via on air contests and promotions.



Radio City partnered with two Major Marathon organizers GO Flow Run & WNC Half Marathon ensuring high-frequency exposure among urban & fitness-oriented audiences.

# Strategic Shift



# Refreshed Product

## Strategic Shift & Refreshed Programming

### 01 Music Transformation

Radio City transitioned from a Hindi-only format to a curated mix of Trending, Hindi, English, and Native music, implemented through refreshed playlists and brand-new clocks

### 02 Optimized Network Model

The network adopted a "Hub-and-Spoke" model on November 1st, balancing local resonance with efficiency across 39 stations using networked shows.

### 03 Youth-Driven Innovation

Launched "Campus FM," a youth-centric format where college students curate and host their own music sets between 3:00 pm and 5:00 pm.

### 04 Reimagined Legacy Content

The iconic "Kal Bhi Aaj Bhi" has been modernized into a 90s-focused era with redesigned clocks and enhanced storytelling to target millennial audiences.

## Celebrity Content & Future Tech

### 05 Celebrity Sunday Lineup

Sundays are now appointment-led, featuring high-recall shows like "The Jai Madan Show" (Astrology) and "Baaton Baaton Mein" with spoken word artist Yahya Bootwala

### 06 Flagship Cricket Properties

Leveraged India's cricket passion by bringing on Harbhajan Singh for "Cricket Ka Blockbuster" and "Lajawab Bhajji Weekend

### 07 AI Integration

"AI RJ Sia" has been reloaded with an upgraded personality and refined tonality to provide a more relatable voice for contemporary listeners

### 08 Radio City Live Impact

Successfully executed high-profile live events and concerts including Kabir Café, Dire Straits Legacy, and the star-studded "Haazri" featuring AR Rahman and Sonu Nigam



# Financial Highlights

# Profit and Loss Statement

Particulars (Rs. in Cr)	Q3FY26	Q3FY25	YoY	Q2FY26	QoQ	9MFY26	9MFY25	YoY
<b>Revenue</b>	<b>46.5</b>	<b>65.4</b>	<b>-29%</b>	<b>37.8</b>	<b>23%</b>	<b>133.6</b>	<b>179.8</b>	<b>-26%</b>
Other Income	8.3	6.7		6.8		22.2	19.9	
<b>Total Income</b>	<b>54.8</b>	<b>72.1</b>	<b>-24%</b>	<b>44.7</b>	<b>23%</b>	<b>155.8</b>	<b>199.7</b>	<b>-22%</b>
Licenses Fees	4.9	5.2		4.8		14.5	15.2	
Employee Expenses	13.9	19.6		15.7		47.9	59.0	
Other Expenses	20.1	29.8		22.8		68.2	82.5	
<b>Operating EBITDA</b>	<b>15.9</b>	<b>17.6</b>	<b>-9%</b>	<b>1.3</b>	<b>1082%</b>	<b>25.3</b>	<b>43.0</b>	<b>-41%</b>
<b>Operating EBITDA Margin</b>	<b>34%</b>	<b>27%</b>		<b>4%</b>		<b>19%</b>	<b>24%</b>	
Depreciation/Amortization	6.8	8.8		7.0		20.9	25.9	
<b>Operating EBIT</b>	<b>9.1</b>	<b>8.8</b>	<b>4%</b>	<b>-5.7</b>	<b>260%</b>	<b>4.3</b>	<b>17.0</b>	<b>-75%</b>
<b>Operating EBIT Margin</b>	<b>20%</b>	<b>13%</b>		<b>-15%</b>		<b>3%</b>	<b>9%</b>	
Adjusted Finance costs*	0.7	0.7		0.7		2.2	2.2	
<b>Operating PBT</b>	<b>8.4</b>	<b>8.1</b>	<b>4%</b>	<b>-6.4</b>	<b>230%</b>	<b>2.1</b>	<b>14.8</b>	<b>-86%</b>
Tax	2.4	2.3		-1.9		0.5	4.3	
<b>PAT (After Adjustment of Interest on NCRPS)</b>	<b>6.0</b>	<b>5.7</b>	<b>5%</b>	<b>-4.6</b>	<b>232%</b>	<b>1.6</b>	<b>10.5</b>	<b>-85%</b>
<b>PAT Margin</b>	<b>13%</b>	<b>9%</b>		<b>-12%</b>		<b>1%</b>	<b>6%</b>	
<b>Interest on NCRPS</b>	2.3	2.1		2.3		6.9	6.3	
<b>Reported PAT</b>	<b>3.7</b>	<b>3.6</b>	<b>2%</b>	<b>-6.9</b>	<b>154%</b>	<b>-5.4</b>	<b>4.2</b>	<b>-228%</b>
Other Comprehensive Income	0.4	0.0		0.7		1.1	-0.1	
<b>Total Comprehensive Income</b>	<b>4.1</b>	<b>3.6</b>	<b>13%</b>	<b>-6.2</b>	<b>166%</b>	<b>-4.3</b>	<b>4.1</b>	<b>-204%</b>

\*Adjusted for interest on NCRPS

# Thank You

Contact Us



CIN: L64200MH1999PLC137729

Mr. Rajiv Shah

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

[www.radiocity.in](http://www.radiocity.in)