

**HT MEDIA LIMITED**

Regd. Office : Hindustan Times House
18-20, Kasturba Gandhi Marg
New Delhi - 110001
Tel.: 66561234 Fax : 66561270
www.hindustantimes.com
E-mail : corporatedept@hindustantimes.com
CIN : L22121DL2002PLC117874

Ref: HTML/CS/02/202129th October, 2021**BSE Limited**

Phiroze Jeejeebhoy Towers,
Dalal Street,
MUMBAI - 400 001

The National Stock Exchange of India Limited

Exchange Plaza, C/1, Block G,
Bandra Kurla Complex, Bandra (E)
MUMBAI - 400 051

Scrip Code: 532662**Trading Symbol: HTMEDIA**

Dear Sirs,

Sub: Presentation on the Un-audited Financial Results of the Company for the quarter and half-year ended on 30th September, 2021

Please find enclosed a presentation on the Un-audited Financial Results of HT Media Limited for the quarter and half-year ended on 30th September, 2021.

This is for your information and records.

Thanking you,

Yours faithfully,
For **HT Media Limited**

**(Authorized Signatories)****Encl: As above**

HT MEDIA GROUP
Q2 FY 2021-22
Consolidated Financial Results

 **HT Media Limited**

हिन्दुस्तान

Cautionary Statements

Certain statements in this presentation may be forward-looking statements.

Such forward looking statements are subject to risks and uncertainties like regulatory changes, local political and economic developments, technological risks and many other factors that could cause our actual results to differ materially from those contained in the relevant forward-looking statements.

HT Media Group will not, in any way, be responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.

This is a quarterly webcast presentation, combining information for the public listed companies “HT Media Limited” and its subsidiary “Hindustan Media Ventures Limited”. Key objective of this presentation is to facilitate a unified platform for quarterly performance discussion pertaining to both the companies. It is neither intended to be an exhaustive review nor to provide any trading, financial, legal advice or outlook.

Chairperson's Message

“The operating environment improved progressively during the second quarter as the Indian economy gradually emerged from the impact of the second wave. It was marked by decline in COVID cases, a significant pickup in the pace of vaccination, and a sharp recovery in economic activity driven by improvement in consumption demand and sentiment.

The positive macroeconomic scenario prompted businesses to revive consumer outreach through advertising. As a consequence, advertising revenue across our Print and Radio businesses has shown significant improvement over the same quarter last year, with both large and small businesses spending on advertising. Circulation revenue too grew well. Our Shine business reported a strong double-digit growth during the quarter, led by Shine Learning.

We witnessed improvement in operating profit margins on the back of strong volume growth and better yields, even as commodity prices continued to rise.

As the economic indicators continue to improve with the opening up of economy, we are hopeful of capitalizing on resurgent demand, especially during the upcoming festive season. We continue to stay focused on delivering credible, reliable and engaging news and analysis, information and entertainment to our audience.”

Mrs. Shobhana Bhartia

Chairperson and Editorial Director

HT Media Ltd & Hindustan Media Ventures Ltd

Table of Contents

PARTICULARS	SLIDE NO.
Consolidated Performance Q2 FY 2021-22	5
Business Unit Performance Q2 FY 2021-22	7
Print	8
Print – English	10
Print – Hindi (HMVL)	12
Digital	14
Radio	16
Annexures	20

**CONSOLIDATED PERFORMANCE
Q2 FY 2021-22**

Consolidated Financial Summary

CONSOLIDATED PERFORMANCE

Particulars (Rs Cr)	Q2'21	Q2'22	YoY	Q1'22	QoQ
Total Revenue	302	440	46%	281	57%
EBITDA	-16	83	632%	-43	291%
EBITDA margin (%)	-5%	19%		-15%	
PAT ¹	-41	29	171%	-76	138%
PAT margin (%)	-13%	7%		-27%	
Net Cash ²	1,033	991	-4%	1,108	-11%

¹PAT is after share of profit/(loss) from Associate/JV

²Balance at the end of the period

KEY HIGHLIGHTS

- Strong growth in Consolidated revenue across segments
 - YOY revenue growth of 46%
 - Sequential revenue growth of 57%
- Turnaround in operating profits
 - EBITDA Margin at +19% led by revenue growth
- EBITDA higher than Q2'21 by Rs 99 Cr (vs Q1'22 by Rs 127 Cr)
- PAT at Rs +29 Cr (Margin at 7%) vs a loss of Rs (41) Cr in last year Q2

BUSINESS UNIT PERFORMANCE
Q2 FY 2021-22

PRINT

PRINT – ENGLISH

PRINT – HINDI

DIGITAL

RADIO

FINANCIAL PERFORMANCE

Particulars (Rs Cr)	Q2'21	Q2'22	YoY	Q1'22	QoQ
Ad Revenue	162	247	52%	132	87%
Circulation Revenue ¹	45	50	13%	50	1%
Operating Revenue	225	313	39%	203	54%
Operating EBITDA	-1	39	5842%	-49	179%
Op EBITDA margin (%)	0%	12%		-24%	

¹Circulation revenue excludes impact of copy booking cost

KEY DRIVERS

- + Growth in Ad revenue across both Commercial and Government segments
- + Circulation revenue grew on the back of recovery in copies
- + Operating profits reported despite increase in newsprint price and consumption

PRINT

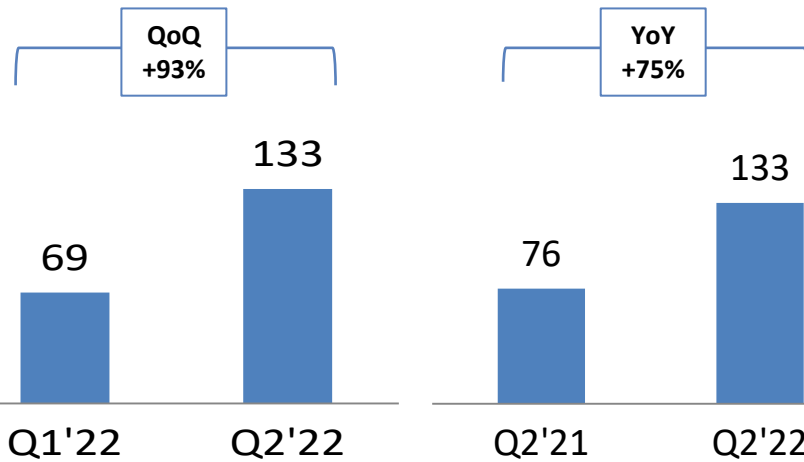
PRINT – ENGLISH

PRINT – HINDI

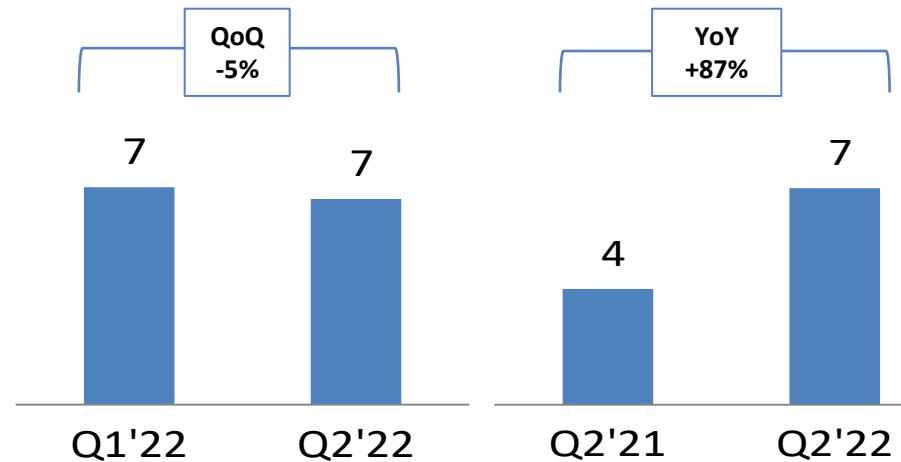
DIGITAL

RADIO

AD REVENUE (RS CR)



CIRCULATION REVENUE (RS CR)¹



¹Circulation revenue excludes impact of copy booking cost

REVENUE DRIVERS

- + Robust recovery in Ad volumes on YoY and on QoQ basis
- + Improvement in advertising from both national & local players
- + Growth in almost all categories
- + Growth in circulation revenue on YoY basis due to increase in copies and improvement in per copy realization

PRINT

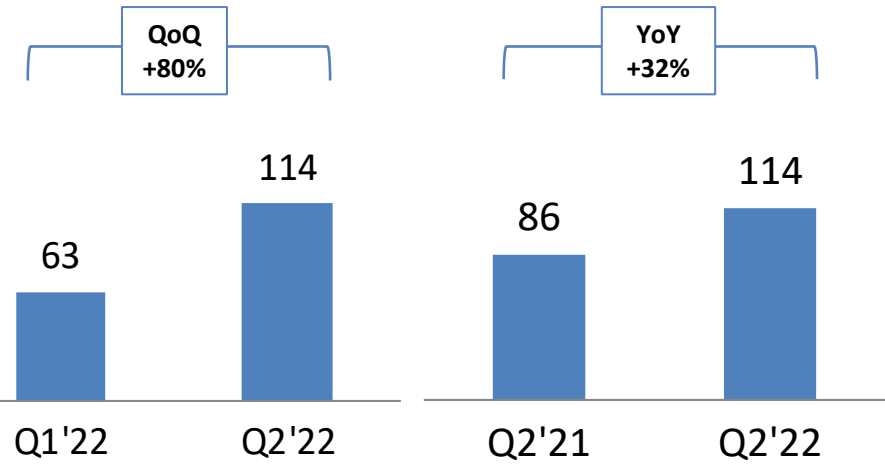
PRINT – ENGLISH

PRINT – HINDI

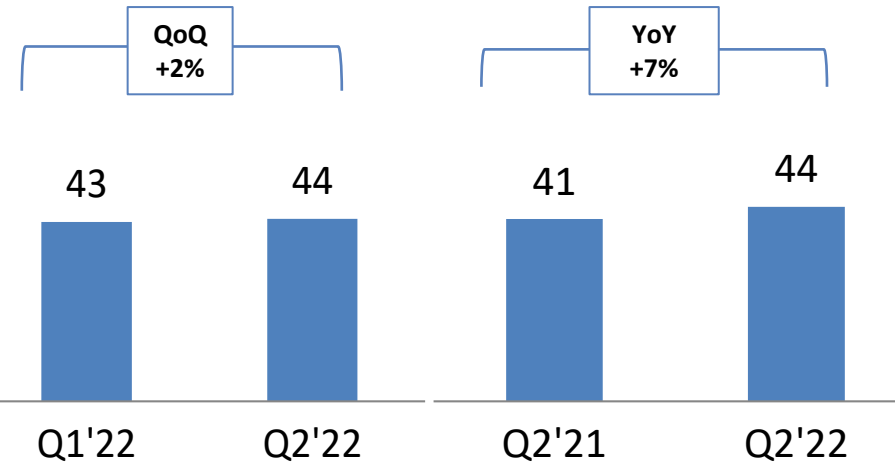
DIGITAL

RADIO

AD REVENUE (RS CR)



CIRCULATION REVENUE (RS CR)¹



¹Circulation revenue excludes impact of copy booking cost

REVENUE DRIVERS

- + Growth in Ad Volumes contributed to Ad revenue growth, both YoY and sequentially
- + Education, Retail, Entertainment and BFSI categories reported healthy growth
- + Circulation revenue growth supported by higher copies and realization

PRINT

PRINT – ENGLISH

PRINT – HINDI

DIGITAL

RADIO

FINANCIAL PERFORMANCE

Particulars (Rs Cr)	Q2'21	Q2'22 ¹	YoY	Q1'22 ¹	QoQ
Operating Revenue	21	33	56%	29	14%
Operating EBITDA	1	0	-82%	0	98%
Op EBITDA Margin (%)	7%	1%		0%	

¹Q2'22 & Q1'22 include Mosaic Media acquisition

HIGHLIGHTS

- + Operating revenue saw growth of 56% led by growth in Shine and VC Circle
- + EBITDA at breakeven

PRINT

PRINT – ENGLISH

PRINT – HINDI

DIGITAL

RADIO

FINANCIAL PERFORMANCE

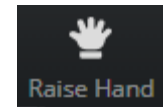
Particulars (Rs Cr)	Q2'21	Q2'22	YoY	Q1'22	QoQ
Operating Revenue	15	24	59%	12	99%
Operating EBITDA	-17	-3	82%	-16	81%
Op EBITDA Margin (%)	-111%	-13%		-134%	

PERFORMANCE DRIVERS

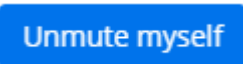
- + Strong traction in Ad volumes across key stations
- + Lower operating losses – growth in Op revenue while maintaining cost base

Q&A

1. To ask a question, Click on “Raise Hand”



2. On your turn, click on “Unmute Myself”



3. Ask your question

HT Media Group

Hindustan Times House,
2nd Floor, 18-20, Kasturba Gandhi Marg
New Delhi – 110001, India

Anna Abraham

Amit Madaan

Sankalp Raghuvanshi

 IR@hindustantimes.com



Ravi Gothwal

 htmedia@churchgatepartners.com



ANNEXURES

Consolidated P&L – HT Media Ltd

Particulars (Rs Cr)	Q2'21	Q2'22	YoY (%)	Q1'22	Seq (%)
Operating Revenue	261	370	42%	244	52%
Other Income	42	70	69%	38	87%
Total Revenue	302	440	46%	281	57%
Raw Materials & change in inventory	58	94	62%	74	26%
Employee Cost	80	94	16%	93	0%
Other expenses	180	170	-5%	157	8%
EBITDA	-16	83	633%	-43	291%
<i>Margin (%)</i>	-5%	19%		-15%	
PAT¹	-41	29		-76	
<i>Margin (%)</i>	-13%	7%		-27%	

¹PAT is after share of profit/(loss) from Associate/JV

Consolidated Balance Sheet – HT Media Limited

As at 31 Mar'21	Particulars (Rs Cr)	As at 30 Sep'21
	ASSETS	
	Non- current assets	
1,666	Financial assets	1,082
1,053	Property, plant and equipment	994
493	Others	489
3,212	Total non-current assets	2,565
	Current assets	
142	Inventories	165
851	Financial assets	1,466
119	Other current assets	137
1,113	Total current assets	1,768
4,325	Total assets	4,334
	EQUITY AND LIABILITIES	
	Equity	
46	Equity share capital	46
2,043	Other equity	2,001
407	Non-controlling Interest	404
2,496	Total equity	2,450
	Liabilities	
	Non-current liabilities	
176	Financial liabilities	137
13	Deferred tax liabilities (Net)	10
18	Others	18
207	Total non-current liabilities	165
	Current liabilities	
1,424	Financial liabilities	1,531
198	Others	188
1,622	Total current liabilities	1,719
4,325	Total equity and liabilities	4,334

Consolidated P&L – Hindustan Media Ventures Ltd

Particulars (Rs Cr)	Q2'21	Q2'22	YoY (%)	Q1'22	Seq (%)
Operating Revenue	131	163	24%	109	50%
Other Income	24	40	66%	21	92%
Total Revenue	155	203	31%	130	57%
Raw Materials & change in inventory	41	61	49%	46	33%
Employee Cost	32	38	20%	38	0%
Other expenses	69	62	-10%	58	6%
EBITDA	13	42	213%	-12	439%
<i>Margin (%)</i>	9%	21%		-10%	
PAT¹	4	31		-24	
<i>Margin (%)</i>	2%	15%		-18%	

¹PAT is after share of profit/(loss) from Associate/JV

Consolidated Balance Sheet – Hindustan Media Ventures Ltd

As at 31 Mar'21	Particulars (Rs Cr)	As at 30 Sep'21
	ASSETS	
	Non- current assets	
1,165	Financial assets	645
287	Property, plant and equipment	276
87	Others	88
1,539	Total non-current assets	1,009
	Current assets	
54	Inventories	70
472	Financial assets	1,026
41	Other current assets	51
567	Total current assets	1,146
2,106	Total assets	2,155
	EQUITY AND LIABILITIES	
	Equity	
74	Equity share capital	74
1,511	Other equity	1,519
1,585	Total equity	1,593
	Liabilities	
	Non-current liabilities	
31	Financial liabilities	21
15	Deferred tax liabilities (Net)	13
0	Others	1
47	Total non-current liabilities	36
	Current liabilities	
432	Financial liabilities	489
42	Others	37
474	Total current liabilities	526
2,106	Total equity and liabilities	2,155