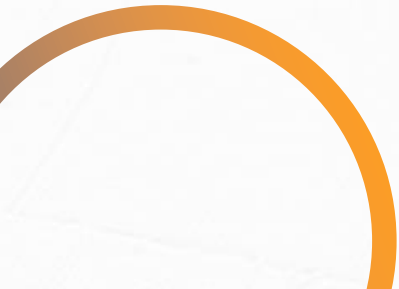


...let's play!

radiowalla.in

Investor Presentation

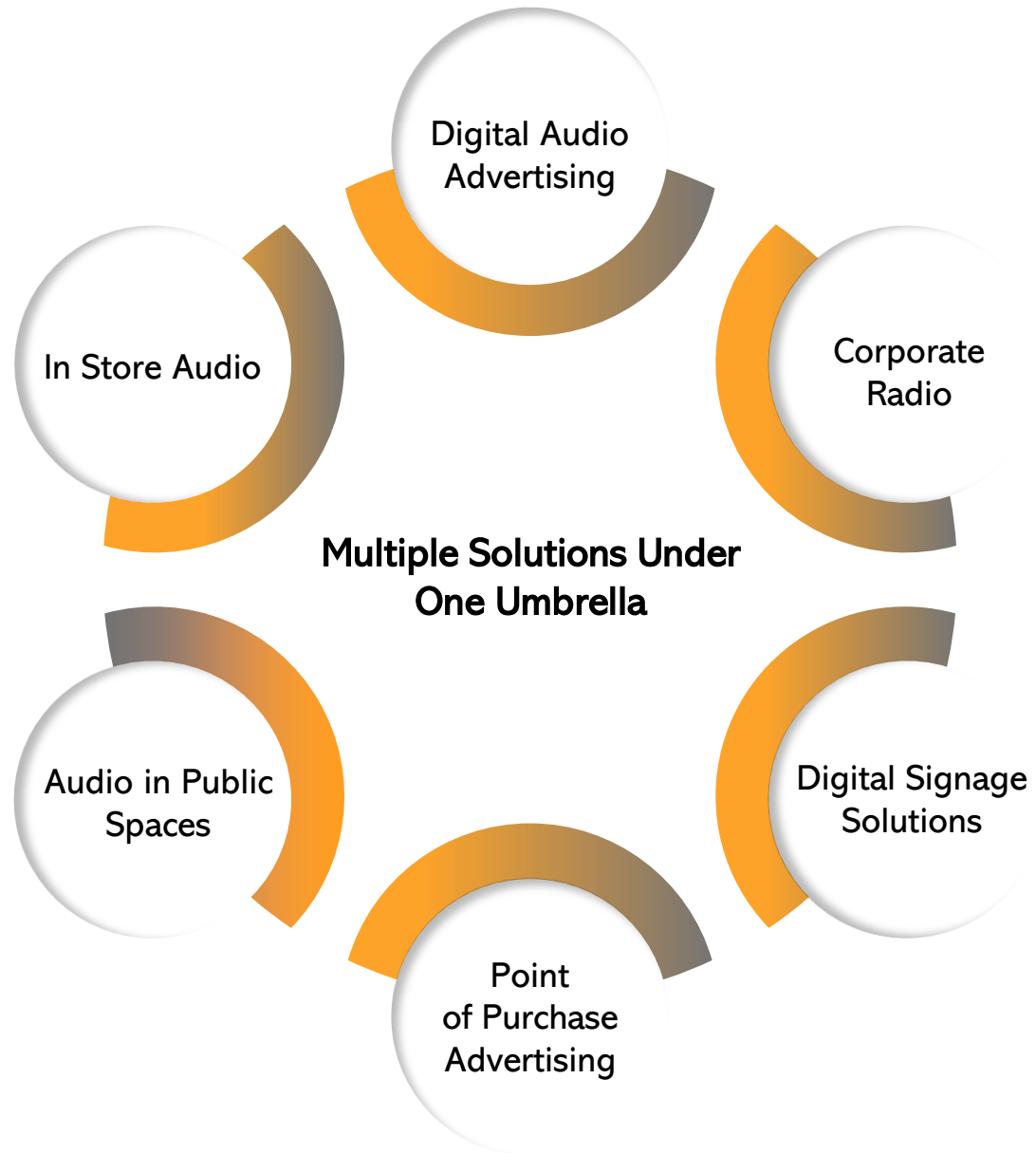


We, the presenters (Harvinderjit Bhatia and Anil Srivatsa), are a part of the management/promoter team of RADIOWALLA NETWORK LIMITED, and our family/associates may have vested interests in the presented securities and could be individually invested, participating in related transactions as deemed appropriate.

RADIOWALLA NETWORK LIMITED and their family/associates might have received any compensation and might be associated with the mentioned securities at any point in time. This information, believed to be reliable, is provided with available information at present but can vary going forward.

This presentation may involve discussions and statements that are forward-looking about the company. These statements are based on the beliefs, opinions, and expectations of the company as of the date of this meeting. It's important to note that these statements are not guarantees of future performance and involve risks and uncertainties that are difficult to predict.

This material is not an offer to sell or a solicitation to buy any securities or financial instruments mentioned in the report. All opinions and estimations included in this report constitute the judgment of RADIOWALLA NETWORK LIMITED as of this date and are subject to change without notice.



- 30,000+ stores
- 1Bn + Footfalls across the Network
- 20,000+ unique playlists everyday
- Music database of 100,000+ tracks
- 600+ brands serviced
- 1000+ cities / towns serviced in India.. and growing..
- Presence in 10 countries

H1 2024 Performance

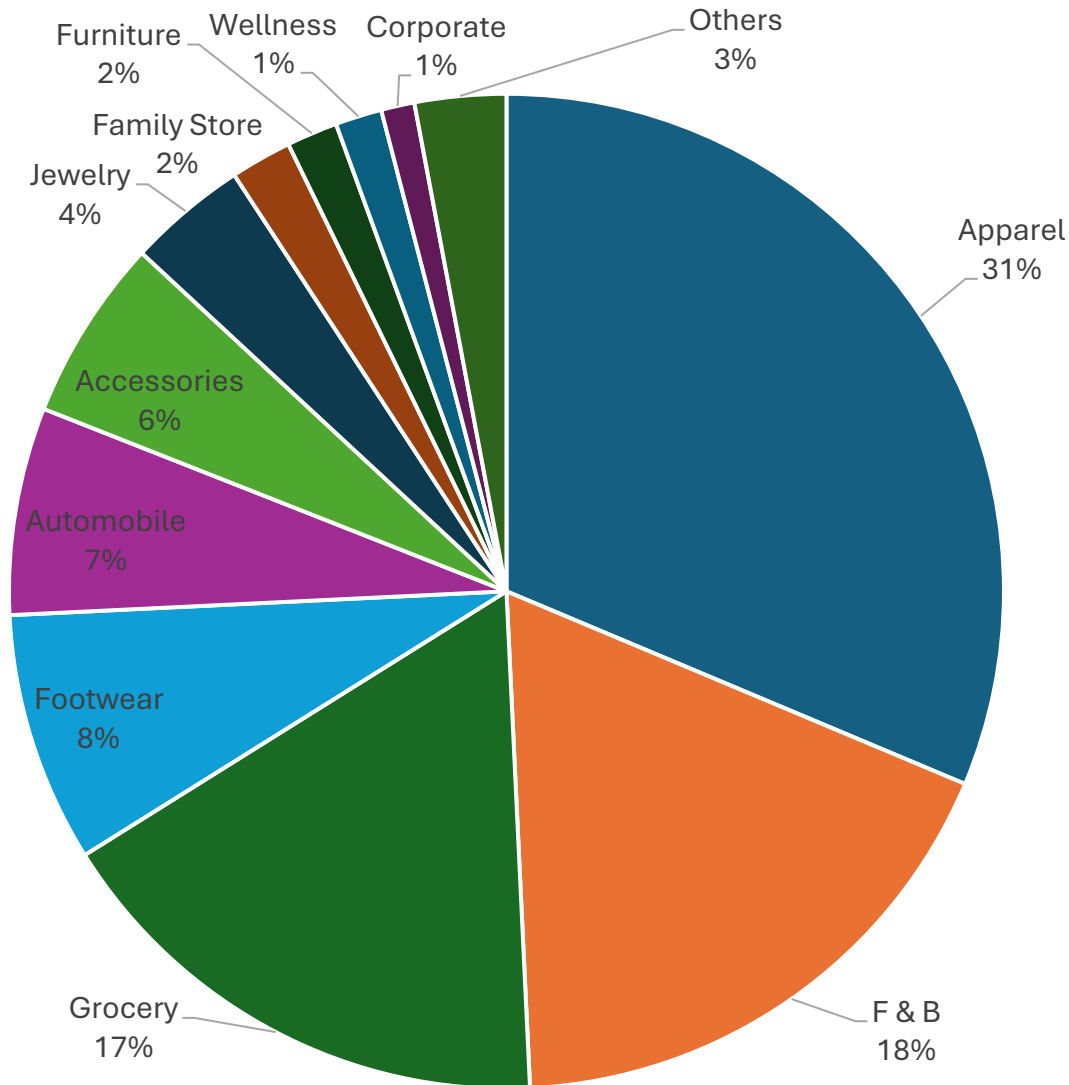
(In Rs

Particulars	April- Sept'2024	April- Sept'2023	YoY Growth
Revenue Breakup			
Instore Radio	58,759	40,040	47%
Advertisement	20,703	9,448	119%
Digital Video	6,435	13,613	-53%
Corporate Radio	10,890	10,787	1%
Other Income	2,703	11	24081%
Total Income	99,490	73,899	35%
Gross margin	32,400	29,308	
<i>Gross margin as % of Revenue</i>	<i>33%</i>	<i>40%</i>	
Marketing Expenses	1489	574	159%
CM1	30,911	28,734	
<i>CM1 as % of Revenue</i>	<i>31%</i>	<i>39%</i>	
Indirect Expenses	19,460	19,259	1%
Profit Before Exceptional and Extra Ordinary Expense	11,451	9,475	21%
<i>Profit as % of Revenue</i>	<i>12%</i>	<i>13%</i>	
Exceptional and Extra Ordinary Expense	(564)	-	
Onboarding of Tech Team (Investment for future growth)	(3,600)	-	
One time IPO related Expense	(1,375)	-	
Adjusted Profit Before Tax (as reported)	5,913	9,475	

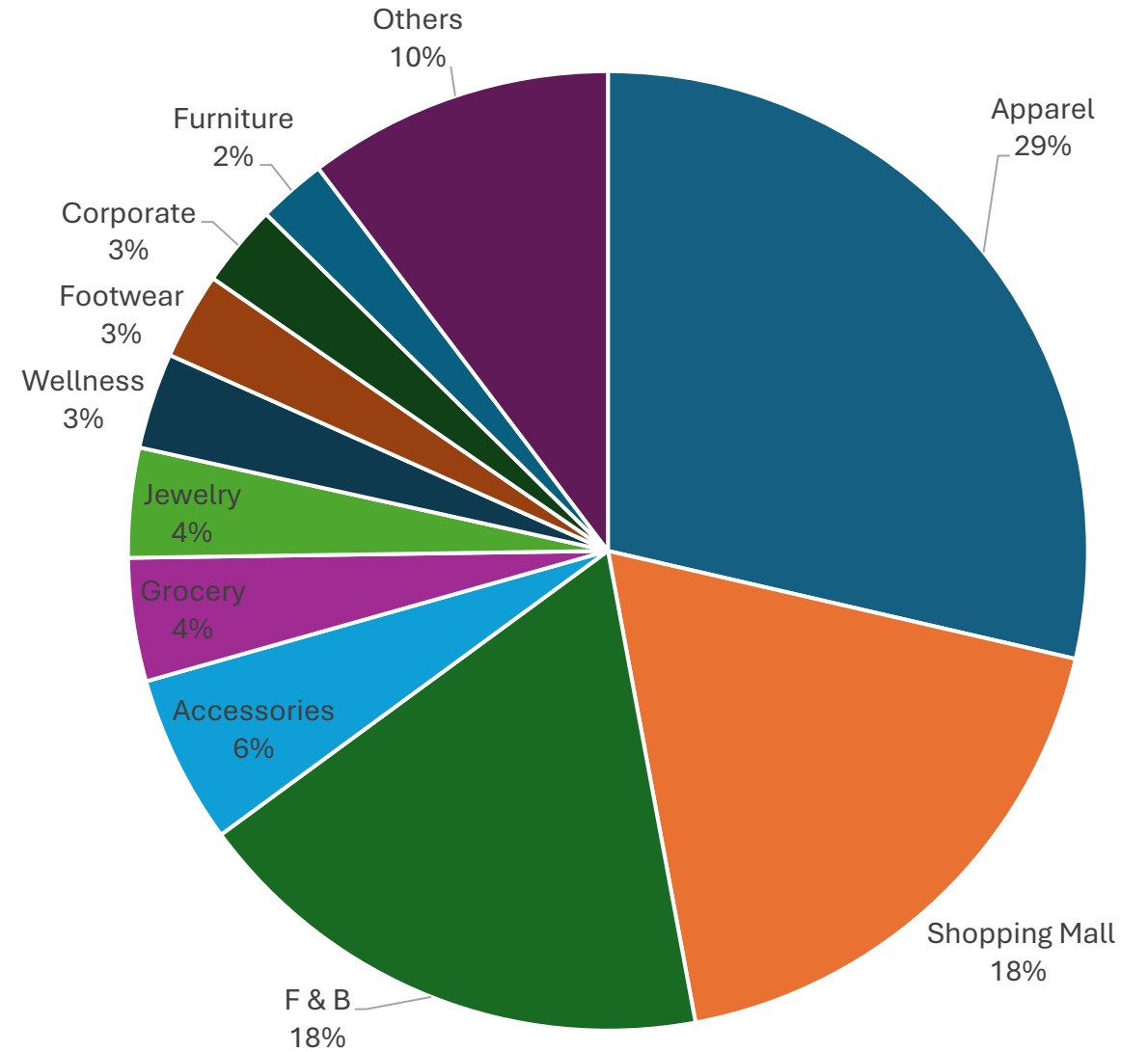
Key Focus Areas of Growth:

- In-Store network, the core of our Business, continues to show rapid growth in Store counts, reaching over 1Bn footfalls in these stores.
- Advertisement revenue (Audio + Digital Screens) flywheel has started moving and we expect a fast pace of growth in this segment in the near future.
- Improvement in Margins is a major focus area for the Senior Management. Growth in Advertisement revenue will help in improving the Net Profit of the company.

Store Count by Category



Client Count by Category



- Segment revenue up 45%
- Onboarded 80 new brands (~1300 stores)
- Overall 2000+ stores added in H1
- Continued expansion of network across categories and formats
- Strong pipeline of 4000+ stores for H2
- 20000+ unique playlists generated everyday
- Current store network close to 30,000 stores

New Logos added in First



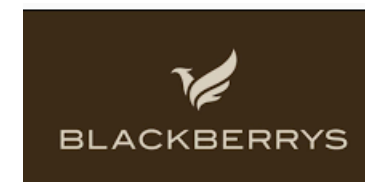
VICTORINOX



- Segment revenue up 119% YOY
- Advertising campaigns from 30+ brands during H1
- Largest campaign by single client - 925 stores
- Further growth noticed in festival season
- Repeat campaigns from key clients
- Both FMCG and Non FMCG brands advertised in Audio OOH



- YOY Revenue up
- Setup 9 Digital OOH Hoardings in Gujarat, another 4 in progress
- 30+ ad Digital OOH campaigns
- Shipra mall screen empanelled under DAVP (CBC)
- Repeat campaigns from various advertisers

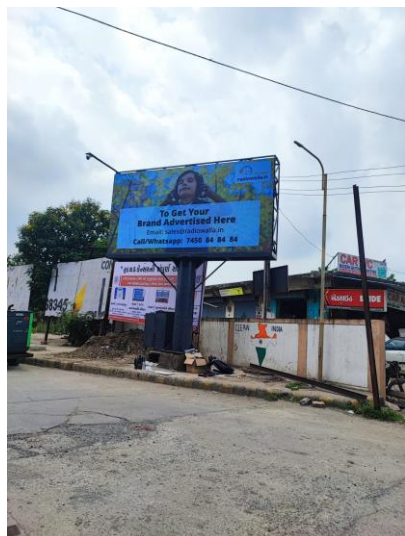


- YoY Segment revenue down due to a one time project specific revenue in FY 24
- Onboarded 6 new brands and 100+ screens
- Contracted and under installation - 340 screens
- Major clients under installations
 - Max Fashions (220 screens)
 - Bangalore International Airport (120 screens)
- Pipeline of 1000+ screens for H2

GIVA
Fine Silver Jewellery



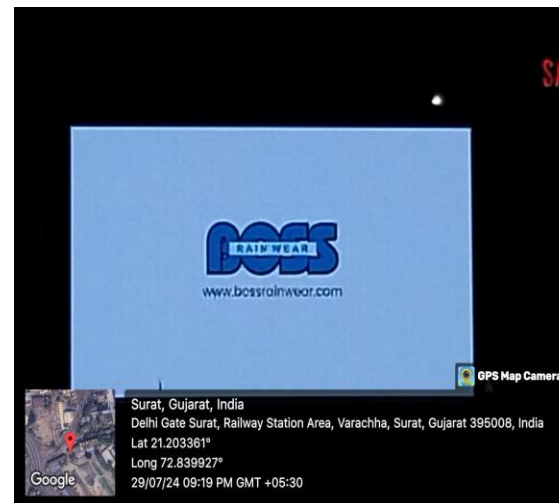
max



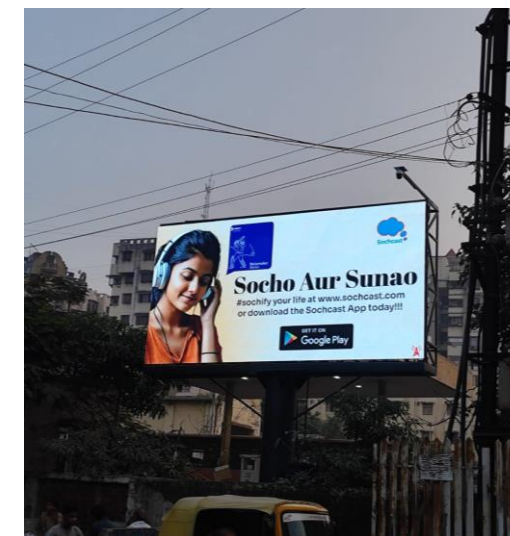
Ankaleshwar



Morbi



Surat



Navsari



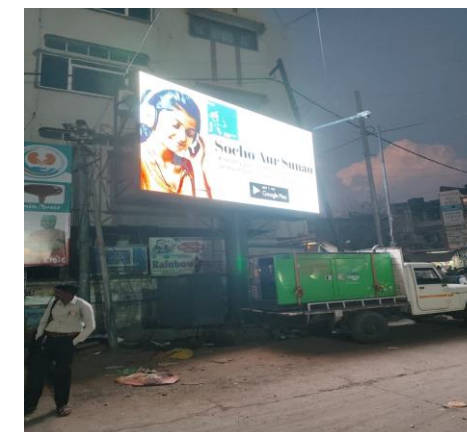
Halol



Deesa



Gandhinagar



Dahod

- AI generated music being tried out in select genres / playlists - Radiowalla will own the content
- Working on AI generated playlisting to make it completely customizable for each location
- Programmatic advertising pilot in progress
- Higher bitrate music for premium outlets
- Augmenting sales and business development teams
- Started a pilot in Brazil for a corporate radio project



Thank You

