



# SITI Networks Limited

*Q1FY21 Investor Presentation*

Formerly known as SITI Cable Network Limited  
BSE : 532795 | NSE : SITINET | Bloomberg : SCNL:IN | Reuters : SITI.NS  
[www.sitinetworks.com](http://www.sitinetworks.com)



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# ZINDAGI KA NETWORK



Overview



NETWORKS

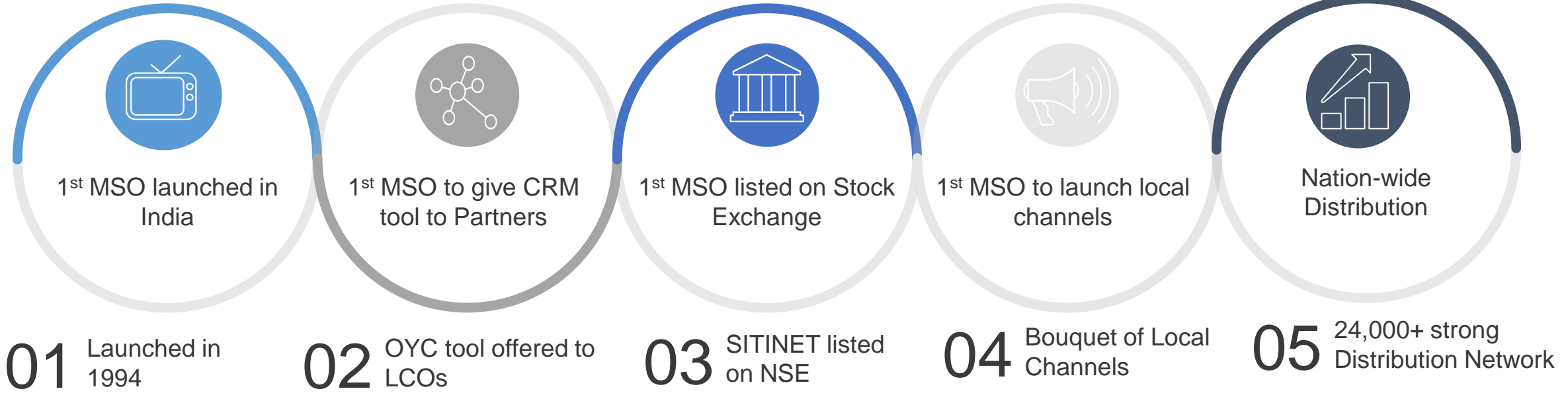
# ZINDAGI <sup>KA</sup> NETWORK

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



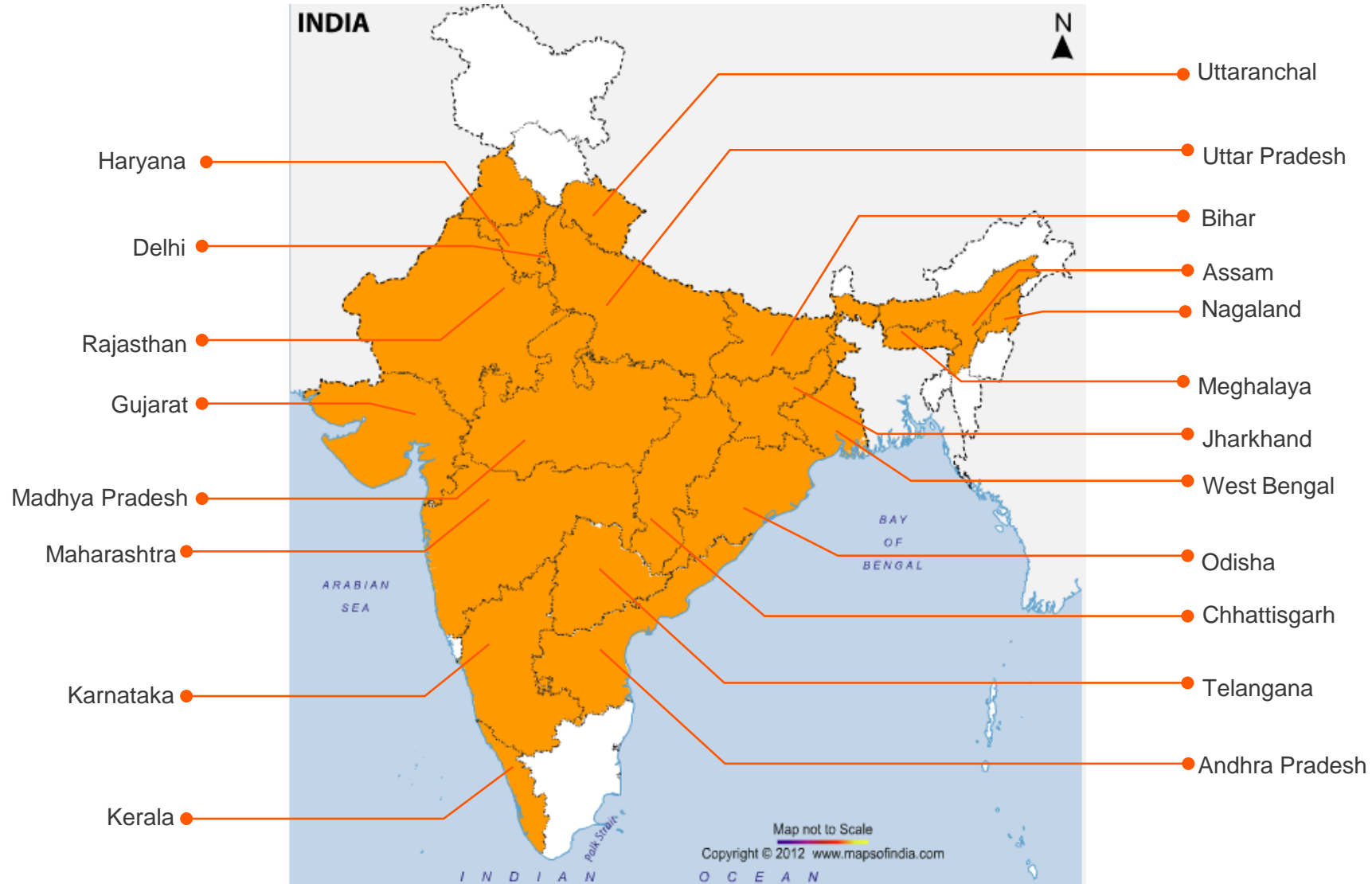
# SITI Networks

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



Essel Infrastructure

Education: Zee Learn Limited

Theme Parks: Essel World and Waterpark

Precious Metals: Shirpur Gold Refinery

Healthy Lifestyle & Wellness

**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

Content

Distribution

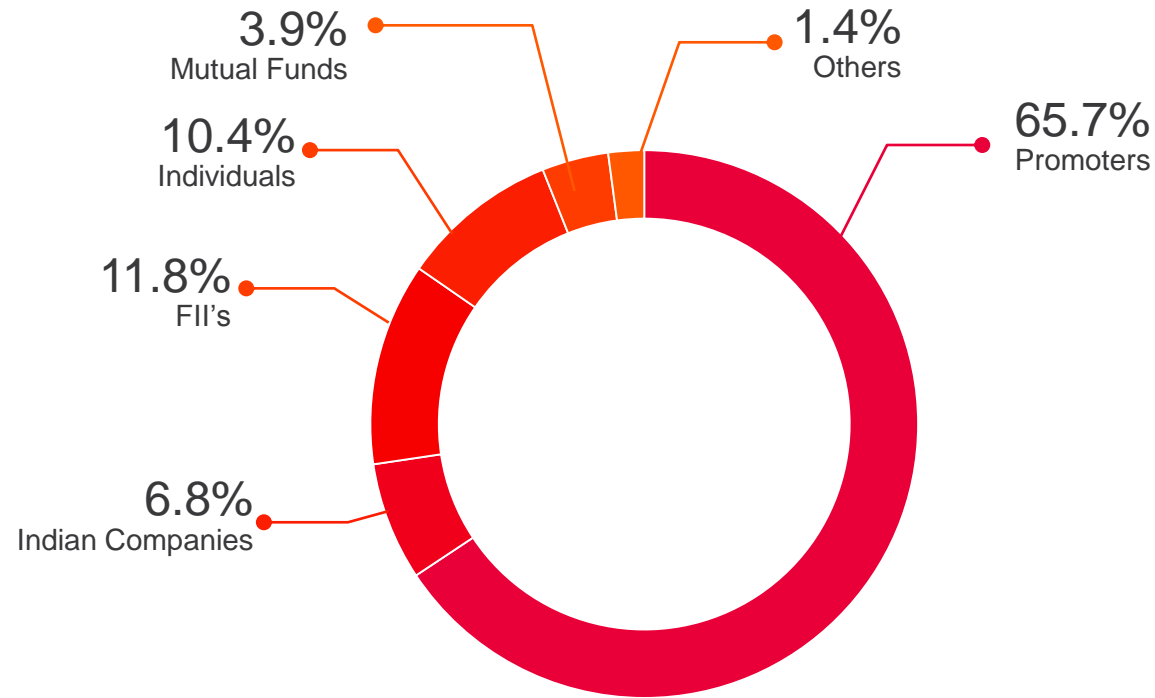
Online Media

Other Business'



# SITI Networks

## Sizeable Free Float & Institutional Ownership



Shareholding Pattern  
872 Mn Shares

As of 31 Mar 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
  	   	  	 	  	  	    

# Business Scenario : Q1 FY21 Update



- **CoVid19 severely impacted all business areas in Q1 including ours, summarizing key business impact below –**
  - **CoVid infection has crossed 4.5 mn in India** and increasing every day (90k per day)
  - **Severe lock down norms and Containment Zones, impacted our normal business operations.**
  - **While providing services to consumers, our employees, LCOs and their respective families got infected and some lost their lives too** but they ensured seamless connectivity on the ground else it would have had a disastrous impact on our business.
  - **Income earning capability reduced** : As per CMIE report, ~122 mn jobs were lost due to CoVid19 lockdown in April. ~91mn were small traders/ daily wagers category and ~18mn were from salaried class. Although recovery in informal sectors have started but in formal sectors it will take time.
  - **Marred by Low/ Nil income, several households cut down their expenses to bare necessity** leading to TV Package down gradation/ Deactivating their TV connections.
  - **AD Revenue went down** : Due to impact on small businesses, AD revenue of entire Media Industry value chain came under pressure be it Paper or, TV industry. Certain shopping channels have gone.
- **In May, AMPHAN and NISARGA cyclone impacted our EAST and West zones** leading to financial impact on our operations.
- **NTO 2 Implementation yet to happen** as it is still sub-judice and hearing is going on in Bombay High Court.

# Financials & Operating Metrics

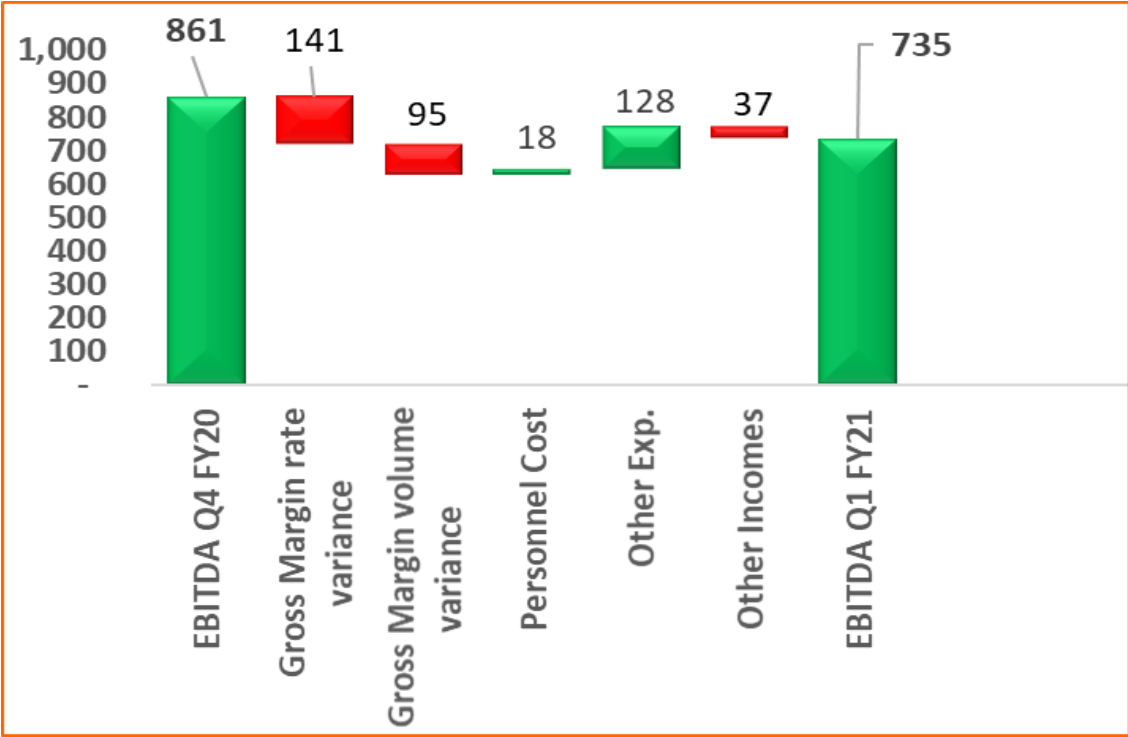
# SITI Networks Consolidated results



- **Operating EBITDA at Rs.735 Mn**
- **Operating EBITDA Margin stands at 19.2%**
- **Total Revenue down marginally by 2.6% y-o-y to Rs. 3,823 Mn**
- **Subscription ARPU leaps 1.02x q-o-q to Rs.128**

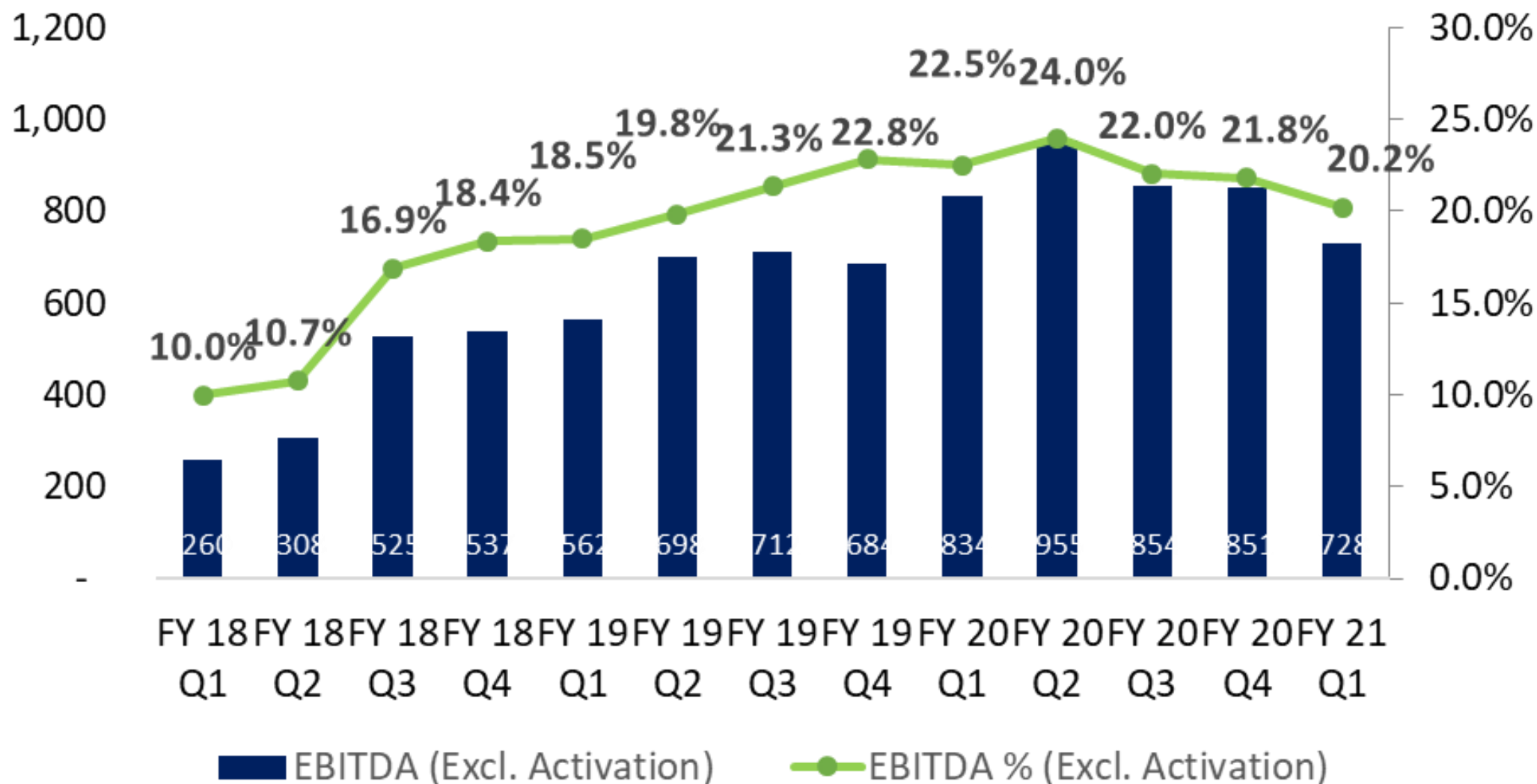
# Q1 FY21 vs Q4 FY20 Consolidated Waterfall Analysis

Rs. Mn



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

## Operating EBITDA Margin Trend- Video



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**NETWORK**



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# Thank You

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