



November 27, 2025

To, The Listing Compliance NATIONAL STOCK EXCHANGE OF INDIA LTD. Exchange Plaza, C-1, Block G, Bandra Kurla Complex, Bandra (E) Mumbai – 400051 NSE SYMBOL: BTML	To, Manager Department of Corporate Services, BSE LIMITED P. J. Towers, Dalal Street, Mumbai – 400 001. BSE SCRIP: 543767
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Subject: Investor Presentation – Bodhi Tree Multimedia Limited

Dear Sir/Madam,

With reference to the above captioned subject, please find attached herewith Investor Presentation.

The same is also available on the website of the Corporation at <https://bodhitreemultimedia.com/>

This is pursuant to and in compliance with the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 and applicable laws.

Kindly take the above information on record.

Thanking You

Yours sincerely

**For and on behalf of the Board of the Directors of
BODHI TREE MULTIMEDIA LIMITED**

Mautik
Ajit Tolia
Digitally signed by
Mautik Ajit Tolia
Date: 2025.11.27
12:27:46 +05'30'

**MAUTIK AJIT TOLIA
MANAGING DIRECTOR
DIN: 06586383**

Encl: a/a



BODHI TREE MULTIMEDIA LIMITED

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Tel.: 022 3512 9058 Email: info@bodhitreemultimedia.com www.bodhitreemultimedia.com CIN: L22211MH2013PLC245208

Bodhi Tree Multimedia Ltd.

Investor Presentation 2025

*From Legacy to IP: Building India's First
Scalable Content Engine*

A man with a beard and mustache, wearing a light-colored button-down shirt and a patterned dhoti, is sitting on the ground. He is looking down at a smartphone in his hands. The background is a dark, textured wall, possibly made of corrugated metal or concrete. The overall lighting is dim, creating a somber and focused atmosphere.

*In 2024, India created
50,000 hours of new
content.*

*Less than 1% is owned
by the people who made
it.*

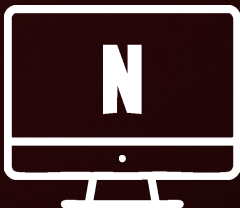
For over a decade, we've delivered stories for every major platform in India.
The coming decades will be defined by those who own those stories.
BODHI TREE IS PREPPING FOR THAT FUTURE.

India's content boom is no longer
about who can produce.

It's about who can build a *scalable, stable
universe* around it.

THE CURRENT LANDSCAPE

Consumption is exploding. Ownership is concentrated.
Media Formats are under-utilised.



Platforms, not producers, typically *hold content ownership* and long-term value.



India's M&E industry reached **₹2.3 trillion in 2023**, expected to touch **₹2.9 trillion by 2026** (FICCI-EY 2024).



13%
Growth

OTT video *grew 13% in 2023*; FAST TV and YouTube are redefining reach.

The opportunity lies in *co-production, IP ownership, and scaling content and IPs to multiple media formats* (gaming, music, TV shows, merch and more)

THE OPPORTUNITY

Digital India is at the tipping point

The next decade belongs to **IP owners & builders of 'Creative Universes'**.

Industry pioneers are taking the first step to build *a scalable, franchise-first content studio in India.*

\$13B

OTT market by 2030
(CAGR 23%)

160M

SVOD subs by 2027

FAST TV, YouTube, and creator-led content now account for

40%+

of video consumption
(FICCI-EY)

Youtube isn't just social media.

It's India's largest video platform and a key driver of the creator economy.

Captures

92%

of all online video consumption in India

Holds

38%

of India's OTT revenue share (~₹14,000 Cr in FY24)

₹210B

Invested in India's creator economy; another ₹8.5B committed.

Indians spend

72+ minutes daily

on YouTube — more than on any single OTT app.

YouTube has redefined what **ownership** can mean. And these success stories are proof

And the biggest names In the Industry are already cashing in on the opportunity:



Aamir Khan

Sitaare Zameen Par earned “20 times its normal business” on YouTube, and is using YouTube’s pay-per-view model instead of going straight to OTT.



YouTube’s Investment & Creator Ecosystem

YouTube invested ~₹210 billion in India’s creator economy over the past 3 years, and committed ~₹8.5 billion more. Also India produced 45 billion hours of video watched by global viewers in last year.



Music IP Ownership – Maddock Films

Studios are increasingly retaining music rights rather than selling them; e.g. Maddock’s move to launch its music label (“Mad For Mussia”) so the music catalog becomes a long-tail asset across streaming / YouTube / sync licensing.



MrBeast

Global creator who owns his content and brand; monetizes via ad revenue + merch + brand extensions. His earnings are public and massive, showing what owning content + brand can yield.

MEET



A public, profitable, multi-genre content company now expanding into co-creation, IP ownership and multiple media formats.

50+

Shows delivered across
TV & OTT

5+

Languages produced

3000+

Hours of content

NSE-BSE listed

since 2020

Partners :

Netflix, Zee, JioStar, Sony

BODHI'S TREE VISION

From **Production House** to **Co-Creation, IP Ownership Studio** that works across various **Media Formats**

Old Way

Deliver to platforms,
get paid once.

New Way

Build and scale creative properties
across OTT, YouTube, FAST TV, and
film - with shared ownership.

OUR LONG TERM GOAL IS TO HAVE **10%** MARKET SAY AND CONTROL.

OUR 3 YEAR GOAL

100+

Scalable creative properties
across 4 verticals

Balanced revenue mix:

50% services and commissions
50% IPs

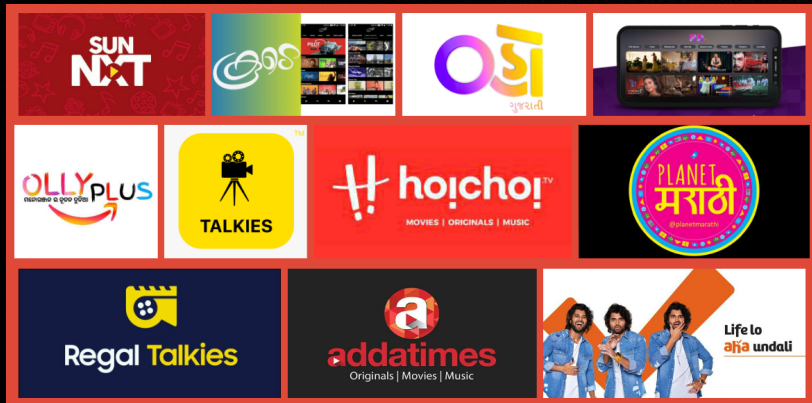
₹250 Cr *Topline*

₹25 Cr *PAT*

THE OPPORTUNITY

Digital video is India's Second largest M&E Segment

Growing at **20% CAGR** to cross **₹ 600 billion** by 2026



The country's OTT video market is set to grow 6x to \$13B by 2030, driven by the world's highest data consumption.

M&E sector at

₹2.3 trillion in 2023

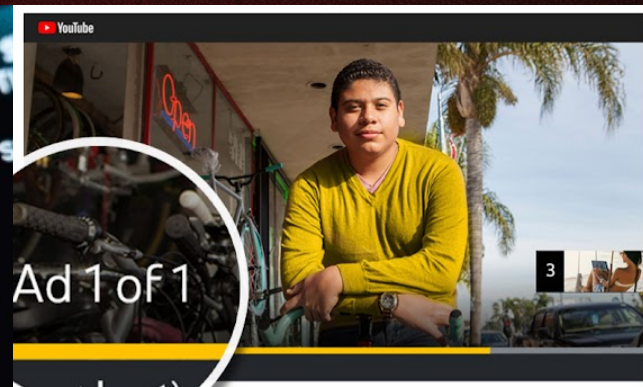
India is already the world's largest mobile data consumer.

Rising demand for original, regional, and digital-first stories.

THE OTT & DIGITAL WAVE

Streaming isn't just a distribution channel in India.

It's becoming the default way people consume video.



OTT video segment growing at

13% YoY

set to reach \$13B by 2030
(CAGR 23%)

SVOD to reach

160M

subscribers by 2027

Advertising-driven

digital revenues

outpacing TV growth

THE FAST TV & CREATOR ECONOMY

The rise of FAST TV & YouTube shows that people want free, snackable, always-on content and creators are leading the charge.



FAST (Free Ad-supported Streaming TV) and YouTube are taking **40%+ of viewing time**

(FICCI-EY)



India has **650M+ active YouTube users.**



Creator-led content channels are **scaling faster than legacy TV shows.**

CONSUMER BEHAVIOUR SHIFT

Audiences no longer consume a story on a single platform. They expect it to live everywhere, from OTT to Shorts to live formats.

Viewers are multi-platform:
one property → OTT,
YouTube clips, podcasts, reels,
FAST TV channels.

Attention spans shorter, but
appetite for **universe-driven
content** larger.

Global trend: **Franchises thrive,
one-off shows fade.**



Storytelling is no longer about just content. It's about **building ecosystems** around that content.

And the biggest names In the Industry are already cashing in on the opportunity:



Expanding beyond streaming into games and interactive experiences (e.g. *Stranger Things: The Game*, *Squid Game: The Trials* live event).



Yash Raj Films has built a spy/action franchise with *Ek Tha Tiger*, *Tiger Zinda Hai*, *War*, *Pathaan*, *War 2*, etc. Shared settings / overlapping themes / branding



Comic → Film → OTT → Merch → Theme Parks (the ultimate transmedia universe).



A newer universe announced: mythological / avatar-based storytelling (Lord Vishnu's avatars etc.) slated with multiple parts.



Building a Horror-Comedy Universe (Stree, Roohi, Bhediya, with crossovers planned).

*-Proof that the next decade belongs to creators who build **scalable story ecosystems**.*

THE MARKET GAP

India has talent and audiences at scale but the industry still lacks a structured way to turn shows into scalable franchises.

CURRENT SCENARIO

- Platforms commission, producers deliver.
- **Residual value remains under-leveraged**: once a show is delivered, producers rarely retain the rights to resell, adapt, or extend it.
- Globally, this “residual value” means **syndication (selling into new markets), spin-offs, merch, games, FAST channels, and multi-format adaptations**.
- In India, **much of this upside is captured by platforms**, not creators or producers.



OPPORTUNITY

A co-ownership model that builds **lasting creative properties** keeps value with creators & producers.



GLOBAL PARALLELS

The global playbook shows that production houses that invested in ownership and franchise-building now **dominate the cultural economy**.



- **Korean studios** turned K-drama hits into multi-format franchises, fueling billion-dollar exports
- **Turkish producers** scaled drama series into over 100 export markets.
- **Spanish creators** (La Casa de Papel) turned local hits into global IP through franchise control.

Lesson:

IP Ownership + systematic franchise-building = *scale and longevity*.

India has the audience scale, now it's time to apply the same playbook here.

OUR EVOLUTION & CREDIBILITY

A decade of **building the next, the new** in entertainment.

From 2013 to now, we've gone from consistent production to becoming a **public, NSE/BSE-listed content company** shaping India's next phase of storytelling.

OUR JOURNEY

2013

Founded as Bodhi Tree Multimedia

2014

Breakout youth shows (Yeh Hai Aashiqui, Nisha Aur Uske Cousins)

2016

Expanded into genres (supernatural, reality, crime, food, business) and regional markets

2020

Listed on NSE; public governance & transparency

2023

Main Board Listing, consolidation into group companies

2025

Operating 10+ creator-led studios expanding into AI-assisted CONTENT innovation

OUR TRACK RECORD

Scale and consistency are already in our DNA

**Genres Mastered**

Drama, supernatural, unscripted, youth, food, business

**Impact**

Shows aired in 80+ countries via syndication .

**Industry recognition**

Trusted partner for India's top broadcasters & global streamers.

**Resilience**

Sustained growth through TV-to-OTT transition (2015–2023).

CREDIBLE. AND INCREDIBLE.

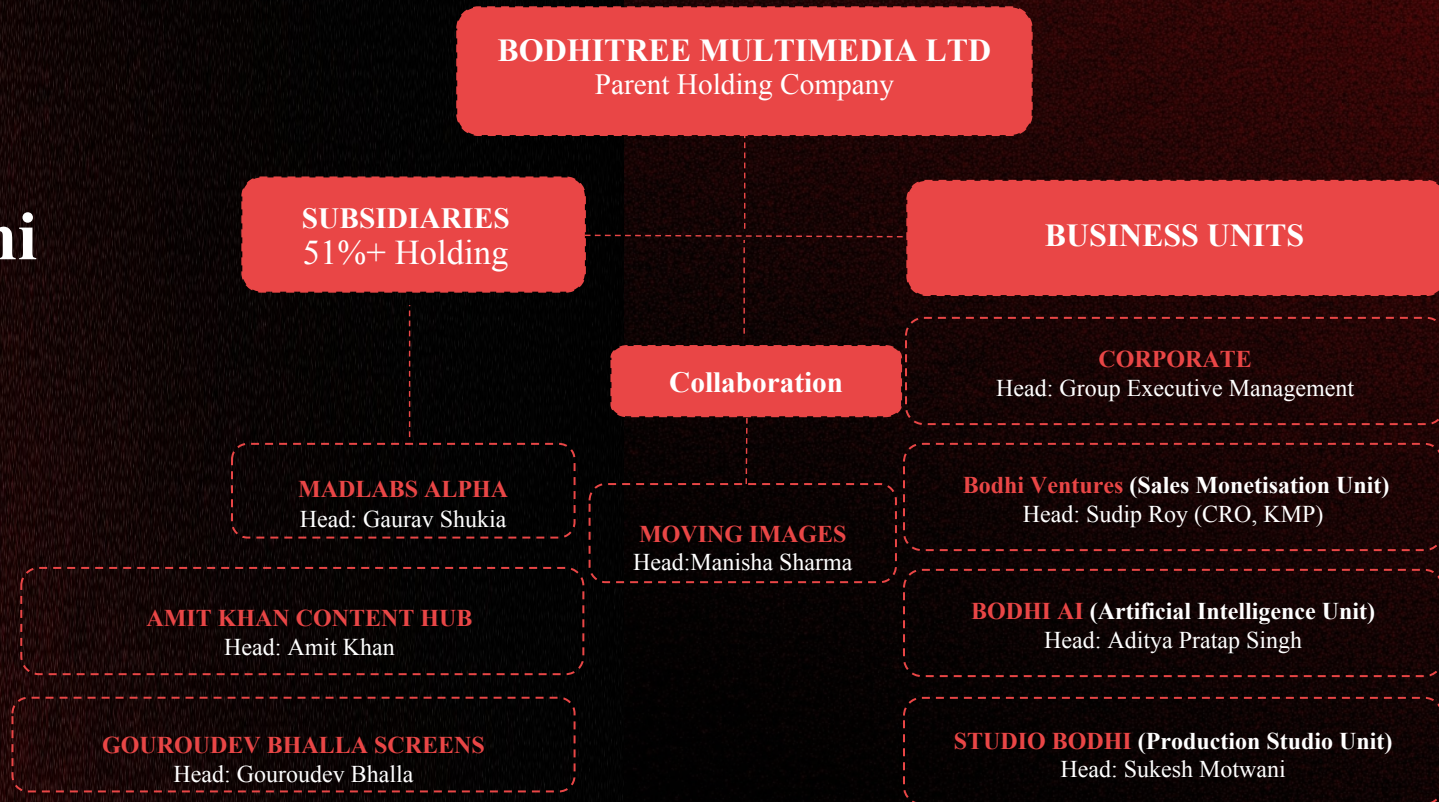
Audiences know our work. Platforms trust us. The industry backs us.



Marquee shows: *Class* (Netflix), *Fear Files* (Zee), *Phodcast* (Digital)

- Genres spanning drama, unscripted, supernatural, youth, food, and business.
- Delivered consistently across broadcast, OTT, and digital-first formats.

The Bodhi Tree Business Tree



OUR KEY CREATORS & COLLABORATORS

The Visionaries Partnering with Bodhi Tree



Our strength lies in the creative leaders who have **shaped Indian television, OTT, and digital storytelling.**

From mythological epics to modern thrillers, from regional powerhouses to youth icons, *Manisha Sharma, Gaurav Shukla, Guroudev Bhalla*, and more are the creators **building scalable creative universes** with us.

OUR COLLABORATION

Moving Images

Moving Images is Bodhi Tree's **digital-first storytelling lab**, dedicated to **youth, experimental, and platform-native formats**. It develops IP first business, taking their IPS into several platforms such as **YouTube, AVOD, and OTT ecosystems**

Highlights / Track Record

- Positioned as Bodhi Tree's **innovation arm** for short-form and cross-platform IPs
- Builds properties designed to expand into **multi-format universes** (social, OTT, FAST)
- Aims to capture the growing **youth-first and always-on audience segment**
- Supports group strategy by testing agile, scalable content formats

LEADERSHIP



Manisha Sharma

Head, Moving Images

- Former **Chief Content Officer, Hindi Mass Entertainment at Viacom18**
- Oversaw iconic shows like *Big Boss*, *Khatron Ke Khiladi*, *Kaun Banega Crorepati*, *Dus Ka Dum*, *Comedy Circus*, *Crime Patrol*, *Jassi Jaisi Koi Nahi*
- 20+ years in media & entertainment, known for **unscripted formats & mass storytelling**

FUTURE MAP : MOVING IMAGES

Digital-First IPs

Develop 5–10 experimental properties annually for YouTube

Youth Engagement

Create content that resonates with Gen Z & millennial audiences

Cross-Platform Expansion

Spin formats into OTT/TV/digital ecosystems

Innovation Lab

Serve as a testing ground for concepts that can scale into full-fledged franchises

Platform Growth

Leverage India's 650M YouTube base and booming FAST adoption

OUR SUBSIDIARIES

Madlabs Alpha

Madlabs Alpha is Bodhi Tree's **high-concept storytelling studio**, positioned as India's equivalent of A24. It creates bold, premium OTT and film IPs designed for both **critical acclaim and mass cultural impact**.

Highlights / Track Record

- **Creator-led studio behind *Asur*** — India's cult OTT hit, called "India's answer to *True Detective*"
- Critical acclaim + strong subscriber growth impact for JioCinema & Voot Select
- Diverse portfolio: **films, prestige series, and micro-OTT projects**
- Strong youth and Gen Z resonance with **high engagement on social platforms**
- Positioned to meet **India's booming AVOD/SVOD demand (20% CAGR)**

LEADERSHIP



Gaurav Shukla

Founder / Creative Head

- Creator of *Asur* and other genre-bending thrillers
- Specialist in mythology, crime, and psychological storytelling
- Visionary voice in redefining Indian OTT narratives

FUTURE MAP : MADLABS ALPHA

Premium Pipeline (FY25–28)

Asur new season, Chessman, Mushroom,
ShunyaLok, Troll Farm, Mandrax, PBS

Revenue Growth

Projected to cross ₹21.6 Cr
by FY28

Global Ambition

Co-productions and festival-ready films
(*ShunyaLok, Troll Farm*)

Cash Flow Stability

Balanced investments across genres and
formats

Critical Edge

Build cult-status IPs that elevate
brand and attract top-tier talent

OUR SUBSIDIARIES

Amit Khan Content Hub

Amit Khan Content Hub is a **literary-driven IP engine**, leveraging the works of one of India's most prolific pulp fiction writers to build **thrilling universes for OTT, audio, and film**.

Highlights / Track Record

- Author of **100+ bestselling novels**
- Proven adaptations: Bicchoo Ka Khel (web series hit, reprinted novel), Commander Karan Saxena (series + audio drama with Sonu Sood), Reeta Sanyal (season 2 in pipeline)
- Acclaimed for **complex crime thrillers adapted successfully** into engaging screen content
- Rich library with characters and stories backed by **loyal fanbases**
- Rights acquired by Ekta Kapoor for 4 more upcoming adaptations

LEADERSHIP



Amit Khan

Author & Founder

- Celebrated Hindi pulp fiction writer; authored 100+ novels
- Adaptations across **TV, audio dramas, and OTT**
- Known for creating **gritty, character-led crime thrillers** with strong mass appeal

FUTURE MAP : AMIT KHAN CONTENT HUB

Upcoming Projects

Artist (novel + film adaptation), Objection
My God (written & directed by Amit Khan)

Pipeline

Four new novels under adaptation with
major production houses

Diversification

Expand beyond adaptations into
original crime/thriller IPs

Global Potential

Develop India's first scalable "crime
universe" across OTT, film, and spin-offs

Continuous Flow

Consistent release of
high-stakes thrillers
to maintain momentum

Microdramas and Bingeable OTT content

bite-sized content curated for various
formats like YouTube, Instagram, etc

Further diversifying

BTML into content production along
with writing.

OUR SUBSIDIARIES

Guroudev Bhalla Screens

Guroudev Bhalla Screens is a legacy-driven content studio that has shaped Indian television through heartfelt storytelling, powerful performances, and enduring partnerships. With over two decades of experience, the studio continues to evolve with a focus on hybrid viewing and cross-platform storytelling.

Highlights / Track Record

- **20+ acclaimed shows** across major broadcasters — Naamkarann, Udaan, Dil Se Dil Tak, Laado 2 and more.
- **Over a decade of excellence** in Hindi television drama with proven creative and production leadership.
- Strong partnerships with **Colors, Star, Sony, and &TV**; built franchises that drove social conversation and high TRPs.
- **50% revenue from licensing** — reflecting strong IP retention and syndication potential.
- Recognized for creating **emotionally resonant family dramas** with contemporary appeal.

LEADERSHIP



Guroudev Bhalla

Founder & Creative Head

- Visionary storyteller and one of the most respected names in Indian television.
- Known for combining mass entertainment with narrative depth, Guroudev has consistently delivered shows that define popular culture and connect with audiences across India.

FUTURE MAP : GUROUDEV BHALLA SCREENS

TV + Digital Integration

Leverage existing IPs to create spin-offs and digital-first adaptations for OTT and YouTube.

Catch-Up TV Expansion:

Tap into India's 240M+ catch-up TV users — projected to reach 18% of digital revenue (FICCI-EY).

Pipeline

Two new long-form shows in production, two shows in development for FY 25–26.

Financial Outlook

FY25 projected revenue of ₹45 Cr with ~14% EBITDA margin.

Long-Term Vision

Build a hybrid model that combines TV's reach with digital scalability — transforming legacy storytelling into enduring, multi-platform entertainment.

BUSINESS UNITS

Corporate / Group Management

The corporate centre is the nerve system of the Group, driving consolidation, financial stability, and cross-unit synergy. It ensures scale, governance, and strategic alignment across all creator units and subsidiaries.

Our Approach

- **Governance & Scale:** Publicly listed (NSE & BSE), ensuring transparency and credibility
- **Capital Stewardship:** Raised ₹44.4 Cr via rights issue at ₹8/share to fund growth
- **Portfolio Management:** Consolidating 10+ creator units into a unified IP-first ecosystem
- **Shared Infrastructure:** Centralised production, distribution, and technology backbone for economies of scale
- **Cross-Functional Synergies:** Creative + financial + operational integration to boost IP output and reduce duplication
- **Digital-First Mindset:** OTT, AI, and data-driven storytelling at the core of Group strategy

LEADERSHIP



Mautik Tolia
Managing Director & CEO

- 20+ years in entertainment & aviation management
- Driving the group's vision of **India's first scalable IP engine**



Abhishek Kothari
Vice President, Corporate

- Planning business development, and go to market strategy.
- Specialist in identifying strategic partnerships to drive IP growth plans

FUTURE MAP : CORPORATE

Expand Content Library

Add 500+ hours by 2025 across regional & digital-first genres

International Expansion

Enter 2 overseas markets and co-produce global series by 2027

Sustained Financial Growth

Target revenue of ₹250 Cr with strong PAT margins in 3 years

AI Integration

Apply AI workflows to 30% of projects by 2026 (via Bodhi AI)

360° Monetisation

Spin IP into films, games, merchandise & live events by 2028

Strategic M&A

Explore acquisitions to deepen genre, language, and tech capabilities

LEADERSHIP

BUSINESS UNITS

BodhiTree Ventures

Exclusive Sales & Monetisation Arm of BodhiTree Multimedia Ltd, focused on scaling digital IP revenue across YouTube, OTT, Podcasts, and FAST platforms.

Our Approach

- **Industry veteran-backed monetisation** unit with deep digital & broadcast experience.
- Dedicated sales team focused on **creator empowerment and scalable growth**.
- Strategic partnerships (Jio-Star & others) to **unlock regional and global markets**.
- Full-spectrum revenue models focusing on **syndication, sponsorships & digital-first monetisation**.
- Tech-enabled analytics, rights management & deal orchestration, **maximizing IP life cycle**.



Sudip Roy
Chief Revenue Officer

- 25+ years of experience in media revenue management
- Entrusted with spearheading the organization's strategic shift into digital-first content monetization.



Amey Salvi
Head – Syndication & Acquisition

- 15+ years of experience in content syndication, rights acquisition, and digital business growth.
- Oversees YouTube expansion and strategic content partnerships, driving multi-platform monetization for Bodhi Tree.

OUR FOCUS

Bridging the gap in India's **digital content monetisation** landscape

Professional syndication & sponsorship sales to **maximise IP value**

Strategic alliances (e.g. **Jio-Star**) driving scale & revenue diversification

FUTURE MAP : BODHI TREE VENTURES

Double syndication revenue by **FY27** (3.4x growth trajectory)

Expand to **20+ international territories**

Capitalise on India's projected **₹12,000 Cr digital video ad spend by 2026**

Leverage **20–30% annual growth in OTT & digital content budgets**

BUSINESS UNITS

Bodhi AI

Transforming content innovation across Madlabs, Moving Images, and associated group companies to enhance creativity and efficiency in multimedia production.

Our Approach

- **Scalable Content:** Use AI to generate and adapt content for diverse audience needs
- **Faster Turnaround:** Reduce script-to-screen timelines from 12–14 weeks to 4–5 weeks
- **IP Monetisation:** Enhance revenue potential with multi-platform, multi-language delivery
- **Specialised AI Agents:** Deploy one new AI tool each month targeting different phases of the content lifecycle
- **Efficiency Gains:** Deliver cost savings of 20–40% while improving creative output
- **Innovation Partnerships:** Collaborating with Aiteur Studio for India's first AI content creation studio

LEADERSHIP



Aditya Pratap Singh

Head of Bodhi AI

- Former Lead Design Manager, IndiGo Airlines
- Expertise in **UX design and AI-driven solutions**
- Brings a cross-disciplinary perspective to reimagine storytelling and build future-ready content pipelines

BUSINESS UNITS

Studio Bodhi

Studio Bodhi is the Group's **flagship production powerhouse**, delivering **3000+ hours of content** across TV and OTT since 2013. It anchors Bodhi Tree's transition from a production service provider to an **IP-first studio**.

Our Approach

- Partner to every major broadcaster & OTT platform (Netflix, Amazon, Zee, Sony, Star, Jio)
- Top shows: Class (Netflix), The Gone Game (Voot), Marzi (Voot Select), Fear Files (Zee), Main Hoon Aparajita (Zee TV), Yeh Hai Ashiqui (Bindass)
- Operating across **5+ languages** with pan-India reach
- Government collaborations in pipeline
- Early mover in **micro-drama production** for emerging apps (Bullet, Kuku TV, Amazon miniTV)

LEADERSHIP



Sukesh Motwani
Co-founder & CCO

- Veteran creative head with expertise across drama, youth, and experimental formats
- Former Head of Fiction Programming at Zee; pioneer of multi-genre TV content



Persis Siganporia
Co-founder & CCO

- Creative Director on 50+ TV shows, including hits like Jassi Jaisi Koi Nahin, Parvarish, and Left Right Left
- Creative Producer on web series including Gunaah, CLA\$\$, and The Raikar Case;

FUTURE MAP : CORPORATE

Premium Multi platform
content slate

Expansion into vertical
format drama

Building the regional
slate of content into
multiple languages

Premium Content Expansion
with biopics, sitcoms, and
Netflix marquee shows

Move into the B2G
space with various
government

PROFITING IN AN EVER CHANGING INDUSTRY

We've managed to be a **listed, profitable company** with a track record of growth, all thanks to the people who put their **trust in us**.

NSE-listed since 2020.

Consistent top line growth despite industry volatility.

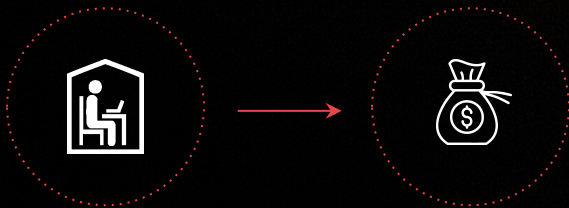
Moving towards higher-margin, co-owned models.

WHY THIS PIVOT MATTERS

The industry respects us for **reliability, for doing the right thing at the right time.**
As the industry shows towards an unprecedented growth and change, Bodhi Tree is set to keep up with its pace with **fresh ideas, fresher content and its distribution.**

OLD MODEL

Commissioned shows. Single Payout.



NEW MODEL

Partnerships and Co-creation for multiple formats & IP ownership = recurring revenues.



Already experimenting with FAST, YouTube, and original digital-first projects.

PROOF OF EVOLUTION



The Little Adda Company → A creator-driven channel where real talk meets real comfort. Home to Phodcast and other conversational formats.

- 728K+ subscribers in just 4 months
- 100M+ views and 6M+ watch hours
- Phodcast with Elvish Yadav crossed 8M+ views per episode, Now being developed into a multi-franchise property with potential for OTT and live extensions.



Khaane Mein Kya Hai → A food-based IP that fuses gossip with gastronomy — celebrating food and the people who make it memorable.

- 625K+ subscribers built over 4 years
- 150M+ views and 7M+ watch hours
- Growing into digital + live formats with strong brand integration potential.



Class (Netflix) → A global success that made it to Netflix's Global Top 10, marking Bodhi Tree's storytelling presence on the international stage.

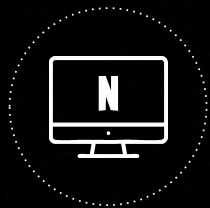


Commissioned Projects → A steady portfolio of commissioned and syndicated work continues to generate sustainable income, providing a foundation for reinvestment into original IPs.

OUR EDGE

Many can produce.

Few can evolve with the speed, scale, and credibility that we bring.



Established Trust

Decades of delivery for top networks.



Creative Agility

Multi-genre, multi-format experience.



Financial Stability

Public listing + profitability.



Future Readiness

Already experimenting in digital-first ownership models.

THE FUTURE

Our future is not just **producing shows**

The future of Bodhi Tree is not about chasing the next show. It's about building a repeatable, scalable system that can consistently create and nurture creative properties across various media formats. Our model is designed to retain value, expand universes, and compound returns with every cycle.

It's building a repeatable system for creating and scaling *creative properties*.



Bodhi Tree is building India's first **co-creation and IP ownership engine** for creative properties for various media formats



One property is developed → scaled across **OTT, FAST, YouTube, TV, film.**



Supported by **marketing, monetization, syndication,** and creator partnerships.

FOUR VERTICALS

We are **not limited to one screen** or one format. Our strength lies in a diversified portfolio that spans every major vertical of content consumption in India, giving us **resilience and multiple growth levers.**



TV

Daily soaps, non-fiction, primetime reality.



OTT

Originals across drama, youth, mythology.



Digital

YouTube-first properties, creator collabs (Phodcast).



Film & FAST TV

High-concept cinema + genre-led FAST channels (SME Money).

HOW WE CREATE

Instead of just making content, we **develop properties designed to be scalable from day one in unique ways**

- Identify and partner with India's leading Content Creators across genres and formats- (Manisha Sharma, Gaurav Shukla, Guroudev Bhalla)
- Developing Indian adaptation of globally successful content and formats
- Working with various media formats to ensure each Creator finds the right fit for their audience and niche (For example: developing reality shows on YT with Manisha Sharma)

We aim to take content production and consumption to the next level **being omnipresent across media formats & working with top creators and creatives of our times.**

HOW WE CO-OWN

The key shift is in ownership and creatively partnering to add value and scalability to the Creators and Creatives

Retained rights for syndication, licensing, and re-formatting.

Future-proofing through multi-format extensions (podcasts, games, merch, live).

THE IP VALUE CHAIN

Owning IP unlocks multiple revenue streams and long-term asset growth.

Each successful format doesn't just earn — it appreciates in value as it scales, travels, and evolves.

1. Brand Integrations

Immediate monetization through collaborations and native placements within owned IPs. Strategic brand tie-ups that enhance storytelling, not interrupt it.

2. Syndication & Licensing

Revenue from selling or licensing content to platforms, broadcasters, or international markets. Each deal amplifies visibility — and multiplies returns.

3. Adaptation & Format Rights

As the IP gains traction, its format becomes an asset in itself — ready to be adapted into new geographies, languages, or media (like Big Brother → Bigg Boss). The format's DNA creates recurring revenue without rebuilding from scratch.

4. Multi-Format Extensions

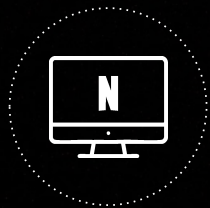
From digital to live events, podcasts, gaming, and merchandise — every new format adds a layer of monetization and cultural relevance.

5. IP Value Appreciation

Over time, successful IPs evolve into media assets with compound value — attracting partnerships, acquisitions, and even spin-offs.

HOW WE SCALE

A show doesn't stop at one platform. We design properties so they can travel, across geographies, formats, and audiences. This **multiplies impact while reducing dependency on any one platform.**



OTT show → YouTube spin-offs → FAST TV channel slot
→ Merch/events.



Designed for audience loyalty, not just one-off viewership.



Multi-language production expertise allows **pan-India reach.**



Building YouTube channels with original programming and content to strengthen our IPs and open door to syndication

HOW WE MONETIZE

Our revenues are deliberately diversified. The combination of stable service cash flows and recurring property revenues creates a model that compounds value with every cycle.



HOW WE HELP CREATORS GROW

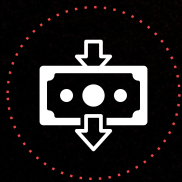
Creators shouldn't just go viral. They should go viable.

We enable creators to focus on what they do best — create — while we take care of the rest.



Established Trust

Expanding reach and revenue through global and domestic platform tie-ups.



Sales

Dedicated team for content distribution, brand collaborations, and monetization.



Branded Content

End-to-end campaign integration across YouTube, OTT, and social.



Legal

Transparent contracts, IP protection, and rights management.



Finance

Structured accounting, payouts, and reinvestment guidance.



Compliance

End-to-end regulatory and operational governance for creator-led projects.

The Financials



**Consolidated
Financials Projections
For the
Financial Year
2022-23 to 2027-28**

Consolidated					
Metric	FY23 A	FY24 A	FY25 A	FY26 P	FY27 P
Revenue (₹ Cr)	42.8	64.1	86.5	129.8	194.7
Revenue Growth %		49.7%	35.0%	50.0%	50.0%
EBITDA (₹ Cr)	5.3	9.1	13.8	22.7	36.0
EBITDA Margin	12.5%	14.2%	16.0%	17.5%	18.5%
PAT (₹ Cr)	3.3	3.7	6.5	11.7	19.5
PAT Margin	7.6%	5.8%	7.5%	9.0%	10.0%
Equity / Net Worth (closing, ₹ Cr)	24.9	27.4	31.1	37.6	49.3
Capital Employed (closing, ₹ Cr)	25.3	28.1	45.0	51.2	76.8
ROE (PAT / Equity)	13.1%	13.6%	20.8%	31.0%	39.5%
ROCE (EBITDA / Capital Employed)	21.1%	32.5%	30.8%	44.4%	46.9%
EPS (₹)	0.26	0.30	0.52	0.93	1.56
P/E (x)	34.8	30.4	17.4	9.7	5.8
Share Price (₹)	9.06	9.06	9.06	9.06	9.06

Strong Net Profit Growth of 185% in H1 FY26 in H1 FY26

	Consolidated					
Particulars (₹ Cr)	Q2 FY26	Q2 FY25	YoY	H1 FY26	H1 FY25	YoY
Total Income	24.4	14.82	64.63%	42.81	32.83	30.40%
EBITDA	4.91	3.2	53.18%	6.47	2.6	149.10%
EBITDA Margin (%)	20.12%	21.62%	(150) Bps	15.12%	7.91%	720 Bps
Net Profit	3.05	2.25	35.56%	3.53	1.24	185.24%
Net Profit Margin (%)	12.50%	15.18%	(268) Bps	8.23%	376.50%	447 Bps

Let's right the script for
the next big thing in Indian media.