



# *A NEW AGE DIGITAL MEDIA AND MEDIA TECH GROUP*



*Quint Digital Media Limited – Corporate Profile*

## Safe Harbour Disclaimer

This release contains certain "forward looking statements" including, but without limitation, statements relating to the implementation of strategic initiatives, and other statements relating to Quint Digital Media Limited (the "Company") future business developments and economic performance. While these forward-looking statements indicate our assessment and future expectations concerning the development of our business, a number of risks, uncertainties and other unknown factors could cause actual developments and results to differ materially from our expectations. These factors include, but are not limited to, general market conditions, macro-economic, governmental and regulatory trends, movements in currency exchange and interest rates, competitive pressures, technological developments, changes in the financial conditions of third parties dealing with us, legislative developments, and other key factors beyond the control of the Company, such as Covid-19, that could affect our business and financial performance. The Company undertakes no obligation to publicly revise any forward looking statements to reflect future / likely events or circumstances. In addition, this release is for general information purposes only, without regard to any specific objectives, financial situations, or informational needs of any particular person. The financial information outlined in this press release is unaudited, based on management accounts. Accordingly, limited reliance should be placed on such financial information. The Company may alter, modify, or otherwise change in any manner the content of this release, without obligation to notify any person of such change or changes. This release should not be copied or disseminated in any manner.

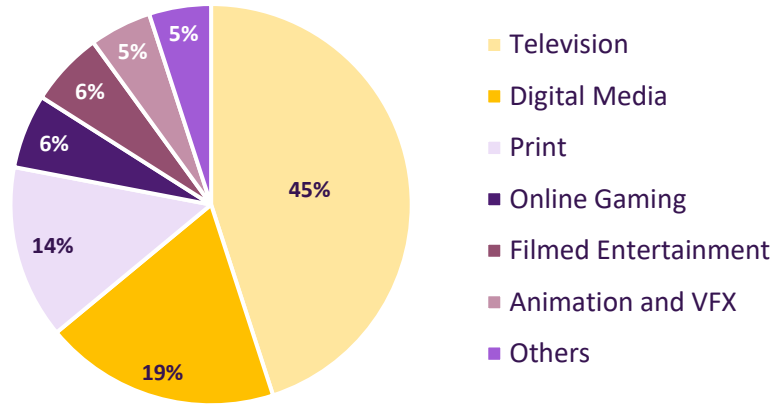


# *SNAPSHOT OF INDIAN DIGITAL MEDIA INDUSTRY*



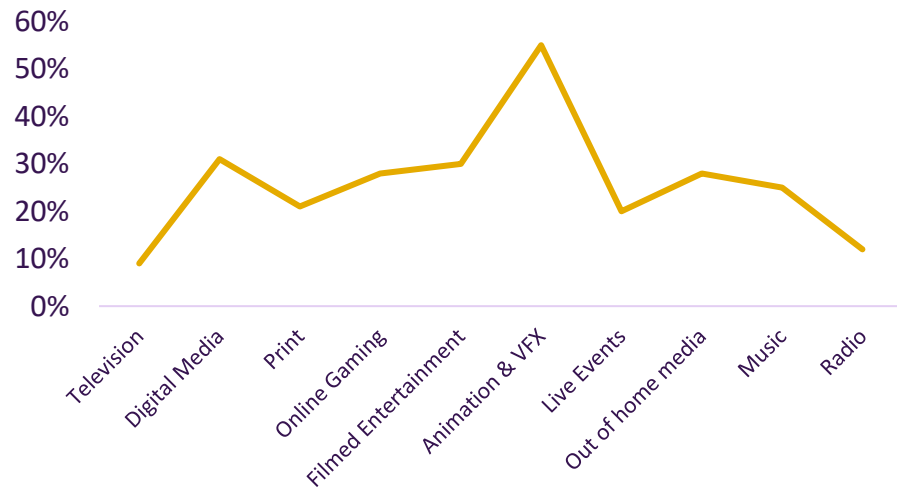
## Digital Media has captured a significant market share in a short amount of time

Share of Major Industry Segments 2021



## All M&E segments grew in 2021

Segment Growth 2021 vs. 2020



## Key Factors influencing the growth of Digital Video Consumption



Second highest in terms of hours spent on online consumption



4x increase in OTT platforms over last 6 years



Subscription model has surged. 16x increase in subscriptions over last 5 years



+1 hour increase in digital video consumption per day since 2019



40% share of digital in total video watch time – 4x increase over last 6 years



2x increase in investment since 2019 in Indian original content

## India's digital demography – on an accelerated path

The spread of the COVID-19 pandemic and the ensuing lockdowns imposed to contain the spread of the virus have accelerated the adoption of digital services among a wider base of users in the country. We have accordingly revised our hypothesis of the digital demography to account for this behavioral shift.

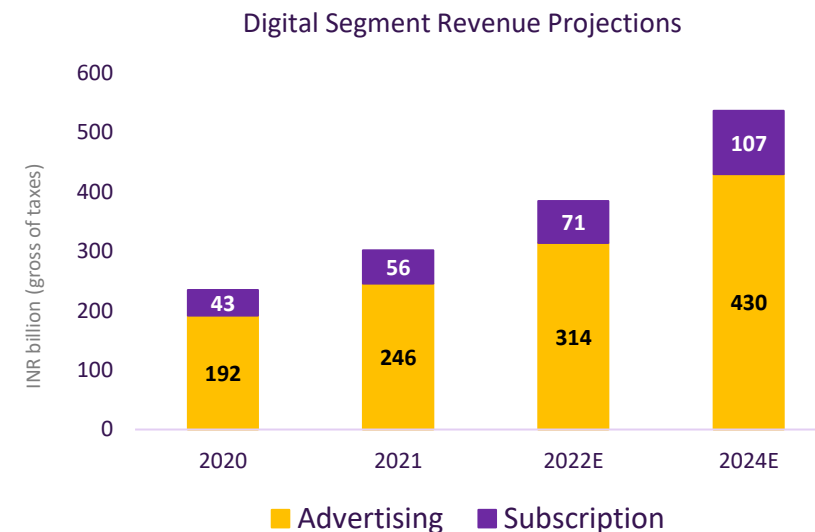
India is likely to be home to a billion digital users by 2028 compared to our earlier projection of 2030, with a faster upward progression of users in each of the cohorts



# Digital segment is expected to grow to INR 537 billion by 2024 at a CAGR of 21%

INR billion (gross of taxes)

	2020	2021	2022E	2024E	CAGR 2021-24
Television	685	720	759	826	5%
Digital media	235	303	385	537	21%
Print	190	227	241	251	3%
Online gaming	76	101	120	153	15%
Filmed entertainment	72	93	150	212	32%
Animation and VFX	53	83	120	180	29%
Live events	27	32	49	74	32%
Out of Home media	16	20	26	38	25%
Radio	14	16	18	21	9%
Music	15	19	21	28	15%
<b>Total</b>	<b>1,386</b>	<b>1,614</b>	<b>1,889</b>	<b>2,320</b>	<b>13%</b>



## Content and OTT on digital platforms

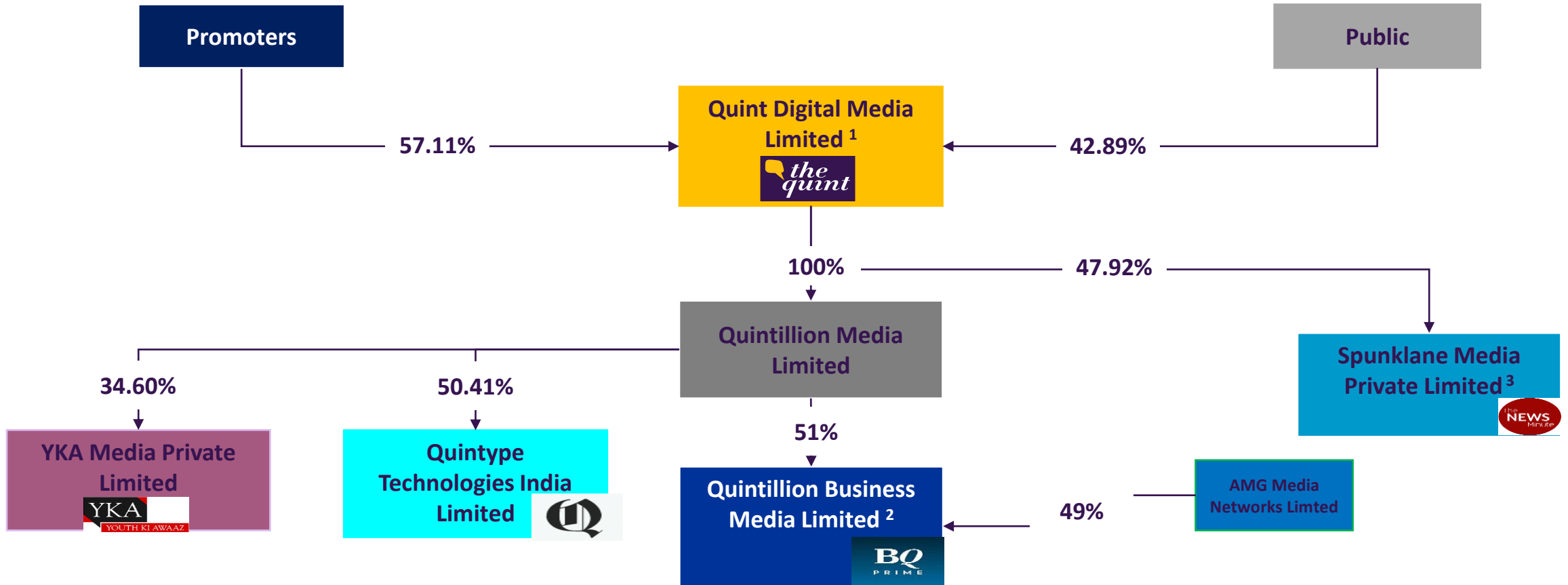
- The OTT market size is expected to grow from \$2.6 billion (expected) to \$11-13 billion by 2030 at a CAGR 20-23%.
- Total hours of content released for consumption in India in 2021 increased to approx. 1,50,000 hours. Indian content is also gaining traction abroad which can be used to tap the full potential.
- Video viewers have reached 497 million in 2021 and is expected to cross 600 million by 2024. 80% of the time spent on mobile phone apps by video viewers is on media and entertainment.
- Paid video subscriptions increased to 80 million in 2021 across 40 million households in India. News subscription reached around 0.9 billion in 2021.
- The top performing apps of 2021 in India includes Amazon Prime Video and Disney+ Hotstar (by downloads), Youtube and Netflix (by revenue).



# *CURRENT CORPORATE STRUCTURE AND FINANCIAL PROFILE*



# Corporate Structure (shareholding as on January 31, 2023 on fully diluted basis)



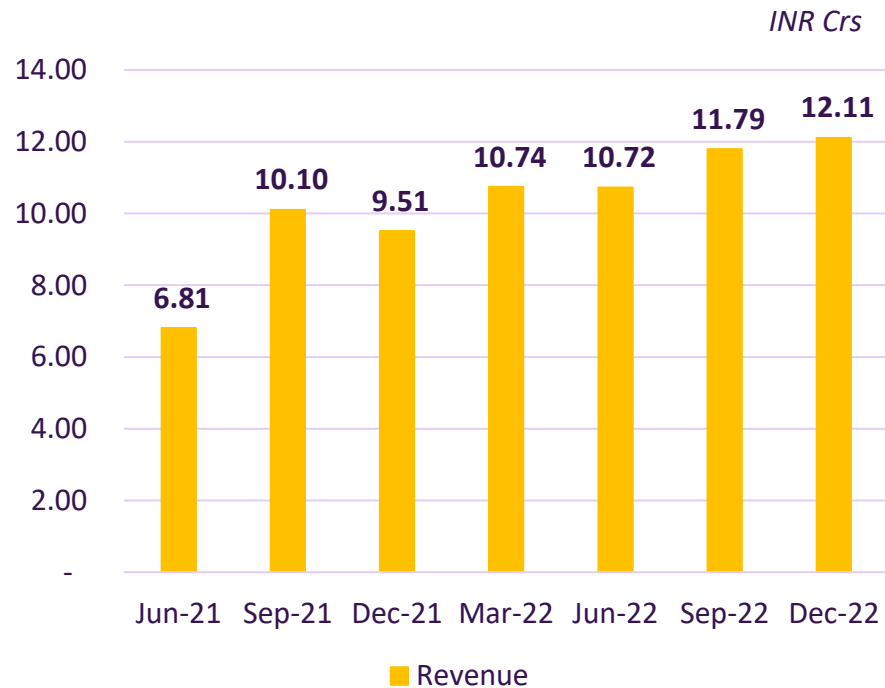
**1. Shareholding post the completion of the Rights Issue**

**2. Represents shareholding post the consummation of the transaction with AMG Media Networks Limited. The transaction is expected to be completed in Q4FY23. Board may consider and evaluate future opportunities with respect to Quintillion Business Media Limited**

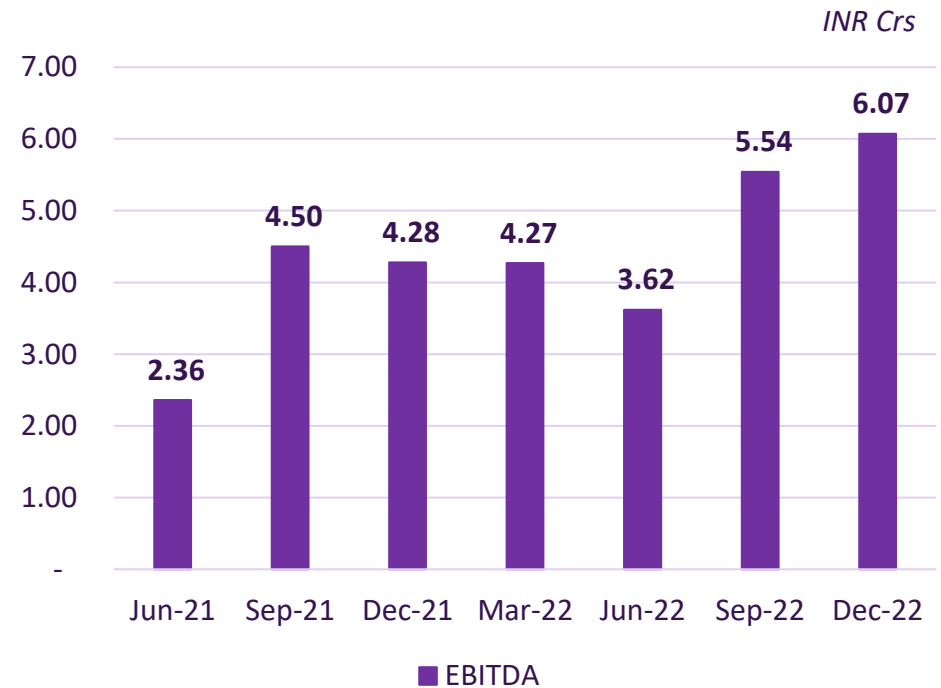
**3. QDML has agreed to invest Rs. 1.84 Crores in Spunklane Media Private Limited alongwith Newslanundry**

# Financial Performance – The Quint\*

Quarterly Performance - Revenue



Quarterly Performance - EBITDA



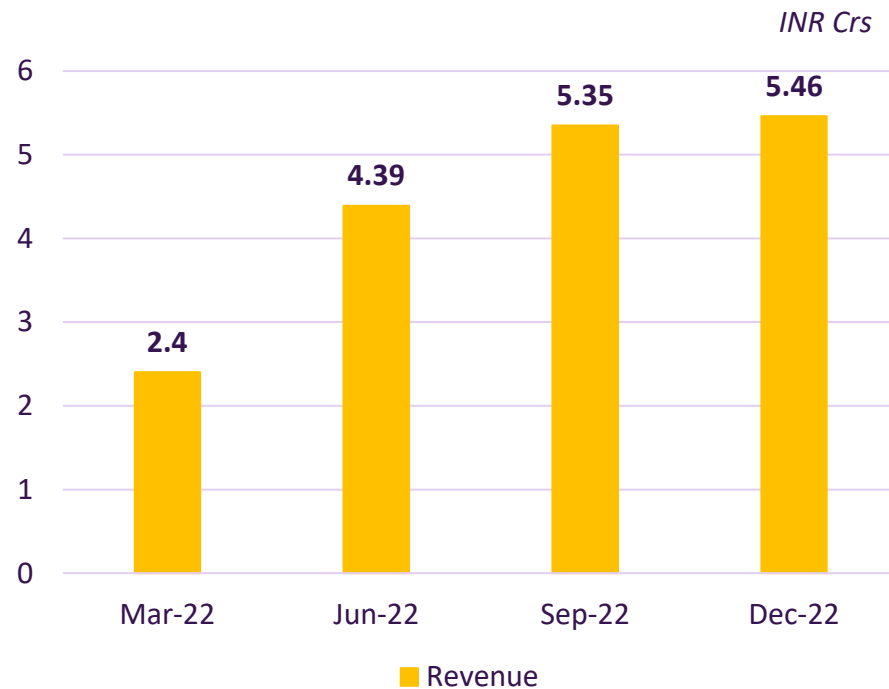
**THE QUINT'S STANDALONE OPERATING REVENUES FOR 9 MONTHS (ENDING DECEMBER 2022) STOOD AT INR 34.62 CRS+; A STRONG GROWTH OF 30% OVER 9 MONTHS ENDED DECEMBER 31, 2021 (INR 26.42 Crs)**

**EXPECTS BUSINESS MOMENTUM TO BE STRONG IN Q4 FY23 AS WELL AS FY2023-24**

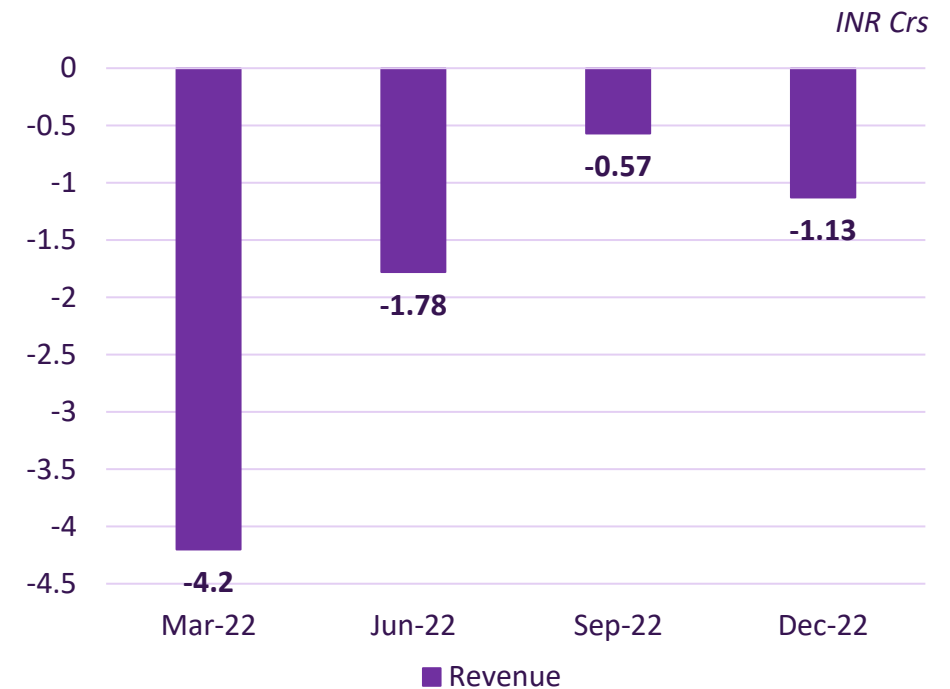


# Financial Performance – Quintype\*

Quarterly Performance - Revenue



Quarterly Performance - EBITDA



**QUINTYPE CONTINUES ITS STUPENDOUS GROWTH; REVENUES INCREASE BY 100% IN Q3FY23 OVER Q3FY22 (INR 2.70 Crs)**

**QUINTYPE IS ON THE PATH TO ACHIEVE BREAK-EVEN BY FY23-24.**

**Quintype Technologies India Limited was acquired by QDML on January 19, 2022.**

*\*Based on publicly disclosed financial results*

# Other Financial Parameters – QDML

## Standalone balance sheet – snapshot

INR Crs

Particulars	September 30, 2022
Share Capital	21.97
Reserves and Surplus	17.52
<b>Total</b>	<b>39.49</b>
<b>Assets:</b>	
- Fixed Assets	13.74
- Financial Investments	48.90
- Other Assets	33.53
<b>Liabilities:</b>	
- Long-Term Borrowings	0.09
- Short-Term Borrowings	34.91
- Trade payables and Others	21.68
<b>Total (Assets – Liabilities)</b>	<b>39.49</b>

*QDML successfully closed the Rights Issue on January 24, 2023. Aggregate proceeds raised – INR 125 Crs*

- Share Capital will increase from Rs 21.97 Crs to Rs 46.97 Crs<sup>1</sup>
- Reserves & Surplus will increase from Rs 17.52 Crs to Rs 117.52 Crs<sup>1/3</sup> - creates substantial headroom
- ‘Gross cash’ on completion of Rights Issue and divestment of 49% stake to AMG Networks will be Rs 150+ Crs<sup>1/2/3</sup>

**1. QDML successfully closed the Rights Issue on January 24, 2023. Pursuant to the rights issue, QDML has raised an aggregate amount of INR 125 Crs**

**2. QDML will divest 49% stake in Quintillion Business Media Limited (BQ Prime) to AMG Media Networks Limited for an aggregate consideration of Rs 51.45 Crs subject to necessary closing adjustments**

**3. Cash numbers will be duly adjusted based on actual utilization of the Rights Issue proceeds including adjustment of rights issue expenses**



Quintype

*SAAS BASED NEW AGE  
MEDIA TECH COMPANY*

*Let the Content Renaissance Begin*

# QUINTYPE

*Quintype provides a SaaS based full stack technology solution for digital publishers.*

*Our integrated product suite helps publishers with creation, distribution, engagement and monetisation of content.*

*Publishers can now focus on creating great content, rather than grappling with technology*



## **BOLD**

Deliver better digital experiences



## **METYPE**

Get people talking through meaningful conversations



## **ACESSTYPE**

Robust content monetization platform



## **PAGEBUILDER**

Powerful presentation for your powerful content



## **MOBILE APP**

Fully supported iOS and Android apps



## **SSO**

Single sign on across all products



## **MIGRATOR**

Seamless content migration from other CMSs

# QUINTYPE – JOURNEY SINCE 2017

## OPERATING METRICS



**150M+**

Readers Every Month



**800M+**

Page Views Per Month



**150+**

Publisher Properties



**150+**

Languages Supported

## CLIENTELE



# QUINTYPE – GLOBAL PRESENCE

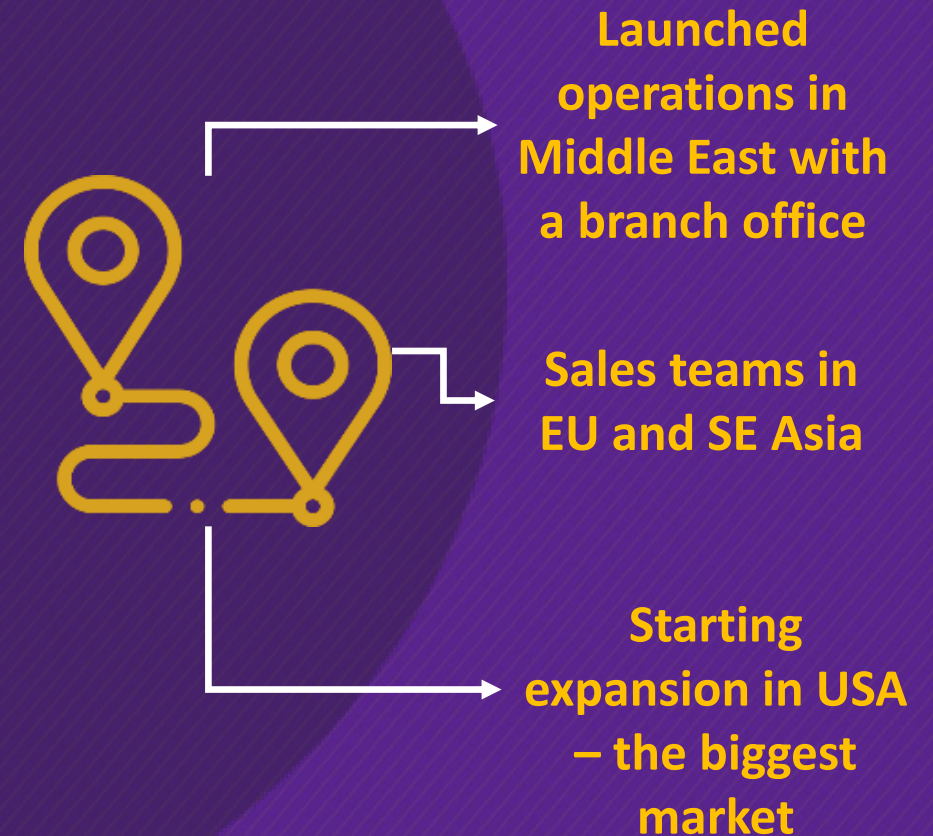
## CUSTOMER FOOTPRINTS



 56% - India  
44% - Rest of World

100+ Customers Across The World

## EXPANSION PLANS



# QUINTYPE – TEAM AND INVESTOR



**Chirdeep Shetty**  
CEO



**Vineet Panjabi**  
Head of Sales



**Ramalingam S**  
Head of Operations



**Ramsharan Jayaraman**  
Head of Engineering



**Anish Balan**  
Head of Customer  
Success



*IIFL invested INR 25 Crores  
in 2020*



*OUR FLAGSHIP DIGITAL  
MEDIA PROPERTY*



# OUR CORE VALUES

**FEARLESS**

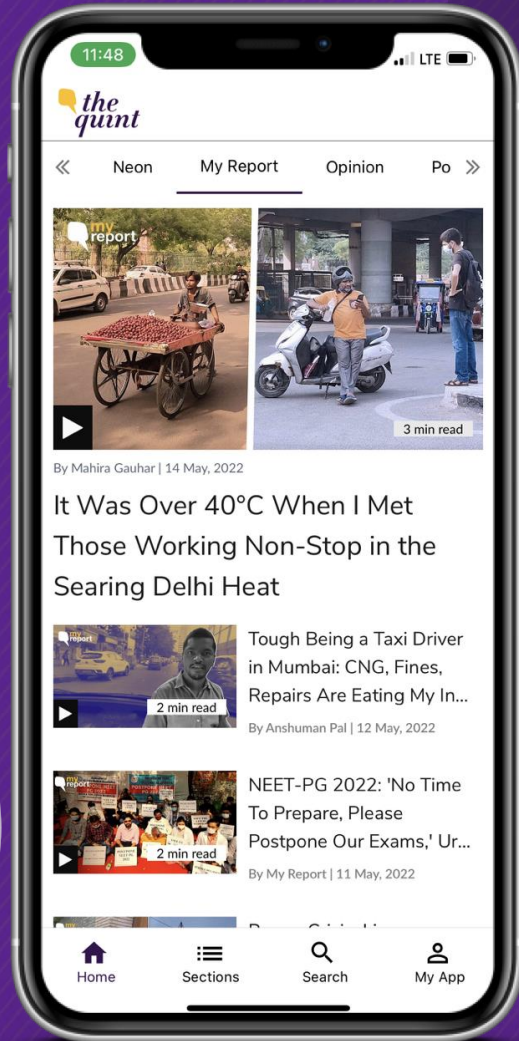
**TRANSPARENT DIGITALLY SAVVY**

**USER DRIVEN** QUESTIONING

**MOBILE FIRST** **FACTUAL** **TRENDSETTING**

**INDEPENDENT**

# THE QUINT COMMUNITY



## MASSIVE SOCIAL REACH



**25MM**

Monthly Active Users



**125MM**

Average Page Views



**300+**

Brand Partnerships



**26MM**

Engagement across Facebook and other platforms



**5.78MM**

YouTube Subscribers



**77MM**

Video Views across YouTube

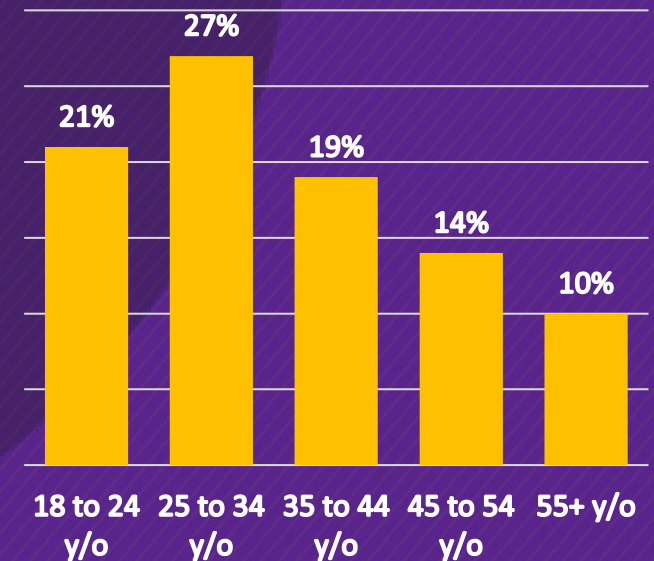
## WHO ARE THEY?

**67%**  
Male



**33%**  
Female

### AGE SPLIT



# THE QUINT: **INDUSTRY RECOGNITION**



ADOBE VDONXT  
2020



SOUTH ASIAN DIGITAL  
MEDIA AWARD  
2020 & 2021



RAMNATH GOENKA  
EXCELLENCE AWARD  
2020 & 2021



STREAMCON ASIA  
AWARDS 2020

**100+ Awards in 7 Years**

# TRUSTED BY OVER 300 BRANDS

NETFLIX

QATAR  
AIRWAYS القطرية

prime video

KUVERA



KOHLER



HDFC BANK



BAJAJ  
FINSERV

COINSWITCH  
KUBER

citibank

amazon



LLOYD

Mahindra  
Rise.



motorola



HAVELLS

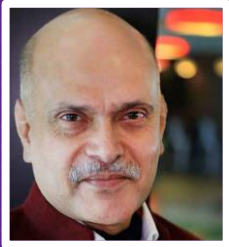
ABInBev

Coca-Cola

JKTYRE  
TOTAL CONTROL



# BOARD OF DIRECTORS



**Raghav Bahl**  
Non-Executive Director



**Ritu Kapur**  
CEO and Managing Director



**Mohan Lal Jain**  
Non-Executive Director



**Vandana Malik**  
Non-Executive Director



**Parshotam Dass Agarwal**  
Chairman and  
Independent Director



**Abha Kapoor**  
Independent Director



**Sanjeev Krishana Sharma**  
Independent Director

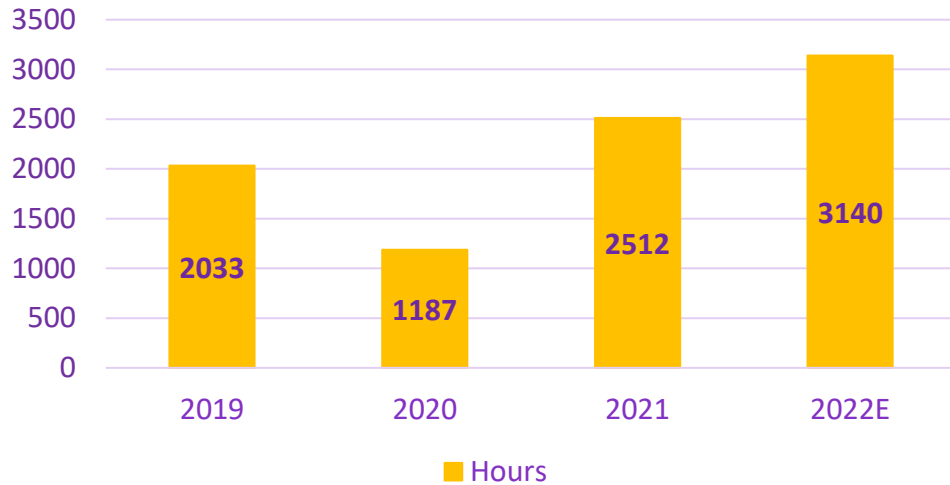


*DIGITAL ENTERTAINMENT  
CONTENT – NEW GROWTH  
ENGINE FOR THE INDUSTRY*



# DIGITAL ENTERTAINMENT – *Great Indian Content Opportunity*

OTT Content – Hours Produced



- OTT original hours grew more than double from a subdued 2020 to reach an all-time high of 2,512 hours.
- This value is around 20% higher than 2019 levels.
- Drama was the most popular genre of content on OTT platforms followed by action, comedy and crime respectively.
- Large increases were seen in mythologies, documentaries, and non-fiction content categories as a widening base of genres was noted

Top OTT Platforms tapping into Indian Content Market



- India is one of the fastest growing locales worldwide for Amazon Prime Video.
- 4,500 number of Indian cities and towns in which Prime Video is watched.
- 2.5x increase in hours watched on the service across 2 years.
- 39 Indian Original Series have been launched in the past 5 years and 70 are under production.
- 20% of the viewers for Indian Originals come from outside India.



- 85+ original series and films launched in India so far with 25 towns and cities used for filming.
- 28 Indian original titles launched in 2021.
- 4 awards won by Indian content abroad.
- 25 Indian titles have featured in the top 10 lists of countries outside India.
- 13 Indian titles including 6 original films made it to the global top 10 non-English films or series lists including 6 original films.

# THANK YOU!!!

