

### Safe Harbor Statement



This presentation and the accompanying slides (The Presentation), which have been prepared by **Radiowalla Network Limited** (The Company) solely for informational purposes, do not constitute any offer, recommendation, or invitation to purchase or subscribe for any securities, and shall not form the basis or be relied upon in connection with any contract or binding commitment whatsoever. No offering of securities of the Company will be made except by means of a statutory offering document containing detailed information about the Company.

This Presentation has been prepared by the Company based on information and data that the Company considers reliable, but the Company makes no representation or warranty, express or implied, whatsoever, and no reliance shall be placed on the truth, accuracy, completeness, fairness, or reasonableness of the contents of this Presentation. This Presentation may not be all-inclusive and may not contain all of the information that you may consider material. Any liability in respect of the contents of, or any omission from, this Presentation is expressly excluded.

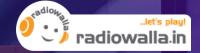
Certain matters discussed in this Presentation may contain statements regarding the Company's market opportunity and business prospects that are individually and collectively forward-looking statements. Such forward-looking statements are not guarantees of future performance and are subject to known and unknown risks, uncertainties, and assumptions that are difficult to predict.

These risks and uncertainties include, but are not limited to, the performance of the Indian economy and the economies of various international markets, the performance of the industry in India and worldwide, competition, the company's ability to successfully implement its strategy, the Company's future levels of growth and expansion, technological implementation, changes and advancements, changes in revenue, income, or cash flows, the Company's market preferences, and its exposure to market risks, as well as other risks.

The Company's actual results, levels of activity, performance, or achievements could differ materially and adversely from the results expressed in or implied by this Presentation. The Company assumes no obligation to update any forward-looking information contained in this Presentation. Any forward-looking statements and projections made by third parties included in this Presentation are not adopted by the Company, and the Company is not responsible for such third-party statements and projections.



# Powering Brand Engagement Through Audio & Digital Media



Radiowalla Network Limited is a Bangalore based B2B media tech company offering customer engagement solutions through in store radio, corporate radio, digital signage, audio advertising, and Digital Out of Home (DOOH) services. Its platforms help brands enhance customer experience and internal communication using curated content, Al driven music, and visual media.

Founded in 2010, the company has built a strong presence across retail, corporate, and institutional spaces. It delivers personalized audio environments and targeted advertising through programmatic audio and digital display formats.

By combining technology, creativity, and automation, Radiowalla offers scalable engagement solutions for brands across India and select international markets.



### **Vision & Mission Statement**





#### **VISION**

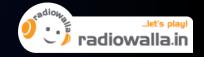
Enriching customer experience through technologically advanced solutions in audio, digital signage and advertising, the company strives to become the partner of choice for brands to connect with customers.

#### **MISSION**

Empowering businesses with tailored Audio, Digital Signage and advertising solutions that elevate brand experiences and captivate customers through curated offerings.



### A Presence That Powers Engagement





30,000+

Stores Connected



1 Billion +

Footfalls Across the Network



22,000+

Unique Playlists Delivered Daily



1,00,000+

Tracks Music Library



**800+** 

Screens Under CMS



15

Digital Hoardings



650+

**Brands Serviced** 



1,400+

Cities/Towns
Serviced In India



Presence in 12 countries

across 4 continents

Entry In Africa For In-store Audio

### **Boardroom of Visionaries**



Mr. Harvinderjit Singh Bhatia
Promoter, CEO, CFO &
Executive Director
33+ Years of Experience



Mr. Anil Srivatsa
Promoter & Executive Director
33+ Years of Experience



🌶 radiowalla.in

Ms. Gurneet Kaur Bhatia
Promoter & Non-Executive Director
20+ Years of Experience

### **Key Managerial Personnel**



Mr. Neeraj Jain Independent Director 30+ Years of Experience



Mr. Sunil Lulla
Independent Director
38+ Years of Experience

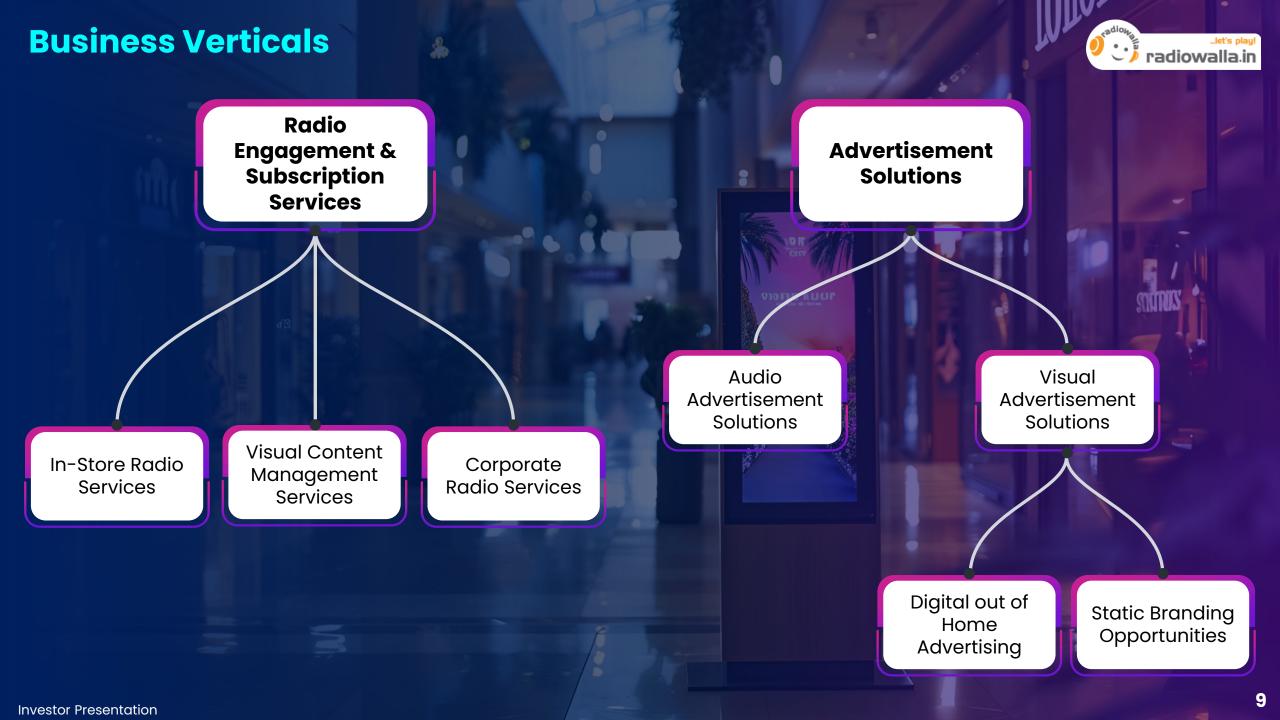


Mr. Harpreet Singh
Dy. CEO and COO



Mr. Deepak Shetty
Chief Revenue Officer





### In-Store Radio Services



- Centralized audio platform for multi location retail and service businesses
- Al-powered playlists tailored to store ambiance
- Content available in 15+ languages
- Full copyright and licensing support
- Built on proprietary, cross-platform tech
- Deployed across top brands in India and global markets

### **Performance Highlights**

- 32% YoY Revenue Growth in In-store Radio Services
- Over 100+ brands added in last year
- Client base expanded from 563 To 681
- 2,000+ New Stores added to the Network
- Active Presence across India, Africa, USA, & the Middle East





















**TATA MOTORS** 



### **Corporate Radio Services**



- Personalized audio channels for internal communication
- Music and spoken-word content tailored to each organization
- Centralized system for multi-location delivery
- Supports updates, announcements, and employee engagement
- Multilingual content for diverse teams
- Hardware solutions provided where needed



### **Performance Highlights**

- 8% YoY growth in Corporate Radio revenue
- Corporate radio launched in Brazil
- Expanded content capability in Spanish, Portuguese, and multiple Indian languages
- Focus on scaling by onboarding more corporates into the platform

П

### **Audio Advertisement Solutions: In-Store Audio Ads**



### **Monetizing In-Store Radio Inventory**

- Enables brands to engage captive in-store audiences via point-of-sale audio ads.
- Present across major grocery chains including Reliance, More, Spencers, and Spar.
- Supports nationwide retail network in key metro cities and expanding internationally.
- Drives brand visibility, customer engagement, and store-level monetization.
- Uses programmatic audio advertising for:
  - Precise audience targeting
  - Real-time analytics on reach, demographics
  - Third-party validated Proof of Play
  - Live monitoring of ad spends





























### **Performance Highlights**

- 94% YoY growth in advertising revenue
- Pan India presence across 5,000+ retail stores
- Expanding footprint beyond India into international markets
- FMCG brands onboarded: Goldiee Spices, Kwality Walls, Cadbury, ITC
   Aashirvaad Atta, Swasti Ghee, D'lecta Cheese, Sumeru Foods
- Non-FMCG brands expanding presence: Dr. Agarwal's, Amazon Pay, AECC,
   Alchemy School, JioHotstar, National Book Trust

Investor Presentation

# **Digital Signages Services**

- Offers dynamic, targeted ads through digital standees, LED displays, video walls, kiosks, and commercial-grade monitors.
- o End-to-end solution from planning and setup to daily content management.
- o Delivered on a subscription model tailored for retail and corporate clients.
- Supports client engagement via video/image-based messaging at high-footfall locations.
- o Systems are installed and managed at client locations based on demand.

### **Digital Signage Highlights**

- Revenue growth 7% YoY in Digital Signages
- o Focus on high margin content management
- Managing content on 800+ screens across 50+ cities
- o 19 clients and 500+ screens added in FY 24-25
- Key clients include a jewellery chain, apparel chain, MNC insurance firm, grocery chain in Congo, and an ecommerce company
- Strong pipeline of 1000+ additional screens





# Digital Out-of-Home (DOOH) Advertising



- Operating 15 large digital hoardings (12 in Gujarat, 3 in Uttar Pradesh)
- Revenue growth in line with planned projections
- Recent client additions include MTDC, LIC, KTC, Orra, Mohanlal Sons, Sonic TV, DB Corp, Sreenathji Infra, Amiown School
- Strong client pipeline in both Gujarat and Uttar Pradesh
- Profit margins expected to improve with increasing ad volumes and better realization from the existing network



























Investor Presentation

# **Static Branding Opportunities**



- Offers in-store marketing solutions for advertising brands
- Leverages retail network for targeted brand activations
- o Enables on ground campaigns and lead generation activities
- o Aims to boost brand visibility and customer engagement







15

# From Kashmir to Kanyakumari: The Reach of Radiowalla



### The Radiowalla Network

State Names	No. of Stores
Andaman & Nicobar	1
Andhra Pradesh	1,066
Arunachal Pradesh	39
Assam	439
Bihar	987
Chandhigarh	124
Chattishghar	337
Dadra And Nagar Haveli	1
Daman & Diu	4
Delhi	1,300
DELHI NCR	25
Goa	213
Gujarat	1,487
Haryana	1,205
Himachal Pradesh	162
Jammu & Kashmir	148
Jharkhand	511
Karnakata	3,706



State Names	No. of Stores	
Kerala	1,201	
Madhya Pradesh	1,562	
Maharashtra	3,392	
Manipur	33	
Meghalaya	31	
Mizoram	16	
Nagaland	44	
Odhisa	600	
Pondicherry	61	
Punjab	1,186	
Rajashthan	1,105	
Sikkim	36	
Tamil Nadu	2,179	
Telangana	1,820	
Tripura	60	
Uttar Pardesh	2,572	
Uttarakhand	427	
West Bangal	1,759	

### **Building Trust with Global Industry Leaders**



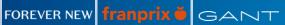


















TITAN EYE

ALDO

MVP APPLIANCES

















































الدكان DUKAN

CHERISH

**LM** EXCHANGE





Sur la table





CW PROPERTY







# Chosen by Iconic Brands for In-Store Audio & DOOH















































































🌶 radiowalla.in

### **Prominent Retail Clients Across India**



























































































# Trusted by Global and Indian Food & Beverage Leaders

































































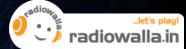


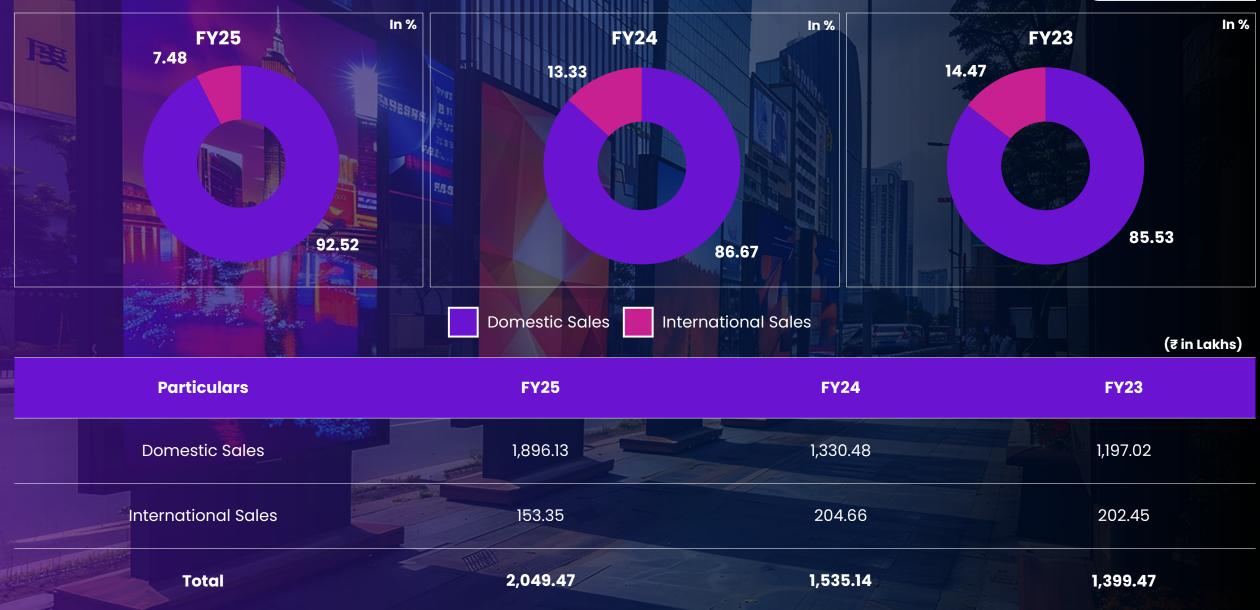




..let's play! radiowalla.in

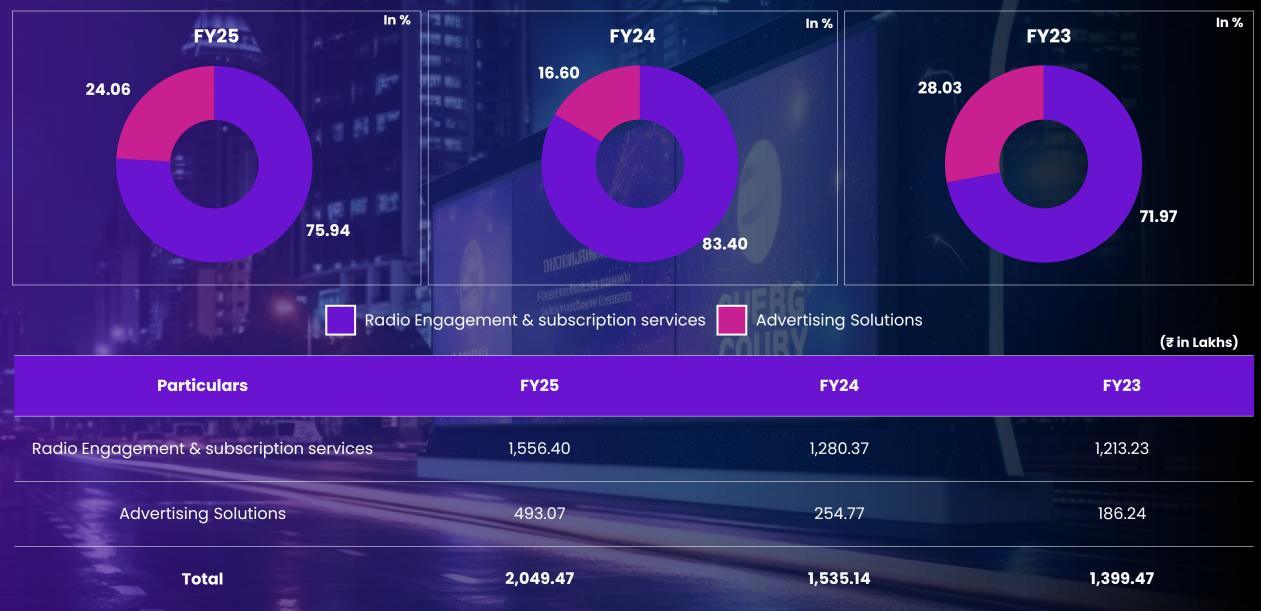
# Geographical Wise Revenue Break Up - Consolidated





# Vertical Wise Revenue Break Up - Consolidated







### **Retail Media: Driving the Future**

#### Global Retail Media Landscape

- o Fastest-growing advertising channel worldwide.
- Spend projected to grow from USD 31Billion (2024) → USD 57.4Billion (2030).
- o CAGR: ~10.5%.
- o Key driver: First-party shopper data + location-based targeting enabling contextual ads at point of purchase.

#### In India's Retail Media Growth

- o By 2028, retail media to form 20–25% of India's overall digital advertising spend.
- o Leading retailers monetizing media via:
  - In-store radio
  - Digital signages (promotions, navigation, immersive shopper engagement)
- o Seen as a revenue diversification tool beyond retail margins.

#### Benefits of In-Store Digital Media

- o Targeted & Measurable: Personalized, ROI-driven campaigns.
- o Engagement & Immersion: AR try-ons, interactive screens, wayfinding.
- o Revenue Diversification: Creates high-margin ad inventory.
- o Operational Efficiency: Real-time updates, centralized management.
- o Omnichannel Integration: Seamless online-offline shopper journey.

#### **Challenges Ahead**

- o Display Blindness: Risk of shoppers ignoring repetitive content.
- o Privacy & Governance: Secure use of shopper data critical.
- o Infrastructure Needs: Requires ad servers, attribution & analytics stack.



### In-Store Audio Media: Global Landscape



25

#### **Global Market Overview**

- Market size: USD 1.2 Billion (2023)
- Projected size: USD 2.3 Billion (2032)
- o CAGR: ~7.2%

Investor Presentation

#### **Effectiveness Metrics**

- Research indicates that 89-96% of shoppers actively pay attention to in-store audio ads.
- Among them, 57% acknowledge audio's influence on purchase decisions, while 35–41% make immediate purchases after exposure.
- Compared with visual media, in-store audio delivers a +14% advantage in recall and visibility, positioning it as a high-impact communication medium at the point of sale.

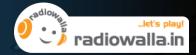
#### Strategic Role & Benefits

- Captive Engagement: Delivers messages in real time at moments closest to purchase decisions.
- Omnichannel Amplification: Complements digital campaigns by driving offline-toonline journeys.
- Brand Identity & Resonance: Enables sonic branding that enhances customer loyalty and store ambience.
- Targeted & Measurable: Flexible scheduling and data integration allow attribution to sales uplift.
- Incremental Revenue Stream: Converts background music into a monetizable advertising asset for retailers.

#### **Key Challenges**

- · Audio Fatigue: Poor curation risks alienating shoppers and staff.
- Demographic Variability: Messaging must be localized by store format and region to be effective.
- Infrastructure & Content Quality: Requires investment in professional-grade audio systems and content production.
- Data Privacy & Compliance: Integration with retail media networks necessitates strict adherence to data protection standards.

# Digital Signage Market Outlook



### **Digital Signage in Retail**

Global Market Size (2024): USD 26-29Billion.

• Forecast (2030s): USD 45-56Billion.

CAGR: ~7.9-8.3%.

#### **Growth Drivers:**

- Falling hardware costs (esp. LED video walls).
- Cloud + AI systems → dynamic, realtime shopper messaging.
- IoT, shelf-edge displays, analytics, programmatic ad trading.



- USD 5.9Billion (2025)
   Forecasted USD 7.9Billion (2030)
- CAGR: ~5.9%.

### Regional trends:

- North America: Largest share.
- Asia-Pacific: Fastest growth via digital-first retail modernization.



# Strategic Positioning in Retail Media





### **Addressing Industry Challenges**

Radiowalla is continuing to invest in technology and infrastructure to overcome the challenges faced in scaling in-store audio. With a focus on new feature development and superior customer service, the company is committed to maintaining its leadership position in the market.



### **Expanding Capabilities**

Beyond in-store audio, Radiowalla Network Limited is expanding into digital signage and video analytics, strengthening its role as a multi-solution retail media partner for modern retailers.



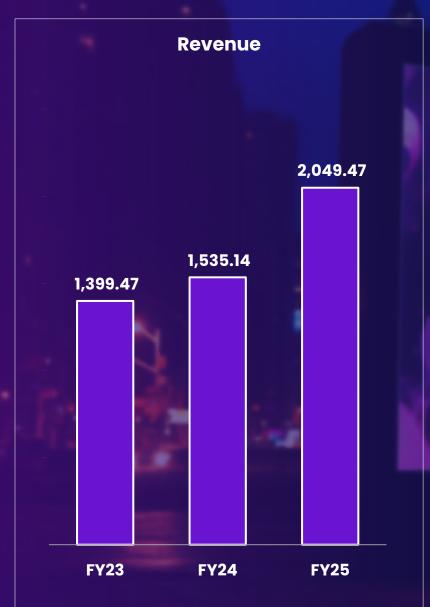
### Market Leadership & Growth Story

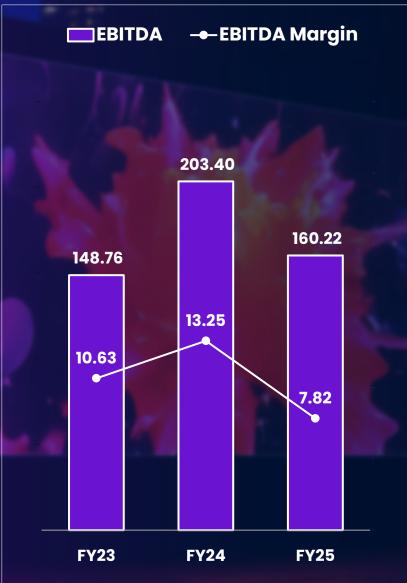
As India's retail media sector accelerates, Radiowalla stands at the forefront of this evolution. Its proven expertise, scalable solutions, and commitment to brand-safe, measurable retail media make it a compelling growth story for investors.



# **Financial Highlights**









## **Profit & Loss Statement**



			in & Lakins
Particulars	FY25	FY24	FY23
Revenues	2,049.47	1,535.14	1,399.47
Other Income	62.06	3.85	3.43
Total Income	2,111.53	1,538.99	1,402.89
Cost of Goods& services	1,039.98	666.46	668.68
Employee costs	662.97	534.96	482.52
Finance Costs	14.78	16.85	16.15
Depreciation	48.00	43.51	27.81
Other Expenses	180.67	130.31	99.51
Total Expenditure	1,946.40	1,392.10	1,294.67
Profit Before Extraordinary Items & Tax	165.14	146.88	108.23
Exceptional & Extraordinary items	(5.64)	0.00	0.00
PBT	159.50	146.88	108.23
Tax	(89.82)	(7.42)	6.05
PAT	69.68	154.30	102.18

30

# **Balance Sheet**



Equities & Liabilities	FY25	FY24	FY23
Equity	704.82	517.30	42.14
Other Equity	1,193.94	75.76	292.94
Net Worth	1,898.77	593.07	335.08
Non Current Liabilities			
Long Term Borrowings	45.38	6.99	11.73
Lease Liabilities	76.92	22.78	26.45
Provisions	70.45	57.88	57.12
Total Non Current Liabilities	192.75	87.64	95.29
Current Liabilities	Cillian		
Current Borrowings	12.11	66.02	67.01
Trade Payables	85.36	86.28	106.47
Provisions	29.05	25.47	0.00
Other Current Liabilities	164.87	57.51	209.69
		225 20	383.17
Total Current Liabilities	291.40	235.28	303.1/

			In ₹ Lakhs
Assets	FY25	FY24	FY23
Non Current Assets			
Fixed Assets	713.74	296.02	247.90
Other Non Current Assets	5.14	1.35	1.62
Deferred Tax Assets	14.62	13.25	5.83
Total Non Current Assets	733.50	310.62	255.35
Current Assets	1 11		
Inventories	-		-
Trade Receivables	406.22	371.21	446.93
Cash & Bank Balance	1,061.19	77.13	2.18
Other Current Assets	182.00	157.03	109.07
Total Current Assets	1,649.41	605.37	558.18
Total Assets	2,382.91	915.99	813.53

Investor Presentation

### **Cash Flow Statement**

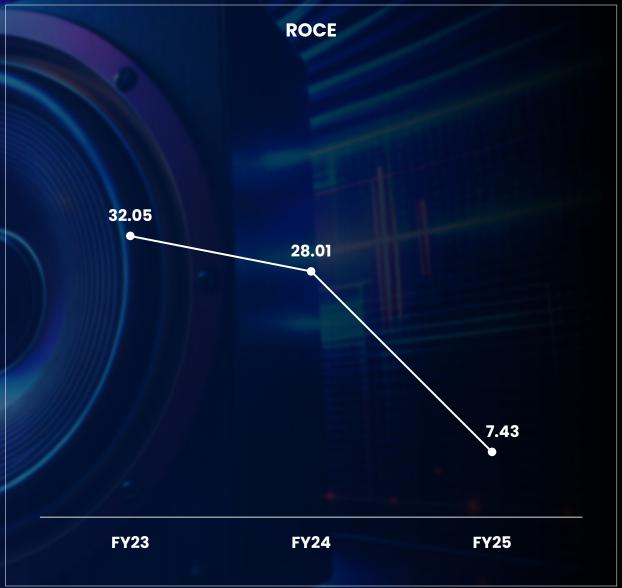


Particulars	FY25	FY24	FY23
Cash from Operation	138.12	76.10	110.99
Cash from Investments	(345.32)	(79.10)	(102.64)
Cash from Financing	1,191.26	77.95	(8.40)
Net Cash Flow	984.06	74.95	(0.05)

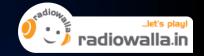
# **Key Ratios**

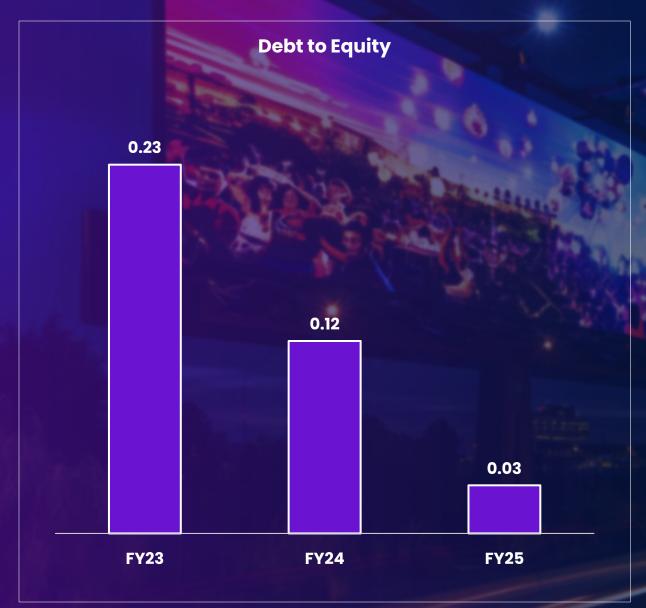


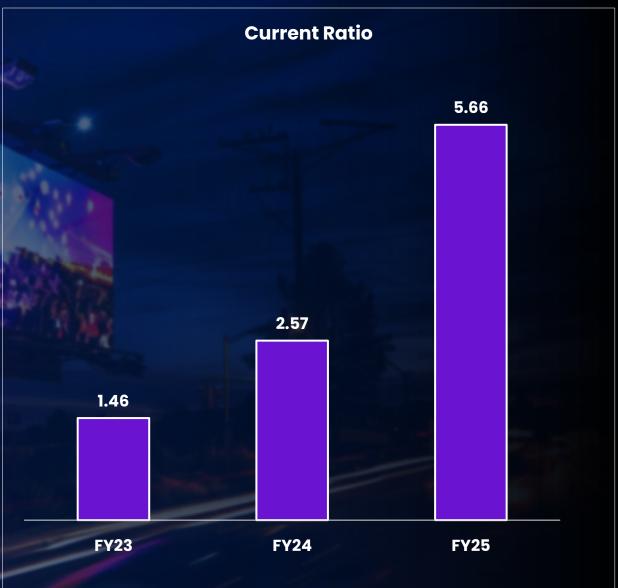




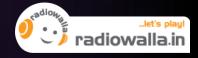
# **Key Ratios**

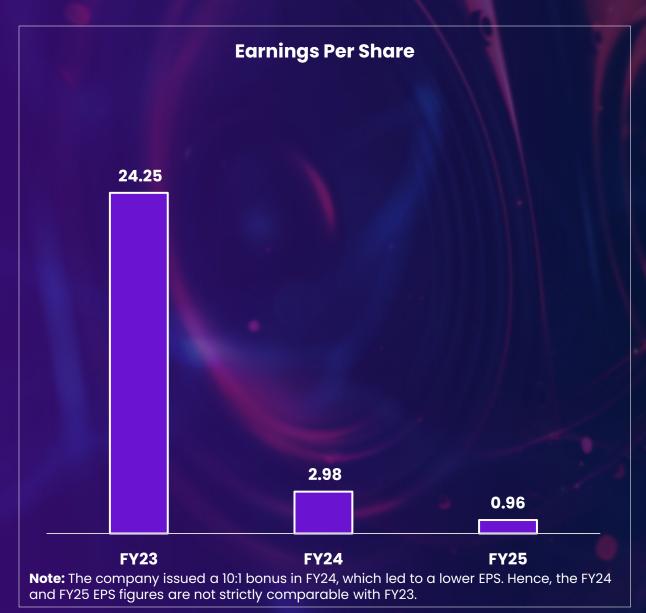


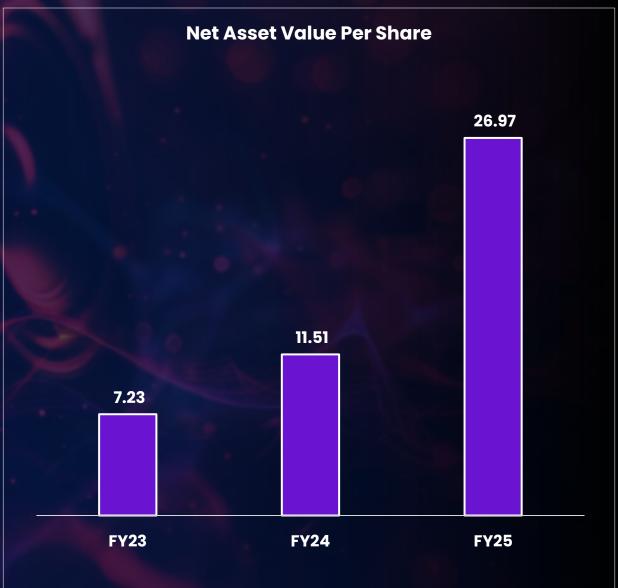




# **Key Ratios**



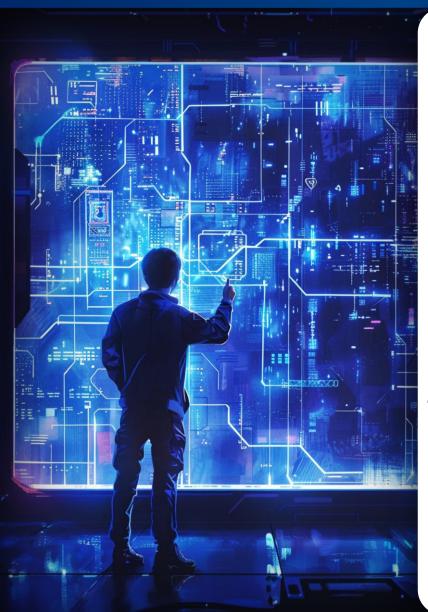






### Vision for Growth and Technological Advancement





- The In-Store Radio segment is expected to witness robust growth in the coming years, driven by increased client volumes and planned international expansion.
- This growth is anticipated to accelerate further as Indian brands continue expanding globally, unlocking new organic market opportunities.
- With rising adoption of digital signage across industries, the company is on track to reach its target of 5,000+
   screens under content management over the next few years.
- Advertising revenues are set for exponential growth, supported by the mainstreaming of Audio Out-of-Home
   (OOH) and the company's strong Digital OOH (DOOH) network across Gujarat and Uttar Pradesh.
- A pilot DOOH initiative is being launched with a national retail chain, reinforcing the company's momentum in the advertising vertical.
- o International expansion is in progress, with plans to establish a subsidiary in Dubai, expanding its presence in the Middle East market.

### **Technology Investments**

- The company is expanding its AI-generated music library to deliver more personalized and scalable audio experiences.
- Development is ongoing for a music curation platform tailored to smaller chains and standalone outlets.
- A comprehensive revamp of backend infrastructure is in progress, aimed at optimizing streaming efficiency and reducing associated costs for the next stage of growth.

### **Competitive Strengths**





#### **Experienced Leadership**

Led by seasoned promoters with over three decades of experience in radio, digital media, finance, and business management. Their industry expertise has been instrumental in driving growth and strategic direction.



#### **Global Presence**

Operates across multiple countries including India, UAE, Mexico, Sri Lanka, and Singapore etc., enabling the company to deliver region specific solutions with a global perspective.



#### **Multilingual Capability**

Radiowalla delivers content in multiple languages including English, Hindi, Tamil, Kannada, Telugu, Gujarati, Marathi, Bengali, Punjabi, Arabic, and more enabling effective audience engagement across diverse regions and cultures.



#### **Government Empanelment**

Empanelled with the Directorate of Advertising and Visual Publicity (DAVP), now part of the Central Bureau of Communication (CBC), allowing participation in government led media projects and the delivery of integrated communication solutions to ministries, PSUs, and autonomous bodies.



#### **Client-Centric Approach**

Backed by deep industry insight, the company tailors its offerings to client preferences and continually upgrades service quality. Strong, long-term partnerships with major retail and corporate clients reflect its reliability and trusted market presence.

### **Business Strategy**



#### **Expand International Presence**

Aims to enter new global markets through localized offerings, strategic partnerships, compliance, and cultural alignment to drive sustainable international growth.





#### **Embrace New Technologies**

Plans to invest in Al-driven platforms to deliver personalized audio experiences based on regional music preferences, enhancing user engagement across geographies.



Committed to understanding customer needs, acting on feedback, and delivering tailored solutions to build trust, loyalty, and long-term relationships.





## Strengthen Marketing & Industry Alliances

Focus on building brand visibility through digital and traditional marketing, industry partnerships (e.g., RAI), and participation in national and international events.

Investor Presentation

### **SWOT Analysis**











#### **STRENGTHS**

- Diverse service portfolio encompassing audio and video solutions.
- Jockeys(RJs) Skilled Radio ensure high-quality content.
- Established client base and partnerships with major retailers.

#### **WEAKNESS**

- Heavy dependency on the retail sector for revenue.
- Increasing competition may lead to pricing pressures.
- o On going investments needed to keep up with technological advancements.

#### **OPPORTUNITIES**

- Leverage advanced technologies for more effective advertising.
- o Potential for global expansion into new markets.

#### **THREATS**

- Economic uncertainty affecting client budgets.
- Evolving advertising regulations and compliance challenges.
- o Rapid technological changes necessitating investments for adaptation.



### **Investment Rationale**



#### **Established Presence:**

15+ years in B2B audio & digital media with 650+ brands across 1,400+ cities in India & abroad.



### **Government Ties:**

with Empanelled CBC participation in government-led projects.



Operations span In-store & Corporate Radio, Audio Ads, Digital Signage, DOOH, and Static Branding.



Trusted by top brands like Reliance,





#### **Global Reach:**

Active in 12 countries with plans for further international expansion.



Cadbury, ITC, Amazon Pay, and JioHotstar & Many more.



#### **Experienced Leadership:**

Promoters with 30+ years in media, finance, and tech.

#### **Tech-Driven:**

Al-powered content platforms, programmatic audio ads, & cloudbased CMS for efficient targeting.



### **Growth Pipeline:**

1,000+ digital screens under management and expanding ad inventory.

### **Stock Data**



### **Stock Information**

As on 19-09-2025

Share Price (₹) 60.00

Market Capitalization (₹ Cr) 42.29

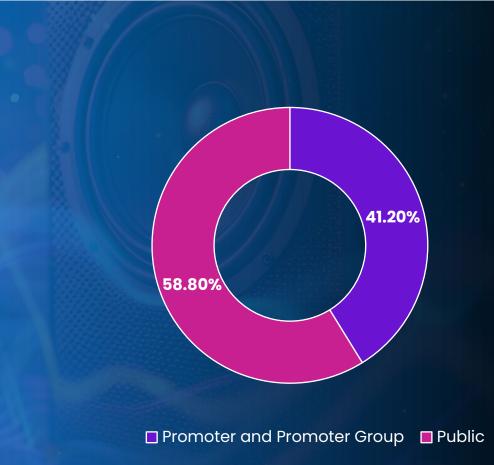
No. of Shares 70,48,236

Face Value (₹)

**52-week High-Low (₹)** 128.60/53.85

### **Share Holding Pattern**

As on 30-Jun-2025





# **THANK YOU**



#### Radiowalla Network Limited

Address: 16A, Basement Floor, Maratha Bhavan,
Millers Tank Bund Road, Vasanthnagar,
Bangalore-560052, India
Email: info@radiowalla.in
Website: www.radiowalla.in



### **AKMIL Strategic Advisors Private Limited**

Address: Office No. 1011, 10th Floor, Opal Square, Road No. 16, Wagle Estate, Thane (w)-400 604, Maharashtra, India

Phone: +91 98209 41925 Email: info@akmiladvisors.com

Website: www.akmiladvisors.com