

Investor Presentation

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MANAGEMENT TEAM



Harvinderjit (Harry) Bhatia
Co-founder & CEO

With 30+ years of experience in finance and consulting, Harry has been the CFO at Netmagic Solutions (exited via sale to NTT Japan), Digicable Network, and Radio Mirchi (Listed on NSE & BSE). An alumni of Columbia Business School, USA and a Chartered Accountant, he is an active Charter member of The Indus Entrepreneurs (TiE) Mumbai, as well as a Council Member of Media & Entertainment Network of TiE. He is also an active contributor in the Indian Startup Eco System and has mentored/invested in over 25 early stage companies.



Anil Srivatsa
Co-founder

A pioneer in many ways, Anil has 30+ years of experience Radio and Digital Media. He has served as the CEO of Kings XI Punjab, and as the COO of Radio Today Broadcasting. His show, "Anil Ki Awaaz" was the largest syndicated South Asian radio show, broadcasting over fifty US cities.

He has the title of The Radio Person of the Year in 2007, and has a Limca Book of Records entry in 2003. and the Creative Voice Award in 2001. Anil is the Managing Trustee of Gift of Life Adventure Trust: promoting Organ Donation

MANAGEMENT TEAM



Harpreet Singh

Chief Operating Officer

An ISB alumni and an Engineer, Harpreet has over 20 years experience in operations and general management domains across Media, BPO and Petroleum Sectors. He co-founded a venture that was acquired by Radiowalla.



Deepak M R Shetty

Chief Revenue Officer

Deepak has 15+ years of experience in Sales, Marketing & Corporate Communications. Stay abreast with the hottest trends, he brings clients ideas they never thought of, and goes all out to keep relationships running for the long haul.



Aniket Maithani

Product Engineer & Data Scientist

Over 8 years experience as backend engineer and SRE. Experience in development, deployment and scaling systems

He loves to work on automating processes and making fault tolerant architecture. He has worked on various domains such as retail, finance and hospitality industries



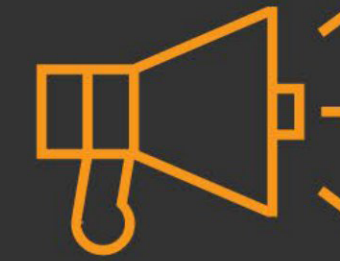
Thamizarasan

Head – Tech Support

Over 12 years of experience in the IT/ITES industry. Encompasses strong leadership and successful team building capabilities combined with excellent technical, communication, presentation, and customer service skills. He is a B.B.A Computer Applications (Annamalai University), Microsoft Certified Technology Specialist –Active Directory Server 2008 R2(Certified) & ITIL V3 Foundation (Certified)

CUSTOMER ENGAGEMENT PLATFORM

**Multiple Solutions Under One
Umbrella**



Digital Audio
Advertising



Corporate
Radio



Digital Signage
Solutions



Point of Purchase
Advertising



Audio in Public
Spaces



In Store
Audio

THE FUTURE ROADMAP

INDIAN RETAIL INDUSTRY

Total Addressable market

01

5th largest retail industry in the world as per BCG

02

Projected to reach **USD 1.3 trillion by 2025**

03

Contributes 10% to Indian GDP

04

Fashion and apparel is **8% of market**

05

20% YOY increase in shopping malls

06

18.5% - estimated share of organized retail

07

Rapid urbanization and expansion in Tier 2-3 towns

08

12 million+ retail outlets. Approx 10% organized retail outlets, growing rapidly

OUR GROWTH STORY

In-Store Radio



Presently we have app 50% mkt share. With the growth happening in retail market and other players entering into in-store business, we intend to maintain a larger market share of the stores using In-Store Radio service in the next 3-5 years i.e. have a coverage of 100,000-1,50,000 outlets



35%

increase in store count
1st April 2023 - 19995
31st March 2024 - 26928



41%

increase in client base
from 398 to 563 in same period

- Industry leading brand portfolio – **Reliance, Landmark, Trent, Arvind, ABFRL, JFL, Yum, Hardcastle and many more**
- Servicing clients in **India, Africa, USA and Middle East**
- Expansion plans for current fiscal:
 - Technology investments to target smaller chains
 - Expanding the sales team to get next-big brands on board
 - Tight grip on existing clients with superior services
 - Explore international opportunities

18805

unique playlists
generated every day

1000+

stores served in cities
in India

Robust Pipeline for Q1 and Q2

3500+

stores

50+

brands

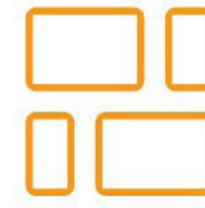
RADIOWALLA TECHNOLOGY ADVANTAGE



Network agnostic solutions



Multiple playout options
Windows, Linux, Android,
web player, hardware device
for audio and video



Wide array of display
options with on ground
support in multiple cities



Programmatic advertising
to ensure end to end
validation of ad playout



Cloud based workflows
for high uptime



Automated playlist updation
using AI



Automated tracking
of new music releases
globally



Real Time Alerts and
Analytics at location
region global levels



Detailed dashboard
and customer portal



Highly scalable platforms
currently serving 27,000+
locations across geographies

DIGITAL SIGNAGES

- The Big Opportunity



- Retail brands are investing in signages to appear more premium
- Radiowalla is well positioned to target this opportunity with deep presence in retail
- Engaging with various brands to setup / manage signages and content
- Our recent projects in this space
 - Turnkey project for an e commerce company in Egypt and KSA
 - Content management for GIVA
 - Digital standees and content management for GKB Opticals, Envy salons
 - Content management for Mia by Tanishq
 - And many more
- This segment is poised to grow exponentially in the near future

ADVERTISING OPTIONS

Digital Audio Advertising

in ~5,000 grocery stores –Access to 270Mn+ footfalls per month

Growing presence in Digital Out of Home (DOOH)

Digital Audio Advertisements

in 150 + malls

Lead generation activities in stores

Static Branding opportunities

in high footfall areas in stores

Digital Audio ads and Branded IP

creation Via our associate company Sochcast A podcasting platform

Radiowalla provides Advertising options seamlessly across Audio and Digital Platforms



ADVERTISING

Audio OOH

01

Pioneering Audio OOH
in India

02

Over 100+ ad campaigns
in last 12 months

03

Recent brand wins –
Amazon Pay, Kquality walls,
Go Cheese, Milky mist,
Verka, Godrej Yummies,
Paayas Ghee, D'Lecta
Cheese, BIS and so on

04

Large agencies also
coming on-board this
medium – Rapport WW
providing multiple briefs
and campaigns every
month

05

Non FMCG brands joining
the bandwagon – Dr
Agarwals, Amazon Pay

INVESTOR PRESENTATION

ADVERTISING

Digital OOH

01

We piloted DOOH in Shipra Mall in Jan 2023 with an investment of Approx 15 lacs

02

Asset cost is set to be recovered within 2 years. Contract duration is 5 years and is extendable post that also

03

Followed it up by another one in Crown Mall, Lucknow in Jan 2024

04

We are setting up DOOH project in Gujarat (18 screens)

05

Surat already commissioned in May first week

06

Gandhinagar to follow by mid June, next 10 locations to go on stream by August end

07

All locations to go live by October end

08

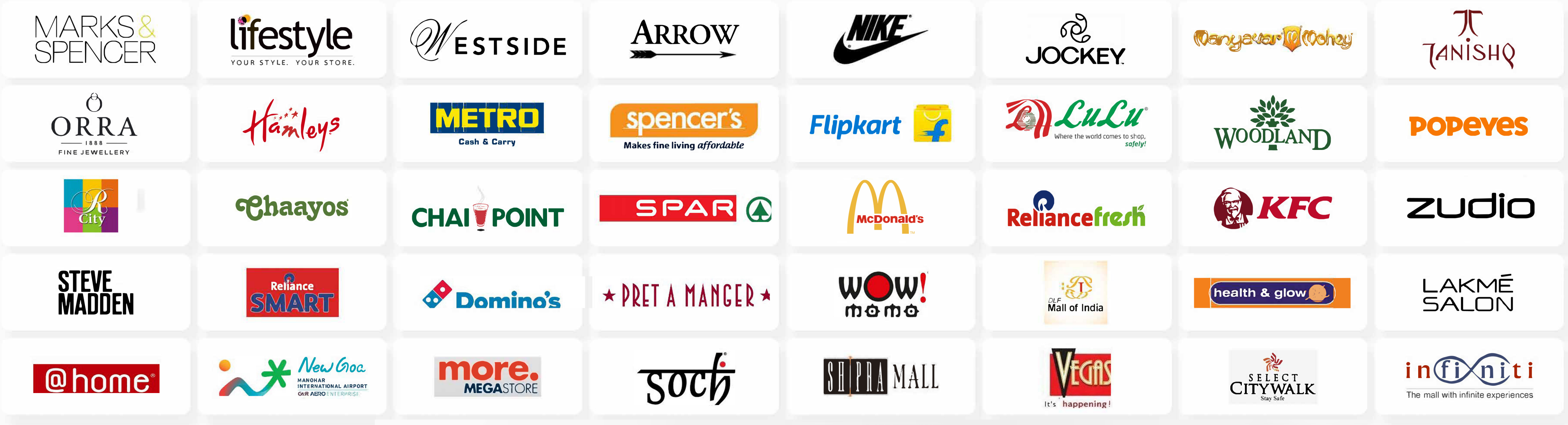
We expect breakeven of this project by March 2025. Contract period is 5 years extendable by 2 more years

09

Exploring other strategic opportunities for DOOH expansion in malls, airports and other large format retail locations.

SOME OF OUR CLIENTS

India



SOME OF OUR CLIENTS

International

LOOKING AHEAD

- 01 In-Store Radio segment would continue to grow strongly over next 3-4 years given the large market potential with store count expected to double every 2-2.5 years
- 02 Indian brands expanding outside India will provide an additional organic growth opportunity
- 03 Increased movement towards digital displays will continue to open new opportunities in the space. The space is rapidly evolving and will likely double every 2 years. We will strive to take a large pie of this market and increase our screen count to 5000+ screens in next 2-3 years from Approx 500 currently
- 04 Advertising revenues are set to grow exponentially on the back of mainstreaming of Audio OOH and our continued investments in DOOH in key markets of Gujarat & UP
- 05 Our Investments in AI technology will improve advertiser ROI and enhance customer engagement
- 06 Large agencies will adopt Audio OOH and we will expand our advertising network stores to 7500+ in next 12-18 months giving us huge advantage in the space
- 07 Robust growth along with with stable costs should lead to expansion in margins over 2-3 years



GROWTH LEVERS FOR THE NEXT 3 YEARS



Expand the number of doors from **30,000 to 100,000;**
10% contribution from overseas locations



Expand reach of Advertisement driven doors in India from **5,000 to 10,000**



Increase Ad revenue by **5x**



Expand Corporate Radio coverage amongst large corporate houses, warehouse companies, etc.

Thank you...