Zee Entertainment



Refer to important disclosures at the end of this report

CMP
Rs 218
as of (February 13, 2023)

Change in Estimates

Target Price
Rs 260 (▼)
12 months

Rating Upside BUY (■) 19.2 %

Weakness in advertising persists

In Q3FY23, Zee's ad revenue declined 15.6% YoY, much sharper than our 11% estimate, reflecting continuing macroeconomic challenges. With heightened inflation, near-term ad spends are expected to remain muted. Reported subscription revenue grew 13.2% YoY, primarily due to catch-up revenue related to deposits made by Siti. With NTO3.0 implementation coming into effect from February 1, 2023, we expect subscription revenue growth to improve, albeit with a lag. EBITDAM remained under pressure as investments remained elevated. Owing to slower recovery in ad revenue and continued investments, we have cut our FY24/FY25 EBITDA estimates by 4-5%. We have also cut our target multiple to 8x (from 10x), given structural challenges faced by the broadcasting industry and the company's slower market share recovery to arrive at a revised TP of Rs260 (8x Dec-24 pro-forma broadcasting EBITDA).

Results Summary: Zee's ad revenue growth fell by 15.6% YoY, much sharper than our estimate of an 11% YoY decline. Ad growth continued to remain weak, as higher inflation continued to hurt advertisers. Reported subscription revenue grew by 13.2% YoY, majorly due to deposits earmarked by Siti. Other sales and services jumped 148% YoY, aided by healthy syndication revenue and low base of Q3FY22. Overall revenue growth was flat YoY. The company's market share fell marginally from 16.4% in Q2FY23 to 16.2% in Q3FY23. Zee5's revenue grew by 33% YoY, with an all-time record for DAUs. EBITDA loss for Zee5 stood at Rs2.8bn, similar to Q2. Reported EBITDA margin contracted sharply by 668bps YoY to 16% due to an 11.5% YoY jump in programming costs. There were exceptional charges of Rs16.9bn related to 1) continuing provision of DSRA guarantee; 2) merger-related expenses; 3) provision related to recognition of catch-up revenue pertaining to Siti; and 4) uncertainty pertaining to the recoverability of balances regarding Zee Learn NCDs. Consequently, PAT declined by 92% YoY to Rs243mn.

Earnings Call KTAs: (i) Proposed merger with Sony: The company has already received approval from stock exchanges, CCI, and shareholders. It is difficult to give a timeline regarding the completion of the merger at the moment. The next hearing of NCLT is due tomorrow. (ii) Ad revenue: Curtailed FMCG spending resulted in muted ad growth in this quarter. Management remains cautiously optimistic on the near-term outlook on ad spending. October had seen some pick up due to festive spends but then tapered off. Management believes this is largely a cyclical slowdown. Most of the decline has been seen in the yield, while only some decline is due to inventory. (iii) Subscription: NTO3.0 being implemented is a positive. Resultant growth will be healthy single digits on account of the implementation. (iv) Zee5: Moderation in average watch time is due to new users coming on the platform, who have lesser viewing time. The competitive intensity continues to remain high in the digital segment. Growth has been aided by the price hike from Rs499 to Rs699. The company will undertake more price hikes in the coming year. (v) FTA: No rethinking of the FTA strategy. The company has seen stabilization of paid subscriber base on satellite, post the FTA move.

Financial Snapshot (Consolidated)

(Rs mn)	FY21	FY22	FY23E	FY24E	FY25E
Revenue	77,299	81,893	80,469	87,251	94,166
EBITDA	17,902	17,221	13,139	16,936	21,331
EBITDA Margin (%)	23.2	21.0	16.3	19.4	22.7
APAT	11,230	11,016	8,111	10,934	14,254
EPS (Rs)	11.7	11.5	8.4	11.4	14.8
EPS (% chg.)	14.0	(1.9)	(26.4)	34.8	30.4
ROE (%)	11.7	10.6	7.4	9.6	11.6
P/E (x)	18.7	19.0	25.9	19.2	14.7
EV/EBITDA (x)	10.9	11.4	15.2	11.7	9.2
P/BV (x)	2.1	1.9	1.9	1.8	1.6

Ξ (%)	(23)/(6)
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ates	
FY23E	FY24E
8.4	11.4
10.2	14.0
2M)	Rs 312
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	1
)	961
	309 / 201
:	210 / 2.54
	8.4

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Promoters	4.0%
Flls	37.3%
DIIs	37.5%
Public and Others	21.2%

15.7

Daily Avg Turnover (US\$ mn)

Shareholding Pattern Dec-22

Price Performance											
(%)	1M	3M	6M	12M							
Absolute	(5)	(18)	(10)	(17)							
Rel. to Nifty	(4)	(15)	(10)	(18)							

Relative price chart



Source: Bloomberg

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Exhibit 1: Actual vs Estimates (Q3FY23)

	Astual	Es	stimate	% v	ariation	Comment
	Actual	Emkay	Consensus	Emkay	Consensus	Comment
Revenue	21,112	20,692	21,585	2%	-2%	Includes recognition of Rs584mn from Siti Networks
EBITDA	3,380	3,084	3,615	10%	-7%	Higher programming costs; lower than estimated employee and other costs
EBITDA margin	16.0%	14.9%	16.7%	110 bps	-74 bps	
PAT	243	1,890	1,911	-87%	-87%	Exceptional items related to DSRA, merger, and Zee Learn.

Source: Company, Emkay Research

Exhibit 2: Summary of quarterly financials

Rs mn	Q3FY22	Q4FY22	Q1FY23	Q2FY23	Q3FY23	YoY (%)	QoQ (%)	9MFY22	9MFY23	YoY (%)
Ad revenue	12,608	11,198	9,763	10,128	10,638	(15.6)	5.0	32,767	30,529	(6.8)
Subscription Revenue	7,902	8,549	7,717	8,219	8,944	13.2	8.8	23,917	24,881	4.0
Others	617	3,482	977	1,937	1,530	147.9	(21.0)	1,980	4,444	124.4
Net Sales	21,126	23,229	18,457	20,284	21,112	(0.1)	4.1	58,664	59,853	2.0
Programming Cost	10,170	12,579	10,026	10,173	11,344	11.5	11.5	27,870	31,543	13.2
As a % of sales	48.1	54.2	54.3	50.2	53.7			47.5	52.7	
Employee Expenses	2,134	2,189	2,172	2,358	2,165	1.4	(8.2)	6,453	6,694	3.7
As a % of sales	10.1	9.4	11.8	11.6	10.3			11.0	11.2	
Admin and Other expense	4,030	3,596	3,901	4,781	4,224	4.8	(11.7)	11,987	12,906	7.7
As a % of sales	19.1	15.5	21.1	23.6	20.0			20.4	21.6	
Total operating expenditure	16,334	18,363	16,100	17,311	17,732	8.6	2.4	46,309	51,143	10.4
EBITDA	4,793	4,866	2,358	2,973	3,380	(29.5)	13.7	12,355	8,710	(29.5)
Depreciation	594	677	778	816	913	53.6	11.9	1,782	2,506	40.6
EBIT	4,199	4,190	1,580	2,157	2,467	(41.2)	14.4	10,573	6,204	(41.3)
Other Income	178	383	338	176	161	(9.8)	(8.8)	831	674	(18.8)
Interest	30	381	81	97	131	343.9	35.9	71	309	-
Exceptional item fair value through P&L	(207)	(800)	(150)	(466)	(1,632)			(570)	(2,248)	
PBT	4,140	3,392	1,687	1,770	864	(79.1)	(51.2)	10,762	4,321	(59.8)
Tax	1,151	1,572	621	641	619	(46.2)	(3.4)	3,025	1,881	(37.8)
PAT before MI	2,989	1,820	1,065	1,129	245	(91.8)	(78.3)	7,737	2,440	(68.5)
MI	2	0	(1)	1	2	22.2	340.0	(89)	2	(102.1)
PAT before comprehensive income	2,987	1,819	1,066	1,129	243	(91.9)	(78.5)	4,839	2,195	(54.6)
Other comprehensive income	-							-	-	
PAT after MI	2,987	1,819	1,066	1,129	243	(91.9)	(78.5)	7,826	2,438	(68.8)

•										
Margins (%)						(bps)	(bps)			(bps)
EBIDTA	22.7	20.9	12.8	14.7	16.0	(668)	135	21.1	14.6	(651)
EBIT	19.9	18.0	8.6	10.6	11.7	(819)	105	18.0	10.4	(766)
EBT	19.6	14.6	9.1	8.7	4.1	(1,550)	(463)	18.3	7.2	(1,113)
PAT	14.1	7.8	5.8	5.6	1.2	(1,299)	(441)	13.2	4.1	(911)
Effective Tax rate	27.8	46.4	36.8	36.2	71.6	4,382	3,542	28.1	43.5	1,543

Source: Company, Emkay Research

Exhibit 3: Change in estimates

Exhibit 5. Offarige in es	linates								
Particulars (Rs mn)		FY23E			FY24E		FY25E		
	Old	Revised	Change	Old	Revised	Change	Old	Revised	Change
Ad revenue	44,733	41,074	-8.2%	50,018	46,507	-7.0%	54,976	51,115	-7.0%
Subscription revenue	32,824	33,651	2.5%	34,337	35,544	3.5%	36,138	37,451	3.6%
Revenue	82,871	80,469	-2.9%	89,156	87,251	-2.1%	95,913	94,166	-1.8%
EBITDA	13,497	13,139	-2.6%	17,742	16,936	-4.5%	22,210	21,331	-4.0%
EBITDA Margin %	16.3	16.3	3 bps	19.9	19.4	-49 bps	23.2	22.7	-55 bps
PAT	7,605	5,863	-22.9%	11,611	10,934	-5.8%	14,912	14,254	-4.4%
EPS (Rs)	7.9	6.1	-22.7%	12.1	11.4	-5.9%	15.5	14.8	-4.3%

Source: Emkay Research

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Exhibit 4: Pro-forma financials of the merged entity

Rs mn	FY21	FY22	FY23E	FY24E	FY25E
Revenue	132,567	150,111	152,666	174,174	188,891
Growth	-5%	13%	2%	14%	8%
Expenses					
Prog. and Operating Cost	71,270	79,995	82,350	87,135	92,653
Employee expenses	12,291	14,901	15,483	16,015	16,890
Other expenses	20,450	23,586	26,658	27,800	29,404
Total expenditure	104,011	118,482	124,492	130,951	138,947
EBITDA	28,556	31,629	28,174	43,223	49,944
EBITDA margin	22%	21%	18%	25%	26%

Source: Company, Emkay Research

Exhibit 5: Breakdown of valuations

	Dec'24E
Pro-forma EBITDA	48,264
OTT loss	
Zee5	(6,446)
Sony LIV	(3,223)
Broadcasting EBITDA	57,933
EV/EBITDA (x)	8.0
EV	463,462
Net cash	128,800
Market cap	592,262
No. of shares (mn)	2,041
Target price (Rs/share)	289
Merger uncertainty discount	10
TP	260

Source: Emkay Research

Key Financials (Consolidated)

Income Statement

Y/E March (Rs mn)	FY21	FY22	FY23E	FY24E	FY25E
Revenue	77,299	81,893	80,469	87,251	94,166
Expenditure	59,397	64,672	67,329	70,315	72,835
EBITDA	17,902	17,221	13,139	16,936	21,331
Depreciation	2,649	2,459	3,158	3,394	3,552
EBIT	15,253	14,762	9,981	13,542	17,779
Other Income	1,104	1,213	1,200	1,200	1,400
Interest expenses	571	451	339	120	120
PBT	15,786	15,524	10,842	14,622	19,060
Tax	4,625	4,597	2,730	3,680	4,797
Extraordinary Items	(3,229)	(1,370)	(150)	0	0
Minority Int./Income from Assoc.	(71)	(87)	(1)	(8)	(8)
Reported Net Income	8,001	9,646	7,961	10,934	14,254
Adjusted PAT	11,230	11,016	8,111	10,934	14,254

Balance Sheet

Y/E March (Rs mn)	FY21	FY22	FY23E	FY24E	FY25E
Equity share capital	961	961	961	961	961
Reserves & surplus	99,985	107,665	109,662	117,316	127,294
Net worth	100,945	108,626	110,623	118,276	128,254
Minority Interest	129	0	0	0	0
Loan Funds	4,231	763	763	763	763
Net deferred tax liability	(3,151)	(3,080)	(3,080)	(3,080)	(3,080)
Total Liabilities	102,154	106,309	108,306	115,959	125,937
Net block	11,912	12,251	11,093	9,699	8,147
Investment	7,983	651	651	651	651
Current Assets	103,645	115,512	117,801	131,109	143,292
Cash & bank balance	10,907	12,731	10,320	10,853	12,608
Other Current Assets	3,765	5,412	5,318	5,766	6,223
Current liabilities & Provision	22,883	23,005	22,018	26,279	26,931
Net current assets	80,763	92,507	95,783	104,831	116,361
Misc. exp	742	28	28	28	28
Total Assets	102,154	106,309	108,306	115,959	125,937

Cash Flow

Y/E March (Rs mn)	FY21	FY22	FY23E	FY24E	FY25E
PBT (Ex-Other income) (NI+Dep)	14,682	14,311	9,642	13,422	17,659
Other Non-Cash items	0	0	0	0	0
Chg in working cap	1,853	(9,849)	(5,687)	(8,515)	(9,775)
Operating Cashflow	13,059	1,669	3,334	5,813	8,032
Capital expenditure	(1,338)	(2,915)	(1,879)	(2,000)	(2,000)
Free Cash Flow	11,722	(1,246)	1,455	3,813	6,032
Investments	(4,735)	7,332	0	0	0
Other Investing Cash Flow	0	0	0	0	0
Investing Cashflow	(4,969)	5,630	(679)	(800)	(600)
Equity Capital Raised	0	0	0	0	0
Loans Taken / (Repaid)	(2,596)	(3,468)	0	0	0
Dividend paid (incl tax)	(288)	(2,401)	(1,759)	(3,280)	(4,276)
Other Financing Cash Flow	6,271	11,751	9,661	8,091	9,094
Financing Cashflow	2,816	5,431	7,564	4,691	4,698
Net chg in cash	10,907	12,731	10,219	9,703	12,130
Opening cash position	7,346	10,907	12,731	10,320	10,853
Closing cash position	10,907	12,731	10,219	9,703	12,130

Source: Company, Emkay Research

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Key Ratios

Profitability (%)	FY21	FY22	FY23E	FY24E	FY25E
EBITDA Margin	23.2	21.0	16.3	19.4	22.7
EBIT Margin	19.7	18.0	12.4	15.5	18.9
Effective Tax Rate	29.3	29.6	25.2	25.2	25.2
Net Margin	14.4	13.3	10.1	12.5	15.1
ROCE	16.5	15.4	10.4	13.2	15.9
ROE	11.7	10.6	7.4	9.6	11.6
RoIC	12.9	12.0	7.9	10.1	12.3

Per Share Data (Rs)	FY21	FY22	FY23E	FY24E	FY25E
EPS	11.7	11.5	8.4	11.4	14.8
CEPS	14.5	14.0	11.7	14.9	18.5
BVPS	104.3	113.1	115.2	123.1	133.5
DPS	0.3	2.5	1.8	3.4	4.5

Valuations (x)	FY21	FY22	FY23E	FY24E	FY25E
PER	18.7	19.0	25.9	19.2	14.7
P/CEPS	15.1	15.6	18.6	14.6	11.8
P/BV	2.1	1.9	1.9	1.8	1.6
EV / Sales	2.5	2.4	2.5	2.3	2.1
EV / EBITDA	10.9	11.4	15.2	11.7	9.2
Dividend Yield (%)	0.1	1.1	0.8	1.6	2.0

Gearing Ratio (x)	FY21	FY22	FY23E	FY24E	FY25E
Net Debt/ Equity	(0.1)	(0.1)	(0.1)	(0.1)	(0.1)
Net Debt/EBIDTA	(0.8)	(0.7)	(0.8)	(0.6)	(0.6)
Working Cap Cycle (days)	329.9	355.6	387.7	393.1	402.2

Growth (%)	FY21	FY22	FY23E	FY24E	FY25E
Revenue	(4.9)	5.9	(1.7)	8.4	7.9
EBITDA	9.5	(3.8)	(23.7)	28.9	26.0
EBIT	11.8	(3.2)	(32.4)	35.7	31.3
PAT	81.5	20.6	(17.5)	37.3	30.4

Quarterly (Rs mn)	Q3FY22	Q4FY22	Q1FY23	Q2FY23	Q3FY23
Revenue	21,126	23,229	18,457	20,284	21,112
EBITDA	4,793	4,866	2,358	2,973	3,380
EBITDA Margin (%)	22.7	20.9	12.8	14.7	16.0
PAT	2,987	1,819	1,066	1,129	243
EPS (Rs)	3.1	1.9	1.1	1.2	0.3

Source: Company, Emkay Research

Shareholding Pattern (%)	Dec-21	Mar-22	Jun-22	Sep-22	Dec-22
Promoters	4.0	4.0	4.0	4.0	4.0
FIIs	52.2	47.9	39.2	38.7	37.3
DIIs	20.9	24.2	30.5	31.5	37.5
Public and Others	22.9	24.0	26.3	25.9	21.2

Source: Capitaline

RECOMMENDATION HISTORY TABLE

Date	Closing Price	TP	Period (months)	Rating	Analyst
13-Nov-22	266	315	12m	Buy	Naval Seth
15-Aug-22	242	315	12m	Buy	Naval Seth
6-Jul-22	224	310	12m	Buy	Naval Seth
15-Jun-22	221	310	12m	Buy	Naval Seth
27-May-22	237	310	12m	Buy	Naval Seth
2-Feb-22	293	410	12m	Buy	Naval Seth
22-Dec-21	349	430	12m	Buy	Naval Seth
12-Nov-21	313	415	12m	Buy	Naval Seth
23-Sep-21	318	430	12m	Buy	Naval Seth
8-Aug-21	197	205	12m	Hold	Naval Seth
21-May-21	191	210	12m	Hold	Naval Seth
5-Feb-21	215	245	12m	Hold	Naval Seth
3-Nov-20	182	200	12m	Hold	Naval Seth
11-Oct-20	201	200	12m	Hold	Naval Seth
26-Aug-20	212	272	12m	Buy	Naval Seth
19-Aug-20	197	190	12m	Hold	Naval Seth
26-Jul-20	152	137	12m	Sell	Naval Seth
21-Apr-20	129	161	12m	Hold	Naval Seth

Source: Company, Emkay Research

RECOMMENDATION HISTORY CHART



Source: Bloomberg, Company, Emkay Research

Emkay Rating Distribution

Ratings	Expected Return within the next 12-18 months.
BUY	Over 15%
HOLD	Between -5% to 15%
SELL	Below -5%

Completed Date: 14 Feb 2023 02:33:35 (SGT) Dissemination Date: 14 Feb 2023 02:34:35 (SGT)

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