

MEDIA ENTERTAINMENT
A SUNRISE INDUSTRY WITH
GOLDEN OPPORTUNITIES


gradiente
Infotainment Limited



GRADIENTE'S
INR 50 BILLION
(US\$ 600.10 M)
EXPANSION PLAN IN
MEDIA
&
ENTERTAINMENT

BUSINESS DIVISIONS:

➤ OTT PLATFORM

➤ You Tube MCN

NETWORKs

➤ BUSINESS CHANNEL

➤ NEWS CHANNEL

➤ ENTERTAINMENT

➤ DIGITAL MARKETING

& ADVERTISING

➤ TRADE

OTT PLATFORM

- OUTLAY -

INR 16.50 B

(US\$ 198.04 M)

CAPEX:

Digital Studio

CONTENT:

- Movies
- Web-series
- Tele-series

SPENDS ON:

- Content Making
- Content Buying

OTT PLATFORM

Revenue & Profitability:

- *Estimated revenues of US\$ 1.80 Mio (INR 15.00 crores) in 2023-24 to US\$ 144.02 (INR 1200.00 crores) Mio in 2027-28*
- *Estimated Operating Margins of US\$ 0.96 Mio (INR 8.00 crores) in 2023-24 to US\$ 56.35 Mio (INR 469.50 crores) in 2027-28*

YouTube MCN
NETWORKs

-OUTLAY – INR 13 B
(US\$ 156.03 M)

YouTube MCN NETWORK

EXISTING NETWORK:

- *Subscribers: 275,000*
- *Viewership Till Date: 50,000,000*
- *Increase Subscriber base to 1.00 Mio in the year 2023-24 & to 12.90 Mio in the year 2027-28, from the current base of 275 k*
- *Increase hits per day to 4 in the year 2023-24 & to 8 from 2024-25 onwards, from the current level of 10 hits a month*
- *Revenues of US\$ 900 (INR 74,610) per 200,000 hits*

New acquisition:

- *100 Channels in 2023-24 to about 600 Channels in 2027-28*
- *Subscriber base of 10,000 per channel in the year 2023-24 & to 22,000 per channel in the year 28*
- *Maintain 4 hits per day to in 2023-24 & to 8 from 2024-25 onwards*
- *Revenues of US\$ 270 (INR 22,383) per 200,000 hits*

YouTube MCN NETWORK

Revenue & Profitability:

- *Estimated revenues of US\$ 1.59 Mio (INR 13.27 crores) in 2023-24 to US\$ 81.83 Mio (INR 681.84 crores) in 2027-28*
- *Estimated Contribution of US\$ 0.64 Mio (INR 5.31 crores) in 2023-24 to US\$ 32.73 Mio (INR 706.88 crores) in 2027-28*

BUSINESS

CHANNEL

OUTLAY – INR 1.00 B

(US\$ 12.00 M)

Geography:

India

Middle East

Africa

Focus:

Publicity activities

Conferences

Investor

Press

Round Table

Business Current

Affairs

Interviews with

Leading Business

Heads & Country

Heads

NEWS
CHANNEL
- OUTLAY – INR 1.00 B
(US\$ 12.00 M)

Geography:

India

Focus:

News

Conferencess

Round Table

Current Affairs

Interviews with
Leading Business
Heads & Country

Heads

Other Acitvites

ENTERTAINMENT DIVISION

- OUTLAY – INR 10 B
(US\$ 120.02 M)

Geography:

- India
- MENA Region
- Asia Pacific
- USA & North
America
- EU & UK

Focus:

- Music videos
- Movies for Theatrical
Releases
- Web-series for leading
OTT Platforms
- Events
- Modelling Academy
- Celebrity Management

DIGITAL
MARKETING
- OUTLAY – INR 0.40 B
(US\$ 4.80 M)

Focus:

- Website Development
- SEO Services (Search Engine Optimization)
- SEM Services (Search Engine Marketing)
- PPC (Pay Per Click)
- Local Search Marketing Services
- Content Marketing Services
- Email Marketing Services
- SMM (Social Media Marketing)
- Corporate Film Making

ADVERTISING

PRESS & TV

-OUTLAY – INR 0.50 B

(US\$ 6.00 M)

Focus:

- Campaign Development
- Brand Positioning
- TV Commercials
- Market Surveys
- Public Relations

TRADE

Products:

- ❑ **IT Hardware Exports through VUV International Limited, Hong-Kong to Billion Global Chase Limited, UK**

LISTING

- **Our company is Listed on CSE & CSE is commencing its Trading Platform on par with BSE & NSE – April 2024**
- **Direct Listing on BSE, being handled by IDBI Capital Markets, Mumbai – May / June 2024**
- **Listing on “Main Board” NSE-IX at GIFT-IFSC Ahmedabad – July 2024**

TOTAL OUTLAY

INR 50 B (US\$ 600.10 M)

<u>Cost of Project</u>	Amount in INR Crores	Amount in US\$ Mio
Building with Interiors @ Hyderabad, Mumbai & Dubai	200.00	24.00
Digital Studio @ Hyderabad	150.00	18.00
OTT - Software & Content	1,650.00	198.05
YouTube MCN - Software, Acquisition & Distribution	1,300.00	156.03
Business Channel - Software & Distribution	100.00	12.00
News Channel - Software & Distribution	100.00	12.00
Entertainment - Software creation & Acquisition	1,000.00	120.02
Digital Marketing - Setting up & Distribution	40.00	4.80
Advertising Division - Setting up & Distribution	50.00	6.00
Promotions	260.00	31.20
Launch & Licence Fee	65.64	7.88
Cyber Security Systems	70.00	8.40
Miscellaneous Expenses	14.36	1.72
Total	5,000.00	600.10
<u>Means of Finance</u>		
Preferential Allotment 1 : (Completed) FY-22-23 1,69,07,600 shares @ ₹ 10/- per share	16.91	2.03
Preferential Allotment 2: (Completed) FY23-24 3,16,45,000 shares @ ₹ 10/- per share	31.65	3.80
Preferential Allotment 3 - FY-24-25 4,00,00,000 shares @ ₹ 10/- per share	40.00	4.80
Preferential Allotment 4 - FY-24-25 2,00,00,000 shares @ ₹ 60/- per share (₹ 10 + ₹ 50 premium)	120.00	14.40
FPO - FY-24-25-5,57,88,333 shares @ ₹ 200/- per share (₹ 10 + ₹ 190 premium)	1,115.77	133.93
Debt through NCD/CP/ADR – as per company’s requirement	3,675.67	441.14
Total	5,000.00	600.10

Revenue & Profitability of OTT, MCN & Trade

<i>Revenue & Profitability in INR Crores</i>					
	<i>2023-24</i>	<i>2024-25</i>	<i>2025-26</i>	<i>2026-27</i>	<i>2027-28</i>
<i>Revenue</i>	<i>188.25</i>	<i>949.69</i>	<i>1,630.05</i>	<i>2,571.97</i>	<i>3,214.96</i>
<i>PBT</i>	<i>28.31</i>	<i>204.50</i>	<i>382.00</i>	<i>660.45</i>	<i>825.56</i>
<i>PAT</i>	<i>21.23</i>	<i>153.37</i>	<i>286.50</i>	<i>495.34</i>	<i>619.17</i>
<i>No. of Shares</i>	<i>8,42,11,667</i>	<i>20,00,00,000</i>	<i>20,00,00,000</i>	<i>20,00,00,000</i>	<i>20,00,00,000</i>
<i>EPS</i>	<i>2.52</i>	<i>7.67</i>	<i>14.33</i>	<i>24.77</i>	<i>30.96</i>
<i>Sector PE</i>	<i>26.51</i>	<i>26.51</i>	<i>26.51</i>	<i>26.51</i>	<i>26.51</i>
<i>MV per share</i>	<i>66.81</i>	<i>203.33</i>	<i>379.89</i>	<i>656.65</i>	<i>820.75</i>

<i>Revenue & Profitability in USD Mio</i>					
	<i>2023-24</i>	<i>2024-25</i>	<i>2025-26</i>	<i>2026-27</i>	<i>2027-28</i>
<i>Revenue</i>	<i>22.59</i>	<i>113.98</i>	<i>195.64</i>	<i>308.69</i>	<i>385.86</i>
<i>PBT</i>	<i>3.40</i>	<i>24.54</i>	<i>45.85</i>	<i>79.27</i>	<i>99.08</i>
<i>PAT</i>	<i>2.55</i>	<i>18.41</i>	<i>34.39</i>	<i>59.45</i>	<i>74.31</i>
<i>No. of Shares</i>	<i>8,42,11,667</i>	<i>20,00,00,000</i>	<i>20,00,00,000</i>	<i>20,00,00,000</i>	<i>20,00,00,000</i>
<i>EPS</i>	<i>0.03</i>	<i>0.09</i>	<i>0.17</i>	<i>0.30</i>	<i>0.37</i>
<i>Sector PE</i>	<i>26.51</i>	<i>26.51</i>	<i>26.51</i>	<i>26.51</i>	<i>26.51</i>
<i>MV per share</i>	<i>0.80</i>	<i>2.44</i>	<i>4.56</i>	<i>7.88</i>	<i>9.85</i>

Thank You


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•  Dubai