Q2FY08 Result Review



 Key data
 Media

 Sector
 Media

 Market Cap
 Rs22bn/US\$0.5bn

 52 Wk H/L (Rs)
 608/212.8

 Avg. daily vol. (6 month)
 243,564

BSE Code 532700
NSE Code ENIL
Bloomberg ENIL IN
Reuters ENIL.BO

Sensex 18,771

Shareholding pattern (%)

Nifty

 ## Stand Institutions
 ## Stand Institutions

5,569

Absolute returns (%)

 1mth
 3mth
 12mth

 ENIL
 (2.6)
 (1.4)
 90.7

 Sensex
 11.1
 19.6
 48.7

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Entertainment Network

Accumulate Current Price: Rs465 Target price: Rs515

Results were far lower than our estimates.

Figure 1: Actual Vs Religare Estimates - Consolidated

(Rs mn)	Q2FY08A	Q2FY08E	Difference (%)	Consensus
Net sales	858	860	0	865
EBITDA	-70	40	-275	40
EBITDA margins (%)	-8.2	4.7	-1281 bps	4.6
PAT	-172	-76	-128	-78
PAT margins (%)	-20.0	-8.8	-1126 bps	-9.0

Source: Religare Institutional Equity Research, Bloomberg

Figure 2: Actual Vs Religare Estimates - Standalone (Radio only)

Radio (Rs mn)	Q2FY08A	Q2FY08E	Difference (%)
Net sales	532	520	2
EBITDA	83	125	-34
EBITDA margins (%)	15.6	24.0	-844 bps
PAT	6.4	43.0	-85
PAT margins (%)	1.2	8.3	-707 bps

Source: Religare Institutional Equity Research

Financial highlights - Standalone (Radio only)

- Net sales from radio rose by 29.6% YoY to Rs532mn against a growth rate of 20% YoY in Q1FY08. This was driven by a 13% YoY growth in ad revenues from the legacy 10 stations and contribution from the 14 new radio stations which were launched in Q1/Q2FY08. In Q2FY08, new stations were launched in Kolhapur, Surat, Lucknow, Aurangabad, Varanasi, Nasik and Madurai.
- EBITDA from radio decreased marginally by 2% YoY to Rs83mn. EBITDA margins have decreased to 15.6%, a decrease of 520 bps over Q2FY07 because of higher marketing and administration expenses as new stations are in investment phase.

Figure 3: Costs - Standalone (Radio only)

		FY	07					FY08
Expenditure (Rs mn)	1QFY07	2QFY07	3QFY07	4QFY07	1QFY08	% growth YoY	2QFY08	% growth YoY
Prod exp	20	24	25	19	21	5	33	38
License Fees	19	21	23	23	22	16	28	35
Marketing exp	92	130	100	81	103	13	147	13
Admin and other exp	79	72	79	83	89	13	117	63
employee cost	86	79	80	116	108	25	124	58
Total	295	325	307	322	342	16	449	38

Source: Religare Institutional Equity Research

 Adjusted PAT from radio has decreased by 85% YoY to Rs6.4mn. Adj PAT margins have decreased to 1.2%, a decrease of 1086 bps over Q2FY07.



Figure 4: Quarterly Performance – Standalone (Radio only)								(Rs mn)
		FY07			FY08	3	FY07	FY08E
	1Q	2Q	3Q	4Q	1Q	2QA		
Net Sales	342	411	467	452	408.3	532.0	1,672	2,416
Change				38.2	19.5	29.6	42.4	45
EBITDA	46	85	160	130	67	83	422	589
EBITDA margin (%)	13.6	20.8	34.3	28.8	16.5	15.6	25.3	24.4
Change (%)				59.5	21.2	(2.8)	14.7	40
Depreciation	41	45	46	48	55	71	180	310
Other Income	13	13	17	12	0	0	55	48
Interest exp/(inc)	1	4	4	10	5	9	20	44
РВТ	17	50	127	84	8	3	278	283
PBT margin (%)	5.1	12.2	27.2	18.6	1.8	0.6	16.6	11.7
PBT growth (%)					(57)	(93)		2
Extraordinary exp/(Inc)	0	0	0	0	0	0	0	0
Tax	4	1	2	(20)	3	(3)	(13)	15
Effective tax rate (%)	24.3	1.0	1.7	(23.8)	45.3	(88.2)	(4.7)	5.3
PAT reported	13	50	124	104	4.1	6.4	291	268
Adjusted PAT *	13	50	124	104	4	6.4	291	268
Adj PAT margin (%)	3.8	12.1	26.5	23.0	1.0	1.2	17.4	11.1
Change (%)				144	-69	-87	49	-8
Equity Capital (Rs mn)	476	476	476	476	477	477	476	477
Adj EPS	0.3	1.0	2.6	2.2	0.1	0.1	6.1	5.6

Adj EPS

* Excluding extraordinary



ENIL's subsidiary reported a loss of Rs178mn in Q2FY08 far higher than our estimates of Rs119mn. ENIL's board has approved capital raising of Rs5bn.

Figure 5: Actual Vs Religare Estimates - Consolidated

Subsidiary (Rs mn)	Q2FY08A	Q2FY08E	Difference (%)
Net sales	326	340	-4
EBITDA	-153	-85	80
EBITDA margins (%)	-46.9	-25.0	-2193
PAT	-178	-119	-50
PAT margins (%)	-54.6	-35.0	-1960

Source: Religare Institutional Equity Research

- Net sales Consolidated have risen by 24.2% QoQ to Rs858mn. Net sales of the subsidiary have risen by 15% QoQ to Rs326mn. The revenues from the two airports have been low because revenues will flow with a lag. The handover of the airport properties has been delayed and 100% of Mumbai properties will be ready for advertising only by the end of Q3FY08 (currently 50% of Mumbai airport properties have been handed over, while the handover of Delhi airport properties is complete).
- EBITDA Consolidated decreased by 139% YoY to Rs(-70)mn. EBIDTA
 of the subsidiary has decreased by 136% QoQ to Rs(-153)mn. The
 license fee payout has been higher than our estimates.
- Adj PAT Consolidated decreased by 124% YoY to Rs(-172)mn. Adj
 PAT of subsidiary have decreased by 121% QoQ to Rs(-178)mn.

Figure 6: Quarterly Performance – Consolidated

(Rs mn)

Y/E MARCH	Q1F	Y08	Q2FY08		
	Subsidiary	Consol	Subsidiary	Consol	
Net Sales	283	691	326	858.0	
Change % (QoQ)			15	44.9	
EBIDTA	-65	3	-153	(70)	
EBIDTA margin (%)	-16.1	0.4	-46.9	-31.3	
Change (%)			-136.2	-139.0	
Depreciation	3.4	59	6	77.0	
Other income	0.4	1	0	0.1	
Interest	16.0	21	26	35.2	
PBT	-83.7	(76.2)	-185	(181.9)	
PBT margin (%)	(29.6)	(11.0)	(56.8)	(21.2)	
PBT growth (%)(QoQ)			-121	-139	
Extraordinary exp/ (inc)	0	0	0	0	
Tax	-3.0	0	-7	-10.0	
Effective Tax rate (%)	-45.9	(0.5)	3.8	-84.5	
PAT	-80.7	-76.6	-178	(172)	
Adj PAT	-80.7	-76.6	-178.3	-171.9	
Adj PAT margin (%)	-28.5	-11.1	-54.7	-20.0	
Change (%)(QoQ)			-120.9	-124.4	
Equity Capital (Rs mn)	476	476	476	476	
Adj EPS (Rs)	-1.7	-1.6	-3.7	-3.6	



Figure 7: Earnings revised downwards - ENIL - Consolidated

(Rs mn)	Earlier estimates			Re	Revised estimates			Upgrade/(downgrade) (%)		
	FY07	FY08E	FY09E	FY07	FY08E	FY09E	FY07	FY08E	FY09E	
Net Sales	2351	4514	6389	2351	4264	6279	0.0	-5.5	-1.7	
EBITDA	428	927	1624	428	567	1453	0.0	-38.8	-10.5	
EBITDA margin (%)	18.2	20.5	25.4	18.2	13.3	23.1	0.0	-35.3	-9.0	
PBT	243	546	1255	243	186	1084	0.0	-65.9	-13.6	
Adj PAT	251	445	828	251	157	714	0.0	-64.7	-13.8	
Adj PAT margin (%)	10.7	9.9	13.0	10.7	3.7	11.4	0.0	-62.6	-12.3	
Adj EPS (Rs)	5.3	9.4	17.4	5.3	3.3	15.0	0.0	-64.7	-13.8	

Source: Religare Institutional Equity Research

We are downgrading earnings estimates for FY08-FY10: We are downgrading our earnings estimates for ENIL-Consolidated by 64.7%, 13.8% and 6.3% for FY08, FY09 and FY10 respectively. We are downgrading our earnings estimates for ENIL-Outdoor by 151.3%, 26.8% and 11.9% for FY08, FY09 and FY10 respectively, due to lower revenues from Mumbai and Delhi airports. The sharp reduction in FY08 numbers for outdoor is largely due to a delay in handover of properties. We are downgrading our earnings estimates for ENIL-Radio by 21.5%, 8.2% and 3.9% for FY08, FY09 and FY10 respectively, due to higher than expected marketing and administration expenses in the radio business in its initial launch phase.

Figure 8: Earnings revised

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PAT - % Change	FY08	FY09	FY10
Radio	-21.5	-8.2	-3.9
ООН	-151.3	-26.8	-11.9
Events	0.0	0.0	0.0
Total	-64.7	-13.8	-6.3

Source: Religare Institutional Equity Research

We are upgrading costs for ENIL-Radio for FY08-FY10: The marketing and S & D costs in the radio business have been higher than our assumptions. This is partly due to a delay in the rollout of the stations. We are upgrading our costs estimates for ENIL's radio business by 3.1%, 3.3% and 3.5% for FY08, FY09 and FY10 respectively, due to higher marketing and S & D costs. Our revised projections for costs are given below:

Figure 9: Costs revised upwards for Radio

Radio-Only (Rs mn)	FY08	FY09	FY10
Earlier S&D costs	820	959	1104
Revised S&D costs	930	1020	1150
% upward revision	13.4	6.4	4.2
Total costs	1,717	2,057	2,392
Revised Total costs	1,827	2,118	2,438
% upward revision	6.4	3.0	1.9



Figure 10: Estimates revised downwards for Radio

(Rs mn)	Earl	lier estimate	er estimates Revised estimates Upgrade/(downgrade)			Revised estimates			de) (%)
Radio	FY07	FY08E	FY09E	FY07	FY08E	FY09E	FY07	FY08E	FY09E
Sales	1750	2416	3091	1750	2416	3091	0.0	0.0	0.0
Cost	1250	1717	2057	1250	1827	2118	0.0	6.4	3.0
EBIDTA	500.5	698.5	1033.6	500.5	588.5	972.6	0.0	-15.7	-5.9
PBT	334	393	764	334	283	703	0.0	-28.0	-8.0
PAT	283	342	500	283	268	459	0.0	-21.5	-8.2

Source: Religare Institutional Equity Research

We are downgrading ENIL-Outdoor revenues for FY08-10: We are downgrading our earnings estimates for ENIL-Outdoor by 15.2%, 4.0% and 2.2% for FY08, FY09 and FY10 respectively, because of a delay in the rollout.

Figure 11: Revenues revised downwards for Outdoor

(Rs mn)	Ea	arlier estimates Revised estimates Upgrade/(downgrade) (Revised estimates			ide) (%)
Outdoor	FY07	FY08E	FY09E	FY07	FY08E	FY09E	FY07	FY08E	FY09E
Sales	210	1650	2760	210	1400	2650	0.0	-15.2	-4.0
Cost	200	1467	2250	200	1467	2250	0.0	0.0	0.0
EBIDTA	10.5	183.4	509.8	10.5	-66.6	399.8	0.0	-136.3	-21.6
PBT	1	108	410	1	-142	300	0.0	-230.6	-26.8
PAT	1	73	275	1	-142	201	0.0	-295.0	-26.8

Source: Religare Institutional Equity Research

Figure 12: Revenues - % Change - ENIL

Revenues - % Change	FY08	FY09	FY10
Radio	0.0	0.0	0.0
ООН	-15.2	-4.0	-2.2
Events	0.0	0.0	0.0
Total	-5.5	-1.7	-0.9

Source: Religare Institutional Equity Research

We are downgrading our one year forward target price to Rs515 from Rs560. We are downgrading our target price to Rs515. We have valued the radio and events business of ENIL at a P/E multiple of 27x which gives us a target price of Rs380. We have valued the outdoor business of ENIL on a P/E multiple of 23x and an EV/EBIDTA multiple of 14 which gives us a target price of Rs135. Based on these methods, our target price is Rs515.

Figure 13: Revenues break up - ENIL

Revenues (Rs mn)	FY08	FY09	FY10
Radio	2416	3091	3807
ООН	1400	2650	3200
Events	449	538	646



Figure 14: PAT break up - ENIL

PAT (Rs mn)	FY08	FY09	FY10
Radio	268	459	760
ООН	-142	201	357
Events	30	54	65

Source: Religare Institutional Equity Research

Valuations and Recommendation

We maintain our **Accumulate** recommendation on ENIL. Though, we remain bullish on ENIL's long term prospects, the outdoor revenues from airport may remain volatile as it is in start up phase. We maintain our **Accumulate** recommendation on ENIL due to:

- ENIL's investment phase in radio will be over by Q4FY08. Consequently margins in FY08 will rise.
- 2H for media companies has been the stronger period. Consequently margins in coming quarters will improve.
- Potential value unlocking through its outdoor subsidiary will be a key trigger. This will help counter the impact of any further delay in rollout.

We have valued the radio and events business of ENIL at a P/E multiple of 27x which gives us a target price of Rs380. We have valued the outdoor business of ENIL on a P/E multiple of 23x and an EV/EBIDTA multiple of 14 which gives us a target price of Rs135. Based on these methods, our target price is Rs515.

Figure 15: Valuation summary

				Sales		EBITDA		Net Pro	ofit	EPS (R	ls)	FY	08E	FY0	9E
Radio Segment	Price	Rating	Mkt Cap	GZI I OOL				Q2FY08E		Q2FY08E	YoY	EPS	P/E	EPS	P/E
	(Rs)	•	(Rs bn)	(Rs mn)	(%)	(Rs mn)	(%)	(Rs mn)	(%)	(Rs mn)	(%)	0			. , _
ENIL	465	Accumulate	22	858	24	(70)	-139	-172	-124	-3.6	-124	3.3	140.9	15.0	31.0



Future outlook

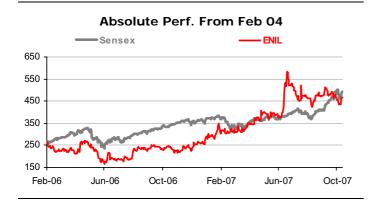
The key triggers/drivers are:

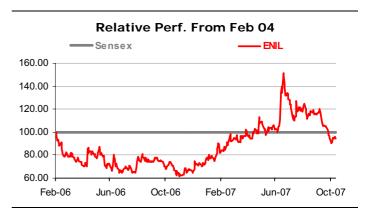
- Value unlocking through OOH subsidiary: ENIL board has approved capital raising plans of Rs5bn for its outdoor subsidiary out of which Rs2bn may be through equity route.
- Outdoor revenues from airport need to be tracked on a regular basis: Due to the start up phase of airport business, earnings will remain volatile for the next 3-4 quarters. We expect ENIL to get more such deals from airports and SEZs. The outdoor industry is already seeing a shift in market share from the unorganized players to large organized players like ENIL. This will benefit ENIL whose subsidiary is set for a sharp growth.
- **New radio stations:** ENIL has launched 25 stations and will be launching 7 more stations in Q3FY08.
- **Old stations:** ENIL has recently taken a price hike of 15% in its old stations and will see higher inventory utilization due to the buoyant H2.

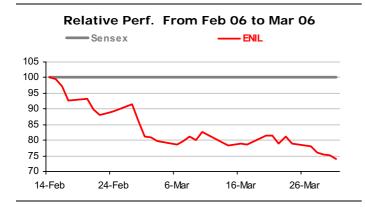


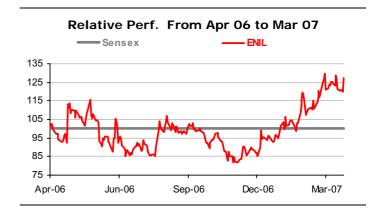
Stock performance

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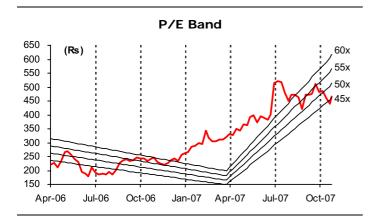


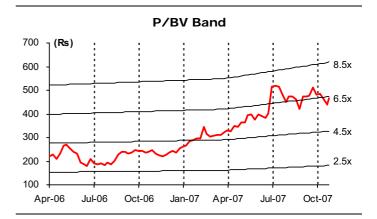
Source: Bloomberg, Religare Institutional Equity Research

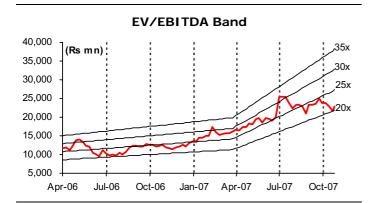


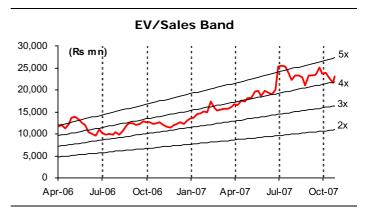
12 month forward rolling band charts

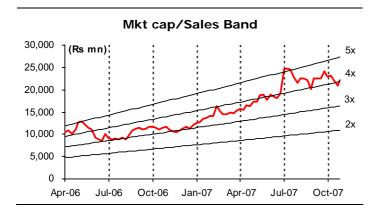
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Financials

income statemen	τ			(Rs mn)
Y/E, 31st March	FY06	FY07	FY08E	FY09E	FY10E
Net Sales	1,373	2,351	4,264	6,279	7,653
EBITDA	376	428	567	1,453	2,109
EBITDA margin (%)	27.4	18.2	13.3	23.1	27.6
Depreciation	124	187	385	385	383
EBIT	252	241	182	1,068	1,726
Other income	32	25	48	61	75
Interest exp/ (inc)	26	23	44	46	20
PBT (operating)	258	243	186	1,084	1,782
PBT margin (%)	18.8	10.3	4.4	17.3	23.3
Extra ord (inc)/exp	98	0	0	0	0
Taxes	45	(8)	29	370	600
Minority interest	0	0	0	0	0
PAT	311	251	157	714	1,182
Less: Extra ordinary income / Others	0	0	0	0	0
Adj PAT	213	251	157	714	1,182
Adj PAT margin (%)	15.5	10.7	3.7	11.4	15.4

Quarterly - Financials

(Rs	mn)

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(Rs mn)	Q1FY07	Q2FY07	Q3FY07	Q4FY07	Q1FY08
Net Sales	342	411	467	452	408
Change (%)				38.2	19.5
EBITDA	46	85	160	130	67
Change (%)				59.5	21.2
Margin (%)	13.6	20.8	34.3	28.8	16.4
PAT	13	50	124	104	4
PAT adj	13	50	124	104	4.1
Change (%)				344	-69
Margin (%)	3.8	12.1	26.5	23.0	1.0
EPS adj (Rs)	0.3	1.0	2.6	2.2	0.1
EPS dil (Rs)	0.3	1.0	2.6	2.2	0.1

Ratios

Ratios					
Y/E, 31st March	FY06	FY07	FY08E	FY09E	FY10E
Growth					
Net sales (%)	83.2	71.2	81.4	47.2	21.9
EBITDA (%)	195.5	13.9	32.4	156.4	45.2
PAT adj (%)	173.9	(19.1)	(37.6)	355.0	65.5
EPS adj (%)	228.4	(19.1)	(37.6)	355.0	65.5
EPS diluted (%)	228.4	(19.1)	(37.6)	355.0	65.5
EPS Consl and diluted (%)	228.4	(19.1)	(37.6)	355.0	65.5
Valuations					
P/E (x)	180.3	88.2	141.2	31.0	18.8
Price/BV (x)	8.3	7.6	7.2	5.9	4.6
EV/EBITDA (x)	58.9	53.2	39.1	15.0	9.9
EV/Sales (x)	16.1	9.7	5.2	3.5	2.7
Profitability					
EBITDA margin (%)	27.4	18.2	13.3	23.1	27.6
Adj PAT margin (%)	15.5	10.7	3.7	11.4	15.4
RoE (%)	14.2	9.0	5.2	21.0	27.5
RoCE (%)	15.1	7.4	5.3	28.8	38.8
RoIC (%)	7.0	7.8	5.3	28.8	38.8
B/S ratios					
Inventory days	0.0	0.0	0.0	0.0	0.0
Creditor days	195.8	130.0	110.0	100.0	90.0
Debtors days	124.1	122.0	122.0	115.0	110.0
Working Capital days	65.5	76.3	56.7	64.1	73.3
Net debt/equity	0.1	0.2	0.1	0.1	0.0

^{*} ROIC is calculated on post tax basis.

(Rs mn) Y/E, 31st March FY06 FY07 FY08E FY09E FY10E Liabilities Equity share capital 476 476 476 476 476 Total Res. & Surplus 2,180 2,439 2,596 3,258 4,387

rotar res. a carpias	2,100	2,400	2,000	0,200	7,007
Total Shareholders' funds	2,655	2,915	3,072	3,733	4,863
Convertible debt	0	0	0	0	0
Others	350	1,138	900	750	600
Total loans	350	1,138	900	750	600
Deferred tax liability (net)	0	0	0	0	0
Total liabilities	3,005	4,053	3,972	4,483	5,463

Assets					
Net fixed assets & others	2,274	2,413	2,328	2,213	2,030
Capital WIP & others	128	612	100	70	0
Total non-current assets	2,402	3,025	2,428	2,283	2,030
Total investments - non current	0	0	0	0	0
• • •					

Current assets					
Inventories	0	0	0	0	0
Sundry debtors	467	786	1,425	1,978	2,306
Cash & cash equivalents	367	529	890	1,124	1,933
Cash	367	529	890	1,124	1,933
Liquid investments	0	0	0	0	0
Other current assets	315	391	351	447	598
Total current assets	1,148	1,705	2,667	3,549	4,837
Total current liabilities	535	685	1,114	1,322	1,367
Total provisions	12	20	36	53	65
Net current assets	601	1,001	1,517	2,173	3,406
Misc. expenditure	2	27	27	27	27
Total assets	3,005	4,053	3,972	4,483	5,463

Cash flow

Balance sheet

Y/E, 31st March	FY06	FY07	FY08E	FY09E	FY10E
Cash from op.					
PBT	356	243	186	1,084	1,782
Tax Paid	(45)	8	(29)	(370)	(600)
Dep&other amor. exp.	124	187	385	385	383
Working capital changes	(222)	(245)	(171)	(441)	(435)
Others	0	0	0	0	0
Net cash from operations	213	193	371	658	1,130
Cash from investments					
Capital expenditure	(2,516)	(811)	212	(240)	(130)
Sale/pur. of inv & others	0	0	0	0	0
Net cash from investments	(2,516)	(811)	212	(240)	(130)
Cash from financing					
Issue of shares & sh. premium	2,002	0	0	0	0
Dividends paid	0	0	0	(52)	(52)
Debt change & others	350	788	(238)	(150)	(150)
Others	237	(8)	16	17	12
Net cash from finanacing	2,589	780	(222)	(185)	(190)
Net change in cash	286	162	361	233	810

Per share data

Y/E, 31st March	FY06	FY07	FY08E	FY09E	FY10E
EPS adjusted	4.5	5.3	3.3	15.0	24.9
EPS diluted - wtd	2.6	5.3	3.3	15.0	24.9
EPS Consl and diluted	2.6	5.3	3.3	15.0	24.9
CEPS	7.1	9.2	11.4	23.1	32.9
Book value	55.8	61.3	64.6	78.5	102.2
Dividend	0.0	0.0	0.0	1.0	1.0
O/s shsactual (mn)	47.6	47.6	47.6	47.6	47.6
O/s shsdiluted (mn)	47.6	47.6	47.6	47.6	47.6
O/s shs wtd / diluted (mn)	82.3	47.6	47.6	47.6	47.6



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Rating definition

Hold : Upto + / (-) 5% returns relative to Sensex



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