

Initial Public Offer (IPO)



India's Leading Radio Network

Issue Period: MAR 6, 2017– MAR 8, 2017

Issue Size: Fresh Issue of Rs 400.00 Cr

Offer for Sale: 2,658,518 Equity Shares

Issue Price: Rs.324 - Rs.333 per Eq Share

Market Lot: 45 Equity Shares

Listing at: BSE, NSE

COMPANY PROFILE

Incorporated in 1999, Music Broadcast Limited is the first private FM radio broadcaster in India operates under the brand name Radio City. The company operated its radio stations in 29 cities in India as of November 25, 2016. They are present in 12 out of the top 15 cities in India by population.

Music Broadcast Limited operates as a subsidiary of Jagran Prakashan Limited. Radio stations deliver film, non-film, devotional, regional, and international music, as well as radio jockey (RJ) hosted shows in Hindi, Tamil, Kannada, Malayalam, and Telugu languages. It also operates 31 Web radio stations that offer Internet radio with live RJ hosted shows through Planet Radio City in 6 languages with a listenership of 12.20 million. In addition, Music Broadcast Limited operates 'Planet Radio City' mobile app that plays various stations, such as 'Radio City Freedom', 'Radio City Electronica', 'Radio City Metal', and 'Radio City Smaran' in various languages on mobile and other smart devices.

Objects of the Issue

1. Redemption of Listed NCDs;
2. Early redemption of the JPL NCDs and repayment / pre-payment of JPL ICDs;and
3. General corporate purposes.

OUR RECOMMENDATION

SUBSCRIBE

NEUTRAL

HIGH RISK

AVOID

COMPANY ISSUE NAME	ISSUE PERIOD	ISSUE PRICE	MARKET LOT	CRISIL RATING
MUSIC BROADCAST LTD (RADIO CITY)	06/03/2017 TO 08/03/2017	RS. 324-333	45	--

**KINDLY NOTE THAT ONLY ASBA APPLICATION WILL BE ACCEPTED FOR IPO

QIB (more than Rs. 200,000/-)

50% of Net Issue size

Non-Institutional (more than Rs. 200,000/-)

15% of Net Issue size

Retail (up to Rs.200,000/-)

35% of Net Issue size

FOR QUERIES CONTACT IPO DESK AT: