MOTILAL OSWAL

FINANCIAL SERVICES

Estimate change	
TP change	1
Rating change	

Bloomberg	SUNTV IN
Equity Shares (m)	394
M.Cap.(INRb)/(USDb)	248.9 / 2.8
52-Week Range (INR)	922 / 568
1, 6, 12 Rel. Per (%)	-5/-26/-9
12M Avg Val (INR M)	620

Financials & Valuations (INR b)

Tillanciais & Valuat			
INRb	FY25E	FY26E	FY27E
Sales	39.0	41.6	43.6
EBITDA	21.6	23.1	24.2
Adj. PAT	16.9	18.1	19.4
EBITDA Margin (%)	55.4	55.5	55.5
Adj. EPS (INR)	42.8	45.9	49.3
EPS Gr. (%)	-10.1	7.3	7.3
BV/Sh. (INR)	288.5	314.4	341.2
Ratios			
Net D:E	-0.8	-0.8	-0.8
RoE (%)	14.8	14.6	14.4
RoCE (%)	15.6	15.3	15.1
Payout (%)	39.7	43.6	45.7
Valuations			
P/E (x)	14.8	13.8	12.8
P/B (x)	2.2	2.0	1.9
EV/EBITDA (x)	7.8	6.8	8.6
Div. Yield (%)	2.7	3.2	3.6
FCF Yield (%)	5.8	5.2	5.5

Shareholding Pattern (%)

Dec-24	Sep-24	Dec-23
75.0	75.0	75.0
10.2	10.0	6.6
7.1	7.2	9.0
7.7	7.8	9.4
	75.0 10.2 7.1 7.7	75.0 75.0 10.2 10.0 7.1 7.2

FII includes depository receipts

Sun TV Network

CMP: INR632 Weak 3Q on all counts TP: INR650 (+3%)

Neutral

- Sun TV Network (SUNTV) reported a weak 3QFY25 on all counts. Revenue/ EBITDA declined 10%/25% YoY due to continued weakness in ad revenue (-14% YoY, vs. -8% YoY for Zee) and higher production costs.
- Recovery in ad revenue remains the key near-term monitorable. However, we continue to believe that the Star-Viacom merger is a potential double whammy for SUNTV due to: 1) higher competition from the deeppocketed player for ad revenue in the core business, and 2) a potential downward revision in IPL media rights in the next renewal cycle (from FY28), which would severely impact the valuation for SUNTV's IPL franchise (SRH).
- We cut our FY25-26 earnings estimates by 6-7% due to weaker ad revenue and higher production costs. We expect a modest ~1% earnings CAGR over FY24-27.
- SUNTV trades at ~14x one-year forward P/E (vs. 12x avg. P/E in the last five years). We believe the recent Star-Viacom merger could lead to the de-rating of its multiples.
- We maintain our Neutral rating with a revised TP of INR650, based on 6x FY27 EV/Sales for sports, 6x FY27 EV/EBITDA for the core TV business, and INR103b cash holdings (including dividends). Our TP implies ~13x FY27 P/E.

Miss on all fronts; revenue/EBITDA/PAT down 10%/25%/21% YoY

- SUNTV's overall revenue declined 10% YoY to INR8b (16% miss).
- Advertising revenue at INR3.3b (13% below) was down 14% YoY (vs. -8% YoY for Zee).
- Subscription revenue at INR4.4b (7% below) was down 4% YoY (vs. +7% YoY for Zee).
- Operating expenses were up 16% YoY to INR3.6 driven by an increase in production costs (+26% YoY) possibly related to the new Hindi GEC channel. Employee costs/other expenses increased 2%/5% for the quarter.
- EBITDA declined 25% YoY to INR4.3b (27% miss) as margin contracted 1030bp YoY to 54.5% (800bp below).
- Depreciation dipped sharply by 43% QoQ to INR1.1b (vs. our estimate of INR1.4b), while other income grew 4% YoY to INR1.3b (vs. our estimate of INR1.6b).
- Net profit declined 21% YoY to INR3.5b (23% miss) majorly on account of poor operating performance (lower revenue and margins).
- The Board declared an interim dividend of INR2.5/share (9M dividend at INR12.5/share).
- For 9MFY25, Sun TV's revenue/PAT declined by 8%/13% YoY due to lower contribution from movie production and higher operating expenses.

Aditya Bansal - Research Analyst (Aditya.Bansa@MotilalOswal.com)

Siddhesh Chaudhari - Research Analyst (Siddhesh.Chaudhari@MotilalOswal.com)

Investors are advised to refer through important disclosures made at the last page of the Research Report.

Motilal Oswal research is available on www.motilaloswal.com/Institutional-Equities, Bloomberg, Thomson Reuters, Factset and S&P Capital.

Valuation and view

- The recent Star-Viacom merger could be a potential double whammy for SUNTV due to: 1) higher competition from the deep-pocketed player for ad revenue in the core business, and 2) a potential downward revision in IPL media rights in the next renewal cycle (from FY29), which would severely impact valuations of SUNTV's IPL franchise (SRH).
- We cut our FY25-26E earnings by 6-7% due to weaker ad revenue and higher production costs. We expect a modest ~1% earnings CAGR over FY24-27.
- SUNTV trades at ~14x one-year forward P/E (vs. 12x average P/E in the last five years). We believe the recent Star-Viacom merger could lead to a de-rating in its multiples.
- We value SUNTV on SoTP; we assign 6x FY27 EV/sales for the Sports franchise, 6x EV/EBITDA for the core TV business, 1x for cash holding, and potential dividends of INR103b to arrive at our revised TP of INR650 (implying ~13x FY27 P/E). We maintain our Neutral rating on the stock.

Standalone - Quarterly I	Earnings Mode	el 👘										(INR m)
Y/E March		FY2	24			FY2	25E		FY24	FY25E	FY25E	Est Var
	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4QE	-		3QE	(%)
Revenue	13,178	10,180	8,855	9,271	12,761	9,002	7,936	9,331	41,484	39,030	9,432	-16
YoY Change (%)	10.4	18.7	3.3	14.0	-3.2	-11.6	-10.4	0.6	13.3	-5.9	6.5	
Total Expenditure	5,313	3,018	3,117	4,186	5 <i>,</i> 697	3,712	3,615	4,397	15,634	17,421	3 <i>,</i> 539	2
EBITDA	7,865	7,162	5,738	5,086	7,064	5,290	4,321	4,934	25,850	21,609	5,893	-27
YoY Change (%)	3.0	25.0	0.1	4.3	-10.2	-26.1	-24.7	-3.0	10.0	-16.4	2.7	
Depreciation	852	2,143	1,109	1,036	1,089	1,914	1,089	1,089	5,140	5,181	1,423	-23
Interest	22	7	9	8	14	32	27	19	46	92	21	30
Other Income	1,156	1,071	1,293	1,301	1,402	1,640	1,341	1,438	4,821	5,821	1,555	-14
РВТ	8,147	6,082	5,913	5,343	7,363	4,984	4,546	5,264	25,485	22,158	6,005	-24
Тах	2,319	1,520	1,540	1,355	1,894	1,002	1,074	1,325	6,734	5,296	1,511	
Rate (%)	28.5	25.0	26.0	25.4	25.7	20.1	23.6	25.2	26.4	23.9	25.2	
Reported PAT	5,828	4,562	4,373	3,988	5,469	3,982	3,472	3,939	18,752	16,862	4,494	-23
YoY Change (%)	18.5	9.6	5.0	9.0	-6.2	-12.7	-20.6	-1.2	12.0	-10.1	2.8	

E: MOFSL Estimates

Sun TV	Mar'27	Multiple(x)	Value (INR b)	Value (INR/sh)
IPL (SRH) revenue	6.8	6	41	103
Core TV EBITDA	18.9	6	112	285
Cash			103	262
Equity value			256	650
CMP (INR/share)				632
Upside/downside (%)				3

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Exhibit 1: Quarterly performance (INR m)

INR m	3QFY24	2QFY25	3QFY25	ΥοΥ%	QoQ%	3QFY25E	v/s est (%)
Revenue	8,855	9,002	7,936	-10.4	-11.8	9,432	-15.9
Operating expenditure	3,117	3,712	3,615	16.0	-2.6	3,539	2.1
EBITDA	5,738	5,290	4,321	-24.7	-18.3	5,893	-26.7
EBITDA margin (%)	64.8	58.8	54.5	-1034bps	-431bps	62.5	-803bps
Depreciation & amortization	1,109	1,914	1,089	-1.8	-43.1	1,423	-23.5
EBIT	4,629	3,376	3,232	-30.2	-4.3	4,470	-27.7
Interest	9	32	27	200.0	-16.6	21	29.5
Other income	1,293	1,640	1,341	3.7	-18.2	1,555	-13.8
РВТ	5,913	4,984	4,546	-23.1	-8.8	6,005	-24.3
Тах	1,540	1,002	1,074	-30.2	7.2	1,511	-28.9
Effective tax rate (%)	26.0	20.1	23.6	-241bps	352bps	25.2	-153bps
PAT	4,373	3,982	3,472	-20.6	-12.8	4,494	-22.7
Adjusted PAT	4,373	3,982	3,472	-20.6	-12.8	4,494	-22.7

Source: MOFSL, Company

Exhibit 2: Revenue break-up

Revenue Breakup	3QFY24	2QFY25	3QFY25	ΥοΥ%	QoQ%	3QFY25E	v/s est (%)
Advertising	3,840	3,354	3,322	-13.5	-1.0	3,802	-12.6
Domestic Subscription	4,537	4,368	4,345	-4.2	-0.5	4,673	-7.0
Movies, IPL and Others	215	1,010	7	-96.8	-99.3	694	-99.0
Total	8,855	9,002	7,936	-10.4	-11.8	9,432	-15.9

Exhibit 3: Break-up of operating expenses (INR m)

Operating Cost	3QFY24	2QFY25	3QFY25	ΥοΥ%	QoQ%	3QFY25E	v/s est (%)
Production cost	1735	2196	2,185	26.0	-0.5	2,047	6.7
Employee cost	710	731	727	2.3	-0.6	739	-1.6
Other expenses	672	785	702	4.6	-10.5	752	-6.6
Total Operating expenses	3,117	3,712	3,615	16.0	-2.6	3,539	2.1

Source: MOFSL, Company

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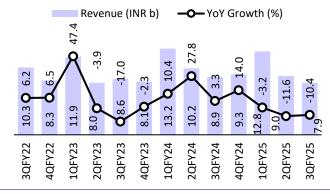
	FY25E	FY26E	FY27E
Ad Revenue (INRb)			
Old	14.0	14.4	15.1
Actual/New	13.7	14.2	14.8
Change (%)	-2.0	-1.1	-2.0
Subscription Revenue (INRb)			
Old	18.4	19.1	20.2
Actual/New	18.1	18.8	19.5
Change (%)	-2.0	-2.0	-3.7
Revenue (INRb)			
Old	40.5	42.4	44.8
Actual/New	39.0	41.6	43.6
Change (%)	-3.7	-1.8	-2.7
Production costs (INRb)			
Old	7.5	8.0	9.5
Actual/New	8.5	9.1	9.4
Change (%)	13.2	13.2	-0.4
EBITDA (INRb)			
Old	23.6	24.3	25.5
Actual/New	21.6	23.1	24.2
Change (%)	-8.3	-4.9	-5.2
EBITDA margin (%)			
Old	58.1	57.3	56.9
Actual/New	55.4	55.5	55.5
Change (bp)	-273.6	-179.2	-138.0
PAT (INRb)			
Old	18.2	19.3	20.8
Actual/New	16.9	18.1	19.4
Change (%)	-7.2	-6.1	-6.8
EPS (INR)			
Old	46.1	48.9	52.8
Actual/New	42.8	45.9	49.3
Change (%)	-7.2	-6.1	-6.8

Exhibit 4: Our estimate revision summary

Source: MOFSL, Company

Story in charts

Exhibit 5: Revenue declined 10% YoY due to weaker ad revenue



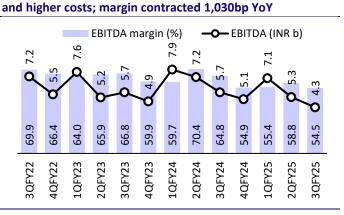
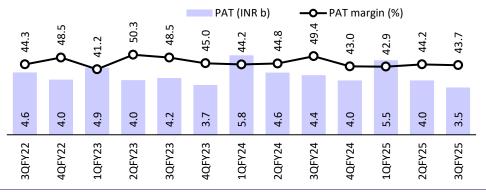


Exhibit 6: EBITDA declined 25% YoY due to weaker revenue

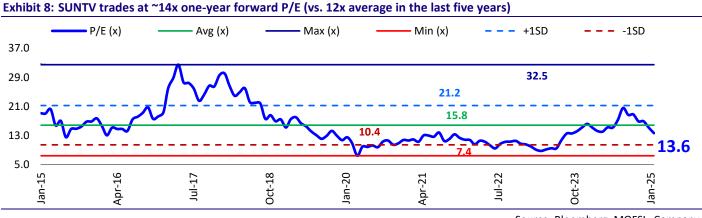




Exhibit 7: PAT declined 21% YoY on account of lower revenue and EBITDA



Source: MOFSL, Company



Source: Bloomberg, MOFSL, Company

Financials and valuations

Standalone - Income Statement								(INR m
Y/E March	FY20	FY21	FY22	FY23	FY24	FY25E	FY26E	FY27E
Total Income from Operations	34,044	31,166	35,049	36,614	41,484	39,030	41,640	43,567
Change (%)	-7.1	-8.5	12.5	4.5	13.3	-5.9	6.7	4.6
Production Costs	5,456	4,030	5,450	6,099	7,118	8,541	9,054	9,416
Employees Cost	2,924	2,797	2,674	2,746	2,840	2,919	3,036	3,157
Other Expenses	3,304	3,665	4,287	4,276	5,677	5,960	6,437	6,823
Total Expenditure	11,684	10,492	12,411	13,121	15,634	17,421	18,527	19,396
% of Sales	34.3	33.7	35.4	35.8	37.7	44.6	44.5	44.5
EBITDA	22,361	20,674	22,638	23,493	25,850	21,609	23,113	24,170
Margin (%)	65.7	66.3	64.6	64.2	62.3	55.4	55.5	55.5
Depreciation	6,793	3,821	2,867	4,678	5,140	5,181	5,670	5,955
EBIT	15,567	16,853	19,771	18,815	20,710	16,428	17,443	18,215
Int. and Finance Charges	78	220	287	54	46	92	96	101
Other Income	2,489	2,714	2,448	3,620	4,821	5,821	6,821	7,821
PBT bef. EO Exp.	17,979	19,348	21,931	22,381	25,485	22,158	24,169	25,936
EO Items	0	0	0	0	0	0	0	0
PBT after EO Exp.	17,979	19,348	21,931	22,381	25,485	22,158	24,169	25,936
Total Tax	4,261	4,144	5,483	5,636	6,734	5,296	6,081	6,525
Tax Rate (%)	23.7	21.4	25.0	25.2	26.4	23.9	25.2	25.2
Reported PAT	13,718	15,204	16,448	16,745	18,752	16,862	18,088	19,410
Adjusted PAT	13,718	15,204	16,448	16,745	18,752	16,862	18,088	19,410
Change (%)	-1.7	10.8	8.2	1.8	12.0	-10.1	7.3	7.3
Margin (%)	40.3	48.8	46.9	45.7	45.2	43.2	43.4	44.6
Standalone - Balance Sheet								(INR m)
Y/E March	FY20	FY21	FY22	FY23	FY24	FY25E	FY26E	FY27E
Equity Share Capital	1,970	1,970	1,970	1,970	1,970	1,970	1,970	1,970
Total Reserves	54,271	67,520	78,562	89,411	1,01,563	1,11,726	1,21,932	1,32,475
Net Worth	56,241	69,490	80,532	91,381	1,03,534	1,13,696	1,23,902	1,34,446
Total Loans	0	0	0	0	0	0	0	0
Deferred Tax Liabilities	851	0	0	0	0	0	0	0
Capital Employed	57,092	69,490	80,532	91, 3 81	1,03,534	1,13,696	1,23,902	1,34,446
Gross Block	35,302	37,337	48,854	50,911	55,963	58,463	61,463	64,463
Less: Accum. Deprn.	25,839	29,660	32,527	35,000	40,110	45,291	50,961	56,916
Net Fixed Assets	9,463	7,678	16,327	15,911	15,853	13,172	10,502	7,547
Capital WIP	663	1,463	2,441	1,313	1,448	1,448	1,448	1,448
Total Investments	29,490	37,641	38,267	56,308	70,747	70,747	70,747	70,747
Curr. Assets, Loans&Adv.	23,552	30,995	30,299	26,015	23,716	35,963	49,121	62,747
Account Receivables	13,100	13,944	13,945	14,360	12,110	12,297	13,119	13,727
Cash and Bank Balance	5,288	8,753	9,175	4,917	3,596	17,036	28,929	41,620
Loans and Advances	5,164	8,298	7,179	6,738	8,010	6,630	7,073	7,400
Curr. Liability & Prov.	6,074	8,287	6,801	8,166	8,229	7,633	7,915	8,043
Account Payables	2,771	2,594	2,036	2,334	2,560	2,352	2,510	2,626
Other Current Liabilities	3,094	3,290	4,570	5,631	5,450	5,026	5,134	5,133
	5,551							
	209	2,402	195	201	219	255	272	284
Provisions Net Current Assets	209 17,477	2,402 22,709	195 23,498	201 17,850	219 15,486	255 28,330	272 41,206	284 54,704

Financials and valuations

Y/E March	FY20	FY21	FY22	FY23	FY24	FY25E	FY26E	FY27E
Basic (INR)								
EPS	34.8	38.6	41.7	42.5	47.6	42.8	45.9	49.3
Cash EPS	52.0	48.3	49.0	54.4	60.6	55.9	60.3	64.4
BV/Share	142.7	176.3	204.4	231.9	262.7	288.5	314.4	341.2
DPS	25.0	5.0	20.0	22.0	16.8	17.0	20.0	22.5
Payout (%)	82.9	15.0	47.9	51.8	35.2	39.7	43.6	45.7
Valuation (x)								
P/E	18.1	16.4	15.1	14.9	13.3	14.8	13.8	12.8
Cash P/E	12.1	13.1	12.9	11.6	10.4	11.3	10.5	9.8
P/BV	4.4	3.6	3.1	2.7	2.4	2.2	2.0	1.9
EV/Sales	6.5	6.7	6.0	5.3	4.4	4.3	3.8	4.8
EV/EBITDA	9.9	10.1	9.2	8.3	7.0	7.8	6.8	8.6
Dividend Yield (%)	4.0	0.8	3.2	3.5	2.7	2.7	3.2	3.6
FCF per share	23.4	29.7	10.9	43.3	40.5	36.3	32.9	34.9
Return Ratios (%)								
RoE	24.8	24.2	21.9	19.5	18.1	14.8	14.6	14.4
RoCE	24.9	24.5	22.2	19.5	19.3	15.6	15.3	15.1
RoIC	56.9	61.2	56.7	47.3	53.9	47.9	55.3	62.8
Working Capital Ratios								
Fixed Asset Turnover (x)	1.0	0.8	0.7	0.7	0.7	0.7	0.7	0.7
Asset Turnover (x)	0.6	0.4	0.4	0.4	0.4	0.3	0.3	0.3
Inventory (Days)	0	0	0	0	0	0	0	0
Debtor (Days)	140	163	145	143	107	115	115	115
Creditor (Days)	30	30	21	23	23	22	22	22
Leverage Ratio (x)								
Current Ratio	3.9	3.7	4.5	3.2	2.9	4.7	6.2	7.8
Net Debt/Equity	-0.6	-0.7	-0.6	-0.7	-0.7	-0.8	-0.8	-0.8

Standalone - Cash Flow Statement

(INR m) FY25E FY26E Y/E March FY20 FY21 FY22 FY23 FY24 **FY27E** OP/(Loss) before Tax 17,989 19,348 21,931 22,381 25,485 22,158 24,169 25,936 Depreciation 6,793 3,821 2,867 4,678 5,140 5,181 5,670 5,955 **Interest & Finance Charges** 78 220 287 54 46 92 96 101 **Direct Taxes Paid** -4,254 -5,379 -6,908 -5,706 -6,041 -5,296 -6,081 -6,525 (Inc)/Dec in WC -2,618 -1,546 -538 2,516 1,453 597 -984 -807 **CF from Operations** 17,988 16,463 17,639 23,924 26,083 22,731 22,871 24,660 Others -1,885 -2,019 -1,499 -3,352 -4,709 -5,821 -6,821 -7,821 **CF from Operating incl EO** 16,103 14,444 16,140 20,572 21,374 16,910 16,049 16,838 (Inc)/Dec in FA -6,579 -2,291 -11,292 -3,219 -5,092 -2,500 -3,000 -3,000 **Free Cash Flow** 9,524 12,154 4,848 17,352 16,282 14,410 13,049 13,838 (Pur)/Sale of Investments 1,091 -7,587 -923 -13,799 -9,671 0 0 0 Others 1,814 -1,542 2,515 1,774 1,886 5,821 6,821 7,821 **CF from Investments** -3,675 -11,419 -9,701 -15,245 -12,878 3,321 3,821 4,821 **Issue of Shares** 0 0 0 0 0 0 0 0 Inc/(Dec) in Debt 0 0 0 0 0 0 0 0 **Interest Paid** -291 -465 -542 -301 -319 -92 -96 -101 **Dividend Paid** -11,877 -1,970 -5,419 -5,911 -6,601 -6,699 -7,882 -8,867 Others 17 0 0 0 0 0 0 0 **CF from Fin. Activity** -12,151 -2,435 -5,961 -6,213 -6,920 -6,791 -7,978 -8,968 Inc/Dec of Cash 278 588 487 -886 1,577 13,433 11,893 12,692 **Opening Balance** 3,747 4,025 4,613 5,099 4,214 5,791 19,231 31,124 4,214 **Closing Balance** 4,613 5,791 43,815 4,025 5,100 19,224 31,124 Other bank balance 704 -2,195 1,263 4,140 4,076 -2,195 -2,195 -2,195 Closing Balance (incl other bank bal) 8,753 17,029 28,929 41,620 5,288 9,175 4,917 3,596

Investment in securities market are subject to market risks. Read all the related documents carefully before investing.

ΝΟΤΕS

Explanation of Investment Rating		
Investment Rating	Expected return (over 12-month)	
BUY	>=15%	
SELL	< - 10%	
NEUTRAL	< - 10 % to 15%	
UNDER REVIEW	Rating may undergo a change	
NOT RATED	We have forward looking estimates for the stock but we refrain from assigning recommendation	
Th case the recommendation given by the Research Analyst is inconsistent with the investment rating legend for a continuous period of 30 days, the Research Analyst shall be within following 30 days take		

appropriate measures to make the recommendation consistent with the investment rating legend.

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Nainesh Rajani

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Contact Person	Contact No.	Email ID
Ms. Hemangi Date	022 40548000 / 022 67490600	query@motilaloswal.com
Ms. Kumud Upadhyay	022 40548082	servicehead@motilaloswal.com
Mr. Ajay Menon	022 40548083	am@motilaloswal.com

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