

Entertainment Network (India) Limited (ENIL)-Fundamental Company Report Including Financial ,Business,Recent Development,Industry Overview,Competitors and Key Risk Analysis

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Abstracts

In corporate in 1999, Entertainment Network (India) Limited (ENIL) is a leading city-centric media company. ENIL operates FM radio broadcasting stations in 32 Indian cities. The company is also into out-of-home media segment and experiential marketing segment.

Radio Broadcasting Business:

The company's radio broadcasting operations are branded under Radio Mirchi. It is No.1 brand in the private FM space. Radio Mirchi enjoys a listenership of over 41.2mn. Its network spans across 15 states with 32 stations.

Experiential Marketing:

This business of the company operates under the subsidiary Alternate Brand Solutions (India) Limited (ABSL) and under the brand name 3600. Operations include experiential marketing and below the line solutions (BTL). It also manages its own event brands like Spell Bee, Gadget Awards, Design Warz and Teen Diva.

Contents

- 1. SYNOPSIS**
- 2. FINANCIAL PERFORMANCE**
- 3. RECENT DEVELOPMENTS**
- 4. BUSINESS**
- 5. INDUSTRIAL OVERVIEW**
- 6. FINANCIALS**
- 7. OUT LOOK & CONCLUSION/ VALUATION**
- 8. PEER COMPARISON**
- 9. KEY RISKS**

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