SHEMAROO: MAKING OF A NEW AGE INDIAN ENTERTAINMENT BRAND
Reinvention’ has been one of the key words in the rich history of Shemaroo Entertainment. In a constant effort to adapt with the changing ecosystem, the company has diversified its business portfolio across segments and reoriented its focus from b2b to b2c. Rather than emphasising only on digital, it is emerging as media agnostic to serve every screen of consumption that exists.

One of the major steps towards the reinvention was the revamp of brand identity. In 2018, it underwent a brand refresh. The main target of the refresh was to reach new age consumers and re-establish the b2c connect. The logo was revamped and a new tagline was brought in to create a colourful identity. As we can see, the new logo comprises a series of overlapping layers in rich Indian colours standing for Shemaroo’s promise of offering an imaginative range of zesty Indian content to a diverse group of consumers. The shape of the design elements has been derived from the digital play button. The company also announced India Khush Hua as its new tagline, to convey the message of how it wants to bring joy to Indians with multi-genre offering.

In the later part of the same year, Shemaroo revealed the logo of its biggest bet in recent times – ShemarooMe. Soon after that, the OTT platform was launched amid the presence of popular Bollywood faces. Rather than focusing on the rat race, Shemaroo perceived the new journey as a “marathon” without splurging or laying a hand on every genre. While it banked on its popular titles at the time of launch, it has expanded its content massively over the last two years. Within one year of its launch, it also went international with expansion in more than 150 countries. Adding several feathers to its cap, the streaming service has reached its second anniversary.

India is one of the few major entertainment markets where both linear TV is co-existing and growing along with digital media. Reading the pulse of the market, Shemaroo has also expanded its offering with launch of two new channels in the free-to-air (FTA) space. At the beginning of 2020, it launched new Marathi movie channel ShemarooMarathiBana aiming to be the one-stop destination for some of the most popular Marathi movies and theatre plays. More surprisingly, it pulled off the brave stunt of launching the new Hindi GEC channel amid lockdown when most of the broadcasters had to cut spends to survive.

“We have constantly reinvented and redefined ourselves, and have stayed ahead of the ever changing M&E ecosystem. With offerings like an OTT platform, and foray in the broadcast space, today, Shemaroo has become an integral part of the entertainment industry. Our businesses have also proved to be trend setters for our peers, and we have introduced many industry firsts for consumers, tapping the dynamic environment and their consumption patterns. Shemaroo will always strive to have a strong hold at the pulse of its audiences and aims at delivering content that fulfils the entertainment needs of every Indian across the globe," Shemaroo Entertainment CEO Hiren Gada says.
The digital bet of Shemaroo entertainment

The entertainment industry is sitting on huge opportunity given the penetration of internet, especially the digital push post Covid2019. India is currently the world’s fastest growing OTT (over-the-top streaming) market, and is estimated to emerge as the world’s sixth-largest by 2024, as per a PwC report. Online video is one of the segments which is expected to see revenue growth in the next four years. While deep-pocket players are burning mounds of moolah to cash in on this opportunity, ShemarooMe has taken a different route focusing on particular segments where the parent company has strong footholds. For instance, Bollywood is one of the strongest offerings from the OTT platform in a movie-loving market. It also has a huge slate of devotional content through which it stands out from any other OTT platform in the country.

The rich content library of ShemarooMe:

It has defined its target audience very clearly prioritising consumers from Hindi, Gujarati and Marathi market of 18-45 years age group consumers who primarily consume Bollywood or Hindi and regional content digitally. The platform currently boasts enormous content including 600+ Bollywood movies, 550+ hours of Bhakti and Ibadaat content, 700+ regional movies in Punjabi, Marathi, Gujarati languages. The content library also includes 19 ShemarooMe originals. As short format is gaining immense popularity among young viewers, the platform is extending its library in that section as well. It currently hosts 3,000+ music videos, 800+ comedy videos and web series, 320+ short movies, 300+ kids rhymes and 17 original. The company is adding a number of fresh offerings to its regional slate as well. It even has a separate category pricing for regional in content. With streaming giants trying to make inroads in regional markets and launch of hyperlocal OTT platforms, analysts forecast regional is going to be mainstream in the coming years and ShemarooMe has already made inroads there.
Trusted content partnerships

On the side of business strategy, Shemaroo has over the years emerged as one of the most preferred partners for major players in the ecosystem. In last year, it entered into a partnership with India’s largest OTT aggregator JioTV+ app. Shemaroo Me is also available on Jio Fiber network as well as on Jio Cinema for mobile users. The company has also integrated with other telecom players like Airtel, Vodafone, international telecom players including Telkom Indonesia, Celcom Malaysia and major content aggregators like Tata Sky Binge.

Connected devices have emerged as one of the major areas where ShemarooMe has struck various partnerships. To expand its presence and reach, the platform has associated with leading players like Mi, OnePlus, Huawei, Fire TV, Apple TV, TCL, Roku, Cloud Walker over the past year and a half. The move strategically coincides with the consumption trend of upsurge in viewership of connected devices. It has been indicated in multiple reports that smartTV penetration will fuel the next wave of OTT consumption. As per the latest statistics available, the Indian smart TV and OTT market will grow at a CAGR of five per cent between 2020-25.

Additionally, the platform has also partnered with leading e-commerce players like Flipkart, Shopclues.com, food delivery apps like Zomato, Swiggy. To make it easier for users to pay, it has associations with all major UPIs like PayTM, Mobikwik, G Pay, private sector banks like Kotak Mahindra Bank, ICCI bank. At a time when Indians are increasingly adopting UPI as their go to option for online payment, these partnerships make the streaming platform more user-friendly. As experts say this is an age of collaboration, co-existence, the parent company Shemaroo has also partnered with its peers in the industry including Netflix, Amazon, Disney+ Hotstar to leverage its large existing library.

ShemarooMe is leaving no stones unturned to reach consumers through every possible way. The digital arm of Shemaroo has tied with major internet service providers (ISPs), broadband players including Wish Net, Siti Networks, GTPL Hathway. It is expected that the growth in fixed line broadband will give OTT platforms another major boost as it happened after democratisation of mobile data. India’s fixed broadband market is projected to grow at a CAGR of 18 per cent between 2020-25 to reach 45 million subscribers with more than 82 per cent of subscribers through fiber, a recent MPA report states.

Going beyond traditional partnership opportunities, the platform is open to innovative collaborations like bundling ShemarooMe vouchers as a freebie with products, corporate gifting to for clientele gratification, rewarding employees with those vouchers during festivals, integrating ShemarooMe content within apps.
STREAMING SUCCESSFULLY

THE OTT FOR THE BHARAT OF INDIA
PRESENCE ON ALL KEY SMART TV PLATFORMS
WORLD'S FIRST EVER OTT CONTENT INNOVATION WITH BOLLYWOOD PREMIERES
OVER 20 PARTNERSHIPS

STREAMING IN OVER 150 COUNTRIES

BEST PR CAMPAIGN
MASTERS OF MODERN MARKETING AWARDS 2019, PROPELL

AMAZING OTT NEWCOMER
OTTV MUMBAI, 2019

INDIA'S BEST DESIGN PROJECT
INDIA'S BEST DESIGN AWARDS, 2019

BEST BRAND CAMPAIGN
SCREENXX AWARD, 2019

BEST INDUSTRY CAMPAIGN
MEDIA BRAND AWARDS, 2019

BEST MARKETING STRATEGY
BRS RATNA AWARD
ShemarooMe entering the pay-per-view model:
The OTT platform took a very opportune step during Covid2019 lockdown by introducing a pay-per-movie service ShemarooMe Box Office. The strategic decision came at a time when movie theatres were shut due to lockdown restrictions, producers were facing huge loss and many of them were looking for platforms to release the movies. It replicated the theatrical model by bringing in movies on Fridays. However, rather than acquiring rights of big-ticket movies, it looked at small-budget films that have either been shown in the festivals or not seen a release anywhere else. Along with making transactions available on the company's own OTT platform ShemarooMe, it also collaborated with online ticket booking website BookMyShow.

Although the model of releasing new movies was born out of necessity, the company has already dabbled with premiering acclaimed Bollywood movies through its Bollywood Premier section, strengthening its content catalogue with 52 Bollywood movie releases in 52 weeks. As the platform nears the two-year milestone, it even has catch-up content from its two linear channels Shemaroo TV and ShemarooMarathibana. In this span of two years, the users of the company have risen exponentially along the line of growth in the industry.

“As we celebrate the 2nd Anniversary of ShemarooMe. We wish to thank our end users in India and across 150 countries globally. Our varied multi-genre, multi lingual content on ShemarooMe has been a favourite for all our viewers and we promise to deliver the same level of entertainment, to all our users globally. For our B2B customers, our unique Content as a Solution (CaaS) model, has helped us partner with over 50 brands across BFSI, Telecom, Ecommerce, Hospitality, ISPs, FMCG and more. Each partnership has been customized for our partners in line with their core business objectives. We are extremely grateful to all our partners for their belief in our promise. With the traction on ShemarooMe, we look forward to 2021 with full gusto as we take ShemarooMe to even newer heights,”
Shemaroo Entertainment digital business COO Zubin Dubash says.
Other digital initiatives:
Shemaroo Entertainment has an active digital play on YouTube as well. The performance on YouTube continues to grow exceedingly well. Shemaroo Filmi Gaane has crossed 46 million subscribers to become the 21st most subscribed channel globally and is among the top 10 in India in terms of number of subscribers. The company also has several routes for promotion of YouTube channels. For example, a web-series had a song from an old movie which was loved by viewers and ShemarooMeteam actually promoted it significantly across all platforms and the impact on consumption for it on YouTube actually went up literally more than 20X.

Shemaroo Entertainment’s foray into the broadcast space:
The futuristic company in its new growth journey expanded its portfolio to enter broadcast business as well with the launch of ShemarooMarathiBana. With a library of popular Marathi movies and theatre plays, the channel serves Marathi audiences across Maharashtra and Goa. The family entertainment channel, caters to audiences across age groups and has till now aired popular Marathi movies like Photocopy, Jugaad, Uchla Re Uchla, Strugglers, Surajya, Make Up, Shala, and Chiranjeev among others. The content library is not only limited to movie but consists chat shows with Marathi stars, other shows hosted by popular Marathi celebrities. Marathi Bana has been consistently among the top six Marathi channels post its launch in such a category that enjoys an estimated ad revenue pie annually of around Rs. 800 crores. The parent company began monetization of this channel through advertisements during the second quarter of FY21. Although the economic crisis due to the pandemic descended upon the broadcasting industry, it is still garnering some ad revenue. Being among the top six channels, there is a reasonable pie available on in the category leading to a healthy profit margin. With the estimation of advertising revenue recovery in coming fiscal, the channel is poised for higher growth in near future. Despite the advertising industry being in crisis for most part of 2020, regional channels had 3X ad volumes compared to national channels. Regional channels commanded a 77 per cent share in overall ad volumes with all the top brands present in the segment.
एक नवी मराठमोली चित्रपट वाहिनी

shemaroo
Seeing the value in new channel launch, Shemaroo Entertainment launched its flagship Hindi GEC channel Shemaroo TV in May 2020. With an aim to cater to the under-served FTA category, it entered the market with original content as well as acquired content. A lot of learnings from the Marathi channel went into the launch of the Hindi GEC. Rather than focusing on monetisation right away especially at a time when brands were cutting spends, it strategically focused on getting viewers to sample the channel and increase the consumption. Along with that, the company focused on increasing its reach by closing on key distribution partnerships to strengthen the viewership and reach. In an industry first move, it also launched the simulcast of its content on Facebook to reach a wider base.

The content library of the channels includes a wide range of genres: devotion, family drama, mythology, comedy and crime. With seven-eight hours of fresh programming every day, it is one of the few channels in the FTA space to offer such diverse content. The content of the shows are forward looking with unique stories that reflect brand message of *BadalteAajKeLiye*. Considerably, BARC-Nielsen data for content consumption during the lockdown period showed how Mythology and drama shows have been the key drivers in GEC viewership. Shemaroo TV has also got back the biggest star of TV – Ronit Roy with its new original production which is set to go live on the channel soon.
जुर्म और ज़ज़बात
जल्द आ रहा है
shemaroo Tv
Post the new tariff order, a new avenue has been created for FTA space with many low-cost consumers churning out, households with multiple TV connections disconnecting the second TV set. In addition to that, Hindi GEC space itself has always been the favourite genre for many brands. Hence, even in this adverse situation, the company has started monetising the channel towards the end of the third quarter of FY21.

Currently, the channel has, Shemaroo TV has a cumulative reach of 43.89 million as per the latest BARC data of Wk4 ’21. Over the past one month, it had an average of 71.18 million gross impressions per week. The channel is available on DD Free Dish as well as major DTH players, cable networks.
In its new era, Shemaroo Entertainment has set out its journey in new age device segment. The company launched two devices loaded with devotional content — the Shemaroo Bhakti Bhajan Vaani and Shemaroo Bhakti Shrimad Bhagavad Gita back in 2018. Later, it kept expanding the portfolio with multiple launches. In the last quarter, it launched two new preloaded audio speakers Bhakti Maalai which is a Tamil devotional speaker and Bhakti Anand. It aims to turn its devices into basic devotional gear for households.

Shemaroo Entertainment, which turned 57 last October has travelled through the passage of time to refurbish itself with every change in the media and entertainment industry. There was a time when most of the households had video cassettes from the company. Now, it has a wide digital presence to emerge as one of the few truly Indian entertainment brands. Along with innovating business strategy, the company reoriented existing talent, brought in people from diverse sectors to scale up the functioning. Two of the prominent faces who have led this revolution are Hiren Gada and Kranti Gada.

After the organisation got listed, Hiren Gada took on the leadership role in addition to his original role as the CFO to lead the firm through its next phase of growth. The company had also promoted Kranti Gada as the chief operating officer (COO) of the company who setup the company’s mobile business and played a key role in the company’s early adoption of digital platforms.

(Written by Gargi Sarkar)
1962
Marked the birth year of Shemaroo as a book circulating library

1976
Started the video library business

2001
Commenced digital post production services

2003
Entered the global market with overseas distribution of films

2009
Entered digital distribution across multiple platforms like IPTV, VoD, mobile, internet and OTT

2014
Company went public and got listed under NSE and BSE

2015
Entered into strategic partnership with Contentino Media

2018
Launched a brand new identity, with the tagline 'India Khush Hua'

2019
Ventured into the OTT industry with ShemarooMe

2019
Forayed into pre-loaded audio speaker market

2020
Launched satellite TV channels Shemaroo MarathiBana and Shemaroo TV
THANK YOU

INDIA KHUSH HUA