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Press Release

Mumbai, January 23, 2012

Performance highlights for YTD 9 Months FY 2011-12 and Q3 FY 2011-12

Consolidated YTD 9 Months FY 2011-12

- Total Revenues have increased by YOY 16.4% to Rs. 11032 million from Rs. 9479 million
- Advertising Revenues grew by YOY ~15% to Rs. 8651 million from Rs. 7540 million in the period under review
- DBCL achieved EBIDTA Margins of 25.3% in YTD Dec. FY 2012 at Rs. 2793 million, as against Rs. 3235 million in the corresponding period of last year. The same factors our onetime pre-operative expenses of Rs. ~120 million for Jharkhand, Jammu & Maharashtra launches as well as Forex Loss of Rs. ~50 millions. Our Mature Market EBIDTA margin stands at 34.4% for YTD Dec. 2011.
- Profit after Tax (PAT) margin stands at 14.2% at Rs. 1567 million, from Rs. 2135 million, in the corresponding period of last year. This factors our one time preoperative expenses of Rs. ~120 millions for Jharkhand, Jammu and Maharashtra launches as well as Forex loss of Rs. ~146 millions

Consolidated Qtr. 3 FY 2011-12

- Total Revenues have grown by ~14% YOY to Rs. 3956 million in Qtr 3 against Rs. 3482 million of Q3 of last fiscal
- Advertising Revenues has increased by ~9% YOY to Rs. 3059 million in current period from Rs. 2815 million in Q3 last fiscal
- EBIDTA margin stands at ~26% at Rs. ~1018 million, against Rs. ~1148 million, in Q3 FY 2011. The same factors one time preoperative expenses of Rs. 21.3 Million, on the launch of Maharashtra and impact of operating losses of 4 editions of Maharashtra and 2 editions of Jharkhand as well as Forex loss of Rs. 27.9 million.
- EBIDTA margins stand at 26% on stand-alone basis
- PAT margin stands at 14% to Rs. ~554 million against Rs. ~778 million, in qtr 3 of last year (after consideration of radio demerger adjustment of Rs. ~127 million). The same factors one-time pre-operative expenses of Rs. 21.3 million for Maharashtra launch as well as Forex loss of Rs. 87.3 million.
- Radio business: Advertising revenues have grown by 22% to Rs. 157 million in Q3 of current period, against Rs. 129 million in Q3 of last year.
- Radio business EBIDTA stands at Rs. 44 million (~28% margin) in Qtr 3, FY 2011-12.
- Radio Business achieved Qtr. PAT, stands at Rs. 22 million (14% margin) in Qtr 3, FY 12.

Mumbai, January 23 2012: DB Corp Limited (DBCL), India's largest print media company and home to flagship newspapers Dainik Bhaskar, Divya Bhaskar, Dainik Divya Marathi and Saurashtra Samachar, today announced its financial results for the third quarter ended December 31, 2011. The highlights of the Company's operational and financial performance are as follows:

- ❖ **DB Corp Ltd. retains position as the largest print media group amongst national dailies, with 19.2 million readers across India's fastest growing markets – as revealed by the Quarterly IRS data (Q3 2011) released in December 2011. The third quarter of the current fiscal witnessed a readership growth of 800,000 (0.8 million) new readers.**
- ❖ **DB Corp Limited has been included in the BSE 500 Index – which has been effective from January 9, 2012. [BSE-500 Index represents nearly 93% of the total market capitalization on the Bombay Stock Exchange and covers 20 major industries of the Indian economy.]**
- ❖ **Dainik Bhaskar continues to maintain its leadership as the largest read newspaper of urban India and has substantially increased its lead over the #2 player.**
- ❖ **Continues its leadership dominance in Madhya Pradesh – with an outstanding lead of 170% over any peer in the region as per the IRS Qtr 3' 2011.**
- ❖ **In Chhattisgarh, Dainik Bhaskar has further consolidated its position in the market over next player (IRS Qtr 3' 2011).**
- ❖ **In Chandigarh, Haryana, Punjab (CPH), Dainik Bhaskar enjoys sole leadership with 22.46 lacs readers, (IRS Qtr 3' 2011).**
- ❖ **In Rajasthan, Dainik Bhaskar is the clear leader with 13% lead over next player in Rajasthan Urban, (IRS Qtr 3' 2011).**
- ❖ **In Gujarat, Divya Bhaskar continues to maintain its dominance in top 6 cities of Gujarat (IRS Qtr 3' 2011).**
- ❖ **In Jharkhand, Dainik Bhaskar charted an impressive debut with 613,000 (~0.6 million) readers as reflected in the IRS Q3 data of the period July 2010 – June 2011, which has partly considered readership figures of the Ranchi edition since its launch on 22nd August 2010.**
- ❖ **Dainik Divya Marathi continues to steadily ramp up readership in Maharashtra. DBCL will evaluate additional new edition launches in FY 2013.**
- ❖ **Radio business continues to scale up well – reports ~22% Advt. growth this quarter supported by a robust EBITDA growth of Rs. 42.1 million in Q3 on YOY basis**
- ❖ **Digital business continues to show encouraging progress and growth – www.dainikbhaskar.com is the largest Hindi site and the 3rd largest consumed news site in the country after Yahoo! News and Times of India, as per data of November 2011 from**

Comscore. www.divyaBhaskar.com in Gujarati language is 3 times ahead of the next player. Our page views, in December stands at impressive 130 million and unique visitors at 6.3 million.

❖ **DBCL strengthens its brand equity through several industry recognition:**

- ▲ **Dainik Bhaskar won the Brand leadership Award in the newspaper category, and**
- ▲ **94.3 MY FM won the Brand Leadership Award in the radio category, as part of the 'GLOBAL AWARDS FOR BRAND EXCELLENCE', held on 25th November at Taj Land's End, Mumbai.**
- ▲ **MY FM won 4 awards at the Golden Mikes Radio Advertising Awards 2011 for excellence in creativity & client solutions**

Commenting on the performance for Q3 & 9M FY 2011-12, Mr. Sudhir Agarwal, Managing Director, DB Corp Ltd said, *"This quarter our focus centred on further consolidating our pan-India leadership position as we tightened our lead in core markets of Madhya Pradesh, Chhattisgarh, Chandigarh, Haryana, Punjab (JAL), urban Rajasthan and Gujarat. As revealed by the quarterly IRS data released in December 2011, DB Corp continues to be the largest read newspaper group with 19.2 million readers and this quarter we expanded our readership base with 0.8 million readers, which has significantly widened our lead. We have also maintained our leadership as the largest read newspaper of urban India. Additionally, Dainik Bhaskar has also demonstrated a commendable debut in Jharkhand, while our emerging editions of Dainik Divya Marathi continue to bolster presence in Maharashtra. Despite a challenging macroeconomic environment, higher advertising revenues that has been a function of an expanding readership base, has enabled us to deliver a growth-oriented operating and financial performance. Undoubtedly, these are demanding times - the economic deceleration together with currency markdowns have been creating further strain. However, our business fundamentals are strong and our focus will continue to be centred on product innovation hinged on differentiated content, readership expansion and enhancing our operational efficiencies as we prepare to leverage growth opportunities with an improved business and economic environment going forward."*

Financial Performance Overview

Q3 FY 2011-12 financial results highlights: (comparisons with Q3 FY 2010-11)

❖ **Total Consolidated Revenues** have expanded by 14% to **Rs. 3956 million** from **Rs. 3482 million on account of:**

- ◆ **Net Increase in print business Total Revenue of Rs. 411 million in Q3 FY 2012 on YOY basis**
 - Advertising revenues increase to **Rs. 2872 million** from **Rs. 2688 million**, reflecting a growth of **~7% YOY basis**
 - Circulation revenues grew YOY to **Rs. 630 million** from **Rs. 540 million**, at **17% YOY**

- ◆ Net increase of Rs. 28 million in revenues from radio segment in Q3 on YOY basis
 - Revenues increased from Rs.129 million to Rs. 157 million due to improved advertising revenues
- ❖ Print business EBIDTA margins stand at **26%** at **Rs. 976 million**. The same factors our marketing and launch related expenses of around **Rs. 21.3 million** in Q3 FY 2012 for Maharashtra launch which have been booked in the revenue account, instead of capitalizing or deferring the outlay for future quarters, considering the long term impact of these expenditures. The same also considers Forex loss of Rs. 27.9 million.
- ❖ Print business PAT stands at Rs. 539 million (14.3% PAT margin)
- ❖ **Print Business Mature editions EBIDTA margin stand at ~34%**
 - *An analysis and break-up of Mature and Emerging Editions financials on a quarterly basis is given below. We classify emerging editions as those which are below 4 years of age or profitable since last 4 quarters, whichever is earlier.*

Q3 FY12				Rs.Mn
Particulars	Mature Editions	*Emerging Editions	Radio Business	DBCL Standalone
Total Revenues	3381	376	157	3914
EBIDTA before pre-opex	1141	(144)	44	1041
EBIDTA Margin	34%	(38%)	28%	27%
EBIDTA after pre-opex	1141	(165)	44	1019
EBIDTA Margin	34%	(44%)	28%	26%

*Emerging Editions losses also include loss of Rs. 12 million for the new printing centres / Editions, opened in the mature markets of Rajasthan, Gujarat, MP, Haryana and Punjab.

- ❖ **DB Corp Ltd retains position as the largest print media group amongst national dailies with 19.2 million readers across India's fastest growing markets**, as revealed by the Quarterly IRS data (Q3 2011) that were released in December 2011. The Group's combined readership reflects a growth of approximately 800,000 readers (0.8 million) reflecting ~ 5% growth of new readers on QoQ basis. This growth has further strengthened DBCL's lead with a significant margin over its next competitor.
- ❖ **Dainik Bhaskar continues to maintain its leadership as the largest read newspaper of urban India and has substantially increased its lead over the #2 player.**
- ❖ **Dainik Bhaskar continues its leadership status in Madhya Pradesh – with an outstanding lead of 170% over any peer in the region,**
 - In Madhya Pradesh and Chhattisgarh, Dainik Bhaskar now has a collective readership of ~ 5 million – reflecting a market lead of 2.65 times over nearest peer in both regions combined.

- In Madhya Pradesh with Dainik Bhaskar's superlative lead, it now has more readers than the combined readership of its 5 next competitors including Nai Duniya, Nav Duniya, Rajasthan Patrika, Dainik Jagran and Raj Express.
 - In Chhattisgarh, Dainik Bhaskar has become the first news paper to cross the readership mark of 1 million. The publication added 0.75 million new readers in the region, increasing its readership by 8%.
 - In Chandigarh, Punjab, Haryana (CPH), Dainik Bhaskar continues to enjoy a lead of 17% over nearest competitor in overall CPH, with a strong lead position of 64% in Chandigarh, over nearest competitor
 - In Punjab, Dainik Bhaskar added 14,000 new readers and continues to maintain its # 1 position in 3 major cities of Jalandhar, Amritsar and Ludhiana (JAL)
 - In urban Rajasthan, Dainik Bhaskar continues to be an undisputed leader, with a lead of 13% more readers than its nearest competitor. In Jaipur city, it has a lead of over 41 % over nearest peer, where it has added over 17000 new readers on a quarter on quarter basis. It has also maintained its no.1 position in the major cities of Rajasthan (Jodhpur, Udaipur, Kota and Bikaner) with a combined readership of ~1.73 million.
 - The Group continues to consolidate its presence in the Gujarati market by adding 55,000 readers this quarter. In Gujarat, Divya Bhaskar is the only newspaper to have demonstrated growth, compared to its peers who have either remained stagnant or have declined. In Ahmedabad, it has increased its lead to over 29% to its nearest competitor and has also crossed the 1.1 million reader benchmark in the city. Divya Bhaskar also continues to maintain its lead position as no.1 player in 6 major cities of Gujarat. Divya Bhaskar and Saurashtra Samachar cumulative readership in Gujarat stands at 3.85 million.
- ❖ **In Jharkhand, Dainik Bhaskar charted an impressive debut with 613,000 (~0.6 million) readers as reflected in the IRS Q3 data of the period July 2010 – June 2011, which considers the 9-month readership figures of the Ranchi edition since its launch in August 2010. In Jamshedpur, with only 4 months of readership data, Dainik Bhaskar is already ahead of established players.**
- Dhanbad (launched in April 2011) edition is still in process of IRS evaluation
- ❖ **Radio business continues to demonstrate good progression – reports ~22% growth this quarter supported by a robust EBITDA growth of Rs. 42.1 million in Q3 on YOY basis**
- ❖ **Digital business continues to show encouraging progress and growth –**
- www.dainikbhaskar.com is the largest Hindi site and the 3rd largest consumed news site in the country after Yahoo! News and Times of India as per data of November 2011 from Comscore
 - www.dainikbhaskar.com registered a growth of 20% in page views and 10% in unique visitors over the previous quarter. Total page views in December 2011 was 130 million and attracted 6.3 million unique visitors.
 - www.divyabhaskar.com is already a clear leader in Gujarati with the next site obtaining 33% less page views as compared with Divya Bhaskar.

- Dainikbhaskar.com also emerged as the news site that commanded maximum time spent by users. Users on average spend 6.7 mins on the site, which is 75% more than the time spent on a peer's site that attracted only 3.7 mins of user time.

❖ **DBCL strengthens its brand equity through several industry recognition:**

- Dainik Bhaskar was awarded 'Brand leadership Award' in the newspaper category, while 94.3 MY FM won the Brand Leadership Award in the radio category. The 'Global Awards For Brand Excellence' was held on 25th November, 2nd day of the World Brand Congress 2011 at Taj Land's End, Mumbai.
- My FM won 4 awards at the Golden Mikes Radio Advertising Awards 2011 for excellence in creativity and client solutions. These 4 awards take the total count of awards won by MY FM to 11 for CY 2011 :
 - ▲ Best use of 'sponsorship in Innovation Category' for Lukoz Energy Test
 - ▲ Best single commercial consumer durable – Electronic Junction Sadma
 - ▲ Best on-ground promotion by a network of station – MY Music Marathon
 - ▲ Best Single commercial, FMCG - Emami

About DB Corp Ltd

D B Corp Ltd. is India's largest print media company that publishes 8 newspapers with 64 editions, 191 sub-editions in 4 multiple languages (Hindi, Gujarati, English and Marathi) across 13 states in India. Our flagship newspapers Dainik Bhaskar (in Hindi) established in 1958, Divya Bhaskar and Saurashtra Samachar (in Gujarati) have a combined average daily readership of 19.2 million, making us one of the most widely read newspaper groups in India with presence in Madhya Pradesh, Chhattisgarh, Rajasthan, Haryana, Punjab, Chandigarh, Himachal Pradesh, Uttarakhand, Delhi, Gujarat, Maharashtra, Jharkhand and Jammu. Our other noteworthy newspaper brands are Dainik Divya Marathi, Business Bhaskar, DB Gold, DB Star and, DNA (in Gujarat, Rajasthan & MP) on a franchisee basis.

DBCL is the only media conglomerate that enjoys a leadership position in multiple states, in multiple languages and is a dominant player in its all major markets.

The company's other business interests also span the radio segment through the brand "My FM" Radio station with presence in 7 states and 17 cities, and a strong online presence in internet portals.

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