



Registered Office: DB Corp Ltd., Plot no 280, Sarkhej-Gandhinagar Highway, Near YMCA Club, Makarba, Ahmedabad (Gujarat)

## *Press Release*

**Mumbai, October 22, 2010**

### **Performance Highlights for Q 2 FY 2010-11**

- Consolidated PAT has grown to Rs. 551 million from Rs. 440 million, up 25.1% in Q2 YOY, PAT margin has expanded to 18.3% in Q2 FY 10-11, compared with 16.8% in FY 09-10
- The company has reported an EBIDTA margin of 31.6% in Q2 FY10-11 on consolidated basis of Rs. 951 million, against Rs. 838 million and EBIDTA margin of 31.9% in the corresponding period of last year.
- Consolidated EBIDTA grew by over 13.6% in Q2 YOY.
- Consolidated Advertising Revenues grew by ~ 17.8 % to Rs. 2359 million from Rs. 2003 million. This is significant, considering that in the last fiscal, quarter 2 comprised festivities that will now be included in quarter 3 in the current fiscal.
- Consolidated Total Revenues grew by ~ 14.8% to Rs. 3010 million from Rs. 2622 million
- On stand-alone basis EBIDTA margin stands at ~33.3%. The same factors our pre marketing and survey related expenses of around Rs. 60 million for Jharkhand and Jammu 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
- DB Corp Ltd. continues to maintain leadership position as the largest print media group amongst national dailies, with 17.2 million readers across India's fastest growing markets

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