

# D B CORP LTD.

## KEY PERFORMANCE METRICS

(Rs. In Mn)

Particulars ( INR MN)						
	Qtr 4 FY10	Qtr 4 FY11	Variance % ( Q4 -YOY)	FY 09-10	FY 10-11	Variance %
<b>Profit &amp; Loss Items</b>	<b>3 Months</b>	<b>3 Months</b>		<b>12 Months</b>	<b>12 Months</b>	
Advt Revenue	1907	2490	30.6%	8085	10016	23.9%
Circulation Revenue	527	534	1.3%	2118	2144	1.2%
<b>Total Revenue</b>	<b>2572</b>	<b>3174</b>	<b>23.4%</b>	<b>10630</b>	<b>12652</b>	<b>19.0%</b>
NP prices ( MT)	24713	27986	13.2%	25168	27141	7.8%
News Print Cost/Total Cost	42.0%	43.8%		45.5%	44.5%	
Personnel Cost/Total Cost	19.2%	20.7%		18.3%	21.4%	
Other Operational Cost/Total Cost	38.8%	35.5%		36.2%	34.1%	
<b>Total Cost</b>	<b>1876</b>	<b>2378</b>	<b>26.7%</b>	<b>7200</b>	<b>8621</b>	<b>19.7%</b>
EBIDTA	696	796	14.4%	3429	4031	17.5%
EBIDTA Margin	27.1%	25.1%		32.3%	31.9%	
PAT	367	450	22.4%	1828	2585	41.4%
Pat Margin	14.3%	14.2%		17.2%	20.4%	
<b>Balance Sheet Items</b>						
Gross Fixed Assets	7780	9088		7780	9088	
Net Fixed Assets	6475	7358		6475	7358	
Secured Gross Term Debt	2394	1745		2394	1745	
Secured Net Term Debt	443	14		443	14	
Tangible Networkth	6361	8610		6361	8610	
Debt / Equity	0.4	0.2		0.4	0.2	
Debt / EBIDTA	0.7	0.4		0.7	0.4	
ROCE	31.9%	32.8%		31.9%	32.8%	
RONW	28.7%	30.0%		28.7%	30.0%	
Fixed Assets Coverage Ratio	2.7	4.2		2.7	4.2	
Current Ratio (Including Term Loan Liabilities due in 1 Year)	2.1	2.8		2.1	2.8	
Total Outside Liabilities/Tangible Net Worth	0.8	0.5		0.8	0.5	
Inventory Turnover (Days)	80	69		80	69	
Debtors Turnover (Days)	66	69		66	69	