



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 H1 FY 2010-11 and Q2 FY 2010-11

H1 FY 2010-11:

- Consolidated Advertising Revenues grew by ~ 17.8 % to Rs. 4716 million from Rs. 4003 million in the period under review.
- Consolidated Total Revenues grew by ~ 14.4 % to Rs. 5997 million from Rs. 5244 million in the period under review.
- DB Corp Ltd. achieved an EBIDTA margin of around 34.8% in H1 FY 10-11 on consolidated basis to Rs. 2087 million, against Rs. 1775 million in the corresponding period of last year, thus showing growth of around 17.6% in EBIDTA margin.
- Consolidated PAT has grown to Rs. 1246 million from Rs. 955 million, up 30.4% in H1 YOY, PAT margin has expanded to 20.8% in H1 FY 10-11, compared with 18.2% in H1 FY 09-10

Q2 FY 2010-11:

- Consolidated Advertising Revenues grew by ~ 17.8 % to Rs. 2359 million from Rs. 2003 million
- Consolidated Total Revenues grew by ~ 14.8% to Rs. 3010 million from Rs. 2622 million
- 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
- On stand-alone basis EBIDTA margin stands at ~33.3%
- 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
- Radio business has achieved EBIDTA of Rs. 3.7 million in current quarter.

Mumbai, October 22 2010: DB Corp Limited (DBCL) one of India's leading print media companies and home to flagship news papers Dainik Bhaskar, Divya Bhaskar and Saurashtra Samachar, today announced its financial results for the second quarter ended September 30, 2010. The highlights of the Company's operational and financial performance are as follows:

- ❖ **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**
 - **Readership growth has been significantly driven by Gujarat, Rajasthan, Madhya Pradesh, Haryana and Himachal Pradesh.**
- ❖ **DBCL continues to aggressively augment its pan-India presence. The company announced the successful launch of Dainik Bhaskar in Ranchi, Jharkhand on August 22, 2010 and has already emerged as the most popular paper in Ranchi and its surrounding regions, from day 1 of launch.**
- ❖ **DBCL continues to grow in under penetrated markets. The company announced the successful launch of Dainik Bhaskar in Jammu, on Oct, 18, 2010 and has expanded its presence to 13 states and 51 editions.**
- ❖ **DBCL also announced the launch of several new printing centres and new editions in existing territories**
 - **Announced the launch of 2 new editions in Bhatinda, Punjab and Nagour, Rajasthan.**
 - **Will also be launching a new printing centre in Khandwa District in M.P. by mid of November 2010. The launch of new printing centres in Itarsi and Khandwa, bring the total count of printing centres in MP to 7.**
- ❖ **Maintains leadership position in Madhya Pradesh, Chattisgarh, Chandigarh, Gujarat, Haryana, Punjab (JAL), and Rajasthan (U).**
- ❖ **Divya Bhaskar won the Wan-Ifra Awards of the International News Paper Colour Quality Club (INCQC).**
- ❖ **Dainik Bhaskar has won the Overall Brand Leadership Award at the CMO Asia Awards in Singapore.**
- ❖ **Divya Bhaskar won Print Week India Awards.**

Commenting on the performance for Q2 FY 2011, Mr. Sudhir Agarwal, Managing Director, DB Corp Limited said,

“This has been a quarter of steady development and sustained progress. We focused on organic expansions and defined execution in several key regions. Dainik Bhaskar’s successful launch in Ranchi, Jharkhand – a key high-growth market for us, is a significant milestone. The Ranchi market has welcomed the launch of Dainik Bhaskar with great enthusiasm and we are working in collaboration with our readers and advertisers to further fortify our foothold in the region. The momentum of our expansion and outreach campaign continues to gain speed with the launch of new printing centres and editions, in our existing markets, enabling us to enhance our reach to readers and tap the penetration optimally. On the whole, we are embracing ourselves to benefit from the growing optimism in the Indian economy and are focussing on more innovative expansion strategies, as we progress.”

Financial Performance Overview

Q2 FY 2011 Financial results highlights: (comparisons with Q2 FY 2010)

- ❖ Total consolidated revenues have increased by ~ 14.8% to **Rs. 3010 million** from **Rs. 2622 million on account of :**
 - i) Net Increase in print total revenue of **Rs. 377 million in Q2 on YOY basis**
 - Advertising revenues increase to **Rs 2273 million** from **Rs 1921 million i.e. growth of 18.3%**. 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.
 - Circulation revenues increase to **Rs 532 million** from **Rs 527 million**
 - ii) Net Increase of **Rs. 15 million** in revenue from radio segment in **Qtr 2 on YOY basis**
 - Revenues increased from **Rs. 91 million** to **Rs. 106 million**, primarily on account of increase in advertising revenue
- ❖ **Print Business EBIDTA margins** have grown to **Rs. 969 million at 33.3%** in the current quarter from **Rs. 853 million at 33.6 %** in Q2 FY 2010. 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.
- ❖ **Print Business PAT** has grown to **Rs. 606 million** from **Rs. 483 million**, up by **26%**

Operational Progress and Highlights

- ❖ **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**, as revealed by the Quarterly Results of IRS (Q2 2010) that were released in August 2010.
- ❖ **DBCL continues to aggressively augment its pan-India presence. The company announced the successful launch of Dainik Bhaskar in Ranchi, Jharkhand on August 22, 2010 and has been gaining in popularity since its launch.**

The Ranchi edition of Dainik Bhaskar has been launched with average 16 pages in all-color format, with 12 pages of DB Star as complimentary copy. Additionally a 4-paged supplement, published thrice a week catering for Women, Entertainment and to Complete Family, is also available to readers.

In a unique endeavour, on a daily basis, Dainik Bhaskar's Ranchi edition also features a guest editor, from amongst readers in Ranchi. They are invited to write a column expressing their independent and personal views, primarily focusing on various social and economic development needs of Jharkhand state as well as of Ranchi city.

Dainik Bhaskar's Jamshedpur edition is expected to launch in November and Dhanbad in January 2011 that will complete its foray in Jharkhand State.

- ❖ **In its commitment to ensure better contact with its readers, provide high quality and the most updated news content, and to adequately capitalize on the untapped urban and rural readership base across India, DBCL announced the launch of several new printing centers & new editions in its exiting territories.**

Dainik Bhaskar has already launched its 4th edition of Punjab, from Bhatinda, (Punjab) on September 12, 2010. Further Dainik Bhaskar has also launched a new printing center in Itarsi, Madhya Pradesh, on September 19, 2010 and shall be launching another new printing centre from Khandwa, Madhya Pradesh, in November this year.

DBCL has also launched 2 new printing centers in Sirohi and Barmer in Rajasthan on September 5th. 2 more printing centers in Rajasthan will be launched in Nov 2010, which will increase the number of DBCL's printing centers to 16 in the state.

An independent edition and Printing Centre in Nagour has been launched on September 19.

In Gujarat, D B Corp Ltd. for Divya Bhaskar will launch 2 more printing centers in November 2010, taking the number of printing centers to 9 in the state.

- ❖ **The Company remains a strong leader in Madhya Pradesh, Chattisgarh, Chandigarh, Gujarat, Haryana, Punjab (CPH), and Rajasthan (U).** In Madhya Pradesh, Dainik Bhaskar is in a dominating position with a market share of around three-times over nearest competitor; in Chattisgarh it has achieved a 32 % lead over nearest competitor; In Rajasthan, Dainik Bhaskar has a lead of 31 % over nearest competitor in Jaipur. It continues to maintain a leading position in other major towns of Rajasthan like Jodhpur, Bikaner, Udaipur, Ajmer and Kota. In Chandigarh, Punjab, Haryana (CPH) Dainik Bhaskar enjoys a lead of 37 % over nearest competitor in overall CPH with a front position of 91 % in Chandigarh. In Gujarat Bhaskar maintains a strong position in key markets and reflects a lead of 22 % over its nearest competitor in Ahmedabad.

- ❖ **Dainik Bhaskar Group's branding and pre-production efforts continue to be well-acknowledged**
 - **Divya Bhaskar won the Wan-lfra Awards of the International News Paper Colour Quality Club (INCQC):** INCQC is the only world wide quality printing competition for news papers to find the best re-production and printing quality publications
 - **Divya Bhaskar also won the Print week India Awards** that celebrates and rewards the print industry and excellence in the print industry in India
 - **Dainik Bhaskar has won the Overall Brand Leadership Award at the CMO Asia Awards for Excellence in Branding and Marketing** – held at Suntec, Singapore International Convention Centre on July 23, 2010

About D B Corp

D B Corp Ltd. is one of India's leading print media companies that publishes 7 newspapers with 51 editions, 130 sub-editions in 3 multiple languages (Hindi, Gujarati and English) across 13 states in India. Our flagship newspapers Dainik Bhaskar established in 1958 (in Hindi) Divya Bhaskar and Saurashtra Samachar (in Gujarati) have a combined average daily readership of 17.2 million, making us one of the most widely read newspaper groups in India with presence in Madhya Pradesh, Chattisgarh, Rajasthan, Haryana, Jharkhand, Punjab, Chandigarh, Himachal Pradesh, Uttarakhand, Delhi, Gujarat, Maharashtra and Jammu. Our other noteworthy newspapers brands are Business Bhaskar, DB Gold and DB Star and, on a franchisee basis, DNA (in Gujarat and Rajasthan).

DBCL is the only print media conglomerate that enjoys a leadership position in all its 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.

For further information please contact:

Mr. P. K. Pandey
Head – Investor Relations
Tel: +91 22 3980 4817/18
Email: prasoon@bhaskarnet.com

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