

# D B CORP LTD.

## KEY PERFORMANCE METRICS

(Rs. In Mn)

Particulars ( INR MN)						
	FY 11-12	Q4 FY12	Q1 FY12	Q1 FY13	Variance % (YOY)	Variance % (QOQ)
<b>Profit &amp; Loss Items</b>	<b>12 Months</b>	<b>3 Months</b>	<b>3 Months</b>	<b>3 Months</b>		
Advt Revenue	11281	2630	2842	2862	0.7%	8.8%
Circulation Revenue	2422	622	568	658	15.9%	5.9%
<b>Total Revenue</b>	<b>14639</b>	<b>3607</b>	<b>3537</b>	<b>3784</b>	<b>7.0%</b>	<b>4.9%</b>
NP prices ( MT)	31324	31781	30516	32318	5.9%	1.7%
News Print Cost/Total Cost	45.8%	45.7%	46.7%	45.4%		
Personnel Cost/Total Cost	21.9%	23.2%	22.7%	23.2%		
Other Operational Cost/Total Cost	32.3%	31.1%	30.6%	31.4%		
<b>Total Cost</b>	<b>11088</b>	<b>2849</b>	<b>2534</b>	<b>2934</b>	<b>15.8%</b>	<b>3.0%</b>
EBIDTA	3551	759	1004	849	-15.4%	12.0%
EBIDTA Margin	24.3%	21.0%	28.4%	22.4%		
PAT	2021	454	611	437	-28.5%	-3.9%
Pat Margin	13.8%	12.6%	17.3%	11.5%		
<b>Balance Sheet Items</b>						
Gross Fixed Assets	10443	10443	9316	10683		
Net Fixed Assets	8224	8224	7470	8341		
Secured Gross Term Debt	1328	1328	1700	1349		
Secured Net Term Debt	-568	-568	-264	46		
Tangible Networkth	9177	9177	8799	9624		
Debt / Equity	0.1	0.1	0.2	0.1		
Debt / EBIDTA	0.4	0.4	0.5	0.4		
ROCE	26.2%	26.2%	27.6%	25.2%		
RONW	22.0%	22.0%	23.0%	21.0%		
Fixed Assets Coverage Ratio	6.2	6.2	4.4	6.2		
Current Ratio (Including Term Loan Liabilities due in 1 Year)	2.2	2.2	2.3	2.2		
Total Outside Liabilities/Tangible Net Worth	0.6	0.6	0.6	0.6		
Inventory Turnover (Days)	85	85	85	97		
Debtors Turnover (Days)	62	62	73	76		