

D B CORP LTD.

KEY PERFORMANCE METRICS

(Rs. In Mn)

Particulars (INR MN)						
	Qtr 4 FY11	Qtr 4 FY12	Variance % (Q3 -YOY)	YTD MAR FY11	YTD MAR FY12	Variance %
Profit & Loss Items	3 Months	3 Months		12 Months	12 Months	
Advt Revenue	2495	2630	5.4%	10034	11281	12.4%
Circulation Revenue	534	622	16.4%	2144	2422	13.0%
Total Revenue	3174	3606	13.6%	12652	14638	15.7%
NP prices (MT)	27987	31781	13.6%	27141	31324	15.4%
News Print Cost/Total Cost	43.8%	45.7%		44.5%	45.8%	
Personnel Cost/Total Cost	20.7%	21.4%		21.4%	21.9%	
Other Operational Cost/Total Cost	35.5%	32.9%		34.1%	32.3%	
Total Cost	2378	2849	19.8%	8621	11088	28.6%
EBIDTA	796	758	-4.8%	4031	3550	-11.9%
EBIDTA Margin	25.1%	21.0%		31.9%	24.3%	
PAT	450	454	1.0%	2585	2021	-21.8%
Pat Margin	14.2%	12.6%		20.4%	13.8%	
Balance Sheet Items						
Gross Fixed Assets	9088	10443		9088	10443	
Net Fixed Assets	7358	8224		7358	8224	
Secured Gross Term Debt	1745	1328		1745	1328	
Secured Net Term Debt	14	-568		14	-568	
Tangible Networkth	8179	9496		8179	9496	
Debt / Equity	0.2	0.1		0.2	0.1	
Debt / EBIDTA	0.4	0.4		0.4	0.4	
ROCE	34.1%	25.5%		34.1%	25.5%	
RONW	31.6%	21.3%		31.6%	21.3%	
Fixed Assets Coverage Ratio	4.2	6.2		4.2	6.2	
Current Ratio (Including Term Loan Liabilities due in 1 Year)	2.7	2.5		2.7	2.5	
Total Outside Liabilities/Tangible Net Worth	0.6	0.5		0.6	0.5	
Inventory Turnover (Days)	69	85		69	85	
Debtors Turnover (Days)	69	62		69	62	