

D B CORP LTD.

KEY PERFORMANCE METRICS

(Rs. In Mn)

Particulars (INR MN)							
	FY 15-16	Q2 FY16	Q2 FY17	Variance % (YOY)	H1 FY16	H1 FY17	Variance % (YOY)
Profit & Loss Items	12 Months	3 Months	3 Months		6 Months	6 Months	
Advt Revenue	14812	3433	3740	9.0%	6855	7876	14.9%
Circulation Revenue	4356	1057	1179	11.5%	2079	2354	13.3%
Total Revenue	20783	4858	5328	9.7%	9670	11074	14.5%
NP prices (MT)	33470	33311	34750	4.3%	33467	34364	2.7%
News Print Cost/Total Cost	40.6%	40.4%	43.2%		40.7%	42.1%	
Personnel Cost/Total Cost	25.7%	26.1%	28.4%		26.2%	27.9%	
Other Operational Cost/Total Cost	33.7%	33.5%	28.4%		33.2%	29.9%	
Total Cost	15246	3697	3782	2.3%	7235	7674	6.1%
EBIDTA	5537	1162	1547	33.2%	2435	3400	39.6%
EBIDTA Margin	26.6%	23.9%	29.0%		25.2%	30.7%	
PAT	2901	568	885	55.9%	1211	1925	59.0%
Pat Margin	14.0%	11.7%	16.6%		12.5%	17.4%	
Balance Sheet Items							
Gross Fixed Assets	13766	13185	13999		13185	13999	
Net Fixed Assets	9128	8558	8952		8558	8952	
Secured Gross Term Debt	536	663	404		663	404	
Secured Net Term Debt	(390)	(375)	(401)		(375)	(401)	
Tangible Networth	13993	13760	14990		13760	14990	
Debt / Equity	0.0	0.0	0.0		0.0	0.0	
Debt / EBIDTA	0.1	0.1	0.1		0.1	0.1	
ROCE	29.4%	30.2%	39.0%		30.2%	39.0%	
RONW	20.7%	21.1%	27.9%		21.1%	27.9%	
Fixed Assets Coverage Ratio	17.0	12.9	22.2		12.9	22.2	
Current Ratio (Including Term Loan Liabilities due in 1 Year)	3.2	3.5	3.4		3.5	3.4	
Total Outside Liabilities/Tangible Net Worth	0.3	0.3	0.3		0.3	0.3	
Inventory Turnover (Days)	99	94	89		94	89	
Debtors Turnover (Days)	68	66	65		66	65	