

D B CORP LTD.

KEY PERFORMANCE METRICS

(Rs. In Mn)

Particulars (INR MN)							
	FY 13-14	Q2 FY14	Q2 FY15	Variance % (YOY)	H1 FY14	H1 FY15	Variance % (H1-YOY)
Profit & Loss Items	12 Months	3 Months	3 Months		6 Months	6 Months	
Advt Revenue	14178	3311	3610	9.0%	6768	7340	8.5%
Circulation Revenue	3235	796	915	15.0%	1565	1800	15.0%
Total Revenue	18836	4430	4838	9.2%	8980	9825	9.4%
NP prices (MT)	35853	34903	36217	3.8%	34064	36712	7.8%
News Print Cost/Total Cost	46.5%	45.4%	45.2%		45.1%	46.0%	
Personnel Cost/Total Cost	22.3%	22.3%	23.5%		22.8%	23.6%	
Other Operational Cost/Total Cost	31.2%	32.3%	31.3%		32.1%	30.4%	
Total Cost	13595	3314	3567	7.6%	6490	7114	9.6%
EBIDTA	5241	1116	1271	13.9%	2490	2712	8.9%
EBIDTA Margin	27.8%	25.2%	26.3%		27.7%	27.6%	
PAT	3066	602	681	13.2%	1363	1472	8.0%
Pat Margin	16.3%	13.6%	14.1%		15.2%	15.0%	
Balance Sheet Items							
Gross Fixed Assets	11874	11555	12212		11555	12212	
Net Fixed Assets	8526	8490	8370		8490	8370	
Secured Gross Term Debt	969	1139	874		1139	874	
Secured Net Term Debt	(166)	27	(438)		27	(438)	
Tangible Networkth	11405	11590	12837		11590	12837	
Debt / Equity	0.1	0.1	0.1		0.1	0.1	
Debt / EBIDTA	0.2	0.2	0.1		0.2	0.1	
ROCE	34.5%	33.9%	35.2%		33.9%	35.2%	
RONW	26.9%	26.5%	25.5%		26.5%	25.5%	
Fixed Assets Coverage Ratio	8.8	7.5	9.6		7.5	9.6	
Current Ratio (Including Term Loan Liabilities due in 1 Year)	2.4	2.7	3.2		2.7	3.2	
Total Outside Liabilities/Tangible Net Worth	0.4	0.4	0.3		0.4	0.3	
Inventory Turnover (Days)	100	78	78		78	78	
Debtors Turnover (Days)	64	65	60		65	60	