

D B CORP LTD. KEY PERFORMANCE METRICS

(Rs. In Mn)

Particulars (INR MN)	Q4 FY13	Q4 FY14	Variance % (Q4 -YOY)	FY 12-13	FY 13-14	Variance % (YOY)
	3 Months	3 Months		12 Months	12 Months	
Profit & Loss Items						
Advt Revenue	2975	3400	14.3%	12075	14178	17.4%
Circulation Revenue	733	839	14.4%	2823	3235	14.6%
Total Revenue	4073	4622	13.5%	16137	18836	16.7%
NP prices (MT)	32797	37904	15.6%	32946	35853	8.8%
News Print Cost/Total Cost	44.0%	47.9%		44.9%	46.5%	
Personnel Cost/Total Cost	22.8%	22.3%		23.0%	22.3%	
Other Operational Cost/Total Cost	33.2%	29.8%		32.1%	31.2%	
Total Cost	3041	3496	14.9%	12138	13595	12.0%
EBIDTA	1032	1127	9.2%	3998	5241	31.1%
EBIDTA Margin	25.3%	24.4%		24.8%	27.8%	
PAT	552	759	37.4%	2181	3066	40.6%
Pat Margin	13.6%	16.4%		13.5%	16.3%	
Balance Sheet Items						
Gross Fixed Assets	11142	11874		11142	11874	
Net Fixed Assets	8383	8526		8383	8526	
Secured Gross Term Debt	1098	969		1098	969	
Secured Net Term Debt	(181)	(166)		(181)	(166)	
Tangible Networkth	10214	11405		10214	11405	
Debt / Equity	0.1	0.1		0.1	0.1	
Debt / EBIDTA	0.3	0.2		0.3	0.2	
ROCE	28.1%	34.5%		28.1%	34.5%	
RONW	21.4%	26.9%		21.4%	26.9%	
Fixed Assets Coverage Ratio	7.6	8.8		7.6	8.8	
Current Ratio (Including Term Loan Liabilities due in 1 Year)	2.1	2.4		2.1	2.4	
Total Outside Liabilities/Tangible Net Worth	0.5	0.4		0.5	0.4	
Inventory Turnover (Days)	87	100		87	100	
Debtors Turnover (Days)	70	64		70	64	