

D B CORP LTD. KEY PERFORMANCE METRICS

(Rs. In Mn)

Particulars (INR MN)						
	Q4 FY14	Q4 FY15	Variance % (Q4 -YOY)	FY 13-14	FY 14-15	Variance % (YOY)
Profit & Loss Items	3 Months	3 Months		12 Months	12 Months	
Advt Revenue	3400	3543	4.2%	14178	15166	7.0%
Circulation Revenue	839	985	17.4%	3235	3755	16.1%
Total Revenue	4622	4953	7.2%	18836	20353	8.1%
NP prices (MT)	37904	34385	-9.3%	35853	35778	-0.2%
News Print Cost/Total Cost	47.9%	41.5%		46.5%	44.8%	
Personnel Cost/Total Cost	22.3%	24.7%		22.3%	23.9%	
Other Operational Cost/Total Cost	29.8%	33.8%		31.2%	31.3%	
Total Cost	3496	3662	4.7%	13595	14474	6.5%
EBIDTA	1127	1292	14.7%	5241	5879	12.2%
EBIDTA Margin	24.4%	26.1%		27.8%	28.9%	
PAT	610	640	5.0%	2917	3163	8.5%
Pat Margin	13.2%	12.9%		15.5%	15.5%	
Balance Sheet Items						
Gross Fixed Assets	11874	12461		11874	12461	
Net Fixed Assets	8526	8203		8526	8203	
Secured Gross Term Debt	969	758		969	758	
Secured Net Term Debt	(166)	(1024)		(166)	(1024)	
Tangible Networkth	11405	12836		11405	12836	
Debt / Equity	0.1	0.1		0.1	0.1	
Debt / EBIDTA	0.2	0.1		0.2	0.1	
ROCE	34.5%	34.5%		34.5%	34.5%	
RONW	25.6%	24.6%		25.6%	24.6%	
Fixed Assets Coverage Ratio	8.8	10.8		8.8	10.8	
Current Ratio (Including Term Loan Liabilities due in 1 Year)	2.3	2.6		2.3	2.6	
Total Outside Liabilities/Tangible Net Worth	0.5	0.4		0.5	0.4	
Inventory Turnover (Days)	100	79		100	79	
Debtors Turnover (Days)	64	62		64	62	