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Press Release

Mumbai, July 30 2010

Performance Highlights for Q1 FY 2010-11

- **DB Corp Ltd. has achieved an EBIDTA margin of 38% in Q1 FY 10-11 on consolidated basis to Rs. 1136 million, against Rs. 937 million in the corresponding period of last year**
- **Consolidated EBIDTA grew by over 21% in Q1 YOY**
On stand-alone basis EBIDTA margin stands at ~39.5% - which is probably amongst the highest operating margins reported by print media companies in Q1 FY 10-11
- **Consolidated Advertising Revenues grew by ~ 18% to Rs. 2357 million from Rs. 2000 million**
- **Consolidated PAT has grown to Rs. 695 million from Rs. 515 million, up 35% in Q1 YOY, PAT margin has increased 23.3% in Q1 FY 10-11, compared with 19.5% in FY 09-10**
- **The above EBITDA margin was driven by growth in advertising revenues, without cover price increase and maintaining news print quality**
- **DB Corp continued to efficiently contain the impact of hike in news print prices through better negotiations and optimum inventory management**
- **Continues to enhance other operational efficiencies even in the face of new staff recruitment to support new launches – and hike in man power cost through rewards and benefits**
- **In Q1 FY 10-11 have made additional provision for carrying cost of investments and bad debts over Q1 FY 09-10**
- **Gross Term Debt down to Rs. 2300 million and Net Term Debt to Rs. 158 million as on 30th June 2010**
- **Radio business has achieved EBIDTA of Rs. 12 million in current quarter against negative EBIDTA of Rs. 4 million in the corresponding quarter of last year**

Mumbai, July 30 2010: DB Corp Limited (DBCL) one of India's leading print media companies and home to flagship news papers Dainik Bhaskar, Divya Bhaskar and Saurashtra Samachar, today announced its financial results for the first quarter ended June 30, 2010. The highlights of the Company's operational and financial performance are as follows:

- ❖ **DB Corp Ltd. retains position as the largest print media group amongst national dailies, with 15.8 million readers across India's fastest growing markets**
- ❖ **DBCL's expansion and consolidation initiatives are well under way. Dainik Bhaskar set to extend footprint in North India with the launch of Jammu edition in August, 2010. Dainik Bhaskar's Ranchi edition to be launched in August-September, 2010**
- ❖ **Maintains leadership position in Madhya Pradesh, Chattisgarh, Chandigarh, Gujarat, Haryana, Punjab (JAL), and Rajasthan (U)**
- ❖ **Radio business continues to scale up well – reports 22.3% growth this quarter supported by a robust EBITDA growth of Rs. 15.9 million in Qtr 1 on YOY basis**
- ❖ **MY FM 94.3 emerged as no. 1 radio channel in 15 cities, according to a study, conducted by, Ormax research agency, an independent research agency.**
- ❖ **Dainik Bhaskar Group wins 5 positions at the 4th Indys Awards for Excellence in Mass Communication, Marketing Communication, Public Relations, Advertising and Branding**
- ❖ **DBCL has developed a unique software 'DB Assist' for one stop support to marketing teams of advertisers and media planners - facilitating easy access to a huge quantum of industry data, relevant market and economic indices, as well as media reach and readership across Indian states, specifically focusing on Tier 1 and Tier 2 cities and towns and markets beyond key metros**

Commenting on the performance for Q1 FY 2011, Mr. Sudhir Agarwal, Managing Director, DB Corp Limited said,

"Our performance of the current quarter once again reiterates our optimism for the growing strength of regional print media and DBCL's endeavours and ability to leverage this potential. Several factors have contributed towards a growth-oriented performance, primarily comprising increased advertising revenues, supported by volume growth. Going forward, we expect factors such as ad yield improvement to contribute to our top line growth. Further, better than expected savings in news print costs will continue to contribute meaningfully towards enhancing operational efficiencies. During this

quarter, we have also achieved favourable traction from corporate print ad categories as they continue to report significant growth.

I am pleased with DBCL's progress in extending its national footprint and consolidating its leadership position, as we set to launch new editions in Jammu and Jharkhand in August. The radio business continues to scale up, favourably, evidenced by the 22.3% growth, demonstrated this quarter and has been ranked the No. 1 radio channel amongst most of the cities where it is present. Overall, DBCL continues to harness its strengths in the current markets whilst capitalising on new opportunities in under-penetrated regions. We are confident of our efforts and aim to enhance shareholder value through our regionalisation-focussed growth strategy."

Financial Performance Overview

Q1 FY 2011 Financial results highlights: (comparisons with Q1 FY 2010)

- ❖ Total consolidated revenues have expanded by around 14 % to **Rs 2987 million** from **Rs 2622 million on account of :**
 - i) Net Increase in Print total revenue of **Rs 338 million in Qtr 1 on YOY basis**
 - Advertising revenues increase to **Rs 2257 million** from **Rs 1919 million (including onetime Net Election Billing of around Rs. 130 Million)**, reflecting a growth of around **18 % YOY basis**.
 - On identical parameter basis (excluding onetime net Election Billing of Qtr. 1 Last year), our Advt. Revenue has grown by around 26% in Qtr 1 on YOY basis.
 - Circulation revenues increase to **Rs 537 million** from **Rs 527 million**.
 - ii) Net Increase of **Rs 20 million** in revenue from radio segment in **Qtr 1 on YOY basis**
 - Revenues increased from **Rs 90 million** to **Rs 110 million**, primarily on account of increase in advertising revenue
- ❖ **Consolidated EBIDTA margins** have increased to **38%** at **Rs 1136 million** in the quarter under review from around **36%** at **Rs 937 million** last year
 - The increase in EBIDTA growth in current quarter has been primarily driven by **(i) around 18% growth in advertising revenues and (ii) efficiently contain the impact of hike in news print prices through better negotiations and optimum inventory management**
- ❖ **Consolidated PAT** demonstrated robust growth to **Rs 695 million** from **Rs 515 million**, up **35%**, primarily due to above stated measures.

Operational Progress and Highlights

- ❖ **DB Corp Ltd retains position as the largest print media group amongst national dailies with 15.8 million readers across India's fastest growing markets**, as revealed by the Inaugural Quarterly Results of IRS (Q1 2010) that were released in May 2010. The Group's combined readership reflects a growth of approximately **4.5 lakhs**.
- ❖ **DBCL's expansion and consolidation initiatives to strengthen presence continue to progress vigorously. Dainik Bhaskar set to extend footprint in North India with the launch of Jammu edition in August, 2010.** Pre-launch activities in Jammu continue to progress rapidly with surveys targeting to cover households and commercial enterprises in Jammu district. As part of the survey, over 39,000 respondents have been covered to ascertain feedback and views that will be collated and condensed to design the editorial content of the Jammu edition. **Additionally, Dainik Bhaskar's Ranchi edition is also set to be launched in Jharkhand in August-September, 2010.**
- ❖ **The Company remains a strong leader in Madhya Pradesh, Chattisgarh, Chandigarh, Gujarat, Haryana, Punjab (CPH), and Rajasthan (U).** In Madhya Pradesh, Dainik Bhaskar is in a dominating position with a market share of around three-times over nearest competitor; in Chattisgarh it has achieved a 27% lead over nearest competitor; In Rajasthan, Dainik Bhaskar has a lead of 44% over nearest competitor in Jaipur. It continues to maintain a commendable lead in other major towns of Rajasthan like Jodhpur, Bikaner, Udaipur, Ajmer and Kota. In Chandigarh, Punjab, Haryana (CPH) Dainik Bhaskar continues to enjoy a lead of 40% over nearest competitor in overall CPH with a front position of 107% in Chandigarh. In Gujarat it continues to be a formidable player with lead in key markets and reflects a lead of 16% over its nearest competitor in Ahmedabad.
- ❖ **DBCL's radio business has reported more than 22 % growth in top line, supported by a robust expansion of EBITDA growth of Rs. 15.9 million on YOY basis.**
- ❖ **MY FM 94.3 emerged as no. 1 radio channel in 15 cities out of 17 cities with presence**, according to a study conducted by ORMAX – an independent research agency conducting audience research and tracking viewership for key players of the media and entertainment industry including SONY, Star Plus and IPL – 3, viewer ship etc. MY FM 94.3 airs across 17 stations including Jaipur, Chandigarh, Jalandar, Bhopal, Udaipur, Ahmedabad, Amritsar, Gwalior, Indore, Surat, Ajmer, Bilaspur, Nagpur, Jodhpur, Raipur, Kota and Jabalpur.

- ❖ **Dainik Bhaskar Group's marketing and branding initiatives acknowledged and well appreciated by Indys Awards** – The Group has won 5 positions at the 4th Indys Awards for Excellence in Mass Communication, Marketing Communication, Public Relations, Advertising and Branding.

- ❖ **DBCL has developed a unique software DB Assist - a virtual, one-stop data reference source that provides information on key Indian print media markets specifically focusing on Tier 1 and Tier 2 cities and towns.**
 - DB Assist enables marketers to easily access metrics on affluence levels, consumption patterns and habits and media exposure of consumers across India and of regions beyond metros. DB Assist is a compilation of relevant market and economic indices as well as media reach and readership across the Indian states. This data is drawn from databases such as Market skyline, Indicus Analytics, IRS, CMIE and RK Swami Guide. DB Assist therefore, is a one-point source for marketers, brand managers and media agencies seeking directional data that will help in development of appropriate market strategies.

About D B Corp

D B Corp Ltd. is one of India's leading print media companies that publishes 7 newspapers with 48 editions, 128 sub-editions in 3 multiple languages (Hindi, Gujarati and English) across 11 states in India. Our flagship newspapers Dainik Bhaskar (in Hindi) established in 1958, Divya Bhaskar and Saurashtra Samachar (in Gujarati) have a combined average daily readership of 15.8 million, making us one of the most widely read newspaper groups in India with presence in Madhya Pradesh, Chattisgarh, Rajasthan, Haryana, Punjab, Chandigarh, Himachal Pradesh, Uttarakhand, Delhi, Gujarat and Maharashtra. Our other noteworthy newspaper brands are Business Bhaskar, DB Gold and DB Star and, DNA (in Gujarat and Rajasthan) on a franchisee basis.

We are the only media House, with multiple languages that enjoy a leadership position in multiple states and is a dominant player in its all major markets.

The Company's other business interests also span the radio segment through the brand "My FM" Radio station with presence in 7 states and 17 cities, and a strong online presence in internet portals.

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Certain statements in this document may be forward-looking statements. Such forward-looking statements are subject to certain risks and uncertainties like government actions, local political or economic developments, technological risks, and many other factors that could cause our actual results to differ materially from those contemplated by the relevant forward-looking statements. DB Corp Limited will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.