



Registered Office: DB Corp Ltd., Plot no 280, Sarkhej-Gandhinagar Highway, Near YMCA Club, Makarba, Ahmedabad (Gujarat)

Press Release

Mumbai, May 12, 2014

Performance highlights for Q4 FY 2013-14 & FY 2013-14

Consolidated FY 2013-14:

- ⤴ Advertising Revenues grew by 17.4% to Rs. 14,178 million as against Rs. 12,075 million in the same period last year.
- ⤴ Total Revenues have increased by ~17% to Rs. 18,836 million, from Rs. 16,137 million.
- ⤴ EBIDTA Margins came in at ~28% for FY 2014 at Rs. 5,241 million, as against Rs. 3,998 million (EBIDTA Margin 25%) in the same period of last year, growing by 31% YOY.
- ⤴ DBCL clocked Profit After Tax (PAT) of Rs. 3,066 million (Margin 16.3%) from Rs. 2,181 million (Margin 13.5%) in the corresponding period last year, growing by ~41% YOY. The same factors a one time tax gain of Rs. 149 million, on account of demerger of digital media business.
- ⤴ Radio Business ad revenue grew by 19.2% to Rs. 801 million from Rs. 672 million
- ⤴ Digital Media ad revenue grew by ~54% to Rs. 163 million from Rs. 108 million of last year.
- ⤴ Board has considered and recommended final dividend of Rs. 4.25 per share for FY 14.

Consolidated Q4 FY 2013-14

- ⤴ Revenues from advertising reported a growth of ~14.3% YOY to Rs. 3,400 million in current period from Rs. 2,975 million in Q4 last fiscal
- ⤴ Total Revenues have shown a growth of ~14% YOY to Rs. 4,622 million in Q4 against Rs. 4,073 million of Q4 of last fiscal
- ⤴ EBIDTA margin for the quarter came in at ~24.4% at Rs. 1,127 million, against Rs. 1,032 million, in Q4 FY 2013. The same factors one time preoperative expenses of Rs. 39.5 million, on the launch of Bihar as well as Forex gain of Rs. 26.06 million.
- ⤴ PAT margin stands at 16.4% to Rs. ~759 million against Rs. 552 million, in Q4 of last year, grew by 37.4%, (after consideration of digital media business demerger tax adjustment of Rs. ~149 million). The same factors one-time pre-operative expenses of Rs. 39.5 million for Bihar launch as well as Forex gain of Rs. 25.93 million.
- ⤴ Radio business Ad Revenue grew by 17% at Rs. 215 million against Rs. 185 million in Q4 FY 2013-14
- ⤴ Radio business EBIDTA stands at Rs. ~98 million (~46% margin) in Q4 FY 2013-14
- ⤴ Digital business revenue grew by ~95% to Rs. 43 million from Rs. 22 million of last year.

Mumbai, May 12, 2014: DB Corp Limited (DBCL), India's largest print media company and home to flagship newspapers Dainik Bhaskar, Divya Bhaskar, Dainik Divya Marathi and Saurashtra Samachar, today announced its financial results for the fourth quarter and full year ended March 31, 2014. The highlights of the Company's operational and financial performance are as follows:

- **DB Corp Ltd. remains a highly respected regional news daily by 19.8 million readers across India's fastest growing markets**
- **Dainik Bhaskar continues to be the largest read newspaper of urban India, retains its market position in legacy markets while also strengthening presence in emerging regions**
- **Has maintained leadership position in legacy markets of Madhya Pradesh, Chhattisgarh, Chandigarh, Punjab, Haryana (CPH), urban Rajasthan, urban Gujarat**
- **Maharashtra - Divya Marathi maintains strong growth momentum across all 7 editions.**
- **Bihar – Dainik Bhaskar's launch in Bihar garnered an overwhelming response to an exciting challenge in the region with established peers**
 - Results have reiterated DBCL's execution capabilities, meticulous pre survey planning and thorough pre-launch strategies until seamless final roll-out. With a well strategized launch campaign, built on the back of our powerful product with unbiased content and appealing to diverse readership categories, Dainik Bhaskar has already achieved wide acceptance.
- **Re-aligned its corporate sales and marketing strategy** supported by key senior management appointments – **with the aim of providing greater focus to advertisers at every state level.** Going forward, the business will be strengthened by a full state-focussed model with segments that will focus on zones and industry vertical specialists. To implement this shift in strategy, **the company has promoted Mr. Dharmendra Atri, who will assume the position of the National Sales Head for 'Dainik Bhaskar', Rajasthan and Chandigarh, Punjab, Haryana & Himachal Pradesh (CPH2) markets alongside Mr. Raja Mitra as the National Sales Head for 'Dainik Bhaskar', Madhya Pradesh & Chhattisgarh (MPCG), Bihar and Jharkhand markets.** Both are senior leaders with vast industry experience and enjoy the trust of media agency partners and clients with excellent leadership and execution skills.
- **DBCL's non-print media on high growth trajectory – continues to report significant improvement across digital (internet and mobile) and radio business segments**

DBCL leverages its leading position in Hindi, Gujarati and Marathi print media by extending its trusted brands and building on its tradition of editorial excellence and deep insights of consumer behavior, to build its digital (internet and mobile) and radio businesses.

Digital:

- **Vision:** To lead the digital revolution by creating the **most preferred destination** for content
- **Strategy:**
 - DBCL's digital strategy is centred on unique content, expansion of engaging platforms and ability to leverage the Bhaskar Group's editorial network across 14 Indian states (Dainik Bhaskar has 37 Editions, Divya Bhaskar has 7 editions and Divya Marathi has 7 editions with

200+ bureaus, 79 editors & 110+ writers, 2700+ reporters across 14 states). DBCL plans to have a news and content centric digital presence, through its current sites as well as by launching new sites in future. DBCL may also launch niche classifieds websites.

- DBCL's online presence is in Hindi, Gujarati and Marathi - 3 of the top 5 regional languages, which account for 75% of India's regional language audience - as well as in English.
- DBCL's digital media businesses source a significant portion of its content from DBCL's print media operations, it has its own independent team for content development as well as for technology, sales & marketing.
- DBCL sites will deliver a good user experience, whether the customer is using a PC or a mobile phone to access the site.
- **Current status:** DBCL's sites continued to develop a loyal readership base. As a result, DBCL's www.dainikbhaskar.com continues to be the #1 Hindi news site, as well as the #1 website in Hindi on the Internet. Similarly, www.divyabhaskar.com is the #1 Gujarati news site, as well as the #1 website in Gujarati on the Internet. DBCL's other websites are the Marathi news website www.divyamarathi.com and the English news site www.dailybhaskar.com.
- **Noteworthy progress in growth of page views and unique visitors:** For the quarter under review, Dainik Bhaskar's digital business has registered an upsurge of 63% in unique visitors.
 - www.dainikbhaskar.com registered unique visitors of 5.9 million (4.2 million in the prior year) registering a growth of 38%.
 - www.divyabhaskar.com registered 2.1 million unique visitors (1.4 million in the prior year) registering a growth of 55%.
 - As per ComScore data, DBCL's digital properties www.dainikbhaskar.com and www.divyabhaskar.com registered the highest user engagement with an unprecedented total time spent of 128 million minutes per month, along with high page views of 48 pages per visit
 - Sustained efforts around strengthening the brand equity of DBCL's digital properties through rich and timely content around breaking news, live coverage of key events on real time basis and simultaneous filing of key news by editorial staff trained in multimedia reporting have all contributed to the rapid, consistent growth
 - **Focus on market expansion:** DBCL will continue to expand the digital business keeping in view its unfolding immense potential, with a measured but calibrated approach. Keeping the same philosophy in mind, DBCL launched three new titles/ properties:
 - Bollywoodbhaskar.com - launched for exclusive entertainment content
 - Businessbhaskar.com - catering especially to small and medium sized businesses
 - Dainikbhaskar.com/UP - launched to provide exhaustive coverage of news from Uttar Pradesh, a key market with the tag line of "Kal pado so aaj pad" to ensure that users in Uttar Pradesh are able to access local news immediately online
- **Mobile:** The majority of Indian Internet users access the Internet through their mobile phones. Dainikbhaskar.com and Divyabhaskar.com were WAP-enabled, to allow the sites to be read easily on lower-end 'feature phones'. Dainikbhaskar.com's WAP-enabled site registered a growth of 75% in [unique visitors] in Q4 FY2014 over Q3 FY2014, with total visits during this period rising to 12 million from 7 million.

The penetration of relatively higher-end 'smartphones' is rising rapidly, with 44 million smartphones sold in 2013, a 255 % increase over 2012. DBCL launched 'apps' for smart phones for dainikbhaskar.com and divyabhaskar.com in early 2014. These apps are

available for iOS (iPhone) and Android operating systems that have seen rapidly increasing downloads since last few months.

Radio:

- **Vision:** To be the leading and most admired FM Radio network in non-metro cities by enriching the lives of our listeners and business associates by following our guiding principles of management philosophy.
- **Mission:** is to become an indispensable part of the lives of our listeners and business associates by offering them relaxing, refreshing and informative content.
- **Strategy:** Radio has significant growth potential in India. DBCL seeks to capitalize on the marked shift of attitude in consumption of radio content, from an add-on medium to an increasingly integral part of media plans that seek to target more focused and localized audience groups in a cost effective manner. DBCL seeks to be the market leading radio business in 'Unmetro' geographies, where DBCL has a significant print media footprint.
- **Current status:**
 - MY FM is the leading radio station in majority of 17 markets
 - MY FM is well placed and ahead of its primary competitors due to:
 - Meticulous planning of content tested with listeners before introduction on show
 - Well-researched programs to understand and identify listener demands
 - Continuous audience engagement through activation efforts
 - The Government is finalizing the process to be followed for 'Phase III' bidding for radio licenses, which will reach consumers in even smaller towns than during the 'Phase II' which will also see allowing of news content, which will benefit DB Corp immensely due to ready available infrastructure in all radio stations.
- **Our digital media business was demerged from our fully owned subsidiary I. Media Corp Limited and was merged into DB Corp Limited with effect from April 1, 2013 & reflects in standalone nos. Hence Stand alone nos for Qtr 4 and FY 14 are not comparable.**
- **Several awards and acknowledgements continue to reflect DBCL's brand excellence:**
 - **Dainik Bhaskar wins Global CSR Excellence & Leadership Award 2013 conferred by World CSR Congress on 'World CSR Day'**
 - The Global CSR Excellence and Leadership Awards recognize outstanding achievements in economic, environmental and social dimensions. Dainik Bhaskar won awards in the following two categories:
 - Community Development (Series of Group CSR Initiatives)
 - Innovations in CSR Practices (Tree Plantation: Green Ambulance)
 - Dainik Bhaskar group awarded '**Outstanding CSR Award in the Print Media Sector**' in the National CSR conclave 2014 organised by 'Think Media Inc'. Think Media Inc. is a venture with an aim to create an impact on society by providing updates on inspirational news for all genres across the world.
 - **Noteworthy CSR activities undertaken over the quarter:**
 - **Computer Training for senior citizens and housewives:** provided free computer training at 22 centers with the aim of providing basic computer knowledge to senior citizens and housewives

- **Netraadaan / Eye donation camp:** conducted to spread awareness and motivate people to take self-initiated steps to donate their eyes. Pledge forms received were submitted to the nearest eye banks
- **Vastradaan:** an annual initiative to reach out to the underprivileged during the harsh winter by providing them warm clothes and blankets. Clothes are collected at various collection centres and distributed to orphanages, old age homes and centres for disabled individuals

Commenting on the performance for Q4 & FY 2013-14, Mr. Sudhir Agarwal, Managing Director, DB Corp Ltd said, *“We have delivered a robust operating performance this year amidst a challenging market environment. Our focus on sustaining and extending leadership in core markets, consistent focus on operational efficiencies as well as strong performance across non-print segments have enabled us to report significant growth.*

The Bhaskar way of journalism places the reader at the center. Our growth strategy revolves around this philosophy and as we have successfully done in the past – we have ensured that our strategies combine ‘knowledge enhancement’ for the reader and ‘product differentiation’ towards growth. Therefore, our earlier associations with leading media brands for exclusive, unique content have started delivering exciting results. This quarter, we re-aligned our corporate sales and marketing strategy supported by key senior management appointments – with the aim of providing greater focus to advertisers at every state level. Our Un-Metro – Markets Driving India initiative extensively analysed the potential of high-growth non-metro regions with inspiring participation by marketing stalwarts across Bengaluru, Mumbai and New Delhi, have also contributed significantly towards broadening our horizons. Our Bihar-Patna launch was an exciting challenge in that region and we are encouraged by an overwhelming response and wide acceptance; while our progress in Maharashtra continues well on course.

DBCL’s non-print media segments have been making strong headway as we report commendable developments across our digital and radio properties. We have been leveraging our leadership strengths in print media - extending our editorial excellence and deep readership insights to make steady progress across digital and radio platforms. We are excited with the potential of post Phase 3 licensing and are well poised to strengthen our radio footprint.

While the macro outlook does remain undefined, we are hopeful that, as we move towards political certainty, the consumer sentiment will become more positive and result in better growth across sectors. I am confident that with our clear strategic focus, strong business fundamentals, superior execution capabilities supported by a talented team, we will strive towards our vision to be the largest and most admired media brand as well as active socio-economic change agents.”

Q4 FY 2013-14 financial results highlights: (comparisons with Q4 FY 2012-13)

- **Total Consolidated Revenues** have expanded by around 14 % to **Rs. 4,622 million** from **Rs. 4,073 million on account of:**

- ◆ Net Increase in print business **Total Revenue** of **Rs. 472 million in Q4 FY 2014 on YOY basis**
 - Advertising revenues increase to **Rs. 3,151 million** from **Rs. 2,779 million**, reflecting a growth of **~13.4% YOY basis**
 - Circulation revenues grew YOY to **Rs. 839 million** from **Rs. 731 million**, at **~15% YOY**
- ◆ Net increase of Rs. 30 million in revenues from radio segment in Q4 on YOY basis
 - Revenues increased from Rs. 215 million to Rs. 185 million due to improved advertising revenues
- ❖ Print business EBIDTA margins stand at ~24% at **Rs. 1,042 million**. The same factors our premarketing and launch related expenses of around **Rs. 39.5 million** in Q4 FY 2014 for Bihar launch which have been booked in the revenue account, instead of capitalizing or deferring the outlay for future quarters, considering the long term impact of these expenditures. The same also considers Forex gain of Rs. 26.06 million.
- ❖ Print business PAT stands at Rs.~705 million (16% PAT margin), it includes onetime tax gain of Rs. 149 million on account of demerger of digital media business.
- ❖ **Print Business Mature editions EBIDTA margin stand at ~30%**
 - *An analysis and break-up of Mature and Emerging Editions financials on a quarterly basis is given below. We classify emerging editions as those which are below 4 years of age or profitable since last 4 quarters, whichever is earlier.*

Q4 FY14

Rs.Mn

Particulars	Mature Editions	*Emerging Editions	Radio Business	DBCL Standalone
Total Revenues	3914	455	215	4712
EBIDTA before pre-opex	1166	(84)	98	1112
EBIDTA Margin	29.8%	(18.5%)	45.7%	23.6%
EBIDTA after pre-opex	1166	(124)	98	1072
EBIDTA Margin	29.8%	(27.2%)	45.7%	22.8%

*Almost all spill over new printing centres / Editions, after completion of 2 years have been transferred to mature editions with effect from Qtr 1, FY 14. Jammu edition, after remaining profitable for 4 consecutive qtrs, has also been transferred to mature edition category

About DB Corp Ltd

DB Corp Ltd. is India's largest print media company that publishes 7 newspapers with Dainik Bhaskar 37 editions, Divya Bhaskar 7 editions, Divya Marathi 7 Editions, with 199 sub-editions in 4 multiple languages (Hindi, Gujarati,

English and Marathi) across 14 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 19.8 million, making us one of the most widely read newspaper groups in India with presence in Madhya Pradesh, Chhattisgarh, Rajasthan, Haryana, Punjab, Chandigarh, Himachal Pradesh, Uttarakhand, Delhi, Gujarat, Maharashtra, Jharkhand and Jammu. Our other noteworthy newspaper brands are Dainik Divya Marathi, DB Star and, DNA (in Gujarat & Rajasthan) on a franchisee basis. DBCL is the only media conglomerate that enjoys a leadership position in multiple states, in multiple languages 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.

For further information please contact:

Mr. P.K. Pandey

Head – Investor Relations

Tel: +91 22 39501500

Email: prason@bhaskarnet.com

Address for investor communication:

DB Corp Ltd.

G 3 A/ 4-6 Kamanwala Chamber

New Udyog Mandir – 2, Mogul Lane, Mahim (W), Mumbai, 400016