

# D B Corp Ltd. Investor Presentation

August 2021



India's Largest Newspaper Group | 12 States | 65 Editions | 3 Languages

VALUES – Ground Connect | Result-Oriented | Emotional Connect | Analytical | Trendsetter

# Disclaimer

Some of the statements made in this presentation are forward-looking statements and are based on the current beliefs, assumptions, expectations, estimates, objectives and projections of the directors and management of Dainik Bhaskar Group (DB Corp Ltd.) about its business and the industry and markets in which it operates.

These forward-looking statements include, without limitation, statements relating to revenues and earnings.

These statements are not guarantees of future performance and are subject to risks, uncertainties and other factors, some of which are beyond the control of the Company and are difficult to predict. Consequently, actual results could differ materially from those expressed or forecast in the forward-looking statements as a result of, among other factors, changes in economic and market conditions, changes in the regulatory environment and other business and operational risks. DB Corp Ltd. does not undertake to update these forward-looking statements to reflect events or circumstances that may arise after publication.



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# D B Corp Ltd - The Largest Print Media Company In India

## Major Business Brands



**Hindi Newspaper**      **11 States, 45 Editions**



**Gujarati Newspaper**      **2 States, 9 Editions**



**Marathi Newspaper**      **1 State, 6 Editions**



**FM Radio Network**      **7 States, 30 Stations**



**Digital & Mobile**      **5 Portals & 4 Apps**



# DB Corp Markets

<b>Madhya Pradesh</b>	Dominant
<b>Chhattisgarh</b>	Dominant
<b>Haryana</b>	Dominant
<b>Chandigarh</b>	Dominant
<b>Rajasthan</b>	Clear Leadership as per Readership in all possible metrics
<b>Gujarat</b>	Leader in Ahmedabad Close No.2 in top 6 cities of Gujarat
<b>Bihar</b>	Now Close No.1 (with a gap of 16%) Further investing in copies for overall leadership
<b>Punjab</b>	No.1 in Top 4 cities
<b>Maharashtra</b>	Limited to Central Maharashtra
<b>Jharkhand</b>	Overall No.2 in terms of circulation in urban cities



## Current Focus - Editorial Direction

**Dainik Bhaskar Group continues to follow a strong journalistic approach by keeping the readers at the centre of all its efforts.**

- As the Covid-19 catastrophe unfolded, the Dainik Bhaskar group raised its voice against the incumbent dispensation in the respective states with the aim to nudge the government towards taking positive and corrective steps.
- With **24 mega-editions** across major markets, Dainik Bhaskar Group continues to set several milestones in the print industry and garner growth from Tier-II and Tier-III & beyond markets. Our editorial philosophy of "Knowledge and Ideation" continued to guide our reader-centric editorial initiatives taken during the quarter.
- Dainik Bhaskar continues to raise its voice against prevailing issues with an aim to bring it to the attention of the government leading to positive change and taking corrective measures
- Dainik Bhaskar continues to re-affirm its faith in courageous & responsible journalism with the innate desire to bring positive change in the society.
- Bhaskar's stories were replicated by the various reputed global media houses, like the New York Times, The Guardian, BBC, CNN and attracted the attention of several leaders from across the world, through their social media mediums.



# Current Focus – Few Courageous Stories

Editorial excellence continues to be a hallmark of the Dainik Bhaskar group that adapts to the pulse of its readers, especially in the current challenging times. Some of the initiative include:

- Ground reporting on **‘Dead bodies lying near banks of Ganga River’**, from 27 districts of Uttar Pradesh, exposing the horrific problem of over 2000 dead bodies either buried in the sand or landed in the river along the 1140 KM long route. The story made huge impact and was also published by New York Times along with our national editors interview.
- The Bhaskar Group's reportage on the **‘issue of concealing the actual mortality toll’** in many states amid the second wave of covid-19 drew global attention. The photograph of blazing pyres gained stature across the globe, being used by various national and international news organisations, including the New York Times and Time magazine.
- Dainik Bhaskar called out the **‘Rajasthan State Government for higher wastage of viral in the state’**, presenting a report ‘highlighting wastage of up to 25% viral at the 35 investigated centers in 8 districts’ along with photographs of viral held captive as proof. This caused a stir and trembled the state government, and pushed the Health Department Authorities for further investigation.
- In keeping with its ethos of responsible journalism, Dainik Bhaskar came at the forefront of responsible journalism by publishing a detailed, fact-based story on **‘Insurance Claim Rejection by Insurance Companies of Covid-19 patients’**, highlighting the plight of the victims in getting insurance claims and providing insights from experts, insurance companies, and hospitals.



## CSR Initiatives

The Dainik Bhaskar Group is keenly aware of its duty not just to its readers, but also to the environment and society.

- **Save The Birds:** An initiative undertaken by Dainik Bhaskar Group, aims at appealing to society to help and save birds during the summer season by keeping aside food and water for them in pots at their homes & terraces
- **Ek Ped Ek Zindagi:** An initiative undertaken by Dainik Bhaskar Group, aims at appealing to society to help and save birds during the summer season by keeping aside food and water for them in pots at their homes & terraces

..... Contd.



# Digital Business

**Digital strategy: Long Term Focus on High Quality News Experience. Our Monthly Active users have increased by 7.5x in Hindi App in the last 18 Months**

- We at DB have remained focused on our strategy of delivering the best journalism packaged in a world class reader experience on our Digital Apps with no ads at all even during Covid and we continue to invest in Digital which has grown tremendously over the last year in a steady, sustainable manner.
- As per the latest Com Score report, Dainik Bhaskar App monthly users grew by around 7.5 x in the last 18 months, an outcome of high-quality content creation coupled with highly personalized product experience
- We're already one of the highest rated Hindi (4.3/5) and Gujarati (4.3/5) news apps at a scale of tens of millions of downloads, and our obsession with delivering the best customer experience is critical to help us achieve the best retention in our markets.
- The Company continues to invest in Digital business with a focused digital strategy of App Daily Active Users
- In our core markets, our retention is very healthy and increasing and we will be replicating the same formula across more markets in 2021





## Radio Business

**Radio strategy: MY FM continues to focus on spreading positivity amongst its listeners through innovative content creation, leading to strong Audience-Connect and listeners' engagement activities.**

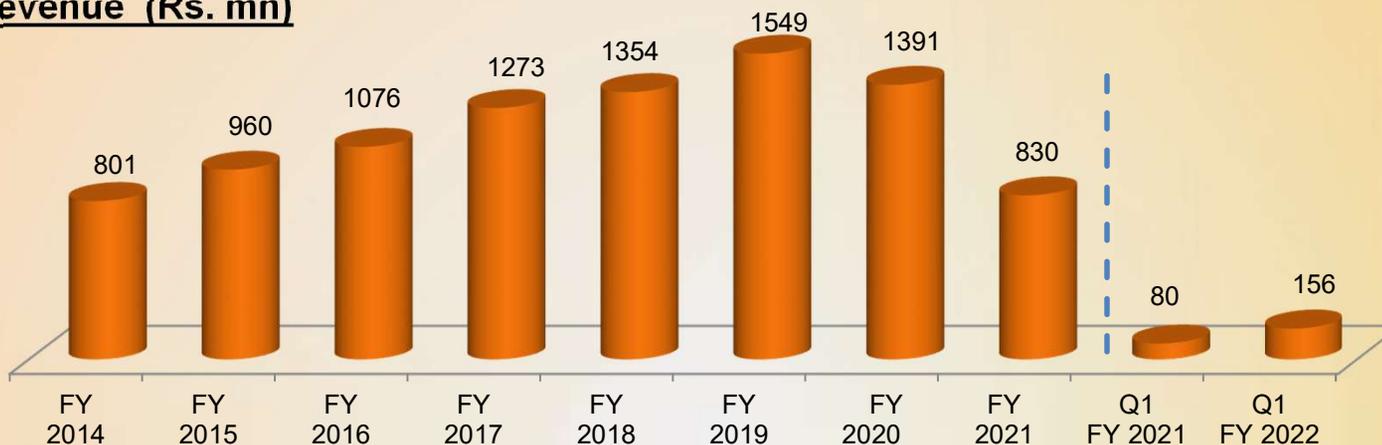
- MY FM always follows the **research based approach** where we evaluate what age bracket of people consume radio at what time and what is their music preference. "Gaane wahi jo aap ka dil chahta hai".
- Our **productions are best in industry** and also our turn around time is very less. Our strength of copywriters and promo producers is higher than competition.
- We introduced the concept of **customized jingles** for clients, it helped us to retain client for longer duration also it makes the ad break melodious.
- The genuine effort to get feedback from the customers through CSR reports for client campaigns has resulted in **highest client retention rate** in the industry (55%)
- We were the **first one in the industry to integrate radio with digital** via RJ's social media platform "Radio Dikha Hai". This helped us to gain new listeners and popularity.



# Radio Snapshot



## Total Revenue (Rs. mn)



## EBIDTA (Rs.mn)



# Radio Business Comparative

FY 19 v/s FY 20

Radio Business	DBCL FY20 YoY Growth %/ (De- growth)	ENIL FY20 YoY Growth %/ (De- growth)	Differential Increase %/ (Decline) v/s DBCL	Music Broadcast FY20 YoY Growth %/ (De-growth)	Differential Increase %/ (Decline) v/s DBCL	HT Media FY20 YoY Growth %/ (De-growth)	Differential Increase %/ (Decline) v/s DBCL
Advertisement Rev	-10.6%	-12.3%	1.7%	-23.7%	13.1%	3.9%	-14.5%
Other Income	171.8%	3.0%	168.8%	8.0%	163.8%	-	-
<b>Total Income</b>	<b>-10.2%</b>	<b>-11.8%</b>	<b>1.6%</b>	<b>-22.3%</b>	<b>12.1%</b>	<b>3.9%</b>	<b>-14.1%</b>

FY 20 v/s FY 21

Radio Business	DBCL FY21 YoY Growth %/ (De- growth)	ENIL FY21 YoY Growth %/ (De- growth)	Differential Increase %/ (Decline) v/s DBCL	Music Broadcast FY21 YoY Growth % / (De-growth)	Differential Increase %/ (Decline) v/s DBCL	HT Media FY21 YoY Growth %/ (De-growth)	Differential Increase %/ (Decline) v/s DBCL
Advertisement Rev	-40.3%	-49.9%	9.6%	-48.5%	8.2%	-63.2%	22.8%
Other Income	-29.8%	-7.3%	-22.5%	-8.5%	-21.3%	-	-
<b>Total Income</b>	<b>-40.3%</b>	<b>-48.1%</b>	<b>7.9%</b>	<b>-46.0%</b>	<b>5.8%</b>	<b>-63.2%</b>	<b>22.9%</b>

ENIL Profits are adjusted to exceptional item of provisions related to non-financial assets

Qtr 1 FY 22

Radio Business	DBCL Q1 FY22 YoY Growth %/ (De- growth)	ENIL Q1 FY22 YoY Growth %/ (De- growth)	Differential Increase %/ (Decline) v/s DBCL	Music Broadcast Q1 FY22 YoY Growth % / (De-growth)	Differential Increase %/ (Decline) v/s DBCL	HT Media Q1 FY22 YoY Growth %/ (De-growth)	Differential Increase %/ (Decline) v/s DBCL
Advertisement Rev	93.8%	11.7%	82.1%	42.5%	51.3%	44.4%	49.5%
Other Income	80.1%	-61.6%	141.7%	-18.0%	98.0%	-	-
<b>Total Income</b>	<b>93.8%</b>	<b>10.1%</b>	<b>83.6%</b>	<b>27.5%</b>	<b>66.2%</b>	<b>44.4%</b>	<b>49.4%</b>



**Robust Growth in Advertisement Revenue**  
**Laudable Print EBITDA growth**  
**Zero Debt, High Net worth & Strong Balance Sheet**



# Proven Track Record of Topline & Bottom Line Growth

## Total Revenue (Rs. mn)

↑ 6% 14 Yrs CAGR



## Advertisement Revenue (Rs. mn)

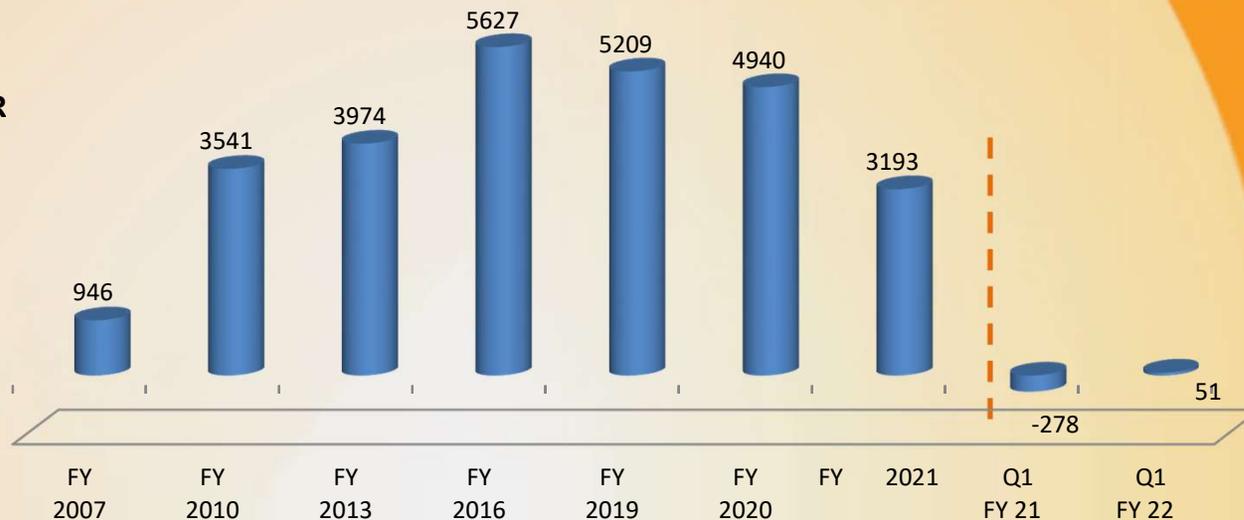
↑ 5% 14 Yrs CAGR



# Proven Track Record of Topline & Bottom Line Growth... (contd.)

**EBIDTA (Rs. mn)**

↑ 9% 14 Yrs CAGR



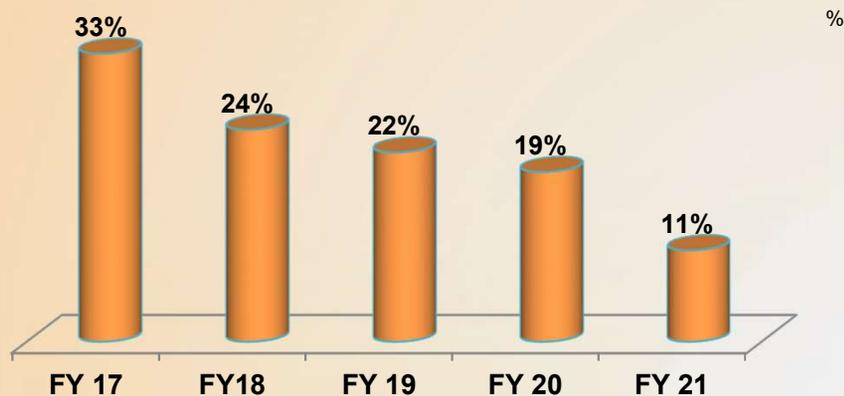
**PAT (Rs. mn)**

↑ 7% 14 Yrs CAGR

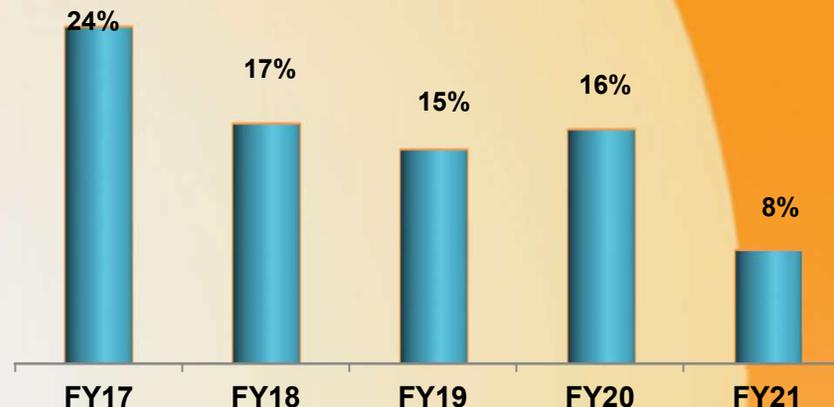


# Proven Track Record of Top line & Bottom Line Growth... (contd.)

**Return on Capital Employed (%)**



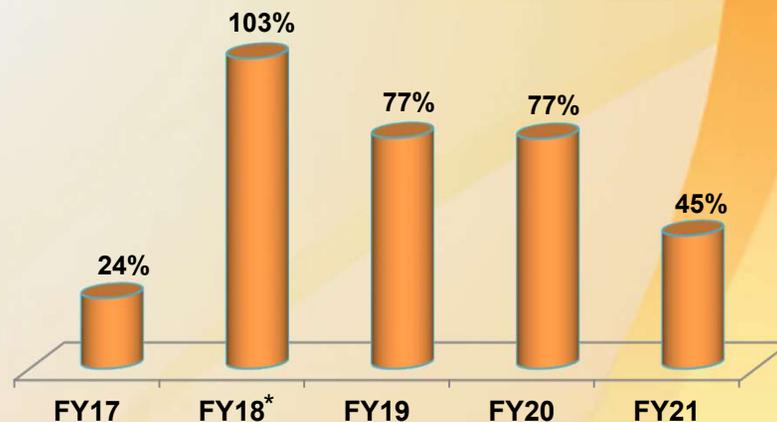
**Return on Net Worth**



**Earning Per Share (Rs.)**



**Dividend Payout (with tax & buyback) (%)**



\* includes buyback done in Aug'18



# Financial Summary

Particulars (INR million)	FY18	FY19	FY20	FY21	Quarter Ended		
					Q1 FY21	Q1 FY22	Growth %
Advertising Income	15973	16416	15640	10084	1070	1713	60.1%
Circulation Revenue	4814	4981	5122	4146	928	1106	19.2%
Total Income	22750	23349	22363	15222	2157	3080	42.8%
Newsprint	-6609	-7307	-7664	-4217	-802	-1095	36.5%
Personnel Cost	-4258	-4364	-4181	-3794	-1043	-1061	1.7%
Other Operating Expenditure	-5291	-5802	-5578	-4019	-710	-1052	48.3%
Total Expenditure	-16158	-17474	-17423	-12029	-2435	-3028	24.4%
EBITDA	6592	5875	4940	3193	-278	51	-118.5%
EBITDA Margin	29%	25%	22%	21%	-13%	2%	
Net Profit	3748	3240	2750	1414	-480	-223	-53.7%
Net Worth	15930	19291	16784	18229	16306	18038	
Secured Long Term Gross Loan	262	-	-	-	-	-	
Cash & Bank Balance	1754	3223	1352	3125	1466	3316	
Secured Working Capital Loan	288	301	1121	139	1019	124	
Total Secured Gross Debt	550	301	1121	139	1019	124	
Net Block (Fixed)	8833	9634	8956	8604	8755	8404	
ROCE	33%	24%	23%	10%	11%	16%	
RONW	24%	17%	20%	8%	9%	12%	



TO BE THE LARGEST AND MOST ADMIRER LANGUAGE MEDIA BRAND ENABLING SOCIO-ECONOMIC CHANGE

# Board Of Directors

**Sudhir Agarwal**  
Managing Director

- 30 years of experience in the publishing and newspaper business
- responsible for its long-term vision, business planning and performance monitoring

**Pawan Agarwal**  
Deputy Managing Director

- 14 years of experience in the publishing business
- Heads entire Production, IT and Strategy dept. , with the Radio & Digital business

**Girish Agarwal**  
Non-Executive Director

- 26 years of experience. Awarded “Outstanding Entrepreneur” trophy at APEA
- provides direction to the marketing strategy and related operations of the Group

**Anupriya Acharya\***

- Post Graduate from IIT – Roorkee, was Zenith Optimedia's Group CEO and now CEO of Publicis Media India

**Santosh Desai \***

- Managing Director and CEO of Future Brands Ltd , eminent author, columnist and media critic

**Ashwani Kumar Singhal\***

- Vice-President of BIR Brussels, the International Authority in Non- Ferrous Metals

\* denotes Independent Directors



TO BE THE LARGEST AND MOST ADMIRERD LANGUAGE MEDIA BRAND ENABLING SOCIO-ECONOMIC CHANGE

# THANK YOU

For more information, please visit our website [www.bhaskarnet.com](http://www.bhaskarnet.com)



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