

D B CORP LTD.

KEY PERFORMANCE METRICS

(Rs. In Mn)

Particulars (INR MN)						
	FY 12-13	Q4 FY13	Q1 FY13	Q1 FY14	Variance % (YOY)	Variance % (QOQ)
Profit & Loss Items	12 Months	3 Months	3 Months	3 Months		
Advt Revenue	12075	2975	2862	3447	20.5%	15.9%
Circulation Revenue	2823	734	658	770	16.9%	4.9%
Total Revenue	16137	4073	3815	4539	19.0%	11.5%
NP prices (MT)	32946	32797	32318	33215	2.8%	1.3%
News Print Cost/Total Cost	44.8%	44.0%	44.4%	44.9%		
Personnel Cost/Total Cost	23.0%	22.8%	22.7%	23.5%		
Other Operational Cost/Total Cost	32.3%	33.3%	32.9%	31.6%		
Total Cost	12138	3041	2985	3165	6.1%	4.1%
EBIDTA	3998	1032	831	1374	65.4%	33.2%
EBIDTA Margin	24.8%	25.3%	21.8%	30.3%		
PAT	2181	553	437	761	74.3%	37.7%
Pat Margin	13.5%	13.6%	11.4%	16.8%		
Balance Sheet Items						
Gross Fixed Assets	11142	11142	10683	11317		
Net Fixed Assets	8383	8383	8341	8408		
Secured Gross Term Debt	1098	1098	1349	1201		
Secured Net Term Debt	(181)	(181)	46	(379)		
Tangible Networkth	10214	10214	9624	10983		
Debt / Equity	0.1	0.1	0.1	0.1		
Debt / EBIDTA	0.3	0.3	0.3	0.2		
ROCE	28.1%	28.1%	28.3%	26.3%		
RONW	21.4%	21.4%	22.7%	19.9%		
Fixed Assets Coverage Ratio	7.6	7.6	6.2	7.0		
Current Ratio (Including Term Loan Liabilities due in 1 Year)	2.1	2.1	2.3	2.2		
Total Outside Liabilities/Tangible Net Worth	0.5	0.5	0.5	0.5		
Inventory Turnover (Days)	87	87	85	73		
Debtors Turnover (Days)	70	70	73	71		