

D B CORP LTD.

KEY PERFORMANCE METRICS

(Rs. In Mn)

Particulars (INR MN)						
	FY 13-14	Q4 FY14	Q1 FY14	Q1 FY15	Variance % (YOY)	Variance % (QOQ)
Profit & Loss Items	12 Months	3 Months	3 Months	3 Months		
Advt Revenue	14178	3400	3457	3730	7.9%	9.7%
Circulation Revenue	3235	839	770	885	15.0%	5.5%
Total Revenue	18836	4622	4549	4987	9.6%	7.9%
NP prices (MT)	35853	37904	33215	37205	12.0%	-1.8%
News Print Cost/Total Cost	46.5%	47.9%	44.7%	46.9%		
Personnel Cost/Total Cost	22.3%	22.3%	23.4%	23.6%		
Other Operational Cost/Total Cost	31.2%	29.8%	31.9%	29.5%		
Total Cost	13595	3496	3175	3546	11.7%	1.4%
EBIDTA	5241	1127	1374	1441	4.9%	27.9%
EBIDTA Margin	27.8%	24.4%	30.2%	28.9%		
PAT	3066	759	761	791	3.9%	4.2%
Pat Margin	16.3%	16.4%	16.7%	15.9%		
Balance Sheet Items						
Gross Fixed Assets	11874	11874	11317	11953		
Net Fixed Assets	8526	8526	8408	8313		
Secured Gross Term Debt	969	969	1201	973		
Secured Net Term Debt	(166)	(166)	(379)	(952)		
Tangible Networkth	11405	11405	10983	12146		
Debt / Equity	0.1	0.1	0.1	0.1		
Debt / EBIDTA	0.2	0.2	0.2	0.2		
ROCE	34.5%	34.5%	35.4%	35.2%		
RONW	26.9%	26.9%	27.9%	26.1%		
Fixed Assets Coverage Ratio	8.8	8.8	7.0	8.5		
Current Ratio (Including Term Loan Liabilities due in 1 Year)	2.4	2.4	2.2	2.6		
Total Outside Liabilities/Tangible Net Worth	0.4	0.4	0.5	0.4		
Inventory Turnover (Days)	100	100	73	84		
Debtors Turnover (Days)	64	64	72	64		