

D B CORP LTD.

KEY PERFORMANCE METRICS

(Rs. In Mn)

Particulars (INR MN)							
	FY 13-14	Q3 FY14	Q3 FY15	Variance % (YOY)	YTD Dec 9 Months FY14	YTD Dec 9 Months FY15	Variance % (YOY)
Profit & Loss Items	12 Months	3 Months	3 Months		9 Months	9 Months	
Advt Revenue	14178	4035	4283	6.2%	10778	11623	7.8%
Circulation Revenue	3235	830	969	16.8%	2395	2769	15.6%
Total Revenue	18836	5256	5574	6.1%	14214	15400	8.3%
NP prices (MT)	35853	37206	35323	-5.1%	35166	36228	3.0%
News Print Cost/Total Cost	46.5%	47.4%	45.6%		46.0%	45.9%	
Personnel Cost/Total Cost	22.3%	20.8%	23.8%		22.2%	23.6%	
Other Operational Cost/Total Cost	31.2%	31.8%	30.6%		31.8%	30.5%	
Total Cost	13595	3631	3699	1.9%	10099	10812	7.1%
EBIDTA	5241	1625	1876	15.4%	4115	4587	11.5%
EBIDTA Margin	27.8%	30.9%	33.6%		28.9%	29.8%	
PAT	3066	945	1051	11.3%	2307	2523	9.4%
Pat Margin	16.3%	18.0%	18.9%		16.2%	16.4%	
Balance Sheet Items							
Gross Fixed Assets	11874	12126	12309		12126	12309	
Net Fixed Assets	8526	8930	8280		8930	8280	
Secured Gross Term Debt	969	1125	892		1125	892	
Secured Net Term Debt	(166)	(107)	(943)		(107)	(943)	
Tangible Networkth	11405	11901	13126		11901	13126	
Debt / Equity	0.1	0.1	0.1		0.1	0.1	
Debt / EBIDTA	0.2	0.2	0.1		0.2	0.1	
ROCE	34.5%	33.1%	34.5%		33.1%	34.5%	
RONW	26.9%	25.8%	25.9%		25.8%	25.9%	
Fixed Assets Coverage Ratio	8.8	7.9	9.3		7.9	9.3	
Current Ratio (Including Term Loan Liabilities due in 1 Year)	2.3	2.2	2.8		2.2	2.8	
Total Outside Liabilities/Tangible Net Worth	0.5	0.5	0.4		0.5	0.4	
Inventory Turnover (Days)	100	100	72		100	72	

Debtors Turnover (Days)	64	64	65		64	65	
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