

D B CORP LTD.

KEY PERFORMANCE METRICS QTR 3 & DEC. YTD. '2011

(Rs. In Mn)

Particulars (INR MN)	CONSOLIDATED						
	FY 09-10	Qtr 3 FY10	Qtr 3 FY11	Variance % (Q3 -YOY)	YTD DEC FY10	YTD DEC FY11	Variance %
Profit & Loss Items	12 Months	3 Months	3 Months		9 Months	9 Months	
Advt Revenue	8085	2175	2810	29.2%	6179	7526	21.8%
Circulation Revenue	2118	537	540	0.6%	1591	1610	1.2%
Total Revenue	10630	2814	3482	23.7%	8058	9479	17.6%
NP prices (MT)	25168	25081	27868	11.1%	25317	26838	6.0%
News Print Cost/Total Cost	45.5%	45.5%	45.6%		46.8%	44.8%	
Personnel Cost/Total Cost	18.3%	18.2%	20.8%		18.0%	21.7%	
Other Operational Cost/Total Cost	36.2%	36.3%	33.6%		35.2%	33.5%	
Total Cost	7200	1855	2334	25.8%	5324	6244	17.3%
EBIDTA	3429	959	1148	19.7%	2734	3235	18.3%
EBIDTA Margin	32.3%	34.1%	33.0%		33.9%	34.1%	
PAT	1828	506	660	30.5%	1461	1905	30.4%
Pat Margin	17.2%	18.0%	18.9%		18.1%	20.1%	
Balance Sheet Items							
Gross Fixed Assets	7780	7742	8847		7742	8847	
Net Fixed Assets	6475	6540	7225		6540	7225	
Secured Gross Term Debt	2394	3986	1847		3986	1847	
Secured Net Term Debt	443	3492	88		3492	88	
Tangible Networkth	6361	6489	8301		6489	8301	
Debt / Equity	0.4	0.6	0.2		0.6	0.2	
Debt / EBIDTA	0.7	1.2	0.4		1.2	0.4	
ROCE	31.9%	27.6%	35.4%		27.6%	35.4%	
RONW	28.7%	28.2%	30.6%		28.2%	30.6%	
Fixed Assets Coverage Ratio	2.7	1.6	3.9		1.6	3.9	
Current Ratio (Including Term Loan Liabilities due in 1 Year)	2.1	2.2	2.4		2.2	2.4	
Total Outside Liabilities/Tangible Net Worth	0.8	1.1	0.6		1.1	0.6	
Inventory Turnover (Days)	80	87	77		87	77	
Debtors Turnover (Days)	66	71	79		71	79	