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Press Release

Mumbai, July 28, 2022

DB Corp Limited (DBCL), India's largest print media company and home to flagship newspapers - Dainik Bhaskar, Divya Bhaskar, Divya Marathi and Saurashtra Samachar, today announced its financial results for the quarter ended June 30, 2022. The highlights of the Company's operational and financial performance are as follows:

Key Developments and Initiatives:

Dainik Bhaskar Group, through a combination of a well-calibrated circulation strategy and impeccable editorial ethos, has managed to deliver strong results for the quarter ended June 30, 2022. The business units have taken several initiatives, including Digital Expansion, to maximise its leadership position in the key markets that Dainik Bhaskar operates in.

- **Print industry regaining momentum:** Dainik Bhaskar Group is a key beneficiary of the reversion-to-print trend that is being witnessed. Advertisers are increasingly moving back to traditional media – Print and TV, for their ad spends and Dainik Bhaskar with its omni-channel delivery of high-quality content is a trusted platform for advertisers across the board. **D B Corp's Print Advertising performance has reached near to Qtr 1 FY20 performance (excluding Govt & Political billing).**
- As the economy breaks away from the Covid-19 related effects, we are seeing strong on-ground indicators of positive sentiments that are fuelling growth, especially in the non-metro cities in India. To capitalise on this, advertisers – both traditional sectors as well as new age sectors, like Digital, App based and start-ups – are increasing their advertising spends, besides, traditional categories like, Real Estate, Jewellery and Education. With a captive audience that reposes its trust in the Dainik Bhaskar every single day – our newspapers are providing companies with a strong platform for their advertising budgets.
- Dainik Bhaskar continues to strengthen its position in circulation through its well-calibrated circulation expansion strategies. In Q1FY23, our teams conducted a Personal Contact Campaign (PCC) to target new readers to secure growth and are also working on institutional sales to further expand growth. These targeted strategies were rolled out in the States of Madhya Pradesh, Chhattisgarh, Gujarat, Rajasthan, Chandigarh, Punjab and Haryana.
- The Group has been continuing its operational cost optimisation measures, which has been particularly important considering the headwinds in newsprint prices over the past 2-3 quarters. Notwithstanding the higher prices, our circulation strategy coupled with growth in our advertising revenues have allowed us to deliver strong results, which comes at a time when the overall industry is showing signs of sluggishness. **Below print operating expenses comparative, exhibits our strong control on entire operating cost vs Qtr 1 FY20.** Our Print business EBIDTA grew by around 144% YOY with strong margins at 20% which got **expanded by more than 700 basis points, despite newsprint price headwinds** Our circulation yields continue to be pegged lower than our counterparts, indicating strong headroom for potential increase in our yields, going forward.

| Operating Expenses (Print) | | | |
|----------------------------|------------|------------|------------------------------------|
| (Rs In Mn) | | | |
| | Q1 FY20 | Q1 FY23 | Growth/ Degrowth v/s Q1 FY20 |
| Newsprint Cost | 2052 | 2019 | -2% |
| Personnel Cost | 831 | 654 | -21% |
| Other Operational Cost | 1059 | 1038 | -2% |
| Total Operating Cost | 3941 | 3711 | -6% |

Digital Business – Continuing to Dominate - with a Growing, Loyal User Base

The Digital Business has been a strong area of focus and an important pillar of growth for the group. For over 2 years now, our focus has been to deliver high-quality content to our readers. The increase of over **8 times in our Monthly Active Users from 2 million in January 2020 to about 17 million in May 2022** can be attributed to the **high-quality content development and a highly personalized product experience**. This exceptional performance has propelled the **Dainik Bhaskar Group to becoming the dominant digital leader with #1 Hindi and Gujarati News Apps player** while continuing to be on-course to further increase our user base and leadership position. With the dominance already established in the print format and now in the digital format, we are undoubtedly the **#1 Phygital Indian Language Newspaper** in the country.

We remain committed to offer the best user and customer experience possible, which is critical for sustaining and improving user retention. Some of the key areas of investment by the Company to spearhead growth include upgrading the talent with a fresh new digital product, technology and editorial team, deep long-term investments in original news, and a technology architecture upgrade coupled with an editorial strategy of hyperlocal news from all towns, cities and states in our markets with an increasing use of engaging videos and visual news.

DB: The Fastest Growing News App of India: Comscore – Comparative Trend Wise MAU nos (in million):

The only News App which has consistently grown in the last 2.5 years - More than doubled in the last 18 months

| APPS | MAU (Monthly Active Users) in million | | | | | | Growth | |
|-----------------------------|---------------------------------------|------------|------------|-------------|-------------|-------------|----------------------|----------------------|
| | Jan-20 | Jul-20 | Jan-21 | Jul-21 | Jan-22 | May-22 | Growth from Jan 2020 | Growth from Jan 2021 |
| TOI (All News Apps) | 29.0 | 21.8 | 22.4 | 20.6 | 16.6 | 17.0 | -39% | -21% |
| Dainik Bhaskar Group | 2.1 | 6.2 | 7.8 | 12.9 | 17.2 | 16.8 | 721% | 119% |
| <i>Dainik Bhaskar</i> | 1.6 | 4.8 | 6.2 | 10.2 | 13.6 | 13.6 | 766% | 124% |
| <i>Divya Bhaskar</i> | 0.5 | 1.4 | 1.6 | 2.7 | 3.7 | 3.2 | 568% | 99% |
| Aaj Tak | 3.8 | 8.6 | 5.1 | 4.2 | 4.1 | 4.0 | 62% | 21% |
| ABP News | 3.6 | 2.3 | 1.6 | 1.6 | 1.0 | 0.8 | -62% | -12% |
| Zeeneews | 0.7 | 0.2 | - | 0.6 | 0.6 | - | 6% | |
| Dainik Jagran | 0.4 | 0.6 | 0.4 | 0.6 | 0.7 | 0.5 | 100% | 79% |

Performance highlights for Q1 FY2023 – Consolidated [All Comparisons with Q1 FY2022]

- Advertising Revenue grew by 96.6% to Rs. 3369 million as against Rs. 1,713 million
- Circulation Revenue grew by 4.5% at Rs. 1156 million as against Rs. 1,106 million
- Total Revenue grew by 62.5% at Rs. 5003 million as against Rs. 3,080 million

- EBIDTA grew by 1338% YOY to Rs. 738 million as against Rs. 51 million, aided by stringent cost control measures, & despite high newsprint prices and large digital business investment for future growth & after considering forex loss of Rs 16.7 million. EBIDTA margin expanded by 1300 basis points YOY. Print Business EBIDTA margin stands at 20% in spite of newsprint price increase
- Net Profit grew by 239% to Rs 310 million as against net loss of Rs. 223 million, after considering forex loss of Rs 21.5 million.
- Radio business:
 - Advertising Revenue grew by 105.8% YOY at Rs.320.3 million versus Rs. 155.7 million
 - EBIDTA grew by 3711% to Rs. 94.2 million (EBIDTA margin 29.4%) versus loss of Rs. 2.6 million

Commenting on the performance for Q1FY2023, Mr. Sudhir Agarwal, Managing Director, DB Corp Ltd said,

“Our industry has always been the most resilient in the face of challenges. While several experts were writing off print media in the wake of the digital revolution, we, at Dainik Bhaskar, continued our focus on delivering high quality and trustworthy content to our loyal readers. Not only have we moved to a strong leadership position in both physical and digital, but we are also benefiting from an industry level shift where advertisers are moving back to print in a significant way. This strategy has helped us deliver strong financial results for the Q1 FY2023.

The editorial team at Dainik Bhaskar has established a strong mechanism to understand the pulse of its readers and deliver content that is honest, relevant, and useful. With our strong on-ground presence, we have established ourselves as the #1 Indian Language omni-channel news delivery platform. Our circulation strategy has enabled us to scale up to the pre Covid-19 peak.

We continue our focus towards strengthening our financial position by remaining committed to our cost saving measures, especially important in light of high newsprint prices, which we expect will stabilise in the forthcoming quarters. We commence this new financial year with a sense of strong optimism.”

Q1 FY2023 financial results highlights: (comparisons with Q1 FY2020 & Q4 FY2022) (Rs. Mn)

| Heads | Qtr 1 FY 20 | Qtr 1 FY 23 | YOY Growth (with FY 20) | Qtr 4 FY 22 | QOQ Growth |
|---|----------------|----------------|-------------------------------|----------------|---------------|
| Print & Other Business Advertisement (Excluding political billing) | 3644 | 3052 | -16.2% | 2800 | 9.0% |
| Radio Advertisement | 377 | 320 | -15.1% | 303 | 5.6% |
| Print Circulation Rev | 1314 | 1156 | -12.0% | 1152 | 0.3% |
| Consol Operational Revenue | 378 | 479 | 26.6% | 512 | -6.5% |
| Consol Total Income | 6112 | 5003 | -18.1% | 4799 | 4.3% |
| Print & Other Business EBIDTA | 1665 | 643 | -61.4% | 581 | 10.8% |
| Radio EBIDTA | 131 | 94 | -28.1% | 82 | 14.5% |
| Consol EBIDTA | 1796 | 738 | -58.9% | 663 | 11.3% |

Strategic areas of focus and key updates:

❖ **Digital Strategy: Demonstrated Success in building a scalable Digital Platform to provide high quality news experience, paving the way for building a loyal user base that has grown over 8x since 2020**

- For over 2 years now, Dainik Bhaskar has continued its focus on building the best-in-class, ad-free user experience on its digital app while maintaining high quality, insightful and engaging content for its readers. The omni-channel presence has been important and we see our digital presence as a supplementary pillar of growth.
- **As per the latest Com Score report, Dainik Bhaskar App monthly users grew by over 8x since the beginning of 2020 from 2 million users in January 2020 to almost 17 million users in May 2022**, an outcome of high-quality content creation coupled with a highly personalized product experience. We are already one of the highest-rated Hindi and Gujarati news apps with tens of millions of downloads, and our commitment towards delivering the best user 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 increasing the App Daily Active Users
 - **Strong Talent Pool** — Dainik Bhaskar built a 'Strong Technology Team' from some of India's leading companies with Consumer Product and Technology backgrounds, under the able guidance of Mr. Mark Thompson, the ex-CEO of the New York Times who was onboarded on our advisory board.
 - **Continued Focus on Technology** - Dainik Bhaskar continues to invest substantially in technology in order to provide best-in-class personalized news experiences that serve users from a massive pool of content while considering their demographic attributes, content preferences, location, economic segment, and real-time context to accurately predict, to maximize user engagement, long-term retention, and loyalty.
 - **Premium, Local Content** - Dainik Bhaskar had added a feature called 'Video News,' the first News App that makes mobile native vertical video news with a magnificent content library that is renewed daily. This has seen strong traction as readers appreciate the premium, hyperlocal content being delivered to their handheld devices.
 - **Strengthening the Brand** - The Group has run small brand campaigns to increase long-term brand awareness of our news products. The tagline of one such campaign is "**Sach, Kareeb se Dikhta Hai**" which highlights the values and core offerings of Dainik Bhaskar - High Quality, Trusted Journalism with a large focus on Local, In-Depth News. The group also works with brand ambassador that espouse the cause of "trust" such as Mr Pankaj Tripathi, an acclaimed actor who is universally popular across India and especially in our core markets, with a very strong connect to both our brand values 'Local' and 'Trust'.

❖ **Editorial strategy: Editorial excellence continues to be a hallmark of Dainik Bhaskar Group that adapts the pulse of its readers. Some of the key initiatives are detailed below:**

- Dainik Bhaskar focuses on issues that have a strong impact on the lives of its readers and is driven by its commitment to courageous and responsible journalism:
 - Dainik Bhaskar organised a special event on the occasion of "**Mother's Day**". The team organised a painting competition based on the theme "**Meri Maa**" wherein the readers were asked to send their painting on the given theme. The event was a success with over 20 thousand paintings received, of which, 20 best paintings were selected for prizes. Dainik Bhaskar also dedicated a cover page of *Rasrang* to the unique stories shared.
 - Dainik Bhaskar took initiative to create awareness amongst people on "**World Environment Day**". The front page of the newspaper was left completely **Black and White** with the intention of making people aware that with the pace at which nature is being eradicated, only two colours will be left on the planet earth. The team also built a knowledge-based cover story as Sunday Offering in *Rasrang* dedicated to the environment.

- Dainik Bhaskar ventured into a new initiative for all home buyers called as “**Bhaskar Home Guide Page**”. It’s a half page property article published every Friday by NIN Team. This article guides the users on various aspects such as money & makan, utility, knowledge, word of the week and Sawal Jawab.
- Dainik Bhaskar team conducted a thorough investigation on the gruesome murder of Kanhaiya Lal in broad daylight in Udaipur. In a charged environment, the editorial team gathered all key information, sorted them logically & named the incident as “**Terrorist Attack**” rather than just a murder or hate crime in the headline. This nuanced reporting was appreciated by our readers as well as on social media.
- In Rajasthan, Dainik Bhaskar released a “**Exclusive Photo Story**” that captured some tribal children walking barefoot in the scorching heat at 41°C temperature. After the photo was published, it went viral on social media and many people came forward to help. This article drew the attention of NMDC who came forward to provide footwear to all children of Nagri Block.
- Dainik Bhaskar published an “**Investigative Story**” highlighting the delay in releasing the funds for building the State Cancer Institute by the state government of Chhattisgarh. The article also mentioned that if the funds are not released, the project will move to Mizoram. The story captured the attention of the authorities and the file finally started to roll out leading to the Chief Minister laying the foundation stone for the Cancer Institute on 23rd May.
- Dainik Bhaskar exposed the “**LPG Pilferage**” run by interstate gang in Maharashtra and Gujarat region who were stealing LPG from transporting trucks. Bhaskar reporters travelled around 600 kms in 400 days and monitored the activities. On the basis of the evidence provided by our team, the STF raided at 6 locations in states and caught 6 people of the gang.
- Dainik Bhaskar exposed “**Illegal Complex**” built by a man given as an award by the state tax minister Abdul Sattar’s wife. Three offices were also allotted to different government departments and never charged a rent for last 11 years. Bhaskar team investigated these illegal practices, took out the evidence and exposed them.

❖ **Radio strategy: MY FM continues to connect with audience and augment listeners engagement activities through innovative content creation.**

- ❑ To commemorate the 16th Anniversary of MY FM, 4 massive ground events were held in Jaipur for 2 months. The event was named as “**MY FM Jalwa**”. All events had a different theme and flavour starting from “**MY FM Kitty Party with Divya Singh**”, **Talk Session with Gaur Gopaldas**, **Fusion night with Kabir café and culminated with Stand-Up comedy with Gaurav Sharma**. More than 10,000 people attended the event.
- ❑ MY FM launched the second season of Jalsavaad in Ahmedabad named as “**MY FM Jalsavaad Reloaded**”. Two major events were conducted, “**Kavi Samelan with Shailesh Lodha**” and “**Folk Singing night with Osman Mir & Kirtidan Gadhvi**”. Both the events in the season were the most talked show. The events had a spectacular response with about 25,000 people in attendance.
- ❑ MY FM has also planned a series of on ground events in Indore ranging from Talk Show, Stand UP Comedy to fusion night. In June, the first talk show with **Gaur Gopaldas** was held. There are couple of more celebs lined up for further events.

❖ **CSR Activity: As responsible Corporate Citizen, the Dainik Bhaskar Group supports various causes, including bringing to fore issues with Nature**

- ❑ ‘**Save Birds CSR Campaign 2022**’ - Dainik Bhaskar team administered a CSR campaign dedicated to birds. Under this campaign, 2 digital ad campaigns were published wherein the digital ads through various creative thoughts depicted how important it is to feed the birds with water and food. The team

also booked Radio Spots of 20 sec for 20 times a day accompanied by digital creatives which were published in form of print ads.

❖ **Awards:**

- Dainik Bhaskar Team won Gold in **WAN IFRA Asian Media Awards 2022** for Best Covid-19 related photography titled “**Burning Pyres are not lying**”
- Dainik Bhaskar Team won awards in two categories in **INMA Global Media Awards 2022**. A honourable mention for “**Ek salaam Desh Ke Naam**” in the best use of an event to build a news brand category. Also won first place for “**Bhilwara – Cloth Jacket**” in the best use of print category.

About DB Corp Ltd

DB Corp Ltd. is India’s largest print media company that publishes 5 newspapers with Dainik Bhaskar 43 editions, Divya Bhaskar 8 editions & Divya Marathi 6 editions with 211 sub-editions in 3 multiple languages (Hindi, Gujarati and Marathi) across 12 states in India. Our flagship newspapers Dainik Bhaskar (in Hindi) established in 1958, Divya Bhaskar and Saurashtra Samachar (in Gujarati) and Divya Marathi (in Marathi) have a total readership of 6.6 crores, making us the most widely read newspaper group in India with presence in Madhya Pradesh, Chhattisgarh, Rajasthan, Haryana, Punjab, Chandigarh, Himachal Pradesh, Delhi, Gujarat, Maharashtra, Bihar and Jharkhand. Our other noteworthy newspaper brands are Saurashtra Samachar and DB Star. DBCL is the only media conglomerate that enjoys a leadership position in multiple states, in multiple languages and is a dominant player in all its major markets. The company’s other business interests also span the radio segment through the brand "94.3 MY FM" Radio station with presence in 7 states and 30 cities. Its growing digital business is led by 4 portals for rapidly expanding digital audiences, and 3 actively downloaded mobile applications.

For further information please visit <http://dbcorgpltd.com/> or contact:

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