

## D B CORP LTD. KEY PERFORMANCE METRICS

(Rs. In Mn)

| Particulars ( INR MN)   |           |               |               |                           |          |          |                  |          |                  |
|---|-----------|---------------|---------------|---------------------------|----------|----------|------------------|----------|------------------|
|   | FY 12-13  | YTD Dec. FY13 | YTD Dec. FY14 | Variance % (YTD Dec- YOY) | Q3 FY13  | Q3 FY14  | Variance % (YOY) | Q2 FY14  | Variance % (QOQ) |
| <b>Profit &amp; Loss Items</b>                                | 12 Months | 9 Months      | 9 Months      |                           | 3 Months | 3 Months |                  | 3 Months |                  |
| Advt Revenue  | 12075     | 9100          | 10778         | 18.4%                     | 3412     | 4035     | 18.2%            | 3297     | 22.4%            |
| Circulation Revenue   | 2823      | 2089          | 2395          | 14.7%                     | 731      | 830      | 13.5%            | 796      | 4.3%             |
| Total Revenue   | 16137     | 12067         | 14212         | 17.8%                     | 4429     | 5254     | 18.6%            | 4418     | 18.9%            |
| NP prices ( MT)   | 32946     | 32995         | 35166         | 6.6%                      | 33500    | 37206    | 11.1%            | 34903    | 6.6%             |
| News Print Cost/Total Cost                                    | 44.8%     | 45.2%         | 46.0%         |                           | 45.4%    | 47.4%    |                  | 45.6%    |                  |
| Personnel Cost/Total Cost                                     | 23.0%     | 23.1%         | 22.2%         |                           | 22.7%    | 20.8%    |                  | 22.6%    |                  |
| Other Operational Cost/Total Cost                             | 32.3%     | 31.7%         | 31.8%         |                           | 31.9%    | 31.8%    |                  | 31.8%    |                  |
| Total Cost  | 12138     | 9097          | 10099         | 11.0%                     | 3191     | 3631     | 13.8%            | 3303     | 9.9%             |
| EBIDTA  | 3998      | 2970          | 4113          | 38.5%                     | 1239     | 1623     | 31.1%            | 1116     | 45.5%            |
| EBIDTA Margin   | 24.8%     | 24.6%         | 28.9%         |                           | 28.0%    | 30.9%    |                  | 25.2%    |                  |
| PAT   | 2181      | 1629          | 2307          | 41.7%                     | 706      | 945      | 33.8%            | 602      | 57.0%            |
| Pat Margin  | 13.5%     | 13.5%         | 16.2%         |                           | 15.9%    | 18.0%    |                  | 13.6%    |                  |
| <b>Balance Sheet Items</b>                                    |           |               |               |                           |          |          |                  |          |                  |
| Gross Fixed Assets  | 11142     | 10887         | 12126         |                           | 10887    | 12126    |                  | 11555    |                  |
| Net Fixed Assets  | 8383      | 8265          | 8930          |                           | 8265     | 8930     |                  | 8490     |                  |
| Secured Gross Term Debt                                       | 1098      | 1223          | 1125          |                           | 1223     | 1125     |                  | 1139     |                  |
| Secured Net Term Debt   | (181)     | 306           | (107)         |                           | 306      | (107)    |                  | 27       |                  |
| Tangible Networkth  | 10214     | 10408         | 11901         |                           | 10408    | 11901    |                  | 11590    |                  |
| Debt / Equity   | 0.1       | 0.1           | 0.1           |                           | 0.1      | 0.1      |                  | 0.1      |                  |
| Debt / EBIDTA   | 0.3       | 0.3           | 0.2           |                           | 0.3      | 0.2      |                  | 0.2      |                  |
| ROCE  | 28.1%     | 27.4%         | 32.4%         |                           | 27.4%    | 32.4%    |                  | 33.2%    |                  |
| RONW  | 21.4%     | 21.0%         | 23.9%         |                           | 21.0%    | 23.9%    |                  | 24.6%    |                  |
| Fixed Assets Coverage Ratio                                   | 7.6       | 6.8           | 7.9           |                           | 6.8      | 7.9      |                  | 7.5      |                  |
| Current Ratio (Including Term Loan Liabilities due in 1 Year) | 2.1       | 2.2           | 2.2           |                           | 2.2      | 2.2      |                  | 2.7      |                  |
| Total Outside Liabilities/Tangible Net Worth                  | 0.5       | 0.5           | 0.5           |                           | 0.5      | 0.5      |                  | 0.4      |                  |
| Inventory Turnover (Days)                                     | 87        | 90            | 96            |                           | 90       | 96       |                  | 80       |                  |
| Debtors Turnover (Days)                                       | 70        | 73            | 64            |                           | 73       | 64       |                  | 72       |                  |