

D B CORP LTD.

KEY PERFORMANCE METRICS

(Rs. In Mn)

Particulars (INR MN)							
	FY 10-11	H1 FY11	H1 FY12	Variance % (H1-YOY)	Q2 FY11	Q2 FY12	Variance % (YOY)
Profit & Loss Items	12 Months	6 Months	6 Months		3 Months	3 Months	
Advt Revenue	10016	4716	5567	18.0%	2359	2735	15.9%
Circulation Revenue	2144	1070	1169	9.3%	532	601	12.8%
Total Revenue	12652	5997	7077	18.0%	3010	3539	17.6%
NP prices (MT)	27141	26243	30846	17.5%	26835	31166	16.1%
News Print Cost/Total Cost	44.5%	44.3%	45.8%		43.7%	45.0%	
Personnel Cost/Total Cost	21.4%	22.2%	22.4%		22.3%	22.2%	
Other Operational Cost/Total Cost	34.1%	33.5%	31.8%		34.0%	32.9%	
Total Cost	8621	3909	5302	35.6%	2058	2768	34.5%
EBIDTA	4031	2087	1775	-15.0%	951	771	-18.9%
EBIDTA Margin	31.9%	34.8%	25.1%		31.6%	21.8%	
PAT	2585	1357	1013	-25.3%	640	403	-37.1%
Pat Margin	20.4%	22.6%	14.3%	11.4%	21.3%	11.4%	
Balance Sheet Items							
Gross Fixed Assets	9088	8699	10089		8699	10089	
Net Fixed Assets	7358	7185	8129		7185	8129	
Secured Gross Term Debt	1745	2097	1429		2097	1429	
Secured Net Term Debt	14	463	526		463	526	
Tangible Networkth	8179	7781	9210		7781	9210	
Debt / Equity	0.2	0.3	0.2		0.3	0.2	
Debt / EBIDTA	0.4	0.5	0.4		0.5	0.4	
ROCE	34.1%	35.0%	32.5%		35.0%	32.5%	
RONW	31.6%	28.0%	23.7%		28.0%	23.7%	
Fixed Assets Coverage Ratio	4.2	3.4	5.7		3.4	5.7	
Current Ratio (Including Term Loan Liabilities due in 1 Year)	2.3	3.0	2.8		3.0	2.8	
Total Outside Liabilities/Tangible Net Worth	0.6	0.6	0.5		0.6	0.5	
Inventory Turnover (Days)	69	86	93		86	93	
Debtors Turnover (Days)	69	72	74		72	74	