

# D B CORP LTD.

## KEY PERFORMANCE METRICS

(Rs. In Mn)

Particulars ( INR MN)	CONSOLIDATED						
	FY 10-11	Qtr 3 FY11	Qtr 3 FY12	Variance % ( Q3 -YOY)	YTD DEC FY11	YTD DEC FY12	Variance %
<b>Profit &amp; Loss Items</b>	12 Months	3 Months	3 Months		9 Months	9 Months	
Advt Revenue	10016	2815	3059	8.7%	7540	8651	14.7%
Circulation Revenue	2144	540	632	17.0%	1610	1801	11.9%
Total Revenue	12652	3482	3956	13.6%	9479	11032	16.4%
NP prices ( MT)	27141	27869	31771	14.0%	26839	31169	16.1%
News Print Cost/Total Cost	44.5%	45.6%	46.0%		44.8%	45.9%	
Personnel Cost/Total Cost	21.4%	20.8%	21.5%		21.7%	22.1%	
Other Operational Cost/Total Cost	34.1%	33.6%	32.6%		33.5%	32.1%	
Total Cost	8621	2334	2938	25.9%	6243	8239	32.0%
EBIDTA	4031	1148	1018	-11.3%	3235	2793	-13.7%
EBIDTA Margin	31.9%	33.0%	25.7%		34.1%	25.3%	
PAT	2585	778	553	-28.9%	2135	1567	-26.6%
Pat Margin	20.4%	22.4%	14.0%		22.5%	14.2%	
<b>Balance Sheet Items</b>							
Gross Fixed Assets	9088	8847	10289		8847	10289	
Net Fixed Assets	7358	7225	8195		7225	8195	
Secured Gross Term Debt	1745	1847	1506		1847	1506	
Secured Net Term Debt	14	150	-86		150	-86	
Tangible Networth	8179	8573	9404		8573	9404	
Debt / Equity	0.2	0.2	0.2		0.2	0.2	
Debt / EBIDTA	0.4	0.5	0.4		0.5	0.4	
ROCE	34.1%	32.0%	25.9%		32.0%	25.9%	
RONW	31.6%	30.2%	20.2%		30.2%	20.2%	
Fixed Assets Coverage Ratio	4.2	3.9	5.4		3.9	5.4	
Current Ratio (Including Term Loan Liabilities due in 1 Year)	2.3	2.9	2.8		2.9	2.8	
Total Outside Liabilities/Tangible Net Worth	0.6	0.5	0.6		0.5	0.6	
Inventory Turnover (Days)	69	68	72		68	72	
Debtors Turnover (Days)	69	74	74		74	74	