

D B CORP LTD.

KEY PERFORMANCE METRICS

(Rs. In Mn)

Particulars (INR MN)						
	FY 10-11	Q4 FY11	Q1 FY11	Q1 FY12	Variance % (YOY)	Variance % (QOQ)
Profit & Loss Items	12 Months	3 Months	3 Months	3 Months		
Advt Revenue	10016	2490	2357	2832	20.2%	13.7%
Circulation Revenue	2144	534	537	568	5.7%	6.4%
Total Revenue	12652	3174	2987	3537	18.4%	11.5%
NP prices (MT)	27141	27986	25630	30516	19.1%	9.0%
News Print Cost/Total Cost	44.5%	43.8%	44.9%	46.7%		
Personnel Cost/Total Cost	21.4%	20.7%	22.2%	22.7%		
Other Operational Cost/Total Cost	34.1%	35.5%	32.9%	30.6%		
Total Cost	8621	2378	1851	2534	36.9%	6.6%
EBIDTA	4031	796	1136	1004	-11.7%	26.1%
EBIDTA Margin	31.9%	25.1%	38.0%	28.4%		
PAT	2585	450	717	611	-14.8%	35.8%
Pat Margin	20.4%	14.2%	24.0%	17.3%		
Balance Sheet Items						
Gross Fixed Assets	9088	9088	7923	9316		
Net Fixed Assets	7358	7358	6515	7470		
Secured Gross Term Debt	1745	1745	2300	1700		
Secured Net Term Debt	14	14	207	-264		
Tangible Networkth	8179	8179	7131	8799		
Debt / Equity	0.2	0.2	0.3	0.2		
Debt / EBIDTA	0.4	0.4	0.5	0.4		
ROCE	34.1%	34.1%	35.6%	35.0%		
RONW	31.6%	31.6%	36.2%	28.8%		
Fixed Assets Coverage Ratio	4.2	4.2	2.8	4.4		
Current Ratio (Including Term Loan Liabilities due in 1 Year)	2.3	2.3	2.3	2.2		
Total Outside Liabilities/Tangible Net Worth	0.6	0.6	0.7	0.6		
Inventory Turnover (Days)	69	69	88	85		
Debtors Turnover (Days)	69	69	71	73		