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Press Release

Mumbai, June 23, 2020

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 and full year ended March 31, 2020. The highlights of the Company's operational and financial performance are as follows:

Key Developments and Initiatives:

Notwithstanding the challenging business environment, Dainik Bhaskar has demonstrated remarkable resilience by consistently yielding results on the back of its reader-centric approach for Product enrichment and a well implemented Circulation expansion strategy.

- The unprecedented situation of a nation-wide lockdown, arising due to the outbreak of the Covid-19 pandemic had an immediate but short-lived impact on circulation. The wide distribution network and reach built by Dainik Bhaskar over the years, aided in bringing back the circulation to near normalcy levels. Further, ability to maintain the cover price in a reduced pagination scenario helped in reducing the per copy loss, during this challenging period
- With regards to Advertising revenue, Dainik Bhaskar's approach of hand-holding clients in the short run has yielded results. While April witnessed only a few ads for those in essential products, there has been some pick-up from May onwards from sectors like Government, Education, Automobiles, Consumer Durables and FMCG
- Dainik Bhaskar featured as the only Indian newspaper in the World's Top 3 Most Circulated Newspapers, as per WAN IFRA (World Association of Newspapers and News Publishers). The other two newspapers are The Yomiuri Shimbun and The Asahi Shimbun from Japan with 8.1 and 5.6 million copies respectively, with Dainik Bhaskar at 4.3 million copies
- As per recent IRS 2019 Q4 survey, Dainik Bhaskar Group has become the Largest Newspaper Group of India (excluding financial dailies) Source: IRS 2019 Q4 AIR (U+R) (Main + Variant)
 - The flagship brand 'Dainik Bhaskar' continues to be the No.1 newspaper of NCCS A and NCCS AB segments of Urban India with a widening lead; Source: IRS 2019 Q4 AIR (Urban) (Main+ Variant)
 - In Rajasthan, Dainik Bhaskar has become the No.1 Newspaper in Average Issue Readership(AIR) and Total Readership(TR); Source : IRS 2019 Q4 AIR/TR (U+R) (Main + Variant)
 - In Gujarat, Divya Bhaskar has become the No. 1 Newspaper in Major 4 cities and in the Top 6 cities of Gujarat with an increased lead in Ahmedabad to 31%; Source : IRS 2019 Q4 AIR/TR

- In Bihar, Dainik Bhaskar further strengthened its readership base to 67.06 lakh readers and with a moving average method of readership calculation, the relative position is likely to be improved with every passing quarters; Source : IRS 2019 Q4 TR (U+R)
- As per latest Audit Bureau of Circulation (ABC) (July to December 2019) data, Dainik Bhaskar Hindi newspaper has maintained its position as No.1 newspaper of India. Further, Dainik Bhaskar Group maintains its position as the No.1 newspaper group of India.
- In Rajasthan, Dainik Bhaskar has become the leading newspaper with around 16.44 lakh copies in circulation while continuing to grow in other key markets of Bihar and Gujarat; Source : ABC - July – December 2019 , Main+Variant

Performance highlights for FY2020 – Consolidated [All Comparisons with FY2019]

- ⤴ PAT reported a growth of 0.4% YOY to Rs. 2750 million (margin of 12.3%) as against Rs. 2738 million (margin of 11%), after considering forex loss of Rs. 116 million
- ⤴ EBIDTA came in at Rs. 4940 million (margin of 22%) as against Rs. 5209 million (margin of 21%), after considering forex loss of Rs. 86 million
- ⤴ The operating profit margin expansion has been aided by softened newsprint prices at Rs. 38840 PMT in FY2020, down 11% YOY. The other cost efficiency measures are continuing to yield results
- ⤴ Circulation Revenue stood at Rs. 5122 million as against Rs. 5237 million
- ⤴ Advertising Revenue stood at Rs. 15640 million as against Rs. 17625 million
- ⤴ Total Revenue came in at Rs. 22363 million as against Rs. 24794 million
- ⤴ Radio Business:
 - Advertising Revenue at Rs. 1391 million versus Rs. 1549 million
 - EBIDTA at Rs.431 million (margin of 31%) versus Rs. 525 million (margin of 34%)
 - PAT came in at Rs. 198 million (margin of 14%) versus Rs. 260 million (margin 17%)

Performance highlights for Q4 FY2020 – Consolidated [All Comparisons with Q4 FY2019]

- ⤴ PAT came in at Rs. 241 million (margin of 5%) as against Rs. 545 million (margin of 9.2 after considering forex loss of Rs. 80 million
- ⤴ EBIDTA came in at Rs. 690 million (margin of 14%) as against Rs. 1067 million (margin of 18%), after considering forex loss of Rs. 66 million
- ⤴ Circulation Revenue stood at Rs. 1200 million as against Rs. 1273 million
- ⤴ Advertising Revenue stood at Rs. 3303 million as against Rs. 4130 million
- ⤴ Total Revenue came in at Rs. 4898 million as against Rs. 5911 million
- ⤴ Radio business:
 - Advertising Revenue at Rs. 326 million versus Rs. 390 million
 - EBIDTA at Rs. 96 million (margin of 30%) versus Rs. 132 million (margin of 34%)
 - PAT came in at Rs. 35 million (margin of 11%) versus Rs. 63 million (margin of 16%)

Commenting on the performance for Q4 & FY 2019-20, Mr. Sudhir Agarwal, Managing Director, DB Corp Ltd said, “The Fiscal 2020 was unprecedented in many aspects with the Industry facing headwinds on the back of weak consumer demand followed by the covid-19 pandemic which caused further challenges. The nation-wide lockdown led by the outbreak of covid-19, caused an immediate disruption to businesses, impacting revenues towards the end of Q4FY20 and continuing in Q1FY21. However, Group’s hard work over the years has ensured that our financial and market position remain strong to withstand such challenging times.

While revenue growth in the recent quarters has been muted, our relentless cost optimization drive coupled with soft raw material prices helped in protecting bottom line. Going forward, as we expect opening of the economy over the coming weeks, we remain optimistic of an up-tick in advertising spends by companies looking to woo the consumers back, especially for our key markets which represents the non-metros, semi-urban and rural tier-II, tier-III & tier-IV where economic activity is expected to resume sooner.

With respect to our relative market position, we feel proud that our teams have once again demonstrated remarkable perseverance resulting in Dainik Bhaskar Group achieving and maintaining its position of No.1 Newspaper Group (Dailies) in India on readership (AIR) as well as circulation. It is also encouraging to note our recent progress in key markets of Rajasthan, Bihar and Gujarat and our efforts to improve performance will continue unabated.

Our ethos of editorial excellence, product innovation, cost rationalisation and circulation strategy will augur well for the Company and we are confident of returning with strong performances in the coming quarters”

Q4 FY2020 financial results highlights: (comparisons with Q4 FY2019 & Q3 FY2020)

(Rs. Mn)

Heads	Qtr 4 FY19	Qtr 4 FY20	YOY Growth	Qtr 3 FY 20	QOQ Growth
Print & Other Business Advertisement	3743	2987	(20.2%)	3878	(23.0%)
Radio Advertisement	390	326	(16.5%)	372	(12.5%)
Print Circulation Rev	1273	1200	(5.7%)	1321	(9.2%)
Consol Operational Revenue	507	395	(22.1%)	449	(12.0%)
Consol Total Income	5911	4898	(17.1%)	6018	(18.6%)
Print & Other Business EBIDTA	935	594	(36.5%)	1312	(54.7%)
Radio EBIDTA	132	96	(26.8%)	135	(28.4%)
Consol EBIDTA	1067	690	(35.3%)	1447	(52.3%)

Mature Business EBIDTA margin stands at 19%

An analysis and break-up of Mature and Emerging Business financials on a quarterly basis is given below. We classify emerging business as those which are below 4 years of age or profitable since last 4 quarters, whichever is earlier.

Q4 FY2020

(Rs. Mn)

Particulars	Mature Businesses	*Emerging Businesses	Radio Business	DBCL Standalone
Total Revenues	4228	311	326	4897
EBIDTA before Expansion	794	(136)	96	690
EBIDTA Margin	19%	(44%)	30%	14%
EBIDTA after Expansion	794	(136)	96	690
EBIDTA Margin	19%	(44%)	30%	14%

* Emerging Business, includes Bihar small part of Maharashtra & Surat Hindi edition, besides Mobile App & E-real Estate Business

Strategic areas of focus and key updates:

- ❖ **Editorial strategy:** Constant realignment of editorial content to meet readers' evolving expectations has not only helped maintain dominance but also gain market share in Readership:
 - **Key highlights of the Indian Readership Survey (IRS) 2019 Q4 (All comparison like-to-like basis over IRS 2019 Q3):**
 - **Dainik Bhaskar Group has become No.1 newspaper group of India (excluding Financial Dailies);** *Source: IRS 2019 Q4 – AIR (U+R) | Main + Variant*
 - **Dainik Bhaskar continues to be Urban India's No.1 Newspaper in NCCS A & NCCS AB segments and is further increasing its lead;** *Source: IRS 2019 Q4 (AIR – Urban | Main + Variant)*
 - **Dainik Bhaskar continues to hold an unwavering leadership position in its two key markets i.e. Madhya Pradesh & Rajasthan;** *Source: IRS 2019 Q4 (AIR – U + R | Main + Variant)*
 - **In Rajasthan, Dainik Bhaskar becomes the No.1 Newspaper with greater dominance in Jaipur and Top 5 cities of Rajasthan;** *Source :IRS 2019 Q4 (AIR – U +R | Main + Variant)*
 - **Divya Bhaskar has increased its lead to 31% in the key market of Ahmedabad;** *Source IRS 2019 Q4 (AIR) and has become the No.1 newspaper in Major 4 cities and in the Top 6 cities of Gujarat (AIR/TR)*
 - **In Chandigarh, Punjab and Haryana(CPH) (without NCT), Dainik Bhaskar registered a growth in readership by 7%;** *Source IRS 2019 Q4 (AIR – Urban+ Rural | Main + Variant), thereby enhancing its lead as the dominant player in Chandigarh, Punjab & Haryana (without National Capital Territory) market*
 - **In newer market of Bihar, Dainik Bhaskar has steadily increased its readership and gained market share; Total readership grew by 7% to 67.06 lakh readers. Further Dainik Bhaskar has added 17.36 Lakh new readers from Q1 to Q4** *(Source IRS 2019 Q4 TR – Urban+ Rural)*
- ❖ **Circulation strategy:** Dainik Bhaskar Group continues to strive harder as it attains new milestones in circulation, underscoring the success of a focused marketing and circulation strategy
 - **Covid-19:** The unprecedented situation of a nation-wide lockdown, arising due to the outbreak of the covid-19 pandemic has had an immediate but short-lived impact on circulation. As part of the circulation expansion strategy, the wide distribution network and reach built by Dainik Bhaskar over the years, aided in bringing back the circulation to near normalcy levels. Further, Dainik Bhaskar's ability to maintain the cover-page prices in a falling pagination scenario helped in arresting the losses on per copy basis, during this challenging period. The Bhaskar Group, like always, took this challenge head-on and the following is a summary of the initiatives taken to ensure continuity and create a path to normalcy:
 - **Continued printing and distribution of all editions and sub-editions irrespective of the number of copies to keep the entire distribution network active**
 - **Conducted webinars with front line staff to appreciate the effort that each and every team member took in this challenging time to ensure that operations continued with necessary safety measures**

- **Coordinated campaign to educate the readers that newspapers do not spread the Corona Virus which had an immediate impact on helping improve circulation**
- **Organised alternative delivery mechanisms in consultations with local teams to ensure uninterrupted supply of newspapers**
- As per last **ABC (July to December 2019)** data, Dainik Bhaskar Group and Dainik Bhaskar Newspaper continues to **retain its formidable No 1 position of India** while delivering growth in many of its key markets:
 - Dainik Bhaskar **attained dominant position and a strong lead in Rajasthan** with 16.44 lakh copies in circulation
 - Dainik Bhaskar **posted growth and gained market share in Gujarat and Bihar** while maintaining **leadership in Madhya Pradesh**
- As per **World Association of Newspapers and News Publishers (WAN IFRA)**, Dainik Bhaskar is the only Indian Newspaper company to feature amongst the **World's Top 3 Most Circulated Newspapers**. Over the years, Dainik Bhaskar has significantly strengthened its position globally from being at 35th position in 2013 to one the top 3 newspaper daily

❖ **Radio strategy: Continual focus on content innovation and audience engagement activities**

- **MY FM** maintains its leadership position in Chandigarh / Haryana / Punjab / Rajasthan / Madhya Pradesh & Chhattisgarh & continues to be the Largest player in Rest of Maharashtra
- **MY FM** continues to curate content for stronger **Audience-Connect**:
 - **'Bina Mile Saath Lade'**, an on-air property, initiated by *My FM* across all its stations in 30 cities, to build awareness about the ongoing global pandemic by engaging listeners with informative, myth-breaking news elements and entertaining activities while urging them to Stay home and Stay Safe!
 - **'Ek Aur Award'**, a unique award-show based on consumer choice (listeners votes) for some unique and humorous categories like 'Dimaag Ki Dahi Award', 'Zubaan Pe Lagaam', 'Khota Sikka' and many more. This award-show which took a satirical dig on major events and personalities that were in the limelight in the year 2019, was anchored by the famous comedian, Dr Sanket Bhonsle, who rendered his voice for this award.
- **Awards and recognitions**:
 - MI – Media Innovation Awards, 2020
 - **'MY FM Ke Rangrezz'** won Bronze Award for the 'Best Brand Activation' category

❖ **CSR Initiatives:**

- **Seva Parmo Dharma:** A major donation drive to help the daily wage workers combat the economic hardship arising due to the nation-wide lockdown. Dainik Bhaskar Group under the banner of Bhaskar Foundation has distributed 1,49,500 meal packets to migrant labourers without work, slum dwellers, poor & needy people and children under the aegis of "Sewa Parmo Dharmah" program for the Economically Weaker Sections of society. With the help of the local NGO & Govt administration, we have reached out to the needy & massive homeless migrant population in 54 Cities of 12 states of India. We collected Rs. 9.72 Crores of which Dainik Bhaskar Group employees contributed Rs. 1.38 Crores to kick-start this initiative.

About DB Corp Ltd

DB Corp Ltd. is India's largest print media company that publishes 5 newspapers with Dainik Bhaskar 46 editions, Divya Bhaskar 9 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 its all 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 8 portals for rapidly expanding digital audiences, and 4 actively downloaded mobile applications.

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

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Our New Revamped Investor Website has been launched and you can go to the New Investor Website using the below link.

<http://dbcopltd.com/>