

D B CORP LTD.

KEY PERFORMANCE METRICS

(Rs. In Mn)

Particulars (INR MN)							
	FY 12-13	H1 FY13	H1 FY14	Variance % (H1-YOY)	Q2 FY13	Q2 FY14	Variance % (YOY)
	12 Months	6 Months	6 Months		3 Months	3 Months	
Profit & Loss Items							
Advt Revenue	12075	5688	6744	18.6%	2826	3297	16.7%
Circulation Revenue	2823	1358	1565	15.3%	700	796	13.7%
Total Revenue	16137	7638	8958	17.3%	3823	4418	15.6%
NP prices (MT)	32946	32727	34064	4.1%	33146	34903	5.3%
News Print Cost/Total Cost	44.8%	45.1%	45.2%		45.5%	45.6%	
Personnel Cost/Total Cost	23.0%	23.3%	23.0%		23.9%	22.6%	
Other Operational Cost/Total Cost	32.3%	31.6%	31.8%		30.6%	31.9%	
Total Cost	12138	5907	6469	9.5%	2922	3303	13.0%
EBIDTA	3998	1731	2489	43.8%	901	1116	23.9%
EBIDTA Margin	24.8%	22.7%	27.8%		23.6%	25.2%	
PAT	2181	922	1363	47.8%	486	602	23.8%
Pat Margin	13.5%	12.1%	15.2%		12.7%	13.6%	
Balance Sheet Items							
Gross Fixed Assets	11142	10726	11555		10726	11555	
Net Fixed Assets	8383	8341	8490		8341	8490	
Secured Gross Term Debt	1098	1175	1139		1175	1139	
Secured Net Term Debt	(181)	(257)	27		(257)	27	
Tangible Networkth	10214	10119	11590		10119	11590	
Debt / Equity	0.1	0.1	0.1		0.1	0.1	
Debt / EBIDTA	0.3	0.3	0.2		0.3	0.2	
ROCE	28.1%	27.4%	32.1%		27.4%	32.1%	
RONW	21.4%	21.6%	23.5%		21.6%	23.5%	
Fixed Assets Coverage Ratio	7.6	7.1	7.5		7.1	7.5	
Current Ratio (Including Term Loan Liabilities due in 1 Year)	2.1	2.7	2.7		2.7	2.7	
Total Outside Liabilities/Tangible Net Worth	0.5	0.5	0.4		0.5	0.4	
Inventory Turnover (Days)	87	87	81		85	80	
Debtors Turnover (Days)	70	70	71		70	72	