

D B CORP LTD.

KEY PERFORMANCE METRICS

(Rs. In Mn)

Particulars (INR MN)							
	FY 14-15	Q2 FY15	Q2 FY16	Variance % (YOY)	H1 FY15	H1 FY16	Variance % (H1-YOY)
Profit & Loss Items	12 Months	3 Months	3 Months		6 Months	6 Months	
Advt Revenue	15166	3610	3433	-4.9%	7340	6855	-6.6%
Circulation Revenue	3755	915	1057	15.5%	1800	2079	15.5%
Total Revenue	20353	4838	4837	0.0%	9825	9639	-1.9%
NP prices (MT)	35778	36217	33315	-8.0%	36711	33467	-8.8%
News Print Cost/Total Cost	44.8%	45.2%	40.7%		46.0%	41.0%	
Personnel Cost/Total Cost	23.9%	23.5%	26.5%		23.6%	26.5%	
Other Operational Cost/Total Cost	31.3%	31.3%	32.8%		30.4%	32.6%	
Total Cost	14474	3567	3666	2.8%	7114	7181	1.0%
EBIDTA	5879	1271	1171	-7.9%	2712	2457	-9.4%
EBIDTA Margin	28.9%	26.3%	24.2%		27.6%	25.5%	
PAT	3163	681	591	-13.2%	1472	1256	-14.7%
Pat Margin	15.5%	14.1%	12.2%		15.0%	13.0%	
Balance Sheet Items							
Gross Fixed Assets	12461	12206	13469		12206	13469	
Net Fixed Assets	8203	8364	8801		8364	8801	
Secured Gross Term Debt	758	874	663		874	663	
Secured Net Term Debt	(1024)	(438)	(375)		(438)	(375)	
Tangible Networkth	12836	12837	14110		12837	14110	
Debt / Equity	0.1	0.1	0.0		0.1	0.0	
Debt / EBIDTA	0.1	0.1	0.1		0.1	0.1	
ROCE	34.5%	34.4%	32.1%		34.4%	32.1%	
RONW	24.6%	24.6%	22.2%		24.6%	22.2%	
Fixed Assets Coverage Ratio	10.8	9.6	13.3		9.6	13.3	
Current Ratio (Including Term Loan Liabilities due in 1 Year)	2.6	3.2	3.4		3.2	3.4	
Total Outside Liabilities/Tangible Net Worth	0.4	0.3	0.3		0.3	0.3	
Inventory Turnover (Days)	79	68	82		68	82	
Debtors Turnover (Days)	62	56	58		56	58	