

D B CORP LTD.

KEY PERFORMANCE METRICS

(Rs. In Mn)

Particulars (INR MN)							
	FY 14-15	Q3 FY15	Q3 FY16	Variance % (YOY)	YTD Dec 9 Months FY15	YTD Dec 9 Months FY16	Variance % (YOY)
Profit & Loss Items	12 Months	3 Months	3 Months		9 Months	9 Months	
Advt Revenue	15166	4283	4356	1.7%	11623	11212	-3.5%
Circulation Revenue	3755	969	1141	17.7%	2769	3220	16.3%
Total Revenue	20353	5574	5896	5.8%	15400	15535	0.9%
NP prices (MT)	35778	35323	33309	-5.7%	36228	33410	-7.8%
News Print Cost/Total Cost	44.8%	45.6%	41.8%		45.9%	41.3%	
Personnel Cost/Total Cost	23.9%	23.8%	25.1%		23.6%	25.9%	
Other Operational Cost/Total Cost	31.3%	30.6%	33.1%		30.5%	32.8%	
Total Cost	14474	3699	3991	7.9%	10812	11172	3.3%
EBIDTA	5879	1876	1906	1.6%	4587	4363	-4.9%
EBIDTA Margin	28.9%	33.6%	32.3%		29.8%	28.1%	
PAT	3163	1051	1068	1.6%	2523	2324	-7.9%
Pat Margin	15.5%	18.9%	18.1%		16.4%	15.0%	
Balance Sheet Items							
Gross Fixed Assets	12461	12309	14386		12309	14386	
Net Fixed Assets	8203	8280	9500		8280	9500	
Secured Gross Term Debt	758	892	669		892	669	
Secured Net Term Debt	(1024)	(943)	(173)		(943)	(173)	
Tangible Networkth	12836	13126	14428		13126	14428	
Debt / Equity	0.1	0.1	0.0		0.1	0.0	
Debt / EBIDTA	0.1	0.2	0.1		0.2	0.1	
ROCE	34.5%	33.6%	30.6%		33.6%	30.6%	
RONW	24.6%	24.1%	21.2%		24.1%	21.2%	
Fixed Assets Coverage Ratio	10.8	9.3	14.2		9.3	14.2	
Current Ratio (Including Term Loan Liabilities due in 1 Year)	2.6	2.8	2.7		2.8	2.7	
Total Outside Liabilities/Tangible Net Worth	0.4	0.4	0.4		0.4	0.4	
Inventory Turnover (Days)	79	79	91		79	91	

Debtors Turnover (Days)	62	62	80		62	80	
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