

D B CORP LTD.

KEY PERFORMANCE METRICS

(Rs. In Mn)

Particulars (INR MN)						
	FY 14-15	Q4 FY15	Q1 FY15	Q1 FY16	Variance % (YOY)	Variance % (QOQ)
Profit & Loss Items	12 Months	3 Months	3 Months	3 Months		
Advt Revenue	15166	3543	3730	3423	-8.2%	-3.4%
Circulation Revenue	3755	985	885	1022	15.5%	3.7%
Total Revenue	20353	4953	4987	4802	-3.7%	-3.1%
NP prices (MT)	35778	34381	37204	33630	-9.6%	-2.2%
News Print Cost/Total Cost	44.8%	41.5%	46.9%	41.2%		
Personnel Cost/Total Cost	23.9%	24.7%	23.6%	26.4%		
Other Operational Cost/Total Cost	31.3%	33.8%	29.5%	32.4%		
Total Cost	14474	3662	3546	3515	-0.9%	-4.0%
EBIDTA	5879	1292	1441	1287	-10.7%	-0.4%
EBIDTA Margin	28.9%	26.1%	28.9%	26.8%		
PAT	3163	640	791	665	-16.0%	3.8%
Pat Margin	15.5%	12.9%	15.9%	13.8%		
Balance Sheet Items						
Gross Fixed Assets	12461	12461	11953	12826		
Net Fixed Assets	8203	8203	8313	8366		
Secured Gross Term Debt	758	758	973	772		
Secured Net Term Debt	(1024)	(1024)	(952)	(1257)		
Tangible Networkth	12836	12836	12146	13510		
Debt / Equity	0.1	0.1	0.1	0.1		
Debt / EBIDTA	0.1	0.1	0.2	0.1		
ROCE	34.5%	34.5%	35.5%	36.3%		
RONW	24.6%	24.6%	26.0%	25.6%		
Fixed Assets Coverage Ratio	10.8	10.8	8.5	10.8		
Current Ratio (Including Term Loan Liabilities due in 1 Year)	2.6	2.6	2.6	2.7		
Total Outside Liabilities/Tangible Net Worth	0.4	0.4	0.4	0.4		
Inventory Turnover (Days)	79	79	84	93		
Debtors Turnover (Days)	62	62	64	69		