

D B CORP LTD.

KEY PERFORMANCE METRICS

(Rs. In Mn)

Particulars (INR MN)							
	FY 11-12	Q2 FY12	Q2 FY13	Variance % (YOY)	H1 FY12	H1 FY13	Variance % (H1-YOY)
Profit & Loss Items	12 Months	3 Months	3 Months		6 Months	6 Months	
Advt Revenue	11281	2750	2826	2.8%	5592	5688	1.7%
Circulation Revenue	2422	601	700	16.5%	1169	1358	16.2%
Total Revenue	14755	3509	3784	7.8%	7034	7553	7.4%
NP prices (MT)	31122	31166	33146	6.4%	30846	32727	6.1%
News Print Cost/Total Cost	45.5%	44.2%	45.5%		45.4%	44.9%	
Personnel Cost/Total Cost	21.8%	21.8%	23.8%		22.2%	23.3%	
Other Operational Cost/Total Cost	32.7%	34.0%	30.7%		32.4%	31.8%	
Total Cost	11151	2814	2923	3.9%	5348	5924	10.8%
EBIDTA	3604	695	861	23.9%	1686	1629	-3.4%
EBIDTA Margin	24.4%	19.8%	22.7%		24.0%	21.6%	
PAT	2021	402	486	20.8%	1013	923	-8.9%
Pat Margin	13.7%	11.5%	12.8%		14.4%	12.2%	12.8%
Balance Sheet Items							
Gross Fixed Assets	10443	10089	10726		10089	10726	
Net Fixed Assets	8224	8129	8251		8129	8251	
Secured Gross Term Debt	1328	1429	1175		1429	1175	
Secured Net Term Debt	-568	526	-257		526	-257	
Tangible Networkth	9177	9210	10119		9210	10119	
Debt / Equity	0.1	0.2	0.1		0.2	0.1	
Debt / EBIDTA	0.4	0.4	0.3		0.4	0.3	
ROCE	26.7%	27.0%	26.7%		27.0%	26.7%	
RONW	22.0%	21.9%	22.0%		21.9%	22.0%	
Fixed Assets Coverage Ratio	6.2	5.7	7.0		5.7	7.0	
Current Ratio (Including Term Loan Liabilities due in 1 Year)	2.1	2.6	2.7		2.6	2.7	
Total Outside Liabilities/Tangible Net Worth	0.6	0.5	0.5		0.5	0.5	
Inventory Turnover (Days)	85	93	98		93	98	
Debtors Turnover (Days)	62	74	69		74	69	