

D B CORP LTD.

KEY PERFORMANCE METRICS

(Rs. In Mn)

Particulars (INR MN)							
	FY 15-16	Q3 FY16	Q3 FY17	Variance % (YOY)	YTD Dec 9 Months FY16	YTD Dec 9 Months FY17	Variance % (YOY)
Profit & Loss Items	12 Months	3 Months	3 Months		9 Months	9 Months	
Advt Revenue	14812	4356	4530	4.0%	11212	12406	10.6%
Circulation Revenue	4356	1141	1243	8.9%	3220	3597	11.7%
Total Revenue	20783	5947	6309	6.1%	15586	17528	12.5%
NP prices (MT)	33470	33309	35358	6.2%	33410	34710	3.9%
News Print Cost/Total Cost	40.6%	41.5%	41.2%		41.1%	41.3%	
Personnel Cost/Total Cost	25.7%	25.5%	25.3%		26.0%	26.6%	
Other Operational Cost/Total Cost	33.7%	32.9%	33.5%		32.9%	32.0%	
Total Cost	15246	4003	4290	7.2%	11207	12109	8.1%
EBIDTA	5537	1944	2019	3.9%	4379	5419	23.7%
EBIDTA Margin	26.6%	32.7%	32.0%		28.1%	30.9%	
PAT	2901	1107	1181	6.6%	2318	3106	34.0%
Pat Margin	14.0%	18.6%	18.7%		14.9%	17.7%	
Balance Sheet Items							
Gross Fixed Assets	13766	14095	14093		14095	14093	
Net Fixed Assets	9128	9257	8835		9257	8835	
Secured Gross Term Debt	536	669	412		669	412	
Secured Net Term Debt	(390)	(173)	(1077)		(173)	(1077)	
Tangible Networth	13991	14857	16193		14857	16193	
Debt / Equity	0.04	0.05	0.03		0.05	0.03	
Debt / EBIDTA	0.10	0.12	0.06		0.12	0.06	
ROCE	29.4%	28.1%	35.9%		28.1%	35.9%	
RONW	20.7%	19.5%	25.6%		19.5%	25.6%	
Fixed Assets Coverage Ratio	17.0	13.8	21.4		13.8	21.4	
Current Ratio (Including Term Loan Liabilities due in 1 Year)	3.2	3.4	4.0		3.4	4.0	
Total Outside Liabilities/Tangible Net Worth	0.3	0.3	0.3		0.3	0.3	
Inventory Turnover (Days)	99	91	105		91	105	
Debtors Turnover (Days)	68	80	77		80	77	