

# D B CORP LTD.

## KEY PERFORMANCE METRICS

(Rs. In Mn)

Particulars ( INR MN)						
	Qtr 4 FY12	Qtr 4 FY13	Variance % ( Q4 -YOY)	FY 11-12	FY 12-13	Variance %
<b>Profit &amp; Loss Items</b>	<b>3 Months</b>	<b>3 Months</b>		<b>12 Months</b>	<b>12 Months</b>	
Advt Revenue	2630	2975	13.1%	11281	12075	7.0%
Circulation Revenue	622	733	18.0%	2422	2823	16.5%
<b>Total Revenue</b>	<b>3642</b>	<b>4073</b>	<b>11.8%</b>	<b>14755</b>	<b>16137</b>	<b>9.4%</b>
NP prices ( MT)	31781	32797	3.2%	31324	32946	5.2%
News Print Cost/Total Cost	46.4%	44.0%		45.6%	44.8%	
Personnel Cost/Total Cost	21.8%	22.8%		21.8%	23.0%	
Other Operational Cost/Total Cost	31.9%	33.3%		32.7%	32.2%	
<b>Total Cost</b>	<b>2806</b>	<b>3042</b>	<b>8.4%</b>	<b>11151</b>	<b>12163</b>	<b>9.1%</b>
EBIDTA	836	1031	23.3%	3604	3974	10.3%
EBIDTA Margin	23.0%	25.3%		24.4%	24.6%	
PAT	454	553	21.6%	2021	2181	7.9%
Pat Margin	12.5%	13.6%		13.7%	13.5%	
<b>Balance Sheet Items</b>						
Gross Fixed Assets	10443	11407		10443	11407	
Net Fixed Assets	8224	8648		8224	8648	
Secured Gross Term Debt	1328	1098		1328	1098	
Secured Net Term Debt	-568	-181		-568	-181	
Tangible Networkth	9177	10213		9177	10213	
Debt / Equity	0.1	0.1		0.1	0.1	
Debt / EBIDTA	0.4	0.3		0.4	0.3	
ROCE	26.7%	27.9%		26.7%	27.9%	
RONW	22.0%	21.4%		22.0%	21.4%	
Fixed Assets Coverage Ratio	6.2	7.9		6.2	7.9	
Current Ratio (Including Term Loan Liabilities due in 1 Year)	2.1	2.0		2.1	2.0	
Total Outside Liabilities/Tangible Net Worth	0.6	0.5		0.6	0.5	
Inventory Turnover (Days)	85	87		85	87	
Debtors Turnover (Days)	61	70		61	70	