

D B Corp Ltd. Investor Presentation

February 2020



India's Largest Newspaper Group | 12 States | 65 Editions | 3 Languages

VALUES – Trendsetting | Result-oriented | Analytical | Connected

Disclaimer

Some of the statements made in this presentation are forward-looking statements and are based on the current beliefs, assumptions, expectations, estimates, objectives and projections of the directors and management of Dainik Bhaskar Group (DB Corp Ltd.) about its business and the industry and markets in which it operates.

These forward-looking statements include, without limitation, statements relating to revenues and earnings.

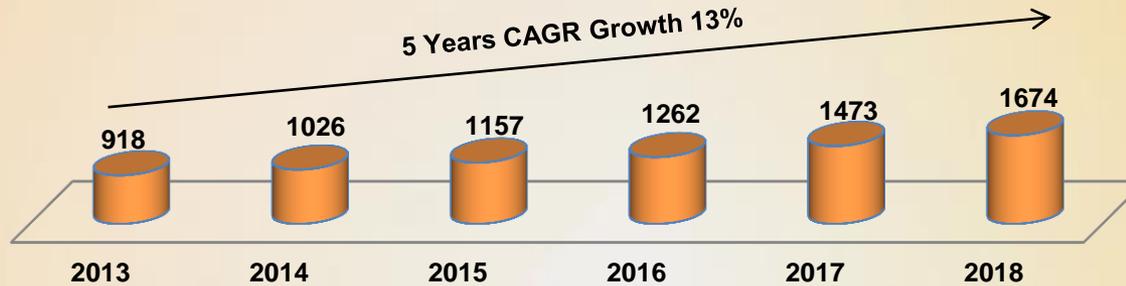
These statements are not guarantees of future performance and are subject to risks, uncertainties and other factors, some of which are beyond the control of the Company and are difficult to predict. Consequently, actual results could differ materially from those expressed or forecast in the forward-looking statements as a result of, among other factors, changes in economic and market conditions, changes in the regulatory environment and other business and operational risks. DB Corp Ltd. does not undertake to update these forward-looking statements to reflect events or circumstances that may arise after publication.



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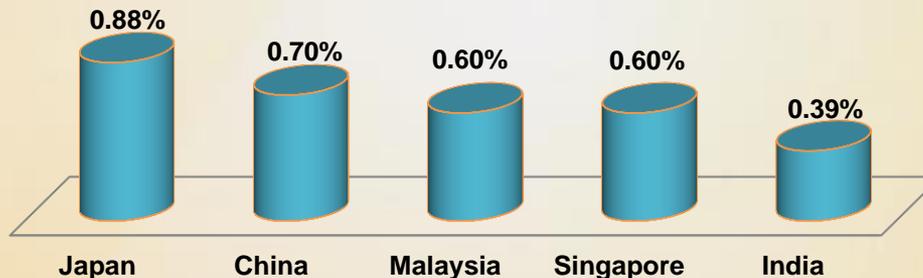
Indian Media & Entertainment Industry

Media Sector – Strong & Consistent Growth (INR bn)



- M&E industry size was Rs. 1674 bn in 2018, which grew by 13% over 2017.
- Expected CAGR growth is 12% till 2021.

Media Spend as % of GDP



- It is still lower than global peers
- Reflective of sizeable / huge potential

Source: FICCI-KPMG Report 2017

FICCI-EY Report 2018 & 2019

Worldwide Media & Mktg. Forecasts, Group M, Summer 2011

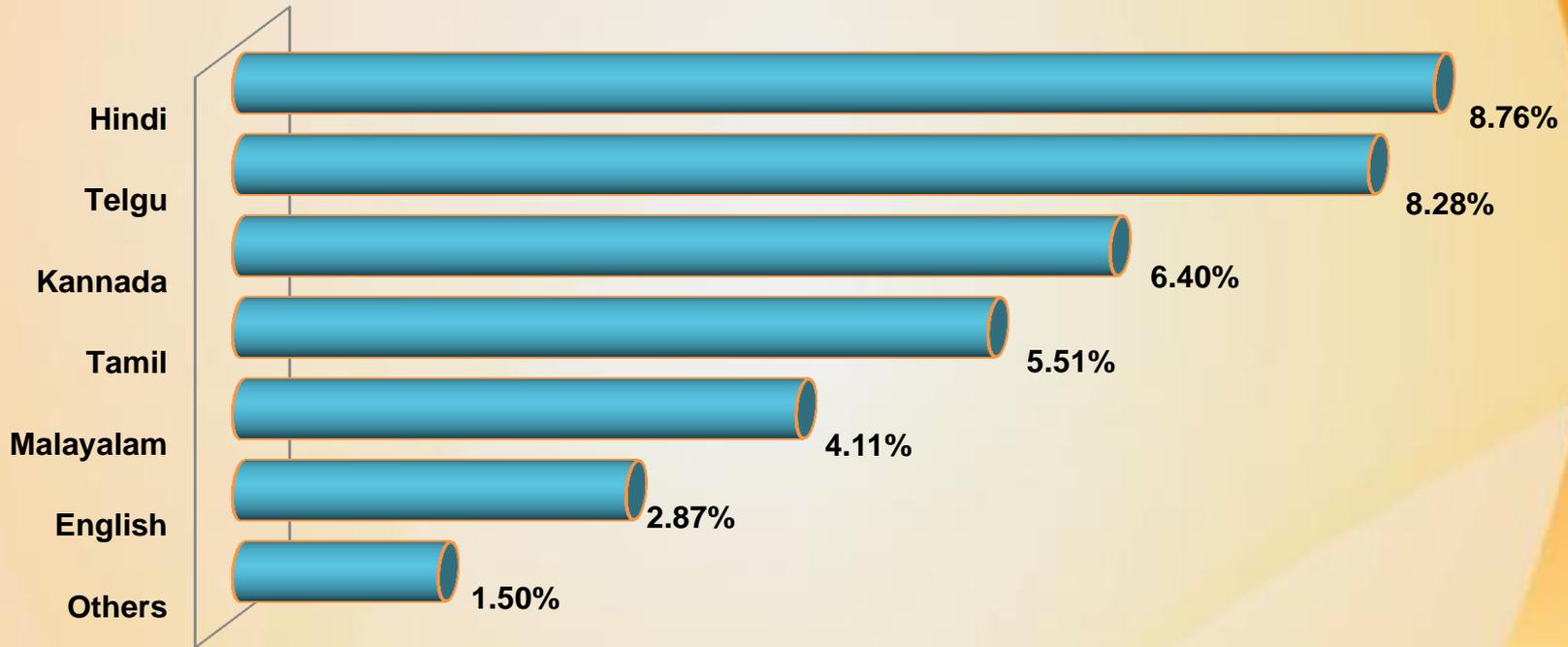


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Consistent Higher % Growth of Indian Language Newspapers

- Print is growing at an incredible **4.87% CAGR** over a 10 year period from 2006 to 2016.
- Absolute Hindi copies per day increased by **1.39 cr** to **2.45 cr** in **2016** from **1.06 cr** copies in 2006.



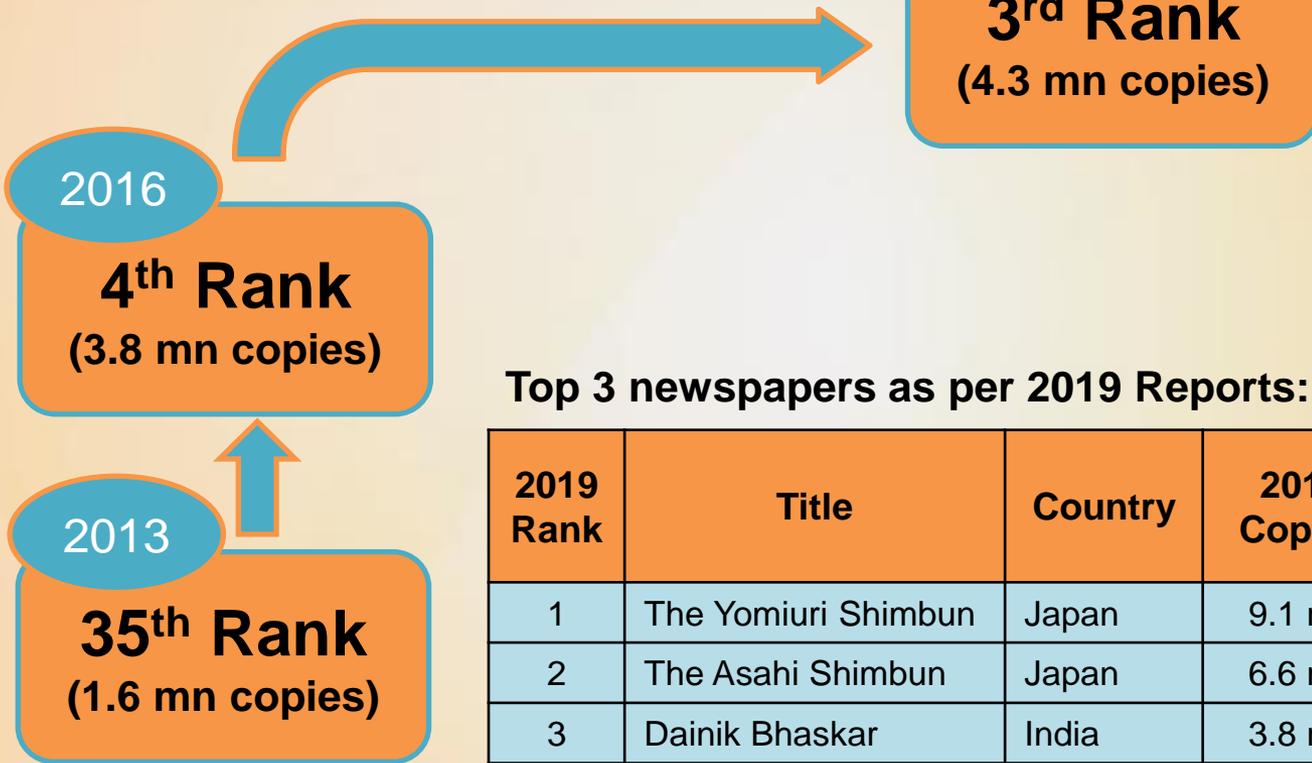
- Absolute copies per day increased by **2.37 cr** to **6.28 cr** in **2016** from 3.91 cr copies in 2006.

Source: Audit Bureau of Circulation Press Release dated 8th May 2017



'Dainik Bhaskar' Newspaper Is World's 3rd Largest Circulated Newspaper

WAN IFRA's World Press Trends Reports:



Top 3 newspapers as per 2019 Reports:

2019 Rank	Title	Country	2016 Copies	2019 Copies	Growth/ (De-growth)
1	The Yomiuri Shimbun	Japan	9.1 mn	8.1 mn	(11%)
2	The Asahi Shimbun	Japan	6.6 mn	5.6 mn	(15%)
3	Dainik Bhaskar	India	3.8 mn	4.3 mn	13%

Source : WAN IFRA -World Association of Newspapers and News Publishers Report 2013, 2016, & 2019.

Insights – Indian Readership Survey 2019 Q1

Readership Base Continues to Expand

All India	Read in Last 1 Month (in crs)		Increase In Readers (crs)	Growth (%)
	IRS 2017	IRS 2019 Q1		
Any Dailies	40.7	42.5	+1.8 Cr	4.6%
Any Hindi Dailies → Dainik Bhaskar	17.6 4.6	18.6 5.3	+1.0 Cr +0.6 Cr	5.3% 13.9%
Any Regional Dailies	20.3	21.1	+0.8 Cr	3.9%
Any English Dailies	2.8	3.1	+0.3 Cr	13.7%

Source: MRUC Website - <http://mruc.net/uploads/posts/b4c4dc7e0fce3369473c0c1a93196bfb.pdf>



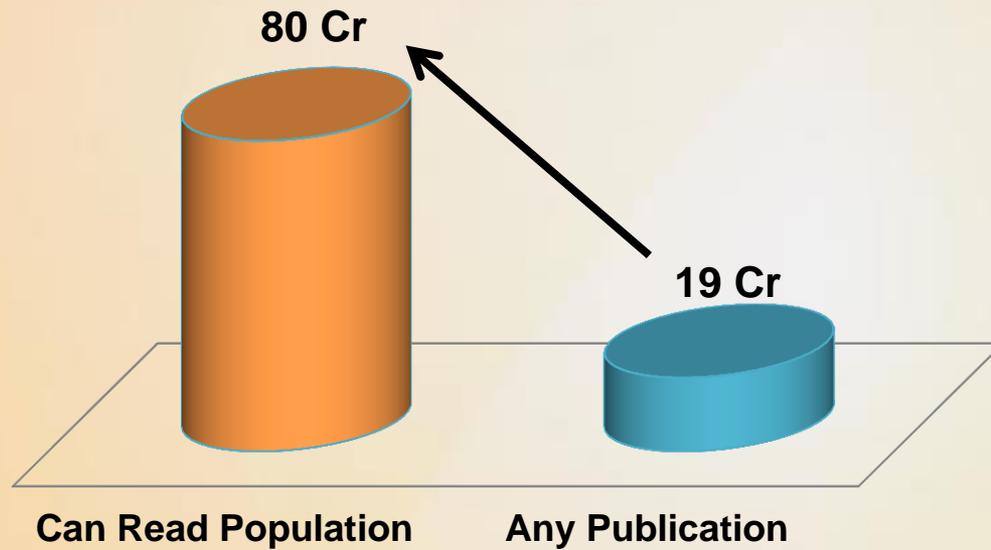
Readership Base Expands Across Demographic Age Groups

TR	12 – 15 YRS		16 – 19 YRS		20 – 29 YRS		30 – 39 YRS		40 – 49 YRS		50+ YRS	
	Increase (lacs)	Growth (%)	Increase (lacs)	Growth (%)	Increase (lacs)	Growth (%)	Increase (lacs)	Growth (%)	Increase (lacs)	Growth (%)	Increase (lacs)	Growth (%)
Any Dailies	22.2	4.8%	23.7	4.6%	36.9	3.8%	32.4	4.5%	23.2	4.4%	36.5	5.7%
Any Hindi Dailies → Dainik Bhaskar	12.5 7.6	5.2% 12.2%	13.7 9.3	5.1% 13.2%	22.4 17.9	4.9% 13.5%	14.8 12.2	4.7% 14.2%	12.2 7.1	5.4% 12.7%	17.9 9.6	7.0% 16.9%
Any Regional Dailies	9.2	4.6%	8.3	3.5%	12.8	2.6%	17.7	4.4%	11.2	3.7%	19.1	5.0%
Any English Dailies	5.7	19.3%	5.8	14.6%	11.5	13.6%	6.9	15.2%	3.9	13.0%	4.5	9.9%

Source: IRS 2019 Q1 | IRS 2017



Headroom for Print Growth

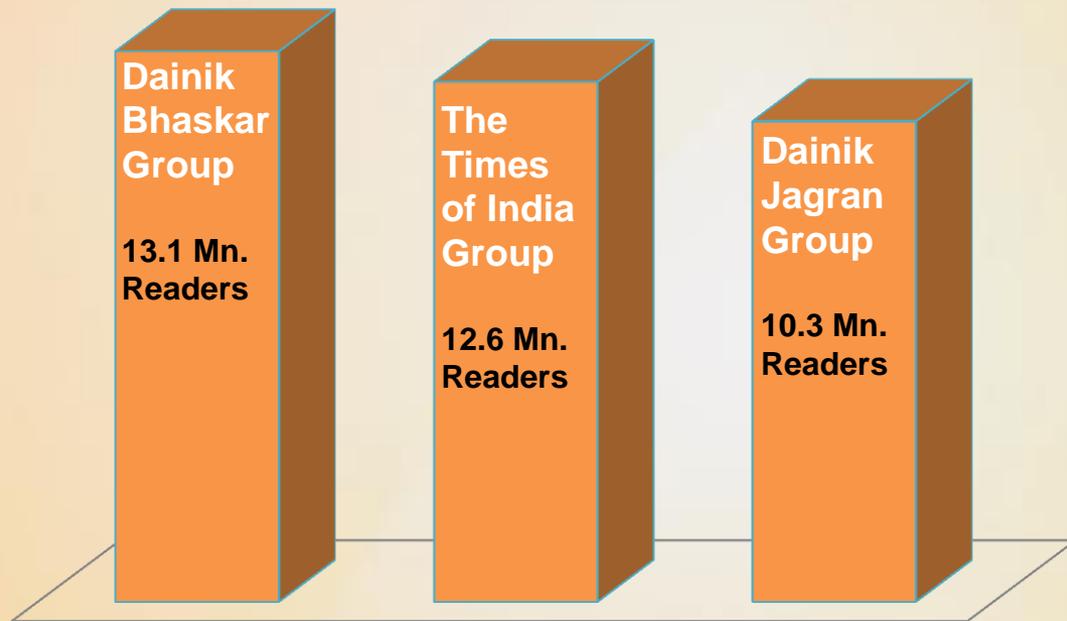


Source: IRS 2019 Q1 | Urban + Rural



Dainik Bhaskar Group is Urban India's #1 Newspaper Group

IRS 2019 Q3 AIR – URBAN | Main + Variant | Excluding Financial Dailies

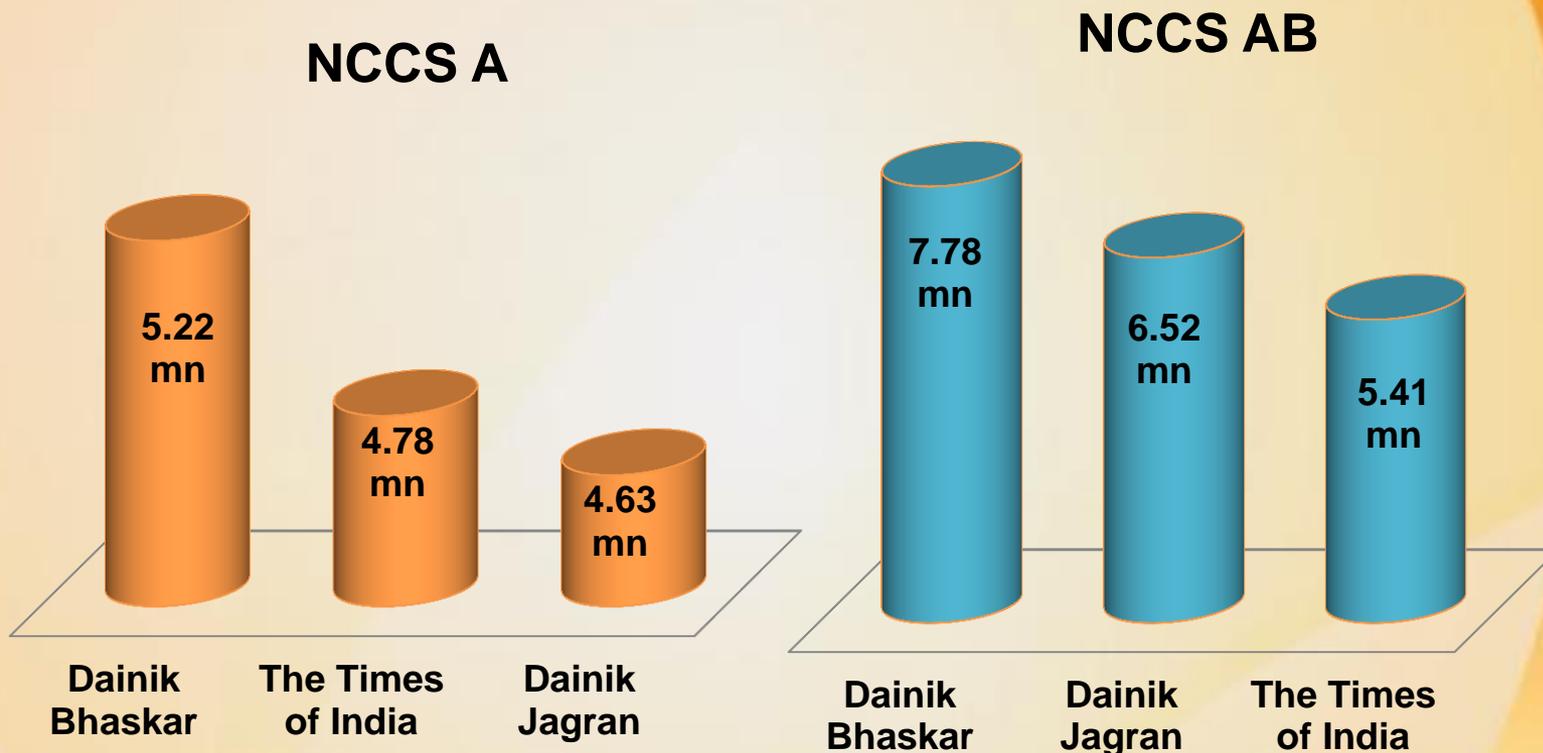


Dainik Bhaskar Group : Dainik Bhaskar (Main + Variant) | Divya Bhaskar (Main + Variant) | Divya Marathi (Main) | Saurashtra Samachar
The Times of India Group: The Times of India (Main + Variant) | Vijaya Karnataka (Main + Variant) | Navbharat Times | Maharashtra Times | Ei Samay | Mumbai Mirror | Bangalore Mirror | Pune Mirror | Navgujarat Samay
Dainik Jagran Group : Dainik Jagran (Main + Variant) | Nai Dunia | Nav Dunia | Mid-day Gujarati | Mid-day English | Inquilab | Punjabi Jagran

Source : IRS 2019 Q3 AIR – URBAN | Main + Variant | Excluding Financial Dailies



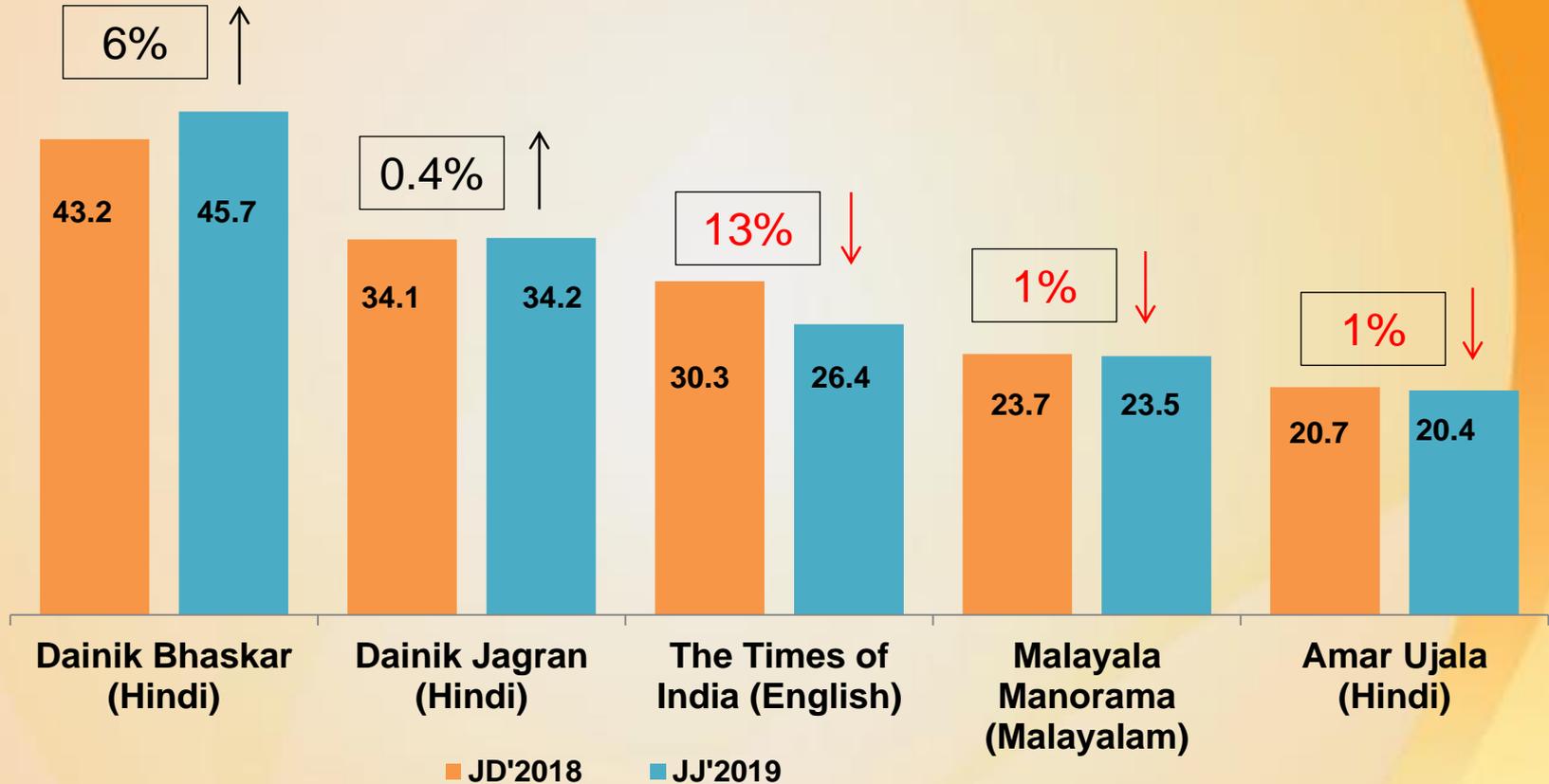
Dainik Bhaskar continues to be Urban India's #1 Newspaper in NCCS-A and NCCS-AB segment



Source : IRS 2019 Q3 | AIR – URBAN | Main + Variant

Dainik Bhaskar is largest circulated daily, as per Audit Bureau of Circulation Jan – Jun'19

No. of copies: Main + Variant | in lakhs



Source: Audit Bureau of Circulation Data for January – June'19 and July – December 18



Key Findings Readership & Circulation

- Dainik Bhaskar featured as the only Indian newspaper in the World's Top 3 most circulated newspapers, in 2019, as per WAN IFRA World Press Trends Report 2019. The Other 2 newspapers are Yomiuri Shimbun and The Asahi Shimbun from Japan with 8.1 and 5.6 million respectively.
- As per last released ABC (January to June 2019) data, Dainik Bhaskar Group and Dainik Bhaskar Newspaper continues to maintain dominant No 1 position of India
- Key highlights of the Indian Readership Survey (IRS) Q3 2019 (All comparison like-to-like basis over IRS 2019 Q2):
 - Dainik Bhaskar Group continues to maintain its position as No.1 newspaper of Urban India(excluding financial dailies)while the flagship brand 'Dainik Bhaskar' has substantially increased its lead as No.1 newspaper of Urban India (AIR – Urban | Main + Variant)
 - Dainik Bhaskar continues to be Urban India's No.1 Newspaper in NCCS A & NCCS AB segments and is further increasing its lead (AIR –Urban| Main + Variant)
 - Dainik Bhaskar continues to maintain dominance in its two key markets i.e. Madhya Pradesh & Chhattisgarh (AIR –Urban| Main + Variant)



Key Findings Readership (IRS) & Circulation (ABC)

- Dainik Bhaskar is inching closer to becoming the No.1 player in overall Rajasthan with increasing its lead in urban Rajasthan to 10% from 4% in last quarter and in Jaipur to 47% from 37% in the previous quarter (AIR–Urban| Main + Variant)
- Divya Bhaskar has a lead of 30% in the key market of Ahmedabad (AIR –Urban +Rural | Main + Variant) and has become the No.1 newspaper in the Top 6 cities of Gujarat (TR–Urban +Rural | Main + Variant)
- In Punjab, Dainik Bhaskar registered a significant growth of 23% in readership (AIR –Urban+ Rural| Main + Variant)
- In Haryana (without NCT), Dainik Bhaskar continues to maintain its dominance in overall as well as urban market (AIR –Urban+ Rural| Main + Variant)
- In newer markets of Bihar, Dainik Bhaskar is the only newspaper which continues to register double digit growth in readership and has added 1.82 lakh readers (AIR –Urban+ Rural| Main + Variant)
- Dainik Bhaskar continues to maintain its leadership in multiple states of Madhya Pradesh, Chhattisgarh, Rajasthan, Haryana, Chandigarh(No.4), Punjab(4 urban Cities), besides maintaining a very close no 1 formidable position in other markets, like Gujarat, Maharashtra. (ABC JJ'19)



DB Corp Markets

Madhya Pradesh	Dominant
Chhattisgarh	Dominant
Haryana	Dominant
Chandigarh	Dominant
Rajasthan	Largest Circulated Newspaper of overall Rajasthan
Gujarat	Leader in Ahmedabad Close No.2 in top 6 cities of Gujarat
Bihar	Now Close No.1 (with a gap of 16%) Further investing in copies for overall leadership
Punjab	No.2 in Top 4 cities
Maharashtra	Limited to Central Maharashtra
Jharkhand	Overall No.2 in terms of circulation in urban cities



D B Corp Ltd - The Largest Print Media Company In India

Major Business Brands



Hindi Newspaper

11 States, 46 Editions



Gujarati Newspaper

2 States, 9 Editions



Marathi Newspaper

1 State, 6 Editions



FM Radio Network

7 States, 30 Stations



Digital & Mobile

9 Portals & 4 Apps



Current Focus - Editorial Direction

DBCL's innovative initiatives aims at delivering contemporary, relevant and knowledge-focused stories to augment the connect with audiences:

- DBCL is extending its editorial philosophy of Reader-Centric (Kendra Mein Pathak) to Knowledge & Ideation approach, '**Har Zaroori Khabar Mein Hoga Aapke Kaam Ka Knowledge**'. The new theme is implemented successfully through several initiatives:
 - Special content on Gandhi Jayanti, Deepawali Day, Ayodhya Judgement, formation of Maharashtra Government ,
 - To recall key National and International events that happened during the year , a special coverage through recall photos was published at the end of the year
 - Special Content Jackets: Providing complete break down analysis on Maharashtra, Jharkhand and Haryana.
- Under '**Bhaskar Original**', the emphasis is to build-up the Bhaskar National and International reporter network to disseminate original news to its readers. Accordingly, Dainik Bhaskar extended it's national newsroom to 10 new states in India and to 15 new important / strategic countries so as to provide news from every corner of the world



CSR Initiatives – Q3 FY 20



Sarthak Diwali

- Celebrating since 2015 to share joy of Diwali with the underprivileged.
- This year, Dainik Bhaskar encouraged people to gift / acknowledge an underprivileged person and brighten up their Diwali



Dene Ka Sukh

- Campaign revolves around helping underprivileged people.
- Dainik Bhaskar requested its readers to carry extra food to satisfy the hunger of many disadvantaged people during that week. (Oct 2nd to 8th)

Radio Business



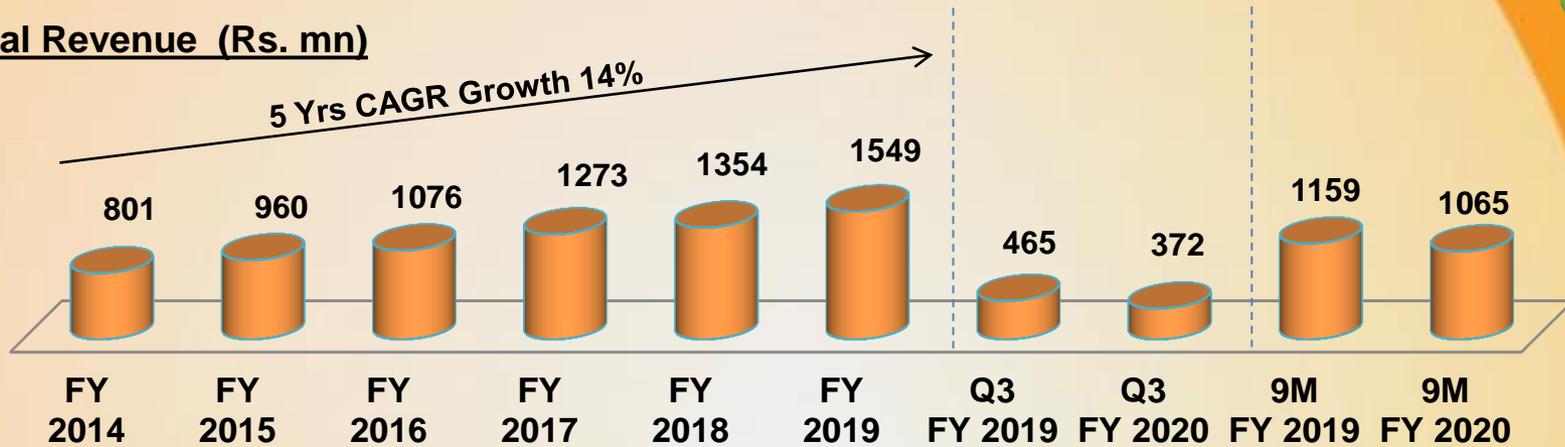
- Launched in 2006, 94.3 MY FM operates from 30 stations in 7 states
- 94.3 MY FM continues to be no.1. in markets of Madhya Pradesh, Chhattisgarh and Rajasthan and largest network in Chandigarh, Punjab and Haryana.
- **Radio Phase 3 stations become profitable:** Turned EBIDTA positive, following the complete commissioning of all 13 stations, acquired under batch 1 of Phase 3 during 2017. Profitability achieved on the back of strong inventory management, programme profile, prudent cost efficiencies and growing popularity.
- Consolidating presence in line with strategy to be market leader in “Unmetro” geographies with strong DBCL presence.
- With the 13 New frequencies acquired, during the Phase III Radio auctions, 94.3 MY FM to be:
 - Biggest player in Rest of Maharashtra with 10 frequencies including Nagpur
 - Biggest player in Chandigarh / Haryana/ Punjab with 4 frequencies
 - Biggest Player in Rajasthan with 6 frequencies
 - Strengthened Gujarat with presence in Rajkot



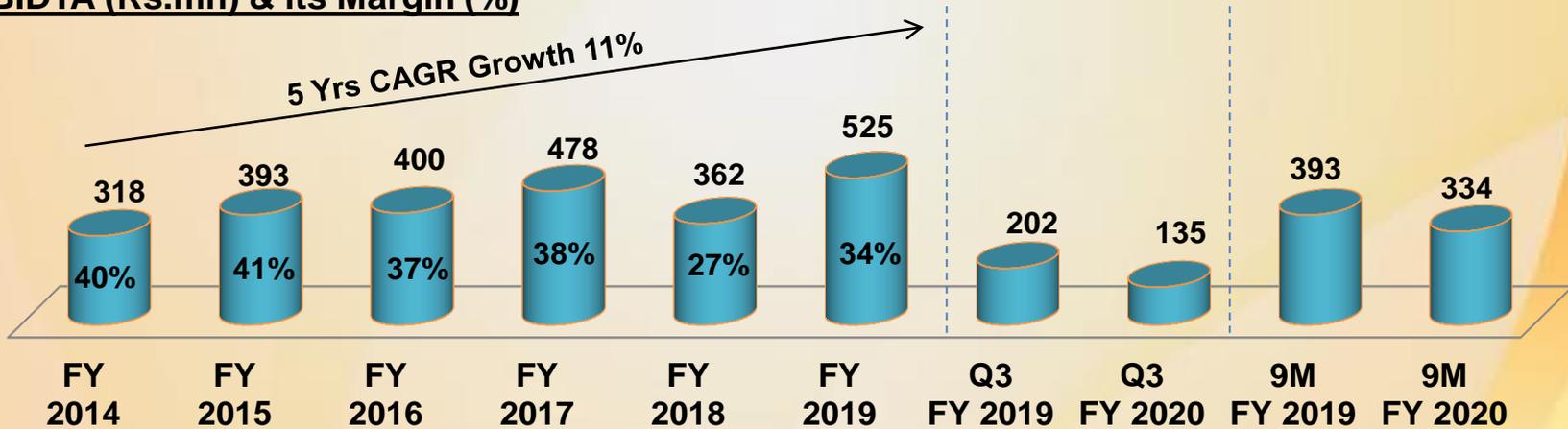
Radio Snapshot



Total Revenue (Rs. mn)



EBIDTA (Rs.mn) & its Margin (%)



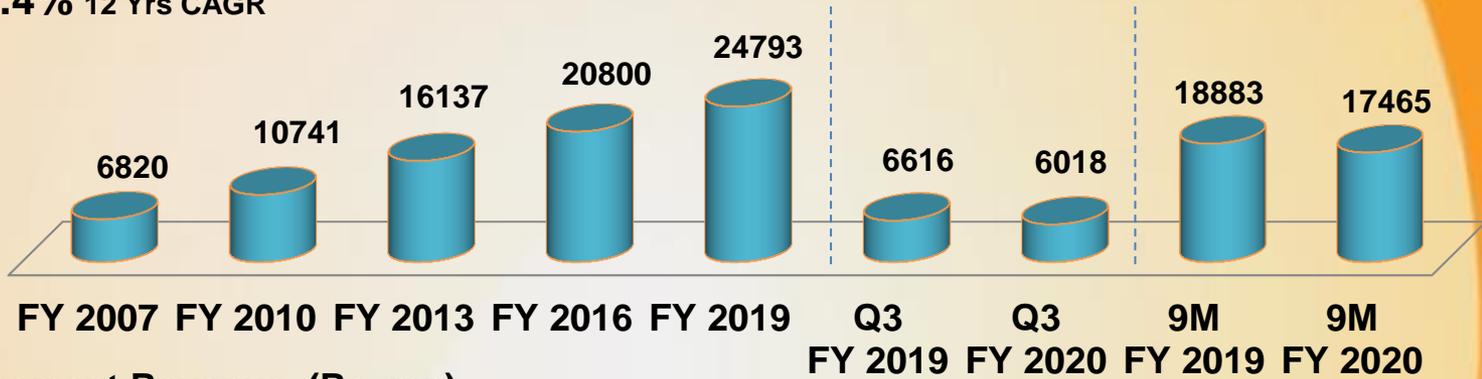
Robust Growth in Profits
Strong Focus on ROCE & RONW
Low Debt Exposure
High Net worth & Strong Balance Sheet



Proven Track Record of Topline & Bottom Line Growth

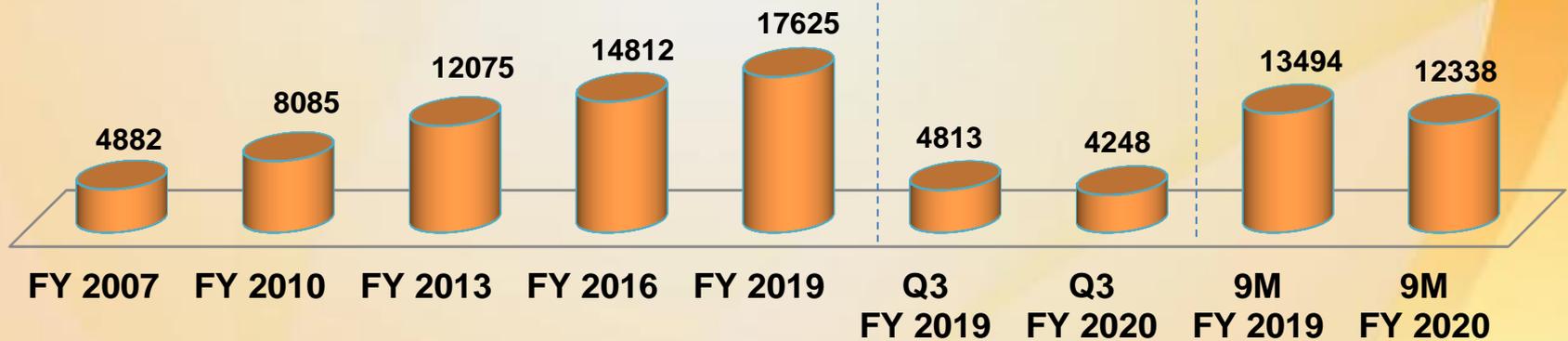
Total Revenue (Rs. mn)

↑ 11.4% 12 Yrs CAGR



Advertisement Revenue (Rs. mn)

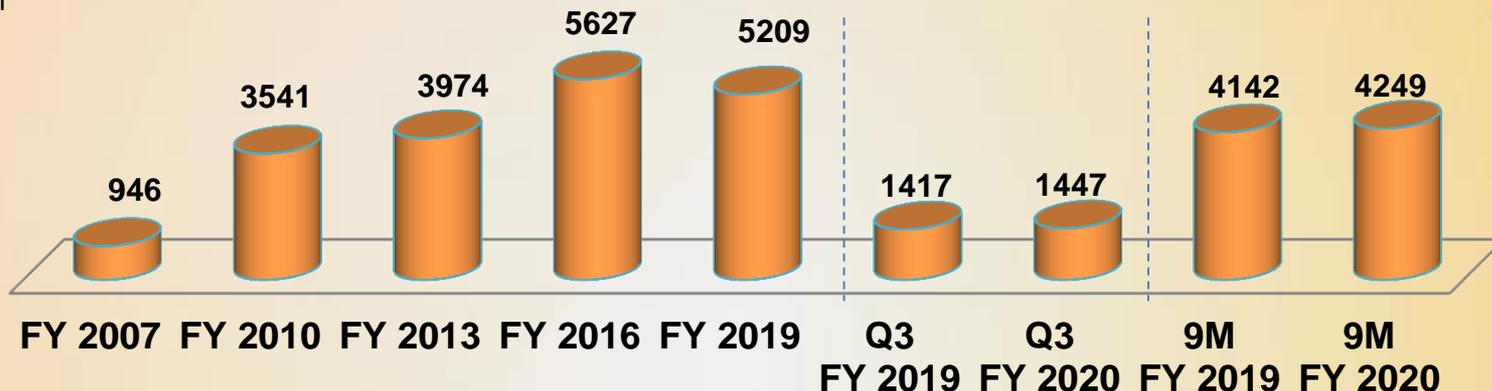
↑ 11.3% 12 Yrs CAGR



Proven Track Record of Topline & Bottom Line Growth... (contd.)

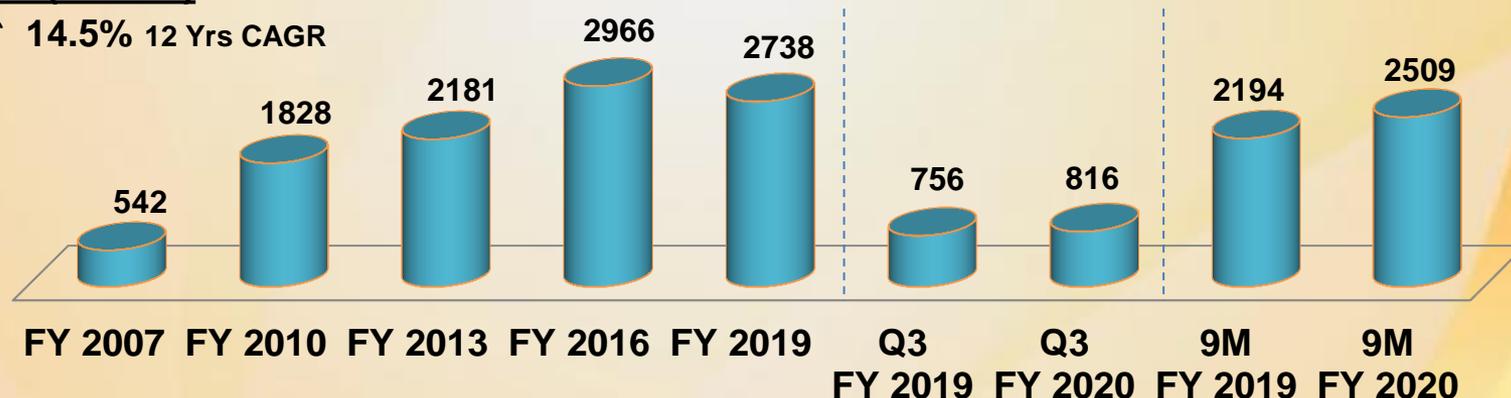
EBIDTA (Rs. mn)

↑ 15.3% 12 Yrs CAGR



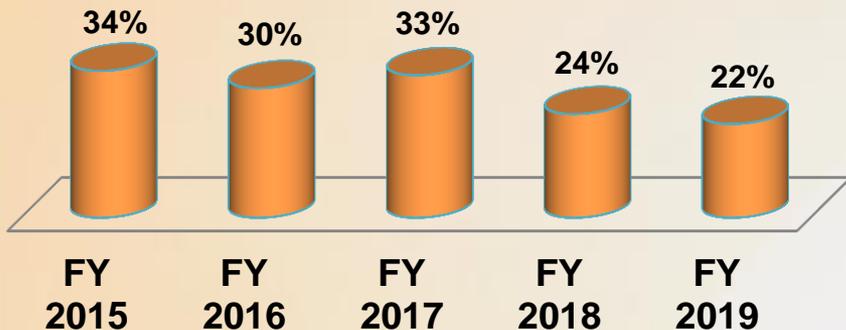
PAT (Rs. mn)

↑ 14.5% 12 Yrs CAGR

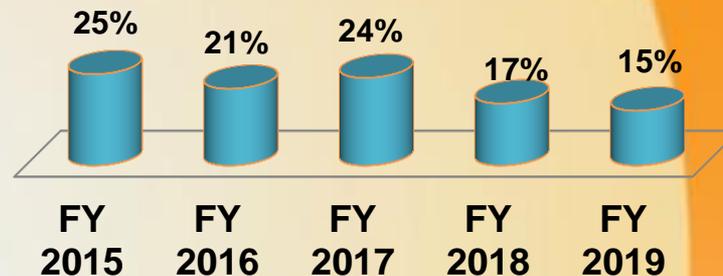


Proven Track Record of Topline & Bottom Line Growth... (contd.)

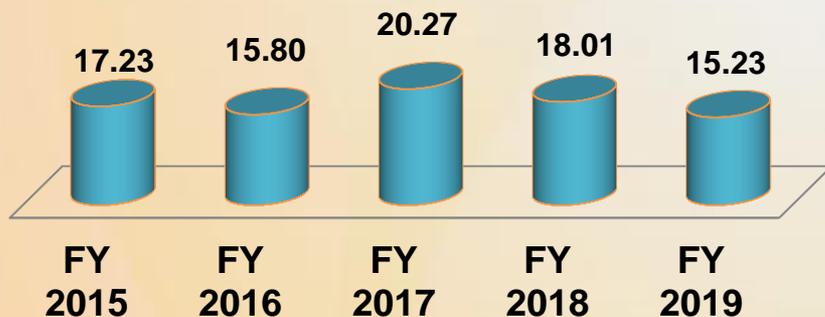
Return on Capital Employed (%)



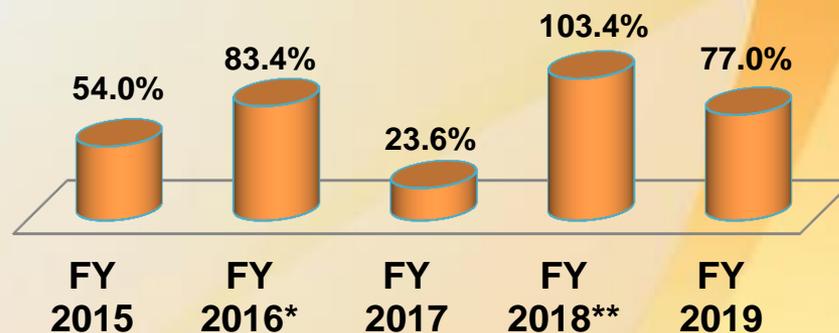
Return on Net Worth



Earning Per Share (Rs.)



Dividend Payout (with tax & buyback) (%)



* Includes special dividend | ** includes buyback done in Aug'18



Healthy Operating Profit In Our Mature Market

Rs MN

Particulars	Q3 (FY19-20)			9M (FY 19-20)		
	Matured Business	Emerging Business*	DBCL Standalone	Matured Business	Emerging Business*	DBCL Standalone
Topline	5707	310	6017	16516	948	17464
EBIDTA (Before Pre - opex)	1618	(172)	1446	4701	(453)	4248
EBIDTA (After Pre – opex)	1618	(172)	1446	4701	(453)	4248
EBIDTA %	28.4%	(55.3%)	24.0%	28.5%	(47.8%)	24.3%

*Emerging Business – Editions below 4 years of age also includes Mobile app & E-real Estate Business



Financial Summary

Particulars (INR million)					Quarter Ended			Half Year Ended		
	16-Mar	17-Mar	18-Mar	19-Mar	Q3 FY19	Q3 FY20	Growth %	9M FY19	9M FY20	Growth %
Advertising Income	14812	15973	16416	17625	4813	4248	-11.7%	13494	12338	-8.6%
Circulation Revenue	4356	4814	4981	5237	1301	1321	1.6%	3964	3921	-1.1%
Total Income	20735	22750	23349	24794	6616	6018	-9.0%	18883	17465	-7.5%
Newsprint	-6186	-6609	-7307	-9236	-2513	-2001	-20.4%	-7024	-5973	-15.0%
Personnel Cost	-3909	-4258	-4364	-4351	-1114	-1064	-4.5%	-3272	-3138	-4.1%
Other Operating Expenditure	-5049	-5291	-5802	-5998	-1573	-1506	-4.3%	-4444	-4106	-7.6%
Total Expenditure	-15145	-16158	-17474	-19585	-5200	-4571	-12.1%	-14741	-13216	-10.3%
EBITDA	5590	6592	5875	5209	1417	1447	2.2%	4142	4249	2.6%
EBITDA Margin	27%	29%	25%	21%	21%	24%		22%	24%	
Net Profit	2921	3748	3240	2738	756	816	7.9%	2194	2509	14.4%
Net Worth	13945	15930	19291	18269	18140	17413		18140	17413	
Secured Long Term Gross Loan	536	262	-	-	-	-		-	-	
Cash & Bank Balance	926	1754	3223	1329	958	1224		958	1224	
Secured Working Capital Loan	631	288	301	68	361	296		361	296	
Total Secured Gross Debt	1167	550	301	68	361	296		361	296	
Net Block (Fixed)	9128	8833	9634	9071	9247	8787		9247	8787	
ROCE	30%	33%	24%	22%	21%	21%		21%	21%	
RONW	21%	24%	17%	15%	15%	18%		15%	18%	



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Board Of Directors

Sudhir Agarwal
Managing Director

- 28 years of experience in the publishing and newspaper business
- responsible for its long-term vision, business planning and performance monitoring

Pawan Agarwal
Deputy Managing Director

- 14 years of experience in the publishing business
- Heads entire Production, IT and Strategy dept. , with the Radio & Digital business

Girish Agarwaal
Non-Executive Director

- 24 years of experience. Awarded “Outstanding Entrepreneur” trophy at APEA
- provides direction to the marketing strategy and related operations of the Group

Piyush Pandey*

- Executive Chairman of Ogilvy & Mather Pvt. Limited, India

Harish Bijoor*

- Brand-thinker and practitioner operating out of Bengaluru, India

Ashwani Kumar Singhal*

- Vice-President of BIR Brussels, the International Authority in Non- Ferrous Metals

Anupriya Acharya*

- Post Graduate from IIT – Roorkee, was Zenith Optimedia's Group CEO and now CEO of Publicis Media India

* denotes Independent Directors



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THANK YOU

For more information, please visit our website www.bhaskarnet.com



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