

# D B Corp Ltd. Investor Presentation

August 2023



India's Largest Newspaper Group | 12 States | 61 Editions | 3 Languages

VALUES – Ground Connect | Result-Oriented | Emotional Connect | Analytical | Trendsetter

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

## Major Business Brands



**Hindi Newspaper**

**11 States, 43 Editions**



**Gujarati Newspaper**

**2 States, 8 Editions**



**Marathi Newspaper**

**1 State, 6 Editions**



**FM Radio Network**

**7 States, 30 Stations**



न्यूज + एक्सपीरियंस



**Digital & Mobile**

**4 Portals & 3 Apps**



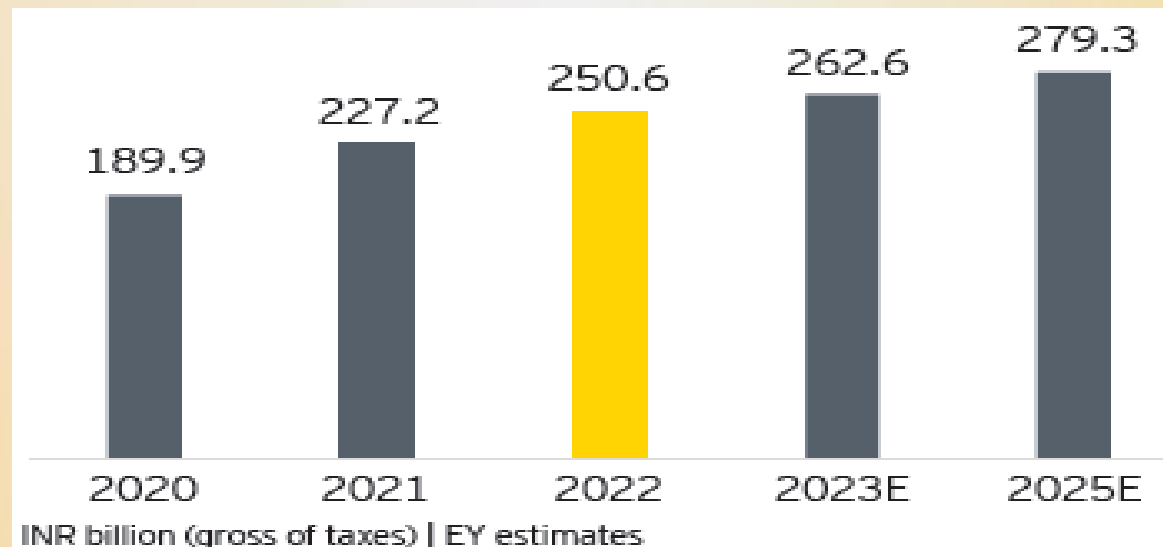
# DB Corp Markets

<b>Madhya Pradesh</b>	Dominant
<b>Chhattisgarh</b>	Dominant
<b>Haryana</b>	Dominant
<b>Chandigarh</b>	Dominant
<b>Rajasthan</b>	Dominant
<b>Gujarat</b>	Leader in Ahmedabad Close No.2 in top 6 cities of Gujarat
<b>Bihar</b>	Close No.1 (with a gap of 16%) within a very short span of time Further investing in copies for overall leadership
<b>Punjab</b>	No.1 in Top 4 cities
<b>Maharashtra</b>	Limited to Central Maharashtra
<b>Jharkhand</b>	Overall No.2 in terms of circulation in urban cities

# Indian Media Industry- Macro view

- Indian economy is performing better than most of the giant economies in the world, leading to good growth in most of the sectors.
- Indian M&E sector grew 20% in 2022 to reach INR2.1 trillion
- The print segment grew 10% in 2022 to reach 85% of the prepandemic levels.
- Print is expected to grow to INR279.3 billion by 2025 at a 4% CAGR

## Print segment revenue (Ad + Circulation)

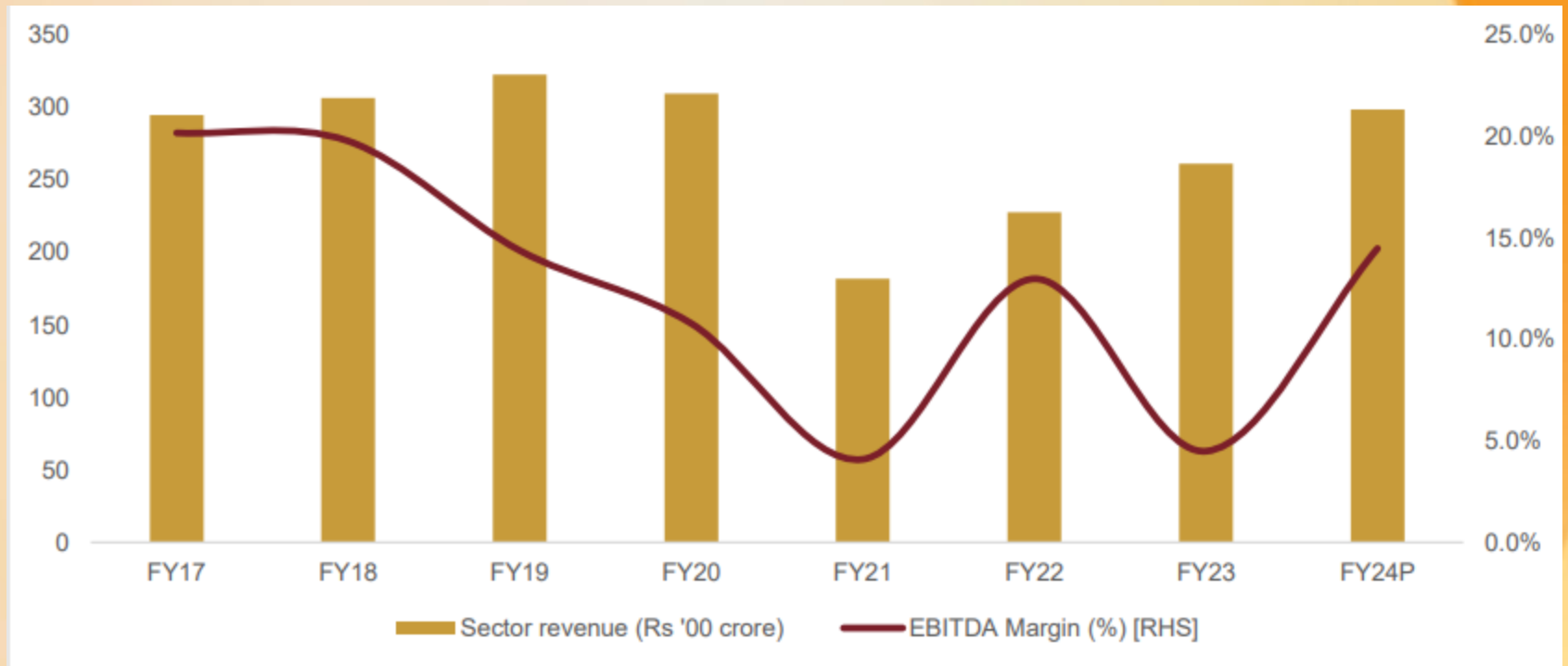


# Print Business

- Print sector uptrend is likely to continue with various reputed agencies pegging this growth at about 15-17%.
- The resurgence in Print media continues to dominate all forms of media as the most trusted source of news
- In 2022 advertising in Hindi and regional language publications recovered to above 90% of pre covid level with Hindi continuing as the largest contributor to ad volumes.
- Higher spending on advertisement and an uptick in government ad spend in view of the upcoming state and general elections are expected to lift the revenue of the Indian print media sector.- CRISIL Ratings



# Print Revenue & Profitability to improve sharply- CRISIL



*P: Projected; Source: Industry, CRISIL Ratings*

*Note: Ebitda margin includes financials of print media companies in CRISIL Ratings portfolio.*

# Robust Financial Performance Strong Balance Sheet with Zero Debt

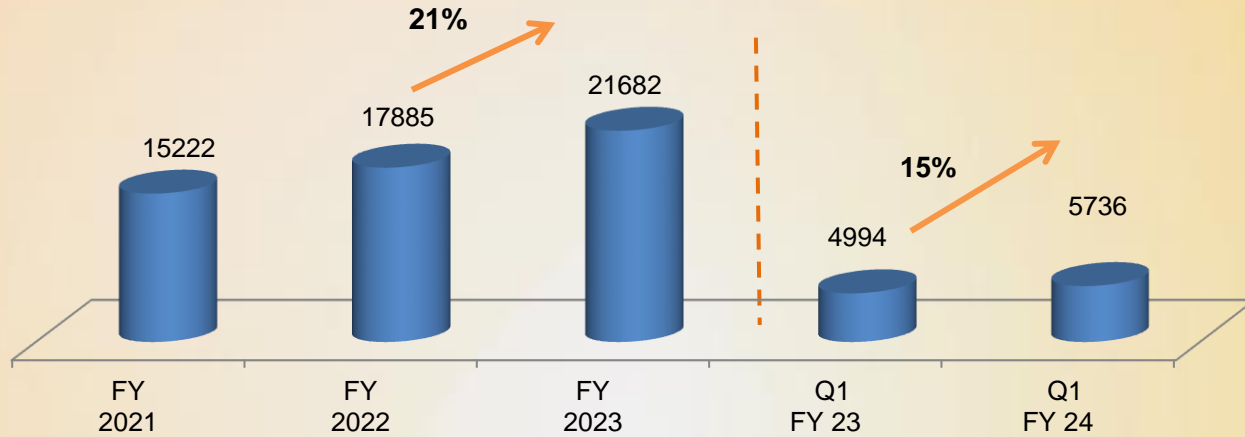




# Consolidated Snapshot

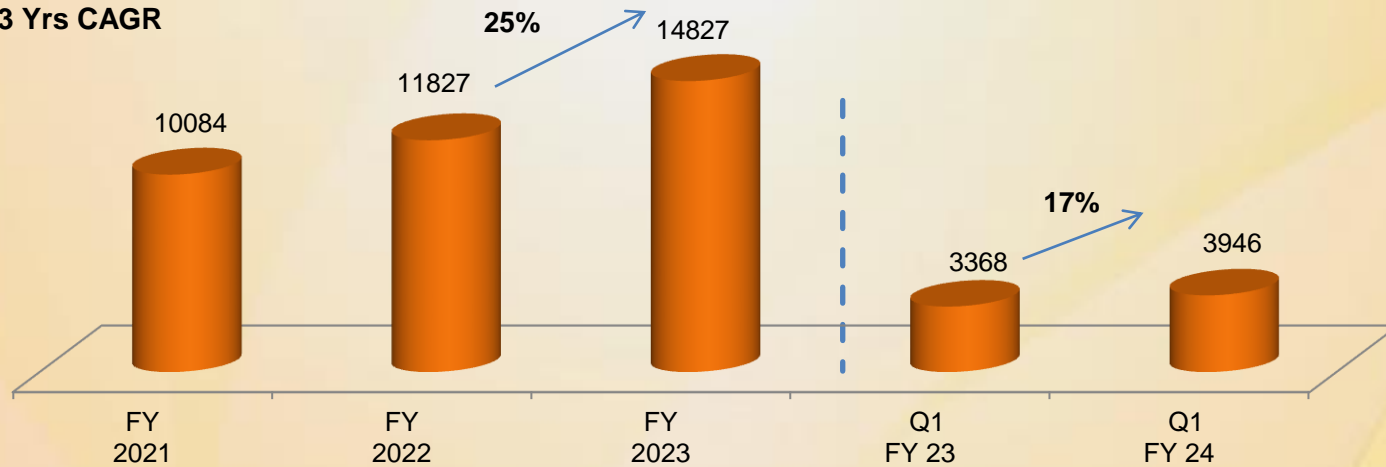
## Total Revenue (Rs. mn)

↑ 13% 3 Yrs CAGR



## Advertisement Revenue (Rs. mn)

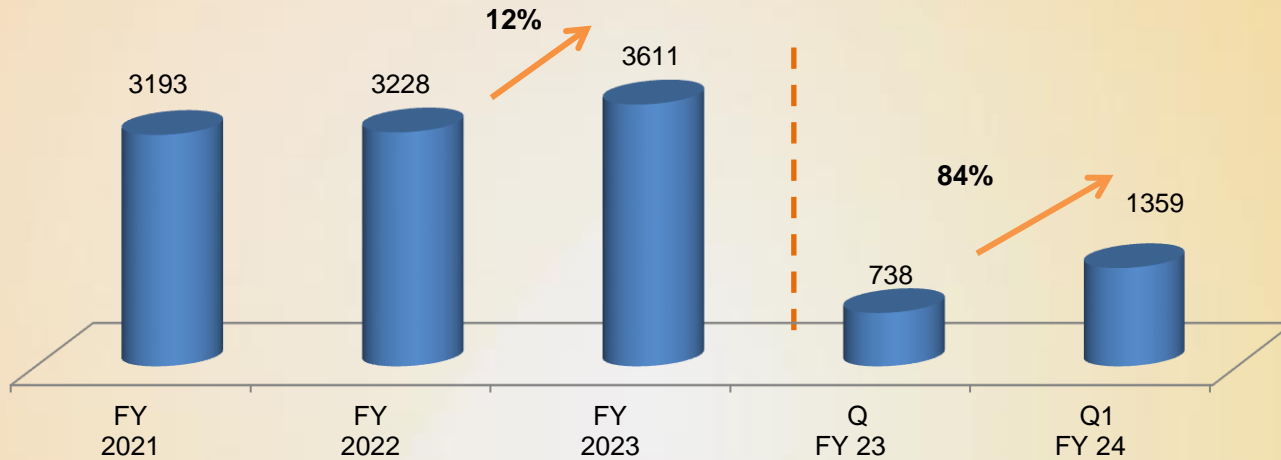
↑ 14% 3 Yrs CAGR



# Consolidated Snapshot

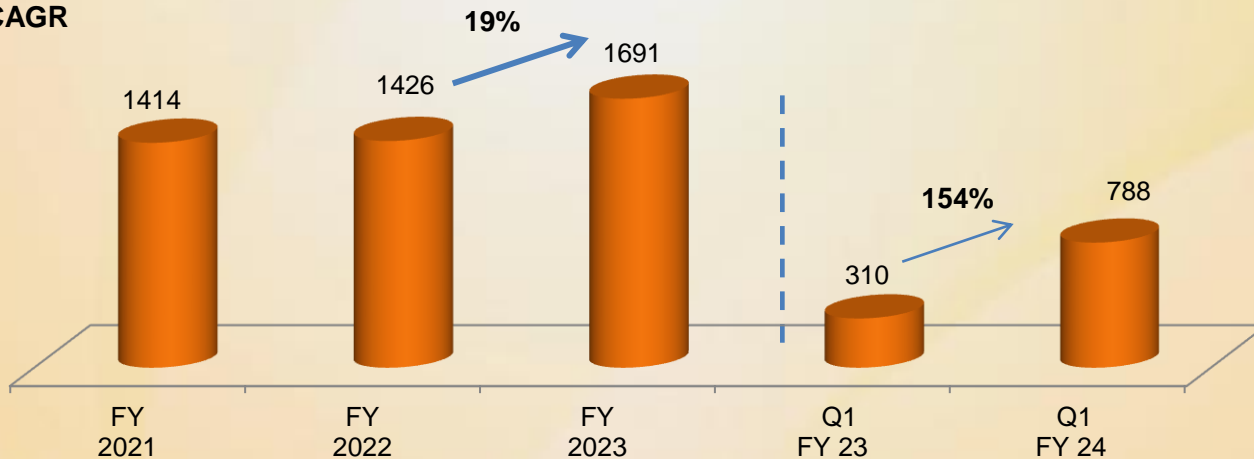
## EBIDTA (Rs. mn)

↑ 4% 3 Yrs CAGR



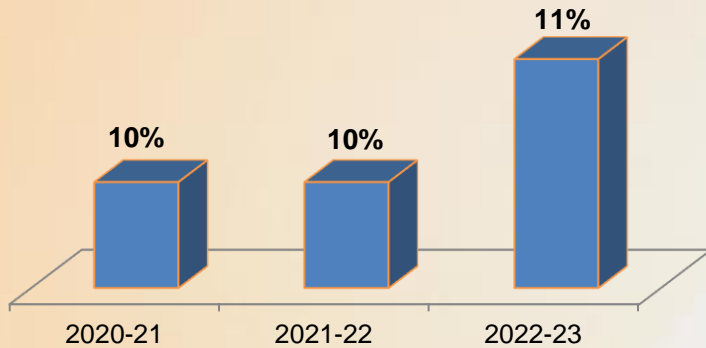
## PAT (Rs. mn)

↑ 6% 3 Yrs CAGR

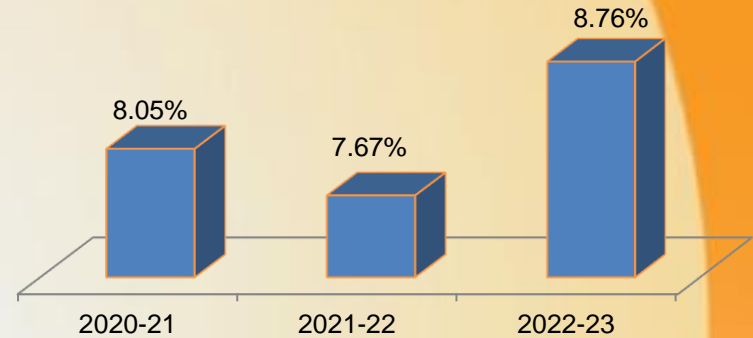


# Proven Track Record of Strong Balance Sheet

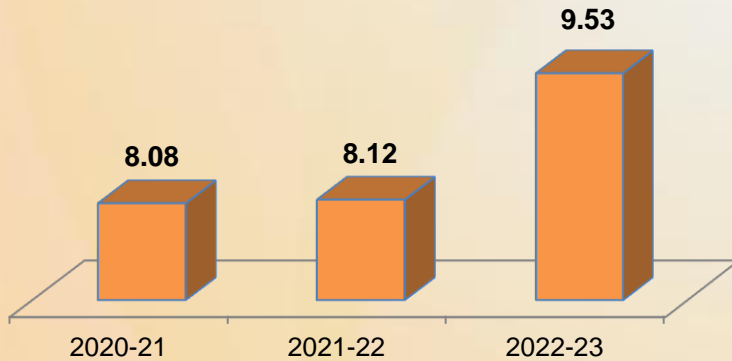
Return on Capital Employed (%)



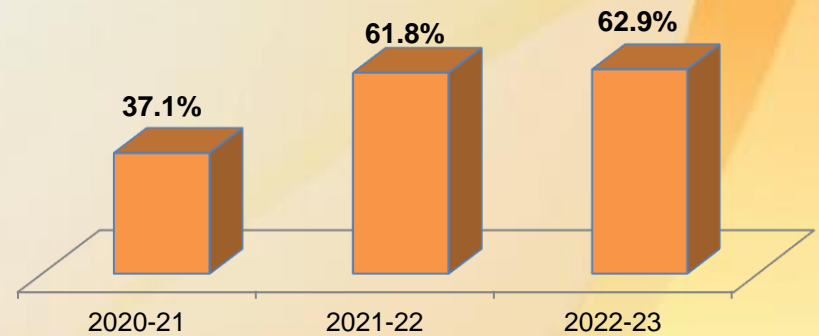
Return on Net Worth (%)



Earning Per Share (Rs.)



Dividend Payout (with tax & buyback) (%)



\* includes buyback done in Aug'18

# Digital Business....

## Digital Business – Maintaining a Dominant Position in News Apps

- Our ability to innovate clearly puts us ahead of the competition and with a highly personalized product experience – which includes text, graphics and videos.
- Our App has registered a tremendous growth from 2 million in January 2020 to more than 13 million in May 2023.
- Our three-dimensional approach towards user retention and engagement – high quality content, unparalleled user experience and strong technology backbone is one of the driving forces of our performance.
- Our digital strategy contains High Quality Content, Deploying the Best Talent, & Growing our Strong Technology platform to build a Highly Engaged – Resulted in Loyal User Base growing over 7x since 2020.
- We are already one of the highest-rated Hindi and Gujarati news apps with tens of millions of downloads, and our commitment towards delivering the best user experience is critical to help us achieve the best retention in our markets.



# Digital Business

## Dainik Bhaskar - # 1 News Publisher App in India

ComScore – Comparative Trend Wise MAU no's (in million):

Dainik Bhaskar - No 1 News Publisher App in India						
News Apps (Monthly Unique Visitors - Millions)	Jul-20	Jan-21	Jul-21	Jan-22	Jan-23	May-23
Dainik Bhaskar (Mobile App)	4.8	6.2	10.2	13.6	11.1	10.4
Divya Bhaskar (Mobile App)	1.4	1.6	2.7	3.7	3.1	3.0
Aaj Tak (Mobile App)	8.6	5.1	4.2	4.0	3.7	3.8
ABP Live News (Mobile App)	2.3	1.5	1.5	1.0	0.7	0.8
Dainik Jagran Hindi News (Mobile App)	0.6	0.4	0.6	0.7	0.5	0.6

Source: Comscore Mobile Metrix Media Trend, All Applications [Undup.], All, Custom List of News Apps (Dainik Bhaskar (Mobile App), DIVYABHASKAR (Mobile App), Aaj Tak (Mobile App), ABP Live News (Mobile App), Dainik Jagran Hindi News (Mobile App), Total Audience, Jul-20 to May-23, India / \* excluding aggregators



# Radio Business



**Radio strategy: MY FM has been relentless in its efforts to connect with the audience and enhance listener engagement through groundbreaking content creation**

MY FM has achieved significant recognition by winning four prestigious awards at the 2023 Gold Mikes Awards: -

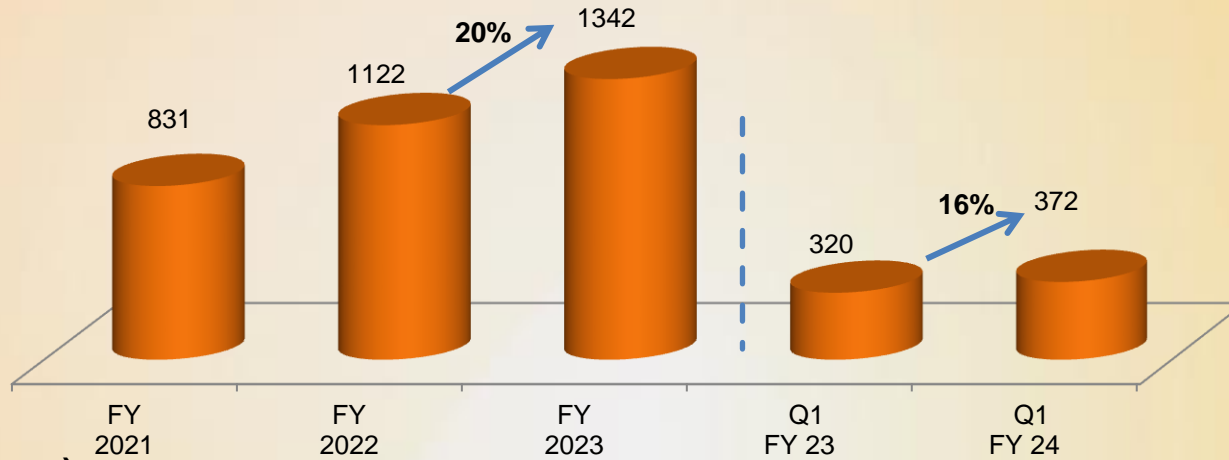
- Influencer of the Year (Gold) - RJ Kartik: MY FM's very own RJ Kartik has been honored with the gold award for Influencer of the Year.
- Best Late-Night Show (Silver) - Laughter Shots: The popular late-night show "Laughter Shots" on MY FM has secured the silver award in its category.
- Best Radio Jingle for Self (Silver) - Rajasthan Festival: MY FM's radio jingle for the Rajasthan Festival has been recognized with the silver award.
- Best On Ground by Brand Network of Radio Stations (Silver) - MY FM Dekhta Hai: MY FM's initiative, "MY FM Dekhta Hai," has been acknowledged with the silver award in the Best on Ground category by the Brand Network of Radio Stations.



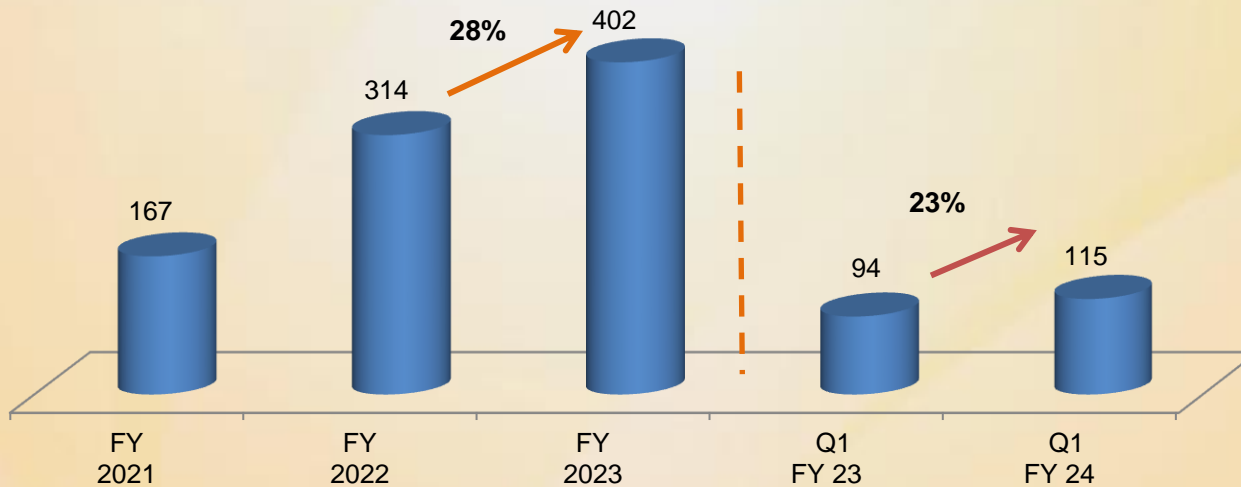
# Radio Snapshot



## Total Revenue (Rs. mn)



## EBIDTA (Rs.mn)



# Financial Summary

Particulars (INR million)	Year Ended			Quarter Ended		
	FY21	FY22	FY23	Q1 FY23	Q1 FY24	Growth %
Advertising Income	10084	11827	14827	3368	3946	17.2%
Circulation Revenue	4146	4558	4627	1156	1199	3.7%
Total Income	15222	17885	21682	4994	5736	14.9%
Newsprint	-4217	-5533	-8511	-2019	-1984	-1.7%
Personnel Cost	-3794	-3751	-3874	-920	-995	8.1%
Other Operating Expenditure	-4019	-5374	-5686	-1317	-1398	6.2%
Total Expenditure	-12029	-14657	-18071	-4256	-4377	2.8%
EBITDA	3193	3228	3611	738	1359	84.2%
EBITDA Margin	21%	18%	17%	15%	24%	
Net Profit	1414	1426	1691	310	788	154.0%
Net Worth	18229	18824	19479	19154	19734	
Secured Long Term Gross Loan	-	-		-	-	
Cash & Bank Balance	3125	5170	6311	5312	6481	
Secured Working Capital Loan	139	109	94	119	0	
Total Secured Gross Debt	139	109	94	119	0	
Net Block (Fixed)	8604	8265	7579	8074	7433	
ROCE	10%	11%	12%	12%	22%	
RONW	8%	8%	9%	9%	17%	





## Awards & Accolades....

- In April 2023, the prestigious **IAA Olive Crown Awards** recognized the exceptional efforts of Dainik Bhaskar Group by awarding them the silver accolade for their impactful 'Save Birds' campaign.
- In May 2023, Dainik Bhaskar one of India's leading media groups, was **honored at Ideasfest 2023 - WCRCINT India's Transformational Brand 2023**. Additionally, Mr. Girish Agarwal, a visionary leader and the driving force behind Dainik Bhaskar's success, was honored at Ideasfest 2023 as WCRCINT India's Transformational Leader 2023.
- Dainik Bhaskar achieved remarkable success at the **AFAQs Media Brand Awards**. Our impactful campaigns and outstanding contributions were recognized in various categories:
  - Best Print Ad (Campaign) - Gold - for Sachchi Baat Bedhadak Campaign
  - Best Print ad (Single) - Gold - for Independence Day Advertisement
  - Best Brand Activation - Bronze - "Have Ramo Garba Bedhadak" Initiative
  - Newspaper of The Year Award – Dainik Bhaskar
- Dainik Bhaskar Group received recognition at the **INMA Global Media Awards** for outstanding achievements in the "**Best Use of Print**" category.
- National Brands - Third Place: Dainik Bhaskar Group, India, "MICA Newspaper - Bhilwara"
- Regional Brands - Honourable Mention: Dainik Bhaskar, India, "Newspaper on Gajji Silk Fabric"

# Awards & Accolades

- At the prestigious AFAQs Marketers' Excellence Awards, Dainik Bhaskar Group achieved remarkable success by winning multiple accolades for their impactful campaigns.
- The awards were given in recognition of outstanding work in different categories:
  - 'Save Birds' campaign - Silver for 'Best CSR Campaign'
  - 'Sachchi Baat Bedhadak' campaign - Bronze for 'Best Print Ad Campaign'
  - Divya Bhaskar's Independence Day advertisement - Bronze for 'Best Print Ad (single)'

# Board Of Directors

**Sudhir Agarwal**  
Managing Director

- 30 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 Agarwal**  
Non-Executive Director

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

**Anupriya Acharya\***

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

**Santosh Desai \***

- Managing Director and CEO of Future Brands Ltd , eminent author, columnist and media critic

**Paulomi Dhawan\***

- 40 years of experience in the field of media, marketing and brand communication

**Ashwani Kumar Singhal\***

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

\* denotes Independent Directors



# THANK YOU

For more information, please visit our website <https://www.dbcorpltd.com/>



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