

D B Corp Ltd. Investor Presentation

August 2022



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

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

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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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

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

Digital Business....

Continuing to Dominate - with a Growing, Loyal User Base

- The **omni-channel presence** has been important and we see our digital presence as a supplementary pillar of growth..
- According to the latest ComScore results, the Dainik Bhaskar Group App Monthly Users have increased by more than **8 times** from about 2 million in January 2020 to about 17 million in May 2022, owing to high quality content development and a highly personalized product experience..
- This exceptional performance has propelled the Dainik Bhaskar Group to becoming the dominant digital leader **with #1 Hindi and Gujarati News Apps** player while continuing to be on-course to further increase our user base and leadership position.



Digital Business....

The Company continues to invest in Digital business with a focused digital strategy of increasing the App Daily Active Users

- Dainik Bhaskar built a '**Strong Technology Team**', under the able guidance of Mr. Mark Thompson, the ex-CEO of the New York Times who was on boarded on our advisory board.
- Dainik Bhaskar continues to invest substantially in **technology** in order to provide best-in-class personalized news experiences that serve users from a massive pool of content .
- To further strengthen the readers' connection, Dainik Bhaskar added a feature called '**Video News**,' the first News App that makes mobile native vertical video news with a magnificent content library that is renewed daily.
- The Group ran a small **brand** campaign featuring Mr. Pankaj Tripathi with the intent to invest in the long-term brand awareness of our news products. The tagline of the campaign was “**Sach, Kareeb se Dikhta Hai**” which highlights the values and core offerings of Dainik Bhaskar.



Digital Business

Dainik Bhaskar Group : The Fastest Growing News App of India

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

APPS	MAU (Monthly Active Users) in million					
	Jan-20	Jul-20	Jan-21	Jul-21	Jan-22	May-22
TOI (All News Apps)	29.0	21.8	22.4	20.6	16.6	17.0
Dainik Bhaskar Group	2.1	6.2	7.8	12.9	17.2	16.8
<i>Dainik Bhaskar</i>	1.6	4.8	6.2	10.2	13.6	13.6
<i>Divya Bhaskar</i>	0.5	1.4	1.6	2.7	3.7	3.2
Aaj Tak	3.8	8.6	5.1	4.2	4.1	4.0
ABP News	3.6	2.3	1.6	1.6	1.0	0.8
Zeeneews	0.7	0.2	-	0.6	0.6	-
Dainik Jagran	0.4	0.6	0.4	0.6	0.7	0.6



Print Business....

Focuses on issues that have a strong impact on the lives of its readers.

- On World Environment Day, Bhaskar came with an innovative idea to make people aware. On June 5, **the front page was kept completely Black and White**. The purpose behind this idea was to explain the people that with the speed the greenery is eliminating.
- Bhaskar reporters travelled around 600 Kms in 400 days and recorded the activities **stealing LPG** from transporting trucks, in Maharashtra and Gujarat region, with the help of network of Dhaba owners & truck weighing machines owners.
- Eight years had passed since the declaration of the **State Cancer Institute**, but the state government hasn't released the fund. We highlighted the delay and told that if the work is not started within two months, then the project will be shifted to Mizoram. After our story, the file finally started rolling and on 23th May Chief Minister laid the foundation stone of the Cancer Institute.
- We published the photo story when children were forced to go to school barefoot in the scorching sun. After that people extended their helping hand and a campaign started to reach the school children with shoes and slippers giving grades against the percentage scored.



Print Business

Continues to strengthen its position in circulation through our well-calibrated circulation expansion strategies..

- Company has taken a lot of initiatives with trade and readers in the end of this quarter to get the maximum benefits in the coming quarters.
- Various readers offers were launched in our core markets along with various trade schemes.
- We are completely geared up to see a growth trajectory in circulation numbers and get a desired progression in market share
- Dainik Bhaskar once again relied on it's pioneered approach of **PCC (Personal Contact Campaign)** and started door-to-door surveys so as to get the new readers as well as the readers who have suspended the copies due to COVID.
- Recently published **article by Harvard Business Review** goes on to say that not only traditional advertising is delivering the best of eye balls, but it is also headed for growth

Radio Business



MY FM continues to augment Audience-Connect and listeners' engagement activities through innovative content creation.

- MY FM launched the second season of Jalsavaad in Ahmedabad named as “**MY FM Jalsavaad Reloaded**”. Two major events were conducted, “Kavi Samelan with Shailesh Lodha” and “Folk Singing night with Osman Mir & Kirtidan Gadhvi”. Both the events in the season were the most talked show.
- MY FM has also planned a **series of on ground events** in Indore ranging from Talk Show, Stand UP Comedy to fusion night. In June, the first talk show with Gaur Gopaldas was held
- We had taken a **high teen rate hike** which is helping radio to perform well, additionally, helped by the yield growth.



Robust Financial Performance Strong Balance Sheet with Zero Debt



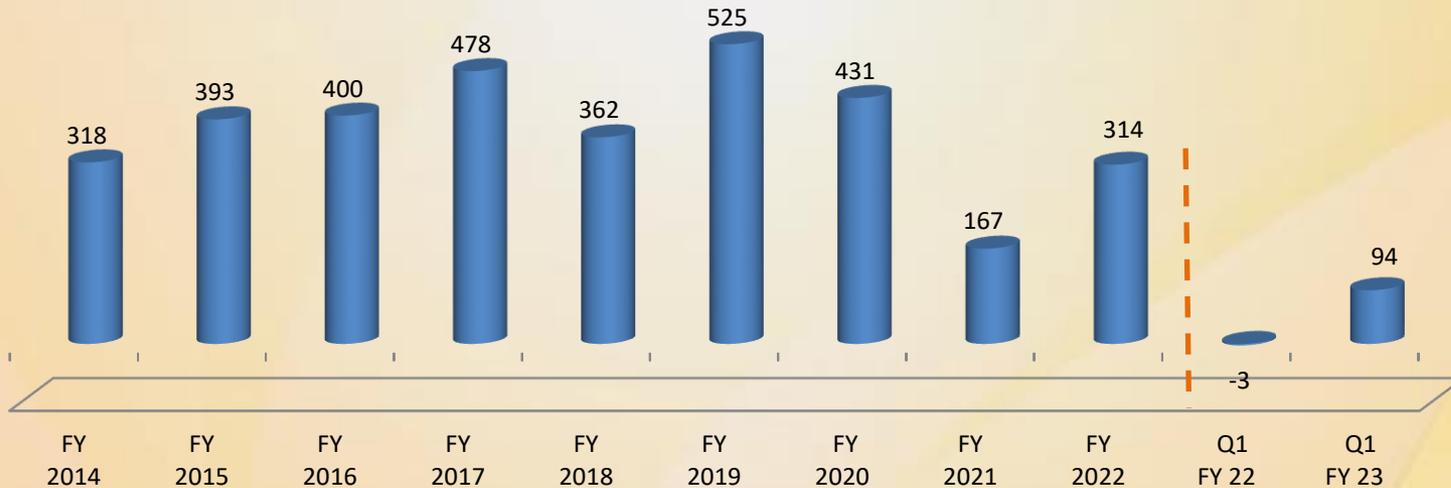
Radio Snapshot



Total Revenue (Rs. mn)



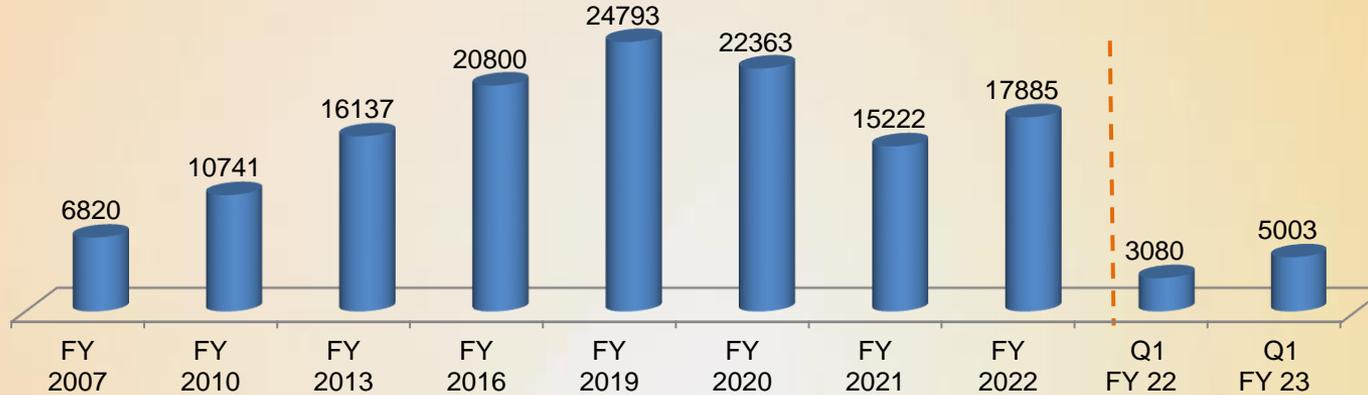
EBIDTA (Rs.mn)



Consolidated Snapshot

Total Revenue (Rs. mn)

↑ 7% 15 Yrs CAGR



Advertisement Revenue (Rs. mn)

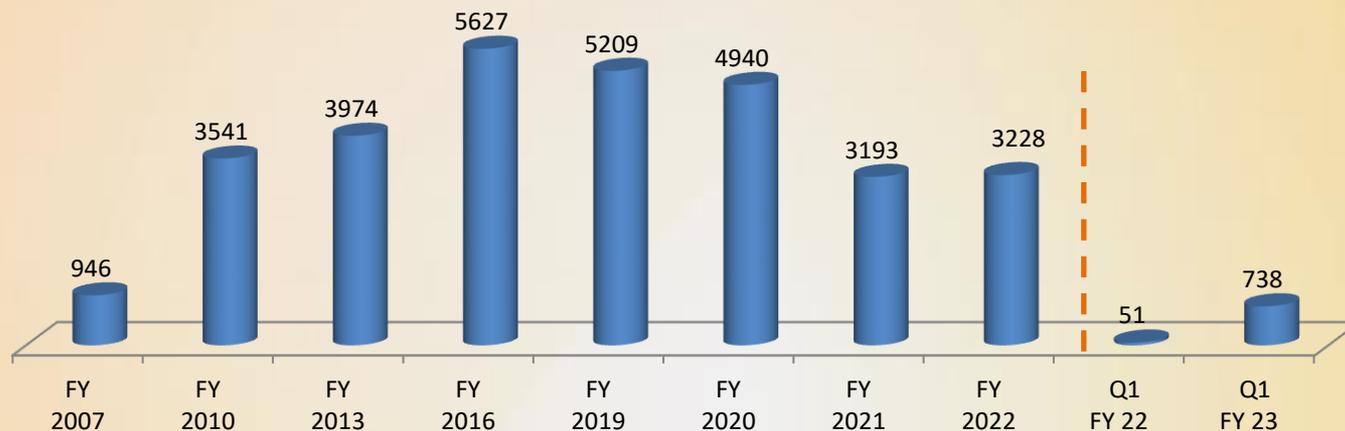
↑ 6% 15 Yrs CAGR



Consolidated Snapshot

EBIDTA (Rs. mn)

↑ 9% 15 Yrs CAGR



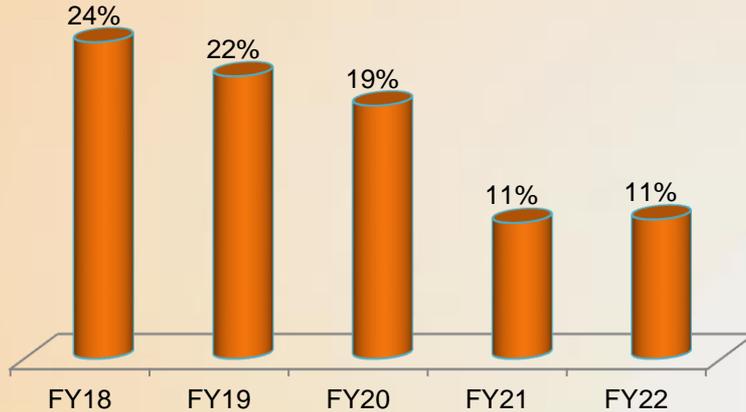
PAT (Rs. mn)

↑ 7% 15 Yrs CAGR

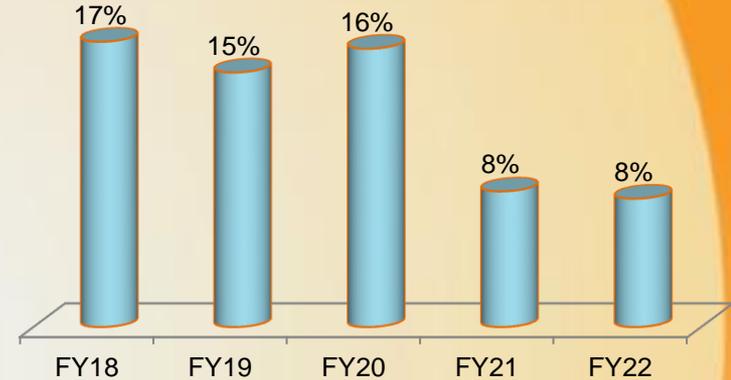


Proven Track Record of Strong Balance Sheet

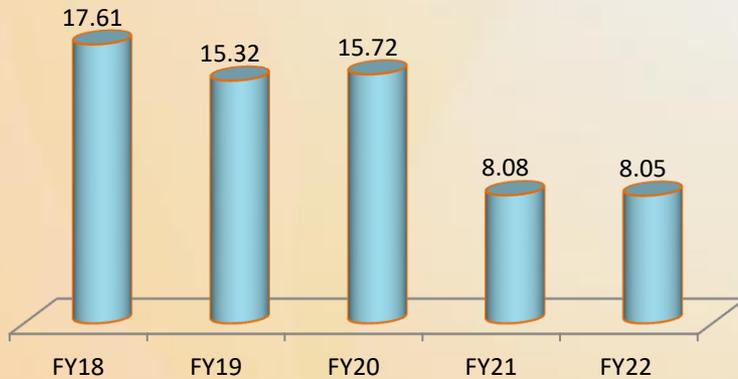
Return on Capital Employed (%)



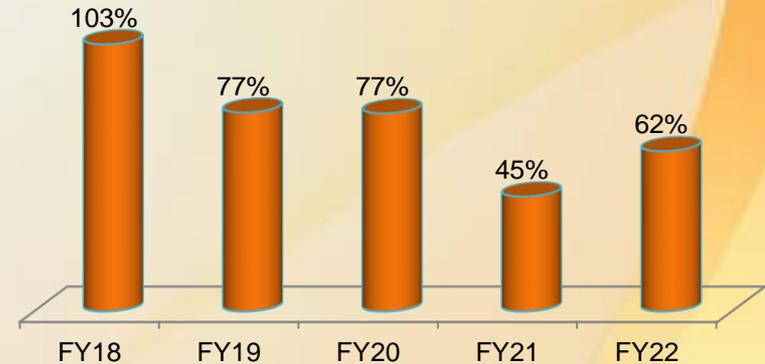
Return on Net Worth (%)



Earning Per Share (Rs.)



Dividend Payout (with tax & buyback) (%)



* includes buyback done in Aug'18

Financial Summary

Particulars (INR million)	Year Ended				Quarter Ended		
	FY19	FY20	FY21	FY22	Q1 FY22	Q1 FY23	Growth %
Advertising Income	16416	15640	10084	11827	1713	3369	96.6%
Circulation Revenue	4981	5122	4146	4558	1106	1156	4.5%
Total Income	23349	22363	15222	17885	3080	5003	62.5%
Newsprint	-7307	-7664	-4217	-5533	1095	2019	84.4%
Personnel Cost	-4364	-4181	-3794	-3751	881	920	4.4%
Other Operating Expenditure	-5802	-5578	-4019	-5374	1052	1326	26.0%
Total Expenditure	-17474	-17423	-12029	-14657	3028	4265	40.8%
EBITDA	5875	4940	3193	3228	51	738	1338.1%
EBITDA Margin	25%	22%	21%	18%	2%	15%	
Net Profit	3240	2750	1414	1426	-223	310	-239.3%
Net Worth	19291	16784	18229	18824	18038	19154	
Secured Long Term Gross Loan	-	-	-	-	-	-	
Cash & Bank Balance	3223	1352	3125	5170	3316	5312	
Secured Working Capital Loan	301	1121	139	109	124	119	
Total Secured Gross Debt	301	1121	139	109	139	109	
Net Block (Fixed)	9634	8956	8604	8265	8396	8067	
ROCE	24%	23%	10%	11%	11%	-6%	
RONW	17%	20%	8%	8%	8%	-6%	

CSR Initiatives

'Save Birds Campaign:

- An initiative undertaken by Dainik Bhaskar Group, aims at appealing to society to help and save birds during the summer season by keeping aside food and water for them in pots at their homes & terraces

Awards & Accolades

WAN IFRA Asian Media Awards 2022 – Gold

- 'Burning Pyres are not lying' in 'Best Covid-19 related photography'

INMA Global Media Awards 2022

Best use of an event to build a news brand

- Ek salaam Desh ke Naam – honorable mention

Best use of print

- Bhilwara – Cloth Jacket – First Place



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

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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