

D B Corp Ltd. Investor Presentation

July 2019



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.

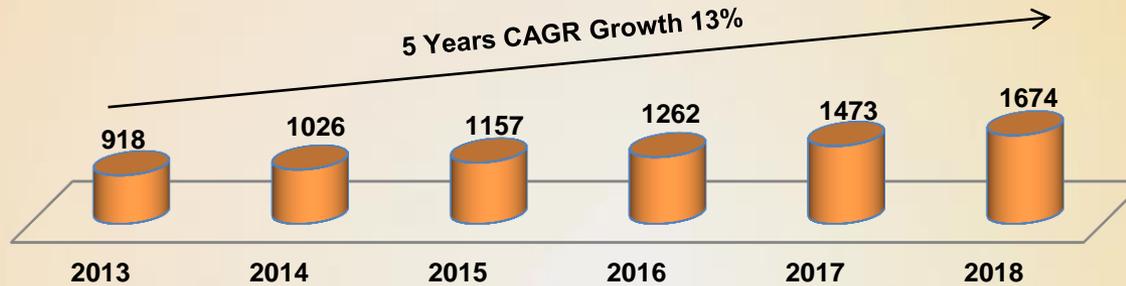
These statements are not guarantees of future performance and are subject to risks, uncertainties and other factors, some of which are beyond the control of the Company and are difficult to predict. Consequently, actual results could differ materially from those expressed or forecast in the forward-looking 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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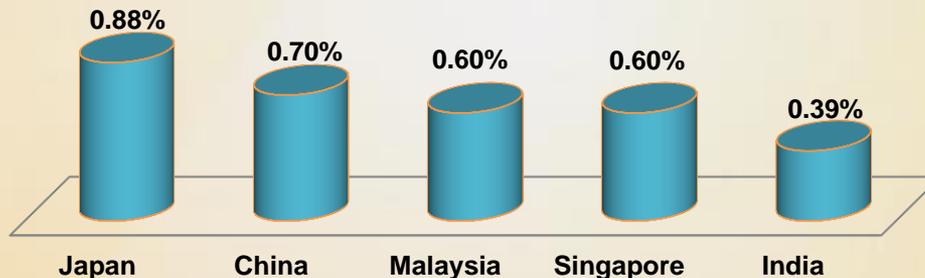
Indian Media & Entertainment Industry

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

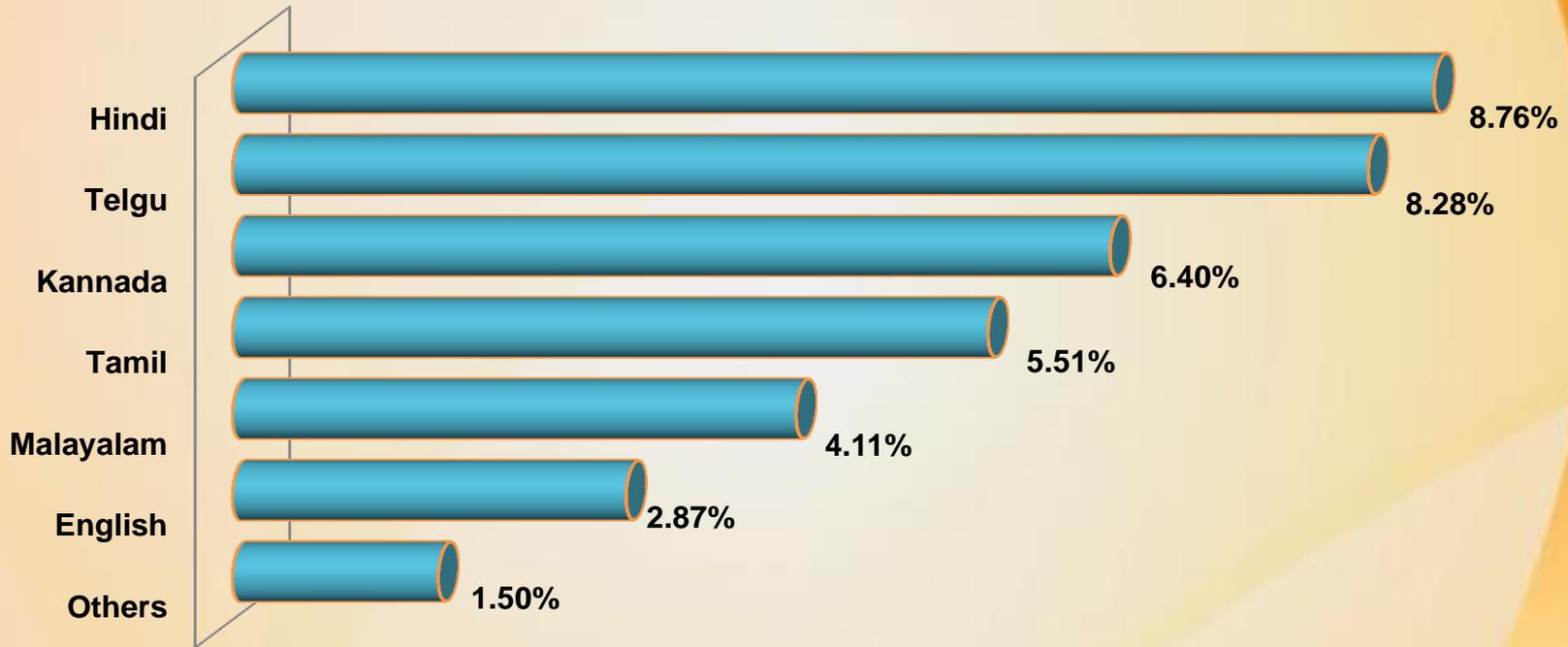


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Consistent Higher % Growth of Indian Language Newspapers

- 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



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>



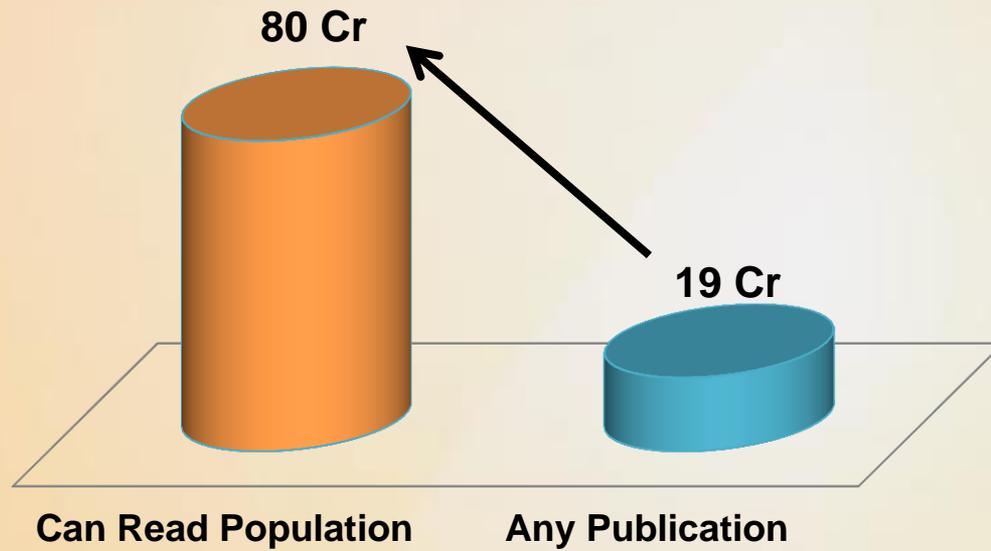
Readership Base Expands Across Demographic Age Groups

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

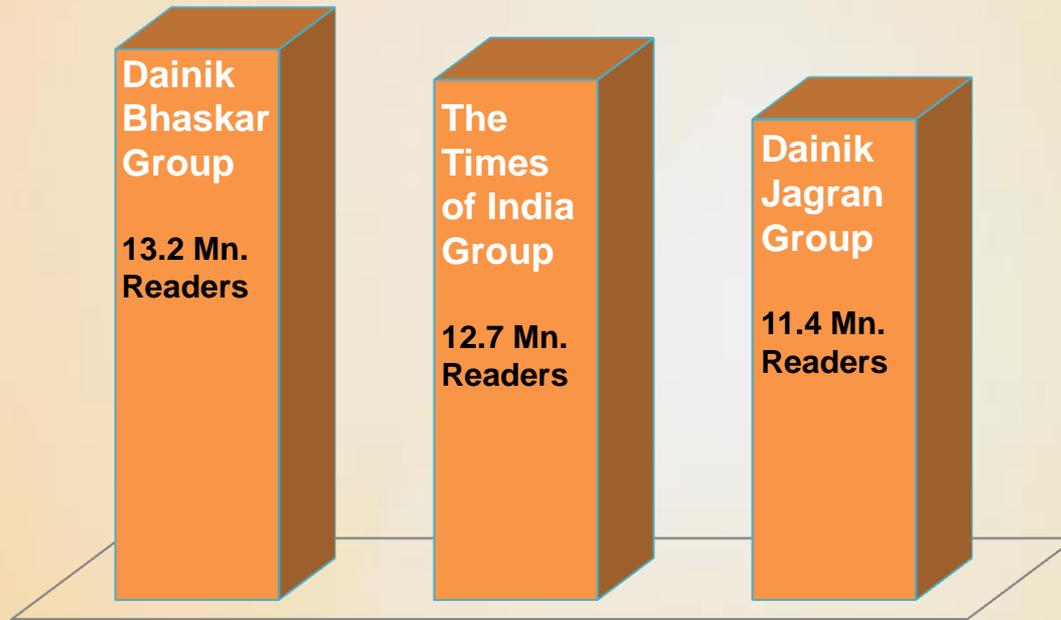


Source: IRS 2019 Q1 | Urban + Rural



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

IRS 2019 Q1 AIR – URBAN | Main + Variant | Excluding Financial Dailies

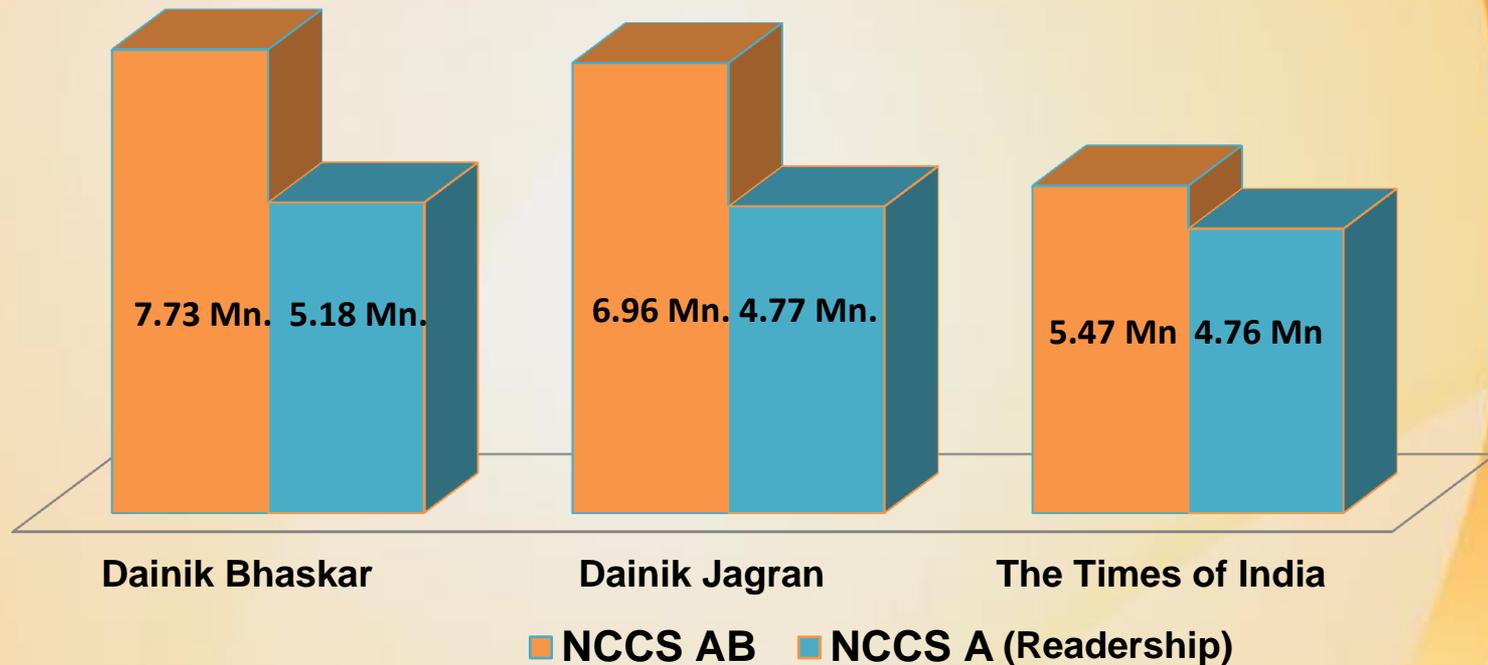


Dainik Bhaskar Group : Dainik Bhaskar (Main + Variant) | Divya Bhaskar (Main + Variant) | Divya Marathi (Main) | Saurashtra Samachar
The Times of India Group: The Times of India (Main + Variant) | Vijaya Karnataka (Main + Variant) | Navbharat Times | Maharashtra Times | Ei Samay | Mumbai Mirror | Bangalore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

Source : IRS 2019 Q1 AIR – URBAN | Main + Variant | Excluding Financial Dailies

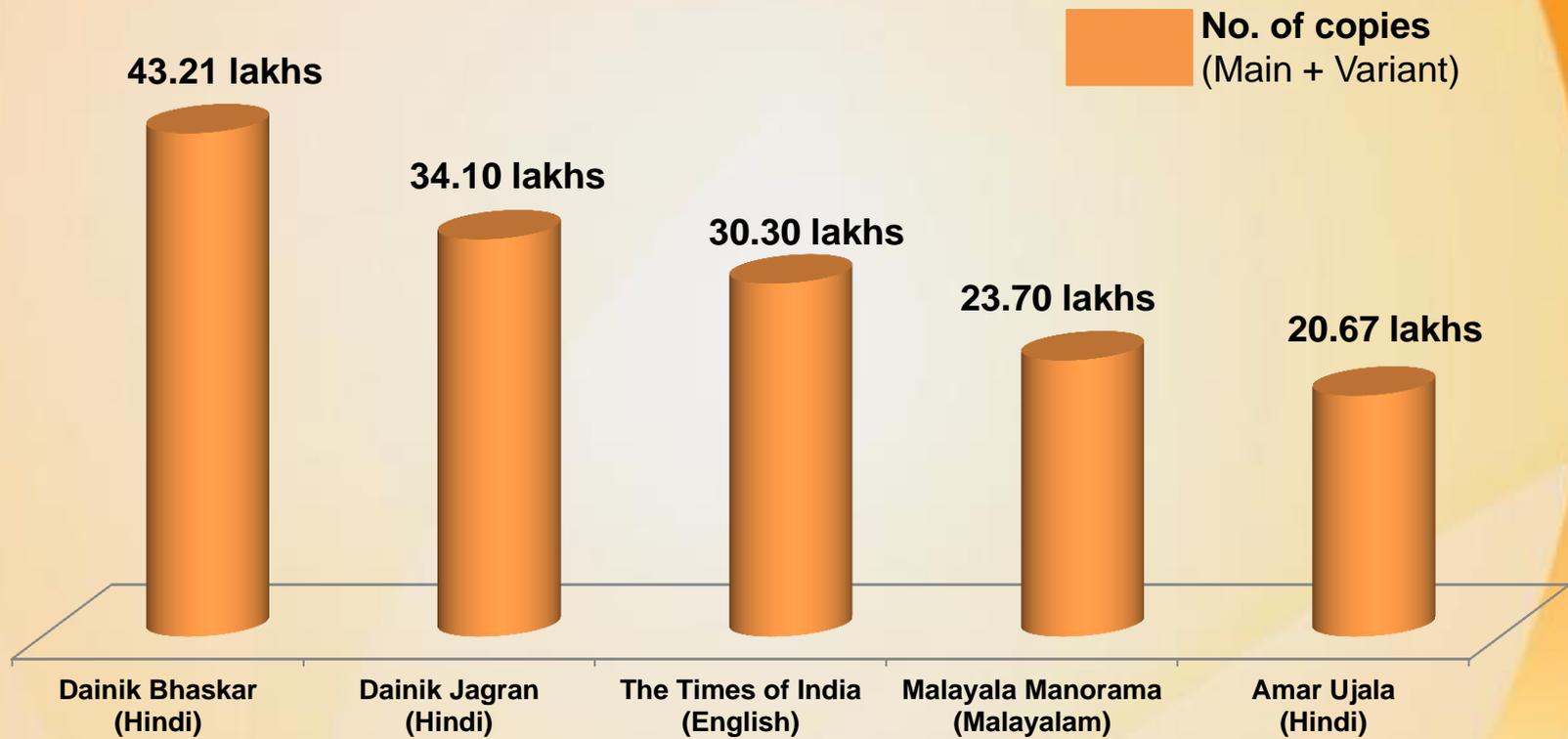


Dainik Bhaskar has the largest NCCS-AB and NCCS-A; readers in Urban India



Source : IRS 2019 Q1 | AIR – URBAN

Dainik Bhaskar is largest circulated daily, as per Audit Bureau of Circulation July – Dec'18



Source: Audit Bureau of Circulation Data for July – December 18



Key Findings Readership & Circulation

Dainik Bhaskar's well-implemented Circulation expansion strategy has delivered strong results on account of increased market share.

- A focussed and well-executed Circulation expansion strategy has delivered excellent readership results which are recently published. Dainik Bhaskar Group stands as Torch bearer of Readership growth.
- As per recent IRS Survey, all Hindi Newspapers adds 93.27 Lac new readers; Dainik Bhaskar adds 63.55 lac new readers; a growth of 13.71% majorly in legacy markets of Madhya Pradesh-Chhattisgarh, Rajasthan, Haryana, Punjab, Gujarat and in newer market of Bihar.
- We continue to maintain our position as No 1 newspaper of Urban India as well as of NCCS A, NCCS B and NCCS AB both
- As per last ABC circulation reported data, we continue to maintain No 1 Circulated newspaper of India as well as leadership in Madhya Pradesh-Chhattisgarh, Rajasthan, Gujarat, Haryana, Chandigarh, Punjab(4 urban Cities), besides maintaining close no 2 formidable position in other markets.
- Circulation strategy was complimented by strong editorial and product enrichment efforts along with unique and impactful reader engagement initiatives.



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.2 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

I

Kendra Mein Pathak

II

Knowledge Content to
enrich the reader

III

Idea based Journalism

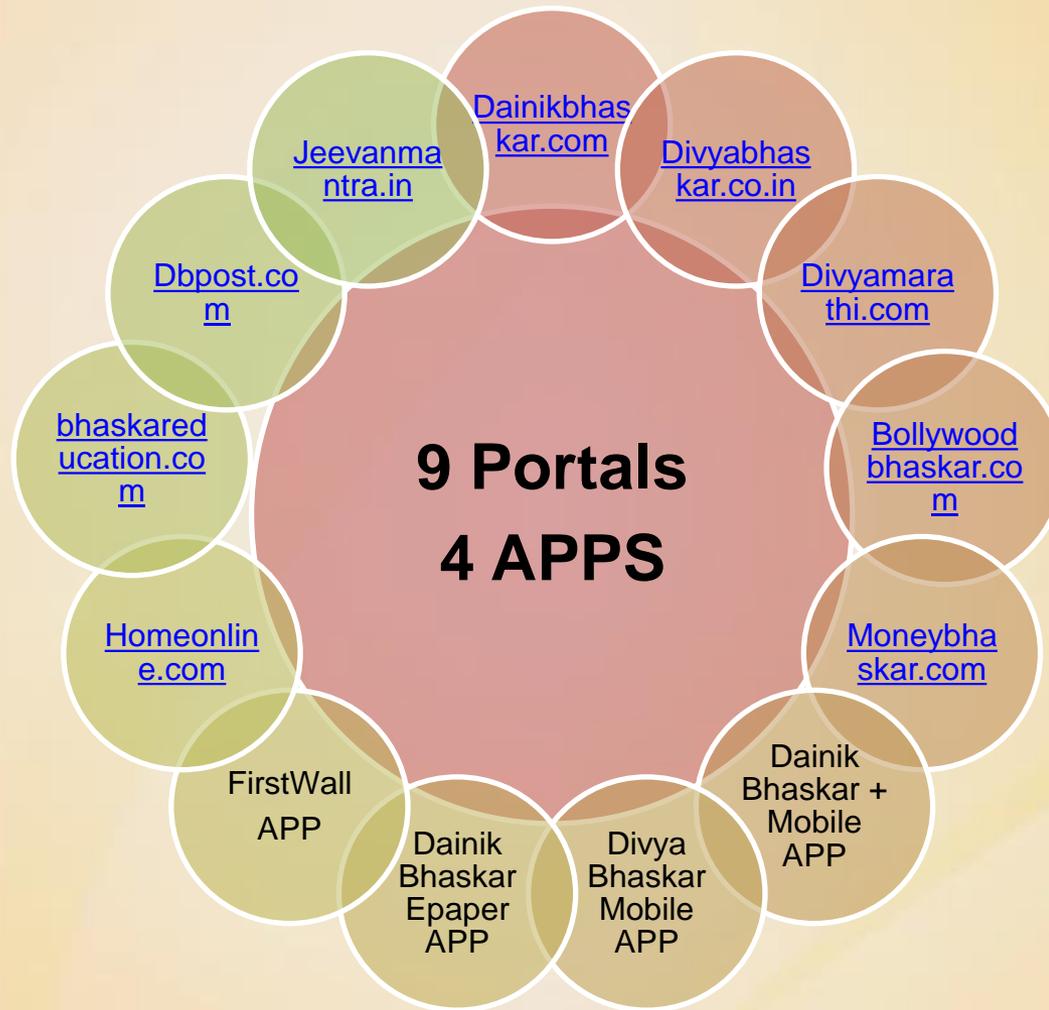
IV

Differentiator

Q1 FY 20 : Update on Editorial

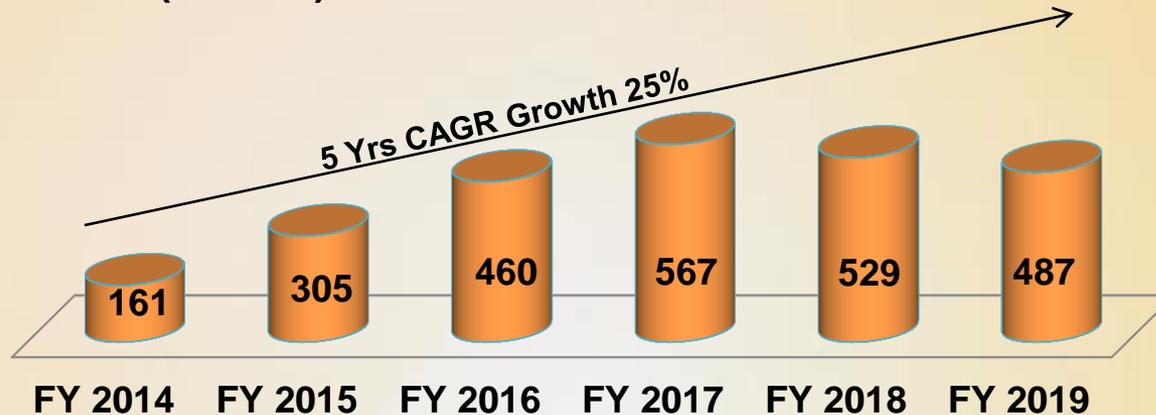
- Launched a campaign **“Life Badal Jaayegi Boss”**, with Bollywood Superstar Salman Khan to create a higher impact on the masses and to ensure high visibility for the scheme, to aid circulation growth.
- Mega scheme **“Jeeto 21 Crore”** is launched across 12 states in Hindi, Gujarati and Marathi to engage the existing readers and garner interest amongst new readers.
- Introduction of Special Election Jacket on **Lok Sabha Election-2019 Result** with the aim to provide in-depth result analysis.
- **Continuous focus on content development-** Special content initiative on “Mothers day & Fathers Day” to create emotional connect with the readers.

Focused, Strong Brands For Digital Audiences



Digital Snapshot

- Digital Revenue (Rs. mn)



- www.bhaskar.com - the largest Hindi News Website continues to secure the No. 1 spot in Hindi News
- www.divyabhaskar.com - continues to remain #1 Gujarati website
- Digital business intensified its focus to further strengthen loyal user base and potential monetisation of the platform
- Launched new version of “Divya Bhaskar” App to strengthen the leadership position in Gujarat Market
 - App offers a knowledge & research based content to provide unique and rich user experience to connect and create loyal user base

Source: 1. Comscore March 2019 | 2. Google Play Store

Radio Business



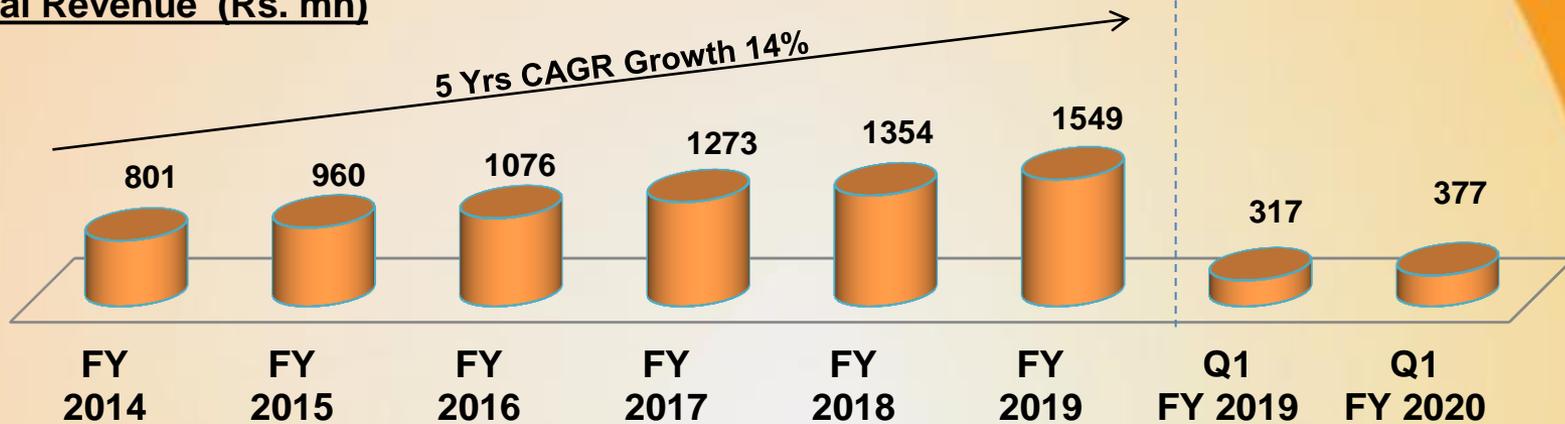
- Launched in 2006, 94.3 MY FM operates from 30 stations in 7 states
- 94.3 MY FM continues to be no.1. in markets of Madhya Pradesh, Chhattisgarh and Rajasthan and largest network in Chandigarh, Punjab and Haryana.
- **Radio Phase 3 stations become profitable:** Turned EBIDTA positive, following the 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



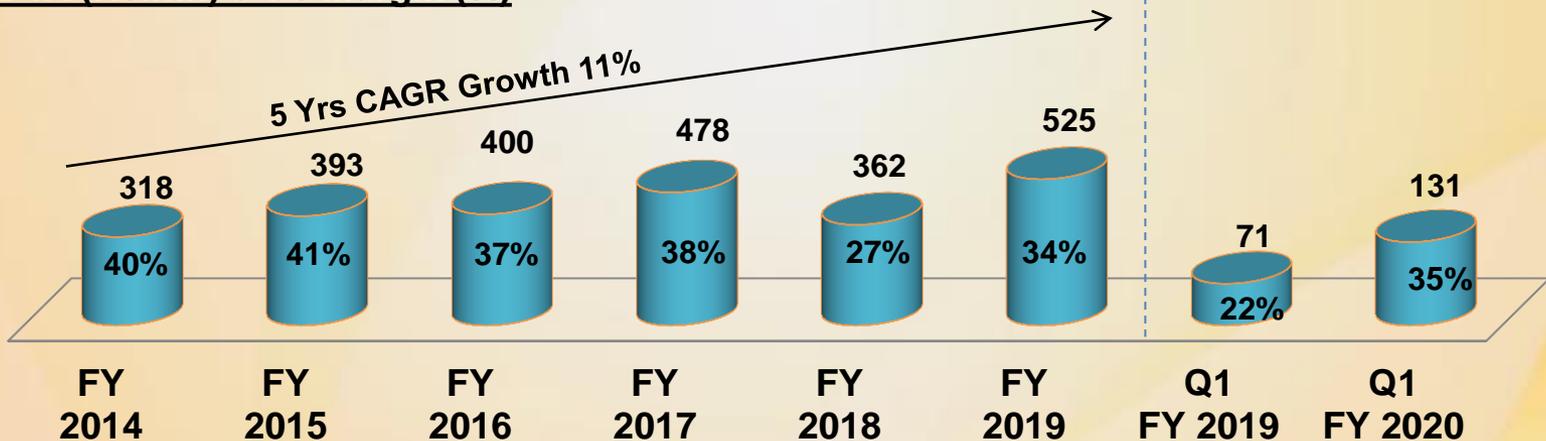
Radio Snapshot



Total Revenue (Rs. mn)



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



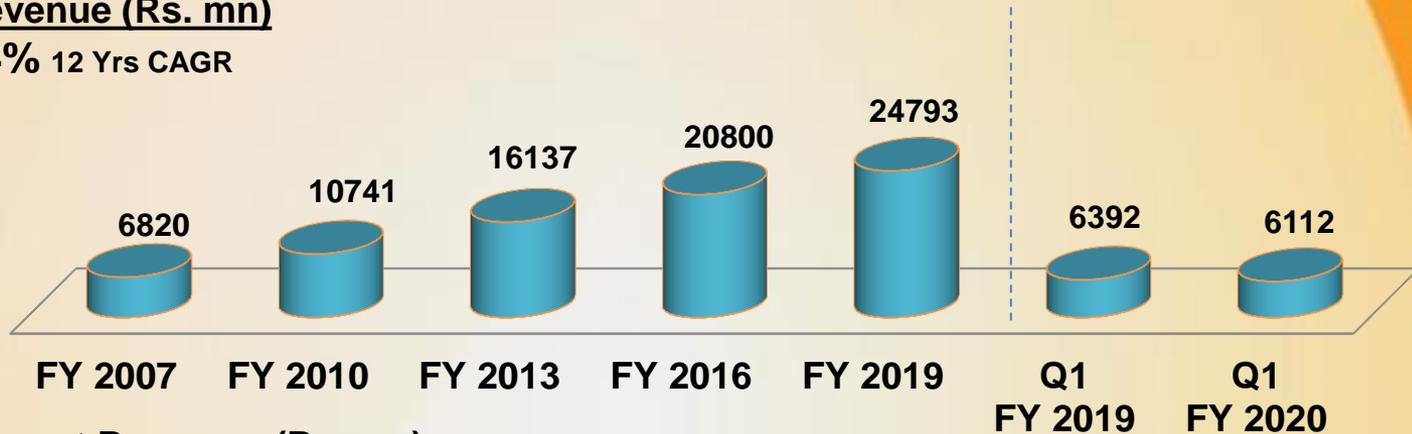
Robust Growth in Profits
Strong Focus on ROCE & RONW
Low Debt Exposure
High Net worth & Strong Balance Sheet



Proven Track Record of Topline & Bottom Line Growth

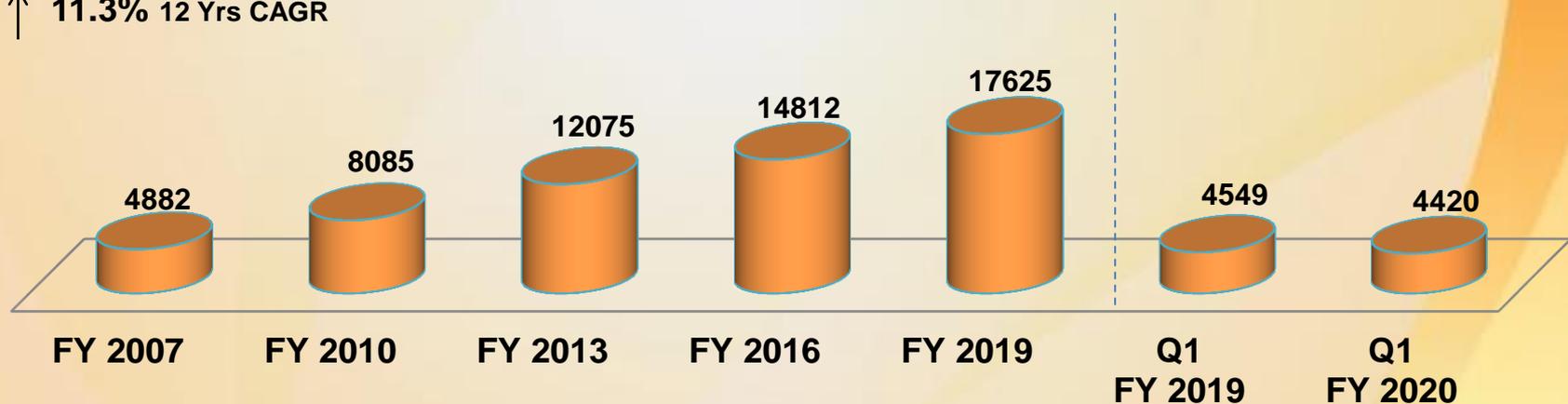
Total Revenue (Rs. mn)

↑ 11.4% 12 Yrs CAGR



Advertisement Revenue (Rs. mn)

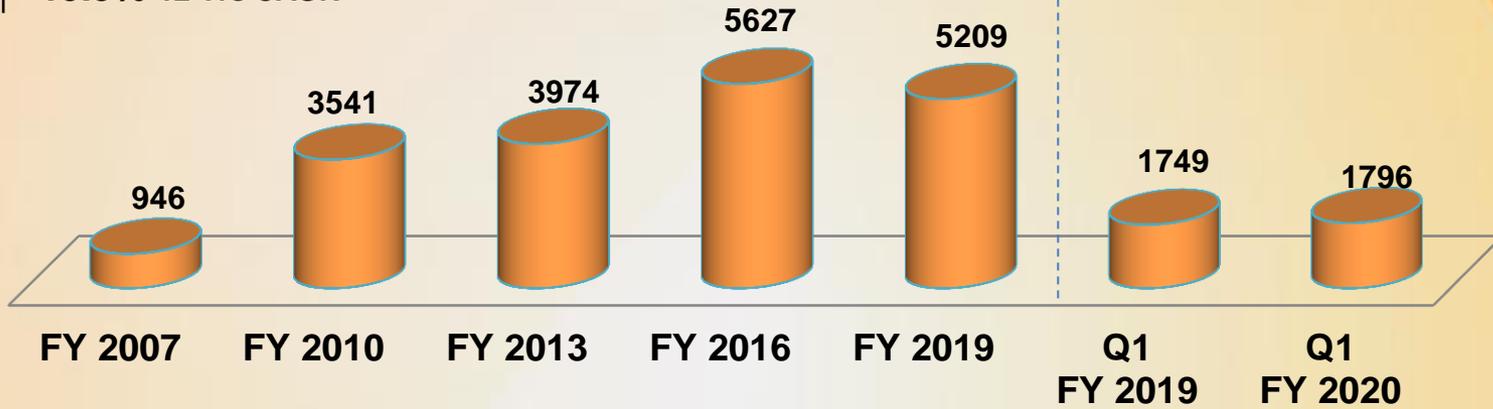
↑ 11.3% 12 Yrs CAGR



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

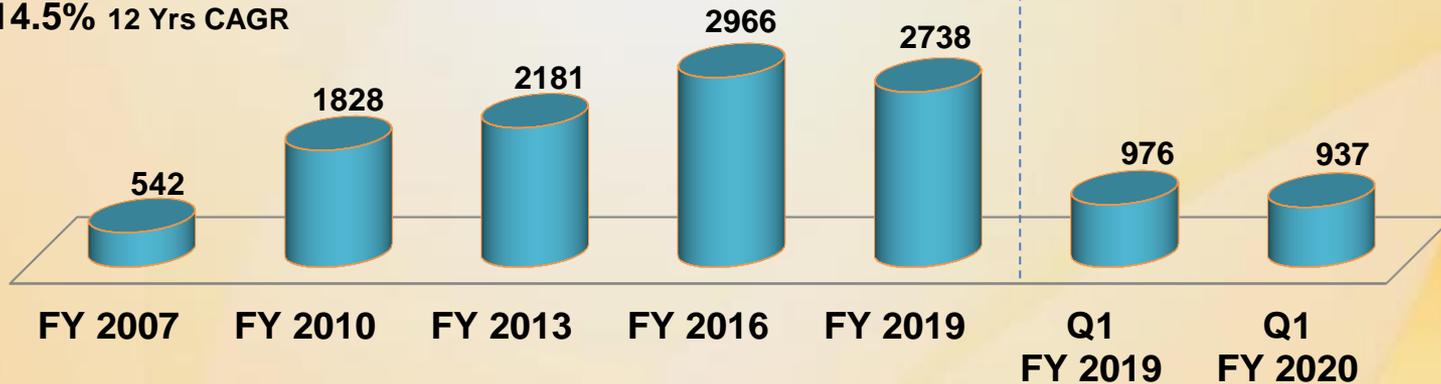
EBIDTA (Rs. mn)

↑ 15.3% 12 Yrs CAGR



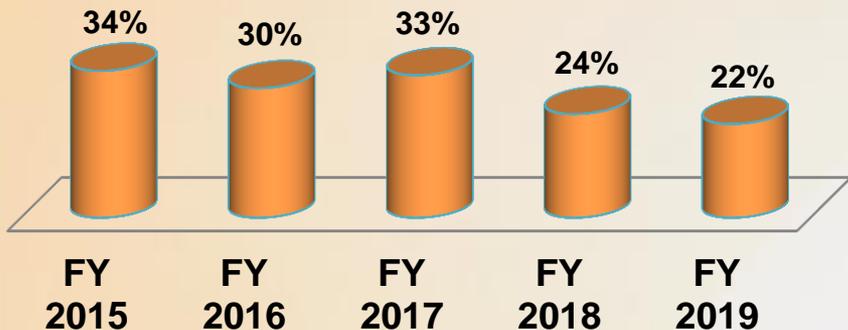
PAT (Rs. mn)

↑ 14.5% 12 Yrs CAGR

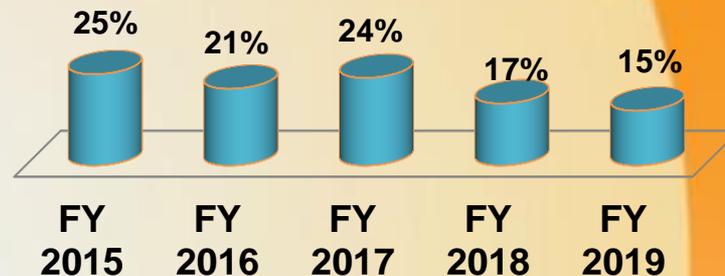


Proven Track Record of Topline & Bottom Line Growth... (contd.)

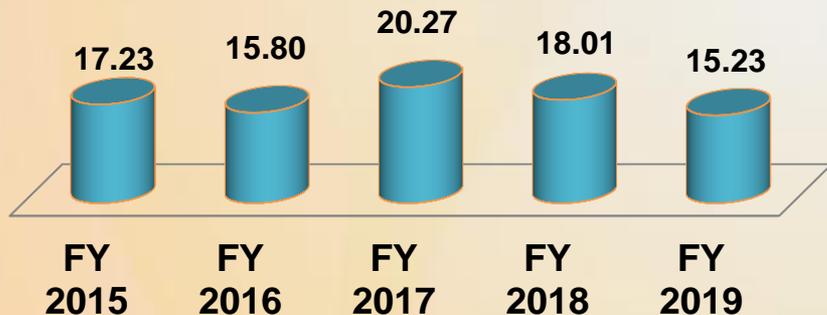
Return on Capital Employed (%)



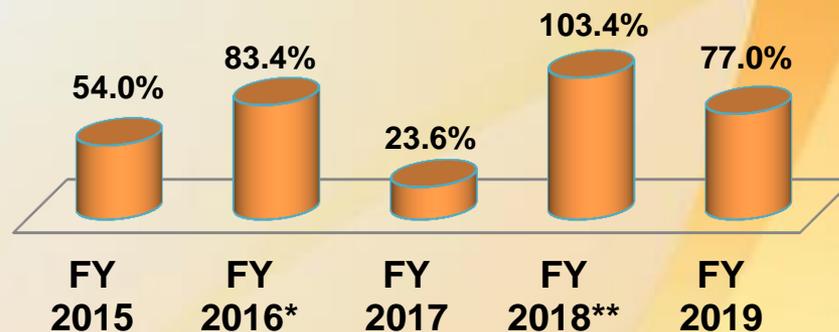
Return on Net Worth



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	Q1 (FY18-19)			Q1 (FY19-20)			Annual (FY 17-18)			Annual (FY 18-19)		
	Matured Business	Emerging Business*	DBCL Standalone	Matured Business	Emerging Business*	DBCL Standalone	Matured Business	Emerging Business*	DBCL Standalone	Matured Business	Emerging Business*	DBCL Standalone
Topline	6116	277	6392	5786	325	6111	22640	884	23524	23556	1246	24793
EBIDTA (Before Pre - opex)	1986	(179)	1807	1925	(129)	1796	6473	(391)	6082	6188	(603)	5585
EBIDTA (After Pre - opex)	1930	(181)	1749	1925	(129)	1796	6473	(594)	5878	5911	(703)	5209
EBIDTA %	31.6%	(65.6%)	27.4%	33.3%	(39.6%)	29.4%	28.6%	(67.2%)	25.0%	25.1%	(56.4%)	21.0%

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



Financial Summary

Particulars (INR million)					Quarter Ended		
	16-Mar	17-Mar	18-Mar	19-Mar	Q1 FY19	Q1 FY20	Growth %
Advertising Income	14812	15973	16416	17625	4549	4420	-2.8%
Circulation Revenue	4356	4814	4981	5237	1345	1314	-2.3%
Total Income	20735	22750	23349	24794	6392	6112	-4.4%
Newsprint	-6186	-6609	-7307	-9236	-2181	-2052	-5.9%
Personnel Cost	-3909	-4258	-4364	-4351	-1072	-1038	-3.1%
Other Operating Expenditure	-5049	-5291	-5802	-5998	-1391	-1226	-11.9%
Total Expenditure	-15145	-16158	-17474	-19585	-4643	-4315	-7.1%
EBITDA	5590	6592	5875	5209	1749	1796	2.7%
EBITDA Margin	27%	29%	25%	21%	27%	29%	
Net Profit	2921	3748	3240	2738	976	937	-3.9%
Net Worth	13945	15930	19291	18269	20275	17266	
Secured Long Term Gross Loan	536	262	-	-	-	-	
Cash & Bank Balance	926	1754	3223	1329	3634	741	
Secured Working Capital Loan	631	288	301	68	259	306	
Total Secured Gross Debt	1167	550	301	68	259	306	
Net Block (Fixed)	9128	8833	9634	9071	9530	8888	
ROCE	30%	33%	24%	22%	20%	34%	
RONW	21%	24%	17%	15%	14%	23%	



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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

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