



DB Corp Ltd

Investor Presentation

January 2024


दैनिक भास्कर


दिव्य भास्कर


दिव्य मराठी



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

- 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 operate-s.
- 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.



11 States, 43 Editions



2 States, 8 Editions



1 State, 6 Editions



DB DIGITAL



4 Portals & 3 Apps



7 States, 30 Stations

NEWSPAPERS ARE RISING

Dainik Bhaskar GROUP

is proud to lead the growth.

PAT grew by

154%

₹ 788 million vs.
₹ 310 million

EBIDTA grew by

84.2%

₹ 1359 million vs.
₹ 738 million

Advertising
revenue grew by

17.2%

₹ 3946 million vs.
₹ 3368 million

दैनिक भास्कर दिव्य भास्कर दिव्य मराठी

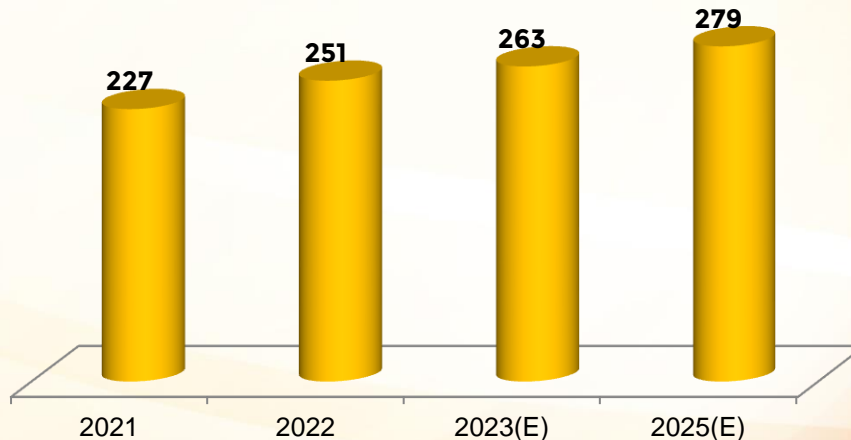
DB Corp Ltd

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

₹8,200 (₹4,400 + ₹3,800) including financial inflows

Comparative of Q1 FY24 vs. Q1 FY23 TTM

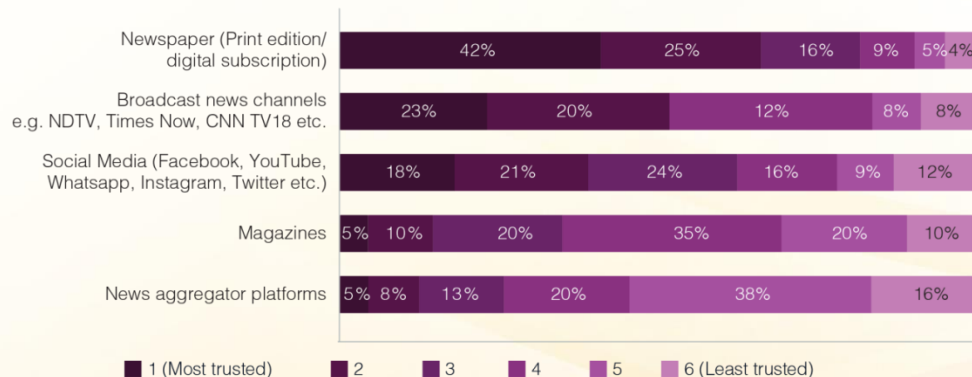
Print Segment Revenue



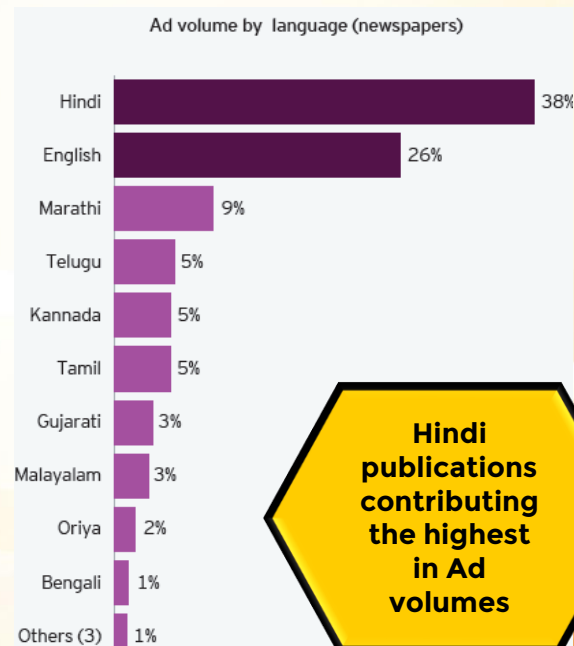
Print Segment Opportunity

Newspapers
are the most
trusted
news source

Ranking of news sources (1,2,3...6)



No material differences were noted in trust levels across younger and older audiences



Hindi
publications
contributing
the highest
in Ad
volumes

DB Corp Footprint



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

Our Markets & Coverage



States		
Dainik Bhaskar (Hindi)	MP	Punjab
	Chattisgarh	Haryana
	Rajasthan	Delhi
	Chandigarh	Jharkhand
	Himachal Pradesh	Bihar
Divya Bhaskar (Gujarati)	Gujarat	Mumbai
Divya Marathi (Marathi)	Maharashtra	

48%

**COVERAGE OF
INDIAN LANDSCAPE**

47%

**INDIA'S URBAN
POPULATION ADDRESSED**

51.6%

**OF CONSUMER
MARKET SIZE**

Map not to scale

Consistent track record of growth

1996

2024

State

01



12

States

Editions

05



61

Editions

Language

01



03

Languages

Readership (MN)

3.2




66.3

Readership (MN)



**न इसकी, न उसकी
बात सिर्फ निष्पक्षता की**



भास्कर लिखेगा

पाठक के नाते सचता और निष्पक्षता आपका अधिकार है और अखबार के नाते हमारी जिम्मेदारी। इसलिए हर दिन, हर पन्ने पर, हर रिपोर्ट में दैनिक भास्कर लिखता है सच्ची बात, बेधड़क।

**सच्ची बात,
बेधड़क**
दैनिक भास्कर

#SachchiBaatBedhadak

सच कड़वा होता है



पर हमने लिखा और लिखते रहेंगे बेधड़क

क्योंकि सच है तो हम हैं

**सच्ची बात,
बेधड़क**
दैनिक भास्कर

सच की धार तेज़ होती है




पर हम इस धार चलते रहेंगे, बढ़ते रहेंगे बेधड़क

क्योंकि सच है तो हम हैं

**सच्ची बात,
बेधड़क**
दैनिक भास्कर

सच अनमोल होता है



हमने उसे परखा और परखते रहेंगे बेधड़क

क्योंकि सच है तो हम हैं

**सच्ची बात,
बेधड़क**
दैनिक भास्कर

सच से उजाला होता है



हमने ऐसा उजाला फैलाया और फैलाते रहेंगे बेधड़क

क्योंकि सच है तो हम हैं

**सच्ची बात,
बेधड़क**
दैनिक भास्कर

सच तीखा होता है



पर हमने कहा और कहते रहेंगे बेधड़क

क्योंकि सच है तो हम हैं

**सच्ची बात,
बेधड़क**
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सच चुभता है



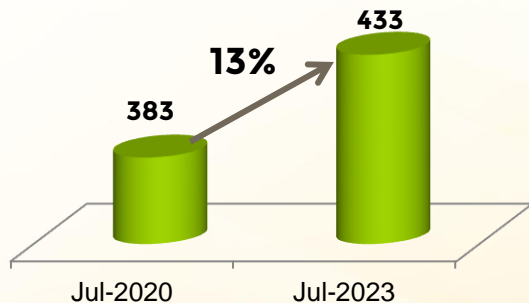
पर हमने दिखाया और दिखाते रहेंगे बेधड़क

क्योंकि सच है तो हम हैं

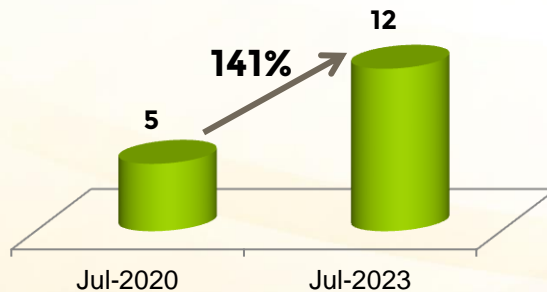
**सच्ची बात,
बेधड़क**
दैनिक भास्कर

Comscore -Total Unique Visitors (Mn)

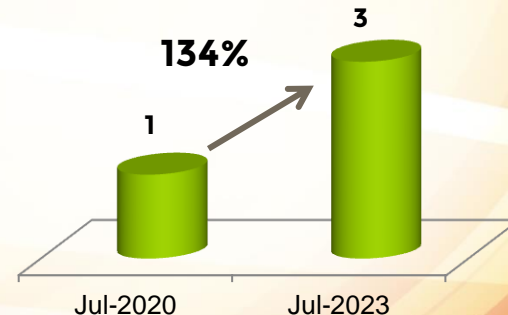
Total Industry MAU (Mobile Web & APP)



Dainik Bhaskar (Mobile App)



Divya Bhaskar (Mobile App)



Dainik Bhaskar -# 1 News Publisher App in India with a wide gap

Comparative Trend Wise MAU nos (in million)

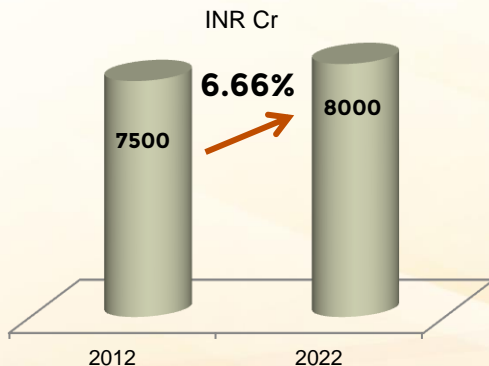
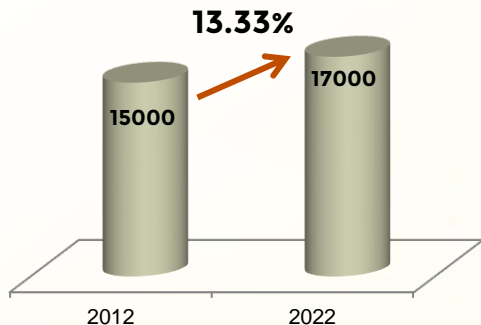
News Apps (Monthly Unique Visitors - Millions)	Jan-20	Jan-21	May-23	Dec-23
Dainik Bhaskar (Mobile App)	1.6	6.2	10.4	10.2
Divya Bhaskar (Mobile App)	0.5	1.6	3.0	2.6
Aaj Tak (Mobile App)	3.8	5.1	3.8	4.4
ABP Live News (Mobile App)	3.6	1.5	0.8	0.6
Dainik Jagran Hindi News (Mobile App)	0.3	0.4	0.6	0.5

ROBUST FINANCIAL PERFORMANCE STRONG BALANCE SHEET WITH ZERO DEBT



Outperforming Print Media Industry

Print Industry



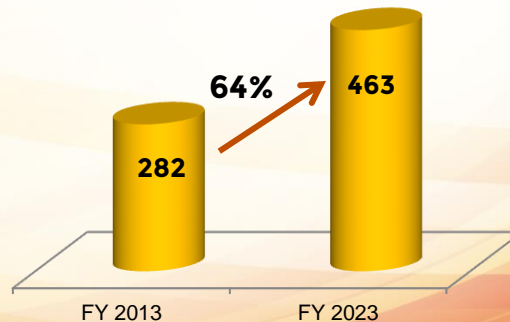
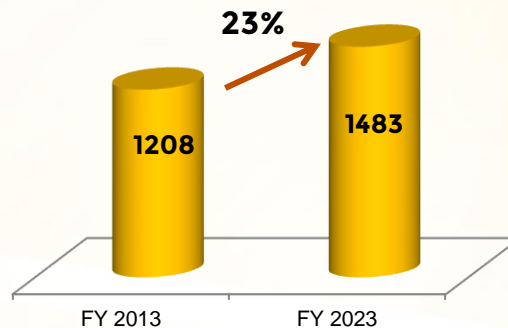
Source: FICCI Reports

v/s

Print Ad

Circulation

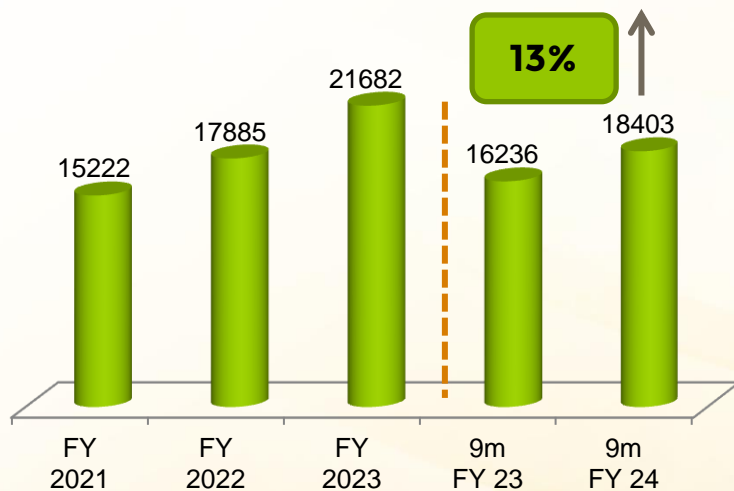
DB Corp



Source: DB Corp Audited Statements

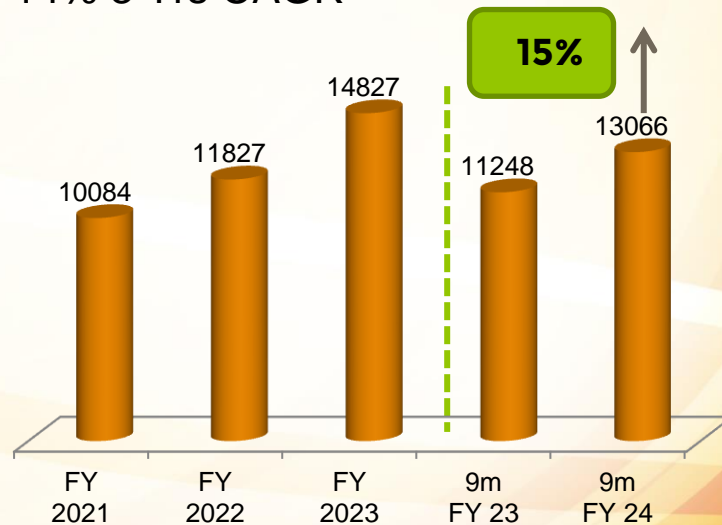
Total Revenue (Rs. mn)

13% 3 Yrs CAGR



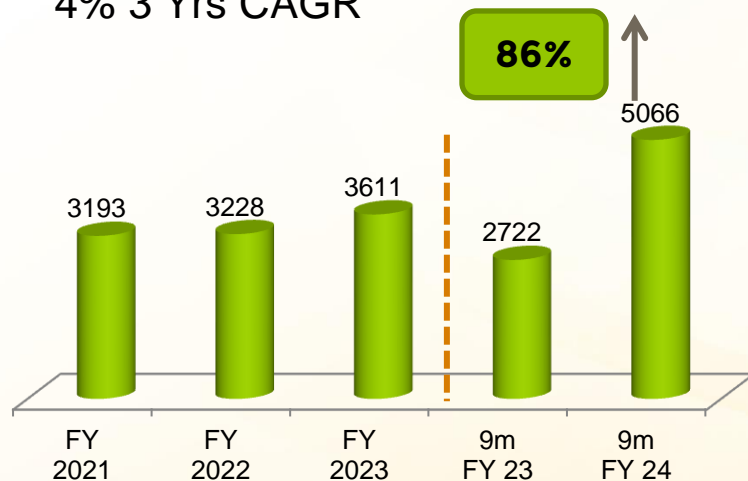
Advertisement Revenue (Rs. mn)

14% 3 Yrs CAGR



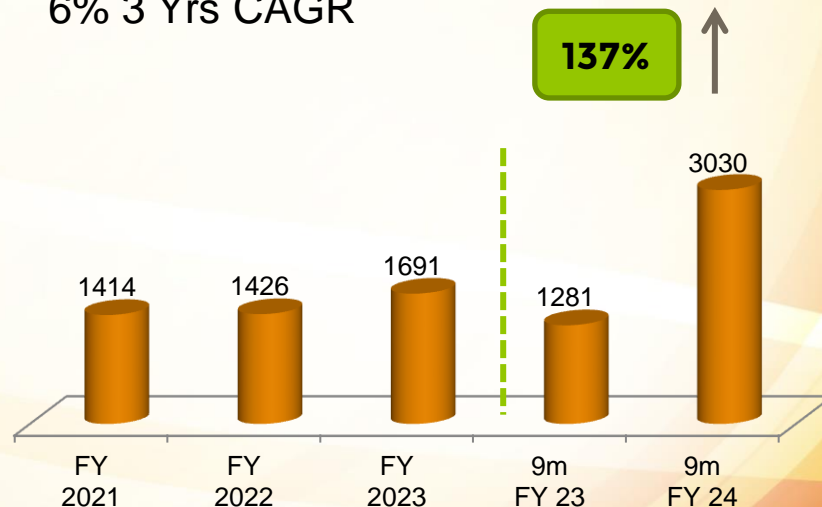
EBIDTA (Rs. mn)

4% 3 Yrs CAGR



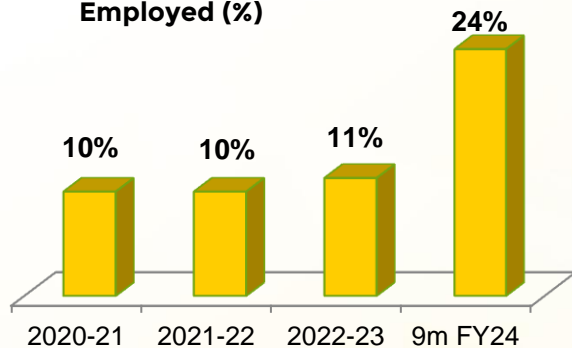
PAT (Rs. mn)

6% 3 Yrs CAGR

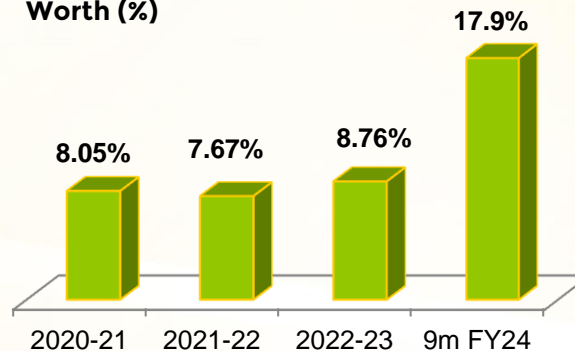


Strong Balance sheet

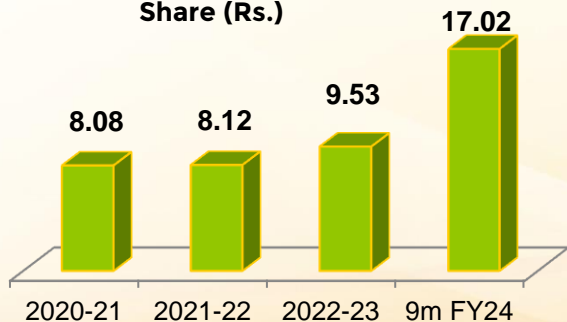
**Return on Capital
Employed (%)**



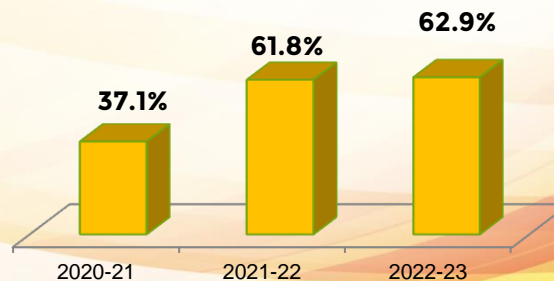
**Return on Net
Worth (%)**



**Earning Per
Share (Rs.)**



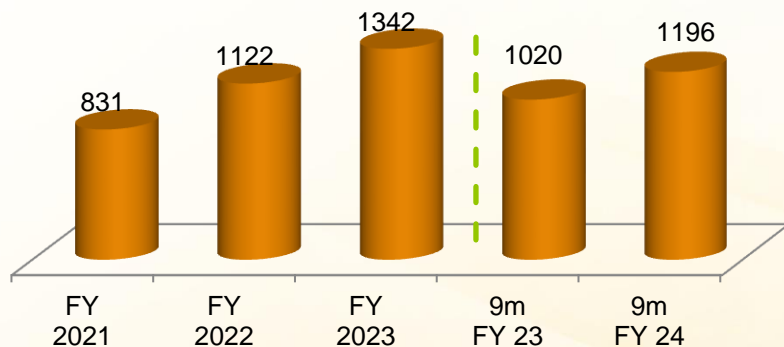
**Dividend Payout
(with tax & buyback)**



Total Revenue (Rs. mn)

3yrs CAGR 17%

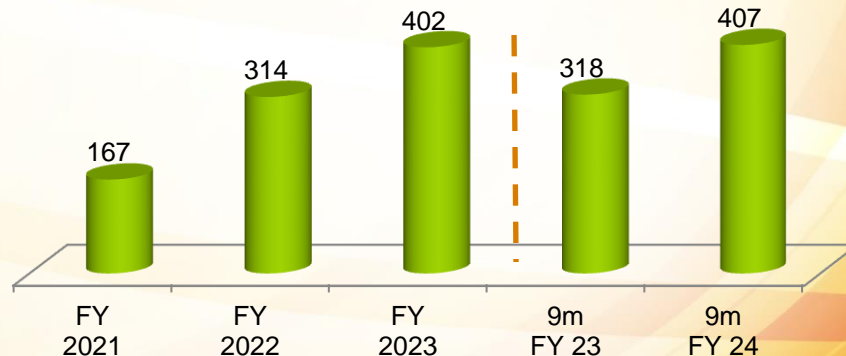
17%



EBIDTA (Rs.mn)

3yrs CAGR 34%

28%



Financial Summary

Particulars (INR million)	Year Ended		Quarter Ended			9M Year Ended		
	FY22	FY23	Q3 FY23	Q3FY24	Growth %	9mFY23	9mFY24	Growth %
Advertising Income	11827	14827	4069	4819	18.4%	11248	13066	16.2%
Circulation Revenue	4558	4627	1161	1200	3.4%	3474	3604	3.8%
Total Income	17885	21682	5756	6648	15.5%	16236	18403	13.3%
Newsprint	-5533	-8511	-2227	-1818	-18.3%	-6424	-5636	-12.3%
Personnel Cost	-3751	-3874	-996	-1142	14.6%	-2845	-3227	13.4%
Other Operating Expenditure	-5374	-5686	-1526	-1656	8.5%	-4245	-4475	5.4%
Total Expenditure	-14657	-18071	-4749	-4617	-2.8%	-13514	-13337	-1.3%
EBITDA	3228	3611	1007	2031	101.7%	2722	5066	86.1%
EBITDA Margin	18%	17%	17%	31%		17%	28%	
Net Profit	1426	1691	483	1240	156.8%	1281	3030	136.6%
Net Worth	18824	19479	19091	21041		19091	21041	
Secured Long Term Gross Loan	-		-	-		-	-	
Cash & Bank Balance	5170	6311	5531	8248		5531	8248	
Secured Working Capital Loan	109	94	265	182		265	182	
Total Secured Gross Debt	109	94						
Net Block (Fixed)	8265	7579	7714	7221		7714	7221	
ROCE	11%	12%	12%	24%		12%	24%	
RONW	8%	9%	9%	18%		9%	18%	



2



3



4



5



6-9



10



11

1. WAN IFRA Print Innovation Awards 2023: In Category 'Special Edition' - Jaipur's 25th Anniversary Special
2. Ideasfest 2023 – WRCINT India's Transformational Leader 2023 –
3. Ideasfest 2023 - WRCINT India's Transformational Brand 2023 – Dainik Bhaskar
4. Honourable Mention, Dainik Bhaskar, India, “Newspaper on Gajji Silk Fabric”
5. Third Place, Dainik Bhaskar Group, India, “MICA Newspaper — Bhilwara”
6. Best Print Ad (Campaign) - Gold - for Sachchi Baat Bedhadak Campaign
7. Best Print ad (Single) - Gold - for Independence Day Advertisement
8. Best Brand Activation - Bronze - “Have Ramo Garba Bedhadak” Initiative
9. Newspaper of The Year Award – Dainik Bhaskar
10. IAA Olive Crown Awards 2023 – Silver for ‘Save Birds’ Campaign in Press Corporate category
11. AFAQs Media Excellence Awards
 - Best CSR – Silver - Save birds Campaign
 - Best Print ad (Single) - Bronze - for Independence Day Ad
 - Best Print Ad (Campaign) - Bronze - for Sachchi Baat Bedhadak Campaign

Sudhir Agarwal
Managing Director

32 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

28 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

THANK YOU



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