



**DB Corp Ltd**

# Investor Presentation

May 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

**दैनिक भास्कर**

**NEWSPAPERS ARE GROWING SIGNIFICANTLY**  
DAINIK BHASKAR BREAKS ALL RECORDS

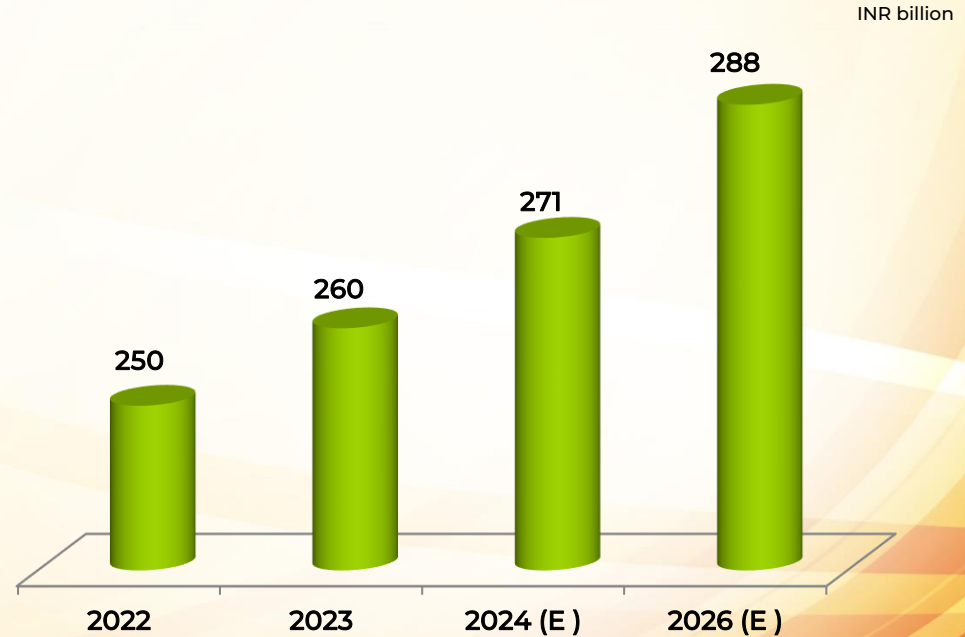
DBCL-COMPARATIVE OF FY'24 vs. FY'23, YoY

<b>HIGHEST EVER REVENUE</b> ₹ <b>2482</b> Cr. Grew by 14% vs. ₹2168 Cr.	<b>HIGHEST EVER EBITDA</b> ₹ <b>703</b> Cr. Grew by 95% vs. ₹361 Cr.	<b>HIGHEST EVER PAT</b> ₹ <b>426</b> Cr. Grew by 152% vs. ₹169 Cr.
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DB Corp Ltd | दैनिक भास्कर | दिव्य भास्कर | दिल्ली मराठी

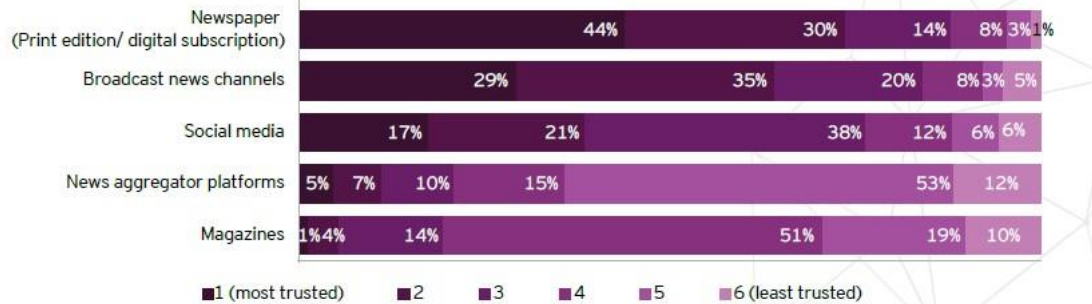
India's Largest Newspaper Group\* | 12 States | 61 Editions | 3 Languages

## Print Segment Revenue



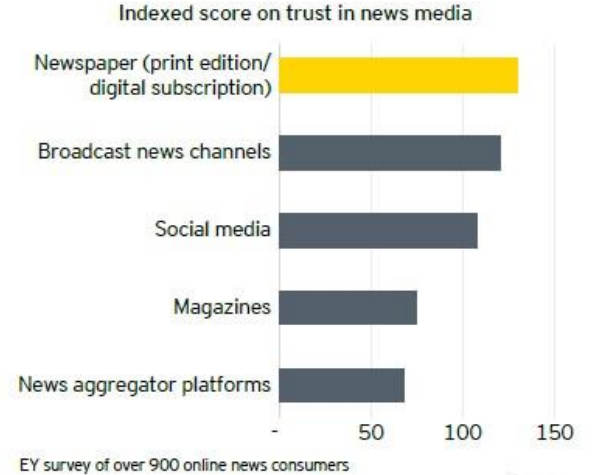
Newspapers are the most trusted news source

**Newspapers are the most trusted news source**



Newspapers were the most trusted source for both younger and older audiences. Trust in social media was slightly higher among younger audiences.

**Print credibility remained strong**



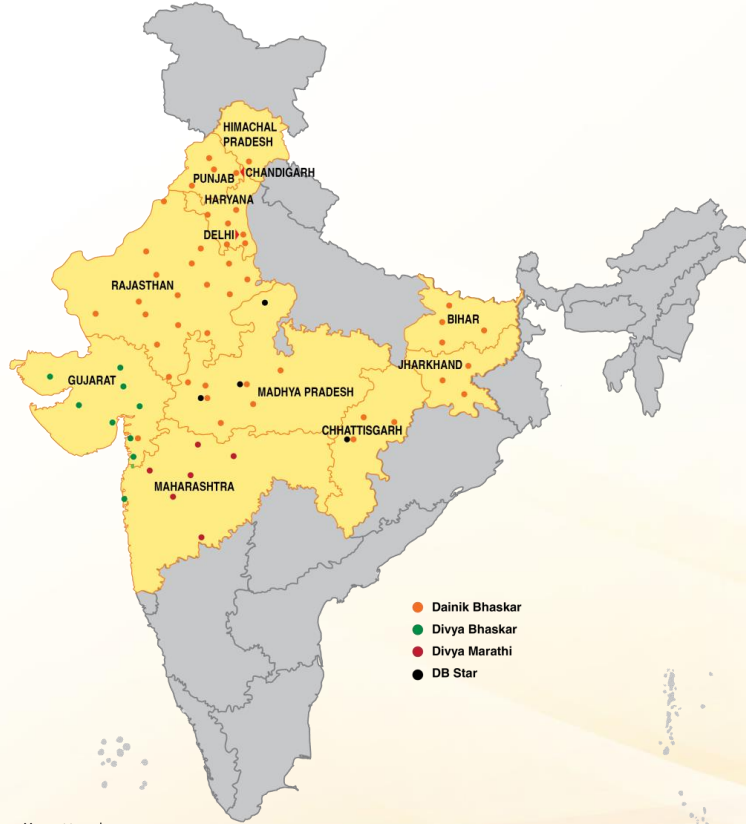
# DB Corp Footprint



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 पर चलते रहेंगे, बढते 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**  
**दैनिक भास्कर**

**सच चुभता है**

पर हमने दिखाया और दिखाते रहेंगे बेधड़क

क्योंकि सच है तो हम हैं



**सच्ची बात,  
बेधड़क**  
**दैनिक भास्कर**

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

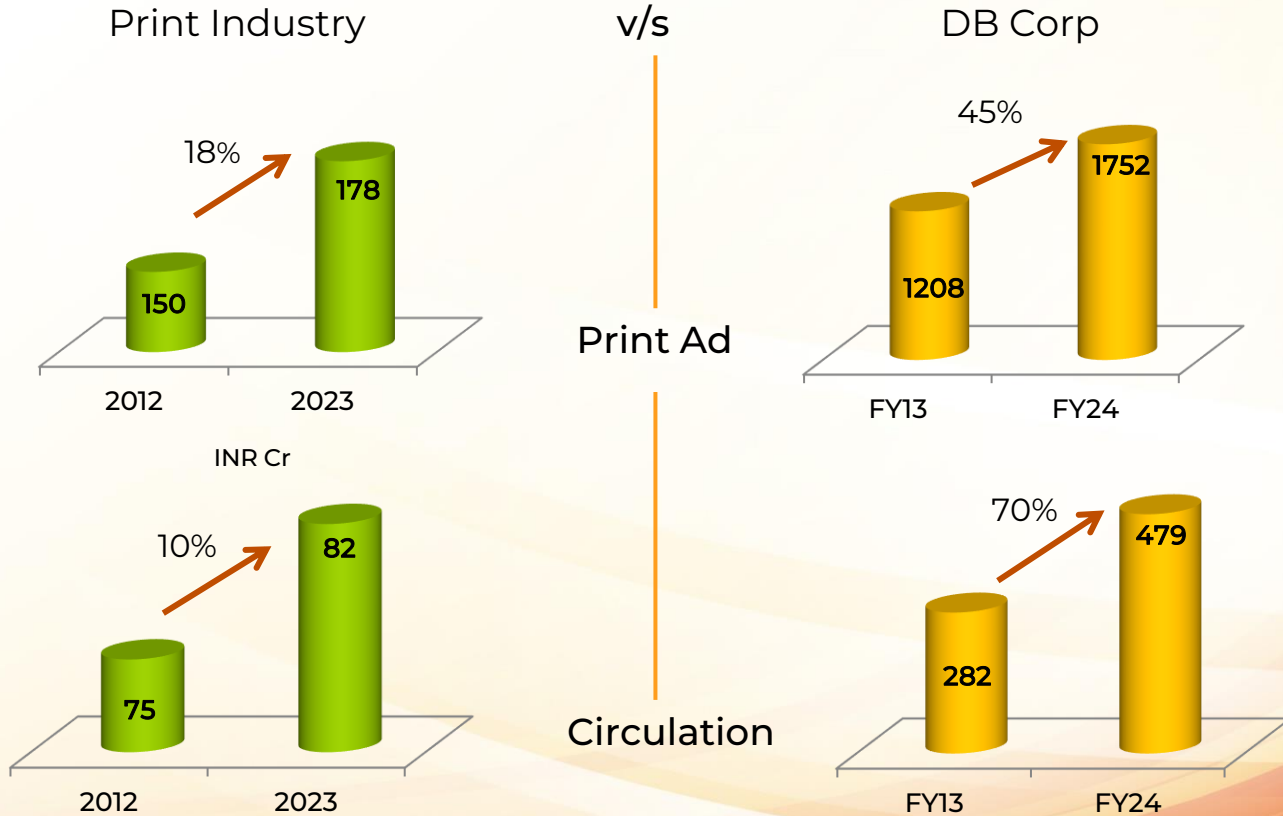
## Comparative Trend Wise MAU nos (in million)

News Apps (Monthly Unique Visitors - Millions)	Jul-20	Jan-21	Jan-23	Jan-24	Mar-24
Dainik Bhaskar (Mobile App)	4.8	6.2	11.1	10.7	10.8
Divya Bhaskar (Mobile App)	1.4	1.6	3.1	2.8	2.8
Aaj Tak (Mobile App)	8.6	5.1	3.7	3.9	3.5
ABP Live News (Mobile App)	2.3	1.5	0.7	0.6	0.6
Dainik Jagran Hindi News (Mobile App)	0.6	0.4	0.5	0.5	0.5

ROBUST FINANCIAL PERFORMANCE  
STRONG BALANCE SHEET WITH ZERO DEBT



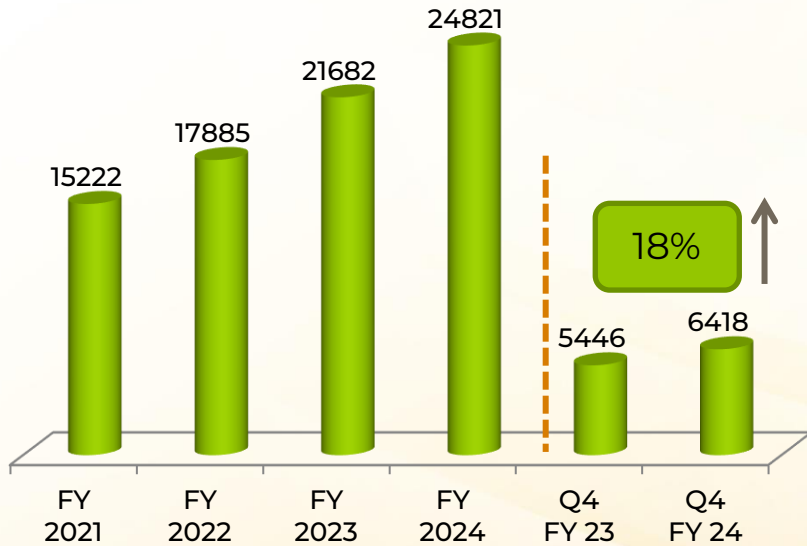
# Outperforming Print Media Industry



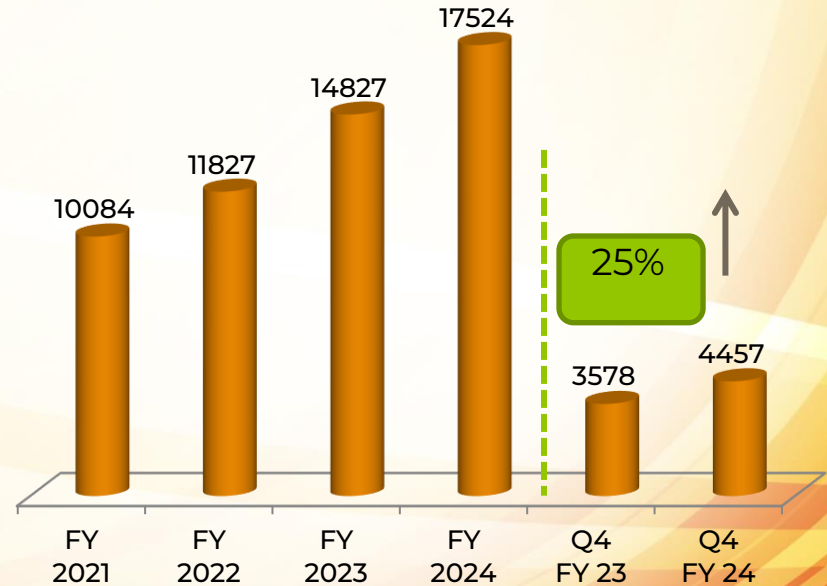
Source: FICCI Reports

Source: DB Corp Audited Statements

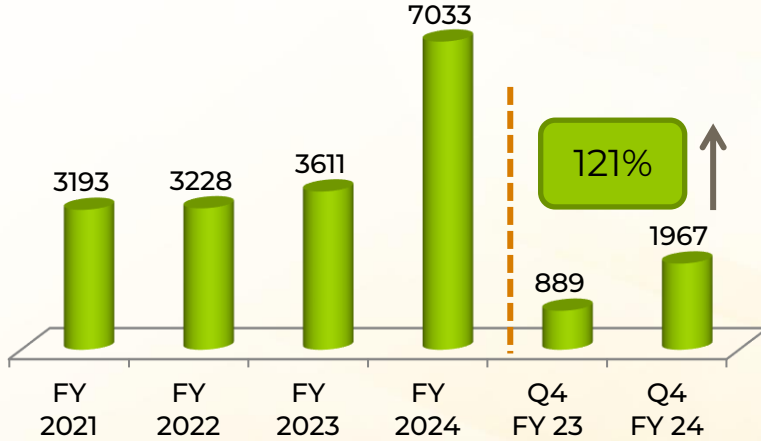
## Total Revenue (Rs. mn) 13% 4 Yrs CAGR



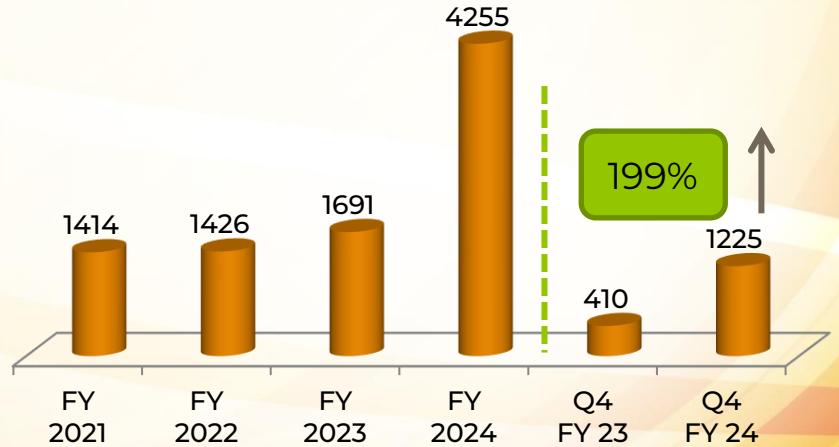
## Advertisement Revenue (Rs. mn) 15% 4 Yrs CAGR



EBIDTA (Rs. mn)  
12% 4 Yrs CAGR



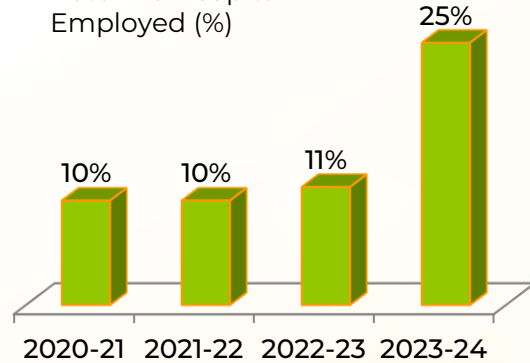
PAT (Rs. mn)  
32% 4 Yrs CAGR



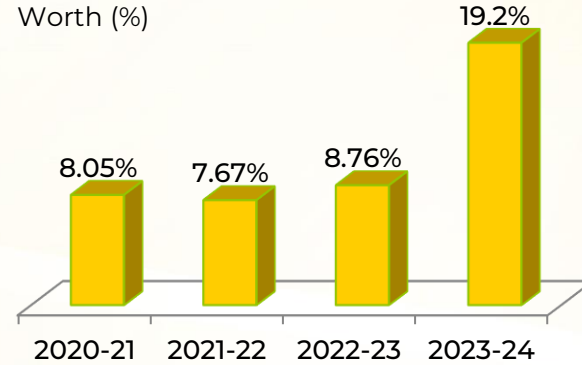


# Strong Balance sheet

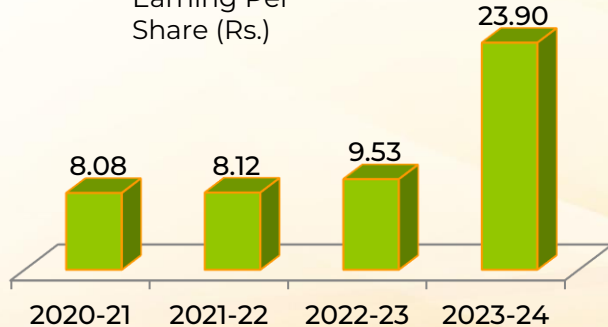
Return on Capital Employed (%)



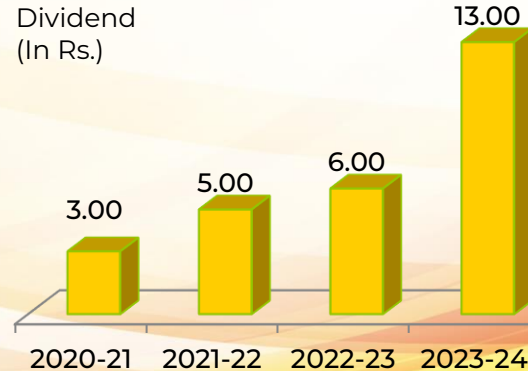
Return on Net Worth (%)



Earning Per Share (Rs.)



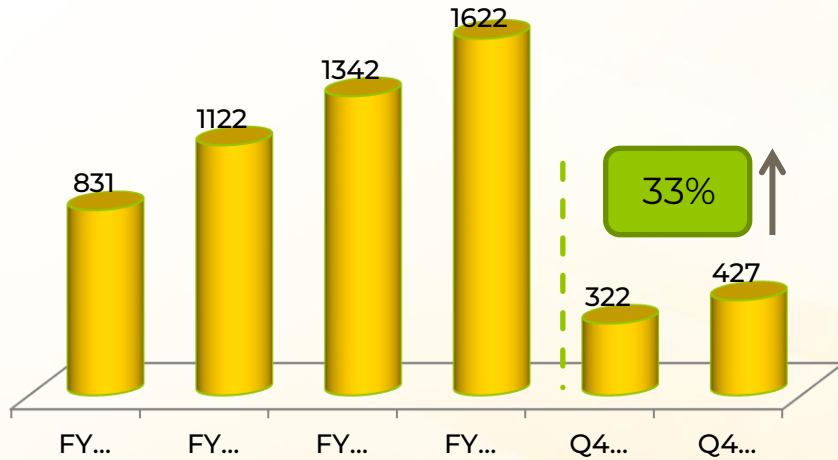
Dividend (In Rs.)



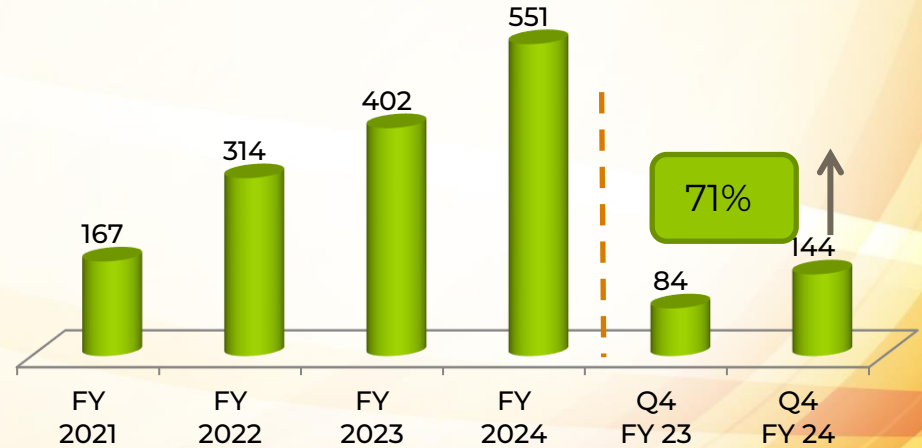


STATES	TOWNS	VILLAGES	POPULATION (IN LACS)
Maharashtra	139	10023	357.61
Rajasthan	50	8127	303.45
Gujarat	33	1143	159.68
Chandigarh Punjab and Haryana	82	5180	137.05
Madhya Pradesh	62	2823	101.51
Chhattisgarh	37	2093	67.26
<b>Total</b>	<b>403</b>	<b>29389</b>	<b>1127</b>

Total Revenue (Rs. mn)



EBIDTA (Rs.mn)



Particulars (INR million)	Year Ended		Quarter Ended		
	FY23	FY24	Q4 FY23	Q4FY24	Growth %
Advertising Income	14827	17524	3578	4457	24.6%
Circulation Revenue	4627	4791	1153	1187	2.9%
Total Income	21682	24821	5446	6418	17.8%
Newsprint	-8511	-7352	-2087	-1717	-17.8%
Personnel Cost	-3874	-4317	-1028	-1091	6.1%
Other Operating Expenditure	-5686	-6118	-1442	-1643	14.0%
Total Expenditure	-18071	-17788	-4557	-4450	-2.3%
EBITDA	3611	7033	889	1967	121.2%
EBITDA Margin	17%	28%	16%	31%	
Net Profit	1691	4255	410	1225	198.6%
Net Worth	19479	22210	19479	22210	
Secured Long Term Gross Loan	-				
Cash & Bank Balance	6311	10167	6311	10167	
Secured Working Capital Loan	94	121	94	121	
Total Secured Gross Debt	94	121	94	121	
Net Block (Fixed)	7579	7194	7579	7194	
ROCE	12%	25%	12%	25%	
RONW	9%	19%	9%	19%	

- At the Indian Marketing Awards organized by Exchange4Media, Dainik Bhaskar was honored with achievement of the silver award for Best use of Print for the campaign "Ek Ped Ek Zindagi."
- Dainik Bhaskar has been recognized for its exceptional contributions at the IAA Olive Crown Awards 2024, organized by the International Advertising Association. Honored with the silver award for Corporate Crusader of the Year. This recognition underscores Dainik Bhaskar's commitment to meaningful initiatives such as "Ek Ped Ek Zindagi," "Mitti Ke Ganesh," "Sarthak Diwali," and "Vastradaan," which have made a significant impact on society.
- Our campaign "Sarthak Diwali" has been honored with the bronze award for Best Digital Brand Video at the prestigious Digi One Awards, organized by Exchange4Media. "Sarthak Diwali" aimed to promote a more purposeful and eco-friendly Diwali celebration, resonating with audiences through engaging storytelling and compelling visuals.
- Dainik Bhaskar Group has been recognised as one of the premier companies for employee satisfaction, securing an impressive rating of 4.4 out of 5 in the mid-size category in the esteemed ABECA 2024 AmbitionBox Employee Choice Awards.

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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