

D B CORP LTD.

KEY PERFORMANCE METRICS

(Rs. In Mn)

Particulars (INR MN)	CONSOLIDATED					
	FY 09-10	Qtr 4 FY10	Qtr 1FY10	Qtr 1 FY11	Variance % (YOY)	Variance % (Qtr to Qtr)
Profit & Loss Items	12 Months	3 Months	3 Months	3 Months		
Advt Revenue	8085	1907	2000	2357	17.9%	23.6%
Circulation Revenue	2118	527	527	537	1.9%	1.9%
Total Revenue	10630	2572	2622	2987	13.9%	16.1%
NP prices (MT)	25168	24713	25644	25629	-0.1%	3.7%
News Print Cost/Total Cost	45.5%	42.0%	48.7%	44.9%		
Personnel Cost/Total Cost	18.3%	19.2%	18.2%	22.2%		
Other Operational Cost/Total Cost	36.2%	38.8%	33.1%	32.9%		
Total Cost	7200	1876	1684	1851	9.9%	-1.3%
EBIDTA	3429	696	937	1136	21.2%	63.2%
EBIDTA Margin	32.3%	27.1%	35.7%	38.0%		
PAT	1828	367	515	695	35.0%	89.4%
Pat Margin	17.2%	14.3%	19.6%	23.3%		
Balance Sheet Items						
Gross Fixed Assets	7780	7780	7363	7923		
Net Fixed Assets	6475	6475	6489	6515		
Secured Gross Term Debt	2394	2394	4333	2300		
Secured Net Term Debt	443	443	3798	159		
Tangible Networkth	6361	6361	2879	7066		
Debt/Equity	0.4	0.4	1.5	0.3		
Debt/EBIDTA	0.7	0.7	1.2	0.5		
ROCE	31.9%	31.9%	44.1%	41.1%		
RONW	28.7%	28.7%	71.6%	39.4%		
Fixed Assets Coverage Ratio	2.7	2.7	1.5	2.8		
Current Ratio (Including Term Loan Liabilities due in 1 Year)	2.1	2.1	1.2	2.3		
Total Outside Liabilities/Tangible Net Worth	0.8	0.8	2.6	0.8		
Inventory Turnover (Days)	80	80	60	77		
Debtors Turnover (Days)	66	66	66	70		