

D B CORP LTD.

KEY PERFORMANCE METRICS

Particulars (INR MN)	CONSOLIDATED					
	Qtr 4 09	Qtr 4 10	Variance %	YTD 09	YTD 10	Variance %
Advt Revenue	1749	1907	9.0%	7256	8085	11.4%
Circulation Revenue	515	527	2.3%	2009	2118	5.4%
Total Revenue	2358	2572	9.1%	9610	10630	10.6%
NP prices (MT)	27554	24713	-10.3%	29689	25168	-15.2%
News Print Cost/Total Cost	48.2%	42.0%		50.1%	45.5%	
Personnel Cost/Total Cost	17.3%	19.2%		16.4%	18.5%	
Other Operational Cost/Total Cost	34.5%	38.8%		33.6%	36.2%	
Total Cost	1789	1876	4.9%	8137	7200	-11.5%
EBIDTA	569	696	22.3%	1473	3429	132.8%
EBIDTA Margin	24.1%	27.1%		15.3%	32.3%	
PAT	235	367	56.6%	476	1828	283.9%
Pat Margin	10.0%	14.3%		5.0%	17.2%	
Gross Fixed Assets	7403	7779		7403	7779	
Net Fixed Assets	6471	6475		6471	6475	
Secured Gross Term Debt	4595	2394		4595	2394	
Secured Net Term Debt	4143	444		4143	444	
Tangible Networkth	2360	6626		2360	6626	
Debt/Equity	1.9	0.4		1.9	0.4	
Debt/EBIDTA	3.1	0.7		3.1	0.7	
ROCE	14.8%	31.0%		14.8%	31.0%	
RONW	20.2%	27.6%		20.2%	27.6%	
Fixed Assets Coverage Ratio	1.4	2.7		1.4	2.7	
Current Ratio (Including Term Loan Liabilities due in 1 Year)	1.2	2.4		1.2	2.4	
Total Outside Liabilities/Total Net Worth	3.3	0.8		3.3	0.8	

