

D B CORP LTD.

KEY PERFORMANCE METRICS

(Rs. In Mn)

| Particulars (INR MN) | CONSOLIDATED | | | | | | |
|---------------------------------------------------------------|------------------|-----------------|-----------------|----------------------|-----------------|-----------------|-----------------------|
| | FY 09-10 | H1 FY10 | H1 FY11 | Variance % (H1-YOY) | Qtr 2 FY10 | Qtr 2 FY11 | Variance % (Q2 -YOY) |
| Profit & Loss Items | 12 Months | 6 Months | 6 Months | | 3 Months | 3 Months | |
| Advt Revenue | 8085 | 4003 | 4716 | 17.8% | 2003 | 2359 | 17.8% |
| Circulation Revenue | 2118 | 1054 | 1070 | 1.5% | 527 | 532 | 1.0% |
| Total Revenue | 10630 | 5244 | 5997 | 14.4% | 2622 | 3010 | 14.8% |
| NP prices (MT) | 25168 | 25438 | 26243 | 3.2% | 25237 | 26835 | 6.3% |
| News Print Cost/Total Cost | 45.5% | 47.4% | 44.3% | | 46.2% | 43.7% | |
| Personnel Cost/Total Cost | 18.3% | 17.9% | 22.2% | | 17.6% | 22.3% | |
| Other Operational Cost/Total Cost | 36.2% | 34.7% | 33.5% | | 36.1% | 34.0% | |
| Total Cost | 7200 | 3469 | 3909 | 12.7% | 1785 | 2059 | 15.4% |
| EBIDTA | 3429 | 1775 | 2087 | 17.6% | 838 | 951 | 13.6% |
| EBIDTA Margin | 32.3% | 33.8% | 34.8% | | 31.9% | 31.6% | |
| PAT | 1828 | 955 | 1246 | 30.4% | 440 | 551 | 25.1% |
| Pat Margin | 17.2% | 18.2% | 20.8% | | 16.8% | 18.3% | |
| Balance Sheet Items | | | | | | | |
| Gross Fixed Assets | 7780 | 7676 | 8698 | | 7676 | 8698 | |
| Net Fixed Assets | 6475 | 6578 | 7184 | | 6578 | 7184 | |
| Secured Gross Term Debt | 2394 | 4240 | 2097 | | 4240 | 2097 | |
| Secured Net Term Debt | 443 | 3693 | 406 | | 3693 | 406 | |
| Tangible Networkth | 6361 | 3311 | 7627 | | 3311 | 7627 | |
| Debt / Equity | 0.4 | 1.3 | 0.3 | | 1.3 | 0.3 | |
| Debt / EBIDTA | 0.7 | 1.2 | 0.5 | | 1.2 | 0.5 | |
| ROCE | 31.9% | 37.4% | 36.3% | | 37.4% | 36.3% | |
| RONW | 28.7% | 55.2% | 32.7% | | 55.2% | 32.7% | |
| Fixed Assets Coverage Ratio | 2.7 | 1.6 | 3.4 | | 1.6 | 3.4 | |
| Current Ratio (Including Term Loan Liabilities due in 1 Year) | 2.1 | 1.5 | 2.2 | | 1.5 | 2.2 | |
| Total Outside Liabilities/Tangible Net Worth | 0.8 | 2.2 | 0.7 | | 2.2 | 0.7 | |
| Inventory Turnover (Days) | 80 | 84 | 89 | | 84 | 89 | |
| Debtors Turnover (Days) | 66 | 72 | 72 | | 72 | 72 | |