

D B Corp Ltd. Investor Presentation

October 2022



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

VALUES – Ground Connect | Result-Oriented | Emotional Connect | Analytical | Trendsetter

Disclaimer

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 operates.

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.



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

D B Corp Ltd - The Largest Print Media Company In India

Major Business Brands



Hindi Newspaper

11 States, 43 Editions



Gujarati Newspaper

2 States, 8 Editions



Marathi Newspaper

1 State, 6 Editions



FM Radio Network

7 States, 30 Stations



Digital & Mobile

4 Portals & 3 Apps

DB Corp Markets

Madhya Pradesh	Dominant
Chhattisgarh	Dominant
Haryana	Dominant
Chandigarh	Dominant
Rajasthan	Dominant
Gujarat	Leader in Ahmedabad Close No.2 in top 6 cities of Gujarat
Bihar	Close No.1 within a very short span of time Further investing in copies for overall leadership
Punjab	No.1 in Top 4 cities
Maharashtra	Limited to Central Maharashtra
Jharkhand	Overall No.2 in terms of circulation in urban cities



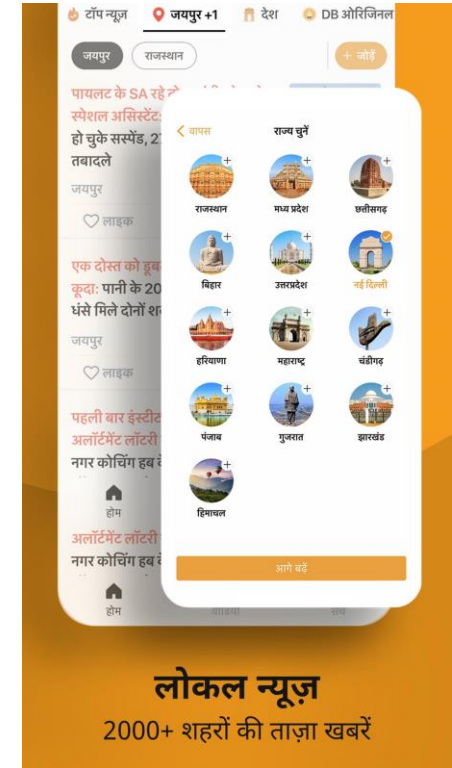
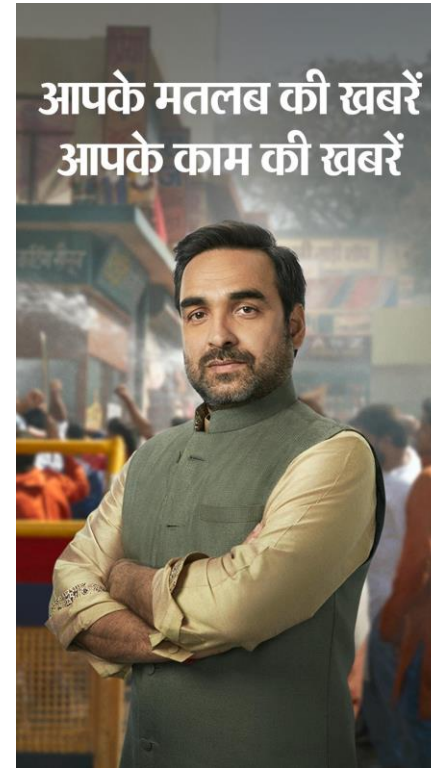
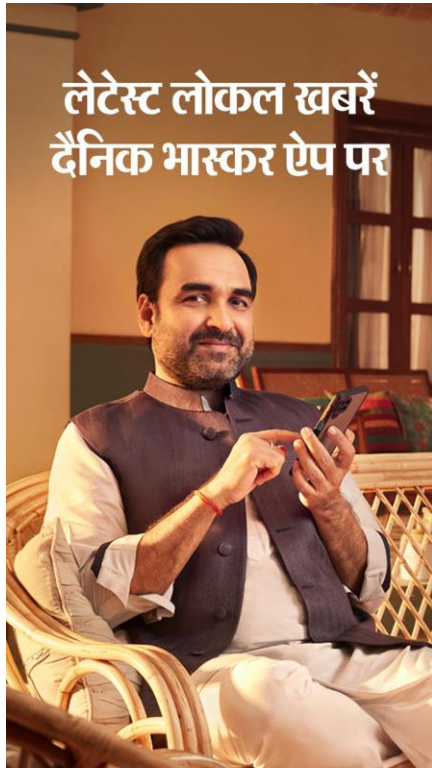
शहर से लेकर गांव तक
लोकल खबरों के लिए वन
स्टॉप डेस्टिनेशन

 दैनिक
भास्कर

ऐप अभी डाउनलोड करें

10 करोड़ से अधिक डाउनलोड | ★★★★★ रेटिंग

Following the approach of a multi-modal leader delivering high – quality content and best news products



Engaging features that attracts & brings users back to us

एंड फ्री न्यूज़

अब न्यूज़ बिना किसी ब्रेक के



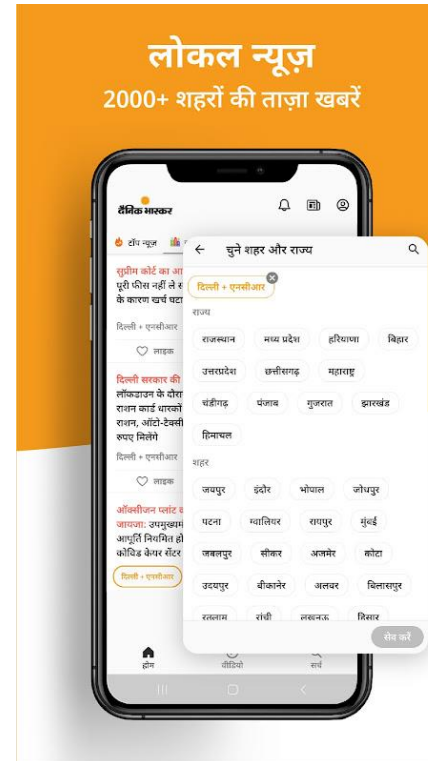
ई पेपर

12 राज्यों और 2000+ शहरों के फ्री ई-पेपर



लोकल न्यूज़

2000+ शहरों की ताज़ा खबरें



वीडियो न्यूज़
वीडियो न्यूज़ एक क्लिक में

Various innovative strategies are putting differential value, driving loyal consumer base



Personal involvement of readers, encourages frequent engagement

दैनिक भास्कर

पंजाब विधानसभा चुनाव 2022 परिणाम

चुनाव के सबसे तेज नतीजे सुबह 8 बजे से **LIVE**

पंजाब में किसकी बनेगी सरकार?
आपके विधानसभा क्षेत्र में कौन जीतेगा?
क्या बदलेंगे राजनीतिक समीकरण?

जानने के लिए डाउनलोड करें **दैनिक भास्कर ऐप**

10 करोड़ से अधिक डाउनलोड | ★★★★★ रेटिंग

दैनिक भास्कर

बजट 2022

मुझे क्या मिला?

- विजनेसमेन और नौकरीपेशा के लिए क्या है खास?
- क्या करदाता को हुआ फायदा?
- क्या आम आदमी की जेब फिर से खाली?

बजट की **लाइव** खबरें पढ़ें सुबह 9 बजे से

पहली बार महिलाओं की नजर से बजट

प्रोफाइल में **मिस चुनें**

सिर्फ **दैनिक भास्कर ऐप** पर

1 करोड़ से अधिक डाउनलोड | ★★★★★ रेटिंग

दैनिक भास्कर

देश-विदेश से जुड़ी खबरों के **पोल** में वोट करें

खबरें पढ़ने
-के साथ-साथ उनका-
हिस्सा भी बनें

दैनिक भास्कर ऐप
अभी डाउनलोड करें

1 करोड़ से अधिक डाउनलोड | ★★★★★ रेटिंग

Hyper local and illustrative news keeps up the interest of readers



दैनिक भास्कर

कौन जीता? कौन हारा?
VIP सीटों का क्या है हाल?

विधानसभा चुनाव परिणाम

यूपी-पंजाब समेत 5 राज्यों के सबसे तेज और सटीक नतीजे

सुबह 8 बजे से **LIVE**

जानने के लिए डाउनलोड करें **दैनिक भास्कर ऐप**

GET IT ON Google Play | Download on the App Store



10 करोड़ से अधिक डाउनलोड | ★★★★★ रेटिंग



दैनिक भास्कर

बिहार पंचायत चुनाव

की हर अपडेट्स- सबसे तेज, भास्कर एप पर

24 सितंबर से 12 दिसंबर तक 11 चरणों में चुनी जाएगी गांव की सरकार।



आपको मिलेगा यह सब

- कहां-कौन दावेदार, कौन मजबूत-कौन कमजोर
- वोटर्स को लुभाने के लिए क्या-क्या वादे-इरादे

वोटिंग के गुणा-भाग के साथ सबसे तेज नतीजे मिलेंगे आपको **दैनिक भास्कर** एप पर

1 करोड़ से अधिक डाउनलोड | ★★★★★ रेटिंग



दैनिक भास्कर

देश में कहां कितने केस?

क्या हैं नई गाइडलाइन्स ?




पल-पल के अपडेट्स के लिए डाउनलोड करें **दैनिक भास्कर ऐप**


1 करोड़ से अधिक डाउनलोड
★★★★★ रेटिंग


Serving all age groups interests in the society


दैनिक भास्कर


 होम


 वीडियो


 सर्च


 ई-पेपर


 डार्क मोड

 टॉप न्यूज़

 राज्य-शहर

 DB ओरिजिनल


 क्रिकेट


 बॉलीवुड


 वुमन


 देश


 विदेश


 स्पोर्ट्स


 बिजनेस


 लाइफ & साइंस


 फेक न्यूज एक्सपोज़


 ओपिनियन


 मधुरिमा


 मैगजीन


 राशिफल

 करिअर

 टेक & ऑटो

 कोरोना

 जीवन मंत्र

 यूटिलिटी

Digital MAU

Dainik Bhaskar - No 1 News Publisher App in India

News Apps (Monthly Unique Visitors - Millions)	Jan-2020	Jul-2020	Jan-2021	Jul-2021	Jan-2022	Aug-2022
Dainik Bhaskar (Mobile App)	1.6	4.8	6.2	10.2	13.6	12.0
Divya Bhaskar (Mobile App)	0.5	1.4	1.6	2.7	3.7	3.2
The Times Of India - Vernacular	13.0	13.3	8.1	6.0	4.5	3.8
Aaj Tak (Mobile App)	3.8	8.6	5.1	4.2	4.1	4.3
ABP Live News (Mobile App)	3.6	2.3	1.5	1.5	1.0	0.8
Dainik Jagran Hindi News (Mobile App)	0.3	0.6	0.4	0.6	0.7	0.5

Source: Comscore Mobile Metrix Media Trend, All, Custom List of News Apps (Dainik Bhaskar (Mobile App), DIVYABHASKAR (Mobile App), Aaj Tak (Mobile App), ABP Live News (Mobile App), Dainik Jagran Hindi News (Mobile App), The Times Of India - Vernacular, The Economic Times), Total Audience, Jan-20 to Aug-22, India

* excluding aggregators

Print Media Maintaining Editorial Excellence

- At Dainik Bhaskar – we follow the truth wherever it may lead us, this informs our fearless editorial philosophy of putting relevant stories above all else.
- We are independent – which makes our variant of journalism free from bias and endears us to our readers
- The courageous efforts taken by our editorial team during the COVID 19 has been acknowledged and awarded at various local as well as global platforms.
- Our endeavour is not just to produce the best journalism, it is also to provide the best experience to our audiences.
- Our editorial team constantly has its ear to the ground, every three months our 3000 + editorial force goes to the field and meets readers for collecting their feedback.

सरकार के मौतों के आंकड़े झूठे हैं, ये जलती चिताएं सच बोल रही हैं



भोपाल में पहली बार इतने संक्रमितों का अंतिम संस्कार, रिकॉर्ड में सिर्फ 4

112 मौतें

दिली रिपोर्टर | भोपाल
 सरकार, आप कोरोना संक्रमितों के आंकड़े नहीं छिपाते तो शायद आज हम भोपाल वालों को अपनी की इतनी चिंताएं नहीं जलाना पड़तीं। शायद, हमारे अपने नु, कल में दफन न किए जा रहे होते। पहले संक्रमितों के आंकड़े छिपाए और फिर मौतों के। आज न अस्पतालों में जगह है, न ही रमरामों में। मरीजों का शंकर परिचय दर-दर भटक रहे हैं। शायद यही वजह है कि रमराम आज सुलगकर अपना सच खुद बोल रहे हैं।

गुरुवार को भोपाल में 112 कोरोना संक्रमितों का अंतिम संस्कार हुआ। भदवदा में 72, मुन्ना नगर में 30 दाह संस्कार हुए और इंदर कब्रिस्तान में 10 शवों को दफन किया गया। लेकिन सरकारी आंकड़ों में भोपाल में आज भी सिर्फ 4 मौतें दर्ज की गईं। पिछले पांच दिनों में 356 संक्रमितों का अंतिम संस्कार भोपाल में हुआ। लेकिन सरकारी आंकड़ों में इसको संख्या सिर्फ 21 ही बताई गई। तो रमरामों में ये सच किसके हैं? ये तस्वीर बेहद भयावह है, इसलिए सिर्फ एक बात- अन्न तो संभल जाइए...

कोरोना डैश बोर्ड	भोपाल अपडेट
राष्ट्र के विषाम घाट और कब्रिस्तान	15 अपील की कितने शव पहुंचे
सुभाष नगर विद्यामण्डल	50
भदवदा विद्यामण्डल	88
इन्द्रा कब्रिस्तान	17
कुल	155

Continues to strengthen our ground position through circulation expansion strategy

- We stand at a readership of 6.63 Cr as per the IRS 2019 Q4 report.
- Q2 FY 2022-23 has been full of opportunities and efforts with satisfactory results.
- With a combined effect of various initiatives taken and the team work towards higher acquisition, we managed to get the maximum benefit with optimum growth and increased market share by the end of Q2.
- We launched One Nation One Number helpline for ease of bookings.
- In the rebooking markets like Maharashtra, Bihar, Jharkhand we have taken a marginal CP increase in this quarter
- Dainik Bhaskar once again relied on it's pioneered approach of PCC (Personal Contact Campaign) and started door-to-door surveys so as to get the new readers as well as the readers who have suspended the copies due to COVID.
- We successfully launched a brand campaign "Sachi Vaat Bedhadak" in Gujarat , which was further launched nationally with a tag line of "Sachi Baat Bedhadak".

MY FM continues to augment Audience-Connect and listeners' engagement activities.



- Launched in 2006, 94.3 MY FM operates from 30 stations in 7 states
- 94.3 MY FM continues to be no.1. in markets of Madhya Pradesh, Chhattisgarh and Rajasthan and largest network in Chandigarh, Punjab and Haryana.
- Strong connect to our audiences continues to be the hallmark of our radio product- as our roster of influencer RJs interact with our listeners through various handles.
- To celebrate the auspicious occasion of Navratri, MY FM team organised 9 days on ground event called the “Garba Nights”. This event was unique in many ways from witnessing various artists performing each day, food stalls and on-air sound of the station giving a complete Navratri feel.
- MY FM in collaboration with Zee news hosted a talk show named “Din ki Achchi Shuruaat”. This 3-week long association featured MY FM’s prominent RJs in the morning news segment of Zee news which was aired between 9 am to 9.30 aml
- We had taken a high teen rate hike which is helping radio to perform well, additionally, helped by the yield growth.

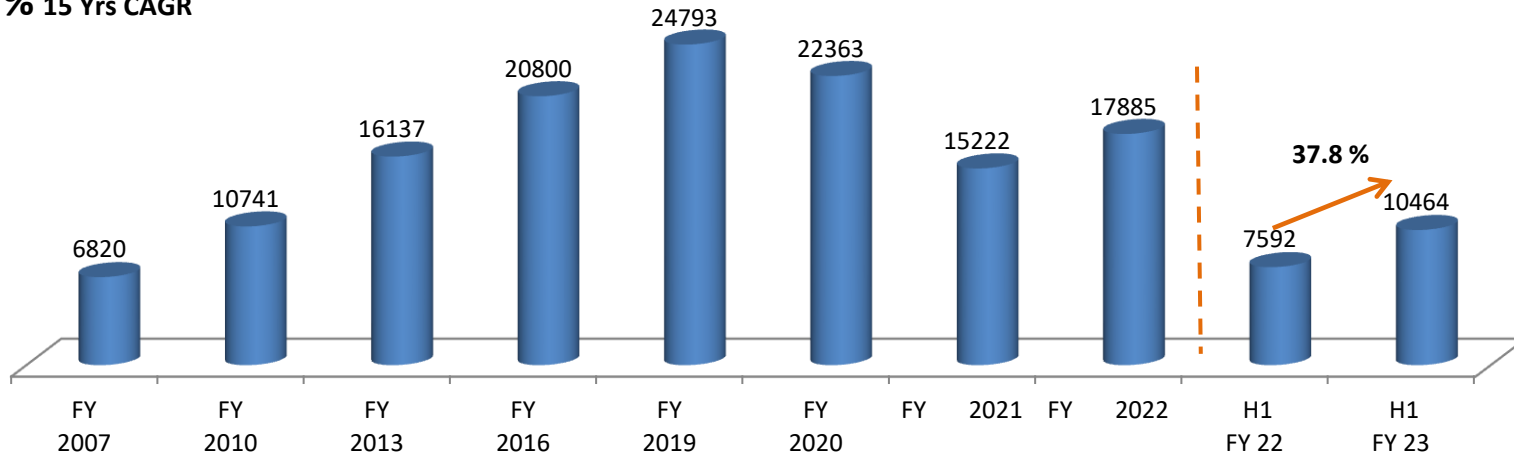
Robust Financial Performance



Consolidated Snapshot

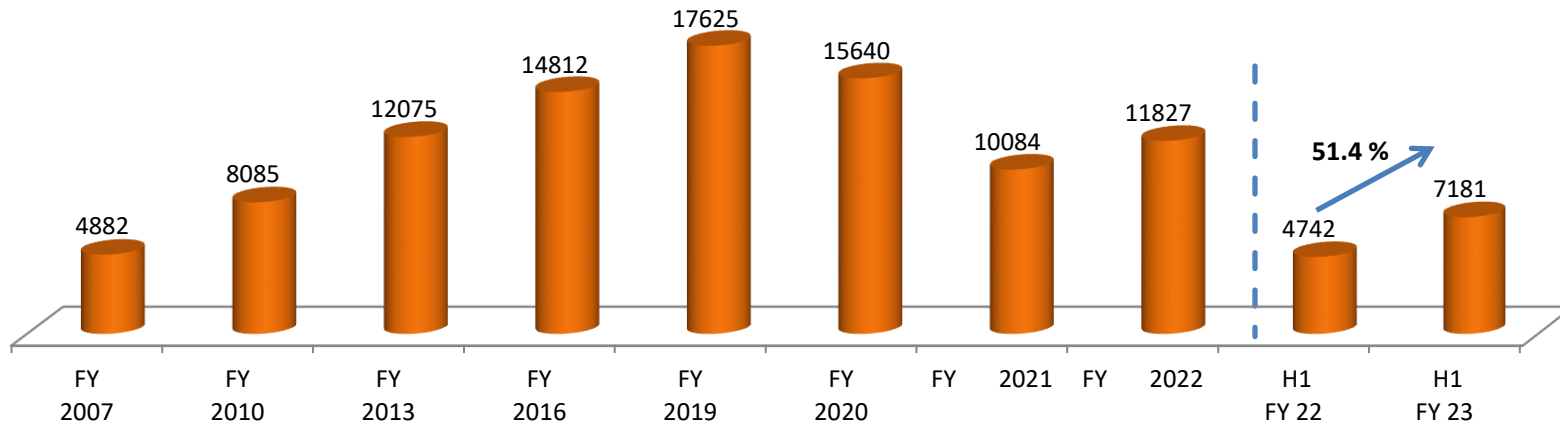
Total Revenue (Rs. mn)

↑ 7% 15 Yrs CAGR



Advertisement Revenue (Rs. mn)

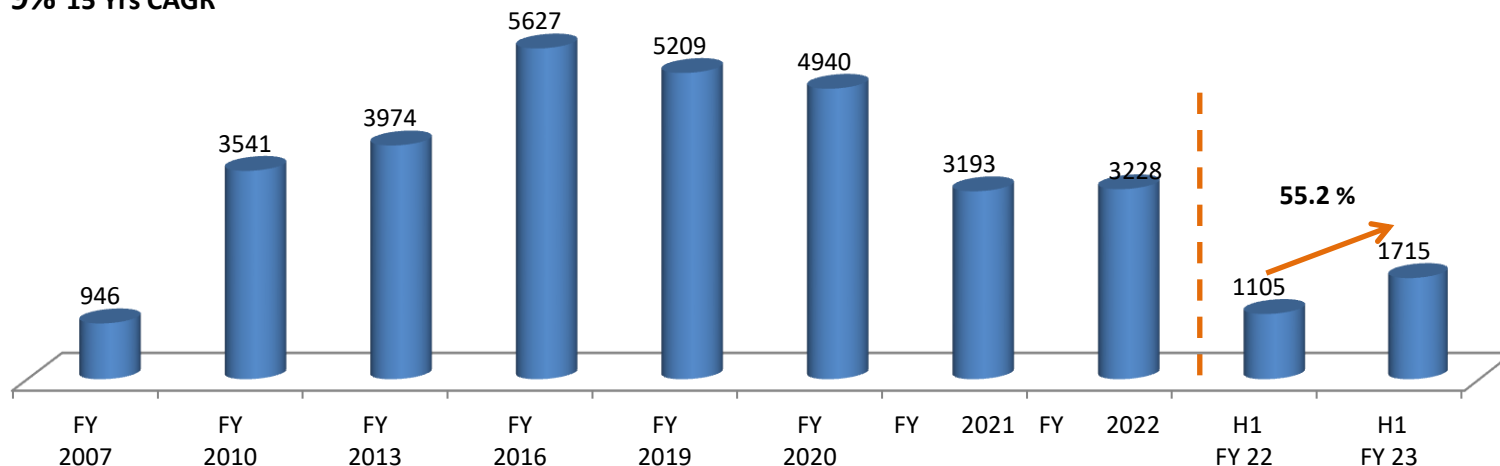
↑ 6% 15 Yrs CAGR



Consolidated Snapshot

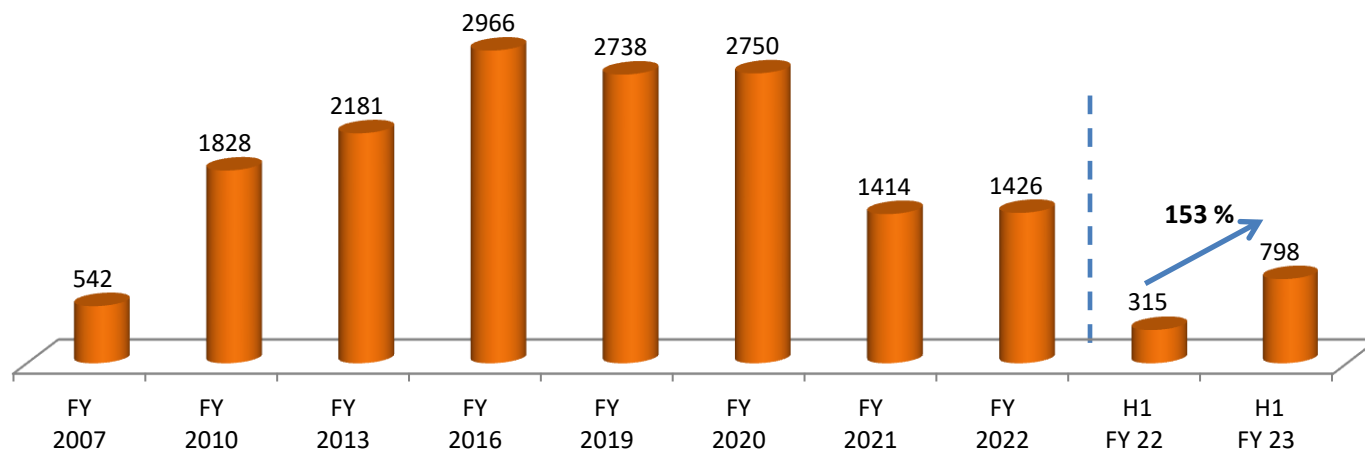
EBIDTA (Rs. mn)

↑ 9% 15 Yrs CAGR



PAT (Rs. mn)

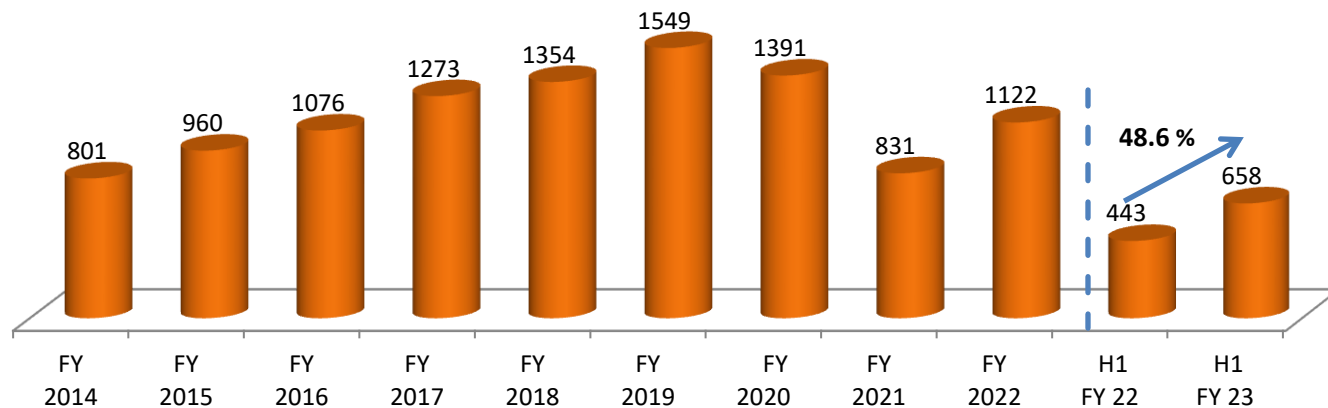
↑ 7% 15 Yrs CAGR



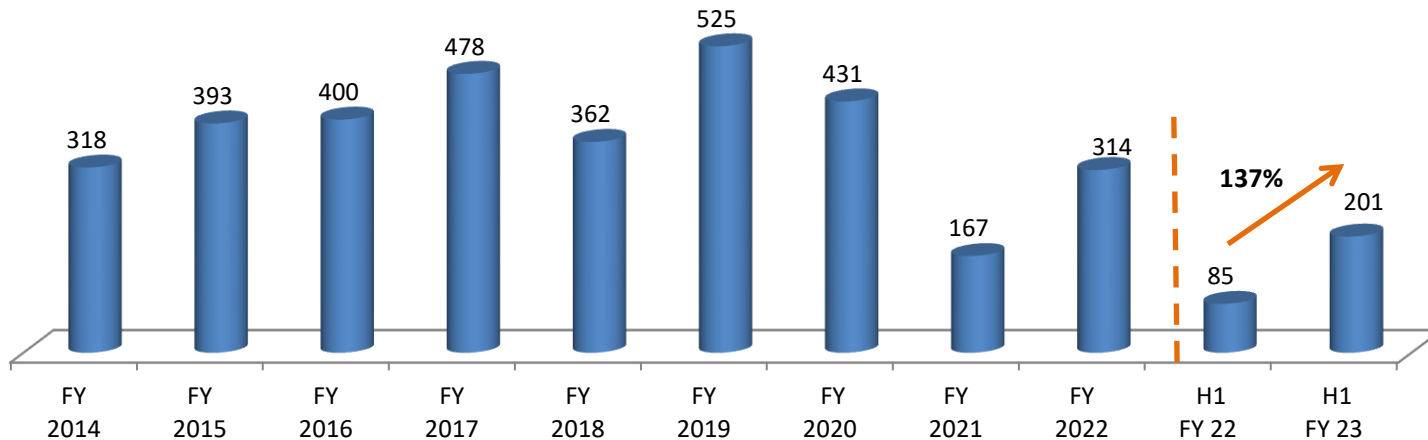
Radio Snapshot



Total Revenue (Rs. mn)

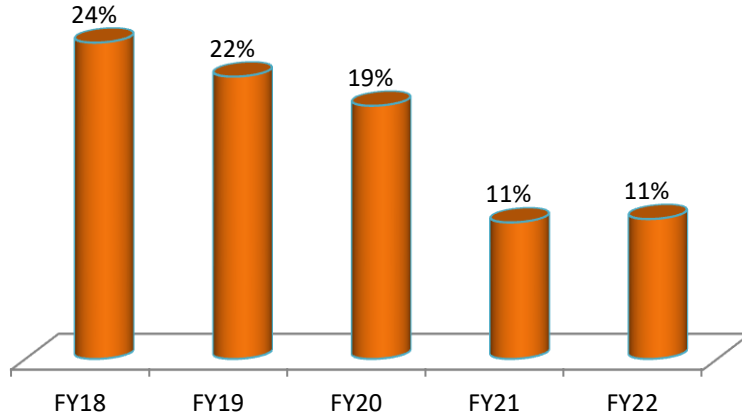


EBIDTA (Rs.mn)

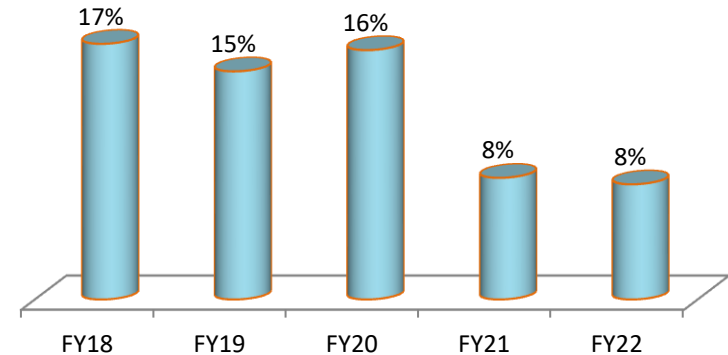


Proven Track Record of Strong Balance Sheet

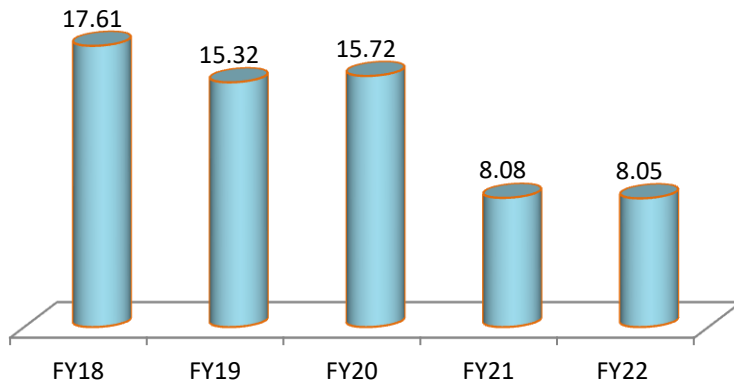
Return on Capital Employed (%)



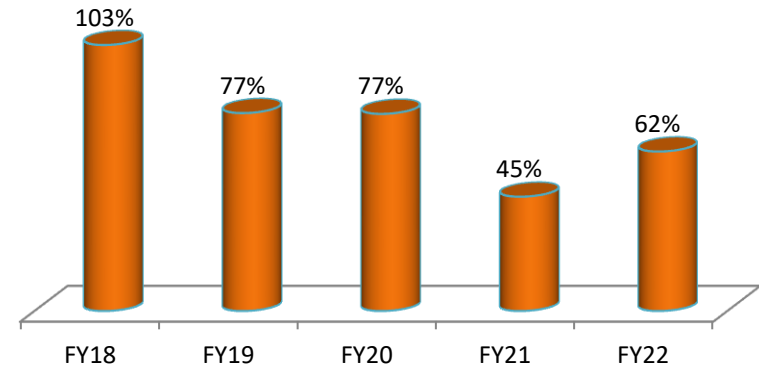
Return on Net Worth (%)



Earning Per Share (Rs.)



Dividend Payout (with tax & buyback) (%)



* includes buyback done in Aug'18



Financial Summary

Particulars (INR million)	Year Ended			Quarter Ended			Half Year Ended		
	FY20	FY21	FY22	Q2 FY22	Q2 FY23	Growth %	H1 FY22	H1 FY23	Growth %
Advertising Income	15640	10084	11827	3029	3812	25.9%	4742	7181	51.4%
Circulation Revenue	5122	4146	4558	1159	1156	-0.2%	2265	2312	2.1%
Total Income	22363	15222	17885	4513	5461	21.0%	7592	10464	37.8%
Newsprint	-7664	-4217	-5533	1283	2179	69.8%	2378	4197	76.5%
Personnel Cost	-4181	-3794	-3751	952	929	-2.5%	1833	1849	0.9%
Other Operating Expenditure	-5578	-4019	-5374	1223	1376	12.5%	2276	2702	18.8%
Total Expenditure	-17423	-12029	-14657	3458	4483	29.6%	6487	8749	34.9%
EBITDA	4940	3193	3228	1054	977	-7.3%	1105	1715	55.2%
EBITDA Margin	22%	21%	18%	23%	18%		15%	16%	
Net Profit	2750	1414	1426	538	488	-9.3%	315	798	153.1%
Net Worth	16784	18229	18261	18261	18590		18261	18590	
Secured Long Term Gross Loan	-	-	-	-	-		-	-	
Cash & Bank Balance	1352	3125	5170	3371	4693		3371	4693	
Secured Working Capital Loan	1121	139	109	187	115		187	115	
Total Secured Gross Debt	1121	139	109	187	115		187	115	
Net Block (Fixed)	8956	8604	8263	8183	7876		8183	7876	
ROCE	23%	10%	11%	11%	15%		11%	15%	
RONW	20%	8%	8%	8%	12%		8%	12%	



Strong Balance Sheet

Networth Rs. 1859 Cr	Cash & Bank (Including MF) Rs. 469 Cr	Zero Debt
ROCE 15.3%	RONW 11.5%	Pledge of shares stands zero from as high as 59% in past

CSR Initiatives

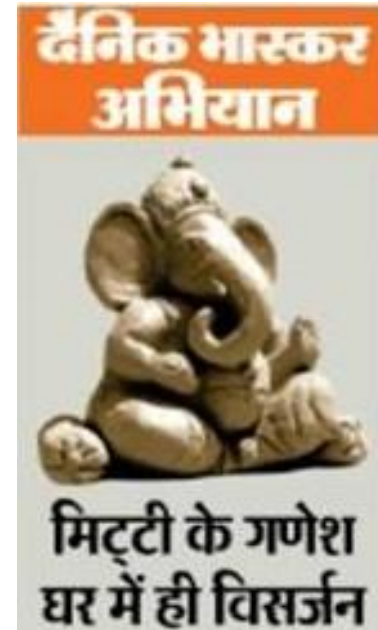
'EPEZ 2022':

- Dainik Bhaskar team administered a CSR campaign dedicated to planting trees for a better future of the next generation. Under this campaign, several digital ad campaigns were published wherein the digital ads through various creative thoughts depicting how important it is to plant trees to secure the future of the kids. The team also booked Radio Spots of 20 sec for 20 times a day accompanied by digital creatives which were published in form of print ads.



“Mitti Ke Ganesh 2022”

- Dainik Bhaskar team encouraged people through a CSR campaign for creating eco-friendly Ganesh Idols across several states. The aim was to promote idol immersion at home or in artificial ponds ensuring a step towards conservation of the environment. During this CSR Campaign, several digital ad campaigns were published along with organising “Making of Mitti ke Ganesh” competition at school level and also at various offices of DB Corp



Awards & Accolades

- **Dainik Bhaskar's Radio Division "MY FM" won 4 Gold Mikes Awards 2022 in the following category**
 - i. **Best First Time Effective Use of Radio: UTKARSH CLASSES**
 - ii. **Best on Air Promotion for client-single station: CRITICAL FILES**
 - iii. **Best Promotion on Digital for a client: MAHINDRA KISAN MAHOTSAV**
 - iv. **Best Use of Sponsorship in on-air / on-ground Promotion: 94 TREE GANESHA**

- **Dainik Bhaskar Team bagged AFAQS Marketers Excellence Award for "Best print ad campaign – Full on Punjabi".**

Board Of Directors

Sudhir Agarwal
Managing Director

- 30 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

- 26 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

Ashwani Kumar Singhal*

- Vice-President of BIR Brussels, the International Authority in Non- Ferrous Metals

* denotes Independent Directors



THANK YOU

For more information, please visit our website <https://www.dbcorpltd.com/>



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

VALUES – Ground Connect | Result-Oriented | Emotional Connect | Analytical | Trendsetter