

DB Corp Ltd

August 13, 2020

To

BSE Limited

The Deputy Manager (Listing - CRD),

Phiroze Jeejeebhoy Towers,

Dalal Street

Mumbai - 400 001

Scrip Code: 533151

The National Stock Exchange of India Limited

The Manager (Listing Department),

Exchange Plaza, C-1, Block G,

Bandra Kurla Complex, Bandra (E)

Mumbai - 400 051

SYMBOL: DBCORP

Sub.: Outcome of the Meeting of the Board of Directors of D. B. Corp Limited ("the Company")

Ref.: Regulation 30 [read with Schedule III- Part A] and 33 and any other applicable provisions of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("SEBI Listing Regulations")

ISIN: INE950I01011

Dear Sir/Madam,

In reference to our earlier letter dated August 6, 2020 and pursuant to the aforesaid Regulations, we request you to note that the Board of Directors of the Company at its meeting held today i.e. on Thursday, August 13, 2020 ("said meeting"), has *inter-alia*, considered and approved Unaudited Standalone and Consolidated Financial Results ("Unaudited Financial Results") of the Company for the 1st quarter of FY 2020-21 ended on June 30, 2020.

In view of the above, please find enclosed herewith:

- Unaudited Financial Results;
- Limited Review Report of the Statutory Auditors; and
- Press Release.

Also, please note that pursuant to Regulation 47 of the SEBI Listing Regulations an extract of financial results will be published in newspapers and within such time limit as prescribed in this regard.

The said meeting commenced at 11.00 a.m. and concluded at 12.15 p.m.

The trading window for dealing in securities of the Company shall remain closed until 48 hours from the declaration of Unaudited Financial Results.

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दिव्य भास्कर

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Registered Office:

Plot No. 280, Sarkhej Gandhinagar Highway,
Near YMCA Club, Makarba,
Ahmedabad - 380 051

Corporate Office:

501, 5th Floor, Naman Corporate Link,
Opp. Dena Bank, C-31, G Block,
Bandra Kurla Complex, Bandra (East), Mumbai - 400 051

CIN: L22210GJ1995PLC047208

Website: <https://dbcornitd.com>

Email: dbcse@dbcornitd.com

Tel.: +91 22 7157 7000 Fax: +91 22 7157 7093

DB Corp Ltd

The outcome of said meeting is also being uploaded on the Company's website i.e. www.dbcorpltd.com.

We request you to kindly take the all the aforesaid on record.

Thanking you.

Yours truly,
For D. B. Corp Limited



Anita Gokhale
Company Secretary



Encl.: as above

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CIN: L22210GJ1995PLC047208
Website: <https://dbcorpltd.com>
Email: dbcs@dbcorpltd.com
Tel.: +91 22 7157 7000 Fax: +91 22 7157 7093

D. B. CORP LIMITED

Registered office: Plot No.280, Sarkhej - Gandhinagar Highway, Near YMCA Club, Makarba, Ahmedabad (Gujarat) - 380051
Statement of standalone unaudited financial results for the quarter ended June 30, 2020

(Rs. in million except per share data)

Particulars	Quarter ended			Year ended
	June 30, 2020	March 31, 2020	June 30, 2019	March 31, 2020
	Unaudited	Unaudited (Refer Note 2)	Unaudited	Audited
I Revenue from operations	2,104.14	4,866.54	6,070.31	22,236.99
II Other income	52.63	30.71	41.15	124.17
III Total income (I + II)	2,156.77	4,897.25	6,111.46	22,361.16
IV Expenses				
a) Cost of materials consumed	801.70	1,686.91	2,051.25	7,662.38
b) Changes in inventories of finished goods	0.50	4.64	0.56	1.78
c) Employee benefits expense	922.69	1,043.32	1,038.04	4,181.18
d) Finance costs	70.80	69.98	53.17	251.06
e) Depreciation and amortisation expense	288.55	301.10	303.49	1,206.65
f) Other expenses	709.79	1,472.17	1,225.48	5,577.57
Total expenses	2,794.03	4,578.12	4,671.99	18,880.62
V Profit / (loss) before exceptional items and tax (III- IV)	(637.26)	319.13	1,439.47	3,480.54
VI Exceptional items	-	-	-	-
VII Profit / (loss) before tax (V-VI)	(637.26)	319.13	1,439.47	3,480.54
VIII Tax expense [Refer Note 3]				
a) Current tax	-	96.82	521.00	939.98
b) Deferred tax	(156.71)	(18.24)	(18.82)	(208.26)
	(156.71)	78.58	502.18	731.72
IX Net profit / (loss) for the period (VII-VIII)	(480.55)	240.55	937.29	2,748.82
X Other comprehensive income / (loss) ('OCI')				
Items that will not be reclassified to profit or loss in subsequent periods:				
i) Remeasurement (loss)/gain on defined benefit plans	-	7.94	-	(60.17)
Income tax effect on the above	-	(2.00)	-	13.81
ii) Net (loss)/gain on Fair Value Through OCI equity instruments	-	(184.35)	-	(184.35)
Income tax effect on the above	-	43.60	-	43.60
Other comprehensive income / (loss) (i+ii)	-	(134.81)	-	(187.11)
XI Total comprehensive income / (loss) (IX+X)	(480.55)	105.74	937.29	2,561.71
XII Paid-up equity share capital (face value Rs. 10/- each, fully paid)	1,749.55	1,749.55	1,749.29	1,749.55
XIII Other equity				15,084.06
XIV Earnings / (loss) per share (EPS)				
EPS (of Rs. 10/- each) (not annualised)				
- Basic	(2.75)	1.37	5.36	15.71
- Diluted	(2.75)	1.37	5.35	15.70

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The statutory auditors have digitally signed this statement for identification purposes only and this Statement should be read in conjunction with the review report dated August 13, 2020.

Notes:

- 1) The statement of standalone unaudited financial results for the quarter ended June 30, 2020 have been reviewed by the Audit Committee and approved by the Board of Directors at their respective meetings held on August 13, 2020. There are no qualifications in the report issued by the auditors.
- 2) The figures of March 31, 2020 quarters are the balancing figures between audited figures in respect of the full financial year upto March 31, 2020 and the unaudited published year-to-date figures upto December 31, 2019 respectively, being the date of the end of the third quarter of the financial year which were subjected to limited review.
- 3) The Company elected to exercise the option permitted under Section 115BAA of the Income-tax Act, 1961 as introduced by the Taxation Laws (Amendment) Ordinance, 2019, to pay income tax at a lower rate of 22% (plus applicable surcharge and cess). Accordingly, the Company has recognised Provision for Income Tax and re-measured its net Deferred Tax Liabilities basis the rate prescribed in the said section.
- 4) Since the segment information as per Ind AS 108-Operating Segments, is provided on the basis of consolidated financial results, the same is not provided separately for the standalone financial results.
- 5) Uncertainty caused by the Covid-19 pandemic has led to the short-term slowdown in the business operations, however the Company is experiencing pick-up of its operations post lock down. In preparation of these financial results for the quarter ended June 30, 2020, the Company has taken into account internal and external information for assessing possible impacts of Covid-19 including impact on its business operations, liquidity, financial position and recoverability of its assets and has concluded that there are no material adjustments required in the standalone financial results.

However, the impact assessment of Covid-19 is a continuing process given the uncertainties associated with its nature and duration and accordingly the impact may be different from that estimated as at the date of approval of these financial results. The Company will continue to monitor any material changes to future economic conditions.

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**For and on behalf of the Board of Directors of
D. B. Corp Limited**

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Managing Director

The statutory auditors have
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identification purposes only and
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report dated August 13, 2020.

Date: August 13, 2020

The Board of Directors
D.B. Corp Limited
Plot No. 280,
Sarkhej Gandhi Nagar Highway,
Near YMCA Club, Makarba,
Ahmedabad, Gujarat - 380051

1. We have reviewed the consolidated unaudited financial results of D.B. Corp Limited (the "Parent"), its subsidiaries (the parent and its subsidiaries hereinafter referred to as the "Group"), for the quarter ended June 30, 2020 which are included in the accompanying 'Statement of consolidated unaudited financial results for the quarter ended June 30, 2020' (the "Statement"). The Statement is being submitted by the Parent Company pursuant to the requirement of Regulation 33 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended (the "Listing Regulations"), which has been digitally signed by us for identification purposes.
2. This Statement, which is the responsibility of the Parent Company's Management and approved by the Parent Company's Board of Directors, has been prepared in accordance with the recognition and measurement principles laid down in Indian Accounting Standard 34 "Interim Financial Reporting" ("Ind AS 34"), prescribed under Section 133 of the Companies Act, 2013, and other accounting principles generally accepted in India. Our responsibility is to express a conclusion on the Statement based on our review.
3. We conducted our review of the Statement in accordance with the Standard on Review Engagements (SRE) 2410 "Review of Interim Financial Information Performed by the Independent Auditor of the Entity", issued by the Institute of Chartered Accountants of India. This Standard requires that we plan and perform the review to obtain moderate assurance as to whether the Statement is free of material misstatement. A review of interim financial information consists of making inquiries, primarily of persons responsible for financial and accounting matters, and applying analytical and other review procedures. A review is substantially less in scope than an audit conducted in accordance with Standards on Auditing and consequently does not enable us to obtain assurance that we would become aware of all significant matters that might be identified in an audit. Accordingly, we do not express an audit opinion.

We also performed procedures in accordance with the circular issued by the SEBI under Regulation 33 (8) of the Listing Regulations, to the extent applicable.

4. The Statement includes the results of the following subsidiaries:

- i) D B Infomedia Private Limited
- ii) I Media Corp Limited

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5. Based on our review conducted and procedures performed as stated in paragraph 3 above, nothing has come to our attention that causes us to believe that the accompanying Statement has not been prepared in all material respects in accordance with the recognition and measurement principles laid down in the aforesaid Indian Accounting Standard and other accounting principles generally accepted in India and has not disclosed the information required to be disclosed in terms of Regulation 33 of the Listing Regulations, including the manner in which it is to be disclosed, or that it contains any material misstatement.
6. We draw your attention to Note 4 to the Statement, which explains the uncertainties and the management's assessment of the financial impact due to the lock-downs and other restrictions and conditions related to the COVID-19 pandemic situation, for which a definitive assessment of the impact in the subsequent period is highly dependent upon circumstances as they evolve. Our conclusion is not modified in respect of this matter.

For Price Waterhouse Chartered Accountants LLP
Firm Registration Number: FRN012754N/N500016

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Jeetendra Mirchandani
Partner
Membership Number : 48125

Place: Pune
August 13, 2020
UDIN: 20048125AAAAFJ1043

For Gupta Mittal & Co
Firm Registration Number : 009973C
Chartered Accountants

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Shilpa Gupta
Partner
Membership Number : 403763

Place: Bhopal
August 13, 2020
UDIN: 20403763AAAAABT6844

D. B. CORP LIMITED

Registered office: Plot No.280, Sarkhej - Gandhinagar Highway, Near YMCA Club, Makarba, Ahmedabad (Gujarat) - 380051
Statement of consolidated unaudited financial results for the quarter ended June 30, 2020

(Rs. in million except per share data)

Particulars	Quarter ended			Year ended
	June 30, 2020	March 31, 2020	June 30, 2019	March 31, 2020
	Unaudited	Unaudited (Refer Note 2)	Unaudited	Audited
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II Other income	52.77	30.98	41.26	124.79
III Total income (I + II)	2,156.91	4,897.52	6,111.57	22,363.06
IV Expenses				
a) Cost of materials consumed	801.70	1,686.91	2,051.25	7,662.38
b) Changes in inventories of finished goods	0.50	4.64	0.56	1.78
c) Employee benefits expense	922.69	1,043.32	1,038.04	4,181.18
d) Finance costs	70.80	69.98	53.17	251.06
e) Depreciation and amortisation expense	288.63	301.22	303.62	1,207.16
f) Other expenses	709.79	1,472.19	1,225.50	5,577.87
Total expenses	2,794.11	4,578.26	4,672.14	18,881.43
V Profit / (loss) before exceptional items and tax (III- IV)	(637.20)	319.26	1,439.43	3,481.63
VI Exceptional items	-	-	-	-
VII Profit / (loss) before tax (V-VI)	(637.20)	319.26	1,439.43	3,481.63
VIII Tax expense [Refer Note 3]				
a) Current tax	-	96.98	521.00	940.13
b) Deferred tax	(156.71)	(18.24)	(18.82)	(208.26)
	(156.71)	78.74	502.18	731.87
IX Net profit / (loss) for the period (VII-VIII)	(480.49)	240.52	937.25	2,749.76
X Attributable to:				
Equity holders of the parent	(480.49)	240.52	937.25	2,749.76
Non-controlling interest	-	-	-	-
XI Other comprehensive income / (loss) ('OCI')				
Items that will not be reclassified to profit or loss in subsequent periods:				
i) Remeasurement (loss)/gain on defined benefit plans	-	7.94	-	(60.17)
Income tax effect on the above	-	(2.00)	-	13.81
ii) Net (loss)/gain on Fair Value Through OCI equity instruments	-	(184.35)	-	(184.35)
Income tax effect on the above	-	43.60	-	43.60
Other comprehensive income / (loss) (i+ii)	-	(134.81)	-	(187.11)
XII Total comprehensive income / (loss) (IX+X)	(480.49)	105.71	937.25	2,562.65
Attributable to:				
Equity holders of the parent	(480.49)	105.71	937.25	2,562.65
Non-controlling interest	-	-	-	-
XIII Paid-up equity share capital (face value Rs. 10/- each, fully paid)	1,749.55	1,749.55	1,749.29	1,749.55
XIV Other equity				15,034.65
XV Earnings / (loss) per share (EPS)				
EPS (of Rs. 10/- each) (not annualised)				
- Basic	(2.75)	1.37	5.36	15.72
- Diluted	(2.75)	1.37	5.35	15.70

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Notes:

- 1) The statement of consolidated unaudited financial results for the quarter ended June 30, 2020 have been reviewed by the Audit Committee and approved by the Board of Directors at their respective meetings held on August 13, 2020. There are no qualifications in the report issued by the auditors.
- 2) The figures of March 31, 2020 quarters are the balancing figures between audited figures in respect of the full financial year upto March 31, 2020 and the unaudited published year-to-date figures upto December 31, 2019 respectively, being the date of the end of the third quarter of the financial year which were subjected to limited review.
- 3) The Parent Company elected to exercise the option permitted under Section 115BAA of the Income-tax Act, 1961 as introduced by the Taxation Laws (Amendment) Ordinance, 2019, to pay income tax at a lower rate of 22% (plus applicable surcharge and cess). Accordingly, the Parent Company has recognised Provision for Income Tax and re-measured its net Deferred Tax Liabilities basis the rate prescribed in the said section.
- 4) Uncertainty caused by the Covid-19 pandemic has led to the short-term slowdown in the business operations, however the Company is experiencing pick-up of its operations post lock down. In preparation of these financial results for the quarter ended June 30, 2020, the Company has taken into account internal and external information for assessing possible impacts of Covid-19 including impact on its business operations, liquidity, financial position and recoverability of its assets and has concluded that there are no material adjustments required in the consolidated financial results.

However, the impact assessment of Covid-19 is a continuing process given the uncertainties associated with its nature and duration and accordingly the impact may be different from that estimated as at the date of approval of these financial results. The Company will continue to monitor any material changes to future economic conditions.

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dated August 13, 2020.

5) Statement of segment information:

(Rs. in million)

Particulars	Quarter ended			Year ended
	June 30, 2020	March 31, 2020	June 30, 2019	March 31, 2020
	Unaudited	Unaudited (Refer Note 2)	Unaudited	Audited
Segment revenue:				
(a) Printing, Publishing and allied business	2,024.33	4,550.43	5,695.31	20,862.39
(b) Radio	79.87	318.25	376.52	1,381.78
Total	2,104.20	4,868.68	6,071.83	22,244.17
(c) Less: Inter segment revenue	0.06	2.14	1.51	5.90
Total revenue from operations	2,104.14	4,866.54	6,070.31	22,238.27
Segment results profit / (loss) before tax, unallocable income and expenses and finance costs from each segment				
(a) Printing, Publishing and allied business	(475.49)	453.64	1,407.97	3,657.53
(b) Radio	(101.27)	58.31	90.90	273.59
Total	(576.76)	511.95	1,498.87	3,931.12
Less:				
(i) Finance costs	70.80	69.98	53.17	251.06
(ii) Other unallocable expenses	13.68	137.20	21.62	249.43
(iii) Unallocable income	(24.04)	(14.49)	(15.35)	(51.00)
Profit / (loss) before tax	(637.20)	319.26	1,439.43	3,481.63
Segment assets				
(a) Printing, Publishing and allied business	18,853.18	19,609.06	20,292.00	19,609.06
(b) Radio	2,099.21	2,274.29	2,370.87	2,274.29
(c) Unallocated	2,954.54	2,975.27	2,005.42	2,975.27
Total Assets	23,906.93	24,858.62	24,668.29	24,858.62
Segment liabilities				
(a) Printing, Publishing and allied business	2,836.51	2,978.43	2,735.30	2,978.43
(b) Radio	552.63	554.76	561.99	554.76
(c) Unallocated	4,211.98	4,541.23	4,105.27	4,541.23
Total Liabilities	7,601.12	8,074.42	7,402.56	8,074.42

For and on behalf of the Board of Directors of

D. B. Corp Limited

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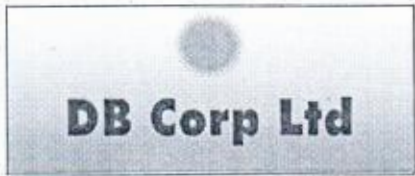
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Managing Director

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conjunction with the review report
dated August 13, 2020.

Date: August 13, 2020



DB Corp Ltd

Registered Office: DB Corp Ltd., Plot no 280, Sarkhej-Gandhinagar Highway, Near YMCA Club, Makarba, Ahmedabad (Gujarat) 380051

Press Release

Mumbai, August 13, 2020

DB Corp Limited (DBCL), India's largest print media company and home to flagship newspapers - Dainik Bhaskar, Divya Bhaskar, Divya Marathi and Saurashtra Samachar, today announced its financial results for the quarter ended June 30, 2020. The highlights of the Company's operational and financial performance are as follows:

Key Developments and Initiatives:

Dainik Bhaskar Group faced the challenging market conditions head-on and has put together a well-thought out strategy to fortify a solid foundation based on an adaptive editorial strategy and a responsive circulation strategy to combat the unprecedented impact of the global COVID-19 pandemic.

- The results of the first quarter are indicative of current disrupted business environment, and the focus has been on safeguarding profitability and maintaining the strong liquidity position of the Company which should enable it to pivot its growth strategies for the second half of the year and beyond. Both circulation and advertisement revenues have shown signs of gradual pick up on a month-on-month basis as lockdown restrictions are easing out in various states and the overall economy too is gradually getting back on track.
- Advertising performance is improving month on month. In April 2020, we reached 19% of last year April performance, in May it improved to 20%, in June to 32% and in July we have been able to achieve 53% of last year. Further due to softer Newsprint rates and lower consumption along with strong cost controls measures, after witnessing an operating loss in April, which got substantially reduced in May, the month of June clocked a positive EBIDTA. The print EBIDTA margin further improved to around 20% in July 2020
- On the Circulation front, our efforts to educate readers through awareness campaign by experts paid off well. Circulation copies increased to 76% by 30th June and to 78% per day by end of July, thus registering continuous pick up in circulation. Currently, circulation is 81% at overall level with key markets including Rajasthan, it has reached 84% of pre Covid level.
- On Operating Cost front, NP rates are continue to be soft with almost 4% QOQ drop in Q1FY21 to Rs 35850/- and is likely further correct by around 1-2% in coming quarters. Our other operating cost efficiency measures are effective and helping us in safeguarding our bottom line.

Various Accolades & Achievements

- Dainik Bhaskar featured as the only Indian newspaper in the World's Top 3 Most Circulated Newspapers, as per WAN IFRA (World Association of Newspapers and News Publishers). The other two newspapers are Yomiuri Shimbun and The Asahi Shimbun from Japan with 8.1 and 5.6 million respectively.

- As per recent IRS 2019 AIR Q4 survey, Dainik Bhaskar Group has become the Largest Newspaper Group of overall India
- For the first time, Dainik Bhaskar Newspaper has become the No.1 Newspaper in overall Rajasthan in all possible metrics with an increased lead in Urban Rajasthan as the largest newspaper. This would be advantageous in revenue share in the future
- In Bihar, Dainik Bhaskar further strengthened its readership base to 8.14 lakh readers and with a moving average method of readership calculation, it is likely to further enhance and consolidate its position.
- As per last ABC (July to December 2019) data, Dainik Bhaskar Group and Dainik Bhaskar Newspaper continues to retain its formidable No 1 position of India while delivering growth in many of its key markets. Dainik Bhaskar attained dominant position and a strong lead in Rajasthan with almost 16.4 lakh copies in circulation. Dainik Bhaskar continue to improve its position in Bihar. It is the second largest newspaper of Bihar and in all major cities.
- Company now has 5 clear leadership markets of Madhya Pradesh, Rajasthan, Chhattisgarh, Haryana and Chandigarh followed by strong close leadership numbers in Gujarat and Bihar. This will make it the first choice for advertisers when they look at the biggest reach in media market

Performance highlights for Q1 FY2021 – Consolidated [All Comparisons with Q1 FY2020]

- ▲ Circulation Revenue stood at Rs. 928 million as against Rs. 1314 million
- ▲ Advertising Revenue stood at Rs. 1070 million as against Rs. 4420 million
- ▲ Total Revenue came in at Rs. 2157 million as against Rs. 6112 million
- ▲ Operating loss at Rs. 278 million as against profit of Rs. 1796 million (margin of 29%)
- ▲ Net loss at Rs. 480 million as against profit of Rs. 937 million (margin of 15.3)
- ▲ Radio business:
 - Advertising Revenue at Rs. 80 million versus Rs. 377 million
 - Operating loss at Rs. 61 million versus profit of Rs. 131 million (margin of 35%)
 - Net loss at Rs. 84 million versus profit of Rs. 52 million (margin of 14%)

Commenting on the performance for Q1 FY 2020-21, Mr. Sudhir Agarwal, Managing Director, DB Corp Ltd said, "In what has proven to be an intractable business environment, we are thankful that the Dainik Bhaskar Group's fundamentals continue to remain strong. Our Company's focus on implementing a centrally managed multi-pronged strategy to deal with the pandemic has ensured that our operations continued with minimal disruptions, while adhering to the Government's guidelines for health and safety of our stakeholders. As India's largest newspaper group, our employees and operations reacted with agility to the extraordinary challenges faced due to the widespread economic disruption and uncertainty.

Clearly the pandemic has had an impact on our results in the quarter, but all of our efforts, including embarking on cost-cutting programs are intended not only to deal with the short-term needs but also to ensure that the Company is well-equipped to prosper in a decidedly different business environment. Economic activity in Tier-II and Tier-III towns has already begun its path to normalcy and Dainik Bhaskar's strong position in these markets will help quicken the pace of our return to pre-Covid levels. We believe, worst is behind us and we are determined and working hard to recover the previous quarter's operating losses within next quarter.

With our strong legacy of execution excellence, we implemented cost rationalisation measures and editorial excellence, we are confident of seeing this challenge through and are hopeful that this will be reflected in our future performance when the impact of Covid-19 eases and resultant economy picks up."

Q1 FY 21 financial results highlights: (comparisons with Q1 FY2020 & Q4 FY2020)
(Rs. Mn)

Heads	Qtr 1 FY 20	Qtr 1 FY21	YOY Growth	Qtr 4 FY 20	QOQ Growth
Print & Other Business Advertisement	4048	990	(75.5%)	2986	(66.8%)
Radio Advertisement	377	80	(78.7%)	326	(75.3%)
Print Circulation Rev	1314	928	(29.4%)	1200	(22.7%)
Consol Operational Revenue	378	159	(58.0%)	395	(59.8%)
Consol Total Income	6112	2157	(64.7%)	4898	(56.0%)
Print & Other Business EBIDTA	1665	(217)	(113.0%)	594	(136.4%)
Radio EBIDTA	131	(61)	(146.8%)	96	(163.6%)
Consol EBIDTA	1796	(278)	(115.5%)	690	(140.2%)

An analysis and break-up of Mature and Emerging Business financials on a quarterly basis is given below. We classify emerging business as those which are below 4 years of age or profitable since last 4 quarters, whichever is earlier.

Q1 FY2021 (Rs. Mn)

Particulars	Mature Businesses	*Emerging Businesses	Radio Business	DBCL Standalone
Total Revenues	1897	180	80	2157
EBIDTA before Expansion	(158)	(59)	(61)	(278)
EBIDTA Margin	(8.3%)	(32.8%)	(76.3%)	(12.9%)
EBIDTA after Expansion	(158)	(59)	(61)	(278)
EBIDTA Margin	(8.3%)	(32.8%)	(76.3%)	(12.9%)

* Emerging Business, includes Bihar, small part of Maharashtra & Surat Hindi edition, besides Mobile App & E-real Estate Business

Strategic areas of focus and key updates:

- ❖ **Digital strategy: Our Digital Business is doing very well. Our users have increased by almost four times in Hindi and Gujarati App.**
 - While most of the media companies in India pushed advertising to optimize revenue on their digital platforms during Covid to optimize revenue, we remained focused on our strategy of building best in class reader experience on our digital APP with no ads at all even during Covid
 - The Company continues to invest in Digital business with a focused digital strategy of App Daily Active Users
- ❖ **Editorial strategy: Constant readjustment of editorial content to meet readers' evolving expectations has not only helped maintain dominance but also gain market share in Readership:**

- **Editorial Initiatives:** Our editorial philosophy of *"Knowledge and Ideation"* continued to guide our reader-centric editorial initiatives taken during the quarter.
 - In order to provide a comprehensive, four-tier level of information on varied aspects – International, National, My State and My City, along with Covid-19 related news, DB Corp introduced a new Edit Strategy of creating 2 front pages every day in all languages across editions despite lower advertising. This initiative led to an increase in reading time of the paper by more than 50% despite digital influx
- ❖ **Radio strategy:** Realigning content to help audiences deal with the "New Normal" and a continued focus on content innovation and audience engagement activities
 - MY FM maintains its leadership position in Chandigarh / Haryana / Punjab / Rajasthan / Madhya Pradesh & Chhattisgarh & continues to be the Largest player in Rest of Maharashtra
 - MY FM launched two new programs *Aha Zindagi with RJ Kartik*, & *Bina Mile Saath Ladein... Ghar Rahein* to educate and energize its listeners:
 - MY FM collaborates with ABP News to inform and entertain its listeners in morning show integration *"Achcha Suno, Ghar par Raho"*,
 - **Awards and recognitions:** MY FM won two prestigious awards at the "DIGIXX Award Adgully"
 - Digital Marketing Excellence - RJ Kartik Digital Influencer (GOLD)
 - Digital Marketing Excellence in Video – Brand Tune Launch (SILVER)
- ❖ **Marketing Initiatives:**
 - *"Speak for India"* is India's largest debate competition for the college student and was organised in Gujarat for the first time with 38,000 student enrolling across 35 districts of Gujarat. The event culminated in June with the winners being felicitated by Shri Bhupendrasinh Chudasma, Hon'ble education minister - Govt of Gujarat
 - **Awards:**
 - Night walk for women won the third position at INMA in the **"Best use of an event to build a news brand"** category
 - Gujarat toolkit receives an honourable mention at INMA in the **"Best idea to acquire or gain advertising clients"** category
- **CSR Initiatives:**
 - **Seva Parmo Dharma:** A major donation drive to help the daily wage workers combat the economic hardship arising due to the nation-wide lockdown. Dainik Bhaskar Group under the banner of Bhaskar Foundation has distributed 1,49,500 meal packets to migrant labourers without work, slum dwellers, poor & needy people and children under the aegis of "Sewa Parmo Dharmah" program for the Economically Weaker Sections of society. With the help of the local NGO & Govt administration, we have reached out to the needy & massive homeless migrant population in 54 Cities of 12 states of India. We collected Rs. 9.72 Crores of which Dainik Bhaskar Group employees contributed Rs. 1.38 Crores to kick-start this initiative.
 - **Awards:** WAN IFRA's Asian Media Awards:
 - *'Ek Ped Ek Zindagi'* campaign won the Bronze award for Best in Community Service Category.

About DB Corp Ltd

DB Corp Ltd. is India's largest print media company that publishes 5 newspapers with Dainik Bhaskar 46 editions, Divya Bhaskar 9 editions & Divya Marathi 6 editions with 211 sub-editions in 3 multiple languages (Hindi, Gujarati and Marathi) across 12 states in India. Our flagship newspapers Dainik Bhaskar (in Hindi) established in 1958, Divya Bhaskar and Saurashtra Samachar (in Gujarati) and Divya Marathi (in Marathi) have a total readership of 6.6 crores, making us the most widely read newspaper group in India with presence in Madhya Pradesh, Chhattisgarh, Rajasthan, Haryana, Punjab, Chandigarh, Himachal Pradesh, Delhi, Gujarat, Maharashtra, Bihar and Jharkhand. Our other noteworthy newspaper brands are Saurashtra Samachar and DB Star. DBCL is the only media conglomerate that enjoys a leadership position in multiple states, in multiple languages and is a dominant player in its all major markets. The company's other business interests also span the radio segment through the brand "94.3 MY FM" Radio station with presence in 7 states and 30 cities. Its growing digital business is led by 8 portals for rapidly expanding digital audiences, and 4 actively downloaded mobile applications.

For further information please visit <http://dbcorgpltd.com/> or contact:

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<http://dbcorgpltd.com/>