

# D B Corp Ltd. Investor Presentation

November 2019



India's Largest Newspaper Group | 12 States | 65 Editions | 3 Languages

VALUES – Trendsetting | Result-oriented | Analytical | Connected

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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.

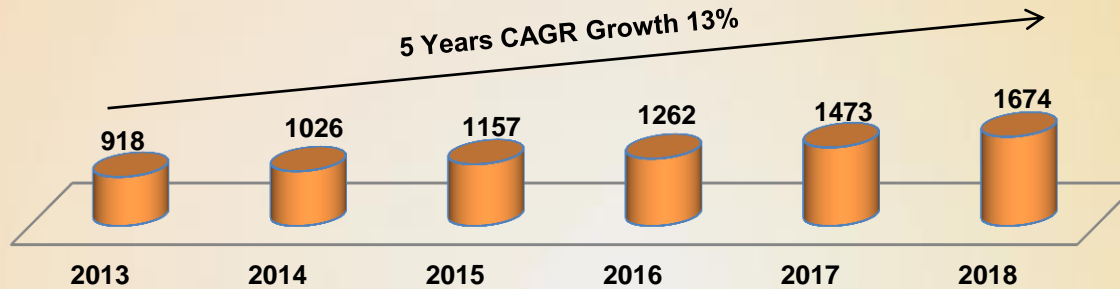
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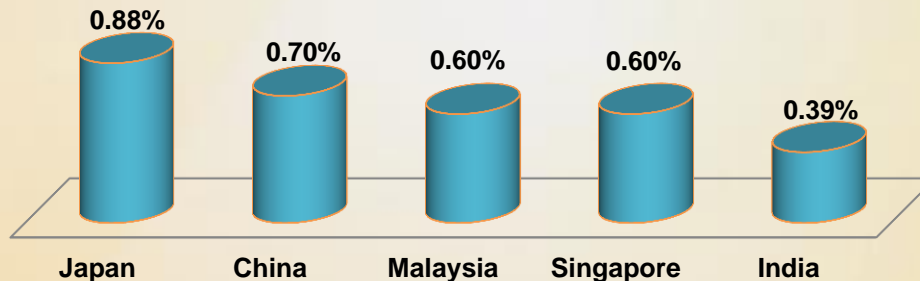
# Indian Media & Entertainment Industry

## Media Sector – Strong & Consistent Growth (INR bn)



- M&E industry size was Rs. 1674 bn in 2018, which grew by 13% over 2017.
- Expected CAGR growth is 12% till 2021.

## Media Spend as % of GDP



- It is still lower than global peers
- Reflective of sizeable / huge potential

Source: FICCI-KPMG Report 2017

| FICCI-EY Report 2018 & 2019

| Worldwide Media & Mktg. Forecasts, Group M, Summer 2011

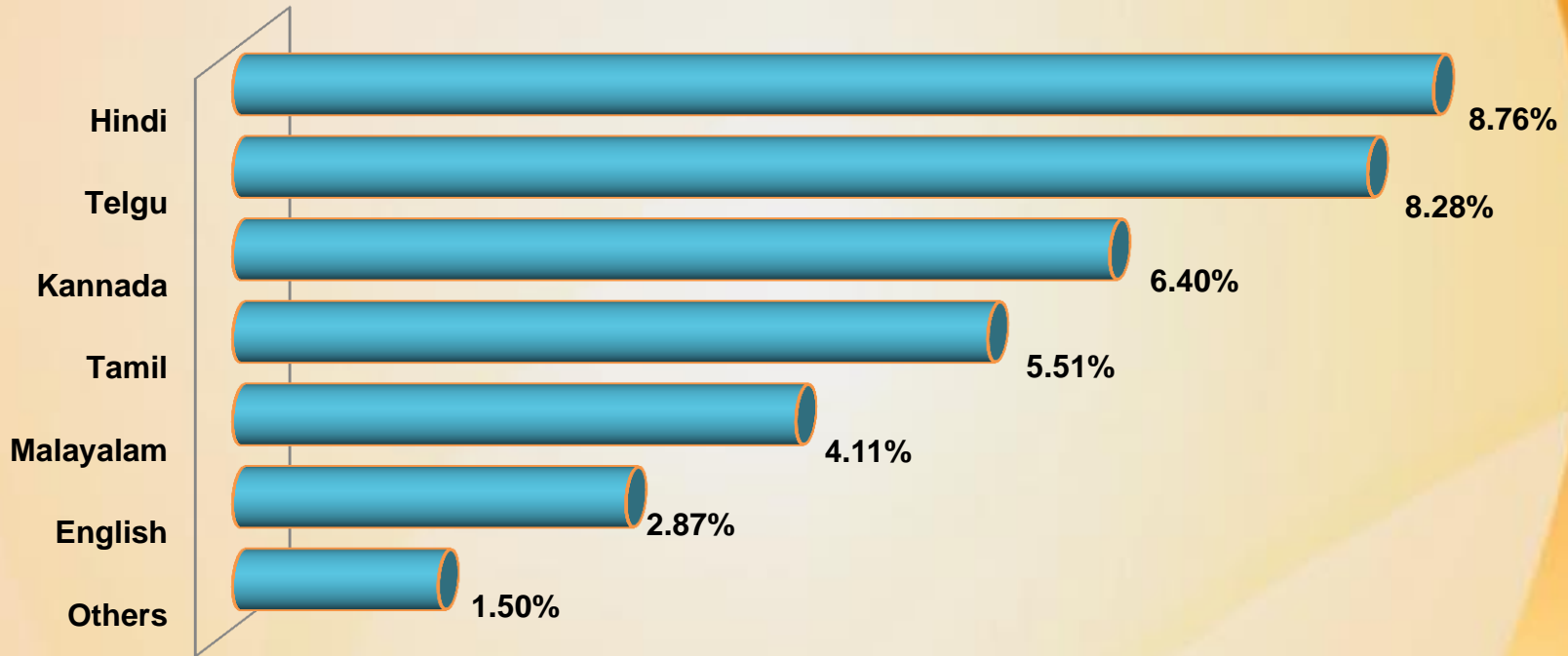


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# Consistent Higher % Growth of Indian Language Newspapers

- Print is growing at an incredible **4.87% CAGR** over a 10 year period from 2006 to 2016.
- Absolute Hindi copies per day increased by **1.39 cr** to **2.45 cr** in **2016** from **1.06 cr** copies in 2006.



- Absolute copies per day increased by **2.37 cr** to **6.28 cr** in **2016** from 3.91 cr copies in 2006.

Source: Audit Bureau of Circulation Press Release dated 8<sup>th</sup> May 2017



# Insights – Indian Readership Survey 2019 Q1

## Readership Base Continues to Expand

All India	Read in Last 1 Month (in crs)		Increase In Readers (crs)	Growth (%)
	IRS 2017	IRS 2019 Q1		
Any Dailies	40.7	42.5	+1.8 Cr	4.6%
Any Hindi Dailies → <b>Dainik Bhaskar</b>	17.6 <b>4.6</b>	18.6 <b>5.3</b>	+1.0 Cr <b>+0.6 Cr</b>	5.3% <b>13.9%</b>
Any Regional Dailies	20.3	21.1	+0.8 Cr	3.9%
Any English Dailies	2.8	3.1	+0.3 Cr	13.7%

Source: MRUC Website - <http://mruc.net/uploads/posts/b4c4dc7e0fce3369473c0c1a93196bfb.pdf>



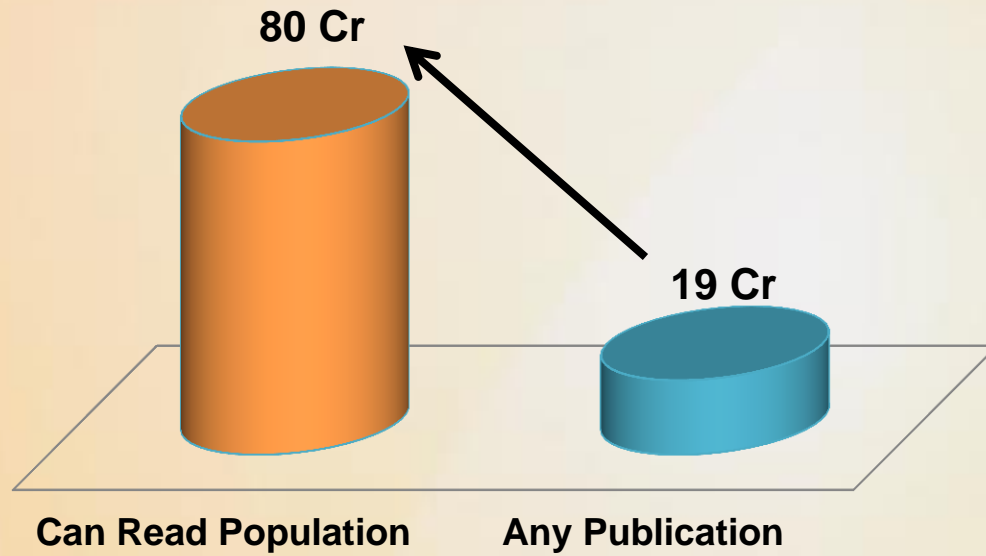
# Readership Base Expands Across Demographic Age Groups

TR	12 – 15 YRS		16 – 19 YRS		20 – 29 YRS		30 – 39 YRS		40 – 49 YRS		50+ YRS	
	Increase (lacs)	Growth (%)	Increase (lacs)	Growth (%)	Increase (lacs)	Growth (%)	Increase (lacs)	Growth (%)	Increase (lacs)	Growth (%)	Increase (lacs)	Growth (%)
Any Dailies	22.2	4.8%	23.7	4.6%	36.9	3.8%	32.4	4.5%	23.2	4.4%	36.5	5.7%
Any Hindi Dailies → Dainik Bhaskar	12.5 <b>7.6</b>	5.2% <b>12.2%</b>	13.7 <b>9.3</b>	5.1% <b>13.2%</b>	22.4 <b>17.9</b>	4.9% <b>13.5%</b>	14.8 <b>12.2</b>	4.7% <b>14.2%</b>	12.2 <b>7.1</b>	5.4% <b>12.7%</b>	17.9 <b>9.6</b>	7.0% <b>16.9%</b>
Any Regional Dailies	9.2	4.6%	8.3	3.5%	12.8	2.6%	17.7	4.4%	11.2	3.7%	19.1	5.0%
Any English Dailies	5.7	19.3%	5.8	14.6%	11.5	13.6%	6.9	15.2%	3.9	13.0%	4.5	9.9%

Source: IRS 2019 Q1 | IRS 2017



# Headroom for Print Growth

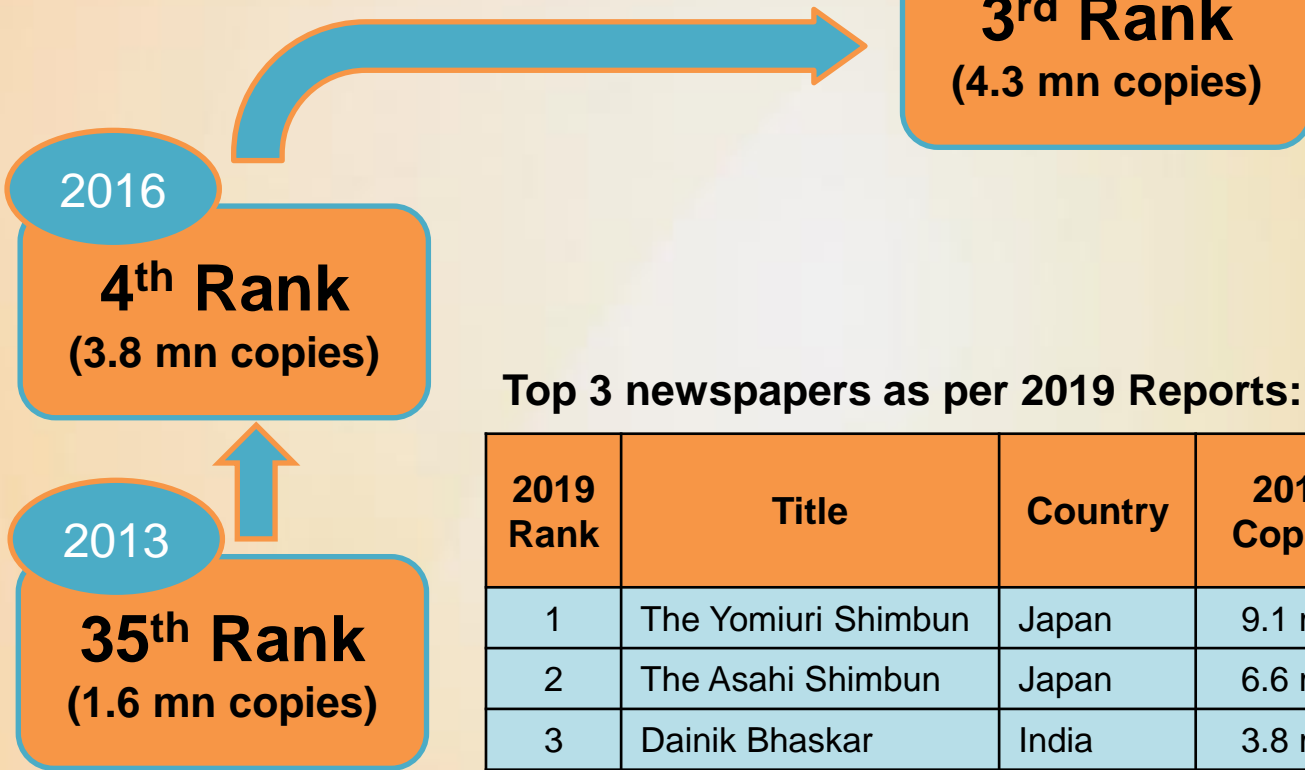


Source: IRS 2019 Q1 | Urban + Rural



# 'Dainik Bhaskar' Newspaper Is World's 3<sup>rd</sup> Largest Circulated Newspaper

WAN IFRA's World Press Trends Reports:



Top 3 newspapers as per 2019 Reports:

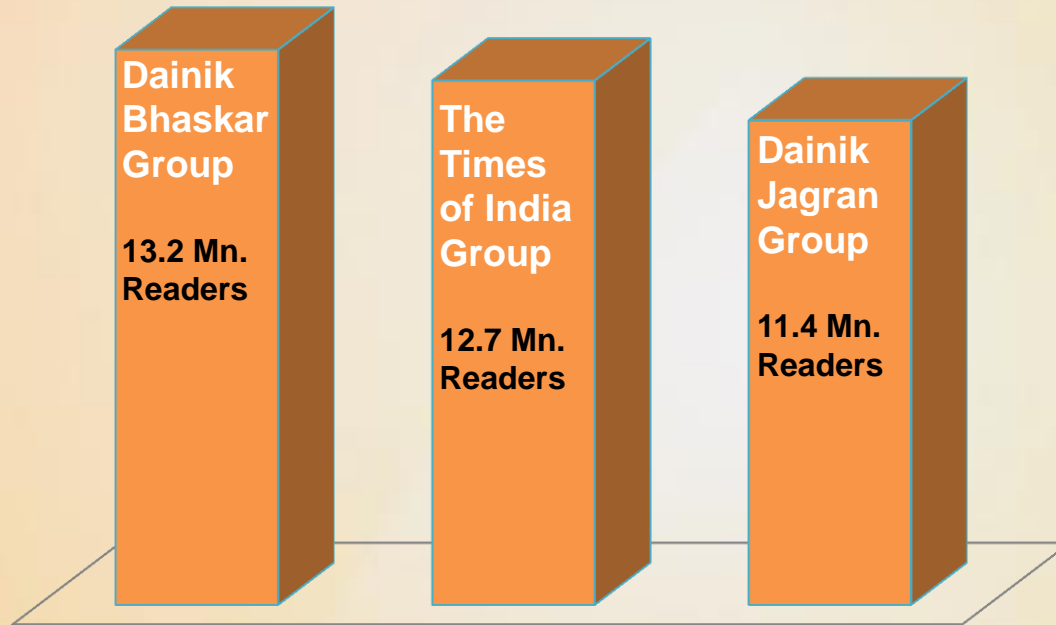
2019 Rank	Title	Country	2016 Copies	2019 Copies	Growth/ (De-growth)
1	The Yomiuri Shimbun	Japan	9.1 mn	8.1 mn	(11%)
2	The Asahi Shimbun	Japan	6.6 mn	5.6 mn	(15%)
3	Dainik Bhaskar	India	3.8 mn	4.3 mn	13%

Source : WAN IFRA -World Association of Newspapers and News Publishers Report 2013, 2014, 2015 & 2016.



# Dainik Bhaskar Group is Urban India's #1 Newspaper Group

IRS 2019 Q1 AIR – URBAN | Main + Variant | Excluding Financial Dailies

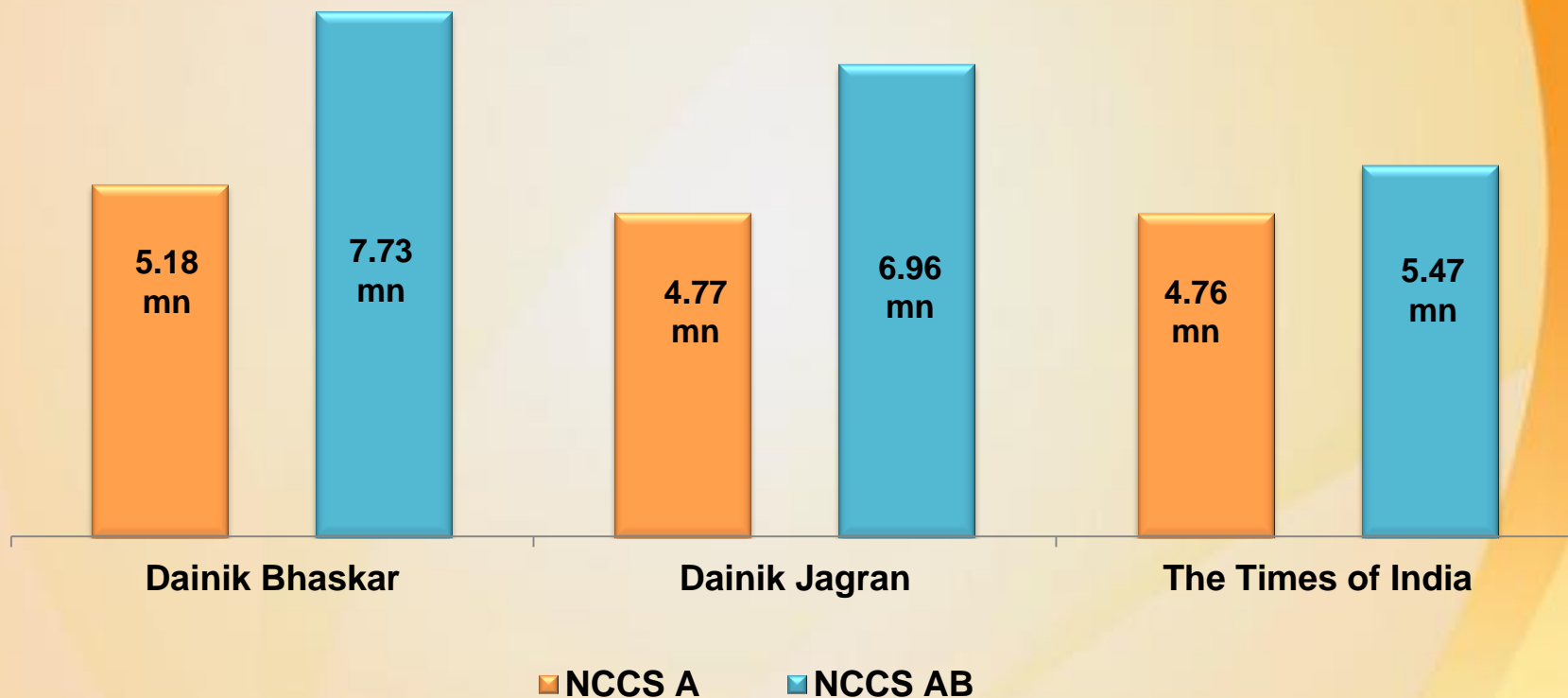


Dainik Bhaskar Group : Dainik Bhaskar (Main + Variant) | Divya Bhaskar (Main + Variant) | Divya Marathi (Main) | Saurashtra Samachar  
The Times of India Group: The Times of India (Main + Variant) | Vijaya Karnataka (Main + Variant) | Navbharat Times | Maharashtra Times | Ei Samay | Mumbai Mirror | Bangalore Mirror  
Dainik Jagran Group : Dainik Jagran (Main + Variant) | Nai Dunia | Nav Dunia | Mid-day Gujarati | Mid-day English | Inquilab | Punjabi Jagran

Source : IRS 2019 Q1 AIR – URBAN | Main + Variant | Excluding Financial Dailies



# Dainik Bhaskar has the largest NCCS-AB and NCCS-A; readers in Urban India

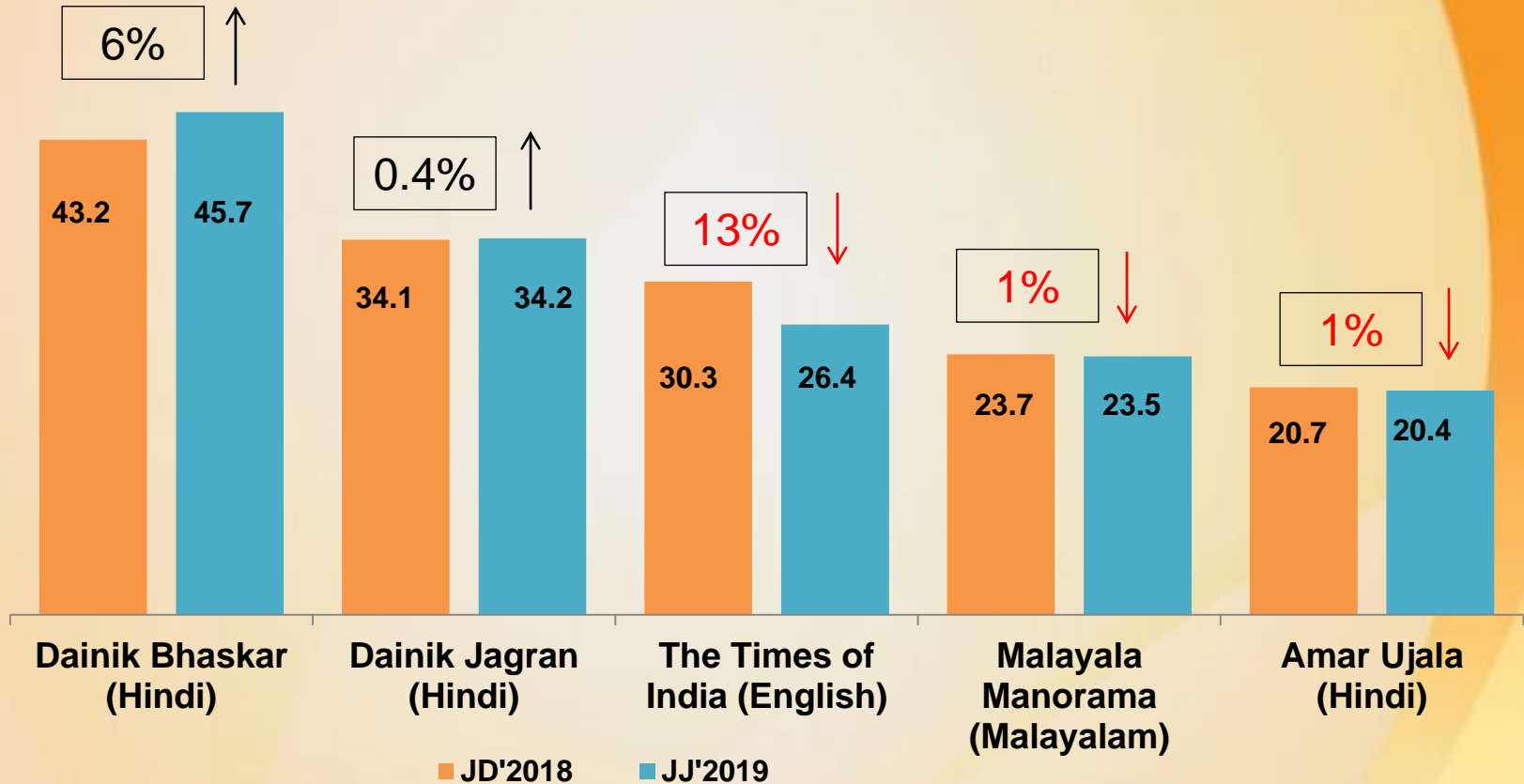


Source : IRS 2019 Q1 | AIR – URBAN



# Dainik Bhaskar is largest circulated daily, as per Audit Bureau of Circulation Jan – Jun'19

No. of copies: Main + Variant | in lakhs



Source: Audit Bureau of Circulation Data for January – June'19 and July – December 18



# Key Findings Readership & Circulation

## → Indian Readership Survey Q2 2019 & ABC (Jan-June'19)

Amongst the Top 5 Indian language Newspaper Group of India, **Dainik Bhaskar Newspaper Group has registered highest growth in two consecutive quarters** (Total Readership (TR) - Urban + Rural)

- **Dainik Bhaskar is Urban India's No.1 Newspaper** (AIR – Urban)
- **Dainik Bhaskar Group is Urban India's No.1 Newspaper Group** (AIR – Urban, excluding financial dailies on a like-to-like basis)
- **Dainik Bhaskar is Urban India's No. 1 Newspaper in NCCS A, NCCS B & NCCS AB segment** (AIR – Urban)
- **Dainik Bhaskar has enhanced its lead as No 1 Newspaper over the next player in Urban Rajasthan** (AIR – Urban)
- **Dainik Bhaskar regains its position as the No.1 Newspaper of Chandigarh, Punjab & Haryana, registering growth of 8% in readership** (AIR – Urban + Rural, IRS 2019 Q2 | IRS 2019 Q1)
- **Dainik Bhaskar increases its lead in Jaipur and Urban Haryana to 37% (up 10% Qo-Q) and 61% (up 17% Q-o-Q) over the next player, respectively** (AIR – Urban, IRS 2019 Q2 | IRS 2019 Q1)



# Key Findings Readership & Circulation

## → Indian Readership Survey Q2 2019 & ABC (Jan-June'19)

- In Gujarat, Divya Bhaskar was the only newspaper to register growth in readership has become close no 2 newspaper of Gujarat. Further in key markets of – Ahmedabad, Vadodra, Surat, Rajkot (AVSR) as well as top 6 cities, Divya Bhaskar Newspaper has reached closer to become No 1 newspaper of Gujarat (AIR – Urban)
- In a very short span of its launch in Bihar, Dainik Bhaskar has added 1.44 lakhs reader in Bihar (AIR – Urban + Rural, IRS 2019 Q2 | IRS 2019 Q1)
- As per ABC JJ'19, Dainik Bhaskar became the formidable No. 2 Newspaper in overall Bihar and in the largest market of Patna with over 6 lakh copies of circulation.
- Dainik Bhaskar Group is India's largest circulated Daily Newspaper Group (ABC JJ'19)
- Dainik Bhaskar continues to maintain its leadership in multiple states of Madhya Pradesh, Chhattisgarh, Rajasthan, Haryana, Chandigarh(No.4), Punjab( 4 urban Cities), besides maintaining a very close no 1 formidable position in other markets, like Gujarat, Maharashtra. (ABC JJ'19)



# DB Corp Markets

<b>Madhya Pradesh</b>	Dominant
<b>Chhattisgarh</b>	Dominant
<b>Haryana</b>	Dominant
<b>Chandigarh</b>	Dominant
<b>Rajasthan</b>	Largest Circulated Newspaper of overall Rajasthan
<b>Gujarat</b>	Leader in Ahmedabad Close No.2 in top 6 cities of Gujarat
<b>Bihar</b>	Now Close No.1 (with a gap of 16%) Further investing in copies for overall leadership
<b>Punjab</b>	No.2 in Top 4 cities
<b>Maharashtra</b>	Limited to Central Maharashtra
<b>Jharkhand</b>	Overall No.2 in terms of circulation in urban cities



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

## Major Business Brands



**Hindi Newspaper**

**11 States, 46 Editions**



**Gujarati Newspaper**

**2 States, 9 Editions**



**Marathi Newspaper**

**1 State, 6 Editions**



**FM Radio Network**

**7 States, 30 Stations**



**Digital & Mobile**

**9 Portals & 4 Apps**



# Current Focus - Editorial Direction

DBCL's innovative initiatives aims at delivering contemporary, relevant and knowledge-focused stories to augment the connect with audiences:

- DBCL is extending its editorial philosophy of Reader-Centric (Kendra Mein Pathak) to Knowledge & Ideation approach, '**Har Zaroori Khabar Mein Hoga Aapke Kaam Ka Knowledge**'. The new theme is implemented successfully through several initiatives:
  - Weekly page on Saturdays with utility content in Interiors, Gadgets, Autos, etc.
  - Newly designed Sunday Magazine containing special articles from renowned writers on Mythology, Foreign Affairs, Book reviews, Food, etc. The magazine also contains utility content on Health, Life Management, Science Technology, History etc.
- Under '**Bhaskar Original**', the emphasis is to build-up the Bhaskar National and International reporter network to disseminate original news to its readers. Accordingly, Dainik Bhaskar extended it's national newsroom to 10 new states in India and to 15 new important / strategic countries so as to provide news from every corner of the world





# CSR Initiatives – Q2 FY 20



## Ek Ped Ek Zindagi'

- Encouraged people to plant trees.
- Planted approx. 15 lakh trees since July'19
- Dainik Bhaskar tied up with online platforms to make available plants at subsidized rates.



## Mitti Ke Ganesh

- Encouraged people to buy clay idols for Ganesh Chaturthi.
- Aimed at promoting idol immersion at home or in artificial ponds and use the remnants (soil) to plant saplings, a step towards conservation of the environment.



## Dene Ka Sukh

- Campaign revolves around helping underprivileged people.
- Dainik Bhaskar requested its readers to carry extra food to satisfy the hunger of many disadvantaged people during that week. (Oct 2nd to 8th)

# Radio Business



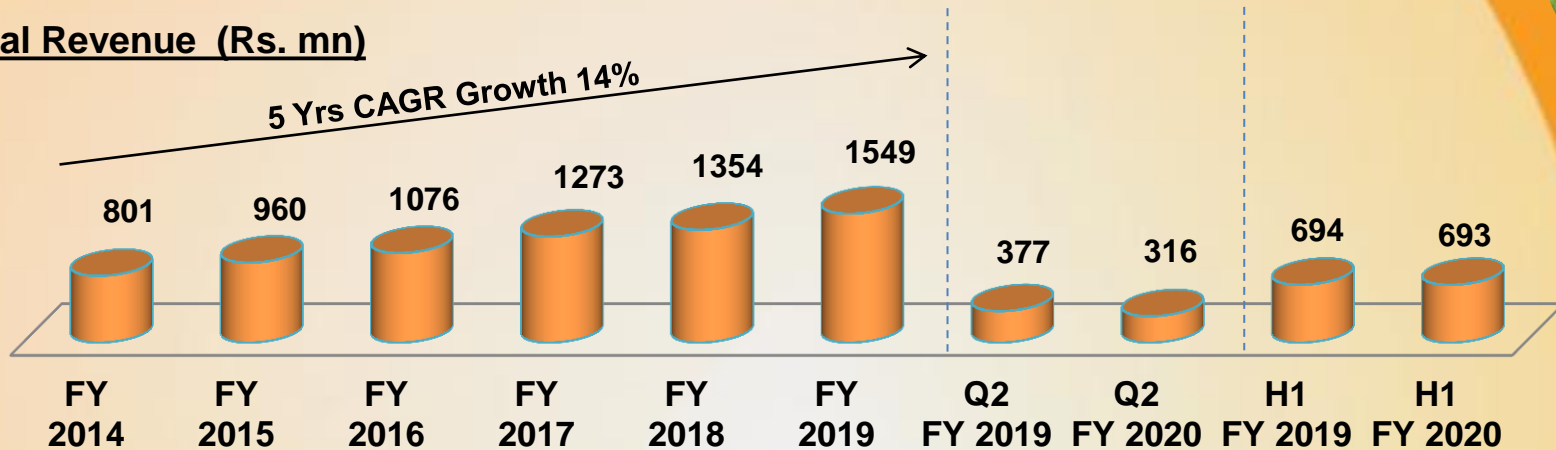
- Launched in 2006, 94.3 MY FM operates from 30 stations in 7 states
- 94.3 MY FM continues to be no.1. in markets of Madhya Pradesh, Chhattisgarh and Rajasthan and largest network in Chandigarh, Punjab and Haryana.
- **Radio Phase 3 stations become profitable:** Turned EBIDTA positive, following the complete commissioning of all 13 stations, acquired under batch 1 of Phase 3 during 2017. Profitability achieved on the back of strong inventory management, programme profile, prudent cost efficiencies and growing popularity.
- Consolidating presence in line with strategy to be market leader in “Unmetro” geographies with strong DBCL presence.
- With the 13 New frequencies acquired, during the Phase III Radio auctions, 94.3 MY FM to be:
  - Biggest player in Rest of Maharashtra with 10 frequencies including Nagpur
  - Biggest player in Chandigarh / Haryana/ Punjab with 4 frequencies
  - Biggest Player in Rajasthan with 6 frequencies
  - Strengthened Gujarat with presence in Rajkot



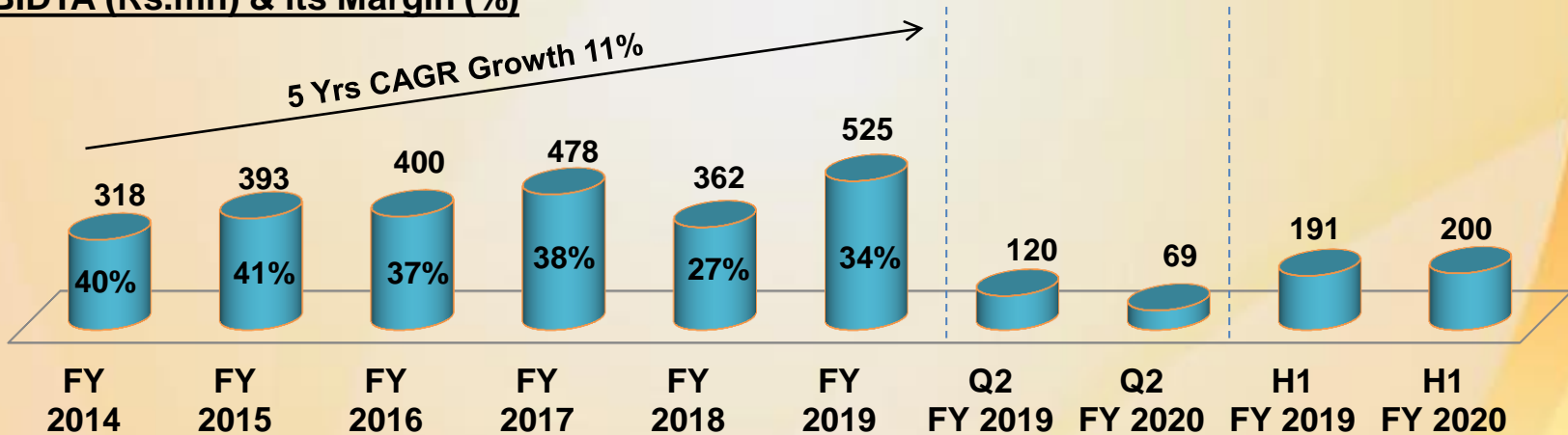
# Radio Snapshot



## Total Revenue (Rs. mn)



## EBIDTA (Rs.mn) & its Margin (%)



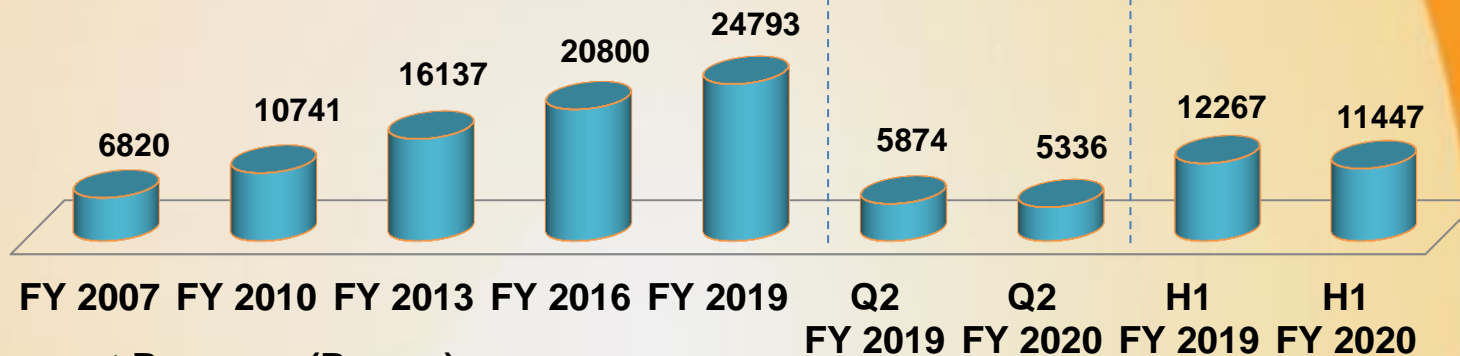
**Robust Growth in Profits**  
**Strong Focus on ROCE & RONW**  
**Low Debt Exposure**  
**High Net worth & Strong Balance Sheet**



# Proven Track Record of Topline & Bottom Line Growth

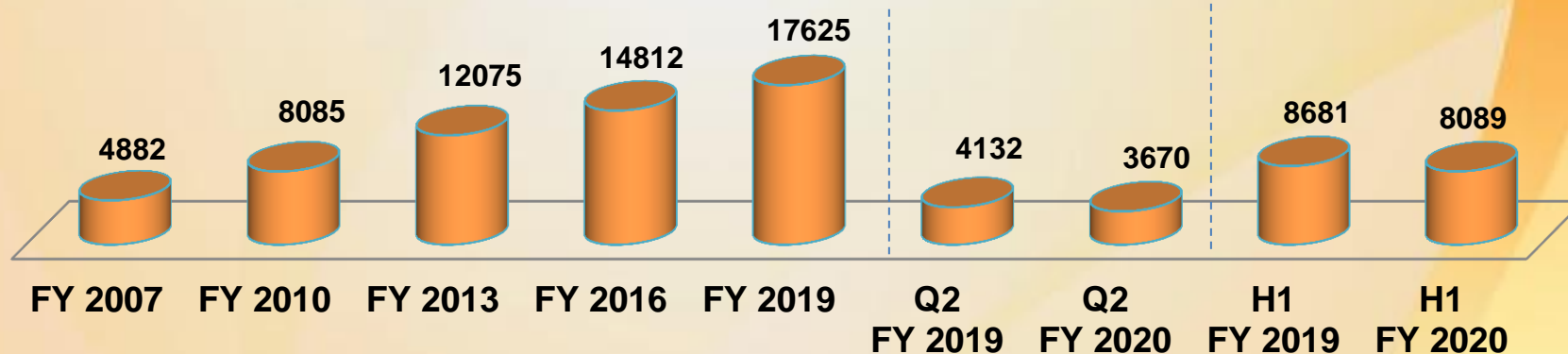
## Total Revenue (Rs. mn)

↑ 11.4% 12 Yrs CAGR



## Advertisement Revenue (Rs. mn)

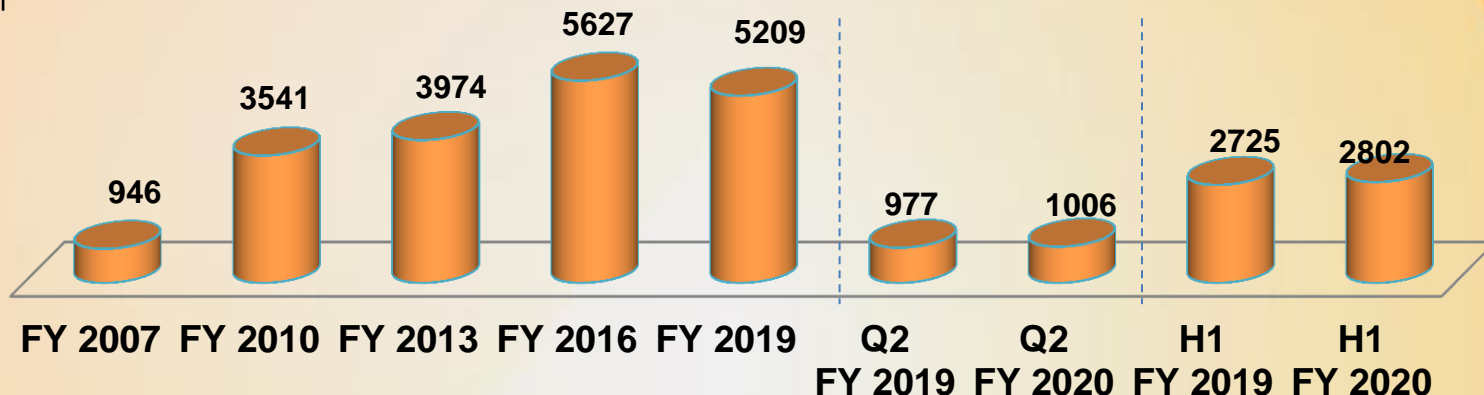
↑ 11.3% 12 Yrs CAGR



# Proven Track Record of Topline & Bottom Line Growth... (contd.)

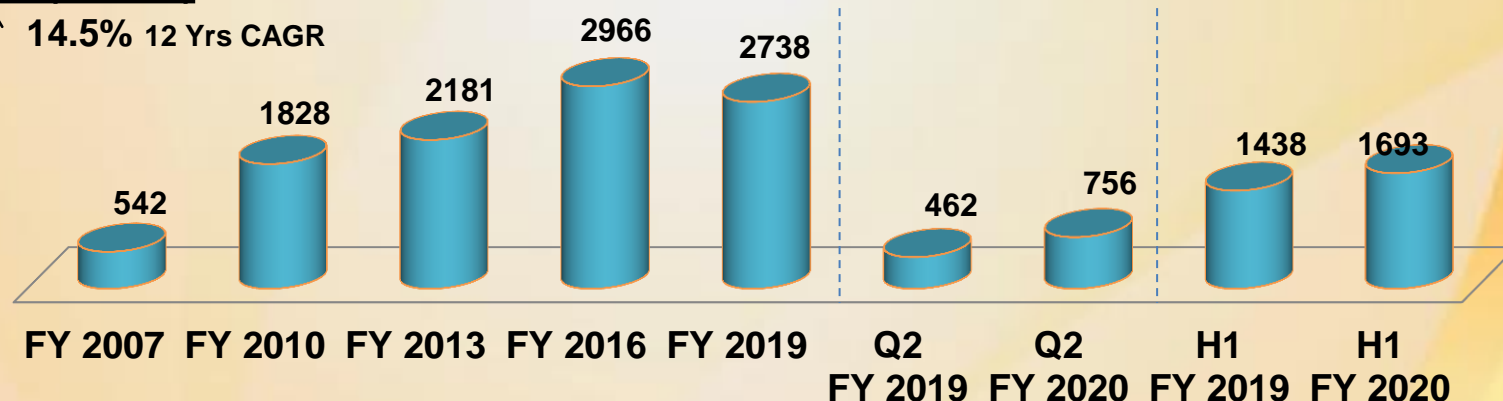
## EBIDTA (Rs. mn)

↑ 15.3% 12 Yrs CAGR



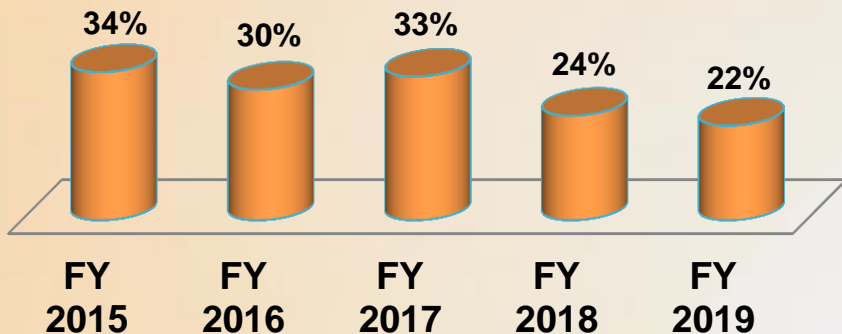
## PAT (Rs. mn)

↑ 14.5% 12 Yrs CAGR

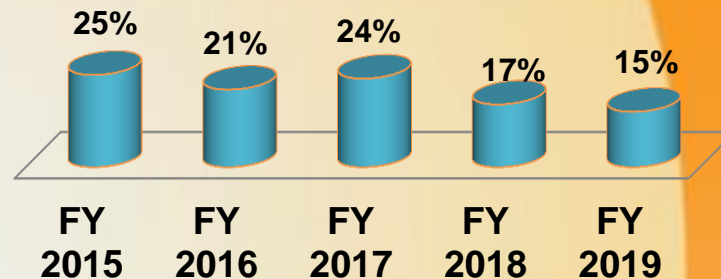


# Proven Track Record of Topline & Bottom Line Growth... (contd.)

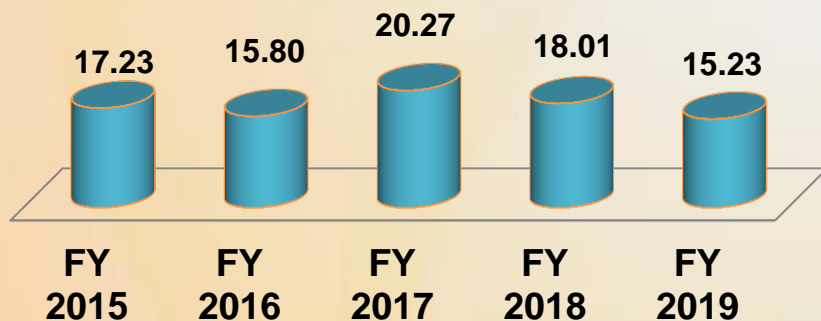
## Return on Capital Employed (%)



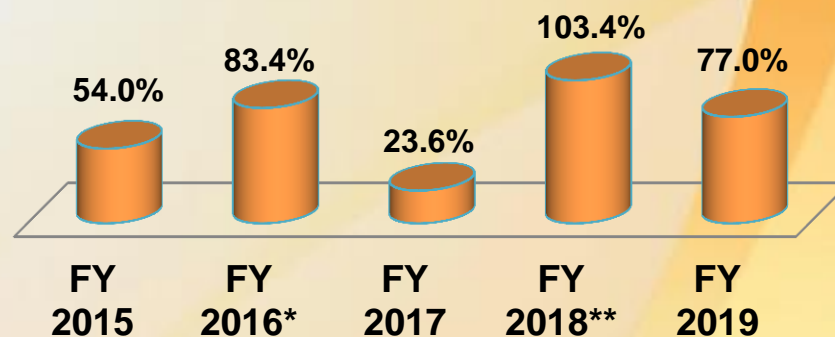
## Return on Net Worth



## Earning Per Share (Rs.)



## Dividend Payout (with tax & buyback) (%)



\* Includes special dividend | \*\* includes buyback done in Aug'18



# Healthy Operating Profit In Our Mature Market

Rs MN

Particulars	Q2 (FY19-20)			H1 (FY 19-20)		
	Matured Business	Emerging Business*	DBCL Standalone	Matured Business	Emerging Business*	DBCL Standalone
Topline	5023	312	5335	10809	638	11447
EBIDTA (Before Pre - opex)	1158	(153)	1006	3083	(282)	2802
EBIDTA (After Pre – opex)	1158	(153)	1006	3083	(282)	2802
EBIDTA %	23.1%	(48.9%)	18.8%	28.5%	(44.2%)	24.5%

\*Emerging Business – Editions below 4 years of age also includes Mobile app & E-real Estate Business





# Financial Summary

Particulars (INR million)					Quarter Ended			Half Year Ended		
	16-Mar	17-Mar	18-Mar	19-Mar	Q2 FY19	Q2 FY20	Growth %	H1 FY19	H1 FY20	Growth %
Advertising Income	14812	15973	16416	17625	4132	3670	-11.2%	8681	8089	-6.8%
Circulation Revenue	4356	4814	4981	5237	1318	1286	-2.4%	2663	2600	-2.4%
Total Income	20735	22750	23349	24794	5874	5336	-9.2%	12267	11447	-6.7%
Newsprint	-6186	-6609	-7307	-9236	-2331	-1920	-17.6%	-4511	-3971	-12.0%
Personnel Cost	-3909	-4258	-4364	-4351	-1087	-1036	-4.7%	-2159	-2074	-3.9%
Other Operating Expenditure	-5049	-5291	-5802	-5998	-1480	-1374	-7.1%	-2871	-2600	-9.4%
Total Expenditure	-15145	-16158	-17474	-19585	-4898	-4330	-11.6%	-9541	-8645	-9.4%
EBITDA	5590	6592	5875	5209	977	1006	3.0%	2725	2802	2.8%
EBITDA Margin	27%	29%	25%	21%	17%	19%		22%	24%	
Net Profit	2921	3748	3240	2738	462	756	63.6%	1438	1693	17.8%
Net Worth	13945	15930	19291	18269	17380	17966		17380	17966	
Secured Long Term Gross Loan	536	262	-	-	-	-		-	-	
Cash & Bank Balance	926	1754	3223	1329	766	1261		766	1261	
Secured Working Capital Loan	631	288	301	68	489	261		489	261	
Total Secured Gross Debt	1167	550	301	68	489	261		489	261	
Net Block (Fixed)	9128	8833	9634	9071	9375	8648		9375	8648	
ROCE	30%	33%	24%	22%	22%	24%		22%	24%	
RONW	21%	24%	17%	15%	16%	20%		16%	20%	



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# Board Of Directors

**Sudhir Agarwal**  
Managing Director

- 28 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 Agarwaal**  
Non-Executive Director

- 24 years of experience. Awarded “Outstanding Entrepreneur” trophy at APEA
- provides direction to the marketing strategy and related operations of the Group

**Piyush Pandey\***

- Executive Chairman of Ogilvy & Mather Pvt. Limited, India

**Harish Bijoor\***

- Brand-thinker and practitioner operating out of Bengaluru, India

**Ashwani Kumar Singhal\***

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

**Anupriya Acharya\***

- Post Graduate from IIT – Roorkee, was Zenith Optimedia's Group CEO and now CEO of Publicis Media India

\* denotes Independent Directors



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# THANK YOU

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