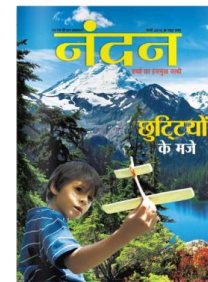


हिन्दुस्तान

Hindustan Media Ventures Ltd.



Q3 FY2013 Results Presentation

11 February 2013

Certain statements in this document may be forward-looking. Such forward-looking statements are subject to certain risks and uncertainties like regulatory changes, local political or economic developments, technological risks, and many other factors that could cause our actual results to differ materially from those contemplated by the relevant forward looking statements. Hindustan Media Ventures Limited will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.

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Commenting on the performance for Q3 FY13, Mrs. Shobhana Bhartia, Chairperson, HMVL, said:

“We are pleased to report a strong performance this quarter with strong growth in revenue and significant improvement in profitability. This is the result of improved traction in advertising revenues across markets, combined with a strong focus on reducing costs.

The latest IRS results have been encouraging, with Hindustan continuing to be a dominant No. 1 player in the markets of Bihar and Jharkhand and the fastest growing daily in the region of Uttar Pradesh and Uttarakhand.

We believe that Hindustan Media Ventures' growth strategy, combined with its healthy balance sheet, puts the company in a strong position to deliver sustained growth.”

Q3 FY13 Performance Snapshot

(All comparisons with Q3 FY2012)

Total Income up 16% at Rs. 1,685 million from Rs. 1,458 million :

- 15% increase in advertising revenues to Rs. 1,182 million from Rs. 1,024 million primarily due to increase in advertising volumes
- 15% increase in circulation revenues to Rs. 390 million from Rs. 338 million due to higher circulation and improvement in realization per copy

EBITDA increased by 64% to Rs. 350 million from Rs. 213 million primarily due to:

- Growth in advertising and circulation revenues
- Growth partially offset by:
 - 1% increase in consumption of raw materials to Rs. 663 million from Rs. 658 million due to higher consumption as a result of increased circulation
 - 12% increase in employee cost to Rs. 205 million from Rs. 183 million due to hiring in new locations
 - 16% increase in other expenditure to Rs. 468 million from Rs. 405 million due to increase in advertising and sales promotion spends

PAT higher by 92% to Rs. 208 million from Rs. 108 million

EPS (non annualized) stood at Rs. 2.84

Financial Overview

(Rs. in millions, except EPS data)

Particulars	Three months ended			Nine Months Ended		
	31.12.2012 (Unaudited)	31.12.2011 (Unaudited)	Shift (%)	31.12.2012 (Unaudited)	31.12.2011 (Unaudited)	Shift (%)
Net Sales / Income from operations	1,598	1,392	15%	4,725	4,342	9%
Other Operating Income	24	18	37%	84	76	10%
Total Income from operations	1,622	1,410	15%	4,809	4,418	9%
Other income	63	48	31%	209	146	43%
Total Income	1,685	1,458	16%	5,018	4,564	10%
(Increase)/Decrease in Inventory	(1)	(1)		(1)	(2)	
Consumption of Raw Materials	663	658	1%	2,015	1,901	6%
Employees Cost	205	183	12%	608	541	12%
Other Expenditure	468	405	16%	1,356	1,238	10%
Total Expenditure	1,335	1,245	7%	3,978	3,678	8%
EBITDA	350	213	64%	1,040	886	17%
Margin (%)	21%	15%		21%	19%	
Depreciation	54	49	10%	164	141	16%
EBIT	295	164	80%	876	745	18%
Margin (%)	18%	11%		17%	16%	
Interest & finance charges	10	11	-2%	37	26	45%
Profit before tax	285	153	86%	839	719	17%
Margin (%)	17%	11%		17%	16%	
Tax Expense	77	45	71%	220	203	8%
Net Income	208	108	92%	618	516	20%
Margin (%)	12%	7%		12%	11%	
EPS (non annualized)	2.84	1.47	92%	8.42	7.03	20%

‘Hindustan’ further consolidates its position as the second largest daily in India

As per the recent Q3 2012 IRS results, ‘Hindustan’ further strengthened its position as second largest newspaper in the country, increasing the lead over competition, based on Total Readership

- Overall, all India average readership grows to 12.2 million; growth of 2% over IRS Q3 2011
- Maintains leadership position in Bihar with a readership share of 68%
 - Readership at 4.8 million
- No. 1 in Jharkhand market with a readership of 1.7 million, reflecting a readership share of 47%
- Continues to be the fastest growing daily in Uttar Pradesh & Uttarakhand
 - Readership increases to 4.6 million; growth of 9% over IRS Q3 2011
 - Exclusive readership at 2.96 million
- Second largest Hindi daily in Delhi NCR with a readership of 1.2 million

HMVL's business outlook continues to look strong on the back of:

- Continuous readership growth to be fueled by strengthening brand and leveraging opportunities
- Increasing prosperity and rise in consumption in rural regions points towards a strong growth in advertising revenues
- Improvement in advertising yields on the back of continuing readership growth
- Strong balance sheet (net cash of Rs. 2,646 million) capable of funding its expansion

Hindustan Media Ventures Limited (HMVL) is one of the leading print media companies engaged in the printing and publishing of 'Hindustan', the second largest newspaper daily of India based on Total Readership, along with two Hindi magazines 'Nandan', a children's magazine and 'Kadambini', a general interest magazine. HMVL went public & was listed on BSE & NSE on July 21, 2010. 'Hindustan' began publication in 1936 owing its origins to and serving as a medium for the freedom movement, and has been one of India's eminent newspapers for over 70 years. 'Hindustan' has a strong regional presence with readership of 12.2 million readers (Source: IRS Q3 2012). It enjoys a leadership position in Bihar and Jharkhand whilst consolidating its 2nd position in Delhi and 3rd position in Uttar Pradesh and Uttarakhand. The Company also operates the website www.livehindustan.com, which complements the newspaper and focuses on providing news in Hindi with regional content.

For further information please visit www.hmvl.in or contact:

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