Working of cost split between shares of Jagran Prakashan Limited ("JPL") issued to shareholders of Midday Multimedia Limited ("MML") and shares of MML held by them.

As per the provisions of section 49(2C) of Income Tax Act, the cost of shares of JPL issued to shareholders of MML shall be ascertained as per calculation given below:-

1) Net worth of MML as on 31.3.2010 as per printed balance sheet of MML

	Rs. in Crore
(i) Share Capital	52.30
(ii) Reserves & Surplus	110.06

	162.36
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2) Net book value of print business as on 31.3.2010 as per printed balance sheet of MML/Scheme of Arrangement

Assets:	
(i) Current assets	18.06
(ii) Investments	8.86
(iii) Deferred tax	0.04

	26.96
Less: Liabilities	9.43

Net Book Value	**17.53**
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3) Percentage of Net Book Value of print business to the net worth of MML as on 31.3.2010 — 17.53 x 100 ÷ 162.36 = 10.80

Hence, the cost price of shares of JPL issued to shareholders of MML shall be deemed to be 10.80% of the original cost of acquisition of shares of MML and 89.20% of the original cost of acquisition of shares of MML shall be deemed to be the cost of original shares of MML held by shareholders in the demerged company.

It is to be distinctly understood that calculation made herein above should not be in any way deemed /construed, that same are binding on revenue / income tax authorities and the JPL does not take any responsibility for the method of calculation for ascertaining the cost of acquisition of JPL shares allotted to the shareholder of MML, in terms of scheme of arrangement and compromise approved by Hon'ble Bombay High court vide its order dated 15th October 2010 and Hon'ble Allahabad High Court vide its order dated 4th January 2011 and The above is merely a calculation made by JPL to facilitate the investor and that every investor is advised to consult his /her/its tax consultant or competent professional to account for the same in books of accounts and pay the applicable taxes on the disposal of the shares of JPL and / or MML.