

**Jagran Prakashan Limited announces Q1FY12 results**

**Q1FY12 Operating Revenues up by 12.91% to Rs 304.65 crores;  
Net profit at Rs. 49.72 crores, down by 10.58%;**

**Q1FY12 [(all comparisons with Q1FY11) (Stand Alone)]**

- Operating Revenues at Rs 304.65 crores, up by 12.91% from Rs 269.82 crores
- Operating Profits at Rs 82.04 crores, down by 9.02% from Rs 90.17 crores
- Advertisement Revenues at Rs 204.27 crores, up by 7.65% from Rs 189.75 crores
- Circulation Revenues at Rs 58.20 crores, up by 5.23% from Rs 55.31 crores
- Event and Outdoor Revenues at Rs 33.73 crores up by 80.28% from Rs 18.71 crores
- Digital Revenues (excluding Advertisement Revenue) at Rs 1.70 crores up by 41.59% from Rs 1.20 crores
- PAT at Rs 49.72 crores, down by 10.58% from Rs 55.60 crores
- EPS (non-annualized) of Rs 1.57 down from Rs 1.85

**New Delhi/Noida, July 28, 2011;** Jagran Prakashan Limited (JPL) (BSE SCRIP ID: 532705; NSE SYMBOL: JAGRAN), publishers of '**Dainik Jagran**', India's largest read newspaper (Source: Indian Readership Survey 2011(Q1)), has reported operating revenues for Q1FY12 of Rs. 304.65 crores, an increase of 12.91% over the corresponding quarter of the previous year. The net profit was at Rs 49.72 crores a decrease of 10.58% over Q1 of FY2011 and the EPS for the quarter was at Rs 1.57, a decrease of 14.85% over Q1 of FY 2011. EBIDTA margin (excluding other income) for the quarter was 26.93% as against 33.42% for the corresponding quarter in the last year.

Other significant developments during the quarter are:-

- (i) Successful launch of Punjabi Jagran thereby commencing publication of newspaper in 5<sup>th</sup> language after Hindi, Gujarati, Urdu and English.
- (ii) Launch of 11 editions of largest read Urdu newspaper The Inquilab in Uttar Pradesh and New Delhi through its subsidiary Midday Infomedia Limited.
- (iii) Circulation of Dainik Jagran registered a growth of 11.60% in comparison with Q1FY2011.
- (iv) Circulation of I-Next registered growth of 24% in comparison with Q1FY2011.
- (v) City Plus continued to expand and launched 4 more editions to take the total number of editions to 30.

- (vi) Jagranjosh.com, our education and career oriented portal and m.jagran.com (i.e. Jagran on mobile) gained in a short period of time good traction in traffic and recorded 1.5 million page views with 2.72 lakh unique visitors and 4 million page views with 3.13 lakh unique visitors respectively in June 2011.
- (vii) CRISIL upgraded the credit rating of the Company for long term debt to AA<sup>+</sup>.

Commenting on the performance of the company for the Q1FY2012, **Mr. Mahendra Mohan Gupta, Chairman and Managing Director, JPL** said,

“The Company performed satisfactorily in competitive environment. It registered high growth in circulation of all the 6 print brands of the Group. Other businesses especially activation too performed incredibly. I am happy with the launch of Jagran Punjabi which has been welcome by the readers and gained the targeted circulation on the launch day itself. Similarly, expansion of The Inquilab in the state of Uttar Pradesh and Delhi has been successfully completed. However, growth in advertisement revenue was subdued due to slowdown in national advertising, lower than expected growth in education sector and strategic decision not to offer steep discounts as desired by a few advertisers. I am, however, confident that you will see much higher growth in coming quarters provided there is no slowdown in economy.”

### **About Jagran Prakashan Limited**

Jagran Prakashan Limited is a leading media house of India with interests spanning across newspapers, magazines, outdoor advertising, promotional marketing, event management, on ground activities and digital businesses. Dainik Jagran group is publisher of 7 brands of newspaper in 97 editions with 200 plus sub-editions printed from 31 different printing facilities across 14 states, in 5 different languages with one of its brand **I-Next** being a first ever bilingual newspaper. The average issue readership (AIR) and total readership (TR) of the group for all its publication brands was 17.22 million and 58.95 million respectively (Source: IRS 2011 Q1) that excludes readership of City Plus which is not covered by IRS as well as readership of new launches which will be covered by IRS in due course. This makes Dainik Jagran Group the largest print media group of the country. Its other businesses have a Pan-India presence and enjoy strong market position in their respective segments. Jagran Prakashan Limited has also been accorded the status of a Business Superbrand by the Superbrands Council.

Established in 1942, the group's flagship brand **Dainik Jagran** is the brainchild of the Freedom fighter, Late Shri Puran Chandra Gupta. **Dainik Jagran** is India's largest read daily with a total readership of 54.69 million (source: IRS 2011 Q1). It was voted as the most credible and trusted newspaper in India according to a Globescan survey commissioned by BBC-Reuters which was conducted across 10 leading countries including US, UK, Germany and Russia.

In addition, the company publishes other 3 newspaper brands **I-Next**, first ever bilingual newspaper of the country published in 12 editions from 4 states, **City Plus** a weekly infotainment English newspaper published in 30 editions from Maharashtra, Karanataka, Andhra Pradesh and NCR and Punjabi Jagran published in Punjab. I-Next and City Plus target the youth and are compact.

The company also publishes 2 monthly magazines – **Sakhi**, targeted at women and **Josh**, targeted at career oriented youth. The group also publishes **Jagran Varshiki**, an annual general knowledge digest and various national and state statistical compilations.

Amongst the company's divisions, **Jagran Engage** provides specialized 'Out of Home' advertising services with a Pan-India footprint and **Jagran Solutions** provides below the line solutions and carries on activities like promotional marketing, event management and on ground activities throughout the country. The Company has strong presence in Digital business through its hugely popular news portal Jagran.com, Jagranjosh.com classified award winner portal Khojle.in, iPHONE version of Jagran.com, English version of Jagran.com known as JagranPost.Com, gaming portal Jeetle.com and Jagran on mobile i.e. m.Jagran.Com besides providing IVR/AVR/SMS through its short code service 57272.

The Company's subsidiary Midday Infomedia Limited is publisher of 3 newspaper brands, **Midday English** a premium English daily, **The Inquilab** the highest read Urdu daily of the country and **Midday Gujarati**. All the 3 brands are hugely popular newspaper brands in Mumbai, one of the two largest advertising markets of the country. **Midday English** is circulated in New Delhi, Bangalore and Pune and The Inquilab is circulated in Kanpur, Lucknow, New Delhi, Gorakhpur, Varanasi, Allahabad, Meerut, Agra, Aligarh, Bareilly and Moradabad in addition to Mumbai. Besides newspaper publication, the Company has one of the fastest growing internet portal **Midday.com** and has recently started celebrity management business.

As a responsible corporate citizen, JPL supports a specifically dedicated group's outfit of Shri Puran Chandra Gupta Smarak Trust, **Pehel**, to discharge its social responsibilities and provide social services such as organizing workshops/seminars to voice different social issues, health camps/roadshows for creating awareness on the social concerns and helping underprivileged masses. **Pehel** has been working with various national and international organizations such as World Bank on various projects to effectively discharge the responsibilities entrusted by the company. **Shri Puran Chandra Gupta Smarak Trust** has also been imparting primary, secondary and higher education to nearly 6000 students through schools and colleges at Kanpur, Noida, Lucknow, smaller towns Kannauj, Aligarh and are establishing two more schools/colleges at Varanasi and Dehradun. The company has also been assisting trusts and societies dedicated to the cause of promoting education, culture, healthcare, etc.

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