

Jagran Prakashan Limited (JPL)

August 2015



This presentation and the accompanying slides (the “Presentation”), which have been prepared by Jagran Prakashan Limited (the “Company”), have been prepared solely for information purposes and do not constitute any offer, recommendation or invitation to purchase or subscribe for any securities, and shall not form the basis or be relied on in connection with any contract or binding commitment what so ever. No offering of securities of the Company will be made except by means of a statutory offering document containing detailed information about the Company

This Presentation has been prepared by the Company based on information and data which the Company considers reliable, but the Company makes no representation or warranty, express or implied, whatsoever, and no reliance shall be placed on, the truth, accuracy, completeness, fairness and reasonableness of the contents of this Presentation. This Presentation may not be all inclusive and may not contain all of the information that you may consider material. Any liability in respect of the contents of, or any omission from, this Presentation is expressly excluded.

Certain matters discussed in this Presentation may contain statements regarding the Company’s market opportunity and business prospects that are individually and collectively forward-looking statements. Such forward-looking statements are not guarantees of future performance and are subject to known and unknown risks, uncertainties and assumptions that are difficult to predict. These risks and uncertainties include, but are not limited to, the performance of the Indian economy and of the economies of various international markets, the performance of the industry in India and world-wide, competition, the company’s ability to successfully implement its strategy, the Company’s future levels of growth and expansion, technological implementation, changes and advancements, changes in revenue, income or cash flows, the Company’s market preferences and its exposure to market risks, as well as other risks. The Company’s actual results, levels of activity, performance or achievements could differ materially and adversely from results expressed in or implied by this Presentation. The Company assumes no obligation to update any forward-looking information contained in this Presentation. Any forward-looking statements and projections made by third parties included in this Presentation are not adopted by the Company and the Company is not responsible for such third party statements and projections.

Outstanding Consolidated Quarterly Performance



135 Cr

Operating Profit


113 Cr

PBT


78 Cr

PAT


Before Extraordinary Item *

26% 

Growth YoY

38% 

Growth YoY

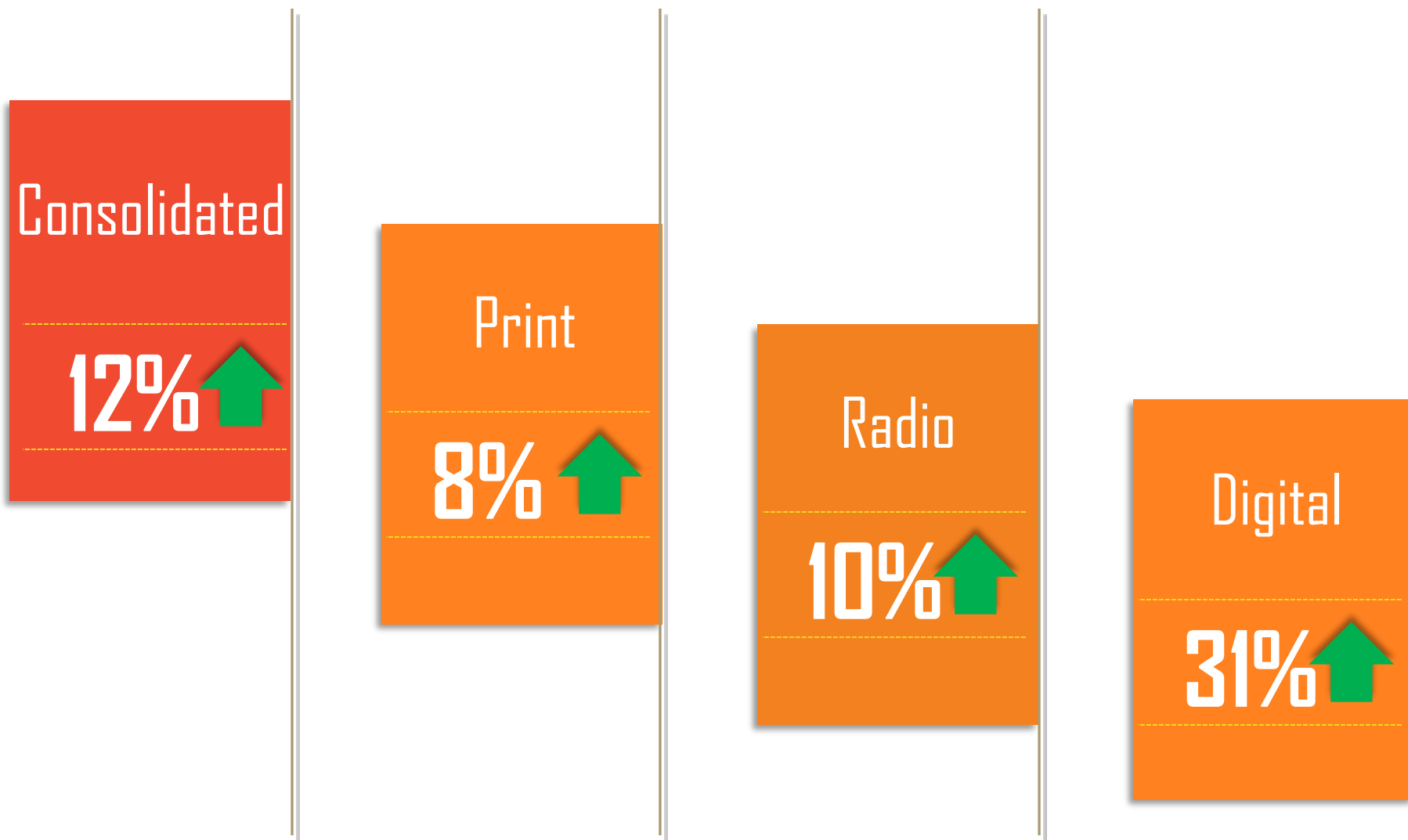
42% 

Growth YoY

Outstanding Performance from existing businesses

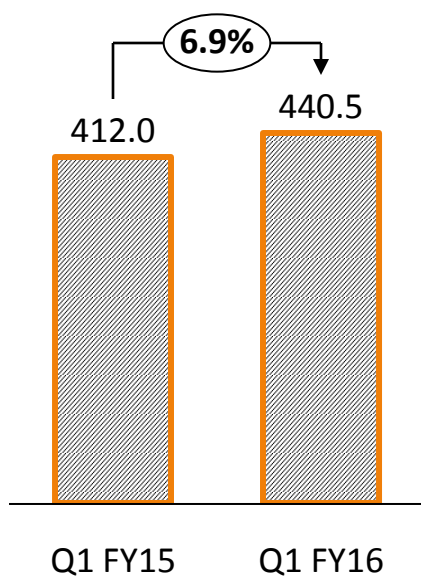
... Radio City will contribute FULLY from Q2FY16

Highest Growth in Advertisement Revenue

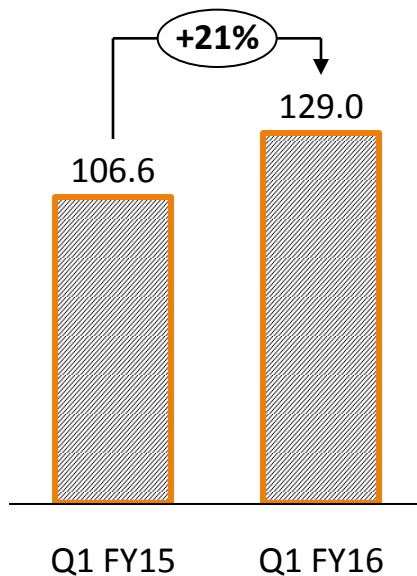


Print Business Performance Highlights

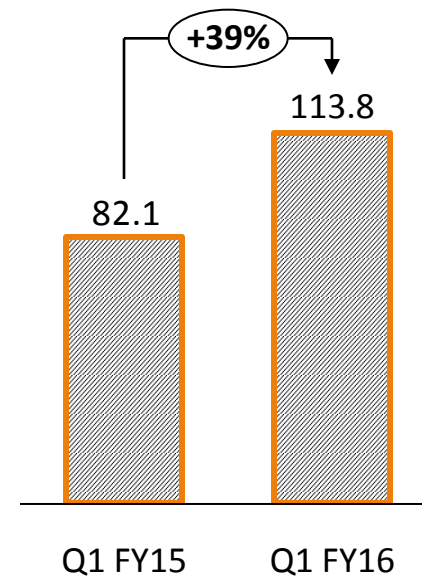
Operating Revenue



Operating Profit



Profit Before Tax



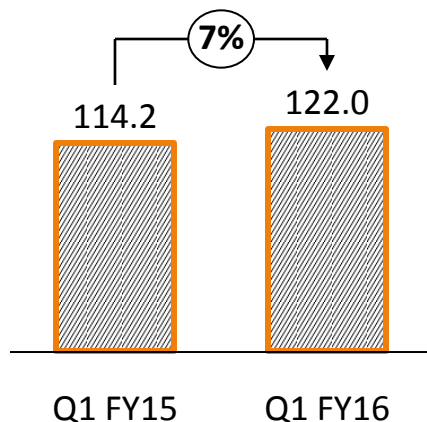
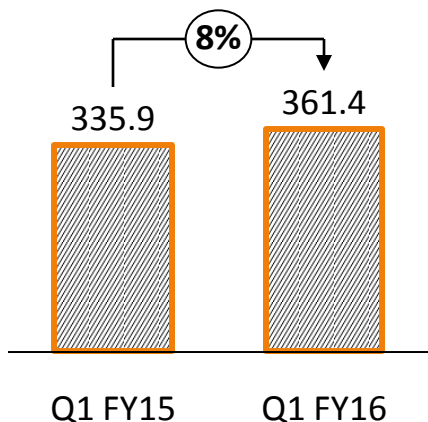
✓ Operating Margins improved by ~340 bps from 25.9% to 29.3%

Print Business continues to Outperform...

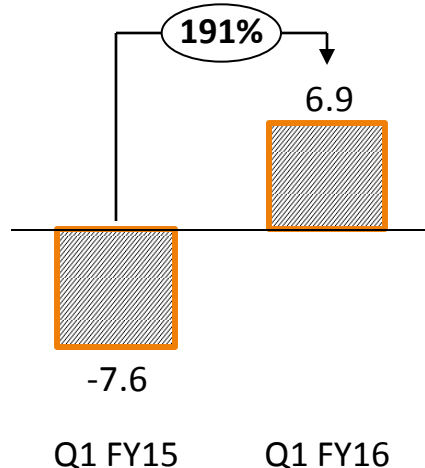
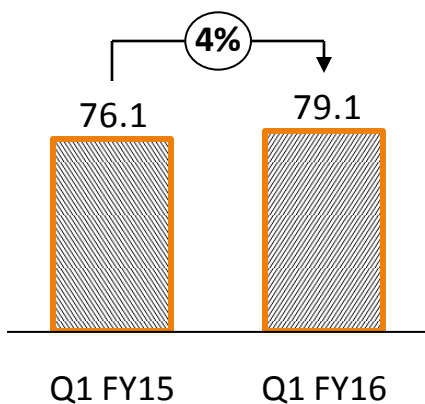
Operating Revenue

Operating Profit

Dainik Jagran



Other Publications



Dainik Jagran

- ✓ Operating Profit Margins Sustained at 34%
- Inspite of Challenging Economic Environment

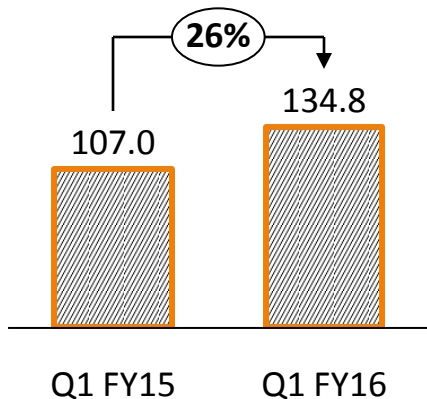
Other Publications

- ✓ Now Profitable
- Nai Duniya / Nav Duniya at breakeven
- Profitability of Mid Day has improved substantially

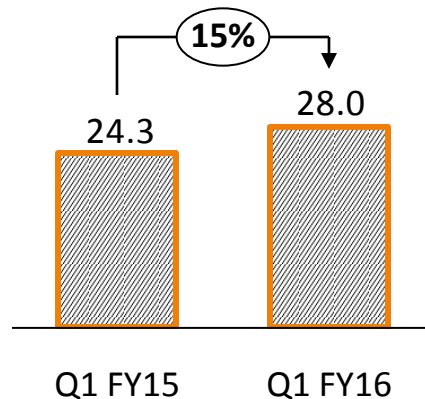
Consolidated Performance - Highest in the Industry..



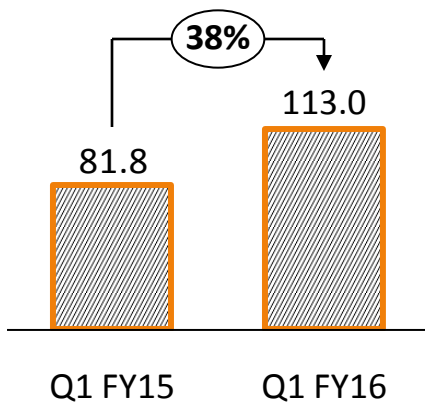
Operating Profits



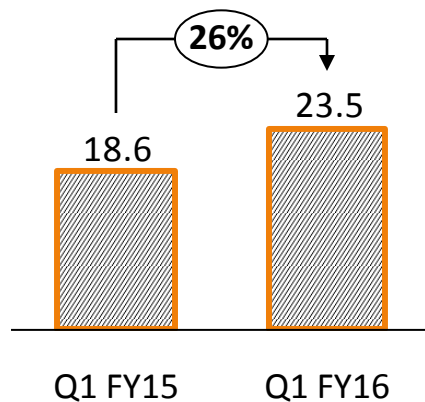
Operating Margins %



Profit Before Tax



Profit Before Tax Margin %



Robust performance in economically difficult time..

..Company's sustainable strategy of Client Partnerships is paying off

Rs. Crores

*Radio City Consolidated from 11th June 2015

*Extraordinary item of Rs. 101.8 crs : Profit on Sale of Treasury Shares

...Due to our Sustainable Strategy



Supporting Customers and Investing into Long Term Relationships...

...will lead to Gain in market share as economic environment improves... leading to

... Higher Growth

... Operating Leverage on Volume Gain

... Increasing Profitability





Digital Business

- Strengthens presence in New Media Platform
- Leveraging Print & Radio leadership position
- Presents an opportunity to engage specific target audience

Radio Business

- High Growth High Margin Business
- Extension in Non Jagran Print Geographies
- Enables deeper inroads with Advertisers

Print Business

- Provide advertisers critical mass, reach & scale of audiences
- Local language campaigns are providing much needed boost to brand's marketing message

Increased business diversity across India

Radio Stations

Andhra Pradesh / Telangna:

Hyderabad | Vizag

Delhi

Rajasthan:

Jaipur

Uttar Pradesh:

Lucknow

Gujarat:

Ahmedabad | Baroda | Surat

Maharashtra:

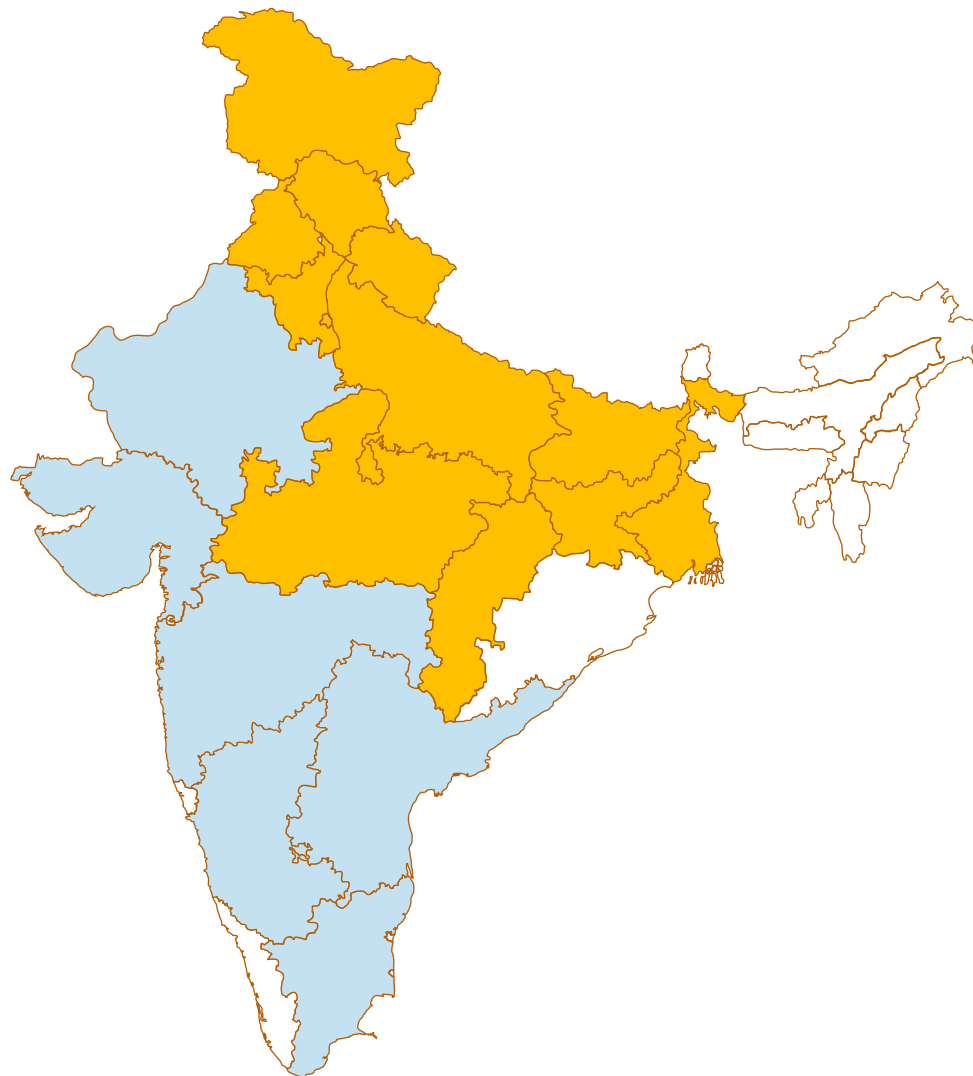
Ahmednagar | Akola |
Jalgaon | Nanded | Mumbai
| Nagpur | Pune | Sangli |
Solapur

Karnataka:

Bangalore

Tamil Nadu:

Chennai | Coimbatore



Print Media Presence

**J&K | Punjab |
Himachal Pradesh |
Haryana | Uttrakhand
| Delhi | Uttar
Pradesh | Jharkhand |
Bihar | West Bengal:**
Dainik Jagran

Madhya Pradesh:
Naidunia / Navdunia

Chhatisgarh:
Naidunia

Maharashtra:
Midday English |
Midday Gujarati |
Inquilab

Punjab:
Punjabi Jagran

Improving National Footprints

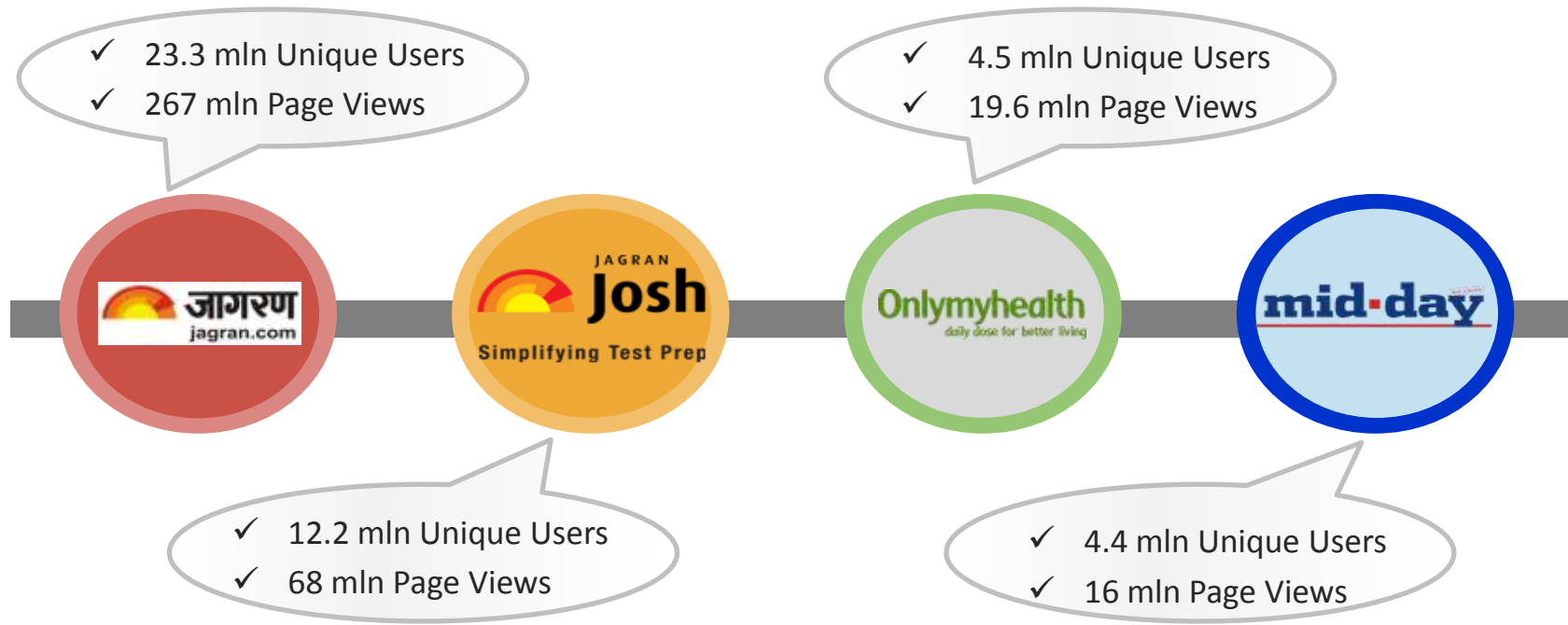
Our Radio Presence

- **One of India's leading private FM Radio Operator**
 - *No.1 position in Mumbai, Bangalore & Lucknow*
- **Presence 20 stations across 7 states**
 - *Phase I : Mumbai, Delhi, Bangalore & Lucknow;*
Phase II : Additional 16 stations
 - *Sales tie-ups with Kolkata & Gwalior stations*
- **Amongst largest player by reach & airtime revenue**
 - *Covering ~51% (~66 mn people) of the total Radio Population*
 - *Presence in 14 of top 16 Ad Revenue markets with focus on SEC AB audience*
- **India's First music portal: planetradiocity.com**
 - *Only prominent player in India to own 20 + Revenue Generating Online radio stations*

Our Print Presence

- **The Largest Read Print Media Group of India**
 - *68 mn Readers, 121 Editions, 15 States, 12 Publications, 5 Languages*
- **Hindi Publications**
 - *Dainik Jagran: No. 1 Daily of the Country with Highest Readership*
 - *Nai Dunia /Nav Dunia: Leading Hindi Daily of Madhya Pradesh and Chattisgarh*
- **Other Publications**
 - *Mid Day: Only Afternoon Paper of Mumbai*
 - *Punjabi Jagran, Midday Gujarati, I-Next, Inquilab, Jagran Josh Plus, Sakhi, Khet Khaliyan*

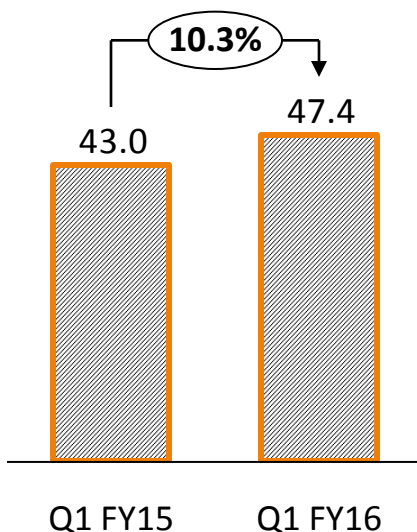
Key Digital Properties



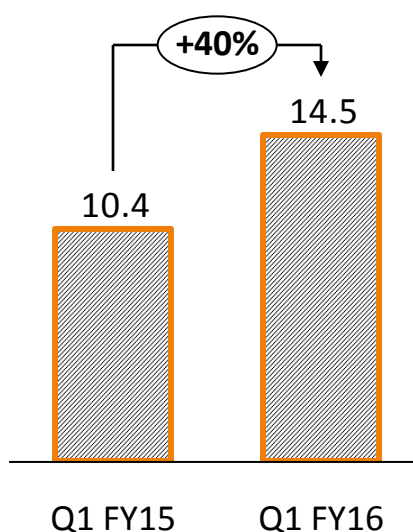
- ✓ Digital grows from Strength to Strength
 - Digital Ad Revenue grew by 31% to Rs. 4.39 crores from Rs. 3.36 crores
 - **Continues its #1 position in Hindi News and Education***
 - 60% Traffic from Mobile
 - Internet business reached over 50M Internet Users in June 2015
 - Offering a much Larger Opportunity to Monetize

Radio City – Quarterly Financial Performance

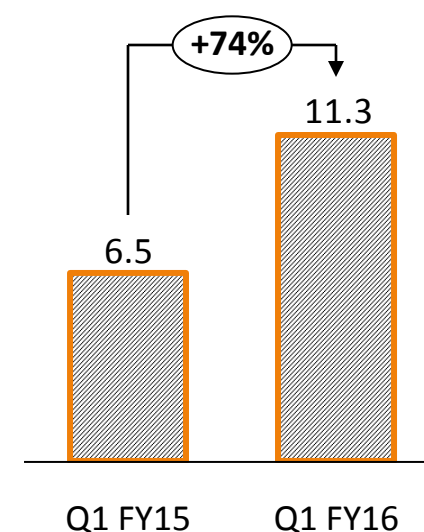
Operating Revenue



Operating Profit



Profit After Tax *



- ✓ Profit After Tax excluding exceptional item is Rs. 11.30 crores, a growth of 74%
- ✓ PAT Margin excluding exceptional item has improved by ~878 bps from 15.2% in Q1FY15 to 23.9% in Q1FY16
- ✓ Exceptional item of Rs. 13.6 crores which represents incentives to the Management Team in respect of their past services in terms of agreement with the erstwhile promoters
- ✓ **Exceptional items are adjusted in the Cost of Acquisition**

Radio City as part of Jagran Prakashan

➤ Performance from date of Acquisition - 11th June 2015 to 30th June 2015

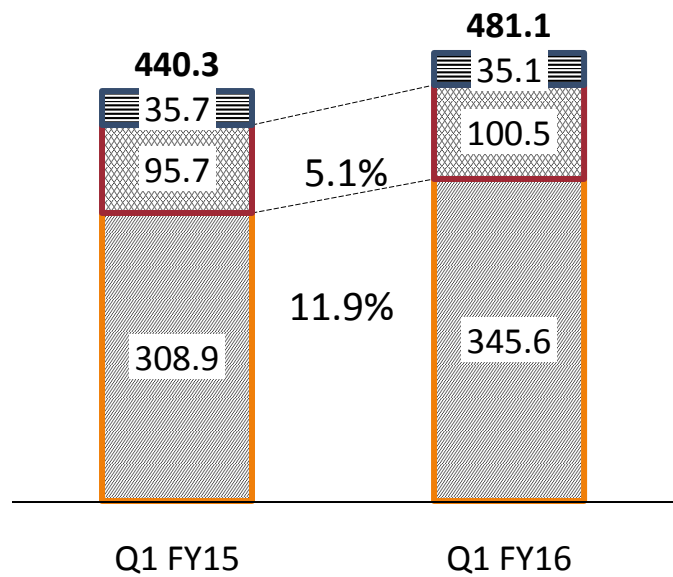
	<i>Rs. Crores</i>
Revenue	14.37
<i>Advertising Revenue</i>	<i>13.08</i>
Operating Profit	5.34
<i>Operating Profit Margin</i>	<i>37.2%</i>
Profit Before Tax	4.68
Tax	0.0
<i>Profit After Tax (before exceptional items)</i>	<i>4.68</i>
<i>Profit After Tax</i>	<i>4.68</i>
<i>Profit After Tax Margin</i>	<i>32.6%</i>

- No tax is expected due to unabsorbed depreciation
- Figures of only 20 days have been consolidated in Company's financials. Accordingly, since the Exceptional Item relates to pre-acquisition period, it has been adjusted in cost of acquisition

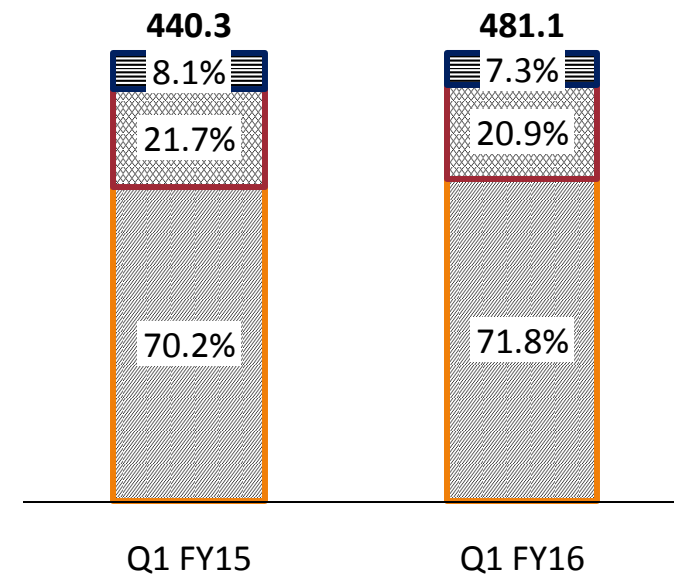
Financial Performance – Q1FY2016




Quarterly Revenue Break-up*

Break Up - Rs Crores



Break Up - % Contribution



 Others
  Circulation
  Advertising

- ✓ Circulation Revenue growth of 5% driven by improvement in per copy realization across all brands and increase in circulation of DJ
- ✓ Advertisement Revenue Growth of 12% due to Company's sustainable strategy of Client Partnerships

Consolidated Quarterly Profitability Statement*

Rs. Crores	Q1FY16	Q1FY15	YoY	Q4 FY15	QoQ	FY15
Revenues	481.1	440.3	9.3%	422.7	13.8%	1,769.8
Advertisement Revenue	345.6	308.9	11.9%	292.9	18.0%	1,247.1
Circulation Revenue	100.5	95.7	5.1%	98.0	2.6%	390.1
Others	35.1	35.7	-1.9%	31.8	10.1%	132.6
Raw Material	155.8	162.7		144.0		625.5
Manpower Cost	72.0	64.8		68.7		263.4
Other Operating Expenses	118.5	105.8		105.2		430.3
Operating Profit	134.8	107.0	26.0%	104.8	28.7%	450.6
Operating Profit Margin	28.0%	24.3%		24.8%		25.5%
Other Income [^]	14.0	6.9		12.9		27.9
Depreciation & Amortisation	23.1	23.8		28.7		103.5
Interest	12.7	8.4		13.4		36.9
Exceptional Items	0.0	0.0		0.0		0.0
Profit Before Tax	113.0	81.8	38.2%	75.6	49.5%	338.0
Tax	34.8	26.7		26.3		110.2
Extraordinary items (net of tax) [#]	101.8	0.0		80.3		80.3
Profit After Tax	179.9	55.1	226.7%	129.6	38.8%	308.1
Profit After Tax (Adjusted)	78.2	55.1		49.3		227.8

*Radio City Consolidated from 11th June 2015

[^] Net of Exchange Fluctuation Gain / Loss

[#] Extraordinary item of Rs. 101.8 crores is on account of Profit on Sale of Treasury Shares

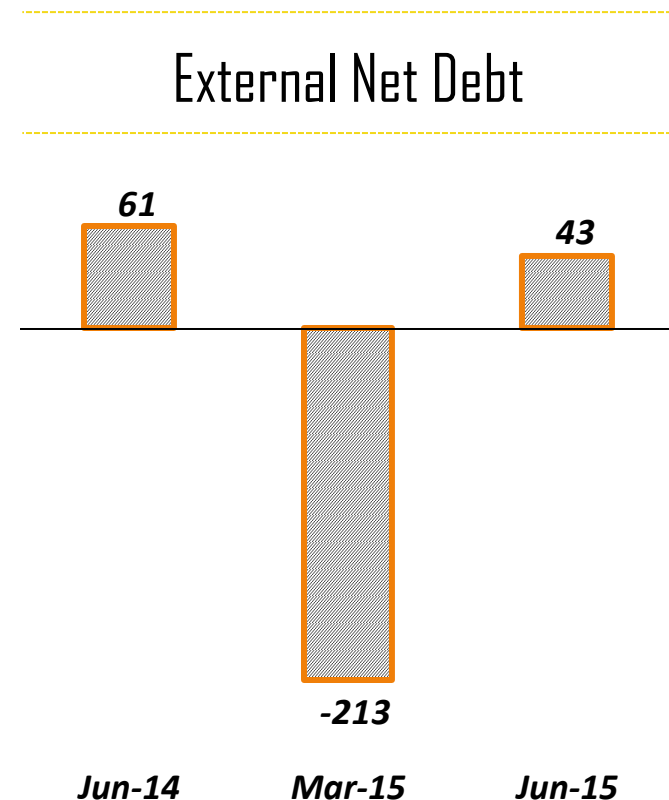
Operating Margin break-up

Publications (Rs. Crores)	Q1 FY16	Q1 FY15	FY15	FY14
<u>Dainik Jagran</u>				
Operating Revenue	361.4	335.9	1,358.4	1,258.0
Operating Profit	122.0	114.2	462.5	413.4
Operating margin	33.8%	34.0%	34.1%	32.9%
<u>Other Publications</u>				
Operating Revenue	79.1	76.1	314.6	322.9
Operating Profit	6.9	-7.6	-4.0	-29.2
Operating margin	8.8%	-10.0%	-1.3%	-9.0%
<u>Outdoor & Activation business</u>				
Operating Revenue	25.4	25.8	91.0	120.5
Operating Profit	0.9	0.7	-2.3	2.0
Operating margin	3.4%	2.8%	-2.6%	1.7%

* Other Publications: Naidunia, Midday, I-Next, City Plus, Punjabi Jagran, Josh & Sakhi

Net Debt as on June 30, 2015

Rs. in Crores	Jun'14	Mar '15	Jun '15
Gross Cash Balance (A)	334.1	860.8	468.6
External Borrowings (B)	300.5	553.0	483.0
External Net Debt (B-A) = C	-33.6	-307.8	14.4
Borrowings from Holding Company (D)	95.0	95.0	29.0
Net Debt (C+D) = E	61.4	-212.8	43.4



External Net Debt of Rs. 43.4 crores after payment for acquisition of radio business

Financials of Radio City



Rs. Crores	Q1 FY16	Q1 FY15	YoY
Revenues	47.4	43.0	10.3%
Expenses	32.9	32.6	
Operating Profit	14.5	10.4	40.2%
Operating Profit Margin	30.6%	24.1%	
Other Income	5.8	0.9	
Depreciation & Amortisation	3.8	3.9	
Interest	5.1	0.8	
Profit Before Tax before Exceptional Item	11.3	6.5	74.2%
Exceptional Item ^	13.6	0.0	
Profit Before Tax	-2.2	6.5	
Tax *	0.0	0.0	
Profit After Tax	-2.2	6.5	
PAT Margin	-4.7%	15.2%	

^ - Exceptional item represents incentives to the Management Team in respect of their past services in terms of agreement with the erstwhile promoters

– * NIL Tax due to unabsorbed depreciation/losses of previous years; No tax is expected due to unabsorbed depreciation

Corporate Announcement

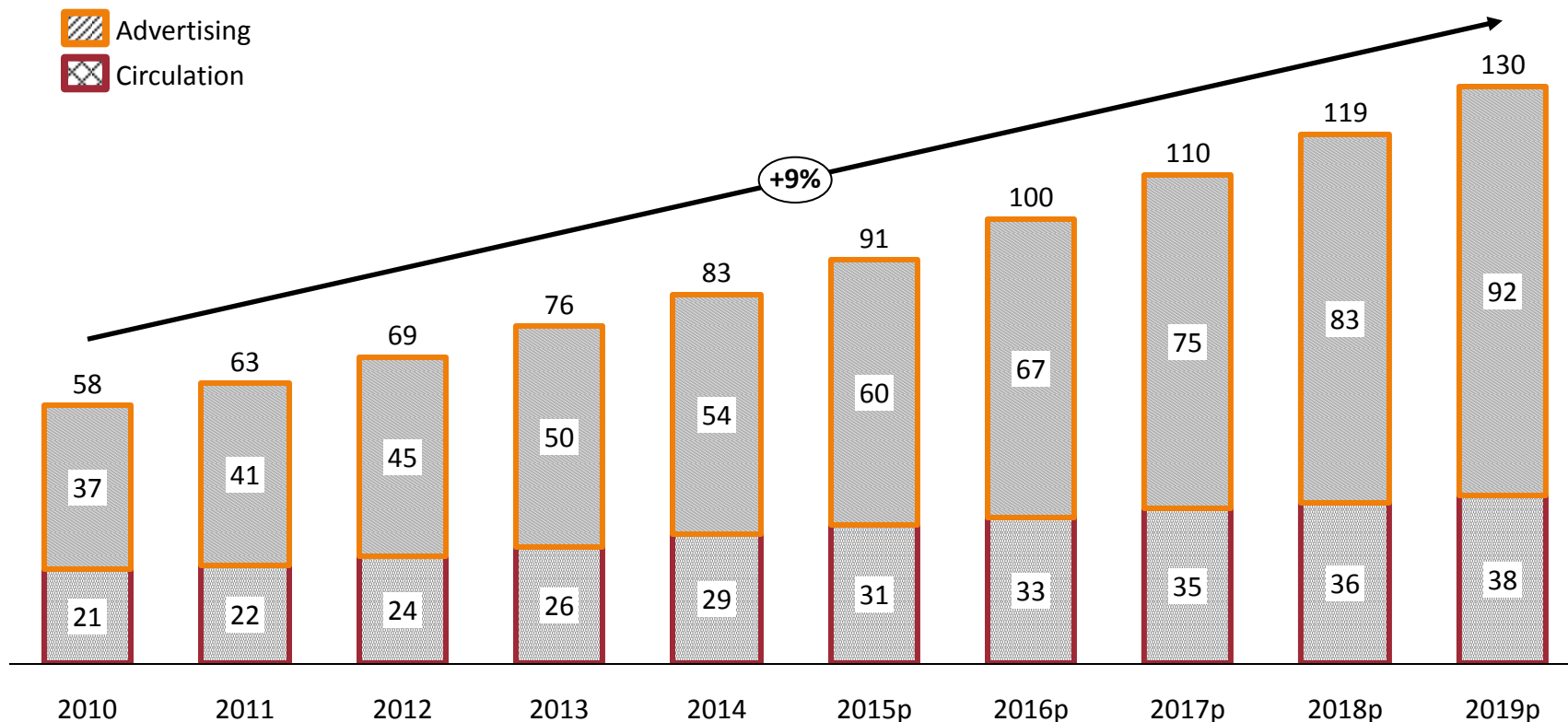
- **Board of Directors considered and approved the amalgamation of Suvi Info-Management (Indore) Private Limited (SUVI), a wholly-owned subsidiary of the Company subject to the approval of shareholders/ creditors and other regulatory authorities**
 - *SUVI does not have business activity*

- **The proposed amalgamation envisages**
 - *No issue of fresh capital or any other security as SUVI is 100% subsidiary of the Company*
 - *Strengthening capital structure and standalone balance sheet of the Company besides saving various administrative, managerial and other costs and improving organisational efficiency*



Historical Financial Performance

Hindi Print Market survives the Negative Perception...



... and continues to grow at a CAGR of 9 %

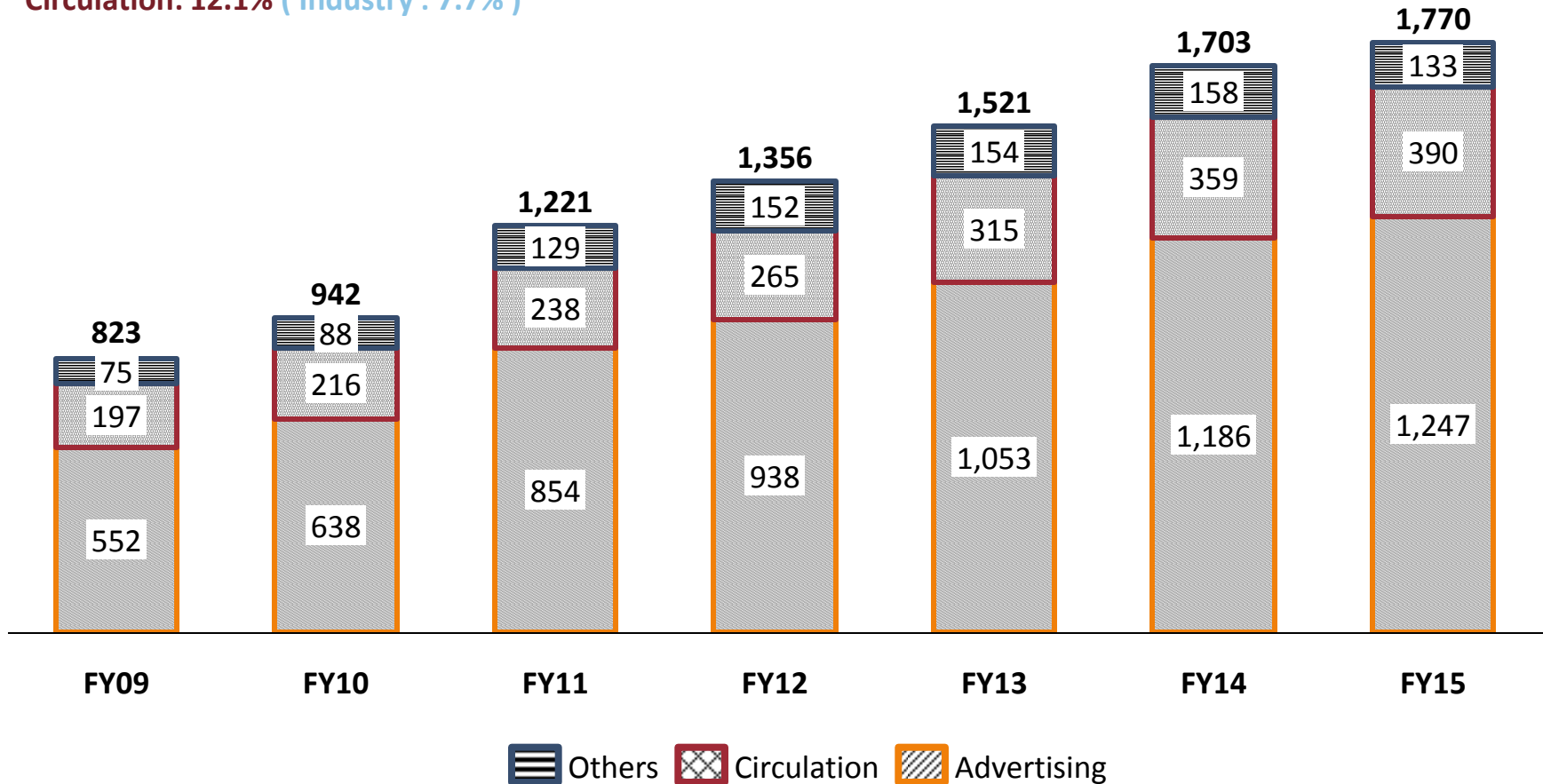
Advertising : CAGR of 10.7% & Circulation : CAGR of 6.8%

JPL: Consistent Growth in Revenue - Higher than Industry

FY09-15 Revenue CAGR: 13.6%

Advertising: 14.5% (Industry : 11.7%)

Circulation: 12.1% (Industry : 7.7%)



EBITDA & Margin

EBITDA
Margin (%)

19%

30%

29%

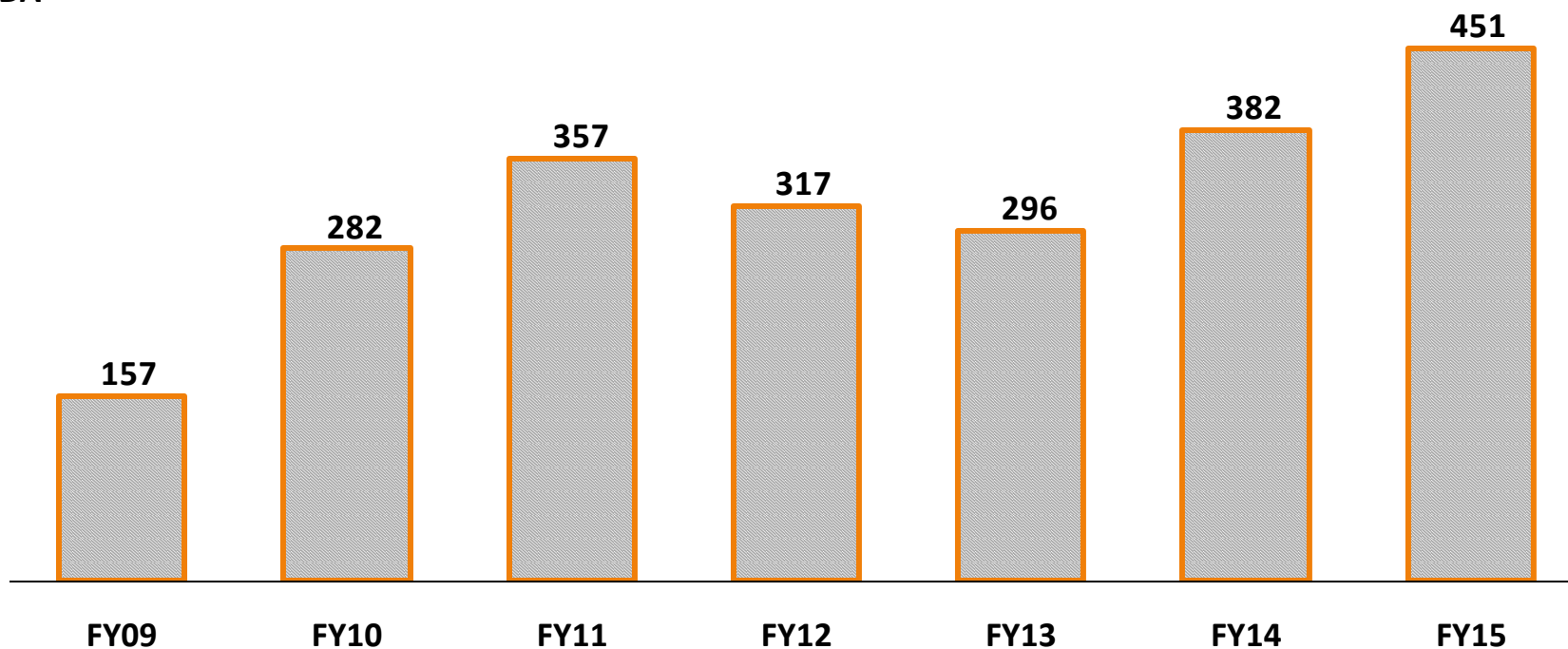
23%

19%

22%

25%

EBITDA



➤ EBITDA Margins lower in FY12 & FY13 due to investments in new brands but have started improving

Net Profit & Margin

Net Profit Margin (%)

11%

18%

17%

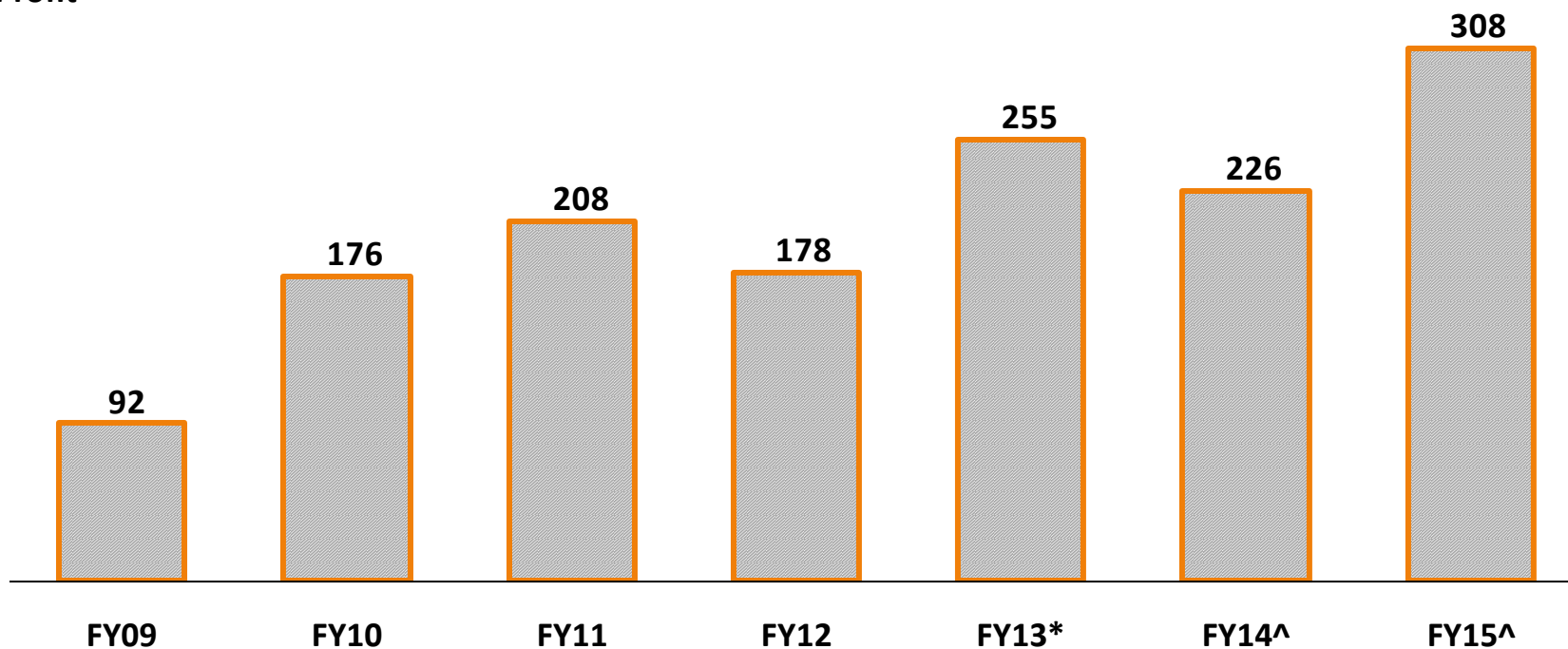
13%

17%

13%

17%

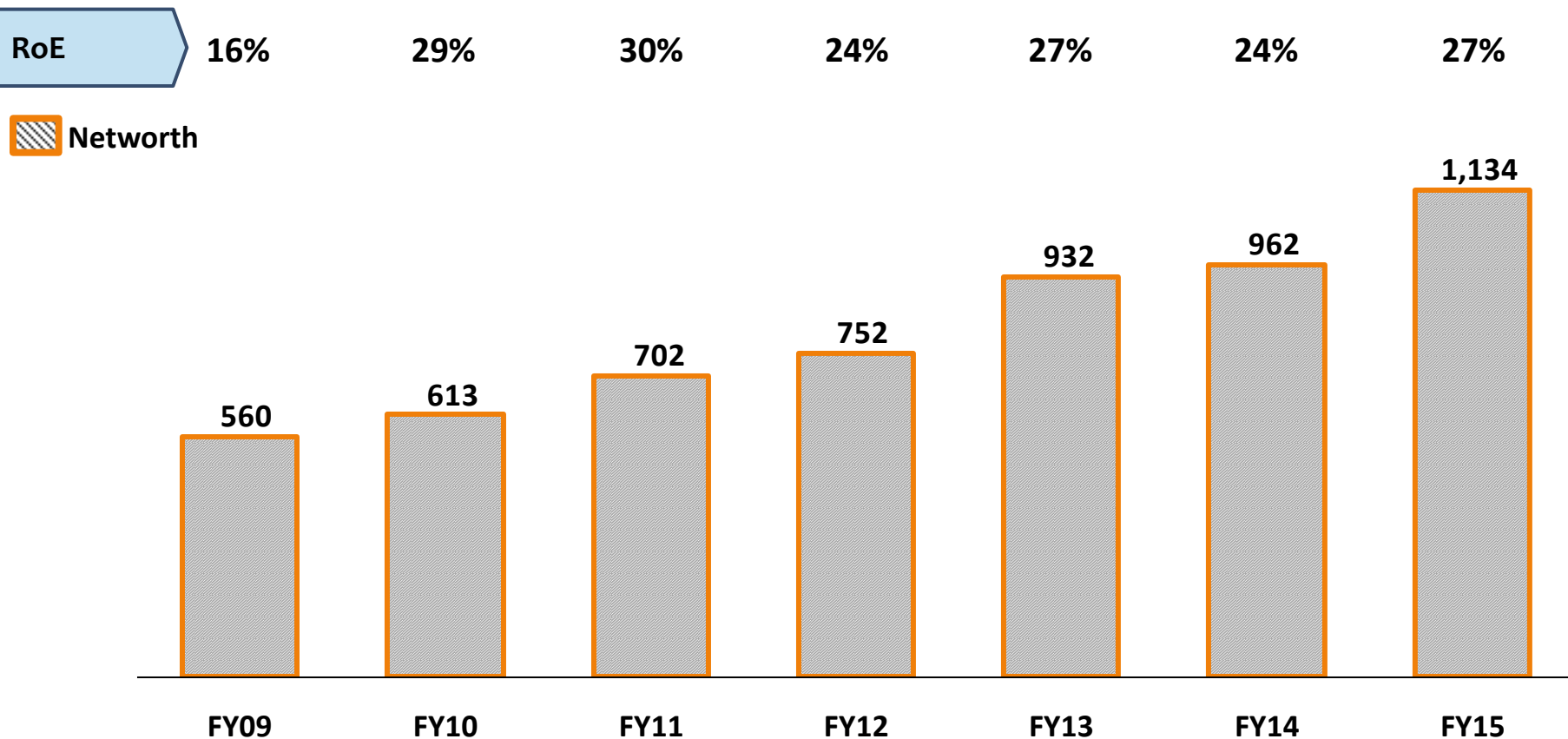
Net Profit



* FY 13 Profit After Tax are not comparable mainly due to tax benefits on accumulated losses of taken over print business of Naidunia

^ Includes sale of treasury shares in Q4FY15 and non-recurring gain from disposal of a property in Q4FY14

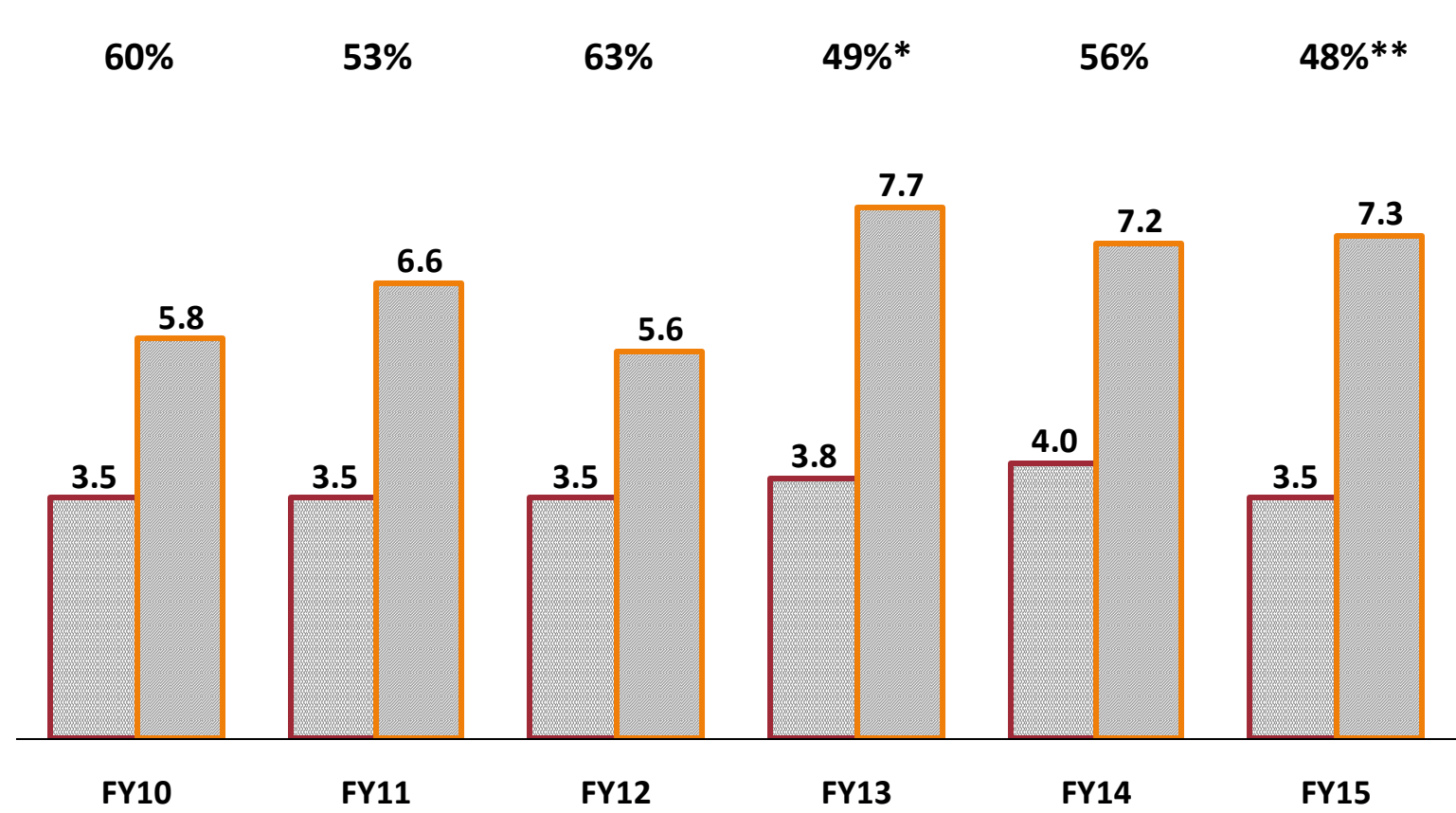
Consistently Generating High Return on Equity



High Profit Sharing with Shareholders

Payout

DPS
EPS



* Including Buyback of Rs. 47.5 crores

** Proposed Dividend of Rs. 3.5 per equity share

For further information, please contact:

Company :

Jagran Prakashan Ltd.
CIN: L22219UP1975PLC004147

Mr. Amit Jaiswal
amitjaiswal@jagran.com

www.jplcorp.in

Investor Relations Advisors :

Strategic Growth Advisors Pvt. Ltd.
CIN: U74140MH2010PTC204285

Ms. Payal Dave / Mr. Jigar Kavaiya
dpayal@sgapl.net / kjigar@sgapl.net

www.sgapl.net
