



“Jagran Prakashan Limited Q3FY-14 Earnings Conference Call”

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MR. SANJAY GUPTA – CEO, JAGRAN PRAKASHAN LIMITED

MR. SHAILESH GUPTA – DIRECTOR MARKETING, JAGRAN PRAKASHAN LIMITED

MR. R K AGARWAL – CFO, JAGRAN PRAKASHAN LIMITED

MODERATOR: MR. VIKASH MANTRI, ANALYST, ICICI SECURITIES

Moderator Ladies and gentlemen good day and welcome to the Jagran Prakashan Limited Q3 FY14 Earnings Conference Call hosted by ICICI Securities Limited. As a reminder, all participants' lines will be in the listen-only mode. There will be an opportunity for you to ask question after the presentation concludes. Should you need assistance during the conference call, please signal an operator by pressing '*' then '0' on your touched tone telephone. Please note that this conference is being recorded. I now hand the conference over to Mr. Vikash Mantri of ICICI Securities. Thank you and over to you sir.

Vikash Mantri Good morning everybody. We at ICICI Securities welcome you all to the Q3FY14 conference call for Jagran Prakashan. We have the senior management of Jagran Prakashan with us represented by Mr. Sanjay Gupta – the CEO; Mr. Shailesh Gupta – Director, Marketing and Mr. R K Agarwal – the CFO with us. Over to you sir for initial remarks.

RKA: Dear friends,

Very good morning and welcome to the conference call of JPL. We wish you all very Happy New Year.

Notwithstanding the economy slowing down further and 15% increase in news print cost as compared to Q3 of the last year, the company reported the highest ever operating profit of nearly Rs. 110 crores. It became possible due to 15% growth in advertisement revenue, consistent improvement in per copy realization and a strong performance of businesses that are in investment phase

Of course, Q4 is not expected to be as good as Q3 in terms of revenue. Also this year we have tax burden unlike previous year. Nevertheless, we are confident of delivering minimum 25% higher operating profit and EPS of around 7.75 for the current year as compared to last fiscal.

The average cost of newsprint has been higher due to increase in prices, depreciation in rupee, and higher consumption of imported news print due to non-availability of indigenous news print. There is a drop in new print prices from 1st January, 2014, and availability of non-premium news print has also improved, but the average cost still remains high. We could further reduce the news print wastage and unsold copies and

continue to optimize the ad.inventory utilization which has helped us to reduce the impact of increase in news print cost during the year.

As may be seen from the result, we have continued to keep control over other costs as well. It was possible due to consistent improvement in efficiency in all areas, which has made it possible to keep the overall increase in expenses at lower than inflation rates.

As compared to previous fiscal as well as Q2, there was an improvement in per copy realization in case of almost all the publication brands of ours, but what is good is it did not impact the growth in circulation, that clearly shows that people do not mind to pay in case they get the quality. Nai Dunia and Dainik Jagran both of our the main brands recorded growth in circulation of 25% and 6% approximately in last one year.

Growth in advertisement revenue is purely on account of improved yield which has been the focus throughout the year. If we were to compromise with the rates and go aggressively for property and other barter treaties, our growth would have been higher, but we prefer to stay away from such deals and sacrifice the revenue in the interest of future. For us, this growth in advertisement revenue has come in both local as well as national markets and it is more or less same. Although the Bihar and Jharkhand markets which used to be the star performers up to the last year continue to disappoint.

Amongst various categories FMCG, Real Estate, Pharma and Government were the drivers whereas Automobile, Household Durables and Education were major laggards.

Nai Dunia is witnessing healthy growth in advertisement revenue quarter-on-quarter and this is what has helped them to report profit in Q3 both at operating as well as net level. However, since the aggressive growth in circulation is targeted sustainability of profit will take some more quarters. As stated above since Q3 of last year, circulation of Nai Dunia has increased on an average by 25%.

INext is fast approaching to achieve suitability in profits and in continuation of Q2 once again reported profit and a strong growth in revenue. Jagran Punjabi also continues to cut down its losses and is expected to report profit in the next year. Mid-Day Gujarati as well as Inquilab including newly launched editions in north both continue to do well, but midday English is finding it difficult to grow its revenue because Mumbai market is reported to have contracted for advertisement revenue. Mid-Day English also suffered

due to our policy decision of not doing barter treaty deals which used to be a significant revenue stream for them up to the last year. Having said that, Mid-Day too have continued to report operating profits and reduced its losses by more than 50% in comparison with the last year in the first nine months.

Digital registered an increase of 175% growth in advertisement revenue and continues to increase traffic and improve its ranking which augers well for the future. What is remarkable about the business is their progress with limited investment by the company in the business, Outdoor and Event both have performed satisfactorily and both had operating profits in Q3.

Outdoor has been reporting operating as well as net profit for some quarters and now focus is on increasing profitability. Having received a setback in last fiscal, Event has bounced back in this quarter and reported operating profit.

As far as balance sheet is concerned, it continues to be healthy in spite of distribution of final and interim dividends aggregating to Rs. 117 crores in Q3 due to robust cash accruals. The net debt was Rs. 152 crores as of 31st of December, 2013 as against Rs. 239 crores as of 31st March, 2013. The balance sheet has been further strengthened due to receipt of advance of Rs. 38 crores for sale of property situated at Indore. Sale of the set property shall be accounted for in Q4 after completing the necessary steps.

As far as competition is concerned, it has got intensified in couple of markets, but our team has not only met it successfully, but intensified competition has also augured well for us as we have become number one newspaper of Patna.

Coming to latest IRS survey – we do not approve the findings which are far from ground reality and completely ignore the circulation, the very basis of readership. Even though this survey reaffirms our number one position in the country, we in the interest of industry could not have ignored serious inconsistency and anomalies.

We have approached MRUC and urged them to withdraw the report and revalidate the finding and we understand that not only we, but most of us are shocked and have protested. I am sure no knowledgeable person would ever accept the findings of this survey because they know that if it is accepted, it is going to be unfair to most and at the same time undue enrichment to a select few in the industry.

With these closing remark, we request you kindly to proceed with your questions

Moderator Thank you very much sir. Ladies and gentleman, we will now begin with the question and answer session. Our first question is from Bijal Shah of IIFL. Please go ahead.

Bijal Shah My question is on IRS survey, now as you mentioned that you have already approached the agency to review the report or probably withdraw the report, first question is what is the response you got from them? And second question is that if they do not withdraw the report what all options we have to contest this report?

RKA: See the point is as far as their response is concerned, we have approached them just couple of days back and probably they cannot response so quickly. As far as the alternate course of action is concerned, I would request Director – Marketing to throw light on this.

Shailesh Gupta If they don't withdraw it then probably we will have to take some other course of action which right now is too premature to say .

Bijal Shah Yes okay and just small follow up on that, that before they come out with the study there are no discussion with all the major publication house especially when such a big change they are going to report?

Shailesh Gupta See there is a discussion but the discussion is only on the questionnaire level that these are the questions to be asked, but not thereafter.

Sanjay Gupta Even on the report there is no discussion whatsoever.

Moderator Thank you. Our next question is from Abneesh Roy of Edelweiss. Please go ahead.

Abneesh Roy Sir coming to Bihar, we have seen a few quarters of slow down and now we have this new player enter who has made the entire industry slashed down the cover price, do you expect the Bihar slow down, some benefit because of the new player comes the market expands because his rates might be low etc. We have seen that in multiple times so what's your sense when Bihar market can revive and what is the real reason for this slow down? Is it government formation, so basically the government has become may be a bit weaker. So what is the reason for it?

RKA: As far as revival is concerned really it is very difficult to say when the revival is possible and as far as new entrant is concerned it is not going to expand the market or do anything of that sort for this simple reason that Bihar and Jharkhand are the markets where major revenues come from government and unless and until the governments have started spending, market expansion is that much more difficult.

Abneesh Roy Sir one follow up question in this, we have now increased our circulation in Patna, so how does that benefit in the light of the new IRS findings, you did mention in the opening remarks that we maintained the number one slot, but in specific states sir we will have some issues right because that 5% of the industry which is having favorable numbers from IRS, they will go and use that data favorably with the agencies etc. so if you could address that part that will be useful sir.

RKA: As I said Abneesh in the beginning itself, in fact agencies or advertisers are intelligent enough to understand the ground realities if there could have been some inconsistency probably one could have accepted the numbers and nobody would have retaliated. When there are stark and startling inconsistencies, nobody is going to take them. For example, Hindustan becomes number one newspaper of Uttaranchal. They have only one printing center that is at Dehradun where they are number three as per the survey, but for whole of Uttaranchal, they become number one. Dainik Jagran and Amar Ujala both have two printing centers in Uttaranchal. You can very well understand, how can he have more readers than those two players who are established there, who have two printing centers and who have wider network and larger circulation. Though this kind of inconsistency, this is just one example. There are number of such inconsistency if you go through those findings. So I doubt, any advertiser, or any advertising agency would give any credence to that. I will take you to 2003/2004 when there were a lot of disputes regarding NRS survey as well and at that stage nobody gave any credence whatsoever to NRS. Ultimately it had to be packed up.

Abneesh Roy Sir so in the interim period what happens earlier currency is used?

RKA: Old should continue and the people would get guided by that, like for one year no IRS survey was there, so everybody gets guided by the ground reality whatever they assess basis their network or basis their knowledge of the areas

- Abneesh Roy** Sir my last question is on your main market in UP, if you could comment on the competitive intensity there and we have seen Navbharat Times also launched in Lucknow, so how you see FY15 in UP market and if you could comment on Nai Dunia also.
- RKA:** As far as UP market is concerned I don't see any damage being done to us because Navbharat times has been launched in Lucknow few months back and our circulation in fact remains intact rather has increased by more than 5000-7000 copies, so it has really not affected us at all. And as far as Nai Dunia is concerned, as I mentioned in my opening remarks, they have been recording a steep growth in advertisement revenue quarter after quarter and in fact in Q3 they reported profit at operating as well as at net level. So they are doing pretty well and clearly in some of the towns in MP and Chhattisgarh, they have become already number two players.
- Moderator** Thank you. Our next question is from Hardik Shah of Birla Sun Life Insurance. Please go ahead.
- Hardik Shah** Yes good morning sir. Sir I wanted to ask you about your receivable position for the quarter?
- R. K. Agarwal** Receivables, we continue to have receivables equal to about 80 or 85 days of our sales.
- Hardik Shah** Yes sir I am asking this because there was a trend of increasing number of days of receivable.
- R. K. Agarwal** if you are comparing 31st December with 31st March, definitely you will find aberrations, the reason is at the year end you receive a lot of money from government. So in the interim always the number of days is higher.
- Hardik Shah** Right and second reason historically also even the Outdoor the receivables are pretty stretched generally, in the Outdoor media?
- R. K. Agarwal** The increase in number of days is mainly because of very high billing in the Q3 in print business, Outdoor debtors have remained more or less at same levels. In fact the number of days has reduced.

Hardik Shah So how much days would be that and how much percent would that be of your total debtors, Outdoor roughly?

R. K. Agarwal Total debtors, Outdoor debtors should be about 5-6% of our total debtors.

Hardik Shah Okay. Sir secondly I wanted to know about gross debt, how much would be the gross debt?

R. K. Agarwal Gross debt figure should be in the range of about 475 crores

Hardik Shah And what would be the average rate of interest that you are paying?

R. K. Agarwal Average rate of interest for us is not more than 9%

Hardik Shah Because these Rs. 9 crores seem to be bit high that is why?

R. K. Agarwal 9% approximately.

Hardik Shah I was saying that the Rs. 9 crores interest that is visible, seem to be bit high that is why I was just.

R. K. Agarwal Yes, It is slightly higher because of high utilization of working capital in the current quarter. The average cost of debt should not be more than 9%.

Hardik Shah And sir just one last question, if you have to break up geography wise revenue, can you give me a break up of that?

R. K. Agarwal Sorry I don't have details of that?

Moderator Thank you. Our next question is from Srinivas Seshadri of CIMB. Please go ahead.

Srinivas Seshadri My first question is on the DAVP rate hikes which were announced during the quarter. Sir I just wanted to check if the entire impact has coming during this quarter or is there any delay lag which will come?

Sanjay Gupta It has come because the increase happened with effect from 1st of October.

Srinivas Seshadri So sir what would be the impact of the rate hike on the overall revenue?

Sanjay Gupta About Rs. 1.75 crores.

Srinivas Seshadri Okay, so its not more than that?

RKA: On the profit, it is still lesser because these hikes were communicated to us in the middle of October, so we had to raise the supplementary bills for earlier 15 days as well against that we have kept some provision also because in case of government claiming the arrears could become difficult. So to be on conservative side, we have kept some provision.

SrinivasSeshadri Okay, sir that Rs. 1.75 crore increase on a quarterly basis, seems to be little on the lower side because to my understanding the government contribution to your revenue is much higher than 10% if one were to take say 19%.

Sanjay Gupta What I said is about DAVP, but then there are state government rates also.

Srinivas Seshadri Yes sorry, the DAVP linked rate not just the DAVP.

Sanjay Gupta Yes DAVP linked rates, so full impact of that is going to come, it has not yet come.

Srinivas Seshadri Sir from Q4 that will fully come?

Sanjay Gupta Full impact should be coming only in the first quarter of the next year.

Srinivas Seshadri Okay, how much would that impact be sir on an overall company wide basis?

Sanjay Gupta That should be in the range of about Rs. 15 to 20 crores.

Srinivas Seshadri Per annum okay. Sir my second question is on the new print, I want quite clear based on your commentary, you mentioned there is some softening in the overall rates, but for the near term it may remain high. So should we take a similar rate in the fourth quarter as the third quarter in terms of the average?

RKA: From fourth quarter, the rates have dropped, , but my average cost of newsprint whatever it was for Q3 that is going to remain same because of inventory effect.

Srinivas Seshadri So it may take one more quarter for the rates to...

Sanjay Gupta It starts getting reflected.

Srinivas Seshadri And how much would be the deflation you have seen so far versus the 3Q levels?

Sanjay Gupta The rate drop is about Rs. 1500 per tonne.

Srinivas Seshadri Okay so that means it is around roughly around 4-5% based on your current...

Sanjay Gupta As I mentioned while discussing Q2 results, whatever was increased with effect from 1st October almost that has been withdrawn.

Srinivas Seshadri And if I may squeeze one more question, would you be able to quantify the growth rate in the UP market at least on a YoY basis whether it is in double digit or?

Sanjay Gupta Yes it is in double digit.

Moderator Thank you, our next question is from Atul Soni of Macquarie. Please go ahead.

Atul Soni Sir can you just repeat your net debt number and would you still maintain your NAI Dunialosses guidance for FY14 in the range of Rs. 12-13 crores?

Sanjay Gupta Yes, we maintain that and net debt is about Rs. 150 crores.

Atul Soni And in terms of your national and local advertising share during the quarter?

Sanjay Gupta That is 60 local-40 national.

Atul Soni And in terms of FY15 advertising outlook do you see things are coming better than where we are right now or last year was remained? Just brief color on FY15 advertising outlook?

Sanjay Gupta Yes our Director – Marketing would throw the light.

Shailesh Gupta '14-15 looks good, it all depends on the government, stability of government will be a very big factor for any advertising agencies or clients to commit any big business, so I think it is right now too early to say but as of date if the government is good, I don't think we should have any problem.

Atul Soni Any ballpark numbers that you would like to probably share in terms of growth?

Shailesh Gupta Again as I said it is too early.

Moderator Thank you. Our next question is from Amit Kumar of Kotak Securities. Please go ahead.

Amit Kumar I just wanted to have a sense of this add growth at the company level 15% like-to-like and 12% in DJ, what is your breakdown of that in terms of yields and volumes?

RKA: It is entirely on account of yield improvement.

Amit Kumar In Nai Dunia as well?

RKA: In NaiDunia, it is mix of the two, but major part has come from improvement of yield,

Amit Kumar Going forward, given the fact that we sort of took a rate hike in April last year, what is the situation looking like right now? Will you go for rate hike or will it be more of reducing discounts, improving yield kind of scenario going into the next year?

R. K. Agarwal There will be a mix of both. The rate hike will happen. It is for sure. Every April we take a rate hike which will happen and we will further work on cutting out the discounts. The discounts will be based on the volume deals and these discounts will be much less than what they are today.

Amit Kumar Sir but given the economic situation, are you confident that in any sort of rate hikes what is the level of confidence in terms of rate hikes getting pass through into the market?

Shailesh: I am very confident and it will not be an abnoxious rate hike. It will be dependent on the inflation of the country and we will accordingly increase the rate. It will be a very balanced rate hike.

Amit Kumar Okay sir my question was with respect to the differential between the Bihar and UP market, even when we look at the UP market, the government sort of seems to be struggling and along with that the UP economy as well, but you think to indicate that UP as a market from an advertising prospective seems to be doing better than Bihar, so what is the reason for this differential, is it the case that because we are number one in UP, we are able to manage at a micro level, we are able to manage the sales and marketing process better? just trying to understand, Bihar despite you know, economy growth is not as aggressive as probably it was in the initial year when

the Nitish Kumar government came in, but it still seems to be doing better than UP. So why the addgrow differential between UP and Bihar?

RKA: Amit clearly in Bihar and Jharkhand in the current year, government has not done much, UP that way also has not fared that well, but still being very huge state and UP having too many Tier-I towns, is expected to do better because of its size than Bihar.

Amit Kumar Just a sort of follow up on this, are you saying that Bihar would be in single-digit this year?

RKA: No Bihar has been disastrous for us, in fact if Bihar had done well probably we would have recorded much higher growth. Bihar in fact was more or less flat because in Bihar you still have more than 50% revenue coming from government and retail market has just not done at all good.

Amit Kumar So by retain you mean the local advertising?

Sanjay Gupta Yes.

Amit Kumar Just a small final question when we look at the break down of numbers across Dainik Jagran emerging publication as non-print businesses, one thing which strikes me very particularly is that on a QoQ basis your newsprint prices have gone up by 7%, but when you look at the emerging publication expenses on a QoQ basis, they have gone up by only 2-3%, so that means there seems to be some sort of a saving either on circulation or pagination or other expenses out there. So I just wanted to understand what is going on and in which particular publication out of that is sort of contributing to the rationalization?

RKA: In fact this is for all. Nai Dunia have registered already a growth in circulation to the extent of about 25% since Q3 of the last year. INext circulation has also increased but not to that extent. Punjabi Jagran circulation after increase in the cover prices has got rationalized that saved news print.

Amit Kumar I am actually looking at it more from a quarter-on-quarter perspective 3Q-over-2Q, just the increase in newsprint or is the newsprint inflation itself is about 7%, while you overall expenses have only grown by 2% on a QoQ basis. So on a QoQ basis, is there any rationalization in terms of circulation in any brand?

RKA	No.
Amit Kumar	Except Punjabi Jagran you mentioned, but I presume Punjabi Jagran would be relatively smaller in the entire scheme of things.
Sanjay Gupta	No, there is no rationalization. In fact on Q-on-Q basis as well, there was an increase in circulation in Dainik Jagran as well as Nai Dunia. So there was no rationalization of circulation as such.
Amit Kumar	Besides raw material cost, what else in terms of either employees or overheads, is there any sort of particular line item which is sort of contributing to very marginal sort of increase and despite the fact that 3Q being festival season, you typically do see higher marketing and promotional activities across market, so I presume that may not be true for INext but for Nai Dunia and Punjab Jagran that would hold some...
RKA:	See Amit when you compare total expenditure on consolidated basis on Q-on-Q basis, we have registered an increase of about I believe 7% in total expenditure.
Amit Kumar	Yes.
RKA:	And if you look at employee cost that has remained flat. On Q-on-Q basis that does not increase. Depreciation is something which has remained more or less flat. So increase in newsprint cost in terms of percentage is higher, but in these two costs, there is no increase whatsoever and as far as other cost is concerned, there the increase on Q-on-Q basis is about 6 to 6.5%. So what compensated the higher increase in newsprint cost are employee cost and depreciation, which has more or less remained flat on Q-on-Q basis.
Moderator	Thank you. Our next question is from Ankit Kedia of Centrum Broking. Please go ahead.
Ankit Kedia	Sir in Nai Dunia, how much was the election benefit for the quarter for Madhya Pradesh, I guess that is helped us in breaking even in the quarter?
RKA:	There was an election benefit and net of the benefit and the loss on account of code of conduct the amount should be in the range of about Rs. 2-2.5 crores.
Ankit Kedia	Sure and sir my second question was on your EPS guidance of 7.75 for the year, sir in 9 months we have only done 5.4, so the incremental growth in Q4 has to be very strong

for that EPS guidance, so are there any one-time revenues we are expecting for that or is it going to be purely on operational basis?

Sanjay Gupta

See there are two reasons.1) The buyback is completed in the fourth quarter, so that would improve your EPS by about 10 paisa or so, but it is insignificant and what you said is right , there is going to be increased other income in the Q4 because of accounting for profit in sale of Indore asset.

Ankit Kedia

Sure and sir my third question was on Mid-Day operations, sir last quarter you shared with us the like-to-like add growth if you exclude the Batar and private treaty, so this quarter we have seen a 15% degrowth in Mid-Day ad revenues, so if on like-to-like basis?

RKA:

Like-to-like basis there is a drop of about 3%.

Moderator

Thank you. My next question is from Kalpesh Macwana of Quant Capital. Please go ahead.

KalpeshMacwana

Yes sir, if you could just throw some light on advertisement section for Nai Dunia business,what I am trying together is I am sure beingnot the lead in the market there will be some sortof discount that we will be getting on the advertisement rates in the market, what is the traction on that count? At what discount are we in terms of add rates to the leader?

Sanjay Gupta

We are operating at not more than 25 to 30%.

Kalpesh Macwana

And if I were to compare that on a YoY basis, last year how much would that have been?

Sanjay Gupta

Last year it could beonly 15% to 20%.

Moderator

Thank you. Our next question is a follow up from Hardik Shah of Birla Sun Life Insurance. Please go ahead.

Hardik Shah

I just wanted to ask about any planned CAPEX for next year?

Sanjay Gupta

We are still freezing the CAPEX. We have not yet firmed up the plan, but it should not bevery-very significant.

Hardik Shah And the next quarter anything?

Sanjay Gupta No in the current quarter also, there is not much because we have planned CAPEX of about Rs. 50 crores for the current year, we will be within that.

Hardik Shah And sir just one more thing, in that 10+2 thing which is applicable for the television, any benefit you are seeing next year because of that?

R. K. Agarwal It should give us a benefit whenever it comes in.

Hardik Shah As most of them have not yet started doing implementing that is why

R. K. Agarwal That is why I am saying once it comes in force, we will see significant difference.

Hardik Shah Okay so any expectations as from your end from when it should start flowing in?

Sanjay Gupta In fact it has already started coming, but to what extent and when it would have start coming significantly only time will tell.

Moderator Thank you. Our next question is a follow up from Srinivas Seshadri of CIMB. Please go ahead.

Srinivas Seshadri Firstly just a follow up on Mid-Day if I look at the advertising growth, even on a sequential basis, there is a little bit of a dip from around Rs. 21 crores to Rs. 20 crores and it is being a festival season. It looks a bit surprising because a barter issue was not there last quarter also, so has the market really deteriorated that badly that we have had a sequential drop even in supposedly peak season.

Sanjay Gupta Yes, you are absolutely right. For English language Mumbai market is proving to be very-very tough and not only we, but as we understand in fact even the others have loss of revenue.

Srinivas Seshadri And sir is there any visibility on the revival in the market or do you expect things to be subdued for the foreseeable future or is there something you can do to counter the market dynamics.

Sanjay Gupta We are working on it and you will see the results.

Srinivas Seshadri Okay by when sir?

Sanjay Gupta From next year onwards.

Srinivas Seshadri And just one final in terms of the outlook for the next quarter, if I am not right the last year's base was pretty low, so from that prospective, can we expect some bit of a further acceleration in the ad revenue growth going into the next quarter versus what we have delivered in the third quarter?

Sanjay Gupta In terms of absolute figure...

Srinivas Seshadri No sir I was referring to percentage YoY growth.

Sanjay Gupta YoY growth we expect in the range of about 12-13% growth in Q4.

Srinivas Seshadri That seems a bit low because in the last year base itself was around, If I am not mistaken just around Rs. 230 crores.

Sanjay Gupta Right but then if you look at the economy front there is nothing good which is coming out.

Srinivas Seshadri So in your core market the growth prospects are not that exciting going into next year?

Sanjay Gupta And I am excluding when I say 12% growth, the election benefit if any which accrues in this quarter.

Srinivas Seshadri Okay, but any is it possible to quantify based on history like what?

Sanjay Gupta Not really.

Moderator Thank you. Our next question is from Bhautik Chauhan of Span Capital. Please go ahead.

Bhautik Chauhan Can you please throw some light on average annual subscription from customer in mature market and can you give me the ballpark number for net realization per copy for the company that would be helpful?

RKA: Net realization per copy for the nine months ended 31st December for Dainik Jagran was about Rs. 2.25 paisa.

Bhautik Chauhan And can you give me for the quarter?

RKA: For the quarter it was slightly better, it was about Rs. 2.30 paisa.

Bhautik Chauhan Okay, follow-up for the question can you please help me out with average cover price and total circulation of Dainik Jagran?

Sanjay Gupta Dainik Jagran's total current circulation is about 3.7 million copies.

Bhautik Chauhan 3.7 million copies okay and what would the average cover price?

RKA: Average cover price in fact I don't have figure. I have realization but I don't have average cover price figures.

Bhautik Chauhan Okay and my last question is on Outdoor and Event segment, so can you please help me out in annual revenue and what would be the ROCE of establish player in the market and how do you see the scalability of this business?

RKA: You know about Outdoor very well. Like in an organized sector it is always a struggle to make any profit. We are lucky in that way and we have been reporting some profit for past six-seven quarters. Now as I mentioned in the opening remark, our focus is to drive the profitability even though we have to sacrifice some of the revenue and which is going to be the focus for the next year.

Moderator Thank you. Ladies and gentleman that was a last question. I now hand the flow back to Mr. Vikash Mantri for closing comments.

Vikash Mantri Thank you everybody for attending the call. Over to you sir.

Sanjay Gupta Thank you very much for sparing your valuable time. I am sure none of us is going to be carried away or buy whatever survey figures have come in and we will look at those figures objectively applying our knowledge of the industry. We all are knowledgeable and will not get carried away by any such findings that defy the logic.

R. K. Agarwal Thank you everybody.



*Jagran Prakashan Limited
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Moderator

Thank you very much. Ladies and gentleman on behalf of ICICI Securities Limited that concludes this conference. Thank you for joining us and you may now disconnect your lines.