Investor & Analyst Meet

1st December 2015

Jagran

Safe Harbor

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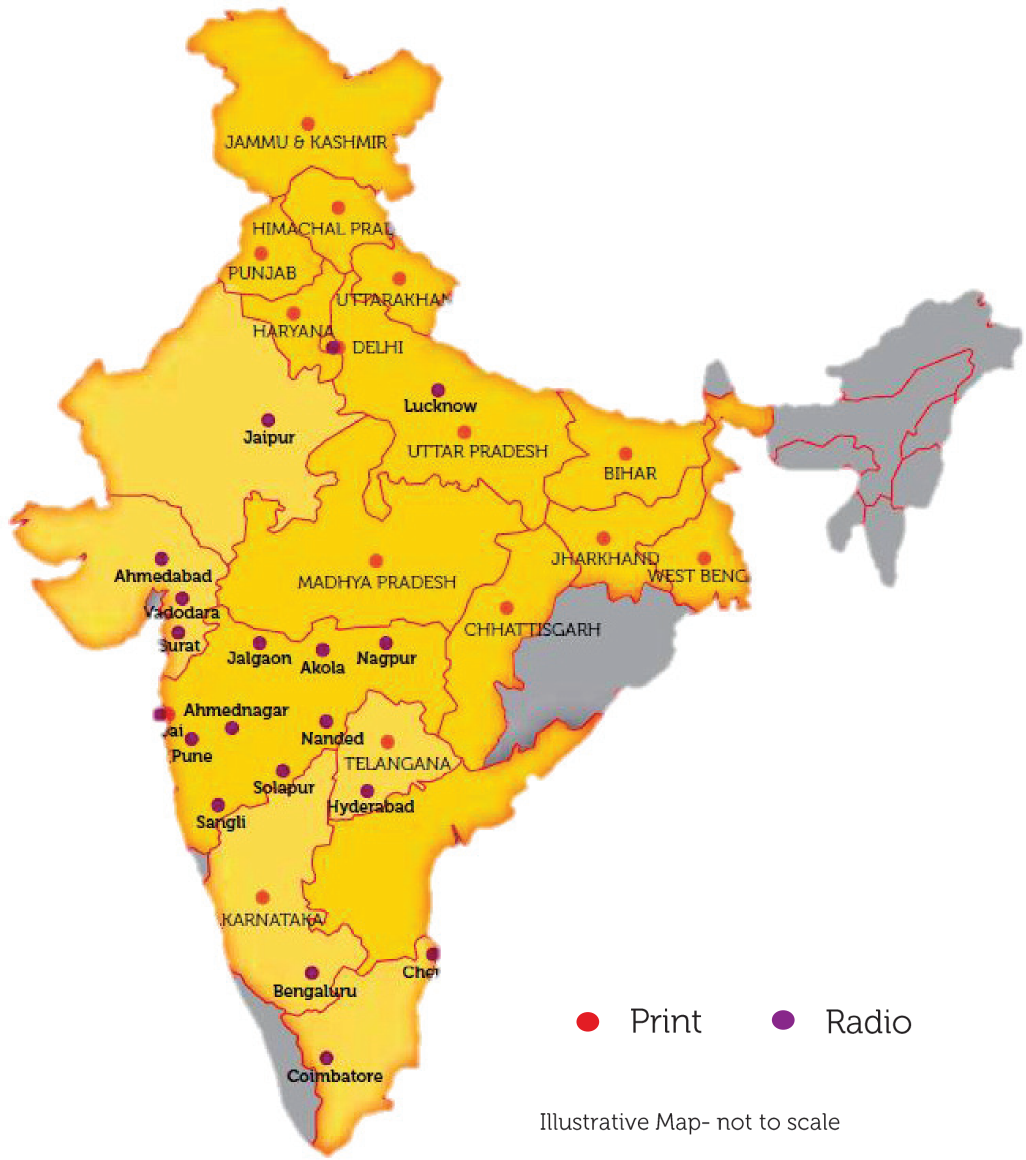
Jagran Today
From Jammu to Tamil Nadu !



Illustrative Map- not to scale

Multi media conglomerate

Width, depth and heritage

70+ yrs
Trusted by millions for over 7 decades

Largest
India's largest read daily- Dainik Jagran

300
Editions / Sub Editions

68 Mn+
Readers

37
Printing Facilities

5
Business verticals

11
Print publications

39
Radio presence across 12 states

18
Key Product and Service Brands

13
State Print Presence

4
Large Digital Media portals

10
Language operations

#1
Two #1 print dailies, Dainik Jagran (Hindi) and Inquilab (Urdu)

#1
Jagranjosh.com is #1 portal

Source : Internal Data, IRS 2012 Q4, Comscore Jun-Aug '15 Avg

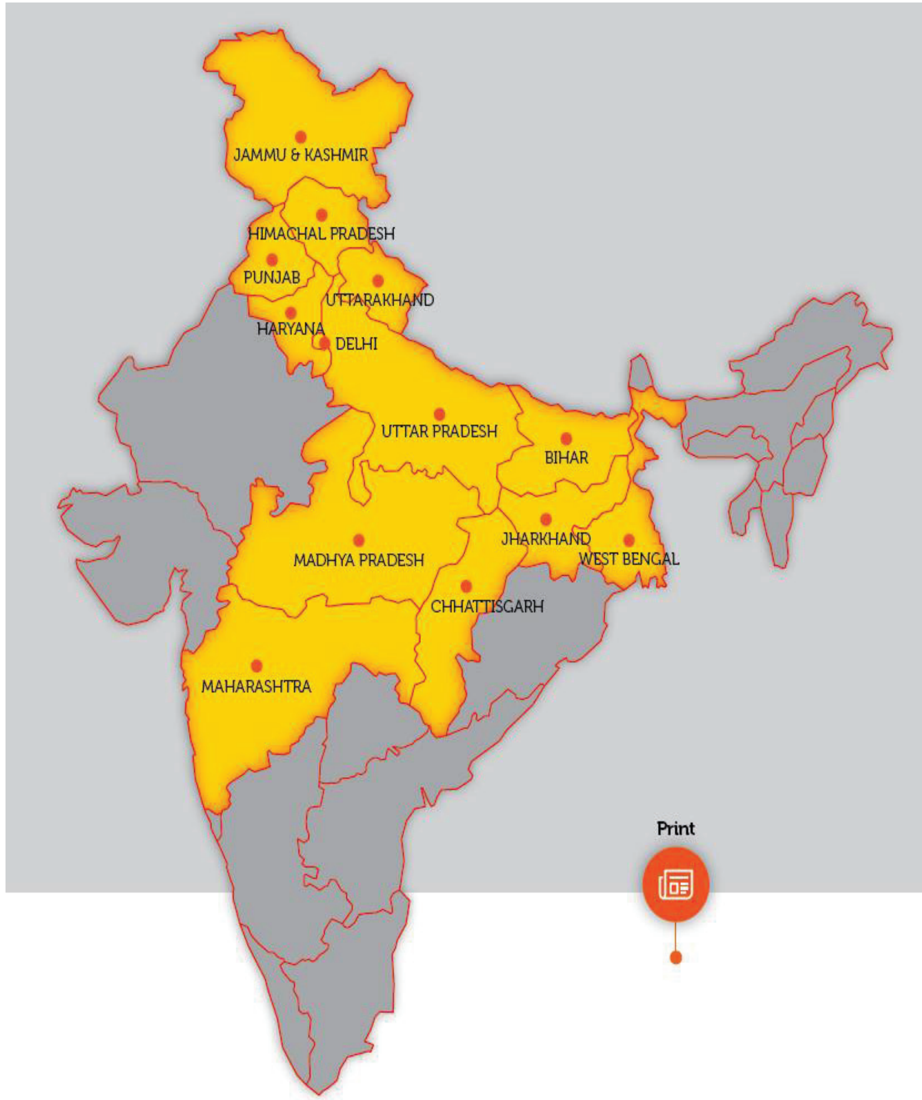
Radio presence includes Mantra markets

Deepening its presence in key metros

Presence in 41 of India's top 53 towns

Mumbai Delhi Kolkata Chennai Bangalore
Hyderabad Ahmedabad Pune Surat Jaipur Kanpur
Lucknow Nagpur Ghaziabad Indore Coimbatore
Kochi Patna Kozhikode Bhopal Thrissur
Vadodara Agra Vizag Malappuram
Thiruvananthapuram Kannur Ludhiana Nashik
Vijayawada Madurai Varanasi Meerut Faridabad
Rajkot Jamshedpur Srinagar Jabalpur Asansol
Vasai Virar Allahabad Dhanbad Aurangabad
Amritsar Jodhpur Ranchi Raipur Kollam Gwalior
Durg-Bhilainagar Chandigarh Tiruchirappalli Kota

Largest Read Print Group of India



68 Million readers

13 States

5 Languages

300 Editions/ Sub-editions

11 Titles

5mn + Circulation

The Group's Flagship Brand

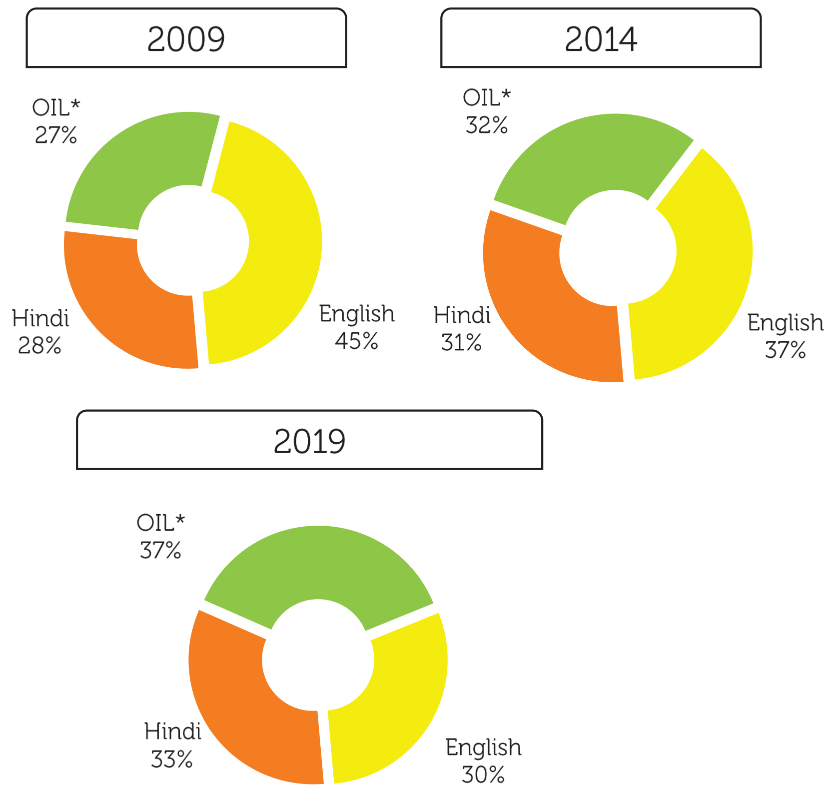
दैनिक जागरण

India's largest read daily

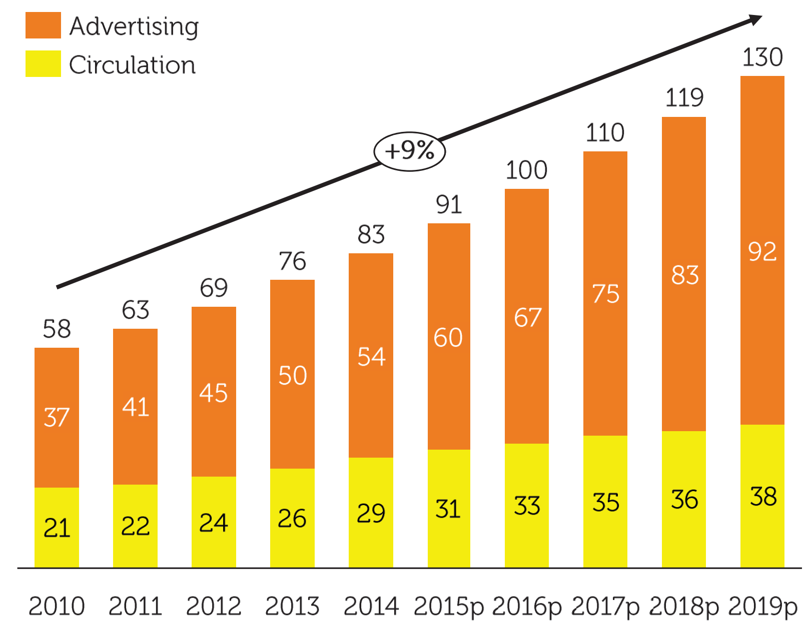
Source: : Internal Data, IRS 2012 Q4

With visible potential....

Hindi Print Advertising expected to be largest by 2019



Hindi Print Advertising: CAGR of 10.7%
Hindi Print Circulation: CAGR of 6.8%



Hindi Advertising to grow at ~14% CAGR

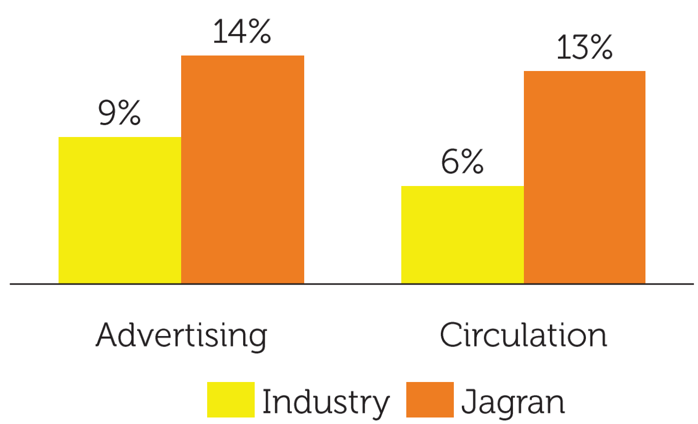
- Share of Hindi Print expected to increase from **31%** in 2014 to **33%** in 2019

Source: FICCI-KPMG Indian Media & Entertainment Industry Report 2015 (Rs. In Billion) * Other Indian Languages

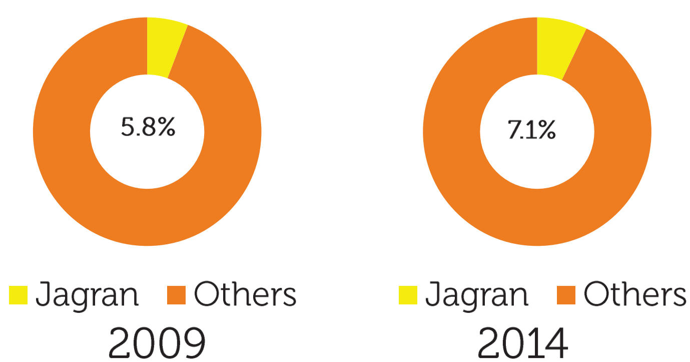
Jagran's Growth today

Above industry averages

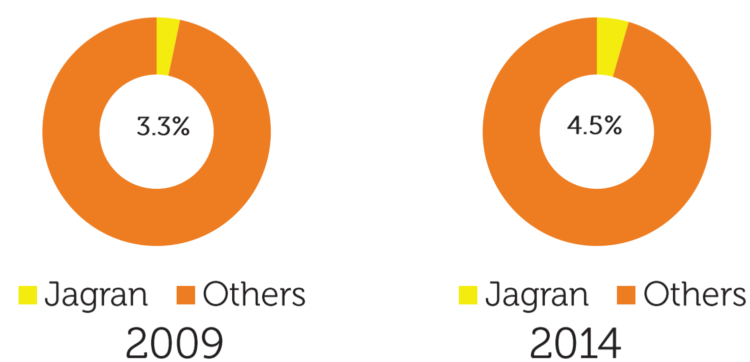
CAGR from 2009 to 2014



Advertising Market Share



Circulation Market Share



Source: FICCI-KPMG Indian Media & Entertainment Industry Report 2015, Internal Data, Industry data is CY and Company data is FY

With Leadership & Supremacy in Markets that Matter

Example Uttar Pradesh

UP - 2nd Largest State in GDP terms
8.1 % contribution in India's GDP

Home to 20 Cr People
16.5% of India's Population

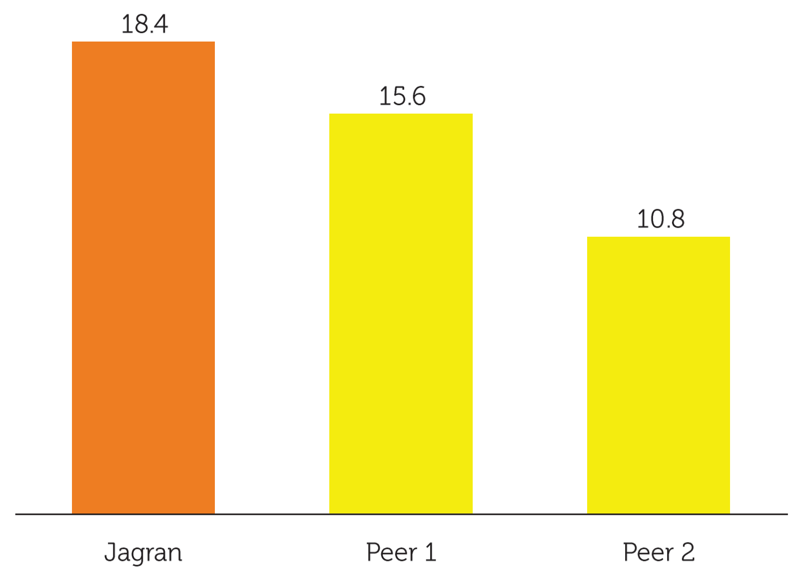
11.4 Crs literate Population
49% of which not reading Newspaper

USD 54 bn Annual Consumer Spend
12% of India

Large no. of Tier II cities
Target market for Advertisers
12 out of 62 Tier II cities in the country

#1 in circulation:
Way ahead of Peers

Average daily circulation in lacs



Source: Census 2011, MOSPI, Cities Tier as per MOF incl. Noida, Ghaziabad and Gurgaon as Tier II & Audit Bureau of Circulation, Jan to June15

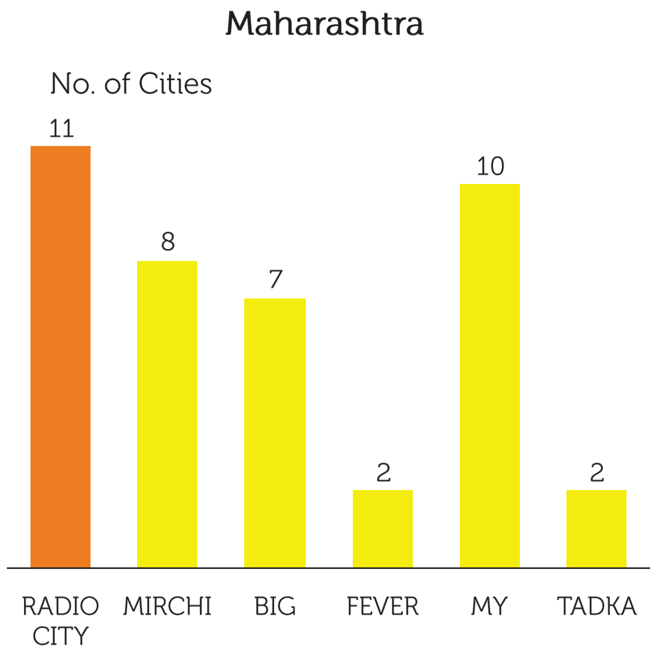
Building similar Market dominance through acquisitions

नईदुनिया

- Helped in extension of our Foot Print to Madhya Pradesh and Chhattisgarh
- No.2 player in Indore and Gwalior
- After the acquisition in April 2012, registered 31% growth in circulation and 55% growth in advertisement revenue
- Business turned cash break even as against cash loss of Rs. 58 crs in FY12.

A JAGRAN INITIATIVE | FM BOLE TOH RADIO CITY

Amongst Top 2 FM players across network for last 14 quarters of IRS



1st on dial*

31 stations^

Over 45mn listeners

1st in networking

No. 1 footprint in Maharashtra

1st in web radio

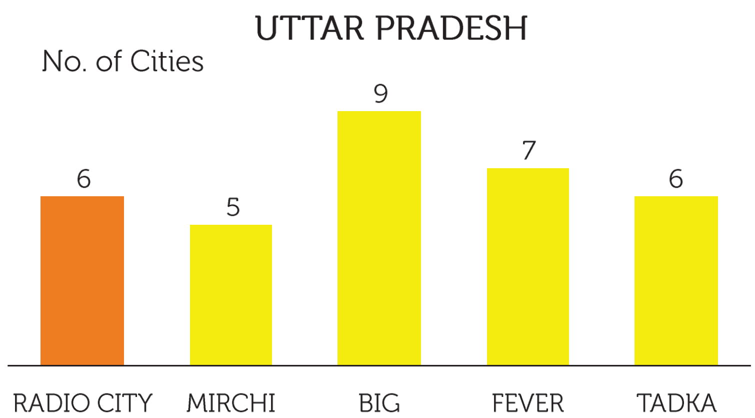
1st radio station in GPTW

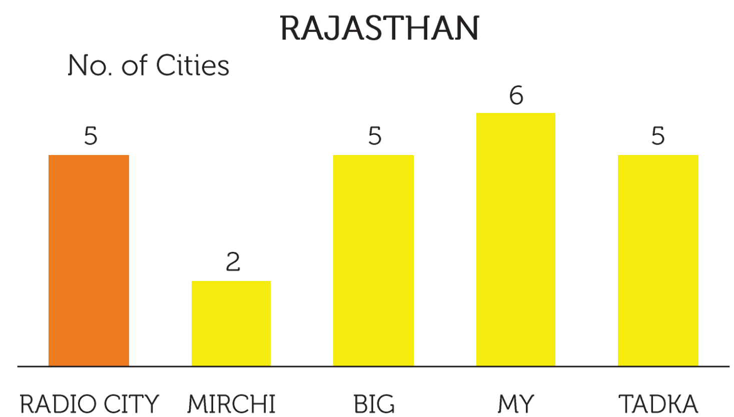
Radio City markets in Maharashtra are Mumbai, Pune, Nagpur, Kolhapur, Nashik, Ahmednagar, Solhapur, Satara, Jalgaon, Nanded & Sangli

* Only for Phase II Stations. ^ Includes 11 stations acquired in Phase III Auctions, Source: GPTW Survey

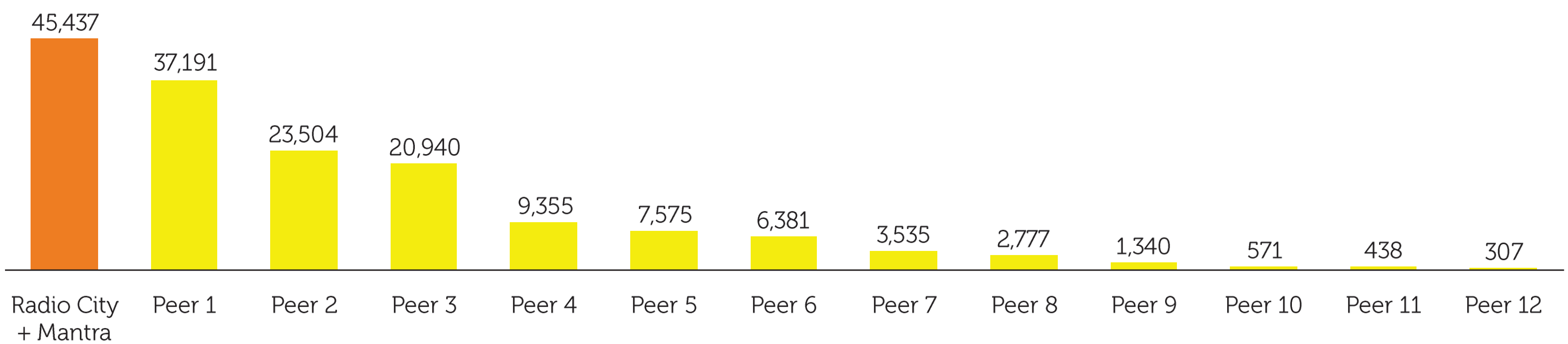
Phase 3 Strategy of Radio City

Continuing market ownership in Synergistic Jagran Markets





Reaching 45 mn listeners in India currently



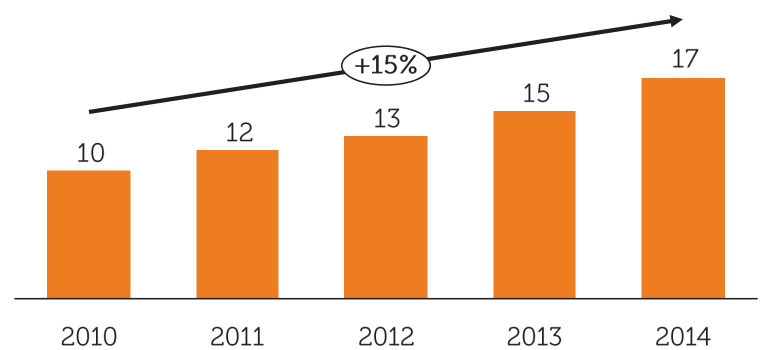
Source: AZ Listenership Track – May-June 2015, All SEC 12+, All Day Parts, All Day

In (000's)

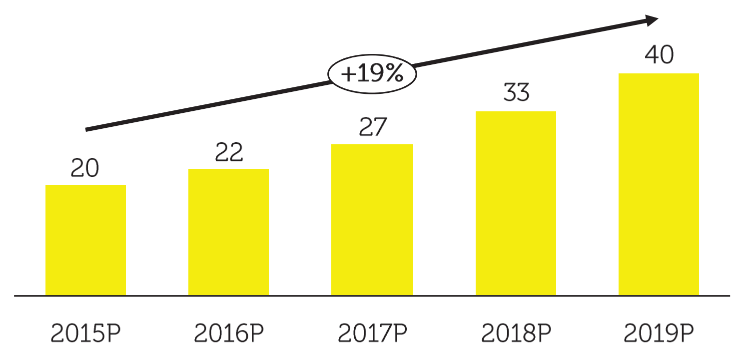
Radio Industry
Upside still to come

- Advertisers no longer see radio as an add-on Media but as an integral part of their media plan
- Growth can be attributed to new upcoming sectors like e-commerce along with existing industries such as Real Estate, Retail, Life style products etc.
- It is expected that radio will become double the size when Phase III is entirely rolled out covering 85% of Indian territory.
- Phase III will help local advertisers in the region to reach the audiences in a more cost effective manner
- National advertisers will increase their presence in radio to move from already saturated urban markets to untapped markets.
- Radio will now be able to compete more effectively with TV.

Size of Radio Industry



Future Projection & Road Ahead

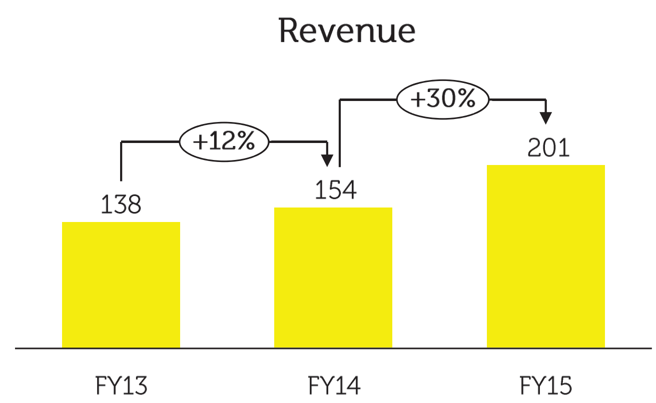


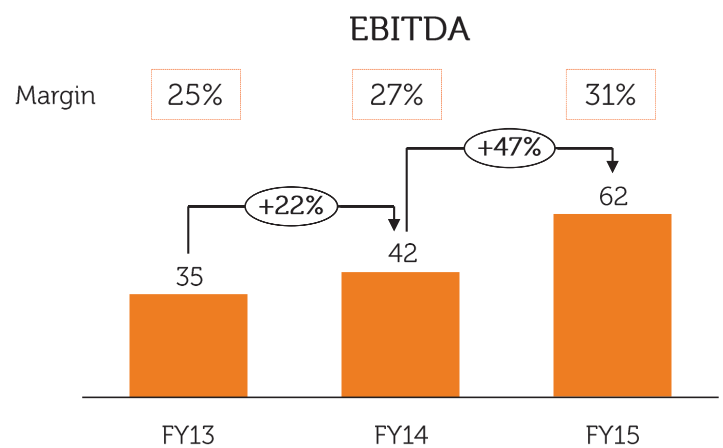
Source: FICCI-KPMG Indian Media & Entertainment Industry Report 2015

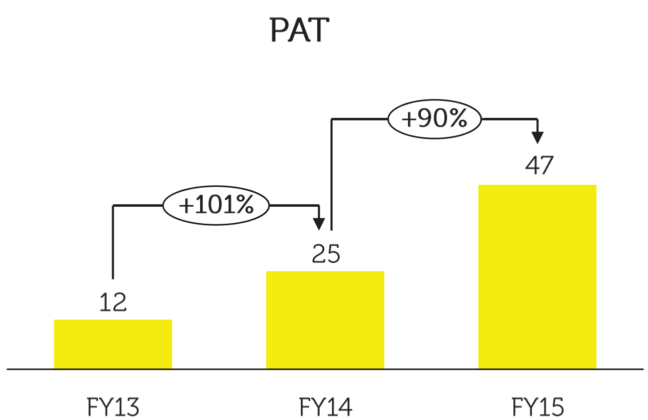
(Rs. In Billion)

Radio City
A high growth and high margin business

- Revenue growth in FY14 was lower due to ER hikes taken, which is netted off in FY15 with a revenue increase of 30%
- The EBITDA / PAT margins have grown consistently with strong cost controls







Rs. Crs.

Jagran : Our four Value Propositions

Jagran : Our four Value Proposition

Profitable Leadership

- ✓ One of the Leader in Media
- ✓ Strong Financial Performance

Focus on maximizing value efficiencies

- ✓ The Radio City acquisition
- ✓ Radio City Expansion in Phase 3
- ✓ Nai Dunia Acquisition
- ✓ Improved Per Copy Realization

Profitable Leadership 01

Aggression with focus on Revenue & Synergy 02

Focus on maximizing value efficiencies 03

Focus on building sustainable businesses 04

Aggression with focus on Revenue & Synergy

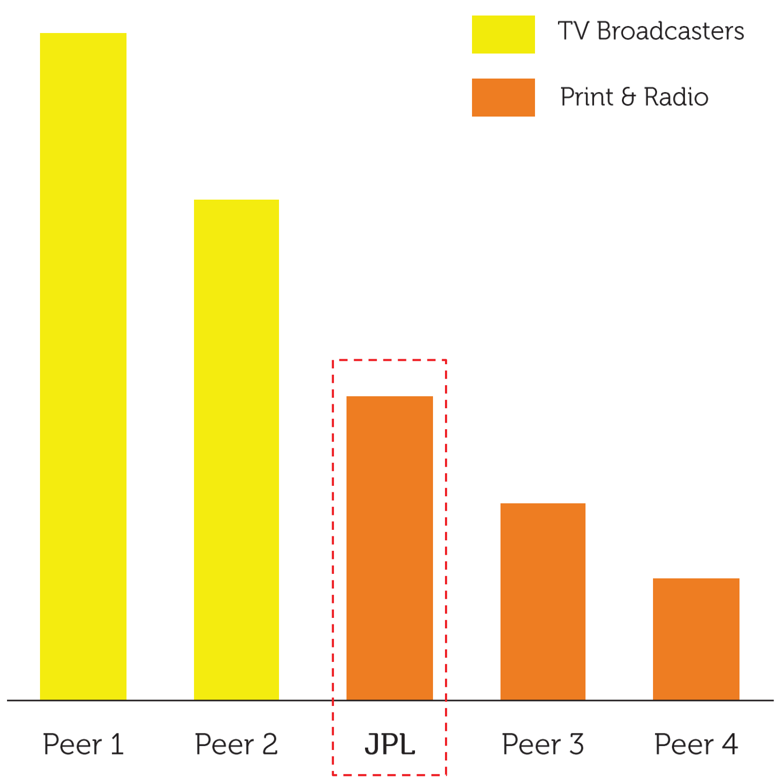
- ✓ Maximum acquisitions by any media group
- ✓ Dainik Jagran constantly improving yields
- ✓ One of the earliest forays in Digital

Focus on building sustainable businesses

- ✓ Emphasis on Individual P&L
- ✓ Turnaround in Mid day and Nai Dunia

01. Profitable Leadership
One of the Leaders in Media

Net Profit – Top 5 Listed Media Conglomerates*



#1

Listed Media Conglomerates (Print + Radio)

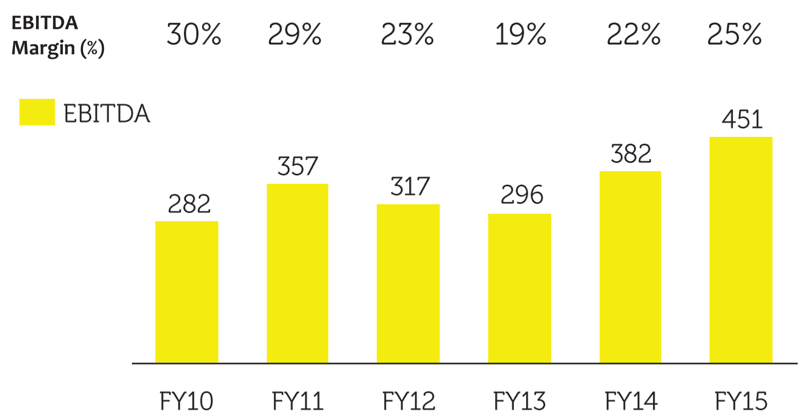
#3

Listed Media Conglomerates

*Q2FY2016 Results

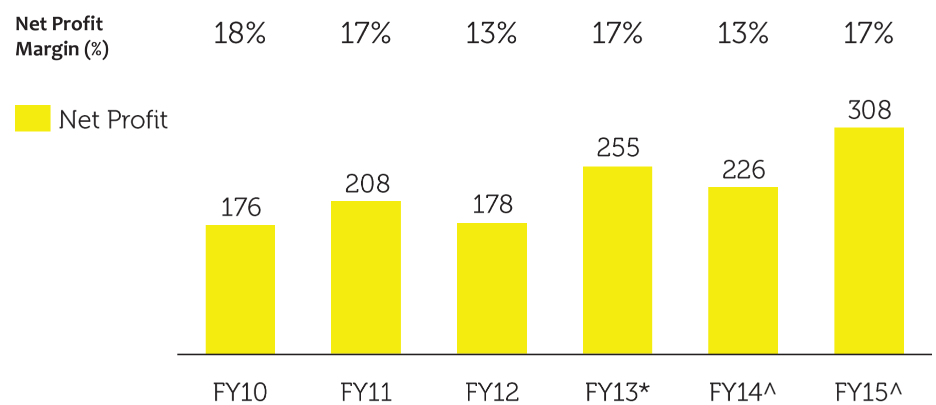
01. Profitable Leadership
Strong Financial Performance

High EBITDA Margins



EBITDA Margins lower in FY12 & FY13 due to investments in new brands

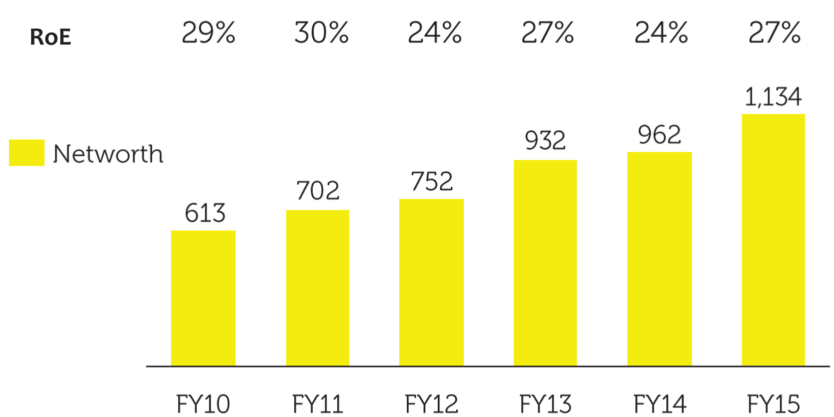
Net Profit & Margin



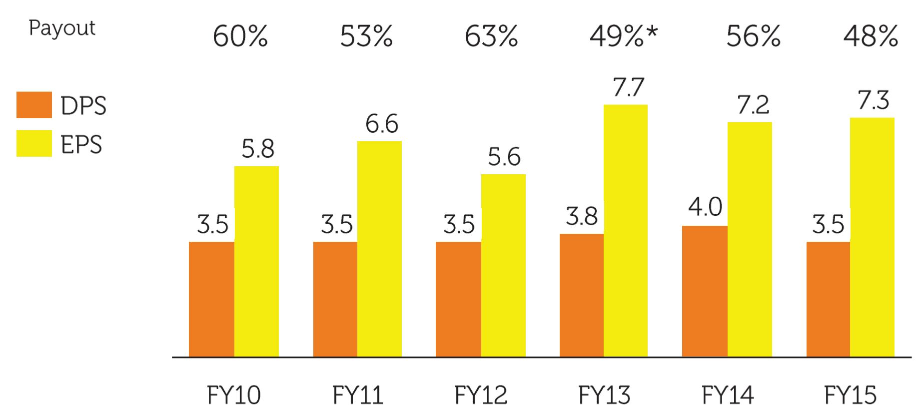
* FY 13 PAT not comparable -tax benefits on accumulated losses of Naidunia

^ 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 Share Holders



* Including Buyback of Rs. 47.5 Crs

02. Aggression with focus on Revenue & Synergy

Eg 1 Maximum acquisitions by any media group

- Acquired in 2010 : Revenue Rs 96 crs
- Three well known brands – Miday, Gujarati Mid day & Inquilab
- Synergy : Extension of presence with Inquilab to North along with strengthening advertising revenue from key verticals like Film Industry

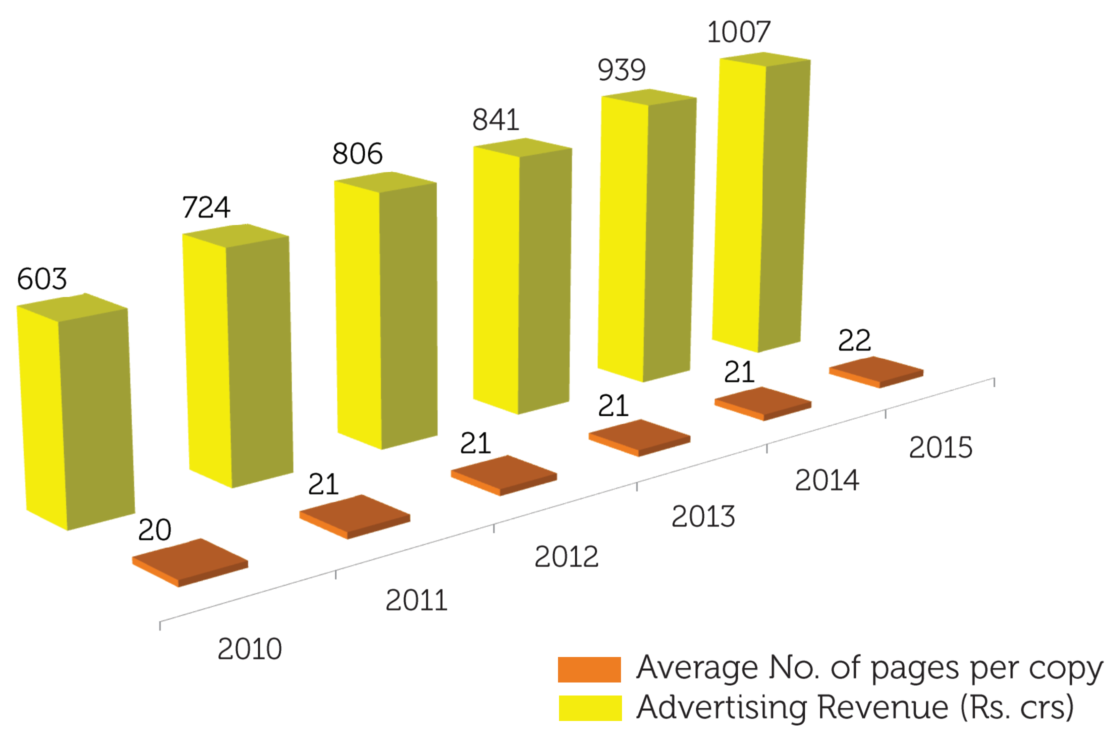
- Acquired in 2012 : Revenue Rs 110 crs
- Leading Hindi daily of MPCG
- Synergy : Extension of presence in MPCG market, Advertisement revenue increased 7x

- Acquired in 2015 : Revenue Rs 201 crs
- One of India's leading FM operator with 31* stations under brand Radio City
- Synergy : Entry into Metro cities

* Includes 11 stations acquired in Phase III Auctions

02. Aggression with focus on Revenue & Synergy

Eg 2 : Dainik Jagran constantly improving yields



67%

Advertising Revenue Growth 2010 to 2015

12%

Advertising Inventory Growth 2010 to 2015

Effective utilization of available ad. inventory in main/sub-edition through innovative marketing as well as efforts

In spite of increased intensity of the competition, company has consistently improved yields

02. Aggression with focus on Revenue & Synergy

Eg 3 : One of the earliest forays in Digital

#2
Indian Health Website
onlymyhealth.com

#1
Education portal
jagranjosh.com

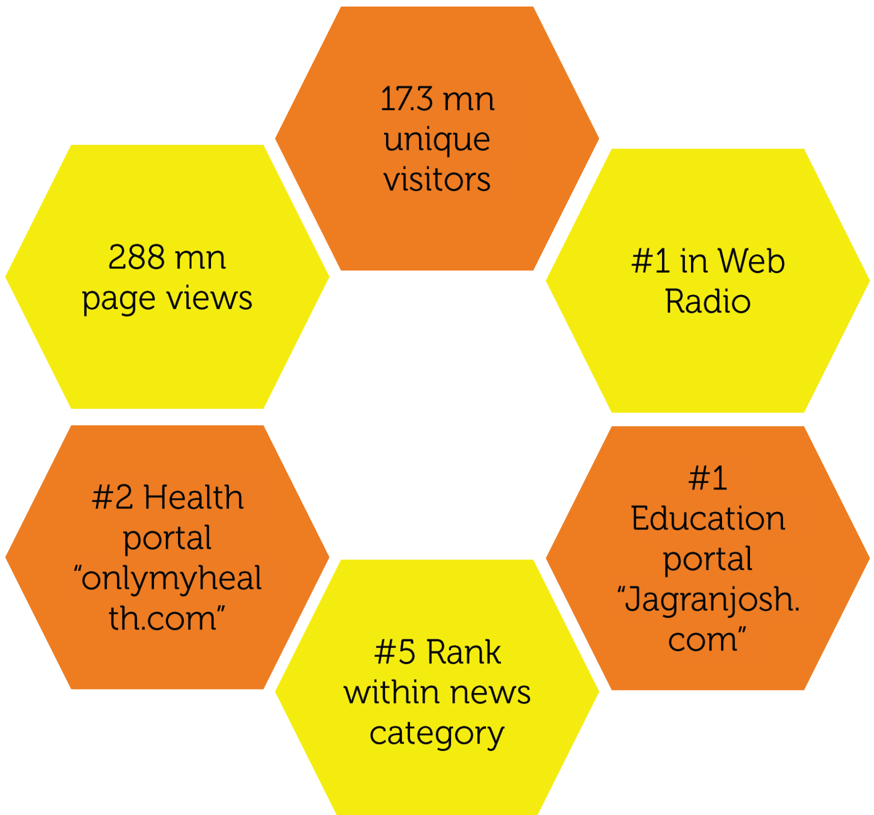
41 Mn
Internet Users

380 Mn
Page Views
Not incl. Mobile App Page Views

*Google Analytics August 2015

02. Aggression with focus on Revenue & Synergy

Our Digital Media Portfolio

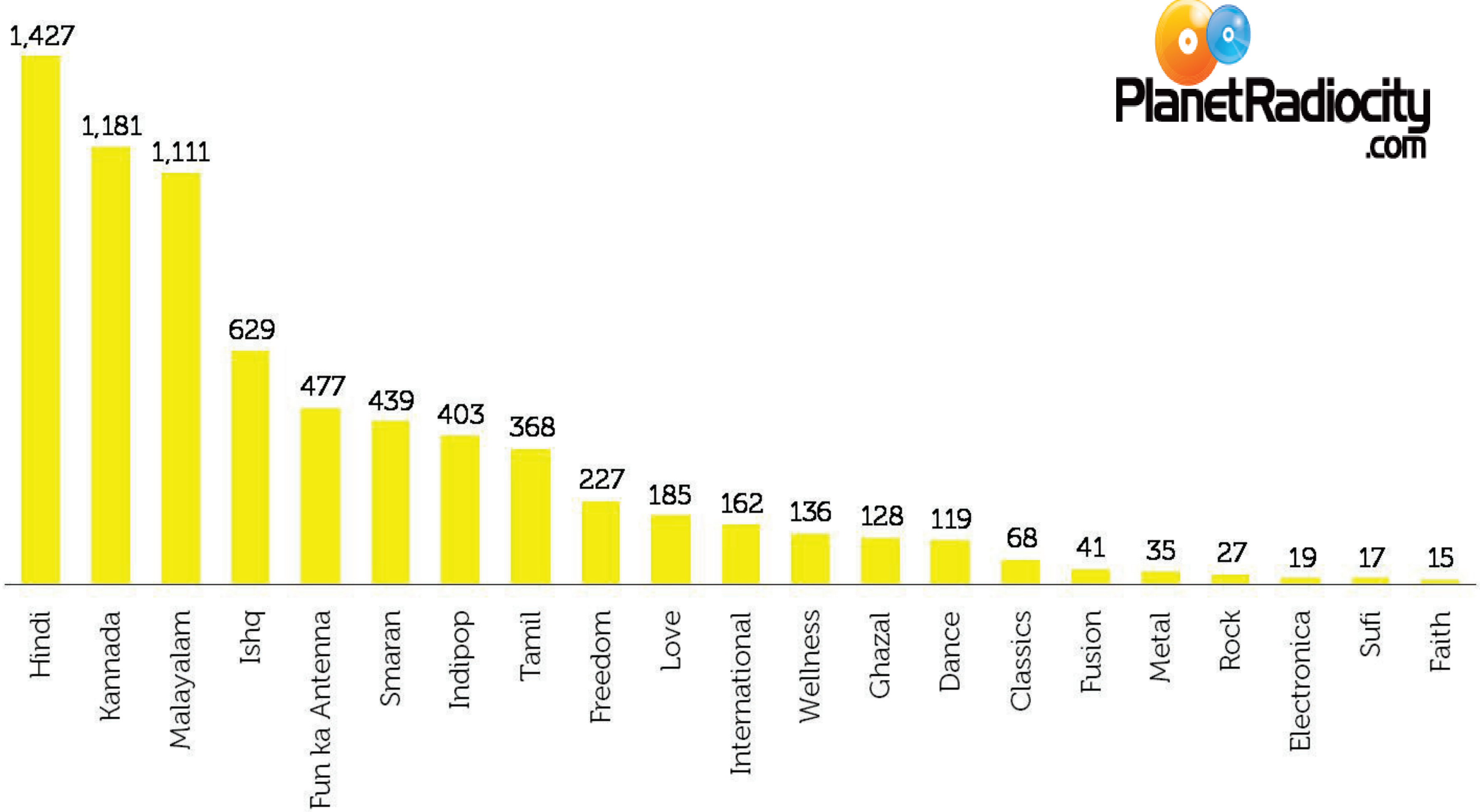


- Digital Ad Revenue grew by 65%
- Continues its #1 position
  - Education
- Continues to be #2 position
  - Indian Health
- **70% Traffic from Mobile**
- Internet business reached over **50M Internet Users** in June 2015

All the figures includes monthly average unique visitors through Web, Smartphone and Tablet, Not including Mobile App Pageviews

02. Aggression with focus on Revenue & Synergy

Planet Radio City: 21 Web Radios with 75 Lac Listeners



Listenership nos are sourced from SMRS (Aug 15) : Shoutcast Monitoring & Reporting System

In (000's)

03. Focus on Maximizing Value Efficiencies

Eg 1: Radio City Acquisition

Acquisition	Bidding
▪ Acquisition cost Rs. 645 Crores for 20 Markets including Migration to Phase III ▪ leading FM Radio Operator under Brand "Radio City" ▪ Ready Infrastructure with zero gestation time ▪ Professionally run organisation	▪ 17 stations Rs. 614 Crores ▪ No frequencies available in 3 stations ▪ Set up cost approx. Rs. 60 Crores ▪ Brand building costs Rs 80-100 crs

03. Focus on Maximizing Value Efficiencies

Eg 2: Radio City Expansion in Phase III

One of the Highest Increase in Reach at Lower Cost

Population (In Cr.)	All 12+	% All	SEC AB	% SEC AB	Increase	New Markets	Value (In Rs.Cr.)
All Urban India	28						
86 Markets	14.05	100%	4.64	100%			
Radio City	**7.95**	**57%**	**2.76**	**59%**	**11%**		
Radio City + Mantra + New	**9.58**	**68%**	**3.26**	**70%**		11	63
Radio Mirchi	11.12	79%	3.77	81%			
Radio Mirchi+New**	11.65	83%	3.94	85%	**4%**	7	48
Big	9.99	71%	3.38	73%			
Big+New**	11.52	82%	3.88	84%	**11%**	14	117
Red	11.33	81%	3.84	83%			
Red + New ***	11.46	82%	3.88	84%	**1%**	2	12

** Still to be discounted for non- migration of Phase II stations to phase III
*** 6 Markets still not disclosed due to legal issue

03. Focus on Maximizing Value Efficiencies

Eg 3: Nai Dunia Acquisition

Net Acquisition Price – Rs 105 Crs

- Acquisition Cost Rs. 225 Crs
- Rs 120 Crs recovered from Tax benefits and selling of immoveable properties
- Still Surplus of immovable properties to be realised

Core Assets

- 6 Operational Printing Facilities, Strong Brand and Trained Manpower
- Saved Gestation Time, losses and Brand Building Cost

MPCG – Huge Potential

- Literacy rate of 62%
- News Paper penetration of only 15%

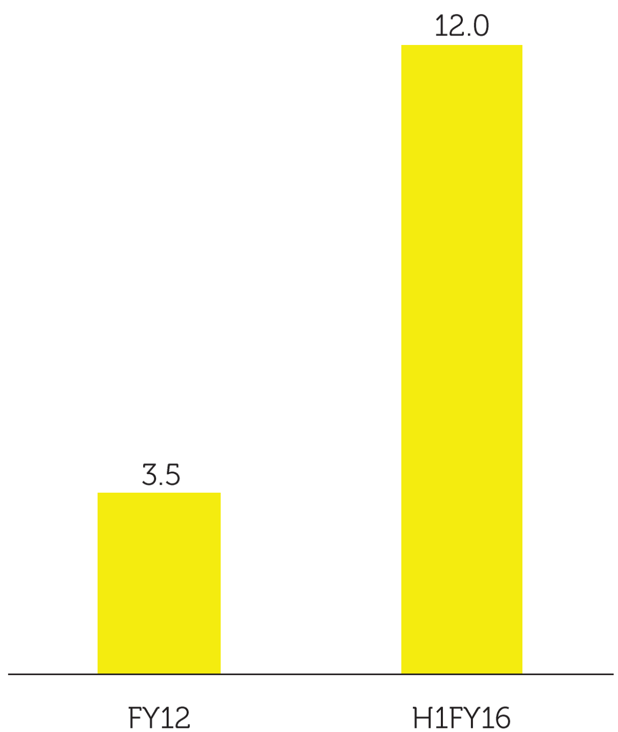
Extension of Foot Print in MPCG

- Acquired in 2012
- Helped widen our Geographical Presence

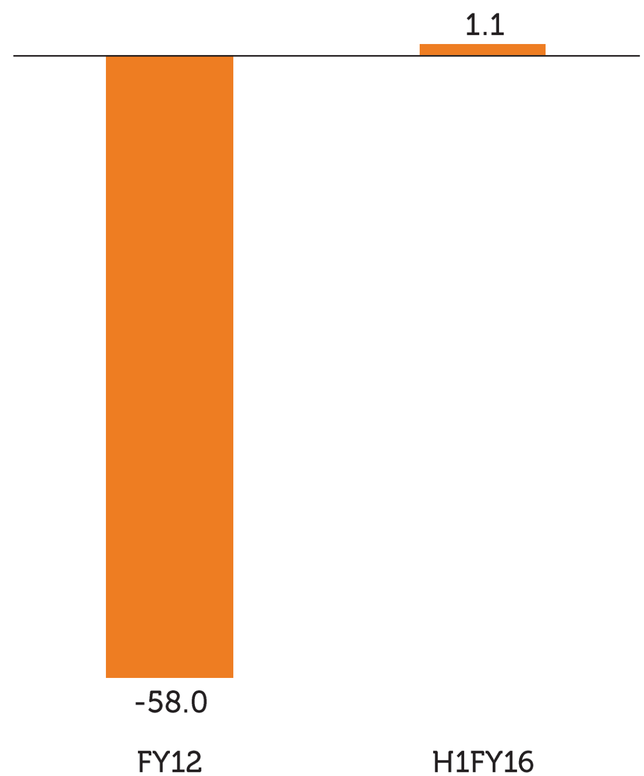
04. Focus on Building Sustainable Business

With Robust Individual Businesses

Mid Day - Operating Profits



Nai Dunia – Operating Profits



Rs. Crs

Welcome to Jagran 2.0

Jagran

THE JAGRAN YOU KNOW

Largest Print player

Heritage

Respect and credibility

THE JAGRAN WE HAVE BUILT

Profitable

Aggressive

Value Maximizing

Building sustainable and robust businesses in each vertical

Multi media

Countrywide Presence


trusted
visionary
vibrant
multifaceted
dynamic
unified
contemporary
innovative
ethical

For further information, please contact:

Company :	Investor Relations Advisors :
Jagran Prakashan Ltd. CIN: L22219UP1975PLC004147	Strategic Growth Advisors Pvt. Ltd. CIN: U74140MH2010PTC204285
Mr. Amit Jaiswal amitjaiswal@jagran.com	Ms. Payal Dave / Ms. Ekta Bhalja dpayal@sgapl.net / bekta@sgapl.net
www.jplcorp.in	www.sgapl.net