Jagran Prakashan Limited (JPL)

Investor Presentation

June 2014

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JPL: India's Media Conglomerate

Hindi Publications

Dainik Jagran:

Flagship Brand of the Group,

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

Others :

Punjabi Jagran, Midday Gujarati, I-Next, Inquilab, City Plus, Jagran Josh Plus, Sakhi, Khet Khaliyan

Other Businesses

Digital :

7.4 mn Unique Users, 103 mn Page Views / Month

2 Hindi News Site: jagran.com

1 Education Site : jagranjosh.com

OOH (Jagran Engage) :

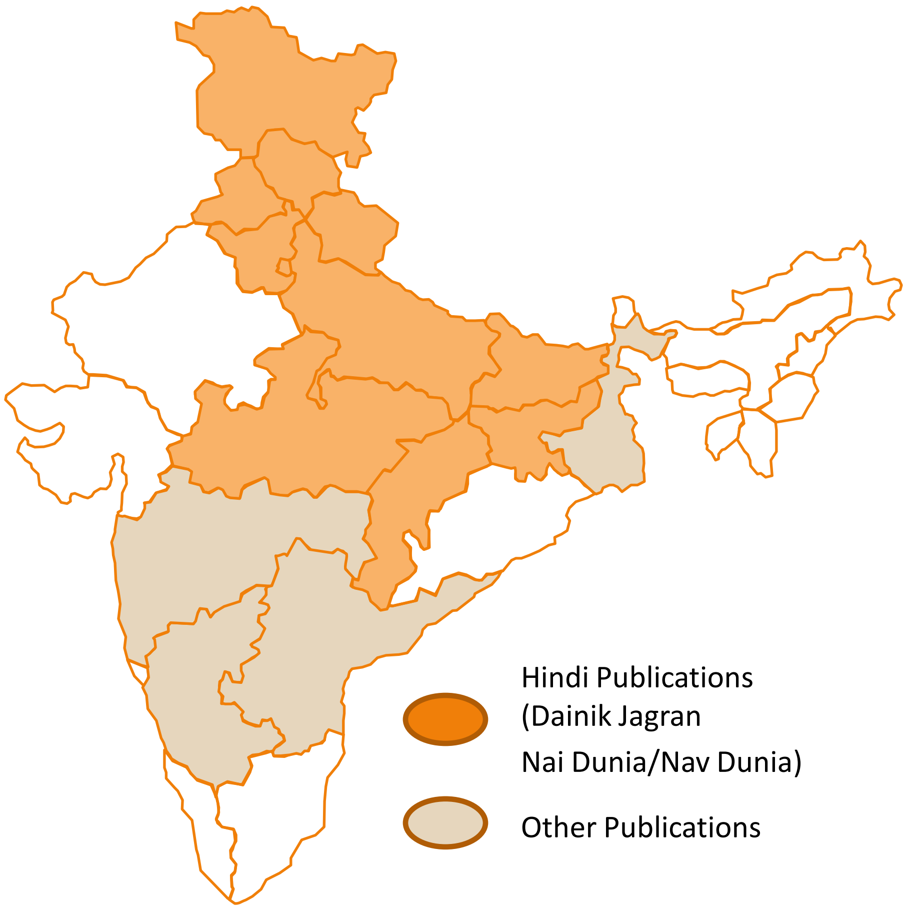
Ranked amongst top 10

Activation (Jagran Solutions) :

Over 80 awards won

Source: Comscore, March 2014

JPL… The Largest Read Print Media Group of India



Hindi Publications (Dainik Jagran Nai Dunia/Nav Dunia)

Other Publications

Dominant Position Across Hindi Belt of India

68 mn Readers

121 Editions, 15 States

12 Publications, 5 Languages

Dainik Jagran: India's #1 Daily

I-Next: India's only Bilingual Compact Daily

Mid-day: India's #1 Afternoon Daily

Inquilab: India's #1 Urdu Daily

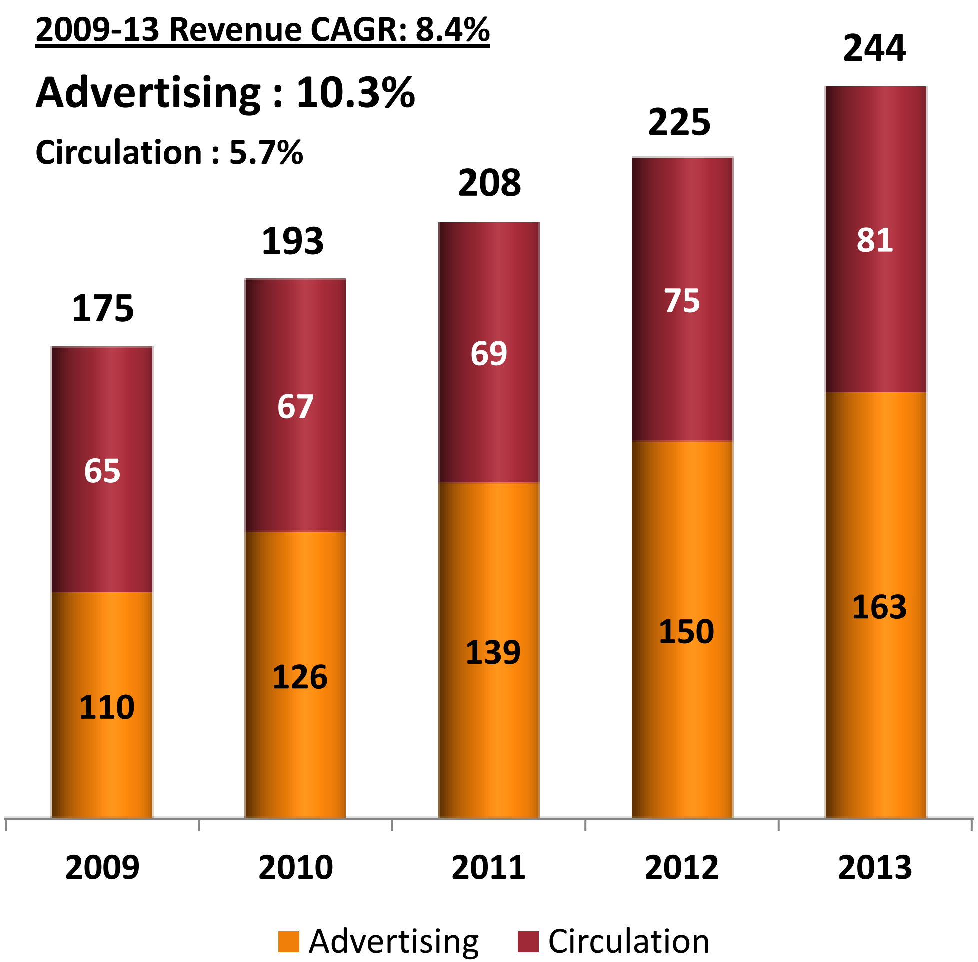
… Growing across all parameters

	2008	2014
Publications	5	12
States	12	15
Language	2	5
Readership	56 mn	68mn
Circulation (Daily)	2.8 mn	5.3 mn

Source: IRS 2012 Q4 Circulation of Weekly, Fortnightly & Monthly Publications adjusted for Daily

Print Media – Offering large Opportunity

Print Media Growing Consistently in India…

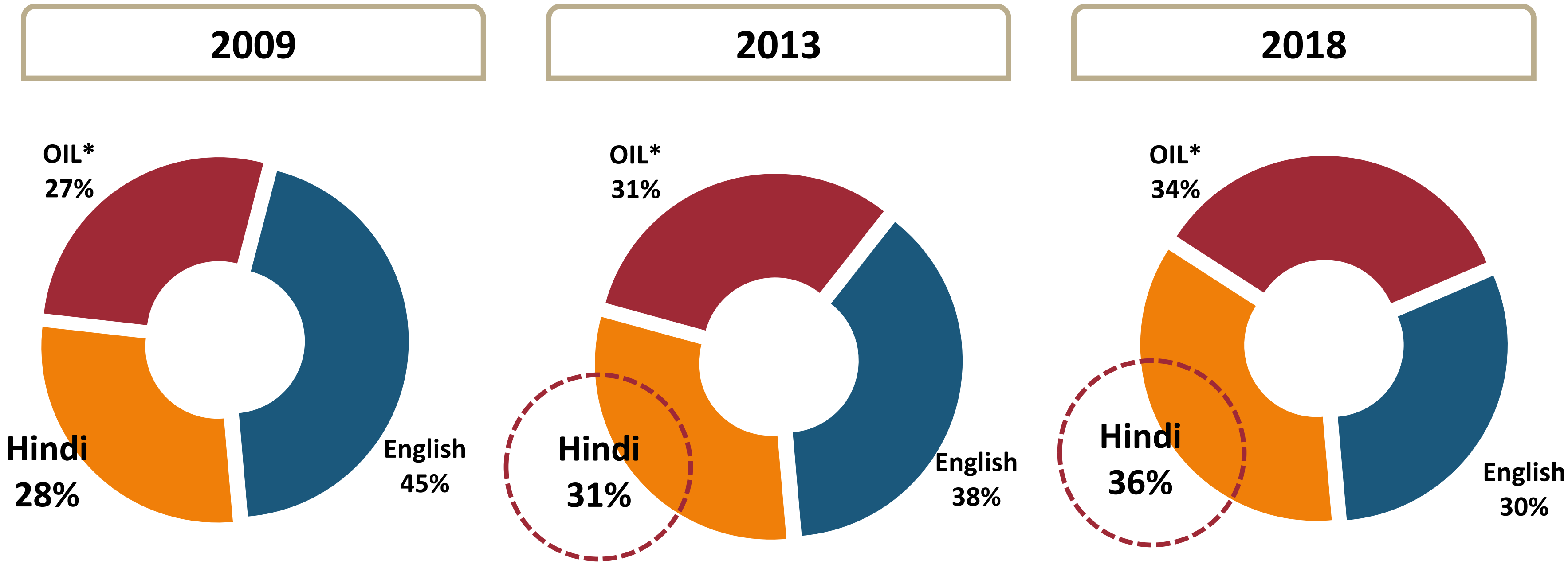


[Rs. Billion]

- **Low Print Media Penetration**
- **Rising Literacy**
- **More local than other media platforms like Television**
- **"Door to Door" Distribution Network**
- **Higher 'Attention Span' makes it attractive for advertisers**
- **"Sticky Media" - Ability to create trust**

Source: FICCI-KPMG Indian Media & Entertainment Industry Report 2013 & 2014

Hindi Print Advertising expected to be largest in 2018



- **Hindi Advertising to grow at ~14% CAGR**
  - Share of Hindi Print expected to increase from **31%** in 2013 to **36%** in 2018
  - Advertisers expected to enhance reach in Tier II & III cities of Hindi States

Source: FICCI-KPMG Indian Media & Entertainment Industry Report 2013

* - Other Indian Languages

JPL : Hindi Publications

Dainik Jagran… The Group's Flagship Brand

India's **largest** read daily Newspaper

56 mn Readers

38 Editions, **11** States

Consistent **Growth** in circulation

Quality of readership

 # 1 with 11.7 mn readers in NCCS A

Most credible and trusted newspaper in India*

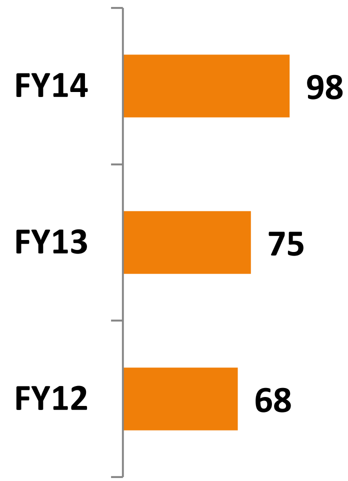
Nai Dunia - expanding geographical reach

- **Strong local Hindi Daily in Madhya Pradesh & Chhattisgarh**
  - Acquired in 2012
- **Madhya Pradesh & Chhattisgarh offers huge growth potential**
  - Literacy rate of 62%
  - News Paper penetration of only 15%
- **Acquisition started yielding Result**
  - Strengthen JPL's positioning in Hindi Belt of India
  - 50% increase in Circulation in last 2 yrs
  - Advertising Revenue of Dainik Jagran from MP & CG market grew at 93% CAGR in last 2 years

नईदुनिया

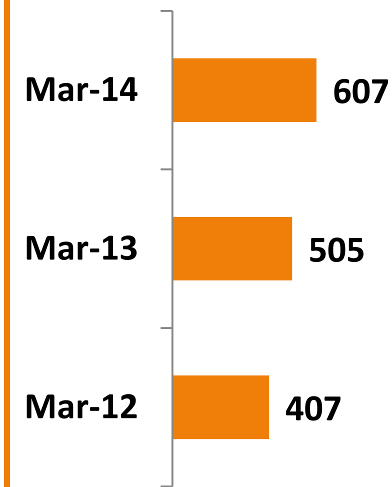
Advertising Revenue

(Rs. Crores)^



Circulation

(in 000)^

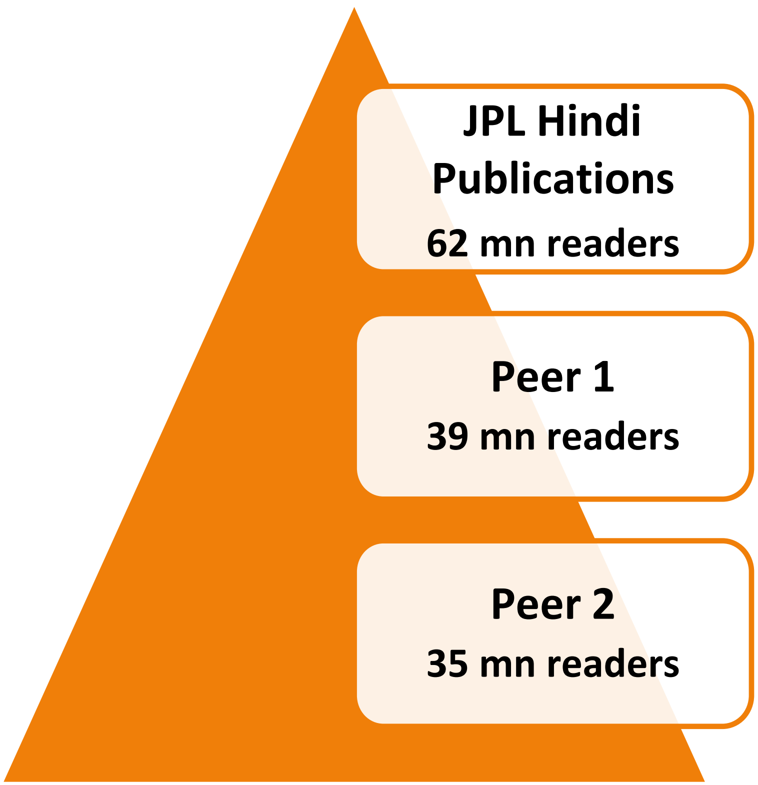


Strong Growth in Circulation & Advertising Revenue since Acquisition

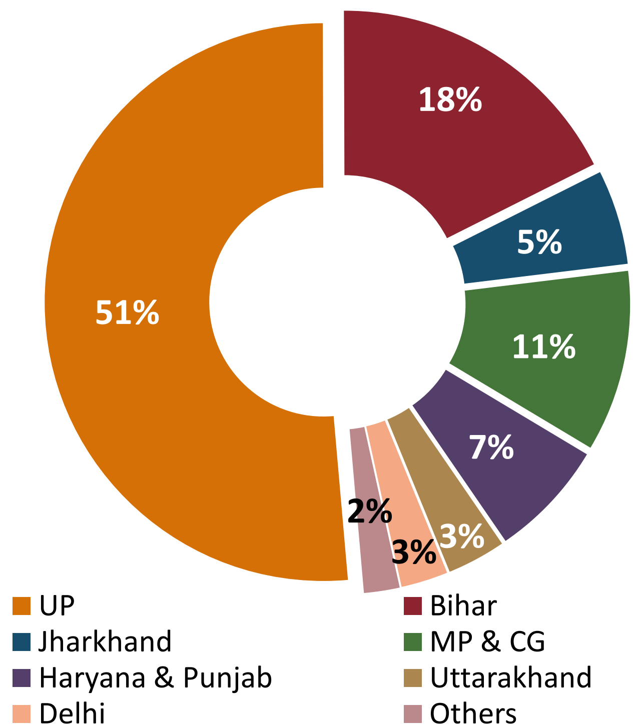
^ Excl. Delhi

JPL Hindi Publications Consistently maintaining leadership over a decade

Top 3 Dailies in India By Readership*



JPL Hindi Publication Readership - By States*

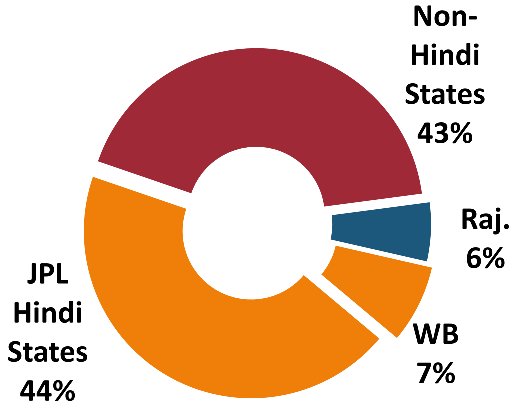


Dainik Jagran and Nai Dunia (incl. Nav Dunia)

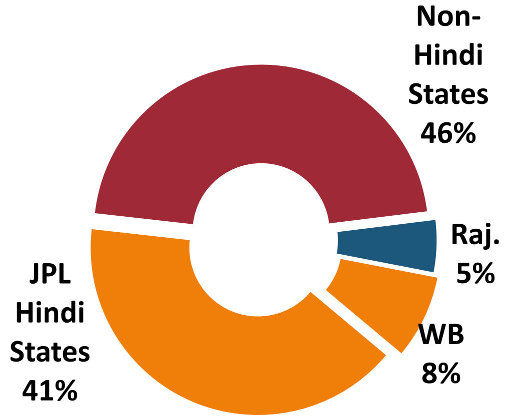
*** Source: IRS Q4 2012**

JPL Hindi Publications..covers nearly half of Indian Population

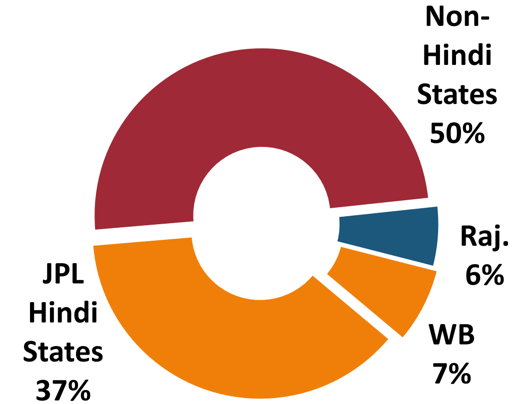
Population



Literate Population



Consumer Spend



- 44% of population lives in JPL Hindi States
- Uttar Pradesh – Major market for Dainik Jagran accounts for 17% of total Indian population

- 41% of total literate population in India lives in JPL Hindi States
- 15% of total literate population in India lives in UP

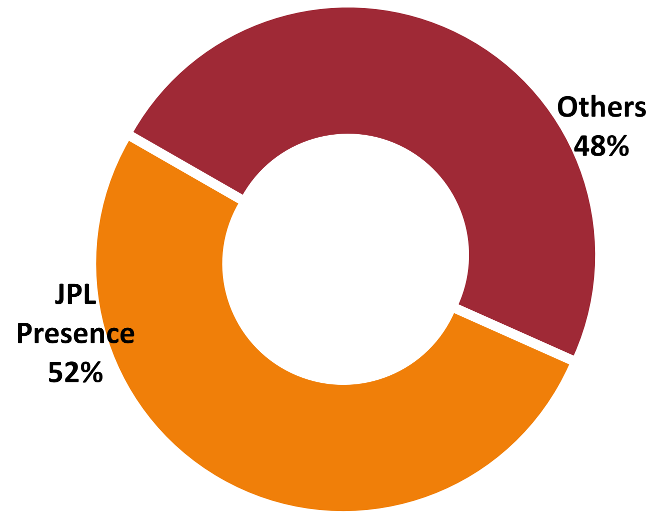
- JPL Hindi States Annual Consumer Spend of USD 164 bn - 37% of total India's spend
- JPL Hindi States Consumption grew at a CAGR of 14.4% during 2007-12

* Source: Census 2011, Ministry of Statistics and Programme Implementation (MOSPI), 1 USD = Rs. 60, Literates 7+ yrs

JPL Hindi Publications' Strong Presence in Tier II & III cities…

- **Surge in purchasing power of Tier II & III Cities**
  - Changing demographic dynamics
  - Consumption of consumer durables, automobiles and financial products growing rapidly
  - Sizeable proportion of population to fuel consumption growth
- **Regional media – emerging as an important medium for Advertisers**
  - Affinity of people for content in local languages and urge for local content
  - Advertisers and Media Companies expanding their footprint in local market

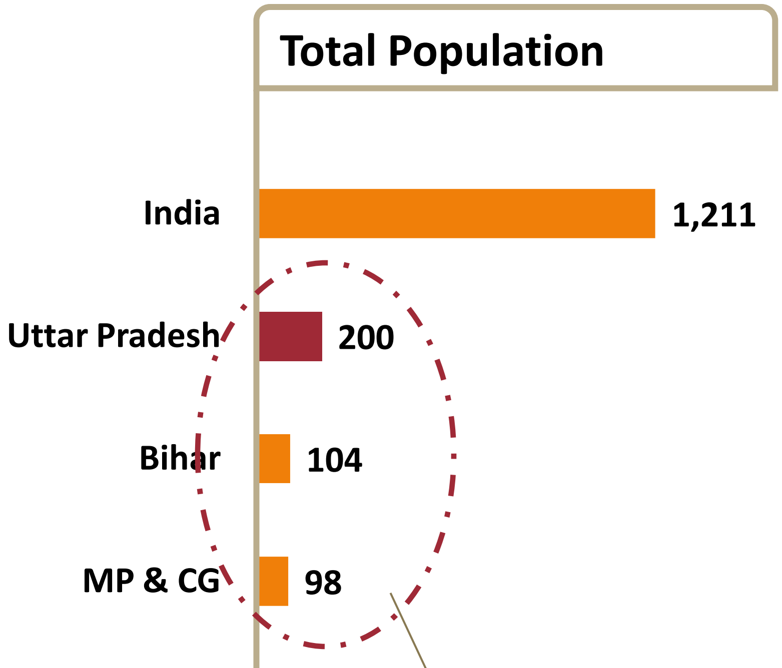
JPL Hindi Publication Presence in 32 out of 62 Tier II Cities of India



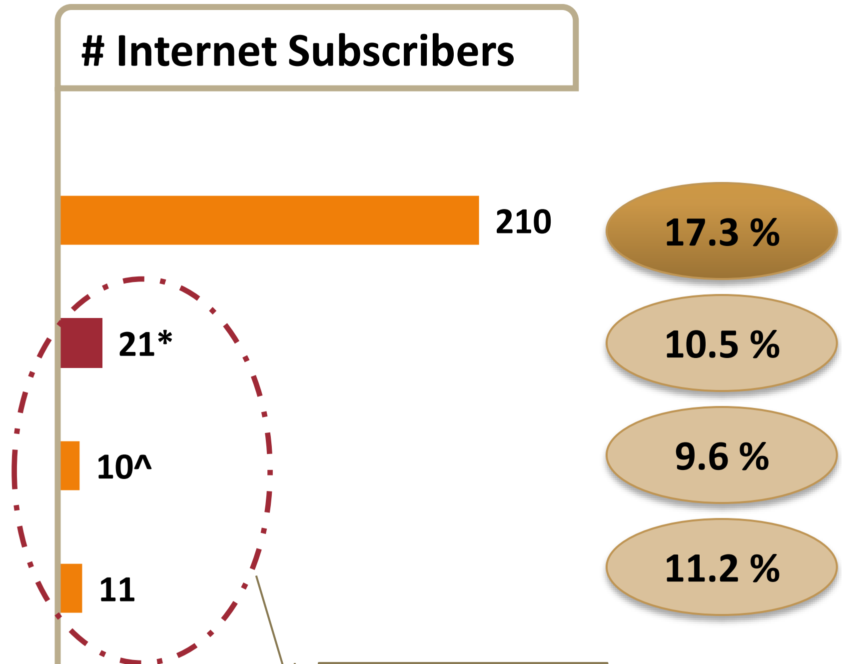
… Offers large growth potential

*** Source: IRS 2012 Q4**

JPL Hindi Publication….Low internet penetration



33% of Total India's Population



20% of Internet Subscriber Base

… doesn't have visible impact on Hindi News Paper Industry

[in Million]

Source: TRAI, Services Performance Indicators, July-Sept 2013

* Includes Uttarakhand, ^ Includes Jharkhand

Strong leadership in Uttar Pradesh

2nd Largest State in GDP terms

8.1 % contribution in India's GDP

Home to 20 Crs 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

Uttar Pradesh… Highest Consumer Spend

Jagran

Total Consumer Spend in Hindi States

USD 189 billion in 2011-12

States	Total Consumption (USD Billion)	As % to All India Consumption
Uttar Pradesh	54	12%
Bihar	24	6%
Madhya Pradesh	20	5%
Punjab	14	3%
Haryana	14	3%
Delhi	11	3%
Jharkhand	8	2%
Chhattisgarh	6	1%
Jammu & Kashmir	5	1%
Uttrakhand	4	1%
Himachal Pradesh	3	1%
Total JPL Hindi Publication States	**164**	**38%**
Rajasthan	25	6%
Total Hindi States	**189**	**43%**
Total India	**437**	**100%**

- **Consumption in Hindi States is 43% of total consumption in India**
- **JPL States cover 87% of Consumer Spending in Hindi States and 38% of total consumption of India**
- **Total Consumer spend in Uttar Pradesh is higher than Rajasthan and MP combined**
  - **Consumer Spend in Uttar Pradesh increased from USD 29 billion to USD 54 billion during 2007-12 - CAGR of 13.2%**

…Uttar Pradesh one of the biggest markets for Advertisers

* Source: Census 2011, MOSPI, 1 USD = Rs. 60

JPL : Other Publications & Businesses

Mid Day provides an entry in to three languages

Mid-Day English

- Niche Afternoon Daily targeted as leisure read
- 13 Lacs readers
- Re-launched to strengthen the youth focused strategy / approach
- Focus on improving performance
  - Discontinue "Ad for Equity" deals
  - Focus on improving Per copy realizations

MID-DAY Gujarati

- Fastest growing Gujarati Daily in Mumbai
- 3.1 Lacs readers
- Focus on improving Yield and per copy realization
  - Discontinued selling as add-on & discounted subscription scheme

Inquilab

- Largest read Urdu Daily
- 5.5 Lacs Readers
- Launched in Uttar Pradesh, Delhi & Bihar - New additions already profitable

Other Publications

Punjabi Jagran

- With a huge local language acceptance, Punjabi Jagran completes the bouquet in Punjab

City Plus

- India's No.1 Community Paper circulated across Mumbai, Delhi, Hyderabad, Banglore & Pune with 43 editions adding value to brand Jagran

I-Next

- India's first bilingual (English-Hindi) newspaper targeted at youth

Premium Women's Magazine

- Premium Woman's magazine

- Youth focused education & career oriented current affairs publication

Digital Portfolio offers huge growth potential

7.4 mn unique visits

103 mn page views per month

jagran.com - # 2 Hindi News Site

jagranjosh.com - # 1 in Education

Onlymyhealth.com - # 4 in Health Category

 # 39 Network Rank in the Country

Content Sharing

Leveraging Print Media leadership position

Readiness for future

*** Source: Comscore March 2014**

Other Businesses

Activation Business

Jagran Solutions

- Core focus areas
  - Brand Activations
  - Rural Marketing
  - Activation Auditing & Consulting
  - Retail & ISP

OOH Business

Jagran Engage

- End to end OOH solutions
  - Planning
  - Creative adaptations
  - Data on traffic count
  - Post campaign results

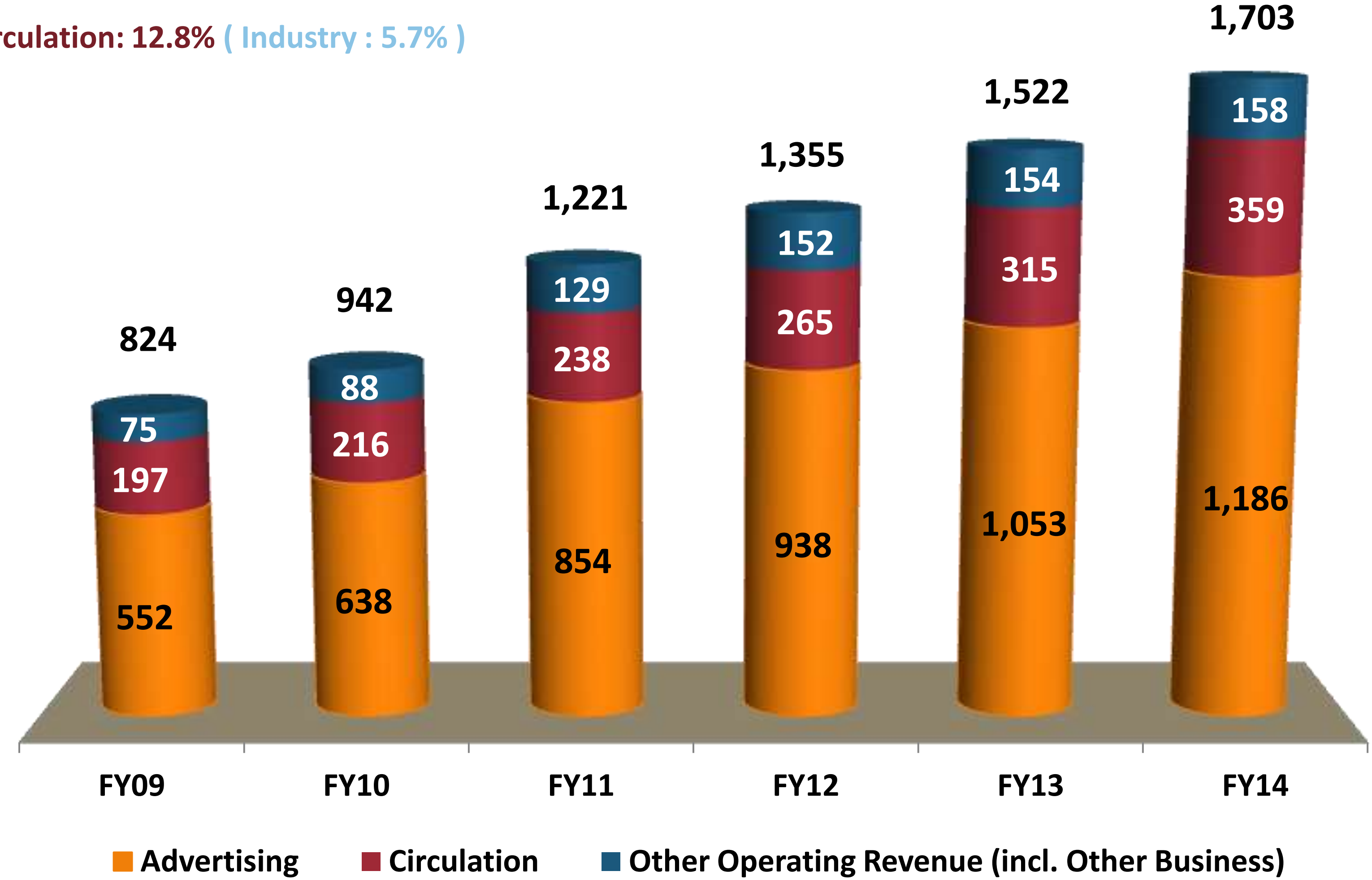
Consolidated Financial Highlights

Consistent Growth in Revenue : Higher than Industry

FY09-14 Revenue CAGR: 15.6%

Advertising: 16.5% (Industry : 10.3%)

Circulation: 12.8% (Industry : 5.7%)



[Rs. Crores]

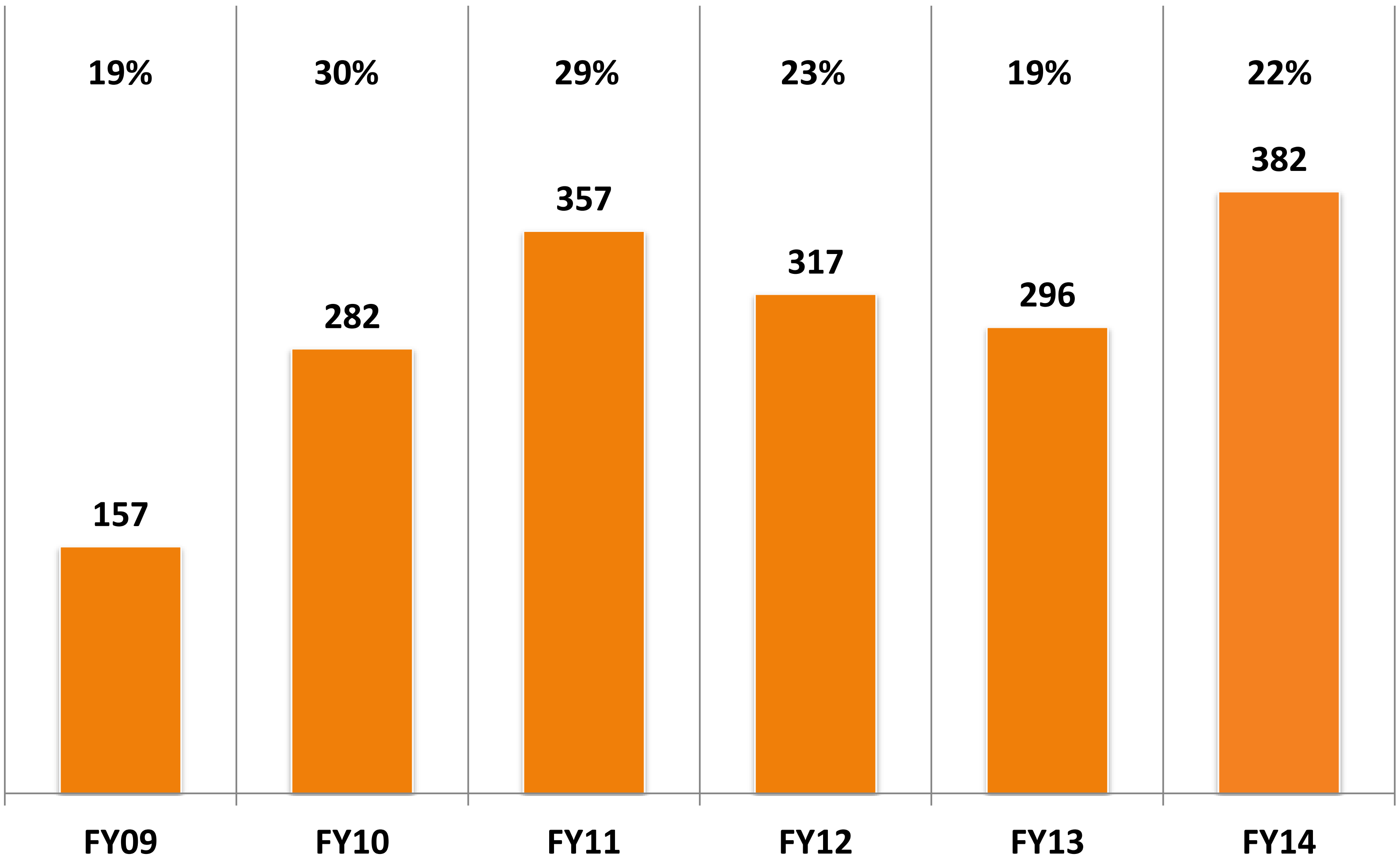
Consolidated Annual Profitability Statement

Rs. in Crores	FY14	FY13	YoY
Revenues	**1,703**	**1,522**	**12%**
Advertisement Revenue	1,186	1,053	
Circulation Revenue	359	315	
Others	158	154	
Raw Material	609	544	
Manpower Cost	240	227	
Other Operating Expenses	472	455	
Operating Profit	**382**	**296**	**30%**
Operating Profit Margin	**22.5%**	**19.4%**	
Other Income	47	20	
Other Income due to Suvi Info Consolidation	-	*98*	
Depreciation & Amortisation	79	76	
Amortisation due to Suvi Info Consolidation	-	*50*	
Interest	35	31	
Exceptional / Prior Period Items	10	3	
Profit Before Tax	**306**	**255**	**20%**
Tax	80	0	
Profit After Tax	**226**	**255**	

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

- **FY 13 : Consolidation effect of Suvi Info (Naidunia) acquisition:**
  - Other Income of Rs. 95 Crs. & Rs. 3 Crs for Profit arising on intra group elimination of debentures & shares respectively
  - Depreciation & amortization of Rs. 50 Crs. for Goodwill arising on consolidation
  - NIL Tax due to tax benefits on accumulated losses of taken over print business of Naidunia
- **FY 14 : Exceptional items**
  - Other Income incl. Rs. 34.84 Crs. Profit arising on Sale of Office Building in Indore
  - Exceptional Items of Rs. 10.07 Crs. for amortization related to earlier years for the Title Dainik Jagran

EBITDA



[Rs. Crores]

Operating Margin break-up

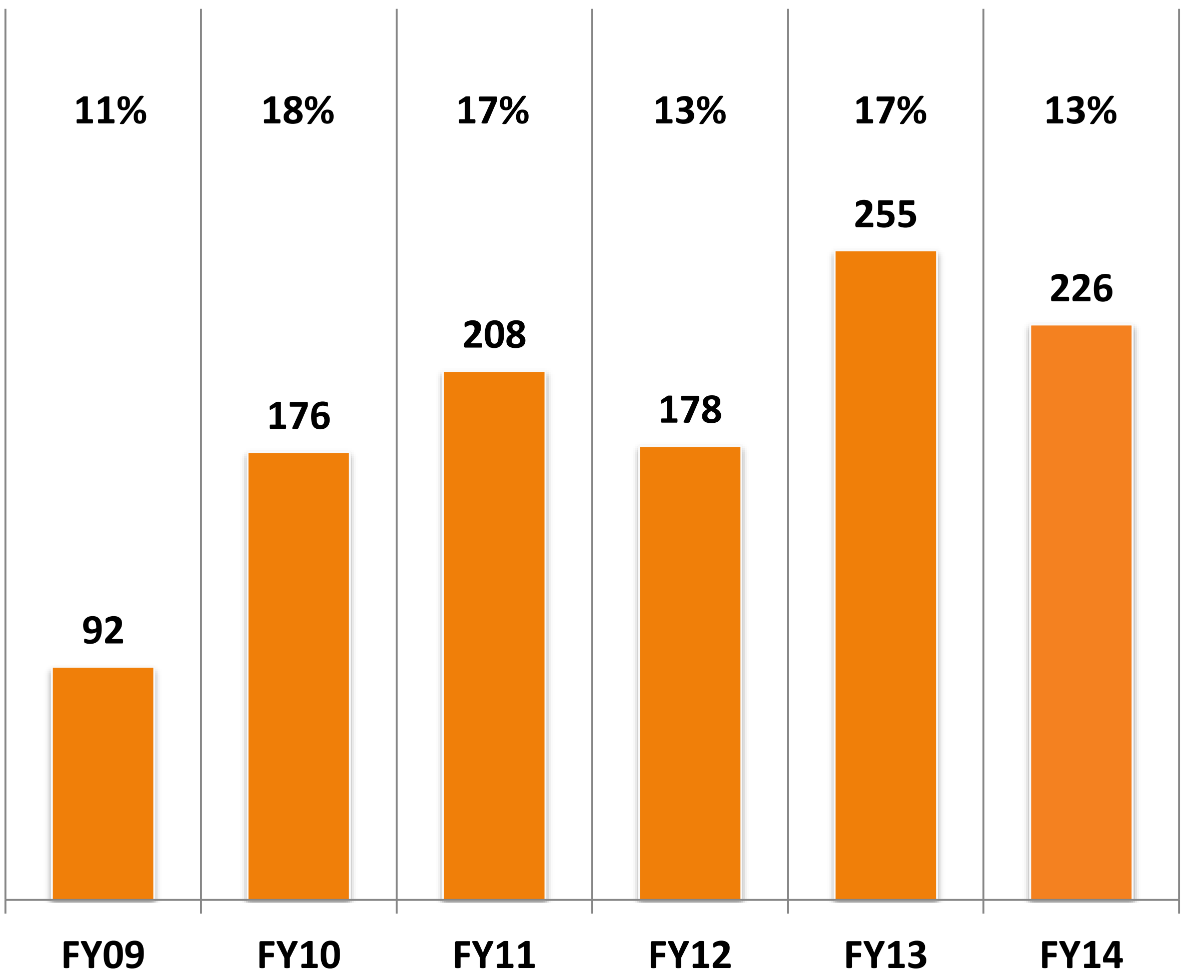
Publications (Rs. Crs)	FY 12	FY 13	FY 14
Dainik Jagran			
Operating Revenue	1,068.41	1,127.59	1,258.0
Operating Profit	320.69	345.64	413.4
Operating margin	*30.02%*	*30.65%*	*32.86%*
Other publications			
Operating Revenue	277.91	279.21	320.8
Operating Profit	-71.77	-36.19	-29.67
Operating margin	*-25.83%*	*-12.96%*	-9.25%
Outdoor and Activation business			
Operating Revenue	*123.71*	*116.49*	120.48
Operating Profit	*11.19*	*-10.62*	2.05
Operating margin	*9.04%*	*-9.12%*	*1.70%*

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

*** Naidunia, Midday, City Plus, Punjabi Jagran and Josh magazine are under expansion and in investment phase**

- **Continued Operating Losses in Other Publications :**
  - Mainly due to Continued Investments in NaiDunia as a part of strategy to increase the Circulation
  - Performance of Mid-day, Punjabi Jagran, I-Next improved during FY 14

Net Profit



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Adjusted PBT & PAT

		FY 2014	FY 2013	Growth
	Profit Before Tax	305.7	255.2	19.8%
Add	Forex loss / (Gain)	16.2	9.5	
Less	Exceptional items	25.8	45.0	
	Adjusted PBT	**296.1**	**219.7**	34.8%
Less	Tax @ 26% (Effective tax rate for the year)	77.0	57.1	
	Adjusted PAT	**219.1**	**162.5**	**34.8%**

Consolidated Balance Sheet

Rs. in Crores	March-14	March-13
Shareholder's Fund	**962**	**932**
Share capital	62	63
Reserves & Surplus	899	869
Minority Interest	1	1
Non-current liabilities	**401**	**403**
Long term borrowings	293	310
Deferred tax liabilities(net)	85	72
Other non-current liabilities & Provisions	23	21
Current liabilities	**563**	**467**
Short term borrowings	173	152
Trade payables	128	105
Other current liabilities & Provisions	262	210
Total Liabilities	**1,926**	**1,802**

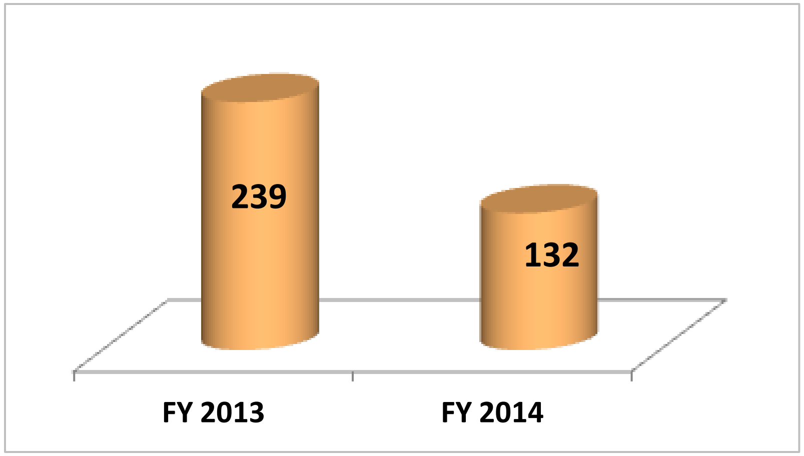
Rs. in Crores	March-14	March-13
Non-current assets	**1,095**	**1,124**
Fixed assets	672	677
Goodwill on consolidation	232	232
Non-current investment	128	81
Deferred Tax Assets (Net)	0	1
Other non-current assets	62	133
Current assets	**831**	**678**
Current investments	204	141
Inventories	100	84
Trade receivables	343	319
Cash and bank balances	33	52
Other current assets	151	82
Total Assets	**1,926**	**1,802**

Reduction in Net Debt Position

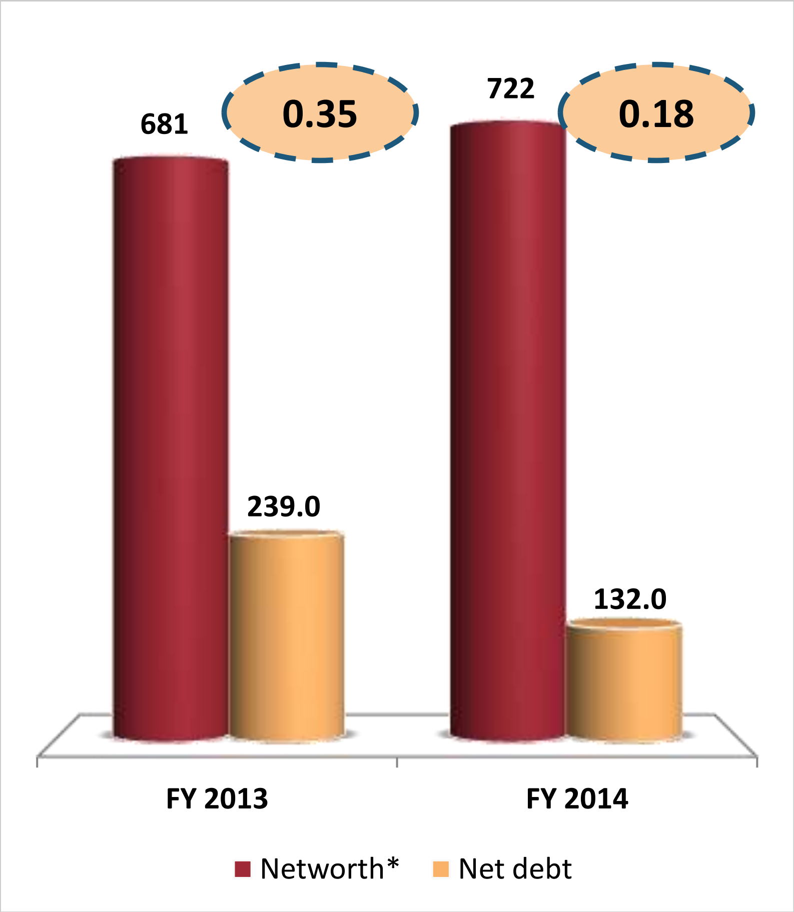
Rs. Crs.	Mar ’13	Mar’14
Cash & Bank Balance	52.25	32.51
Investments *	192.29	325.11
Gross Cash Balance	244.54	357.62
Borrowings	484.0	489.6
Net Debt	**239.4**	**132.0**

* Investments includes Investment in Mutual Fund and ICDs

- Net Debt includes Rs. 95 Crs. of NCDs from Holding Company redeemable in 2017 at a Premium of 6.5% pa



Net Debt - Equity



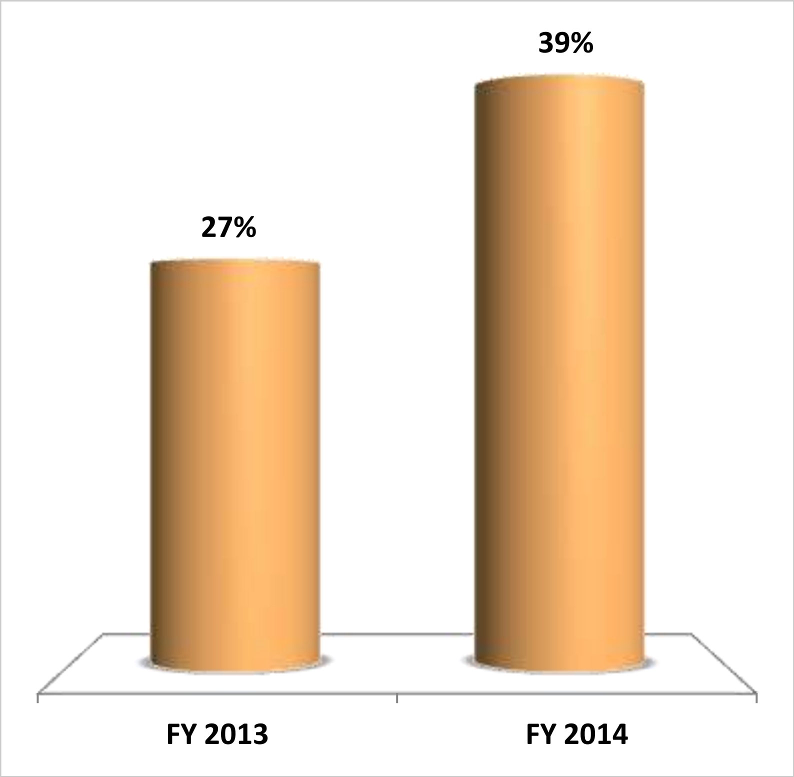
* Networth excluding intangible assets and Goodwill

Improvement in RoCE

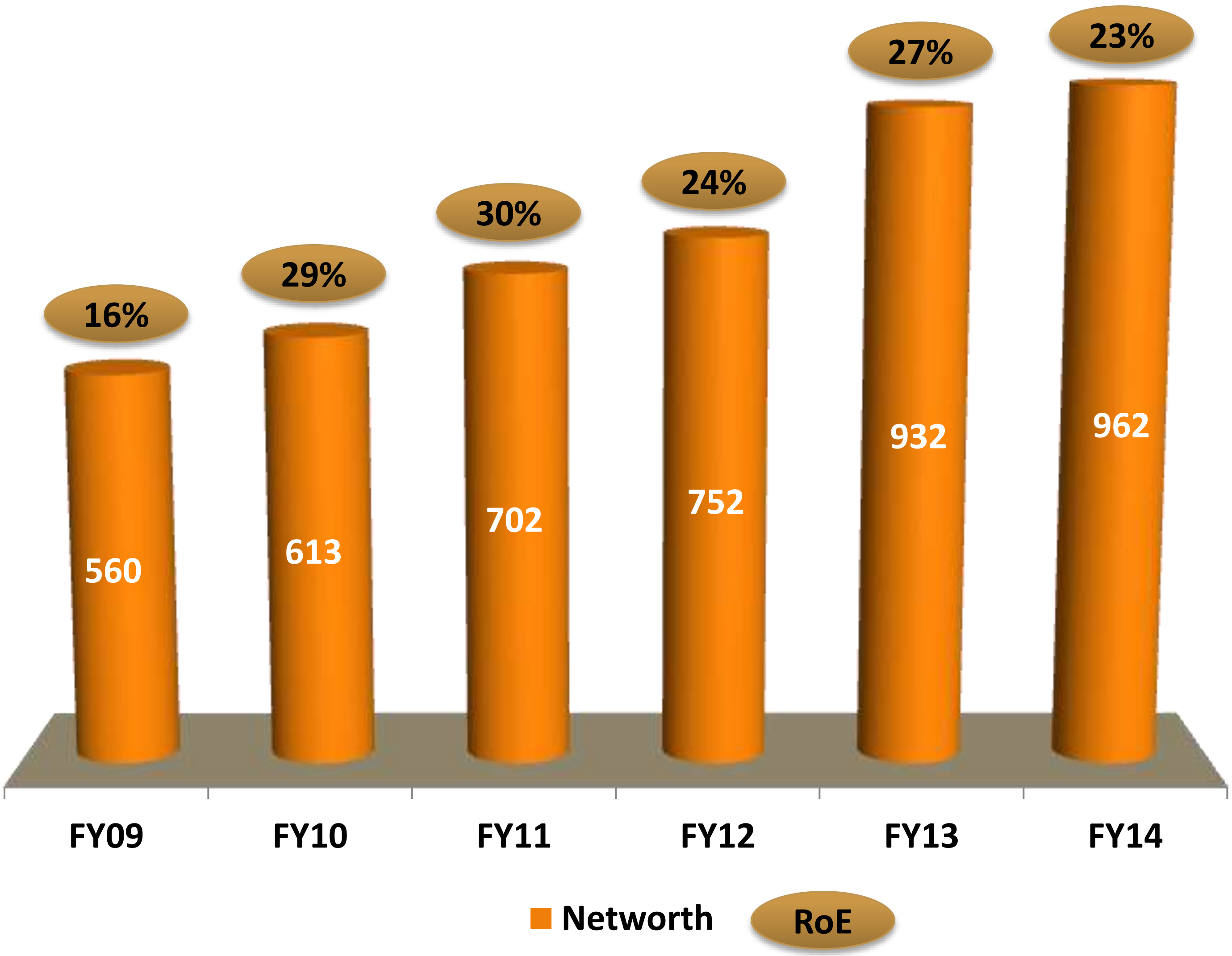
Rs. Crs.	Mar '13	Mar'14
Adjusted Profit Before Tax	220	296
Add: Interest	31	35
EBIT	**251**	**331**
Capital Employed	**920**	**854**
Networth*	681	722
Net Borrowings	239	132
RoCE	**27%**	**39%**

* Networth excluding intangible assets and Goodwill

RoCE



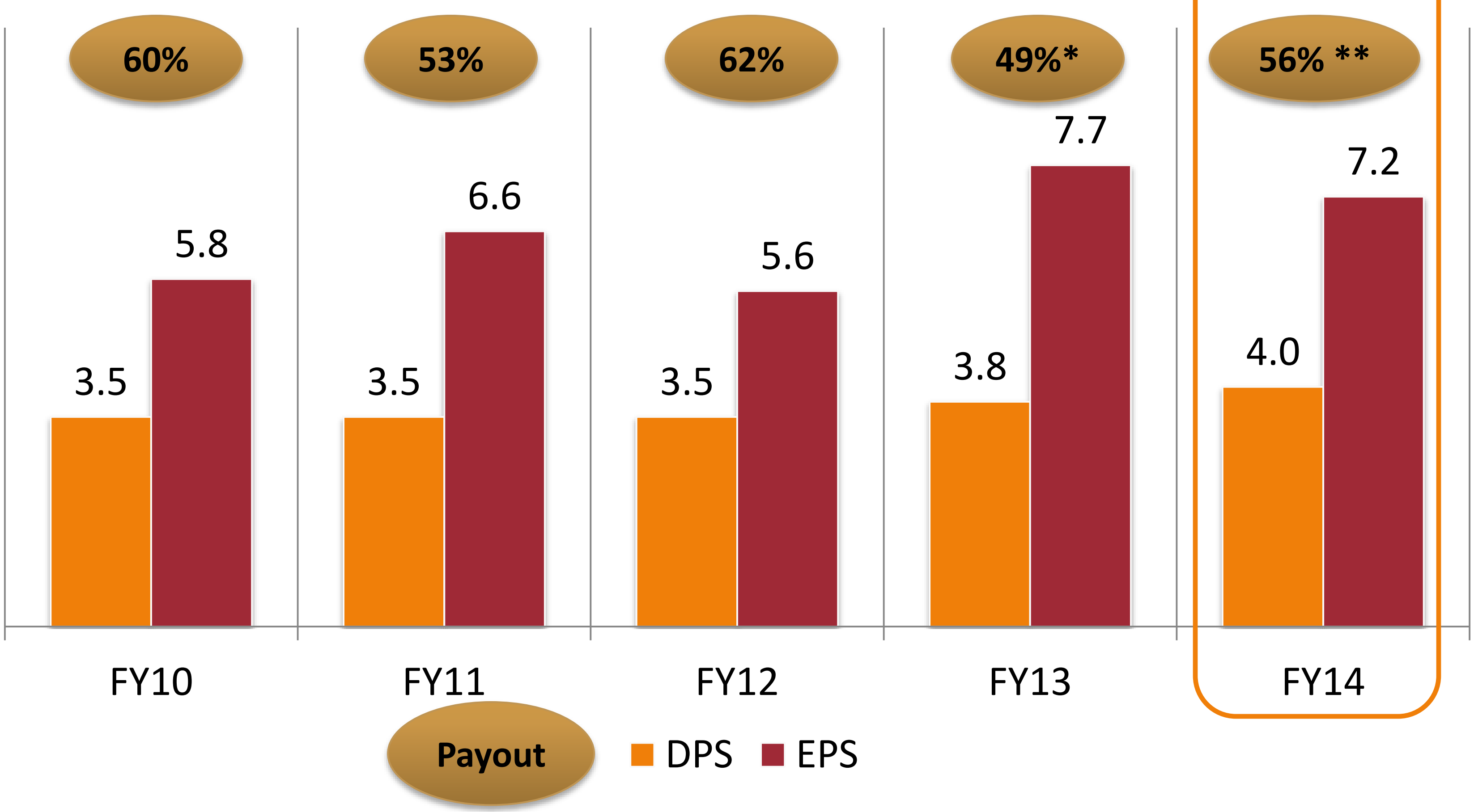
Consistently Generating High Return on Equity



Cash flow Highlights

	Rs. Crs.	FY14	FY13
A	**Net Surplus/(Deficit) Generated from Operations**	**330.5**	**201.80**
B	Surplus / (Deficit) from Investing Activities	-169.8	-163.9
B1	Net CAPEX	-49.72	-96.11
B2	Other Investing Activities	-120.08	-67.79
C	Surplus / (Deficit) from Financing Activities	-188.4	-31.4
C1	Share Buyback & Dividend Paid	-159.25	-128.58
C2	Other Financing Activities incl. Repayment	-29.15	-52.82
C3	Issuance of Debenture		150
D	Net Surplus / (Deficit) other than Operations **(B) + (C)**	-358.20	-195.3
E	Net Increase/(Decrease) in Cash and Cash Equivalent (A+D)	-27.7	6.5
F	Opening Cash and Cash equivalent	51.8	45.3
G	Cash and Cash equivalent acquired during the year	0	0
H	Cash and Cash equivalent at the end (E+F+G)	24.1	51.8
	Free Cash flow for Firm (A+B1)	**280.78**	**105.69**
	Free Cash flow for Shareholder (A+B1-C1+C3)	**440.03**	**384.27**

High Profit Sharing with Shareholders



* Including Buyback of Rs. 47.5 crores

** Includes Proposed Dividend of Rs. 3 per equity share

For further information, please contact:

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