

December 14, 2016

1) Manager-CRD,  
Bombay Stock Exchange Ltd.,  
Dalal Street,  
Mumbai-400001

Fax No.022-22722037/39/41  
Re: Jagran Prakashan Limited  
Script Code: 532705  
ISIN No. INE 199G01027

2) Listing Manager,  
National Stock Exchange of India Ltd.,  
'Exchange Plaza'  
Bandra Kurla Complex,  
Bandra (E),  
Mumbai-400 051

Fax: 022- 26598237/38  
Re: Jagran Prakashan Limited  
Scrip Code: JAGRAN  
ISIN No. INE 199G01027

Dear Sir,

**Sub: Intimation to Stock Exchange- Press Release in connection with Standalone Un-audited Financial Results for the quarter and half year ended 30<sup>th</sup> September, 2016**

A copy of Press Release for the quarter and half year ended 30<sup>th</sup> September, 2016 is enclosed herewith.

Kindly take the same in your record.

Thanking You,

For Jagran Prakashan Limited

Amit Jaishwal

(AMIT JAISWAL)  
Company Secretary

Encl: as above



**EARNINGS RELEASE FOR Q2FY17**

**Radio Revenues up by 33.1% to Rs. 132.07 crores in H1FY17**

**Standalone Digital Revenues up by 30.0% to Rs. 6.05 crores in Q2FY17**

**Standalone Operating Revenues up by 6.3% to Rs. 459.01 crores in Q2FY17**

**Standalone Net Profit up by 13.9% to Rs. 75.69 crores in Q2FY17**

**New Delhi, December 14, 2016;** Jagran Prakashan Limited (JPL) (BSE SCRIP ID: 532705; NSE SYMBOL: JAGRAN), publishers of '**Dainik Jagran**', India's largest read newspaper, has reported Standalone Operating Revenues of Rs 459.01 crores, Standalone Operating Profit of Rs 121.28 crores and Standalone Net Profit (PAT) of Rs 75.69 crores for Q2FY17. The Financial Results and other financial figures are IndAS compliant for the current as well as previous and comparable quarters.

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

"The highlight of the quarter was the performance of Digital supported by strong half year performance of Radio. The growth in print business was subdued partly due to heavy rains and resultant floods in major areas of our operations and partly due to delayed payout of wages on implementation of 7<sup>th</sup> Pay Commission. However, Inext and Punjabi Jagran were exceptions to the print industry's trend and both these brands recorded near double digit growth in advertisement revenues. In spite of subdued growth in revenues, Dainik Jagran improved its operating margin from Q1 which demonstrates the ability of the Company to adjust the cost structure in line with the growth in revenues.

You may have noticed that the long pending Schemes of Arrangement have already been completed and the Company's subsidiary Music Broadcast Limited has filed DRHP for its IPO with SEBI.

As expected, October was good on account of the festive season but post demonetisation, the consumption reduced which has adversely affected the economic activity including media and entertainment industry.

All of us will need to bear with the current state of the economy and hope that it will lead us to experience a brighter future."

## FINANCIAL HIGHLIGHTS

### Stand Alone

#### **Q2FY17 (all comparisons with Q2FY16)**

- Operating Revenues at Rs 459.01 crores, up by 6.3% from Rs 431.88 crores.
- Advertisement Revenues at Rs 322.94 crores, up by 5.1% from Rs 307.36 crores.
- Circulation Revenues at Rs 99.30 crores, up by 5.8% from Rs 93.87 crores.
- Other Operating Revenues at Rs 36.77 crores, up by 20% from Rs 30.65 crores.
- Digital Advertisement Revenue at Rs 6.05 crores, up by 30% from Rs 4.65 crores.\*
- PAT at Rs 75.69 crores, up by 13.9% from Rs 66.44 crores.

\* included in Advertisement Revenue

#### **H1FY17 (all comparisons with H1FY16)**

- Operating Revenues at Rs 932.43 crores, up by 7.4% from Rs 867.91 crores.
- Advertisement Revenues at Rs 656.37 crores, up by 6.9% from Rs 613.82 crores.
- Circulation Revenues at Rs 199.64 crores, up by 6% from Rs 188.35 crores.
- Other Operating Revenues at Rs 76.43 crores, up by 16.3% from Rs 65.74 crores.
- Digital Advertisement Revenue at Rs 12.11 crores, up by 27.4% from Rs 9.50 crores.\*
- PAT at Rs 149.46 crores, up by 9.3% from Rs 136.69 crores.

\* included in Advertisement Revenue

**Operating Revenue and Operating Profit from major businesses (Standalone):**

		<b>Rs. in Crores</b>		
		<b>Q2FY17</b>	<b>Q1FY17</b>	<b>Q2FY16</b>
<b>Dainik Jagran*</b>				
	Operating Revenue	373.51	383.71	357.14
	Operating Profit	126.09	128.75	125.21
	Operating margin%	33.76%	33.55%	35.06%
<b>Other publications*</b>				
(Naidunia, I-Next, City Plus, Punjabi Jagran, Josh Plus & Sakhi)	Operating Revenue	54.68	55.04	51.78
	Operating Profit	-0.85	2.07	0.77
	Operating margin%	-1.56%	3.76%	1.49%
<b>Digital</b>				
	Operating Revenue	6.05	6.06	4.65
	Operating Profit	-4.30	-2.58	-1.27
	Operating margin%	-71.17%	-42.53%	-27.24%
<b>Outdoor &amp; Event</b>				
	Operating Revenue	27.78	32.25	20.37
	Operating Profit	0.32	2.16	-1.02
	Operating margin%	1.13%	6.69%	-5.01%

\* Excludes Digital.

**Note:** (i) Publication of City Plus and Josh Plus has been discontinued from August 2015 and April 2016 respectively.

(ii) Fall in margins of other publications is due to investment in strategic increase in circulation coupled with low growth in advertisement revenue.

**Financial performance of Music Broadcast Limited\* :**

		Rs. In crores		
		Profit & Loss Account (Unaudited)		
		H1FY17**	H1FY16	Growth
1.	Operating Revenue	132.07	99.22	33.10%
2.	Operating Expenses	84.03	68.92	21.92%
<b>3.</b>	<b>Operating Profit (1-2)</b>	<b>48.04</b>	<b>30.30</b>	<b>58.55%</b>
4.	Other Income	1.90	12.30	-84.59%
<b>5.</b>	<b>Total Revenue (1+4)</b>	<b>133.97</b>	<b>111.52</b>	<b>20.13%</b>
6.	Depreciation	9.01	9.05	-0.43%
7.	Interest	8.16	11.75	-30.54%
8.	Exceptional Item	-	13.58	100.00%
<b>9.</b>	<b>Profit Before Tax</b>	<b>32.77</b>	<b>8.22</b>	<b>298.66%</b>
10.	Tax	10.82	3.43	215.45%
<b>11.</b>	<b>Profit After Tax</b>	<b>21.95</b>	<b>4.79</b>	<b>358.25%</b>
<b>12.</b>	<b>Other Comprehensive Income</b>	<b>(0.74)</b>	-	<b>-100.00%</b>
<b>13.</b>	<b>Total Comprehensive Income (11+12)</b>	<b>21.21</b>	<b>4.79</b>	<b>342.80%</b>
<b>14</b>	<b>Operating Profit Margin</b>	<b>36.37%</b>	<b>30.54%</b>	<b>19.09%</b>
<b>15.</b>	<b>Net Profit Margin</b>	<b>15.83%</b>	<b>4.30%</b>	<b>268.40%</b>

Operating Profit Margin: (Operating profit/Operating Revenue)\*100; Net Profit Margin: (Total Comprehensive Income/Total Revenue)\*100

\*The financial information of Music Broadcast Limited (“MBL”) included in this press release has been extracted from the unaudited limited reviewed financial results for the half year ended September 30, 2016 along with the comparable period disclosed by MBL to BSE in accordance with the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended.

\*\* H1FY17 figures include six months figures of Radio Mantra consequent upon demerger of Radio Mantra radio stations into Radio City

**Awards and Recognitions**
**Dainik Jagran : 21 Awards**

1. Jul 2016 : **Dainik Jagran** wins the Silver at the Echo Awards conducted by DMAI in the category “Business Effectiveness : Media & Publishing” for Jagran Film Festival
2. Jul 2016 : **Dainik Jagran** wins the Bronze at the Echo Awards conducted by DMAI in the category “Business Effectiveness : Not for Profit” for Aligarh Lake
3. Jul 2016 : **Dainik Jagran** wins the Bronze at the Echo Awards conducted by DMAI in the category “Business Effectiveness : Not for Profit” for Jagran Yuva Sampadak

4. Jul 2016 : **Dainik Jagran** wins the Leader Award at the Echo Awards conducted by DMAI in the category “Business Effectiveness : Not for Profit” for Bharat RakshaParv
5. Jul 2016 : **Dainik Jagran** wins the Bronze at the Echo Awards conducted by DMAI in the category “Media Effectiveness : Best Use of Strategy Print” for Aligarh Lake
6. Aug 2016 : **Dainik Jagran** wins the Bronze at the Indian Content Marketing Awards in the category “Branded Content Turned Property” for JagranSanskarsShala
7. Aug 2016 : **Dainik Jagran** wins the Silver at the Indian Content Marketing Awards in the category “Best Print Content” for JagranYuvaSampadak
8. Aug 2016 : **Dainik Jagran** wins the Bronze at the Ink Awards in the category “Best Copywriting ” for Bharat RakshaParv
9. Aug 2016 : **Dainik Jagran** wins the Bronze at the Ink Awards in the category “Best Direct Response Advertising” for Bharat RakshaParv
10. Sep 2016 : **Dainik Jagran** wins the Gold at the Asian Consumer Engagement Forum in the category “Best Pro Bono Campaign/Project” for JagranSanskarsShala
11. Sep 2016 : **Dainik Jagran** wins the Gold at the Asian Consumer Engagement Forum in the category “Best Publication” for DainikJagran
12. Sep 2016 : **Dainik Jagran** wins the Gold at the Asian Consumer Engagement Forum in the category “Best Community Affairs” for Aligarh Lake campaign
13. Sep 2016 : **Dainik Jagran** wins the Gold at the Asian Consumer Engagement Forum in the category “Best CSR Event” for Aligarh Lake campaign
14. Sep 2016 : **Dainik Jagran** wins the Gold at the Asian Consumer Engagement Forum in the category “Marketer of the Year” for its various Reader Connect Initiatives
15. Sep 2016 : **Dainik Jagran** wins the Gold at the Asian Consumer Engagement Forum in the category “Innovation” for its Dengue Campaign
16. Sep 2016 : **Dainik Jagran** wins the Silver at the Asian Consumer Engagement Forum in the category “Grand Prix Award (Best CSR Campaign of the Year)” for Aligarh Lake campaign
17. Sep 2016 : **Dainik Jagran** wins the Silver at the Asian Consumer Engagement Forum in the category “Best Pro Bono Campaign/Project” for Aligarh Lake Campaign
18. Sep 2016 : **Dainik Jagran** wins the Silver at the Asian Consumer Engagement Forum in the category “Best Community Affairs” for JanhitJagran
19. Sep 2016 : **Dainik Jagran** wins the Silver at the Asian Consumer Engagement Forum in the category “Best CSR Event” for JagranSanskarsShala

20. Sep 2016 : **Dainik Jagran** wins the Silver at the Asian Consumer Engagement Forum in the category “Excellence in Corporate Reputation” for JanhitJagran
21. Sep 2016 :**Dainik Jagran** received INCQC (International Newspaper Colour Quality Club) membership awarded by WAN-IFRA for 2016-18 for quality printing.

### **About Jagran Prakashan Limited**

Jagran Prakashan Limited is a media conglomerate with interests spanning across printing and publication of newspapers & magazines, FM Radio, Digital, Outdoor Advertising and Promotional marketing / Event management / on ground activation businesses.

The Group publishes 10 newspapers and a magazine from 37 different printing facilities across 13 states in 5 different languages. In addition, through FM Radio, it has expanded its presence and operations to 29 cities as on November 25, 2016 and is present in 12 out of the top 15 cities in India by population (*Source: Census 2011*).

Established in 1942, the Group’s flagship brand **Dainik Jagran** is the brainchild of the Freedom fighter, Late Shri Puran Chandra Gupta.

Dainik Jagran was voted as the most credible and trusted newspaper in India in a Globescan survey commissioned by BBC-Reuters which was conducted across 10 leading countries including US, UK, Germany and Russia. Jagran Prakashan Limited has also been accorded the status of a Business Superbrand by the Superbrands Council.

The Company publishes 6 editions of Hindi daily “**Naidunia**” from Indore, Ujjain, Gwalior, Jabalpur, Raipur and Bilaspur and “**Navdunia**” from Bhopal, besides national edition from New Delhi.

In addition, company publishes other 2 newspapers **I-Next** published in 13 editions from 5 states and Punjabi newspaper, **Punjabi Jagran** published in 2 editions from Punjab.

Besides newspapers, the company also publishes magazine Sakhi besides various other publications and Coffee Table Books.


**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.

**Digital** continues to perform incredibly with growth in revenue of 27%, page views reaching 471 million from 258 million a year ago, unique users reaching 21 million and the network continuing to maintain 3<sup>rd</sup> rank in news and info category and 1<sup>st</sup> rank in education as per (Comscore: Web+Mobile September 2016).

With over 10.4 M Facebook Fans, JPL becomes first newspaper group in India to cross this milestone ((FaceBook India - September 2016)

The Company’s subsidiary Midday Infomedia Limited is the publisher of 3 newspaper brands, **Midday English** a niche English daily, **Inquilab** the highest read Urdu daily of the country and

Press Release

**Midday Gujarati, No.2 Gujarati newspaper in Mumbai.** All the 3 brands are  **Jagran** hugely popular newspaper brands in Mumbai, one of the two largest advertising markets of the country. **Inquilab** is circulated in Maharashtra and the states of U.P., Delhi and Bihar.



**Radio City**, India's first private sector FM broadcaster, is present in 29 cities as on November 25, 2016, with popular programmes including 'Love Guru' and 'Kal Bhi Aaj Bhi' and pre-programming features which include 'Babber Sher' and 'Joke Studio'. As on March 31, 2016, the stations have reached out to over 49.60 million listeners in 23 cities covered by AZ Research. (\*AZ Research Report).

Radio City started operations in Kanpur with the launch of Radio City Kanpur 104.8 by none other than the Bollywood heartthrob Hrithik Roshan on 10<sup>th</sup> October 2016 at 10:48am. With this launch, Radio City started operationalization of the cities in the Phase III expansion.

The network has expanded its footprint in the Phase III auctions by adding 11 new cities. With the addition of these new towns and demerger of Radio Mantra, Radio City will expand its reach to 39 cities upon completion of rollout of Phase – III cities.

As a responsible corporate citizen, JPL supports a charitable trust, **Shri Puran Chandra Gupta Smarak Trust**, to discharge its social responsibilities. **Pehel**, an outfit of the trust provides social services such as organizing workshops/seminars to voice different social issues, health camps/road shows 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 and UNICEF 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 about 8000 students through schools and colleges at Kanpur, Noida, Lucknow, Varanasi, Dehradun and smaller towns Kannauj, Basti. The company has also been assisting trusts and societies dedicated to the cause of promoting education, culture, healthcare, etc.

**Pehel – The Initiative**, a charitable institution dedicated to the social cause assists Company in identifying the opportunities of social significance and also monitors the utilization of Company's financial assistance for social cause, wherever required.

#### **Credit Rating**

CRISIL has reaffirmed its credit rating AA+Stable for long and medium term and A1+ for short term in respect of the Company, AA(-)/stable for long term in respect of Midday Infomedia Limited and AA Stable for long term in respect of Music Broadcast Limited.

#### **For further details, please contact:**

Mr Amit Jaiswal  
Jagran Prakashan Limited  
Mobile +91 9839095594  
Tel +91- 512- 2216161

*Music Broadcast Limited is proposing, subject to receipt of requisite approvals, market conditions and other considerations, an initial public offering of its equity shares (the "Equity Shares") and has filed a draft red herring prospectus (the "DRHP") with the Securities and Exchange Board of India ("SEBI"). The DRHP is available on the website of the SEBI at [www.sebi.gov.in](http://www.sebi.gov.in) and the website of the Book Running Lead Manager at [www.icicisecurities.com](http://www.icicisecurities.com).*

*Any potential investor should note that investment in Equity Shares involves a high degree of risk. For details, potential investors should refer to the section titled "Risk Factors" in the red herring prospectus to be filed with the Registrar of Companies. Investors should not refer to the DRHP for making any investment decision.*