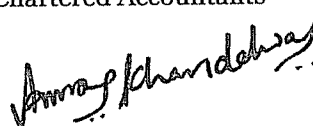


The Board of Directors
Jagran Prakashan Limited
Jagran Building
2, Sarvodaya Nagar
Kanpur - 208005

1. We have reviewed the consolidated results of Jagran Prakashan Limited, its subsidiaries and associate companies, hereinafter referred to as the "Group" (refer Note 2 on the Statement) for the quarter ended September 30, 2014 which are included in the accompanying 'Standalone and Consolidated unaudited financial results for the quarter and half year ended September 30, 2014' and the consolidated statement of assets and liabilities as on that date (the "Statement"), except for the disclosures regarding 'Public Shareholding' and 'Promoter and Promoter Group Shareholding' in Jagran Prakashan Limited which have been traced from disclosures made by the Management but have neither been reviewed nor been audited by us. The Statement has been prepared by the Group's Management pursuant to Clause 41 of the Listing Agreement with the Stock Exchanges in India, which has been initialled by us for identification purposes. This Statement is the responsibility of the Group's Management and has been approved by the Board of Directors/ Committee of Board of Directors of Jagran Prakashan Limited. Our responsibility is to issue a report on the Statement based on our review.
2. We conducted our review in accordance with the Standard on Review Engagement (SRE) 2410, "Review of Interim Financial Information Performed by the Independent Auditor of the Entity" issued by the Institute of Chartered Accountants of India. This Standard requires that we plan and perform the review to obtain moderate assurance as to whether the financial statements are free of material misstatement.
3. A review is limited primarily to inquiries of group's personnel and analytical procedures applied to group's financial data and thus provides less assurance than an audit. We have not performed an audit and, accordingly, we do not express an audit opinion.
4. We have only traced the disclosures regarding 'Public Shareholding' and 'Promoter and Promoter Group Shareholding' in Jagran Prakashan Limited in the Statement from the disclosures made by the Group's Management and are, therefore, not expressing a review opinion thereon.
5. Based on our review conducted as above, nothing has come to our attention that causes us to believe that the Statement has not been prepared in all material respects in accordance with the applicable Accounting Standards notified pursuant to the Companies (Accounting Standards) Rules, 2006 as per Section 211(3C) of the Companies Act, 1956 read with the General Circular 15/2013 dated September 13, 2013 of the Ministry of Corporate Affairs in respect of Section 133 of the Companies Act, 2013 and other recognised accounting practices and policies, and has not disclosed the information required to be disclosed in terms of Clause 41 of the Listing Agreement including the manner in which it is to be disclosed, or that it contains any material misstatement.

For Price Waterhouse Chartered Accountants LLP
Firm Registration Number: 012754N/N500016
(Formerly, Price Waterhouse
Firm Registration Number: 012754N)
Chartered Accountants



Anurag Khandelwal
Partner
Membership Number: 078571

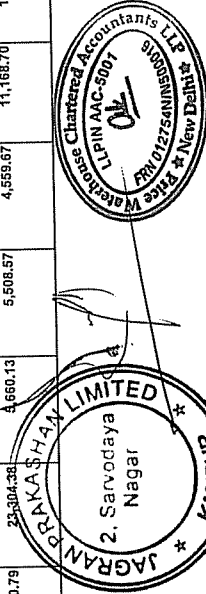
New Delhi
October 29, 2014

JAGRAN PRAKASHAN LIMITED
CIN: L22219UP1975PLC004147

REGISTERED OFFICE: JAGRAN BUILDING, 2, SARVODAYA NAGAR, KANPUR - 208 005
Tel: +91 512 2216161, Fax: 0512 2230625, Web site: www.jpilcorp.in, email: investor@jagran.com,

STANDALONE AND CONSOLIDATED UNAUDITED FINANCIAL RESULTS FOR THE QUARTER AND HALF YEAR ENDED SEPTEMBER 30, 2014
(Amount Rs. in Lakhs except per share data)

PART I Sr. No.	Particulars	STANDALONE				CONSOLIDATED			
		Quarter Ended		Half Year Ended		Quarter Ended		Half Year Ended	
		30.09.2014 (Unaudited)	30.09.2013 (Unaudited)	30.09.2014 (Unaudited)	30.09.2013 (Unaudited)	30.09.2014 (Unaudited)	30.09.2013 (Unaudited)	30.09.2014 (Unaudited)	30.09.2013 (Unaudited)
1	Income from operations	39,910.85	37,519.37	80,232.43	75,071.63	42,519.39	40,236.97	85,531.96	80,512.95
a.	Net sales / income from operations	1,126.42	1,016.21	2,158.40	1,936.85	1,107.69	1,016.62	2,124.31	1,953.50
b.	Other operating income	41,037.27	38,535.56	82,350.83	77,008.48	43,627.08	44,029.19	87,656.27	82,466.45
	Total income from operations (Net)								
2	Expenses	15,210.59	13,836.37	30,573.42	27,072.73	16,026.20	16,274.97	32,303.17	28,895.37
a.	Cost of materials consumed	2.77	(2.67)	0.10	(0.50)	2.77	(2.67)	0.10	(0.50)
b.	Change in inventories of finished goods	5,636.66	5,216.05	11,269.04	10,405.49	6,463.58	6,478.29	12,941.87	12,024.95
c.	Employee benefits expense	2,242.97	2,167.07	4,410.04	3,404.23	2,452.97	2,378.96	4,831.93	3,710.28
d.	Depreciation and amortisation expense	9,854.92	9,775.42	19,630.34	20,293.30	10,507.90	10,575.38	21,093.37	22,169.74
e.	Other expenses*	32,947.91	32,935.03	65,882.94	61,175.25	35,455.42	35,704.93	71,160.35	66,799.84
	Total expenses								
3	Profit from operations before other income, finance cost, exceptional items, prior period adjustments, share in associates profits and share of minority interests (1-2)	8,089.36	7,359.13	16,507.89	15,933.23	8,171.66	8,324.26	16,495.92	15,666.61
4	Other income #	704.39	666.93	1,371.32	(595.16)	713.70	691.62	1,405.32	(670.59)
5	Profit from ordinary activities before finance costs, exceptional items, prior period adjustments, share in associates profits and share of minority interests (3+4)	8,793.75	6,848.96	17,879.21	15,237.07	8,885.36	9,015.88	17,901.24	14,995.03
6	Finance costs	684.31	788.01	1,472.32	1,430.85	734.48	837.27	1,571.75	1,496.50
7	Profit from ordinary activities before exceptional items, prior period expenses, share in associates profit and share of minority interests (5-6)	8,109.44	8,297.45	16,406.89	13,806.22	8,150.88	8,178.61	16,329.49	13,498.53
8	Exceptional items and prior period adjustments (net) (Refer note no.5 (b))	-	-	-	1,007.41	-	-	-	-
9	Profit from ordinary activities before tax and share in associates profit and share in minority interests (7-8)	8,109.44	8,297.45	16,406.89	13,806.22	8,150.88	8,178.61	16,329.49	13,498.53
10	Tax expense	2,512.74	2,696.26	5,211.00	3,175.43	2,490.75	2,670.04	5,160.79	3,161.25
11	Net Profit from ordinary activities after tax and before share in associates profit and share of Minority Interests (9-10)	5,596.70	5,599.19	11,195.89	10,630.79	5,660.13	5,508.57	11,168.70	10,338.28
12	Extraordinary items	-	-	-	-	-	-	-	-
13	Net Profit for the period after tax and before share in associates profit and share of Minority Interests (11-12)	5,596.70	5,599.19	11,195.89	10,630.79	5,660.13	5,508.57	11,168.70	10,338.28



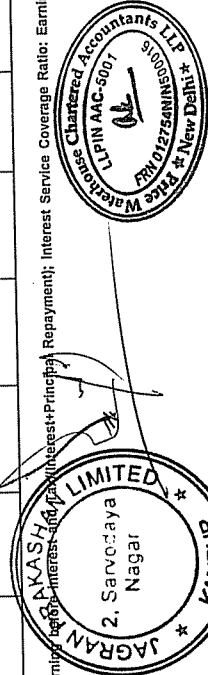
JAGRAN PRAKASHAN LIMITED
CIN: L22219UP1975PLC004147

REGISTERED OFFICE: JAGRAN BUILDING, 2, SARVODAYA NAGAR, KANPUR - 208 005
Tel: +91 512 2216161, Fax: 0512 2230626, Web site: www.jpcoorp.in, email: investor@jagran.com,

STANDALONE AND CONSOLIDATED UNAUDITED FINANCIAL RESULTS FOR THE QUARTER AND HALF YEAR ENDED SEPTEMBER 30, 2014

PART I Sr. No.	Particulars	STANDALONE						CONSOLIDATED					
		Quarter Ended		Half Year Ended		Year Ended		Quarter Ended		Half Year Ended		Year Ended	
		30.09.2014 (Unaudited)	30.06.2014 (Unaudited)	30.09.2013 (Unaudited)	30.09.2014 (Unaudited)	31.03.2014 (Audited)	30.09.2014 (Unaudited)	30.09.2014 (Unaudited)	30.09.2013 (Unaudited)	30.09.2014 (Unaudited)	30.09.2013 (Unaudited)	31.03.2014 (Audited)	31.03.2014 (Audited)
14	Share of Profits / (Losses) of Associates	-	-	-	-	-	-	(2.30)	(7.42)	(1.14)	(15.35)	(35.12)	
15	Minority Interest	-	-	-	-	-	-	(2.36)	5.01	1.13	10.52	24.82	
16	Net Profit after taxes, minority interest and share of profit/(loss) of associates (13+14+15)	5,596.70	5,599.19	4,697.26	11,195.89	23,304.38	5,655.45	5,655.45	4,557.26	11,168.69	10,333.45	22,615.35	
17	Paid-up Equity Share Capital (Face Value of Rs. 2/- each)	6,538.24	6,538.24	6,538.24	6,538.24	6,538.24	6,225.36	6,225.36	6,325.36	6,225.36	6,325.36	6,225.36	
18	Paid up Debt Capital (Listed Debentures)	-	-	-	15,000.00	15,000.00	-	-	-	15,000.00	15,000.00	15,000.00	
19	Reserves Excluding Revaluation Reserves as per balance sheet of previous accounting year	-	-	-	99,450.13	88,569.42	-	-	-	100,772.36	97,559.30	89,939.06	
20	Debiture Redemption Reserve	-	-	-	6,000.00	6,000.00	-	-	-	6,000.00	3,000.00	6,000.00	
21. i	Earning per share (before extraordinary items)** (On Face Value of Rs. 2/- each) (not annualised)	1.71	1.71	1.41	3.42	7.05	1.82	1.77	1.44	3.59	3.27	7.18	
	(a) Basic	1.71	1.71	1.41	3.42	7.05	1.82	1.77	1.44	3.59	3.27	7.18	
	(b) Diluted	-	-	-	-	-	-	-	-	-	-	-	
21. ii	Earning per share (after extraordinary items)** (On Face Value of Rs. 2/- each) (not annualised)	1.71	1.71	1.41	3.42	7.05	1.82	1.77	1.44	3.59	3.27	7.18	
	(a) Basic	1.71	1.71	1.41	3.42	7.05	1.82	1.77	1.44	3.59	3.27	7.18	
	(b) Diluted	-	-	-	-	-	-	-	-	-	-	-	
22	Debt Equity Ratio (Refer note below)	-	-	-	0.32	0.48	-	-	-	0.42	0.59	0.64	
23	Debt Service Coverage Ratio (Refer note below)	-	-	-	4.63	6.32	-	-	-	4.52	10.02	6.05	
24	Interest Service Coverage Ratio (Refer note below)	-	-	-	12.14	10.65	-	-	-	11.39	10.02	9.86	
-	Includes:-												
	(i) Direct Expenses of Outdoor, Event and Digital Business	1,986.14	2,069.57	2,488.89	4,055.81	9,689.84	1,986.14	2,069.57	2,488.89	4,055.81	4,810.61	9,689.84	
	(ii) Stores and Spares Consumption	1,076.29	1,086.01	995.02	2,162.30	4,086.87	1,106.79	1,127.99	1,036.88	2,236.78	2,048.95	4,231.19	
	(iii) Write offs and Provision for bad and doubtful debts/ advances/ investments	61.20	293.02	217.89	354.22	503.92	83.66	317.74	242.78	401.40	508.35	2,179.83	
#	Includes Exchange Rate Fluctuation Gain / (Losses) (net)	(223.20)	7.03	(961.18)	(216.17)	(1,567.87)	(232.94)	6.33	(1,004.58)	(226.61)	(2,310.12)	(1,617.39)	
	Profit on sale of immovable property	343.56	-	-	343.56	3,561.59	343.56	-	-	343.56	0	3,561.59	

Note: Debt Equity Ratio: (Long Term Borrowings+Short Term Borrowings)/Net Worth; Debt Service Coverage Ratio : Earnings before interest and tax/Interest; Interest Service Coverage Ratio: Earning Before Interest and tax/Interest expense



JAGRAN PRAKASHAN LIMITED
CIN: L22219UP1975PLC004147

REGISTERED OFFICE: JAGRAN BUILDING, 2, SARVODAYA NAGAR, KANPUR - 208 005

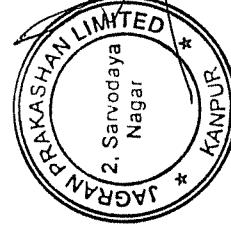
Tel: +91 512 2216161, Fax: 0512 2230625, Web site: www.jpcorp.in, email: investor@jagran.com,

STANDALONE AND CONSOLIDATED UNAUDITED FINANCIAL RESULTS FOR THE QUARTER AND HALF YEAR ENDED SEPTEMBER 30, 2014

PART II	Sr. No.	Particulars	STANDALONE										CONSOLIDATED					
			Quarter Ended		Half Year Ended		Year Ended		Quarter Ended		Half Year Ended		Year Ended		Half Year Ended		Year Ended	
			30.09.2014 (Unaudited)	30.06.2014 (Unaudited)	30.09.2014 (Unaudited)	30.06.2014 (Unaudited)	31.03.2014 (Audited)	31.03.2014 (Audited)	30.09.2014 (Unaudited)	30.06.2014 (Unaudited)	30.09.2014 (Unaudited)	30.06.2014 (Unaudited)	30.09.2014 (Unaudited)	30.06.2014 (Unaudited)	30.09.2014 (Unaudited)	30.06.2014 (Unaudited)	31.03.2014 (Audited)	31.03.2014 (Audited)
A	1	PARTICULARS OF SHAREHOLDING																
-	-	Public Shareholding	122,282,038	122,282,038	127,386,708	127,386,708	122,282,038	122,282,038	122,282,038	122,282,038	127,386,708	127,386,708	127,386,708	127,386,708	127,386,708	127,386,708	122,282,038	122,282,038
-	-	Number of Shares (Face Value of Rs. 2/- each)	37.41	37.41	38.38	38.38	37.41	37.41	39.29	39.29	40.28	40.28	40.28	40.28	40.28	40.28	39.29	39.29
-	-	Percentage of Shareholding**																
2	a)	Promoters and Promoter Group Shareholding																
-	-	Pledged / Encumbered	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	Number of Shares	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	Percentage of Shares (as a % of the Total Shareholding of Promoter and Promoter Group)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
-	-	Percentage of Shares (as a % of the Total Share Capital of the Company)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
b)	-	Non-encumbered	204,629,791	204,629,791	204,525,121	204,525,121	204,629,791	204,629,791	188,985,819	188,985,819	188,881,149	188,881,149	188,881,149	188,881,149	188,881,149	188,881,149	188,985,819	188,985,819
-	-	Number of Shares	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
-	-	Percentage of Shares (as a % of the Total Shareholding of Promoter and Promoter Group)	62.59	62.59	61.62	61.62	62.59	62.59	60.71	60.71	59.72	59.72	59.72	59.72	59.72	59.72	60.71	60.71
-	-	Percentage of Shares (as a % of the Total Share Capital of the Company)																

** Determined after eliminating in consolidated statement 15,643,972 equity shares issued to a subsidiary on March 16, 2013 pursuant to a Scheme of Arrangement between Naidunia Media Limited and Jagran Prakashan Limited.

PART I		Quarter Ended 30.09.2014	
Particulars			
B	INVESTOR COMPLAINTS		
	Pending at the beginning of the quarter		NIL
	Received during the quarter		7
	Disposed of during the quarter		7
	Remaining unresolved at the end of the quarter		NIL



JAGRAN PRAKASHAN LIMITED

REGISTERED OFFICE: JAGRAN BUILDING, 2, SARVODAYA NAGAR, KANPUR - 208 005

Tel: +91 512 2216161, Fax: 0512 2230625, Web site: www.jplcorp.in, email: investor@jagran.com, CIN: L22219UP1975PLC004147

STANDALONE AND CONSOLIDATED STATEMENT OF ASSETS AND LIABILITIES AS AT SEPTEMBER 30, 2014

(Amount Rs. In Lakhs)

Particulars	STANDALONE		CONSOLIDATED	
	As At		As At	
	As at 30.09.2014 (Unaudited)	As at 31.03.2014 (Audited)	As at 30.09.2014 (Unaudited)	As at 31.03.2014 (Audited)
A EQUITY AND LIABILITIES				
1 Shareholders' funds				
Share Capital	6,538.24	6,538.24	6,225.36	6,225.36
Reserves and Surplus	99,450.13	88,569.42	100,772.36	89,939.06
Total-Shareholders' funds	105,988.37	95,107.66	106,997.72	96,164.42
2 Minority Interest	-	-	86.18	87.31
3 Non-current liabilities				
Long-term borrowings*	26,964.40	29,272.00	26,964.40	29,272.00
Deferred tax liabilities(net)	8,483.39	8,538.68	8,483.39	8,538.68
Other Long-term Liabilities	1,818.66	1,509.07	1,818.66	1,509.07
Long-term provisions	710.03	587.57	963.21	799.33
Total-Non-current liabilities	37,976.48	39,907.32	38,229.66	40,119.08
4 Current liabilities				
Short-term borrowings	7,184.96	16,152.12	8,262.14	17,307.92
Trade payables	16,731.29	11,159.31	18,040.97	12,749.51
Other current liabilities	12,474.94	13,440.33	13,105.66	14,528.80
Short-term provisions	9,927.61	11,585.37	9,931.81	11,602.15
Total-Current liabilities	46,318.80	52,337.13	49,340.58	56,188.38
TOTAL-EQUITY AND LIABILITIES	190,283.65	187,352.11	194,654.14	192,559.19
B ASSETS				
1 Non-current assets				
Fixed Assets	59,760.78	62,101.22	64,512.19	67,247.08
Goodwill on consolidation	-	-	23,230.20	23,230.20
Non-current investment	33,234.89	40,337.06	5,074.75	12,822.32
Deferred Tax Assets (Net)	-	-	101.47	33.15
Long-term loans and advances	5,752.85	5,626.18	4,914.75	5,014.31
Other non-current assets	950.23	1,027.54	1,119.96	1,197.27
Total-Non-current assets	99,698.75	109,092.00	98,953.32	109,544.33
2 Current assets				
Current investments	23,617.91	19,299.90	24,999.74	20,379.25
Inventories	8,913.38	8,763.32	9,864.88	9,986.16
Trade receivables	35,978.17	32,489.93	37,823.04	34,264.97
Cash and bank balances	13,760.37	3,073.94	13,950.85	3,251.09
Short-term loans and advances	4,397.44	9,000.18	5,171.72	9,638.08
Other current assets	3,917.63	5,632.84	3,890.59	5,495.31
Total-Current assets	90,584.90	78,260.11	95,700.82	83,014.86
TOTAL- ASSETS	190,283.65	187,352.11	194,654.14	192,559.19

* Includes Rs.95 Crores due to holding company



JAGRAN PRAKASHAN LIMITED
CIN: L22219UP1975PLC004147

REGISTERED OFFICE: JAGRAN BUILDING-2, SARVODAYA NAGAR, KANPUR - 208 005

Tel: +91 512 2216161, Fax: 0512 2230626, Web site: www.jpclcorp.in, email: investor@jagran.com,

STANDALONE AND CONSOLIDATED UNAUDITED FINANCIAL RESULTS FOR THE QUARTER AND HALF YEAR ENDED SEPTEMBER 30, 2014

Notes to the Statement:-

- 1 The above results have been reviewed by the Audit Committee and taken on record by the Board of Directors at their meeting held on October 29, 2014.
- 2 The consolidated financial results include results of the following entities (herein after referred as Group):

Name of the Company	% of Shareholding and Voting	% of Shareholding and Voting Rights	Consolidated as
1. Midday Informedia Limited	96.44%	96.44%	Subsidiary
2. Suvi Info Management (Indore) Private Limited	100.00%	100.00%	Subsidiary
3. Nai Dunia Media Limited	100.00%	100.00%	Subsidiary of SUVI
4. Shabda-Shikar Prakashan- Firm	100.00%	100.00%	Subsidiary
5. Leet OOH Media Private Limited	48.84%	48.84%	Associate
6. X-pert Publicity Private Limited	39.20%	39.20%	Associate

- 3 The Group is engaged primarily in printing and publication of Newspaper and Magazines in India. The other activities of the Company comprise outdoor advertising, event management services and digital business. However, these in the context of the Accounting Standard 17 on Segment Reporting notified under Section 211(3C) of the Companies Act, 1956 read with Companies Act 2013 are considered to constitute single reportable segment.
- 4 The standalone and consolidated financial results for the quarter/half year ended September 30, 2014 have been subjected to limited review by the statutory auditors of the Company.
- 5 (a) The Group has revised useful life of certain classes and residual value of fixed assets. As a result depreciation charge for the current quarter/half year is higher by Rs. 442.67 Lakhs/Rs. 893.62 Lakhs and Rs. 486.76 Lakhs/Rs. 981.43 Lakhs in the standalone and consolidated results respectively. The impact net of deferred tax relating to earlier year amounting to Rs. 315.17 Lakhs and Rs. 335.38 Lakhs for standalone and consolidated accounts respectively has been adjusted to the opening retained earning.
- (b) Exceptional items and prior period adjustments represent amortisation of the intangibles assets (Title) w.e.f. quarter ended March 31, 2014 from the date of acquisition based on the estimated useful life. Accordingly, the depreciation and amortisation charge for the current quarter is not comparable with the charge for the period ended March 31, 2014.
- 6 Previous quarter/ year's figures have been regrouped and reclassified to conform to the current quarter/year's classification wherever necessary.

For Jagran Prakashan Limited



Mahendra Mohan Gupta
Chairman and Managing Director



Place: New Delhi
Dated: October 29, 2014

EARNINGS RELEASE FOR Q2FY15

Consolidated Advertisement Revenue up by 8% to Rs 306.93 crores;

Consolidated Circulation Revenue up by 8.9% to Rs 96.49 crores;

Consolidated Operating Profit up by 15.7% to Rs 106.24 crores;

Consolidated Profit Before Tax up by 37.1% to Rs 81.51 crores;

Consolidated EPS up by 26.4% ;

New Delhi, October 29, 2014; Jagran Prakashan Limited (JPL) (BSE SCRIP ID: 532705; NSE SYMBOL: JAGRAN), publishers of '**Dainik Jagran**', India's largest read newspaper (Source: Indian Readership Survey 2012 – Quarter 4), has reported consolidated operating revenues of Rs 436.27 crores, Operating Profit of Rs 106.24 crores, Profit Before Tax (PBT) of Rs 81.51 crores and Net Profit (PAT) of Rs 56.60 crores for Q2FY15.

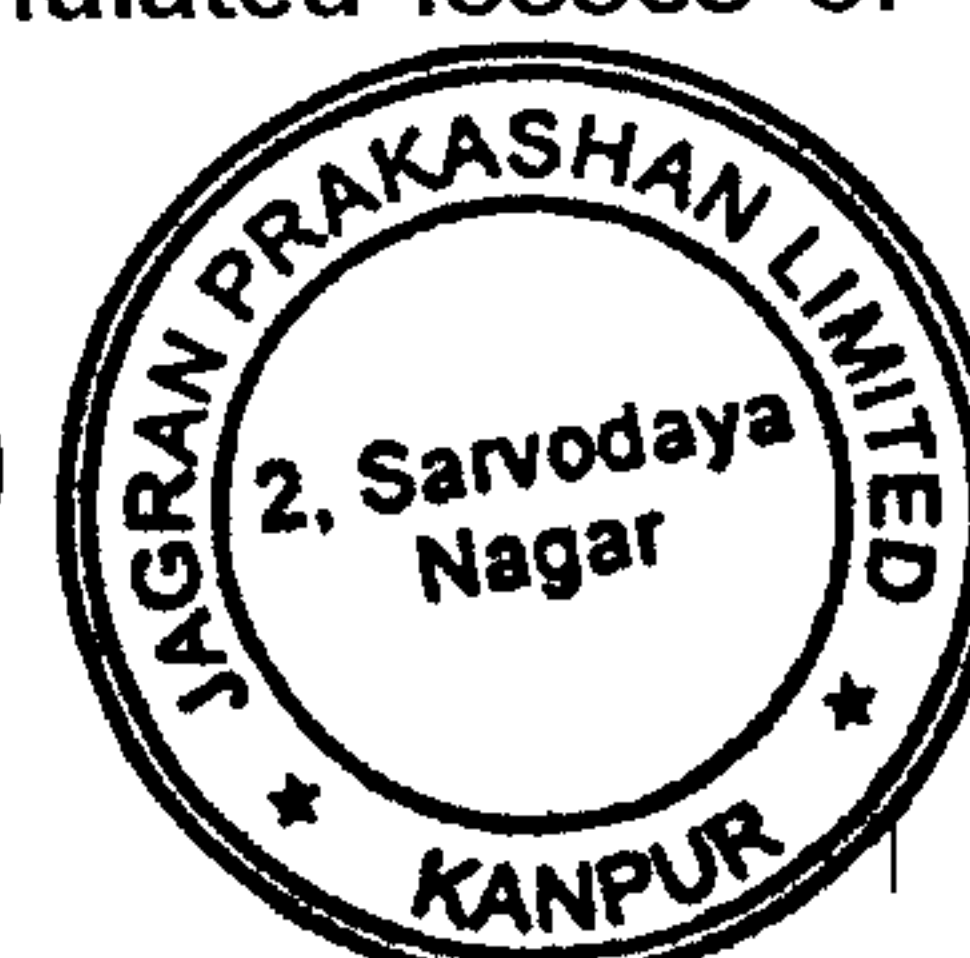
FINANCIAL HIGHLIGHTS**Consolidated****Q2FY15 (all comparisons with Q2FY14)**

- Operating Revenues at Rs 436.27 crores, up by 5.8% from Rs 412.45 crores.
- Advertisement Revenues at Rs 306.93 crores, up by 8% from Rs 284.21 crores.
- Circulation Revenues at Rs 96.49 crores, up by 8.9% from Rs 88.64 crores.
- Other Operating Revenues at Rs 32.85 crores as against Rs 39.60 crores.
- Operating Profit at Rs 106.24 crores, up by 15.7% from Rs 91.84 crores.
- Depreciation at Rs 24.53 crores, up by 29% from 19.02.
- PBT at Rs 81.51 crores, up by 37.1% from Rs 59.46 crores.*
- PAT at Rs 56.60 crores, up by 24.1% from Rs 45.60 crores.**
- EPS (non-annualized) of Rs 1.82, up by 26.4% from Rs 1.44.
- * **After charging additional depreciation of Rs 4.87 crores as a result of increased rate of depreciation w.e.f. 01.04.2014 as per new Companies Act.**
- ** **After tax of Rs 24.91 crores i.e. 30.6% in Q2FY15 as against Rs 13.86 crores i.e. 23.3% in Q2FY14. Effective tax rate in Q2FY14 was lower due to benefit of accumulated losses of Naidunia print business.**

H1FY15 (all comparisons with H1FY14)

- Operating Revenues at Rs 876.56 crores, up by 6.3% from Rs 824.66 crores.
- Advertisement Revenues at Rs 615.82 crores, up by 7.3% from Rs 573.98 crores.
- Circulation Revenues at Rs 192.15 crores, up by 10.4% from Rs 174.11 crores.
- Other Operating Revenues at Rs 68.59 crores as against Rs 76.57 crores.
- Operating Profit at Rs 213.28 crores, up by 10.1% from Rs 193.77 crores.
- Depreciation at Rs 48.32 crores, up by 30.2% from 37.10 crores
- PBT at Rs 163.29 crores, up by 21% from Rs 134.99 crores.*
- PAT at Rs 111.69 crores, up by 8% from Rs 103.38 crores.**
- EPS (non-annualized) of Rs 3.59, up by 9.8% from Rs 3.27.
- * **After charging additional depreciation of Rs 9.81 crores as a result of increased rate of depreciation w.e.f. 01.04.2014 as per new Companies Act.**
- ** **After tax of Rs 51.61 crores i.e. 31.6% in Q2FY15 as against Rs 31.61 crores i.e. 23.4 % in Q2FY14. Effective tax rate in Q2FY14 was lower due to benefit of accumulated losses of Naidunia print business.**

Amal Kumar



Stand Alone

Q2FY15 (all comparisons with Q2FY14)

- Operating Revenues at Rs 410.37 crores, up by 6.5% from Rs 385.36 crores.
- Advertisement Revenues at Rs 286.58 crores, up by 9% from Rs 263.04 crores.
- Circulation Revenues at Rs 90.75 crores, up by 9.9% from Rs 82.56 crores.
- Other Operating Revenues at Rs 33.04 crores as against Rs 39.75 crores.
- Operating Profit at Rs 103.32 crores, up by 13.5% from Rs 91.08 crores.
- Depreciation at Rs 22.43 crores, up by 28.3% from 17.49.
- PBT at Rs 81.09 crores, up by 32.9% from Rs 61.01 crores.
- PAT at Rs 55.97 crores, up by 19.2% from Rs 46.97 crores.
- EPS (non-annualized) of Rs 1.71, up by 21.3% from Rs 1.41.
- * **After charging additional depreciation of Rs 4.43 crores as a result of increased rate of depreciation w.e.f. 01.04.2014 as per new Companies Act.**
- ** **After tax of Rs 25.13 crores i.e. 31 % in Q2FY15 as against Rs 14.03 crores i.e. 23% in Q2FY14. Effective tax rate in Q2FY14 was lower due to benefit of accumulated losses of Naidunia print business.**

H2FY15 (all comparisons with H2FY14)

- Operating Revenues at Rs 823.91 crores, up by 7% from Rs 770.08 crores.
- Advertisement Revenues at Rs 574.59 crores, up by 8.1% from Rs 531.56 crores.
- Circulation Revenues at Rs 180.39 crores, up by 11.3% from Rs 162.01 crores.
- Other Operating Revenues at Rs 68.93 crores as against Rs 76.51 crores.
- Operating Profit at Rs 209.18 crores, up by 8.7% from Rs 192.37 crores.
- Depreciation at Rs 44.10 crores, up by 29.6% from 34.04.
- PBT at Rs 164.07 crores, up by 18.8% from Rs 138.06 crores.
- PAT at Rs 111.96 crores, up by 5.3% from Rs 106.31 crores.
- EPS (non-annualized) of Rs 3.42, up by 6.9% from Rs 3.20.
- * **After charging additional depreciation of Rs 8.94 crores as a result of increased rate of depreciation w.e.f. 01.04.2014 as per new Companies Act.**
- ** **After tax of Rs 52.11 crores i.e. 31.8 % in Q2FY15 as against Rs 31.75 crores i.e. 23% in Q2FY14. Effective tax rate in Q2FY14 was lower due to benefit of accumulated losses of Naidunia print business.**



Amil Das

Operating Revenue and Operating Profit from major businesses:

		Rs. in Crores		
		Q2FY2015	Q1FY2015	Q2FY2014
Dainik Jagran				
	Operating Revenue	336.00	335.94	302.42
	Operating Profit	110.30	114.16	99.62
	Operating margin%	32.8%	34%	32.9%
Other publications				
(Naidunia, Midday, I-Next, City Plus, Punjabi Jagran, Josh & Sakhi)	Operating Revenue	76.73	76.09	80.67
	Operating Profit	-2.36	-7.60	-6.83
	Operating margin%	-3.1%	-10%	-8.5%
Outdoor & Event				
	Operating Revenue	22.09	25.76	29.89
	Operating Profit	-1.60	0.71	0.21
	Operating margin%	-7.3%	2.8%	0.7%

Note: Reduction in losses of other publications was achieved in all cases except City Plus, inspite of increased newsprint cost primarily due to improved per copy realization and continued control over cost.



Amal Das

Commenting on the performance of the company for the quarter ended 30th September 2014, **Mr. Mahendra Mohan Gupta, Chairman and Managing Director, JPL** said,

The overall performance for Q 2 was better than expected. Operating profit, PBT, PAT and EPS recorded growth of 16%, 37%, 24% and 26% respectively. This became possible primarily due to high growth of 11.5% recorded by Dainik Jagran in advertisement revenue coupled with significantly higher operating profit of Midday Infomedia Limited, our subsidiary. Continued higher per copy realisation across all brands, focus on keeping cost under check by consistently improving efficiency and stable currency too were instrumental in delivering high growth in profits. Digital advertising revenue grew by 34%.

Business outlook is pretty positive because green shoots are visible and the business confidence is stronger than ever in the recent past. This environment should accelerate the growth in coming months."



Amal Dasgupta

OPERATIONAL HIGHLIGHTS OF Q2FY15 (ALL COMPARISONS WITH Q2FY14)

In terms of total readership, **Dainik Jagran** has the **largest number of premium NCCS A readers** in the country (more than any English or language publication). The leadership position in catering to this premiere audience increases Dainik Jagran's ability to charge a premium for its space in the future.

As per IRS 2012 -Q4 survey, Dainik Jagran continues to hold its No.1 position in Dehradun, 2nd position in Haryana and remain No.3 Hindi newspaper of New Delhi.

As per information available with us, Dainik Jagran is now the most circulated newspaper of Patna.

Almost other major publications too are progressing satisfactorily and have reduced their losses considerably in spite of tough market conditions.

All publication brands including Dainik Jagran continued to improve per copy realisation which helped record growth in profits in spite of significant impact of increased newsprint cost and subdued economy in first half of current fiscal.

Digital business continues to grow from strength to strength. Jagran sites in Sept 2014 were ranked No.29 by COMSCORE amongst all internet sites in India, with 12 million unique users. Mobile traffic contributes to 36% of the overall traffic to Jagran Sites. The company's news and education portals were ranked by COMSCORE No.1 in their respective domains. In News & Information companies, Jagran sites are placed at No.5. Digital advertisement revenue grew by 34%.

Awards and Recognitions

1. Jagran Solutions win Silver for ArogyaRathat Flame Awards 2014
2. Jagran Solutions wins 3 awards at PMAA 2014
3. Dainik Jagran wins 'Silver EDGE Award-2014' from Information Week for successful implementation of Enterprise portal, JConnect.



Amul Dandekar

About Jagran Prakashan Limited

Jagran Prakashan Limited is a leading media house of India with interests spanning across newspapers, magazines, outdoor advertising, promotional marketing, event management, on ground activities and digital businesses.

The Group publishes 12 newspaper brands with over 100 editions and 250 plus sub-editions from 36 different printing facilities across 15 states in 5 different languages. With a total readership (TR) of 68.01 million for all its publication brands. **The Group is the largest print media group of the country.** (Source: IRS 2012 Q4).

Established in 1942, the Group's flagship brand **Dainik Jagran** is the brainchild of the Freedom fighter, Late Shri Puran Chandra Gupta. **Dainik Jagran** is **India's largest read** daily with a total readership of **56.46** million (source: IRS 2012 Q4) and this numero-uno position continues since year 2003.

Dainik Jagran was voted as the most credible and trusted newspaper in India according to 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.

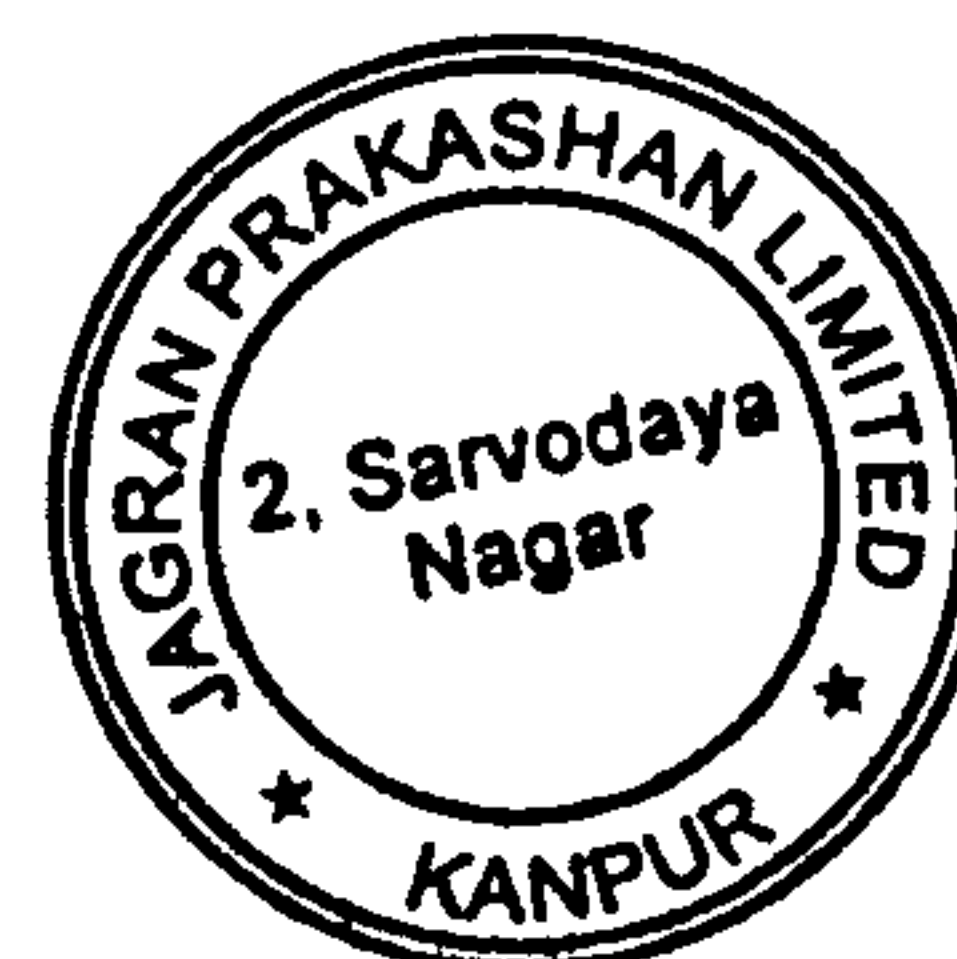
The Company publishes 6 editions of Hindi daily "**Naidunia**" from Indore, Ujjain, Gwalior, Jabalpur, Raipur and Bilaspur and "**Navdunia**" from Bhopal besides national edition from New Delhi.

In addition, company publishes other 3 newspaper brands **I-Next**, first ever bilingual newspaper published in 13 editions from 5 states, **City Plus** a weekly infotainment English newspaper published in 43 editions from Maharashtra, Karanataka, Andhra Pradesh and NCR and Punjabi newspaper, **Punjabi Jagran** published in 2 editions from Punjab. I-Next and City Plus target the youth and are compact newspapers.

Besides newspapers, the company publishes 2 monthly magazines - **Sakhi**, targeted at women and **Josh**, targeted at career oriented youth. The Company also publishes annual general knowledge digest books and other publications including Coffee Table Books on various subjects ranging from travel to statistical compilations.

Amongst the company's divisions, **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.

Am. Haiswar



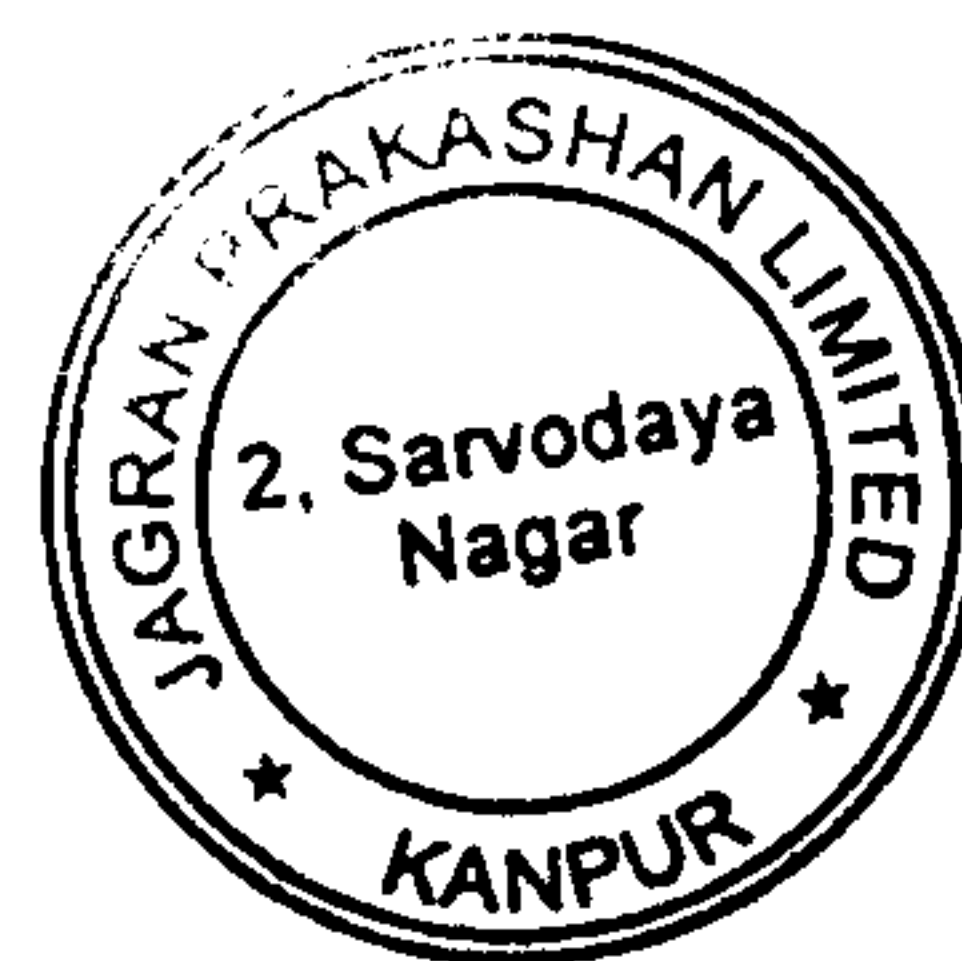
The Group has a strong presence in **Digital Media Space** through Content & Mobile Applications. The Group has also adopted all the Social Media platforms like Facebook & twitter to engage with the users at a deeper level and into our own UGC Platform JagranJunction.com & bolindiabol.jagran.com. The content portfolio includes offerings in Hindi, English & other languages, namely: (Hindi version: Jagran.com, naidunia.com and inextlive.com, the English version : jagranpost.com and Mid-day.com, Punjabi Version: jagranpunjabi.com, Urdu version: inquilab.com and Gujarati Version: gujaratimidday.com The Education Portal JagranJosh.com is number 1 Education website in the Country since February 2013 and offers its content through web, mobile & paid subscription besides selling e-books and test papers. The Group has embraced Mobile as a serious platform of delivery. All contents are available on Mobile through Websites, dedicated applications and Operator Subscription through SMS/IVR including our own SMS Service 57272.

The Company's subsidiary Midday Infomedia Limited is publisher of 3 newspaper brands, **Midday English** a niche English daily, **Inquilab** the highest read Urdu daily of the country and **Midday Gujarati, No.2 Gujarati newspaper in Mumbai**. All the 3 brands are hugely popular newspaper brands in Mumbai, one of the two largest advertising markets of the country. In addition, **Midday English** is also circulated in Pune and **Inquilab** is circulated in Maharashtra and the states of U.P., Delhi and Bihar.

As a responsible corporate citizen, JPL supports outfit of Shri Puran Chandra Gupta Smarak Trust, **Pehel**, to discharge its social responsibilities and provide social services such as organizing workshops/seminars to voice different social issues, health camps/roadshows for creating awareness on 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 more than 7000 students through schools and colleges at Kanpur, Noida, Lucknow, Dehradun, smaller towns Kannauj, Aligarh, Basti and are establishing school at Varanasi. The company has also been assisting trusts and societies dedicated to the cause of promoting education, culture, healthcare, etc.

For further details, please contact:

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



Amit Jaiswal