

September 20, 2017

1) Manager-CRD,
BSE Ltd.,
Phiroz Jeejeebhoy Towers,
Dalal Street,
Mumbai-400001

Fax No.022-22722037/39/41
Re: Jagran Prakashan Limited
Scrip 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/Ma'am,

Sub: Intimation of Schedule of Analyst / Institutional Investor Meetings under the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015

Pursuant to Regulation 30(6) of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, we would like to inform you that the officials of the Company will be attending the following Conference of institutional investors.

Date	Organised by	Place
September 21 st & 22 nd , 2017	ICICI Securities – Media Conference	Mumbai

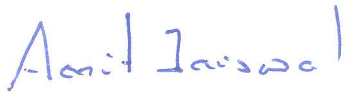
Also, please find attached the copy of Investor Presentation – September 2017 for the information of your members and the public at large. The copy of the Investor Presentation has also been uploaded on the website of the Company www.jplcorp.in. The said presentation will be shared with Investors at the conference.

Kindly note that changes may happen due to exigencies on the part of Host / Company.

Kindly take the above on your record.

Thanking You,

For Jagran Prakashan Limited



(AMIT JAISWAL)

Company Secretary & Compliance Officer



Encl.: As above



Jagran Prakashan Limited

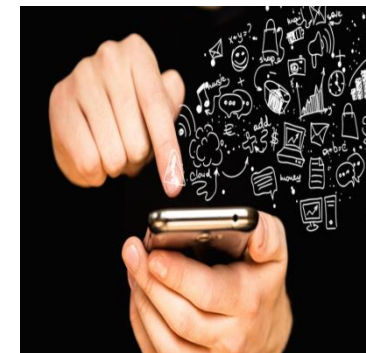
September 2017

This presentation and the accompanying slides (the “Presentation”), which have been prepared by **Jagran Prakashan Limited** (the “Company”), have been prepared solely for information purposes and do not constitute any offer, recommendation or invitation to purchase or subscribe for any securities, and shall not form the basis or be relied on in connection with any contract or binding commitment what so ever. No offering of securities of the Company will be made except by means of a statutory offering document containing detailed information about the Company.

This Presentation has been prepared by the Company based on information and data which the Company considers reliable, but the Company makes no representation or warranty, express or implied, whatsoever, and no reliance shall be placed on, the truth, accuracy, completeness, fairness and reasonableness of the contents of this Presentation. This Presentation may not be all inclusive and may not contain all of the information that you may consider material. Any liability in respect of the contents of, or any omission from, this Presentation is expressly excluded.

Certain matters discussed in this Presentation may contain statements regarding the Company’s market opportunity and business prospects that are individually and collectively forward-looking statements. Such forward-looking statements are not guarantees of future performance and are subject to known and unknown risks, uncertainties and assumptions that are difficult to predict. These risks and uncertainties include, but are not limited to, the performance of the Indian economy and of the economies of various international markets, the performance of the industry in India and world-wide, competition, the company’s ability to successfully implement its strategy, the Company’s future levels of growth and expansion, technological implementation, changes and advancements, changes in revenue, income or cash flows, the Company’s market preferences and its exposure to market risks, as well as other risks. The Company’s actual results, levels of activity, performance or achievements could differ materially and adversely from results expressed in or implied by this Presentation. The Company assumes no obligation to update any forward-looking information contained in this Presentation. Any forward-looking statements and projections made by third parties included in this Presentation are not adopted by the Company and the Company is not responsible for such third party statements and projections

Q1 FY18

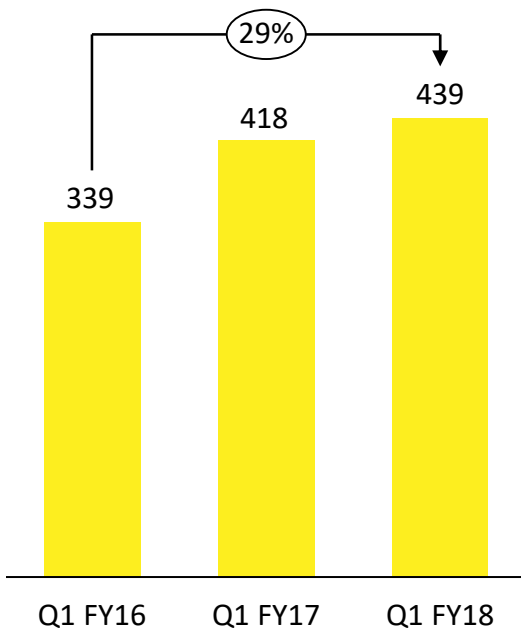


Quarterly Performance

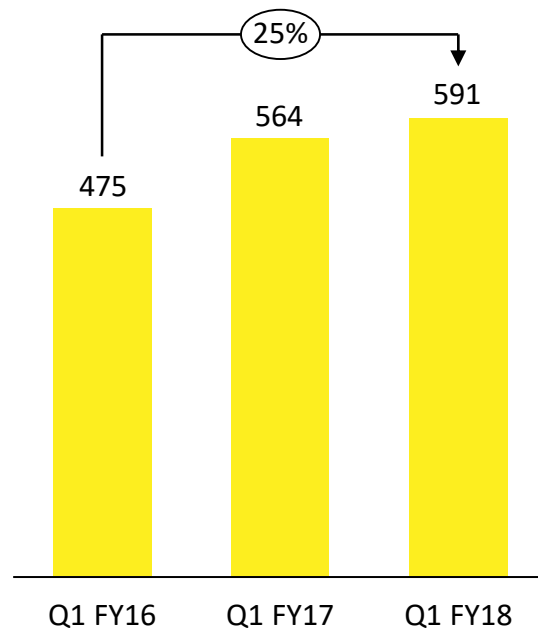
Consolidated Performance

THE COMPANY HAS RECEIVED **94** AWARDS DURING THE QUARTER

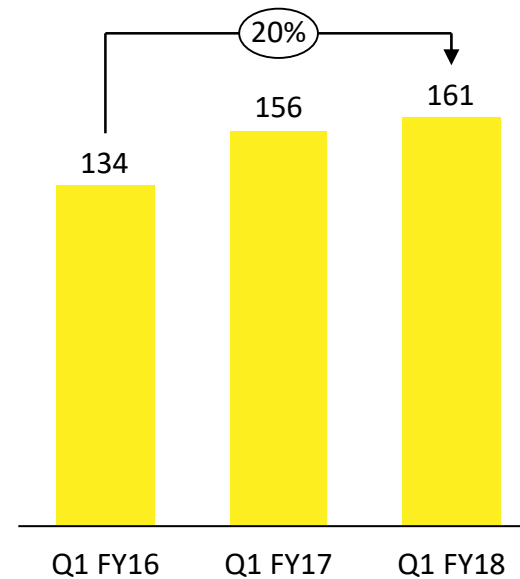
Advertising Revenue



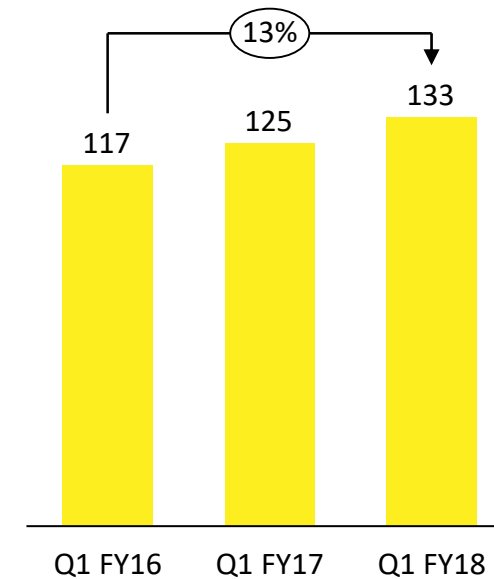
Operating Revenue



Operating Profits

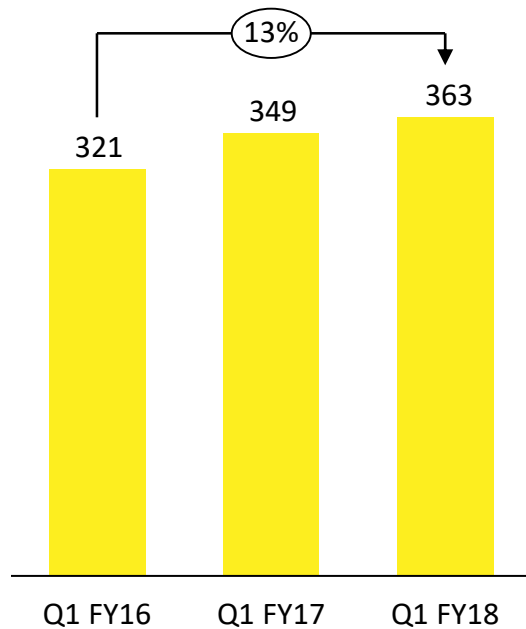


Profit Before Tax

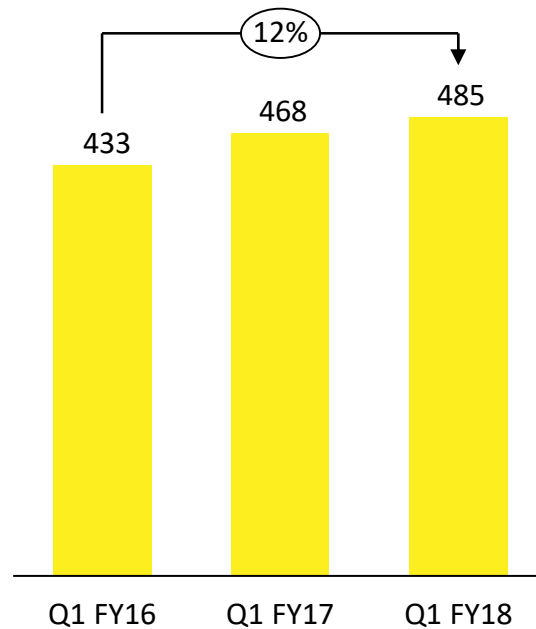


Print Business –Stable Growth Continues

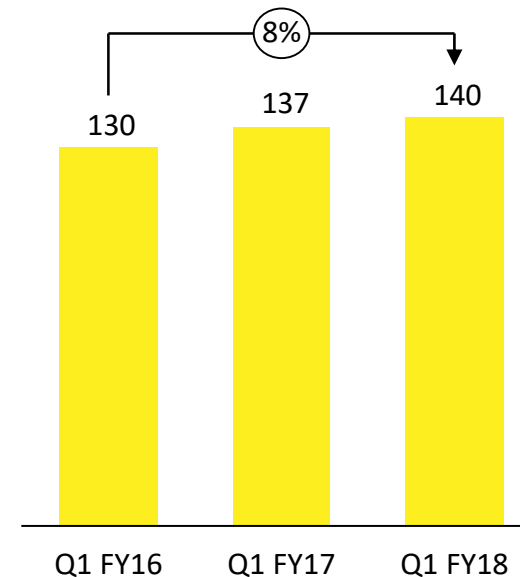
Advertising Revenue



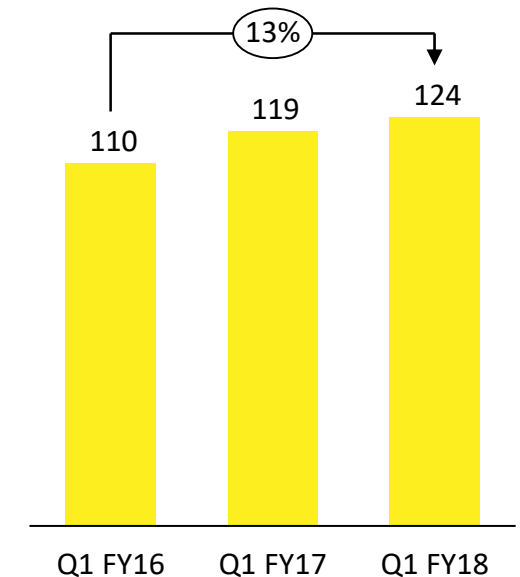
Operating Revenue



Operating Profits

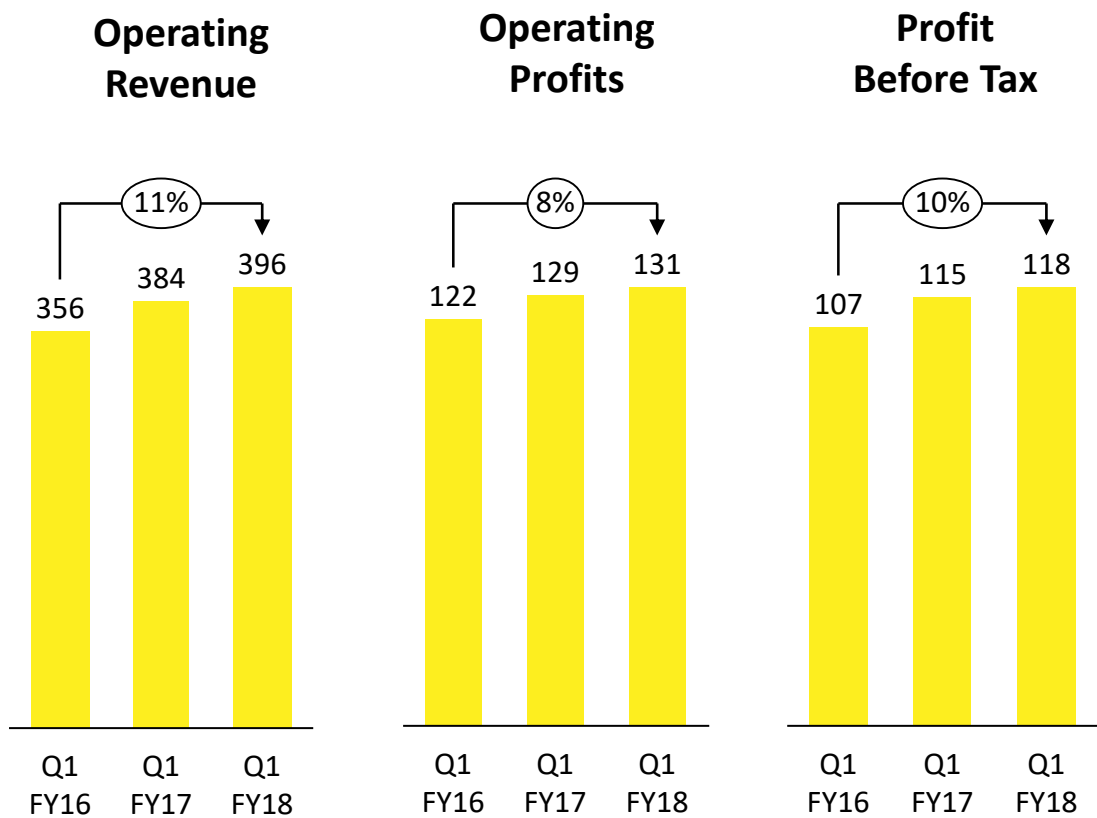


Profit Before Tax

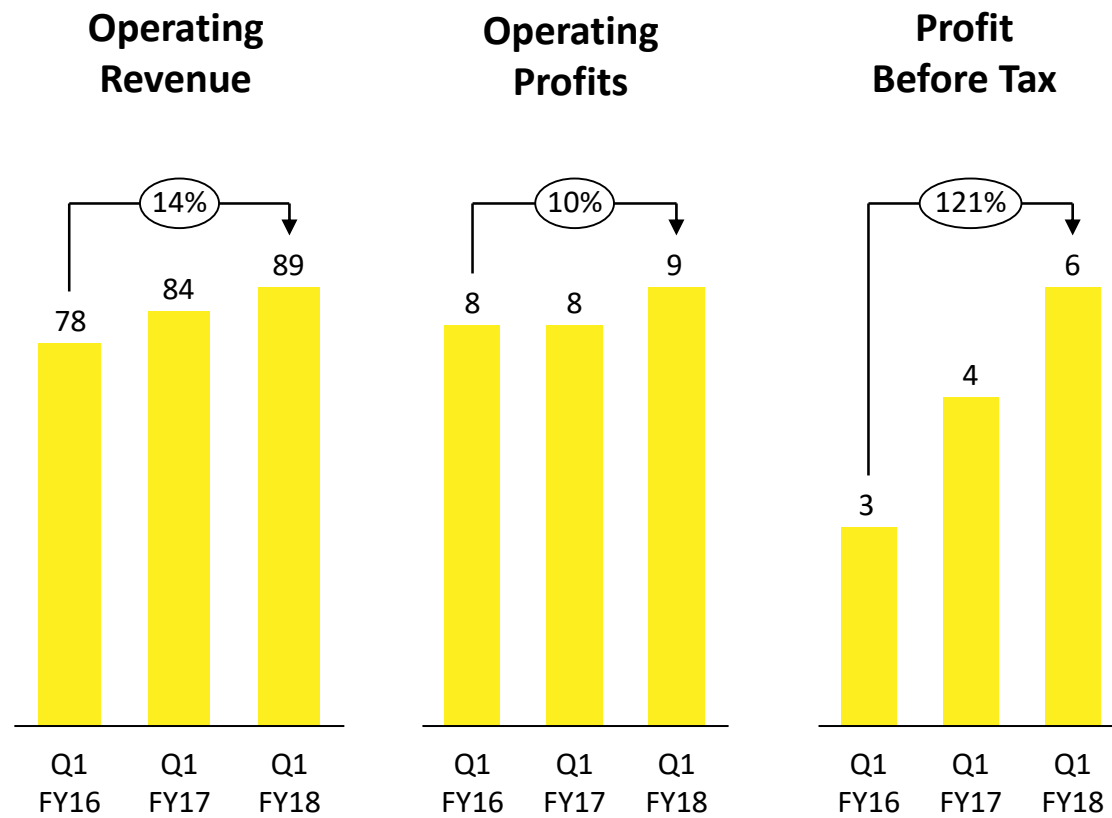


...with Consistent Performance

DAINIK JAGRAN : STABLE PERFORMANCE



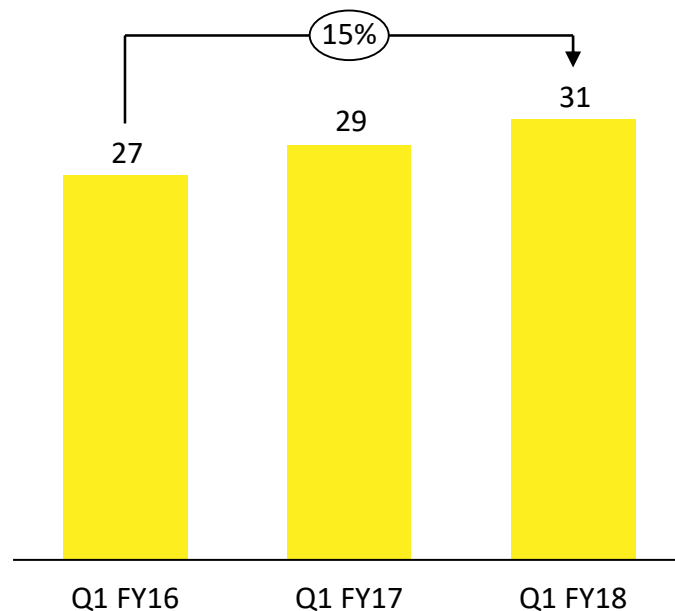
OTHER PUBLICATIONS : IMPROVING TREND



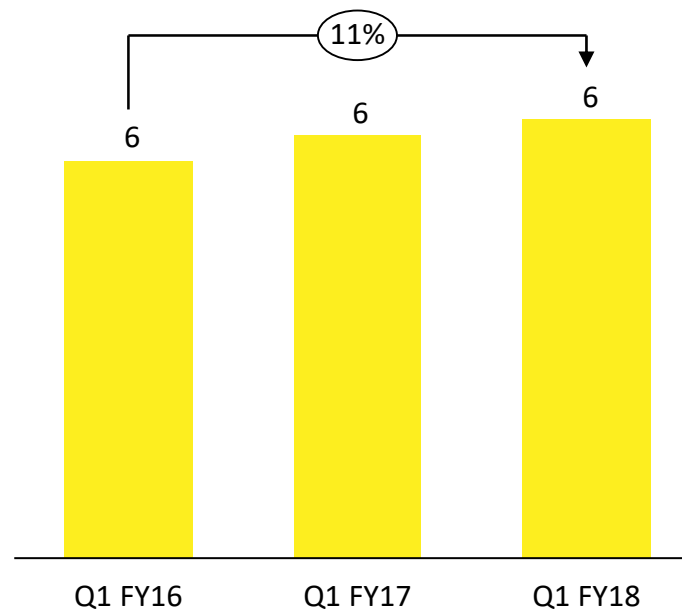
Mid Day gained Display Volume Market Share

ENGLISH MID DAY AND GUJRATI MID DAY INCREASED VOLUME MARKET SHARE BY 300 bps (yoy) to 17% and 38% RESPECTIVELY

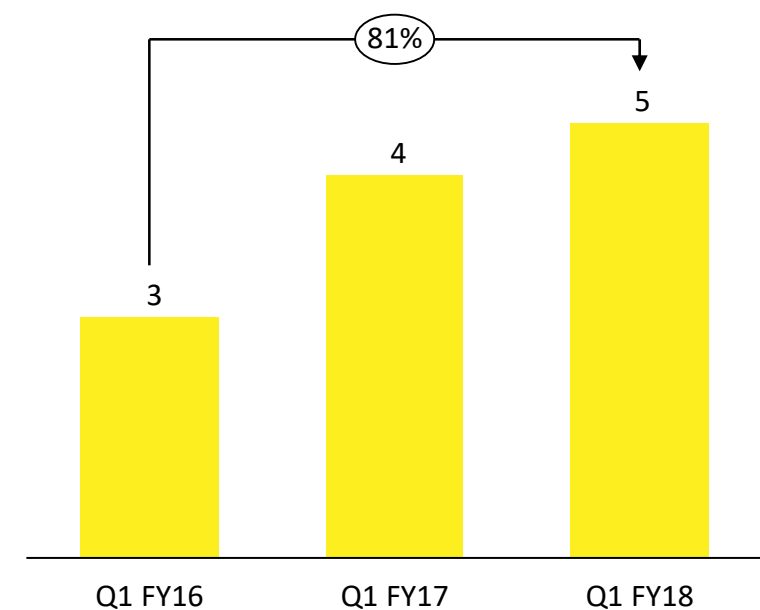
Operating Revenue



Operating Profit



Profit Before Tax



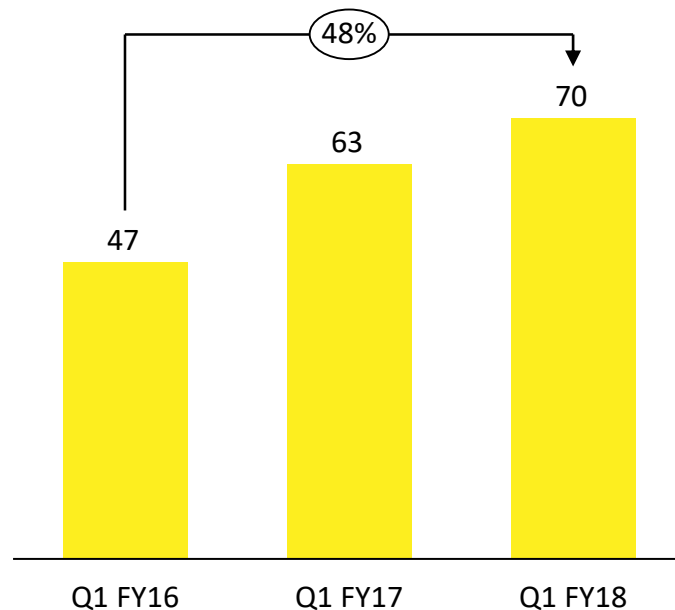
Mid-day Financial Performance

Particulars (Rs. in Crs)	Q1 FY18	Q4 FY17	Q1 FY17
<u>Operating Revenue</u>	30.7	31.9	28.9
Advertisement	23.2	24.4	21.5
Circulation	6.8	6.9	6.7
Other Operating Income	0.7	0.7	0.7
Expenses	24.5	24.9	22.9
<u>Operating Profit</u>	6.2	7.0	6.0
<u>Operating Profit Margin</u>	20.2%	22.0%	20.8%
Other Income	0.2	0.9	-0.1
Depreciation	1.5	1.7	1.4
Interest	0.0	0.1	0.2
<u>Profit Before Tax</u>	4.9	6.2	4.3
Tax	1.8	2.7	1.2
<u>Profit After Tax</u>	3.1	3.5	3.1
<u>Net Profit Margin</u>	10.1%	10.5%	10.9%

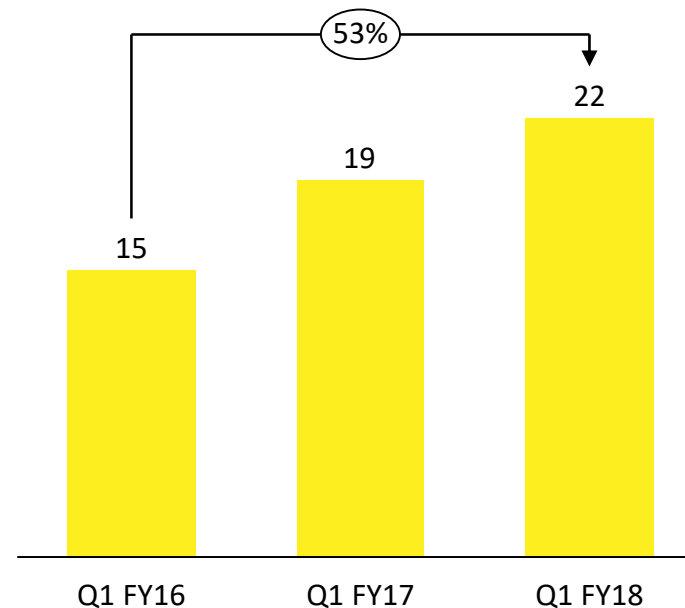
MBL maintains EBITDA Margins over 30%

PROFITABLE GROWTH WITH LOWEST COST PER MILLION LISTNERSHIP

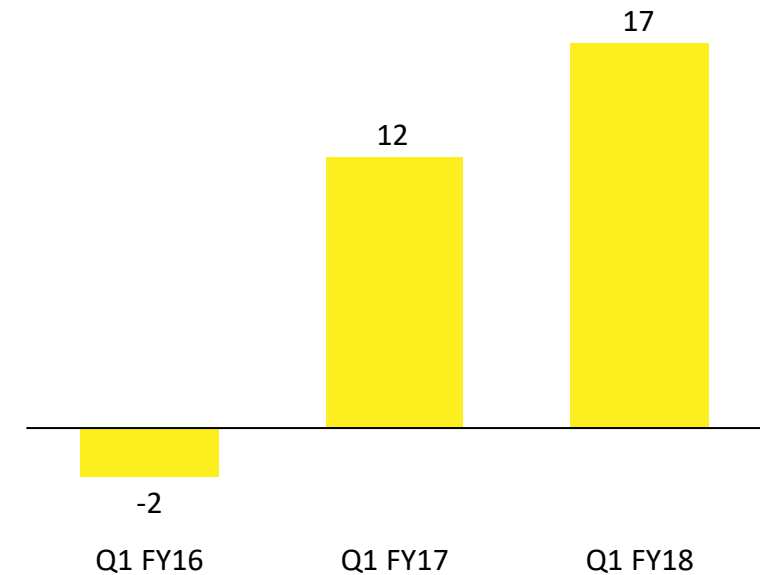
Operating Revenue



Operating Profit



Profit Before Tax



MBL Financial Performance

Particulars (Rs. in Crs)	Q1 FY18	Q4 FY17	Q1 FY17
<u>Operating Revenue</u>	70.3	66.6	62.8
Expenses	48.1	50.0	43.7
<u>Operating Profit</u>	22.2	16.6	19.2
<u>Operating Profit Margin</u>	31.5%	24.9%	30.5%
Other Income	4.7	1.7	1.1
Depreciation	6.4	5.6	4.5
Interest	3.9	5.9	4.1
<u>Profit Before Tax</u>	16.6	6.8	11.6
Tax	5.7	2.3	4.0
<u>Profit After Tax</u>	10.8	4.5	7.6
<u>Net Profit Margin</u>	14.5%	6.6%	11.9%

Operating Margin Break-up

Particulars (Rs. in Crs)	Q1 FY18	Q1 FY17
<u>Dainik Jagran*</u>		
Operating Revenue	395.6	383.7
Operating Profit	131.3	128.7
Operating Margin	33.2%	33.6%
<u>Other Publications*</u>		
Operating Revenue	88.4	83.6
Operating Profit	9.3	8.2
Operating Margin	10.5%	9.8%
<u>Digital</u>		
Operating Revenue	7.7	6.5
Operating Profit	-3.8	-2.6
Operating Margin	-48.7%	-39.1%
<u>Outdoor and Event</u>		
Operating Revenue	35.3	32.3
Operating Profit	2.2	2.2
Operating Margin	6.3%	6.8%

*Excludes Digital

Other Publications: Naidunia, Midday, I-Next, Punjabi Jagran & Sakhi

Consolidated Profitability Statement - Quarterly

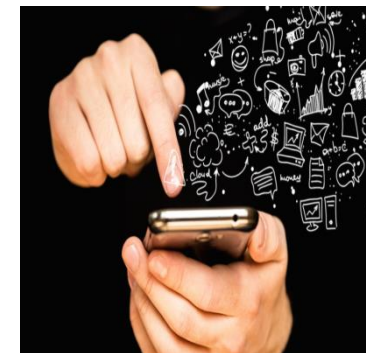


Rs In Cr	Q1 FY18	Q1 FY17	YoY	Q4 FY17	QoQ	FY17
Revenues	591.3	564.4	5%	562.0	5%	2,283.0
<i>Advertisement Revenue *</i>	439.2	417.7	5%	409.4	7%	1,686.6
<i>Circulation Revenue</i>	108.6	107.0	1%	110.2	-1%	432.5
<i>Others</i>	43.5	39.7	10%	42.5	2%	163.8
Raw Material	169.8	169.3		155.5		652.5
Manpower Cost	99.2	89.8		95.4		374.0
Other Operating Expenses	161.1	149.5		167.0		617.0
Operating Profit	161.3	155.8	3%	144.1	12%	639.6
Operating Profit Margin	27.3%	27.6%		25.6%		28.0%
Other Income^	12.0	9.3		12.8		41.2
Depreciation / Amortization	32.8	30.2		35.1		128.9
Interest	7.2	10.2		8.1		35.0
Profit Before Tax	133.3	124.8	7%	113.8	17%	516.8
Tax	44.6	40.7		32.7		167.5
Extraordinary items (net of tax)	0.0	0.0		0.0		0.0
Profit After Tax	88.7	84.1	5%	81.1	9%	349.3
Share of Profits / (Losses) of Associates	0.0	0.0		0.0		0.1
Minority Interest	-2.2	-0.3		0.0		-1.7
Profit After Minority Interest	86.6	83.8	3%	81.1	7%	347.6
PAT Margin after Minority Interest	14.6%	14.8%		14.4%		15.2%
Other comprehensive income, net of income tax	-0.6	0.1		-3.8		-3.6
Total comprehensive income for the period	85.9	83.9	2%	77.3	11%	344.0

^Net of Exchange Fluctuation Gain / Loss

* Represents advertisement revenue from print, radio and digital

Section 1



Group Introduction



~Rs.5500 Cr
MARKET CAP



RAG RAG MEIN
DAUDE CITY.



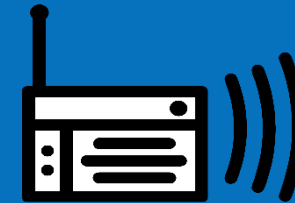
~Rs.2000 Cr
MARKET CAP



Print



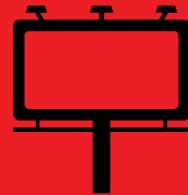
Digital



Radio



Activation



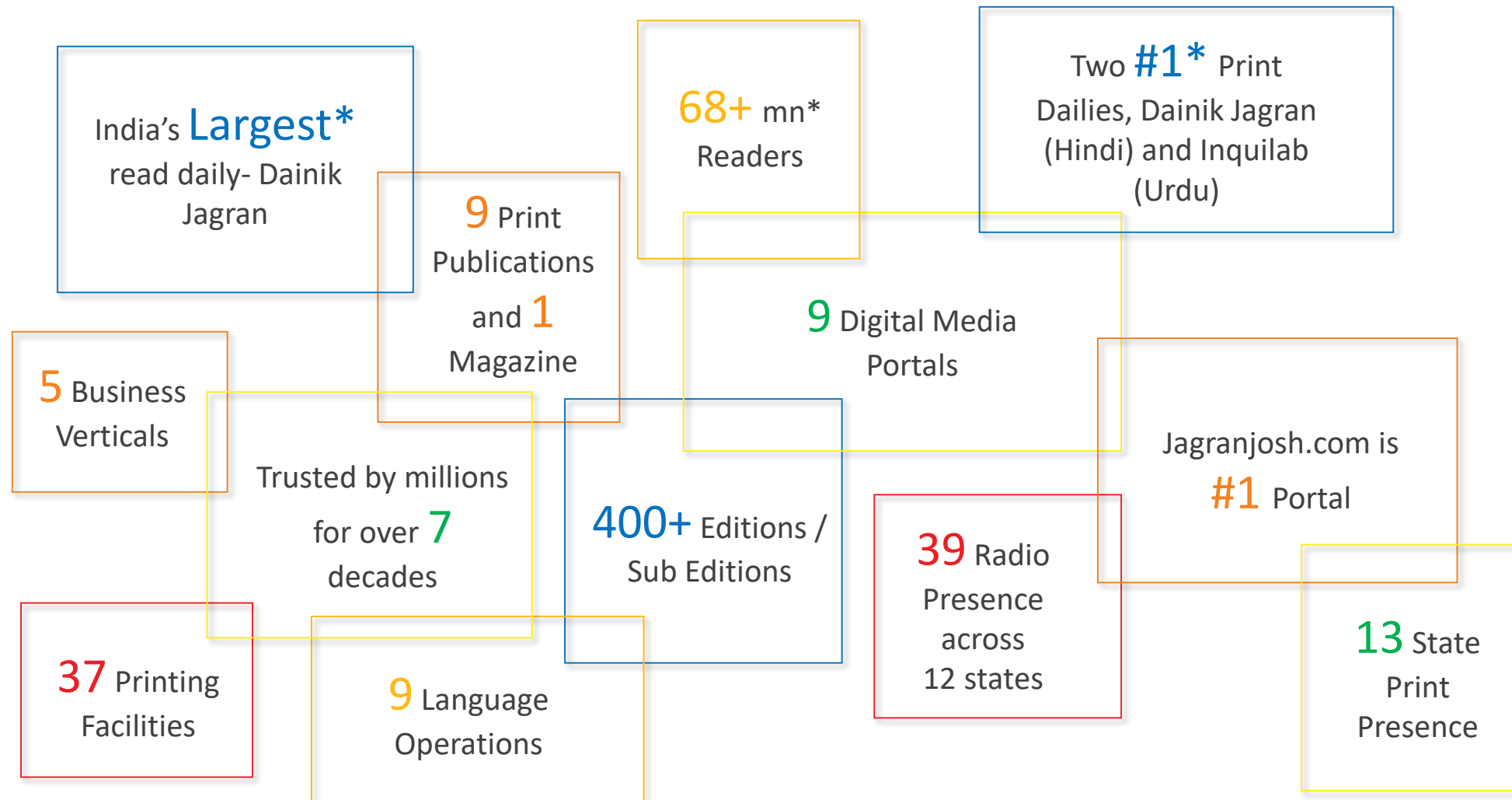
OOH

Jagran Prakashan Limited holds

70.58%

of Music Broadcast Limited
(RadioCity)

Multi Media Conglomerate – Width, Depth and Heritage



* IRS 2012 Q4

Other Source: Internal Data, Comscore: Mobile March 2017

INext renamed as Dainik Jagran iNext

Brand Strength – Stability, Consistency and Trust



PRINT BUSINESS



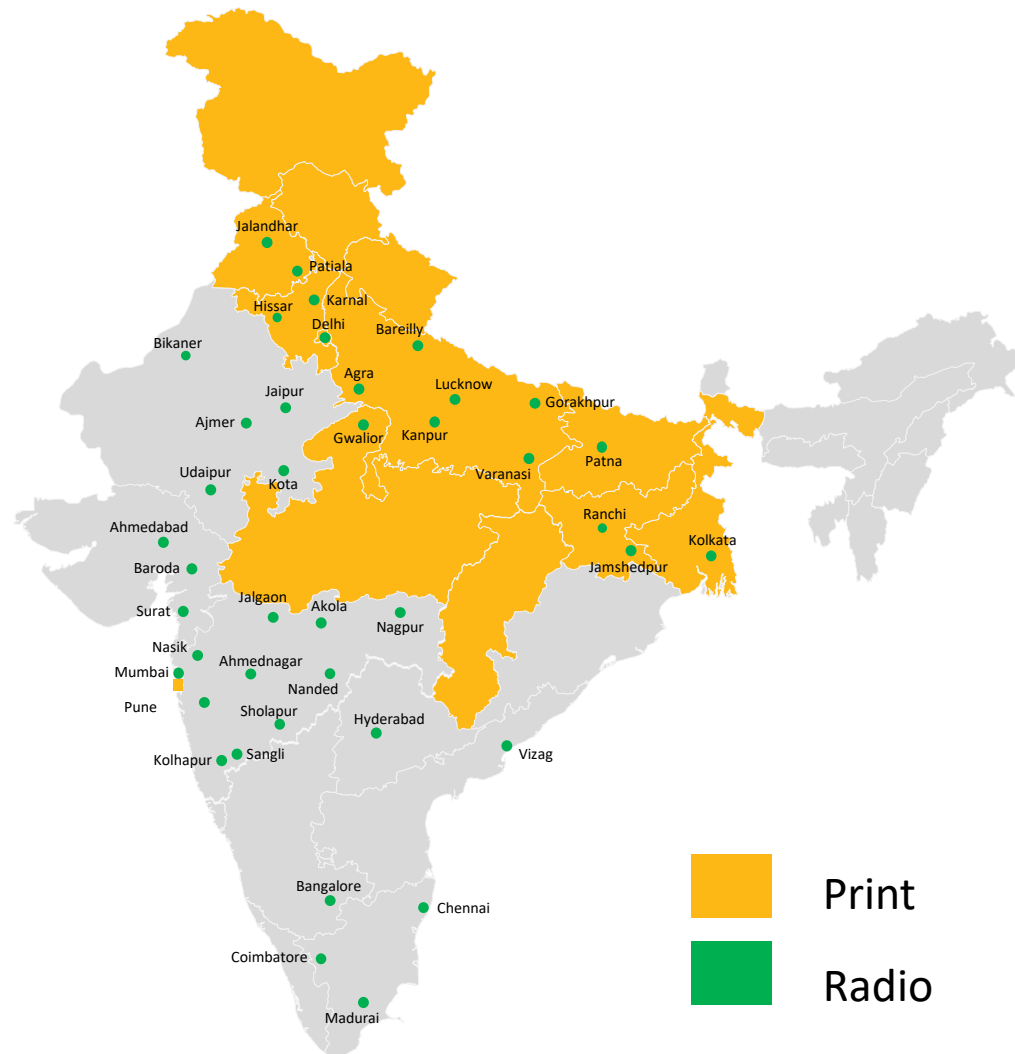
DIGITAL BUSINESS



RADIO BUSINESS



Geographical Reach – From Jammu to Tamil Nadu



Enhancing Pan India Presence

Print Presence :

13 State

Radio Presence :

39 Cities and

2 Sales Alliances

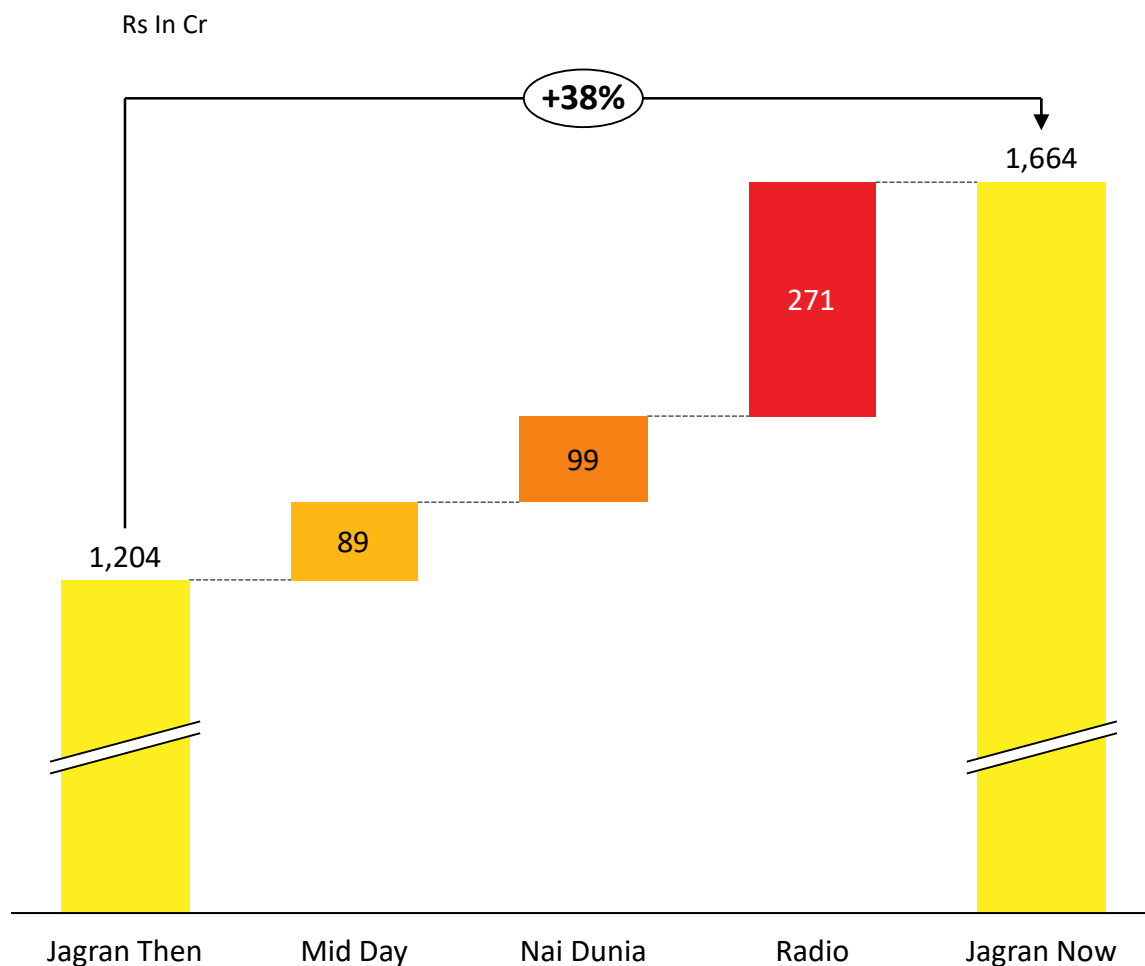
Section 2



High Growth Strategies

Value Creation and Growth led by Acquisitions

ADVERTISEMENT REVENUE*



Increased Advertisement Revenue

- 38% increase in Advertisement Revenue
- Strengthened Relationships with Clients with wider offerings

Expansion in various Indian Languages

- Expansion in Language Offerings – English, Gujarati and Urdu
- Total presence with 9 Languages

Extension of Foot Print

- Extension in Print Footprint in Western India and Central India
- Access to Radio Footprint in Large Cities of India

Aggression with focus on Revenue & Synergy



- Acquired in 2010 : Total Revenue Rs 96 Cr
- Revenue for March 2017 Rs. 119 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

नईदुनिया

- Acquired in 2012 : Total Revenue Rs 110 Cr
- Revenue for March 2017 Rs. 146 Crs
- Leading Hindi daily of MPCG
- Synergy : Extension of presence in local market of MPCG

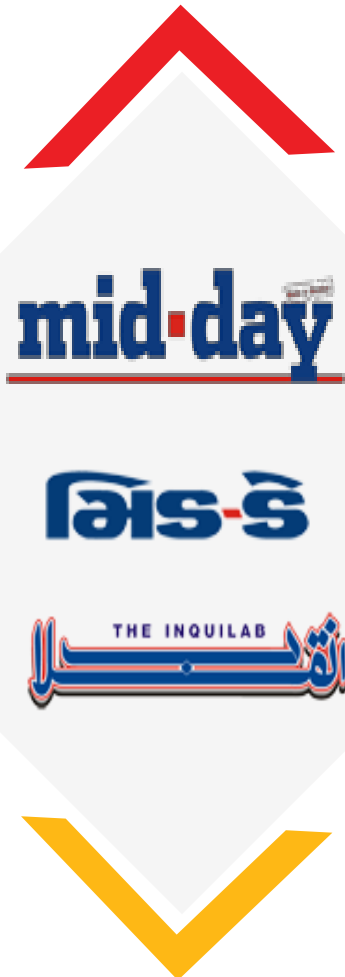


- Acquired in 2015 : Total Revenue Rs 201 Cr
- Revenue for March 2017 Rs. 271 Crs
- One of India's leading FM operator with 39* stations under brand Radio City
- Synergy : Entry into Metro cities

Mid-Day – Strong Brands with unique Market Position

Synergies of the Acquisition

- Access to Mid Day Audience
- Synergies – Extension of Presence with Inquilab to North along with Ad. Revenue from Film Industry



Acquisition : Share Swap Deal

- Acquired in 2010
- Mid-Day Multimedia's (MML) shareholders received two shares of JPL of Rs 2 each for every seven shares of Rs 10 each held in MML

Extension in Large Cities

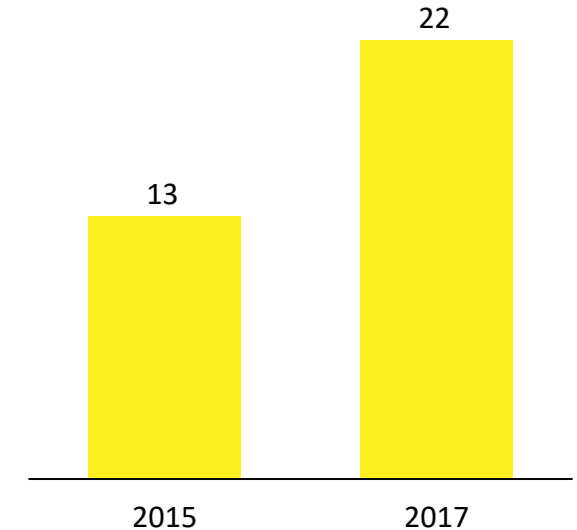
- Helped widen Geographical presence in Large Cities like Mumbai

Expansion in Indian Languages

- Mid-day : English
- Mid-Day : Gujarati
- The Inquilab - Urdu

OPERATING PROFIT

Rs In Cr

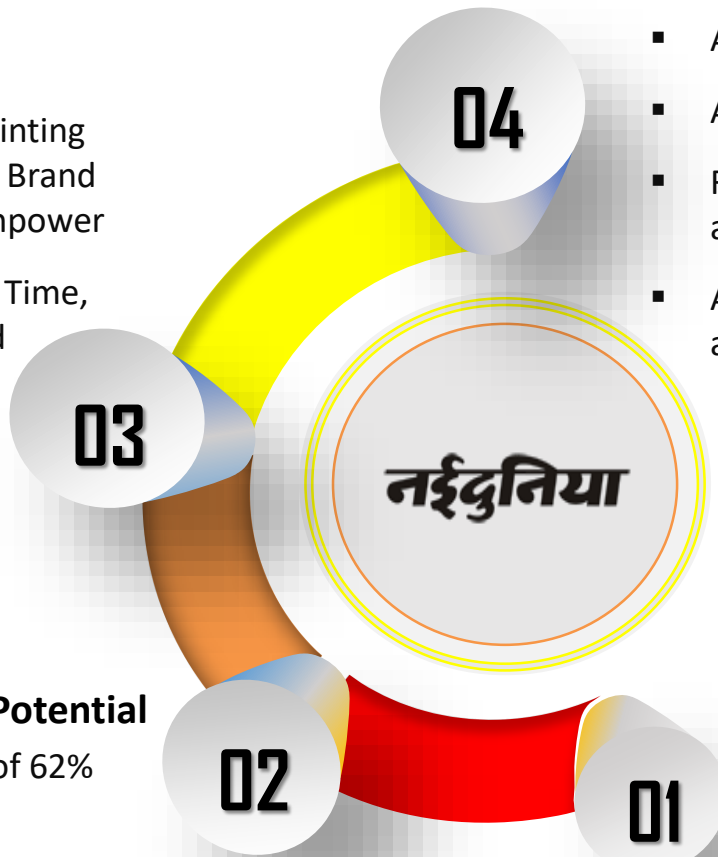


Operating Profit Margins of the Company has **expanded** from 1.1% in FY14 to 18.4% in FY17

Nai Dunia - MPCG Key States of Hindi Heartland

Core Assets

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



Net Acquisition Price – Rs 105 Crs

- Acquired in 2012
- Acquisition Cost Rs 225 Cr
- Rs 120 Cr recovered from Tax benefits and selling of immovable properties
- Additional immovable properties available for monetization

MPCG – Huge Potential

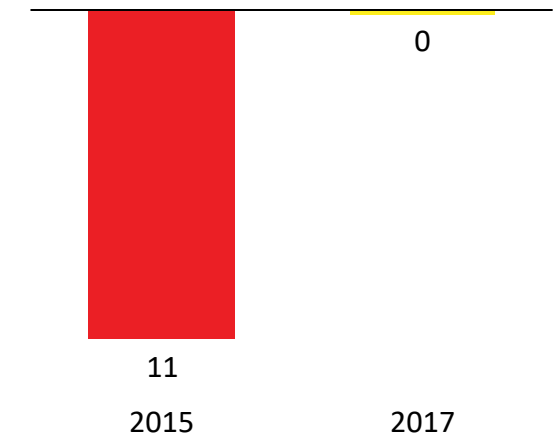
- Literacy rate of 62%
- News Paper penetration of only 15%

Extension of Foot Print in MPCG

- Helped widen our Geographical Presence in Hindi Heartland with Huge Potential

OPERATING PROFIT

Rs In Cr



The improvement in the Operating Profit is mainly because of:

- ✓ Increase in Circulation and per copy realization
- ✓ Increase in Advertisement
- ✓ Better Cost Efficiencies

Radio - Complements Print, OOH, Events and Digital

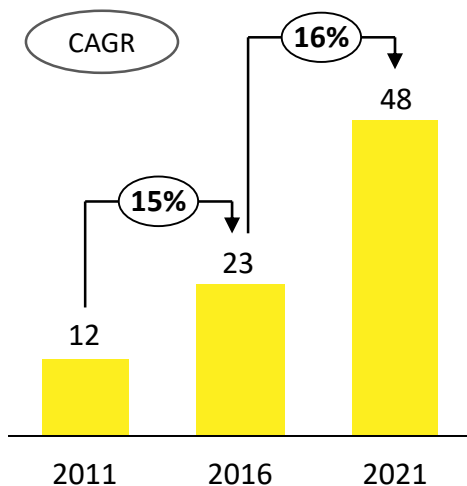


Over **15 Years** of Experience in the Radio Industry

1st Private FM Radio Broadcaster in India

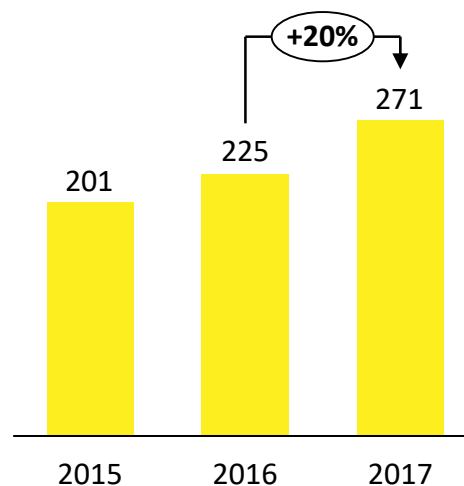
RADIO INDUSTRY

Rs In bn



MBL REVNUUE

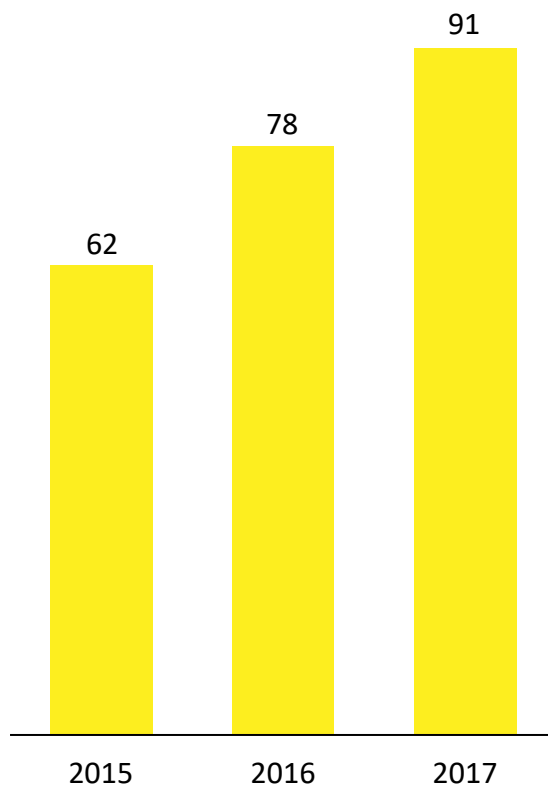
Rs In Cr



Opportunity to deploy Capital to improve ROC and EPS

OPERATING PROFIT

Rs In Cr



**Operating Profit
Margins** over 30% for
the last two years



Increased business diversity, across geographies and across media vehicles



Radio business will complement JPL's print, outdoor, activation and digital businesses and enable deeper inroads with advertisers both at national and local level



Radio can be a significant tool added to our current News delivery platforms



The Acquisition catapults JPL to be a National Player in Radio Market



Get access to the best radio markets – radio licenses are auctioned by MIB; Virtually impossible to “build” a similar radio network/brand today



Helps future expansion of our media vehicles in territories beyond the JPL's footprint area



Strengthening JPL's presence in New Media

Radio Value Unlocking through Listing

December 2014

- Acquisition of Music Broadcast Limited
- Total Investment : Rs 645 Cr
- H1FY15 Revenue : Rs 94 Cr
- H1FY15 EBITDA Margin : 28%
- H1FY15 PAT Margin: 21%



March 2017

- Listing of Music Broadcast Limited
- IPO subscribed: 40X
- FY17 Revenue: Rs 271 Cr
- FY17 EBITDA Margin: 34%
- FY17 PAT Margin: 14%

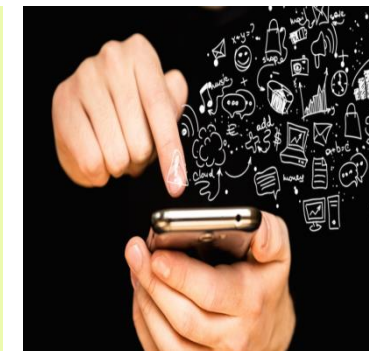
Music Broadcast Listing done at Valuation of
~**Rs. 2000 Cr** on 17th March 2017

Jagran Prakashan Limited

Pre IPO Shareholding - **89.40%**

Post IPO Shareholding - **70.58%**

Section 3



Leadership – Print, Radio & Digital

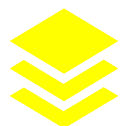
Largest Read Print Group of India



68mn*
Readers



13
States



9 Publications and
1 Magazine



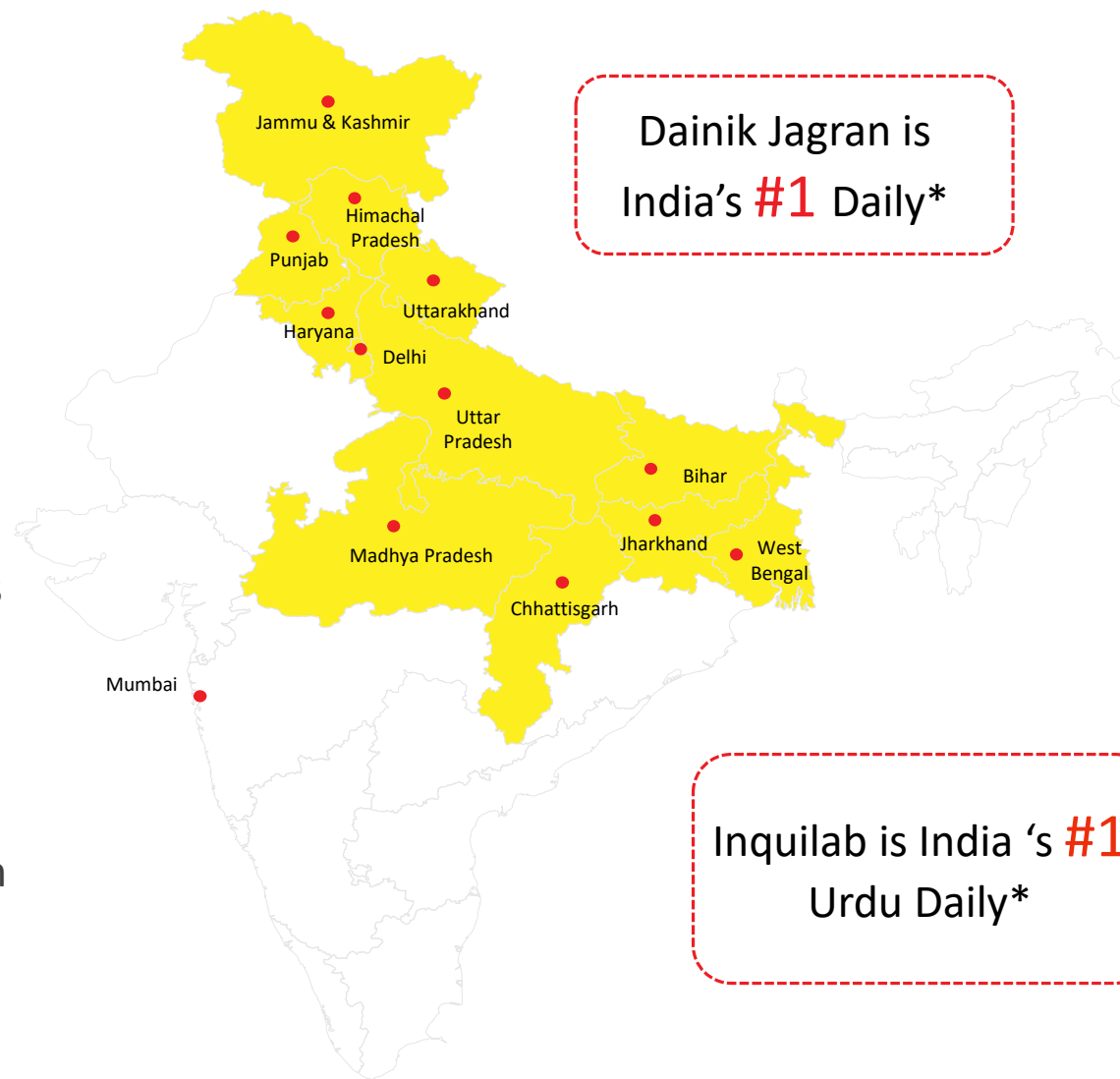
5
Languages



400+
Editions/ Sub-Editions



53mn+
Circulation



* IRS 2012 Q4

Disclaimer: Maps not to scale. All data, information, and maps are provided "as is" without warranty or any representation of accuracy, timeliness or completeness
iNext renamed as Dainik Jagran iNext

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*

Consistently maintaining Leadership over a decade

JPL Commands Leadership Position in India*

1

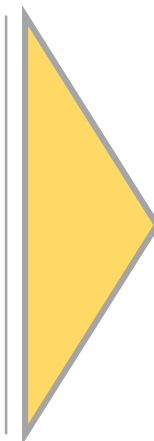
JPL Hindi Publications
62 mn readers

2

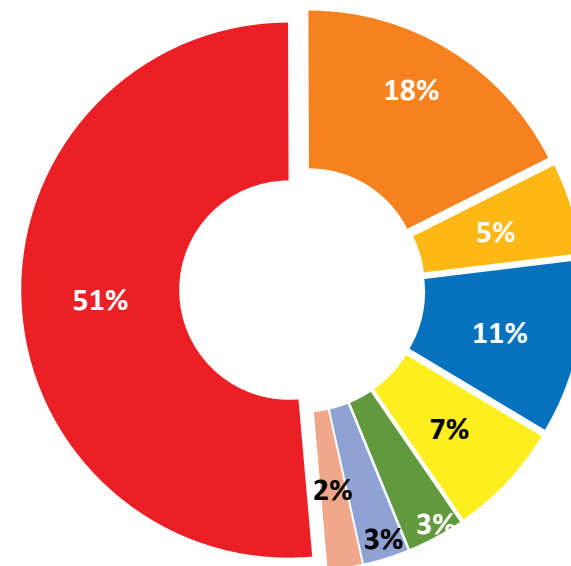
Peer 1
39 mn readers

3

Peer 2
35 mn readers



JPL Hindi Publication Readership - By States*



UP

Bihar

Jharkhand

MP & CG

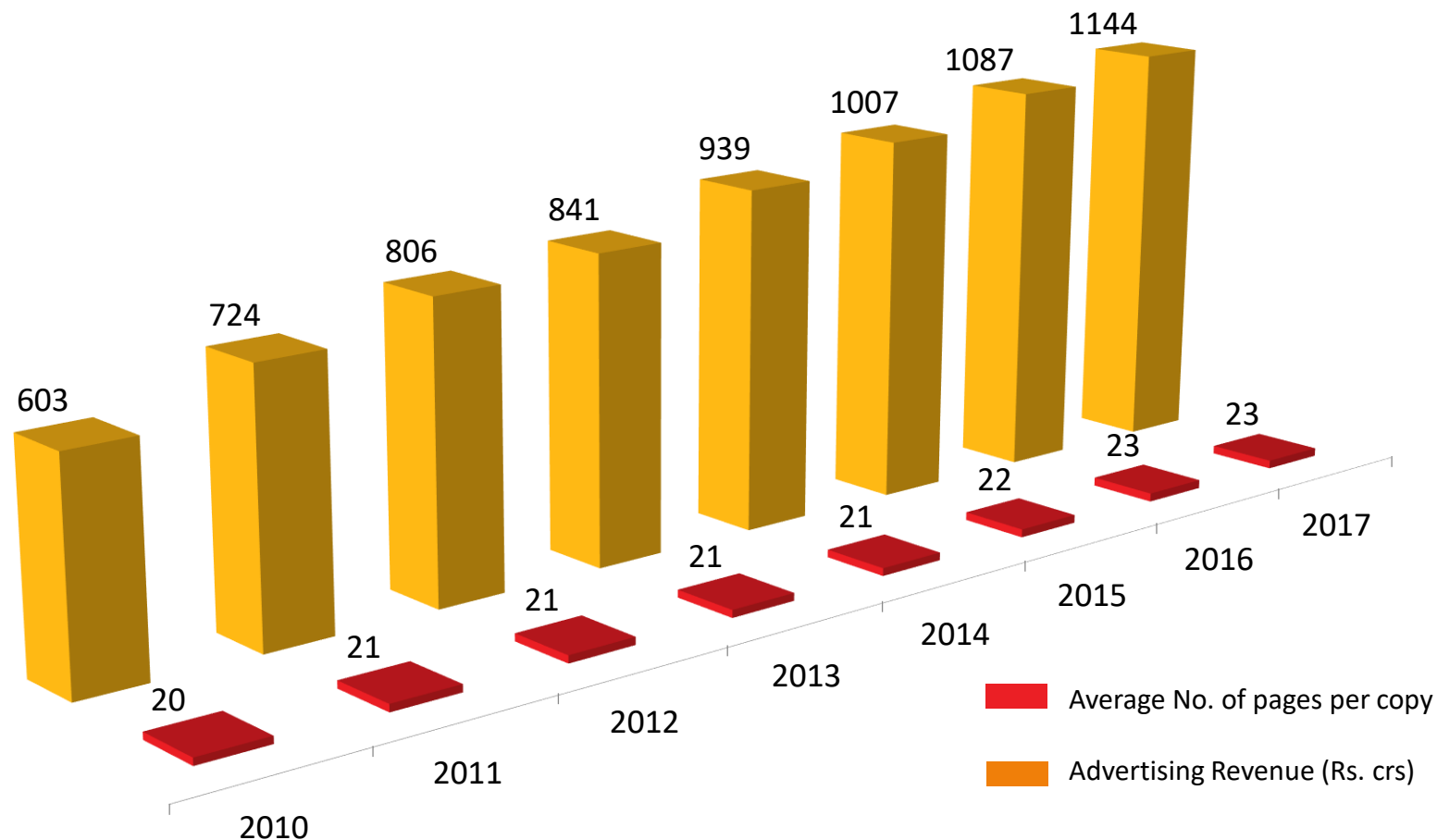
Haryana & Punjab

Uttarakhand

Delhi

Others

Dainik Jagran constantly Improving Yields



90%

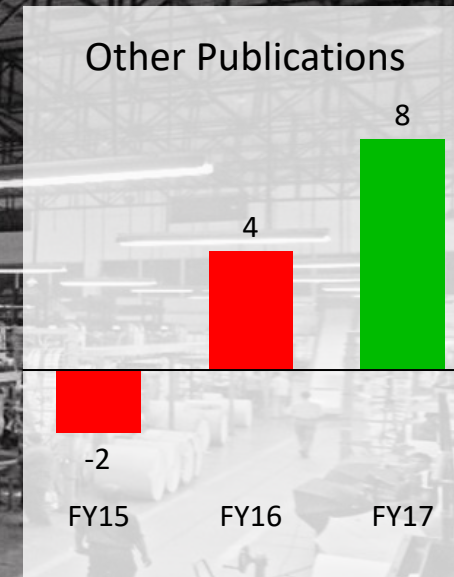
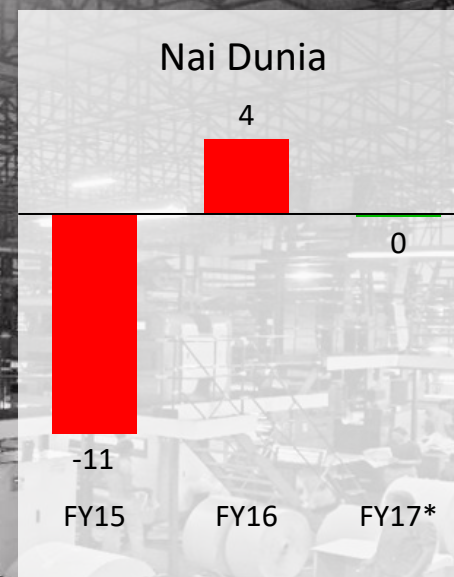
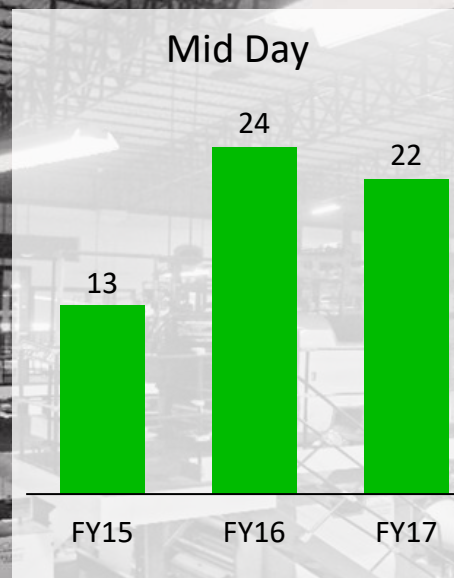
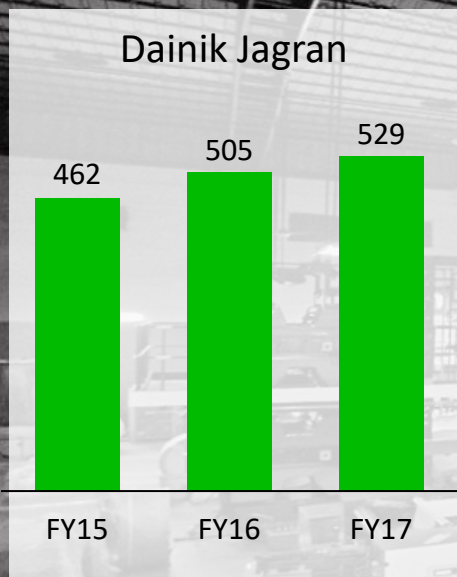


Advertising Revenue
Growth 2010 to 2017

*Effective utilization of available advertisement 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***

Print - Delivering Operational Excellence

Operating Profits (Rs In Cr)



Dainik Jagran – Our Flagship Brand continues to generate over **33% Margins**

Radio - High Growth High Margin Business Proposition

Industry Growth

Radio Industry is estimated to grow at a CAGR 16% over the next 5 Years

Strong Parentage

JPL Group Relationships, Experienced Team, Knowledge of Local Markets & Credibility with Advertisers

High Entry Barriers

Radio Industry is protected by Licenses for 15 Years thereby restricting the entry of new players

Leadership Position

Long Operating History, Content Programming, Brand Recognition, Pan India Presence

Industry Leadership + Product Leadership + Organizational Leadership

Operating Leverage

~85% of the Total Operating Costs are Fixed Costs, With increased volumes Operating Leverage to Play Out

High Margin

Clear focus on Profitability with Consistent Margins 30%+ despite new stations launches

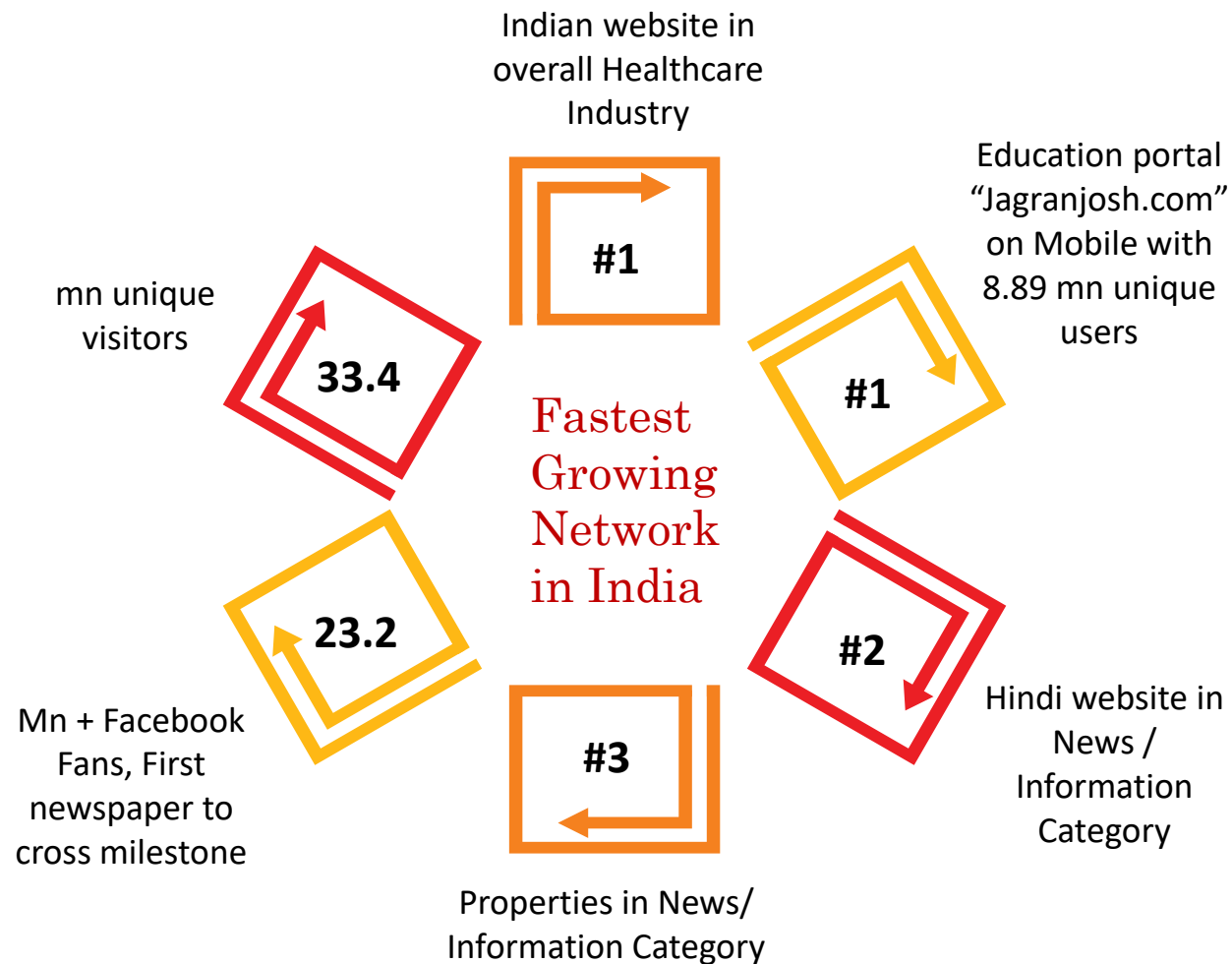
Strong Balance Sheet

Lean Balance Sheet with Net cash of Rs 145 Crs; Net D/E of -0.26x

Digital Business – Investing to Build leadership

Our Digital Media Portfolio

- For the quarter ended June 2017 growth in Digital Topline
 - ✓ 18.1% Growth at Rs. 7.7 crs
- Page views:
 - ✓ 436.8 mn in June 2017
- Unique mn users on mobile:
 - ✓ 33.4 mn



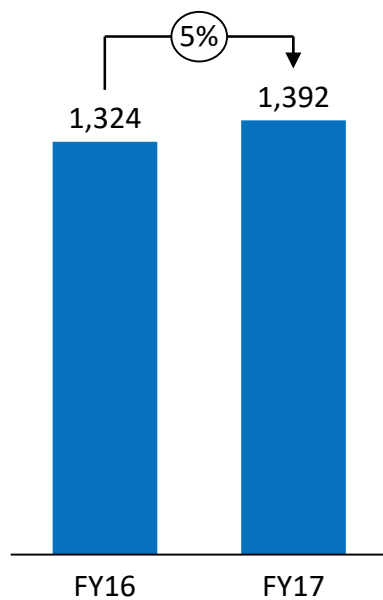
Section 4



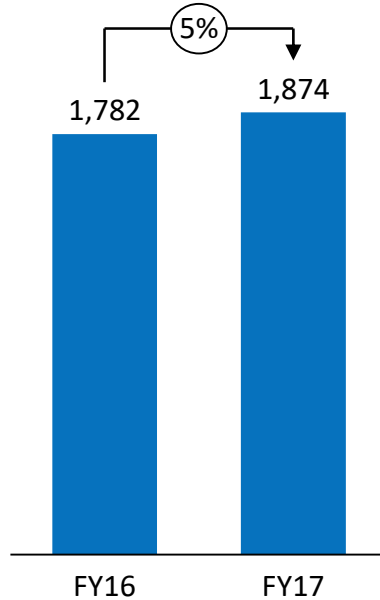
Financial Performance

Print Business Performance Highlights

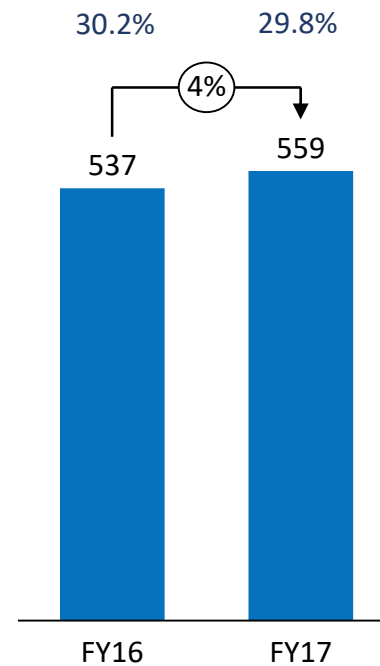
Advertising Revenue



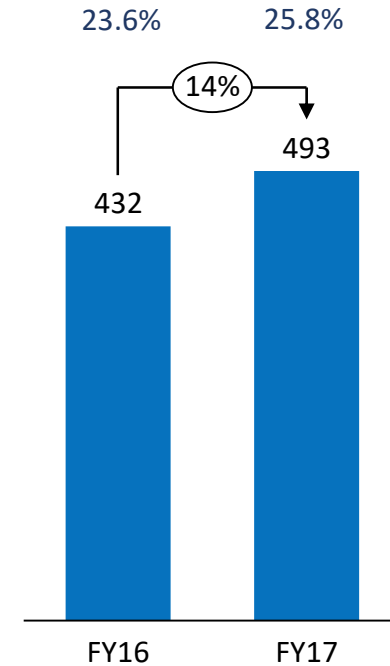
Operating Revenue



Operating Profit & Margins



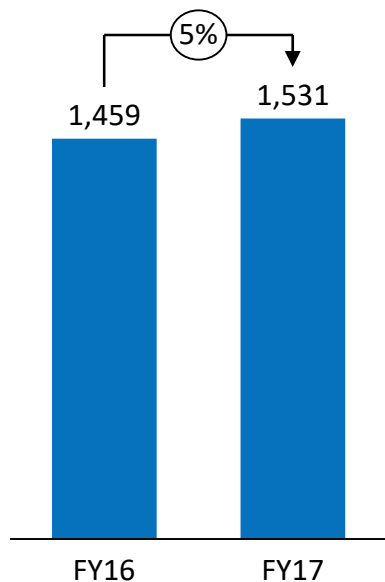
Profit Before Tax & Margins



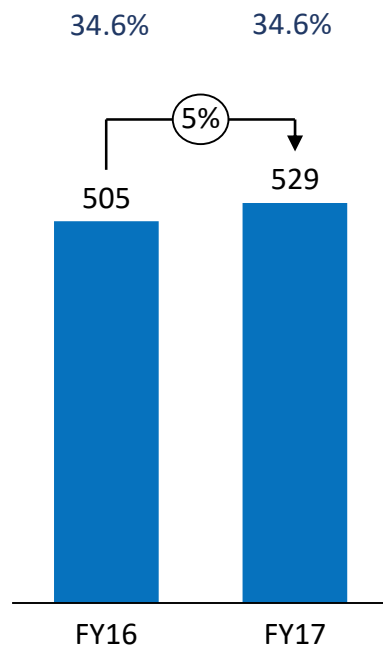
Dainik Jagran & Other Publications

DAINIK JAGRAN : SOLID PERFORMANCE & GREAT LEADERSHIP

Operating Revenue

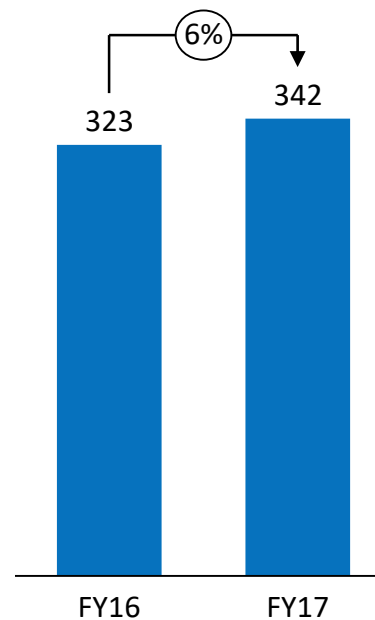


Operating Profit and Margins

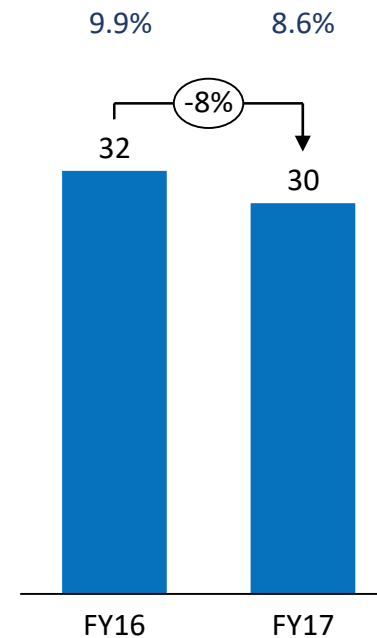


OTHER PUBLICATION : IMPRESSIVE TURNAROUND

Operating Revenue

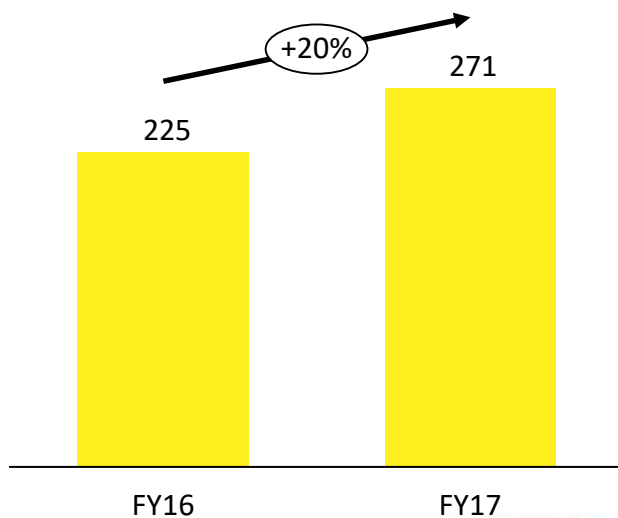


Operating Profit and Margins

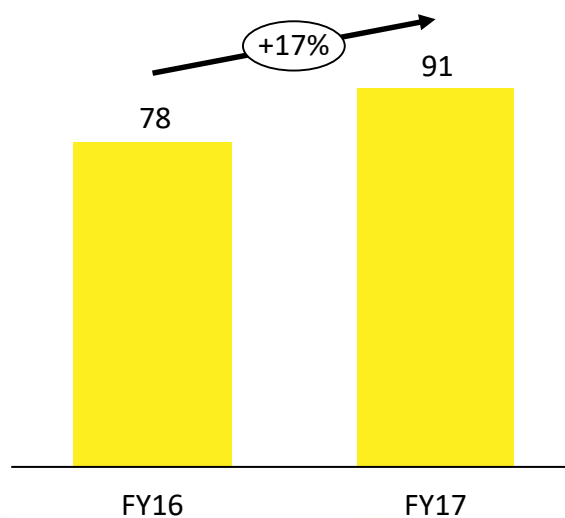


Robust Radio Performance

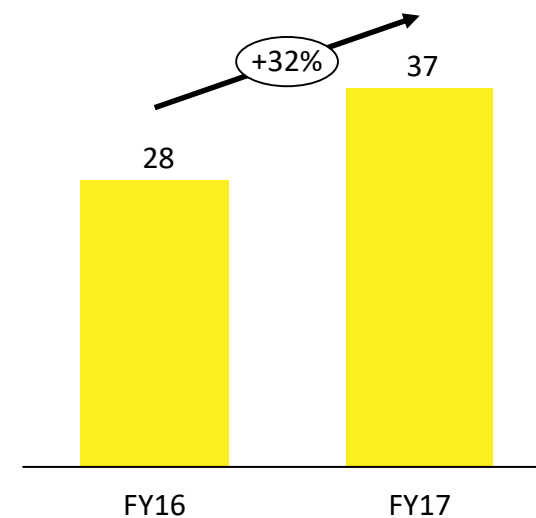
OPERATING REVENUE



OPERATING PROFIT

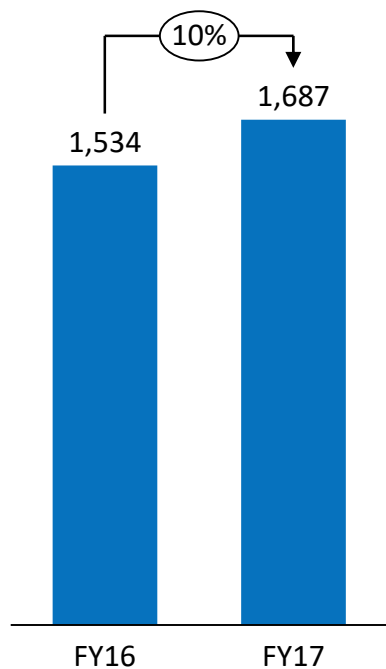


PAT

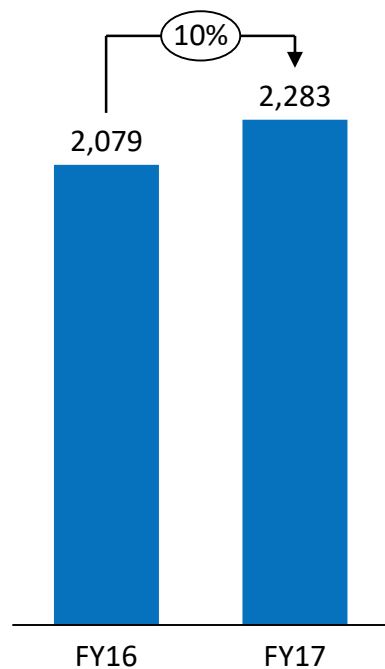


Consolidated Performance

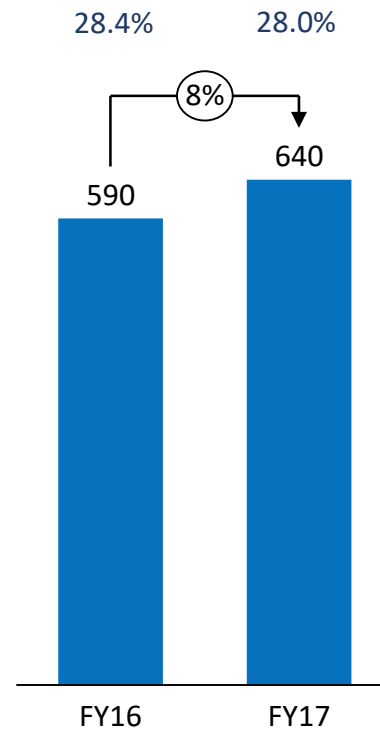
Advertising Revenue



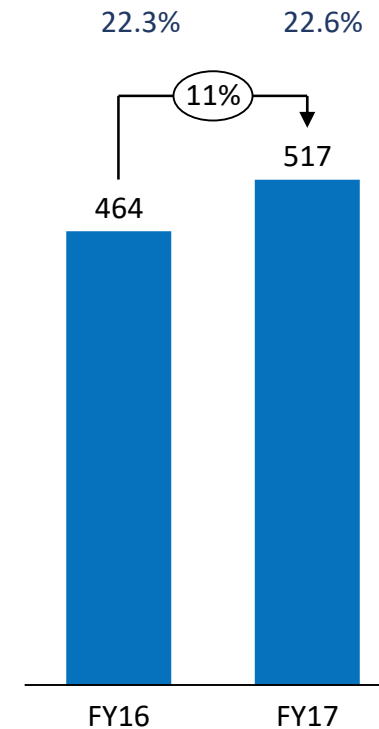
Operating Revenue



Operating Profit & Margins



Profit Before Tax & Margins



Consolidated Profitability Statement



Rs In Cr	FY17	FY16	YoY
Revenues	2283.0	2079.2	10%
Advertisement Revenue	1686.6	1533.8	10%
Circulation Revenue	432.5	408.5	6%
Others	163.8	136.9	20%
Raw Material	652.5	628.7	
Manpower Cost	374.0	322.7	
Other Operating Expenses	617.0	537.4	
Operating Profit	639.6	590.5	8%
Operating Profit Margin	28.0%	28.4%	
Other Income^	41.2	49.9	
Depreciation & Amortization	128.9	121.9	
Interest	35.0	54.5	
Profit Before Tax	516.8	463.9	
Tax	167.5	157.2	
Extraordinary items (net of tax)#	0.0	-44.0	
Profit After Tax	349.3	350.8	
Share of Profits / (Losses) of Associates	0.1	0.1	
Minority Interest	-1.7	-1.0	
Net Profit after taxes, minority Interest and share of profit/(loss) of associates	347.6	349.8	-1%
PAT Margin	15.2%	16.8%	
Other comprehensive income, net of income tax	-3.6	0.2	
Total comprehensive income for the period	344.0	350.0	-2%

Note: Radio City Consolidated from 11th June 2015

39 ^ Net of Exchange Fluctuation Gain / Loss . # Extraordinary item of Rs. 101.8 crs is on account of Profit on Sale of Treasury Shares in Q1FY16 & Rs. 14.5 crs in Q2FY16 and gain arising on sale of treasury shares in Q4FY15

Consolidated Balance Sheet



ASSETS (Rs. In Cr)	Mar-17	Mar-16
Non-Current Assets	2,154.2	1,692.0
Property, plant and equipment incl. CWIP	656.1	633.7
Goodwill	337.7	337.7
Other intangible assets	574.0	530.2
Intangible assets under development	0.0	65.7
Investments in subsidiaries and associates	5.8	5.7
Financial Assets		
i. Investments	499.6	7.7
ii. Other financial assets incl. Loans	29.3	33.6
Deferred tax assets (net)	26.9	34.5
Non Current Tax Assets	2.6	8.1
Other non-current assets	22.1	35.0
Current assets	1,084.3	1,006.6
Inventories	93.5	66.9
Financial assets		
i. Investments	29.3	349.0
ii. Trade receivables	515.8	448.0
iii. Cash and cash equivalents	166.7	45.6
iv. Bank balances other than (iii) above	182.4	4.6
Other financial assets incl. Loans	35.4	42.5
Current tax assets (net)	12.9	10.7
Other current assets incl. Assets classified as held for sale	48.4	39.4
Total assets	3,238.6	2,698.6

EQUITY AND LIABILITIES (Rs. In Cr)	Mar-17	Mar-16
Equity and Liabilities	2,391.2	1,664.4
Equity share capital	65.4	65.4
Equity attributable to owners of the Company	2,089.5	1,565.6
Non-controlling interest	236.3	33.4
Non-current liabilities	264.3	453.3
Financial liabilities		
i. Borrowings	50.2	259.2
ii Employee benefit obligations	17.0	14.8
Deferred tax liabilities (net)	197.1	179.3
Current liabilities	583.1	580.9
Financial liabilities		
i. Borrowings	83.2	255.6
ii. Trade payables	146.7	83.2
iii. Other financial liabilities	287.6	178.5
Other current liabilities	60.6	60.5
Employee benefit obligations	5.0	3.0
Total equity and liabilities	3,238.6	2,698.6

Reaching a New Scale

THE JAGRAN YOU KNOW



Largest Print player

Heritage

Respect and credibility

THE JAGRAN WE HAVE BUILT



Multi media
Conglomerate

Profitable

Value Maximizing

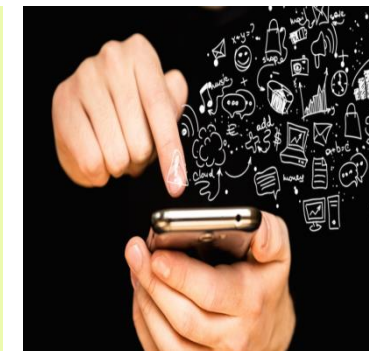
Building sustainable
and robust businesses in
each vertical

Country-wide Presence

Aggressive



Contact Us



Jagran Prakashan Ltd.

CIN: L22219UP1975PLC004147

Mr. Amit Jaiswal
amitjaiswal@jagran.com

www.jplcorp.in

Strategic Growth Advisors Pvt. Ltd.

CIN: U74140MH2010PTC204285

Ms. Payal Dave
Contact: +91 9819916314, Email: payal.dave@sgapl.net

Ms. Payal Sheth
Contact: +91 9820452239, Email: payal.sheth@sgapl.net

www.sgapl.net