

November 9, 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. INE199G01027

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,

**Intimation to Stock Exchange - Investor Presentation in connection with
Un-audited Standalone and Consolidated Financial Results for the quarter and
half year ended 30th September, 2017.**

Pursuant to Regulation 30 of Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith the copy of Investor Presentation in connection with Un-audited Standalone and Consolidated Financial Results for the quarter and half year ended 30th September, 2017.

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

November 2017

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H1FY18



Comment from Group CFO

“India’s economic growth slipped to a three-year low of sub 6% , underscoring the disruptions caused by uncertainty related to the GST rollout amid slowdown in manufacturing activities. We need to start ignoring the short term pains which , I agree , are unbearable but curable and once these are cured , GST has potential to take us to an unprecedented path of growth.

Since the passing of the Amendment Bill of GST in August 2016 and the Demonetisation in November 2016, it was clear that the economy will go in a tailspin for a short term period. We utilised the period to reward the Shareholders with a Buy-back in the interim of Rs. 302 crores.

*However, considering that these events are already in the rear view mirror, we expect the underlying economic growth momentum to reassert itself, leading to a re-acceleration in growth in the next 12-18 months. We will continue to invest in our businesses to maintain our Leadership Position and Market Share as we expect the economy to bounce back to growth trajectory of pre-demonetisation era sooner than later. **Our liquidity position will help us in evaluating all options, organic and in-organic growth strategies for the Group.***

Jagran Group has created a strong platform with Leadership position in Print Business, Best Assets in Radio Business and also Superior Investment in the Digital Business to capitalize on this re-acceleration of growth in the Economy”

...RK Agarwal



All businesses showing Strong Profitability



Digital

Radio

Print

Highest growth in Digital Advertising Revenue

- ✓ H1FY18 : 25% Print Digital
- ✓ H1FY18 : 50% Print + Radio Digital

Best Performing Radio Business

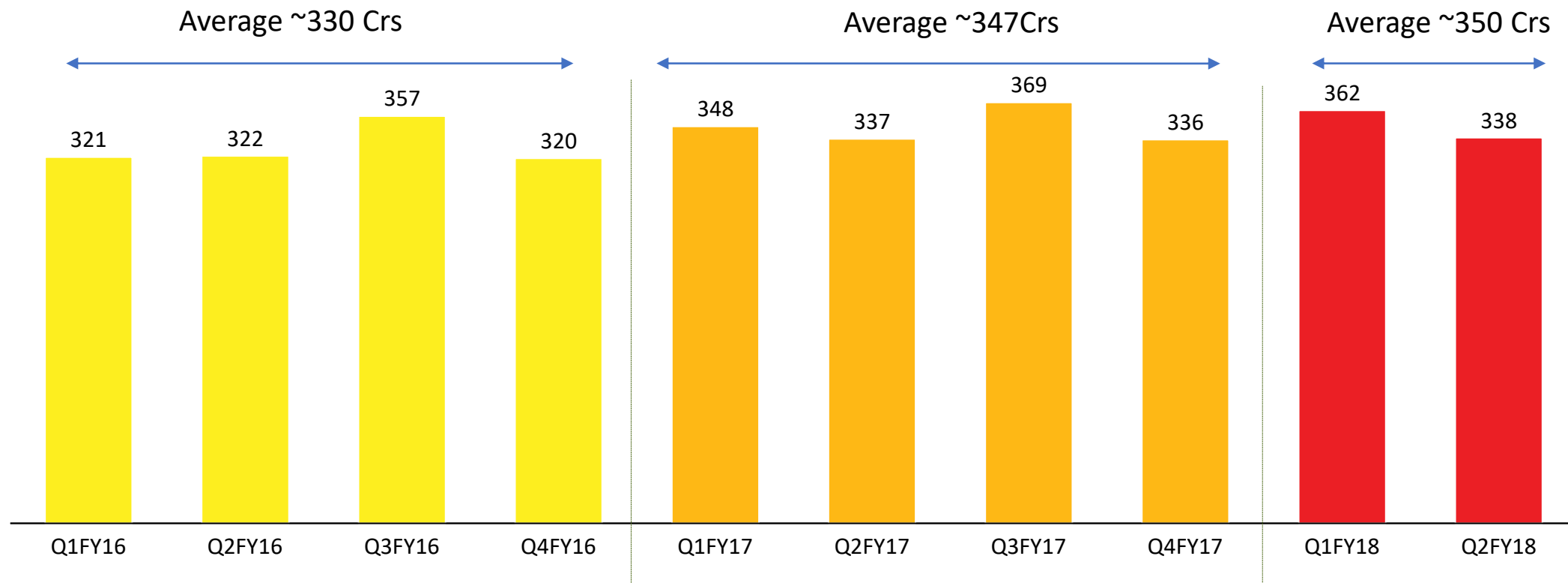
- ✓ Consistent Double Digit Revenue Growth
- ✓ Highest & Consistent EBITDA Margin above 30%

Consistent Performance in Print Business

- ✓ Increasing Average Advertisement Revenue Trend
- ✓ Operating Profit Margins :
 - Dainik Jagran H1FY18 : Above 30%
 - Other Publications : Consistently improving

Consistent Performance in the Print Business...

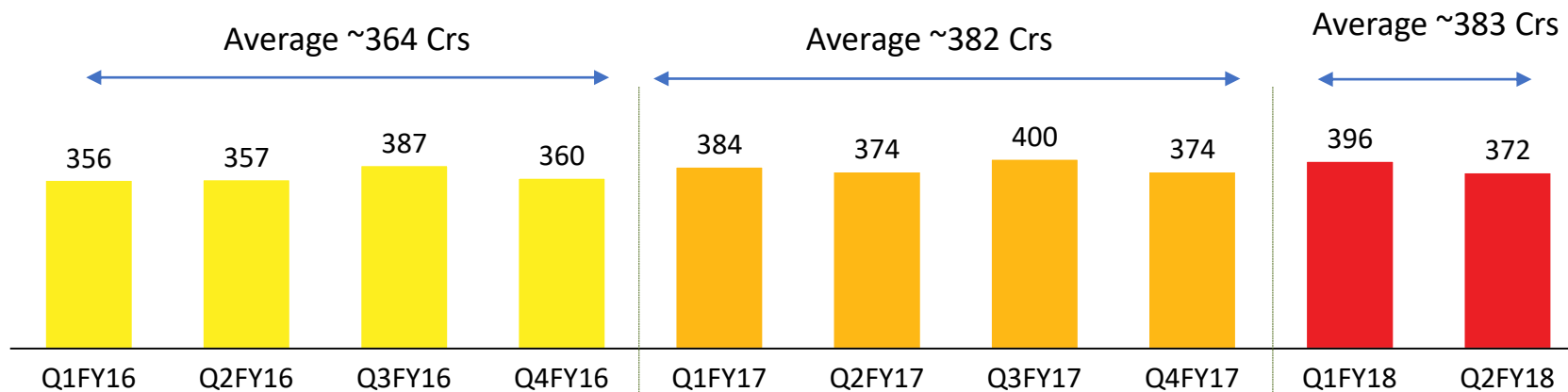
Print Advertisement Revenue : Average Quarterly Revenue Growth of 6% for 30 months



Average for FY16 -17 and FY18 are adversely impacted by Demonetization and GST rollout

...with increasing Average Quarterly Operating Revenue

Dainik Jagran



H1FY18 vs. H1FY17



Naidunia
7.7%

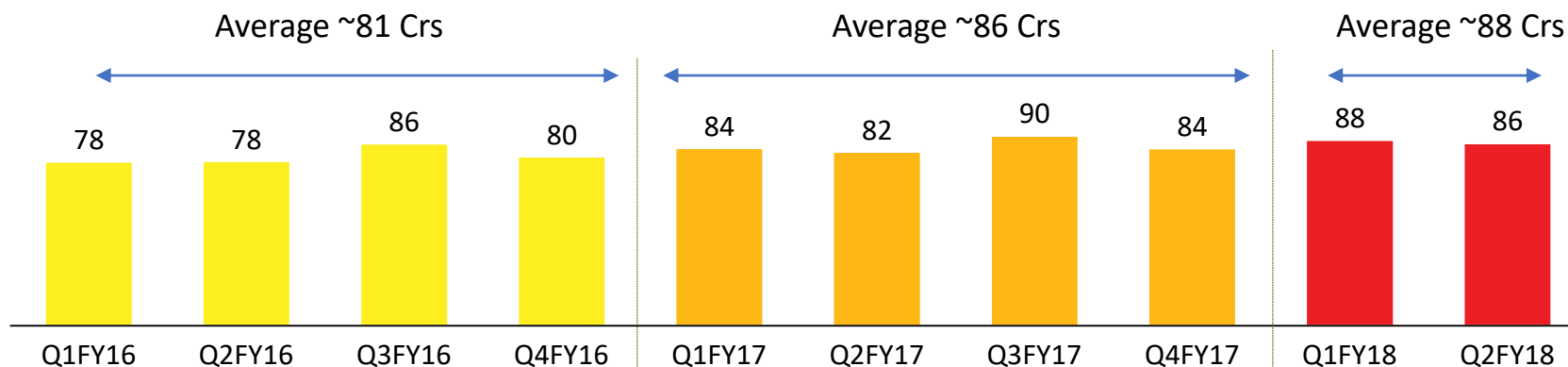


Mid-Day
4.7%



Dainik Jagran
1.4%

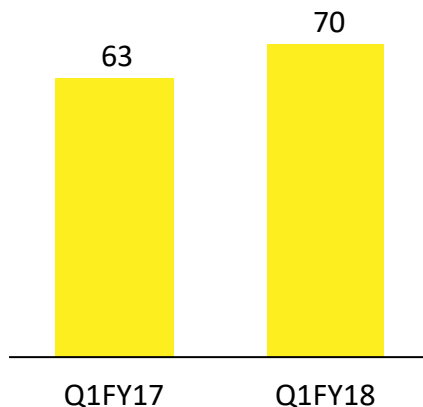
Other Publications



MBL - Double Digit Revenue Growth...

...Consistently maintained EBITDA Margins at 32% in H1FY18

Q1FY18



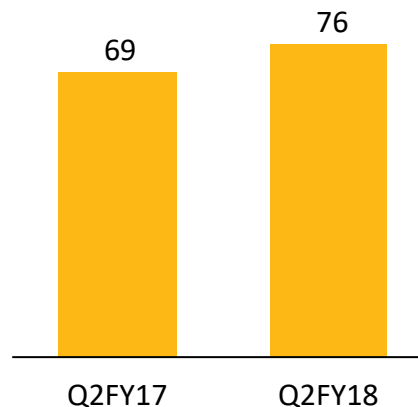
Revenue
Growth


 **12%**

EBITDA
Margin

31.5%

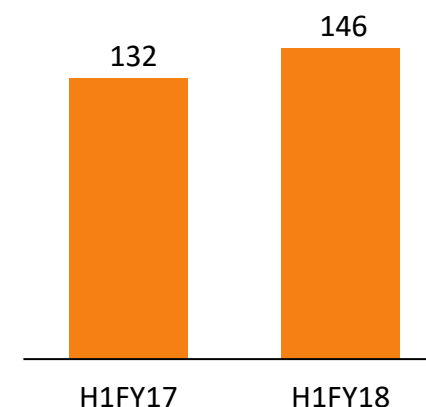
Q2FY18



 **10%**

31.9%

H1FY18



 **11%**

31.7%

MBL – Key Highlights



Over 15 Years of Experience in the Radio Industry with presence in 12 out of top 15 cities of Indian Population

- Market Share in Bengaluru & Mumbai at 25% & 14% respectively in terms of listenership
- Equal revenue growth from 28 Legacy Stations and 11 New Stations
- Value Driven growth in Legacy Stations and volume driven in New Stations
- Right Strategy of Market Positioning gave stupendous growth in-spite of the current macro-economic scenario

New Launches

Radio City Super Singer Junior

India's first singing talent hunt for budding young talent on radio. In its first year the activity received a very good response in 39 markets, with total participation of 39,856

Radio City Super Singer 9

Radio City Super Singer season 9 got grander this year with the contest reaching across all 39 markets. This season witnessed a participation of approx 6 lakhs

Radio City's exclusive tie-up with Apple Music

In an exclusive collaboration with Apple Music, Radio City Becomes the First Indian Radio Network to Offer Curated Playlists on Apple Music

Radio City Reigns the awards season 2017

Radio City won Gold, Silver and Bronze at the ACEF CSR and Marketing awards 2017. This year Radio City won 44 awards nationally and internationally till now

Radio City Cine Awards Tamil

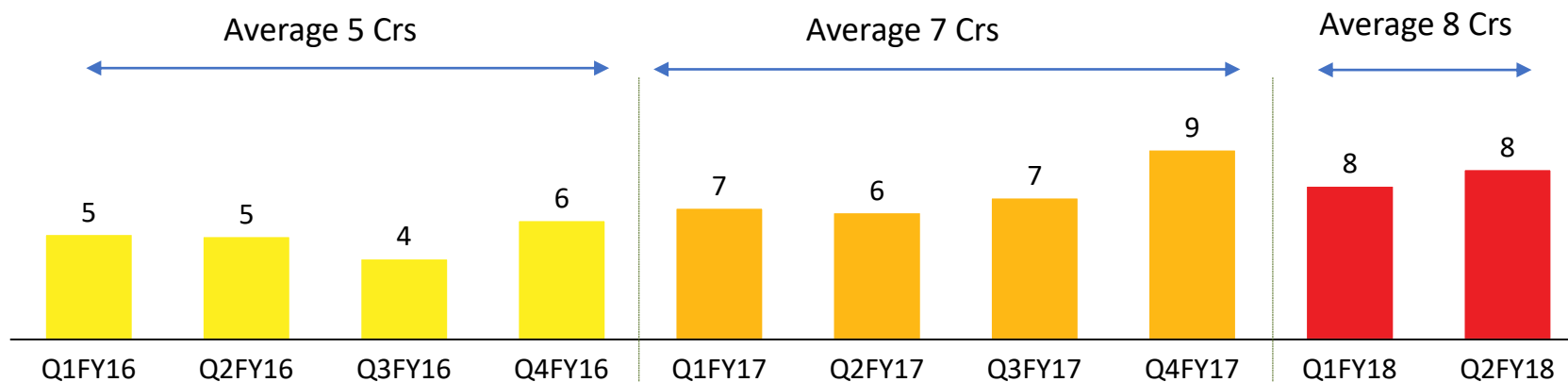
Radio City Cine Awards 2017 Tamil to glorify highfliers in Kollywood. Radio City Cine Awards Tamil 2017, over 8 days witnessed stupendous success in Tamil Nadu. With over ~7 mn votes from listeners

Radio City partnered with LMRC (Lucknow Metro Rail Corporation)

Radio City partnered with LMRC to offer specialized content across all Lucknow Metro stations. The metro was inaugurated by the Home Minister Sri. Rajnath Singh and the Chief Minister of U.P Yogi Aditya Nath

Digital Business showing Highest Industry Growth

Digital Revenues of Print Business

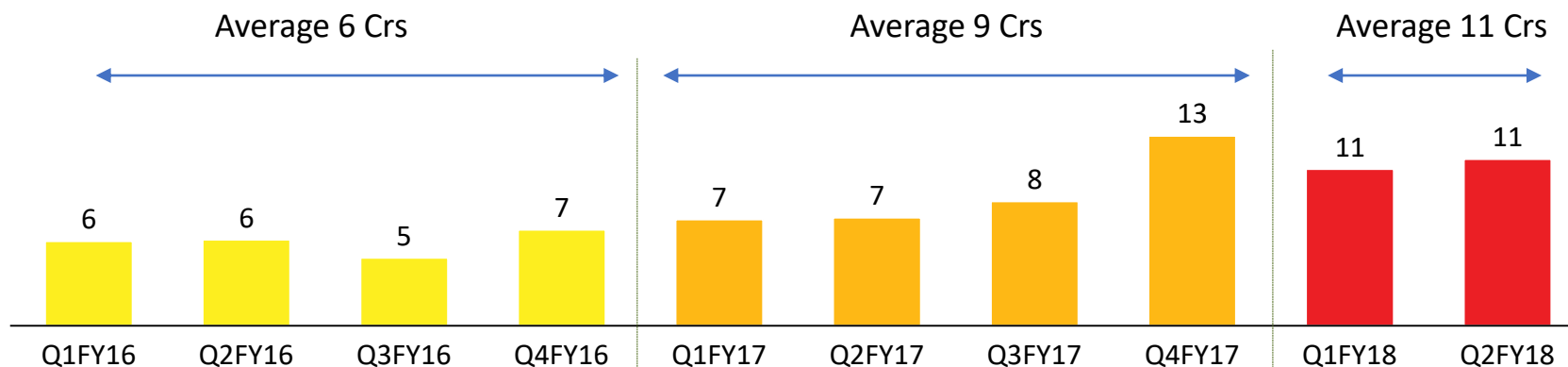


H1FY18 vs. H1FY17



Print Digital
25%

Digital Revenues of Print + Radio Business



Print + Radio
Digital
50%

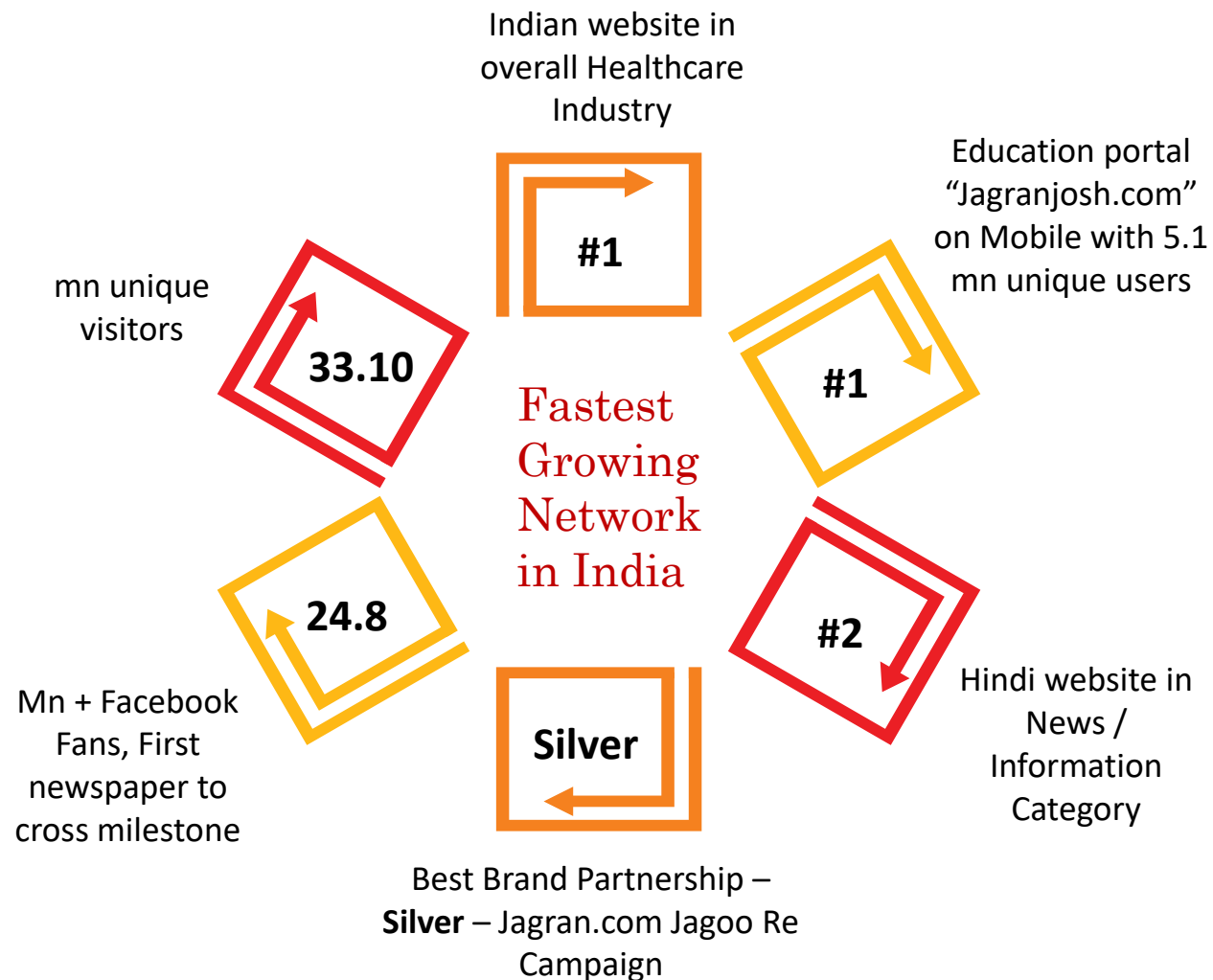
Print Digital – Investing to Build leadership

Our Digital Media Portfolio

- For the quarter ended Sept 2017 growth in Digital Topline
 - ✓ 33.9% Growth at Rs. 8.5 Crs
- Page views:
 - ✓ 282.87 mn in Sept 2017
 - ✓ Growth of 51%
- Unique mn users on mobile:
 - ✓ 33.10 mn
 - ✓ Growth of 109%

New Launches

- Successfully launched HerZindagi.com for female audiences above 30 years



Radio Digital - New Age Initiatives leading to ~2X Growth



46 Radio stations in 8 languages & 400+ playlists have generated a listenership of 33 Million



3.24 Mn Likes



2.77 Lac Followers



0.44 Lac Followers



22.25 Mn Views



Web Presence



hindi.radiocity.in

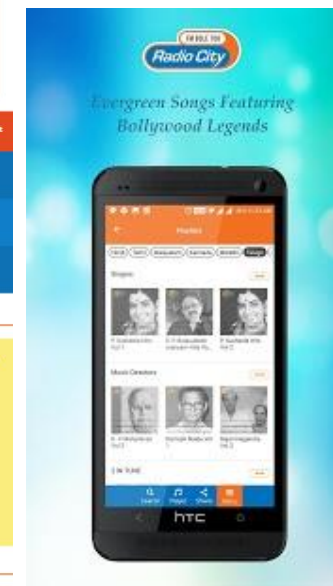


www.radiocity.in

Applications Launched:



1.94 Lac Installs



Long Term Strategy



We are Numero Uno Because ...



Our Leadership position is built on Long Term Sustainable Relationships



Business Strategy is Stable and Consistent

We do not chase growth through Aggressive Marketing Gimmicks

JPL Hindi Publications*

62 mn readers

Dainik Jagran is India's **#1** Daily^

Ahead of peers both in terms of **Readership & Circulation**

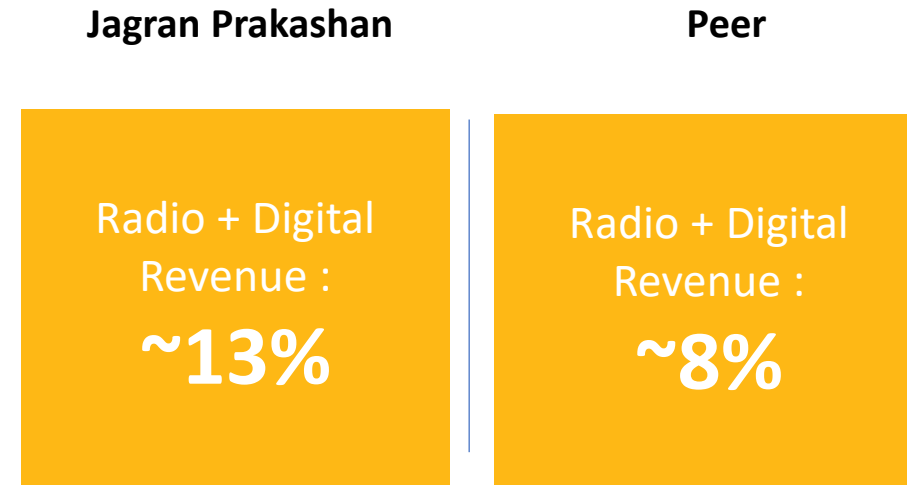
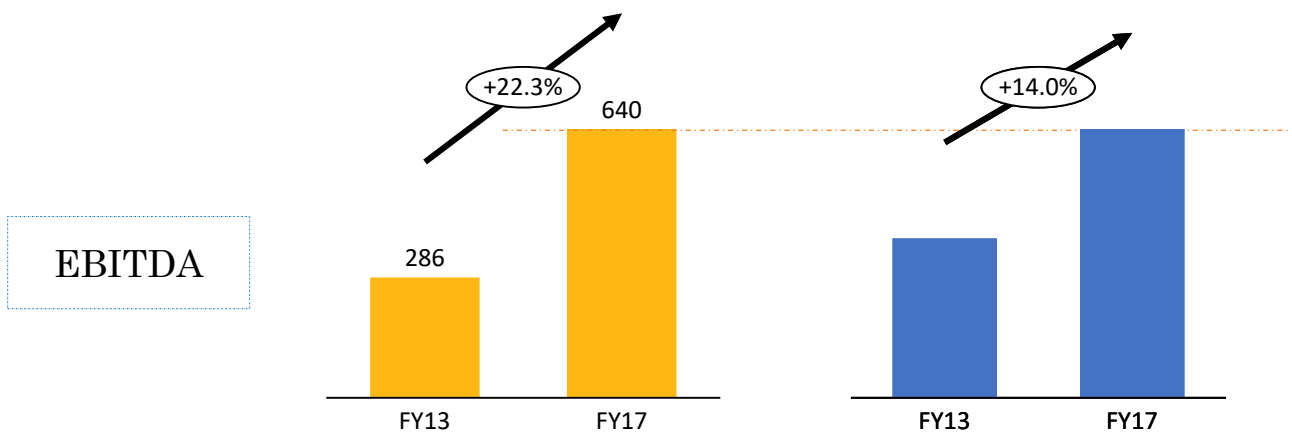
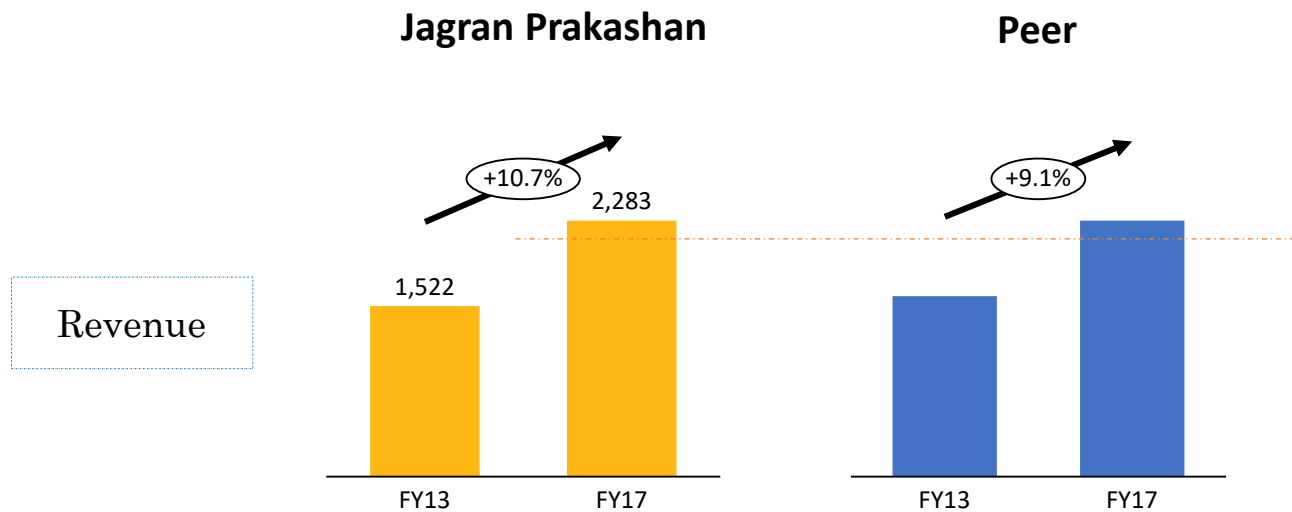
Digital is **Fastest** Growing Network in India

Radiocity ranked 1 in Mumbai, Bengaluru and Delhi under **“Top of Mind”** brand recall with **52.5 mn** listenership in 23 Cities

*Dainik Jagran and Nai Dunia (incl. Nav Dunia)

^IRS 2012 Q4, AZ Research, ABC Jan – June 17

Growth with Gains in Non Print Business



- ✓ We have higher proportion of revenue coming from the High Growth New Generation Business
- ✓ This de-risks our Business Model

Financial Performance



Mid-day Financial Performance

Particulars (Rs. in Crs)	Q2 FY18	Q1 FY18	Q2 FY17
<u>Operating Revenue</u>	28.4	30.7	27.5
Advertisement	20.8	23.2	20.2
Circulation	6.7	6.8	6.6
Other Operating Income	0.8	0.7	0.8
Expenses	24.6	24.5	24.8
<u>Operating Profit</u>	3.8	6.2	2.7
<u>Operating Profit Margin</u>	13.3%	20.2%	9.9%
Other Income	0.2	0.2	0.4
Depreciation	1.5	1.5	1.5
Interest	0.0	0.0	0.0
<u>Profit Before Tax</u>	2.5	4.9	1.6
Tax	0.9	1.8	0.6
<u>Profit After Tax</u>	1.6	3.1	1.0
<u>Net Profit Margin</u>	5.7%	10.1%	3.6%

MBL Financial Performance



Particulars (Rs. in Crs)	Q2 FY18	Q1 FY18	Q2 FY17
<u>Operating Revenue</u>	75.8	70.3	69.2
Expenses	51.6	48.1	40.3
<u>Operating Profit</u>	24.2*	22.2	28.9**
<u>Operating Profit Margin</u>	31.9%	31.5%	41.7%
Other Income	5.0	4.7	0.8
Depreciation	6.7	6.4	4.5
Interest	3.8	3.9	4.1
<u>Profit Before Tax</u>	18.7	16.6	21.1
Tax	6.0	5.7	6.8
<u>Profit After Tax</u>	12.7	10.8	14.3
<u>Net Profit Margin</u>	15.8%	14.5%	20.5%

* After accounting for gestation losses of new stations

** Includes Rs.3.70 crores being one time gain

Operating Margin Break-up

Particulars (Rs. in Crs)	Q2 FY18	Q2 FY17
<u>Dainik Jagran*</u>		
Operating Revenue	371.9	373.5
Operating Profit	114.0	126.1
Operating Margin	30.7%	33.8%
<u>Other Publications*</u>		
Operating Revenue	86.1	81.8
Operating Profit	5.0	2.1
Operating Margin	5.8%	2.5%
<u>Digital</u>		
Operating Revenue	8.5	6.3
Operating Profit	-4.4	-4.6
Operating Margin	-52.5%	-73.3%
<u>Outdoor and Event</u>		
Operating Revenue	28.3	27.8
Operating Profit	-0.2	0.3
Operating Margin	-0.7%	1.0%

*Excludes Digital

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

Consolidated Profitability Statement



Rs In Cr	Q2 FY18	Q2 FY17	YoY	Q1 FY18	QoQ	H1 FY18	H1 FY17	YoY
Revenues	566.5	554.8	2%	591.3	-4%	1,157.9	1,119.3	3%
<i>Advertisement Revenue *</i>	421.5	412.0	2%	439.2	-4%	860.7	826.7	4%
<i>Circulation Revenue</i>	106.3	105.9	0%	108.6	-2%	214.9	212.9	1%
<i>Others</i>	38.7	37.0	5%	43.5	-11%	82.2	79.7	3%
Raw Material	165.2	161.2		169.8		335.0	330.5	
Manpower Cost	99.9	92.9		99.2		199.1	182.7	
Other Operating Expenses	162.8	147.6		161.1		323.9	297.1	
Operating Profit	138.6	153.1	-9%	161.3	-14%	299.9	308.9	-3%
Operating Profit Margin	24.5%	27.6%		27.3%		25.9%	27.6%	
Other Income^	12.5	11.2		12.0		24.6	20.5	
Depreciation / Amortization	34.0	30.8		32.8		66.8	60.9	
Interest	7.4	7.8		7.2		14.6	18.0	
Profit Before Tax	109.8	125.7	-13%	133.3	-18%	243.1	250.5	-3%
Tax	37.5	39.6		44.6		82.1	80.3	
Extraordinary items	0.0	0.0		0.0		0.0	0.0	
Profit After Tax	72.2	86.1	-16%	88.7	-19%	160.9	170.2	-5%
Share of Profits / (Losses) of Associates	0.0	0.0		0.0		0.0	0.0	
Minority Interest	-2.6	-0.7		-2.2		-4.8	-1.0	
Profit After Minority Interest	69.6	85.4	-18%	86.6	-20%	156.2	169.1	-8%
PAT Margin after Minority Interest	12.3%	15.4%		14.6%		13.5%	15.1%	
Other comprehensive income, net of income tax	-0.5	-0.6		-0.6		-1.1	-0.5	
Total comprehensive income for the period	69.2	84.7	-18%	85.9	-20%	155.1	168.7	-8%

^Net of Exchange Fluctuation Gain / Loss

* Represents advertisement revenue from print, radio and digital

Consolidated Balance Sheet



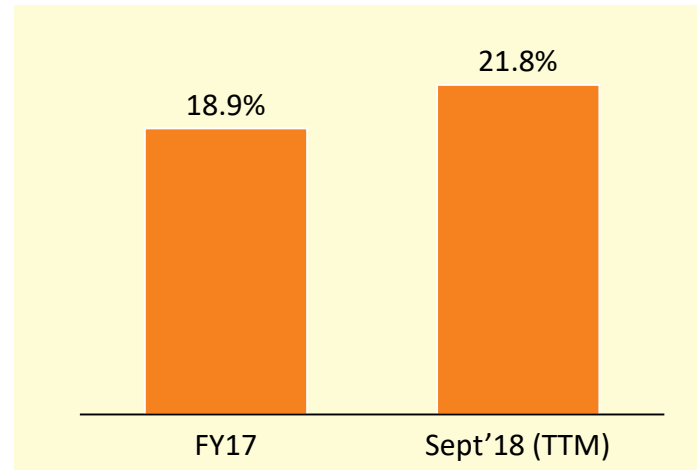
ASSETS (Rs. In Cr)	Sep-17	Mar-17
Non-Current Assets	1,895.2	2,154.2
Property, plant and equipment incl. CWIP	633.0	656.1
Goodwill	337.7	337.7
Other intangible assets	553.8	574.0
Investments in subsidiaries and associates	5.8	5.8
Investment Property	6.2	
Financial Assets		
i. Investments	267.2	499.6
ii. Other financial assets incl. Loans	31.2	29.3
Deferred tax assets (net)	23.6	26.9
Non Current Tax Assets	16.5	2.6
Other non-current assets	20.2	22.1
Current assets	1,306.7	1,084.3
Inventories	91.3	93.5
Financial assets		
i. Investments	180.8	29.3
ii. Trade receivables	628.9	515.8
iii. Cash and cash equivalents	152.0	166.7
iv. Bank balances other than (iii) above	163.0	182.4
Other financial assets incl. Loans	32.5	35.4
Current tax assets (net)	-	12.9
Other current assets incl. Assets classified as held for sale	58.2	48.4
Total assets	3,201.9	3,238.6

EQUITY AND LIABILITIES (Rs. In Cr)	Sep-17	Mar-17
Equity and Liabilities	2,136.4	2,391.2
Equity share capital	62.3	65.4
Equity attributable to owners of the Company	1,833.0	2,089.5
Non-controlling interest	241.1	236.3
Non-current liabilities	285.7	264.3
Financial liabilities		
i. Borrowings	50.1	50.2
ii Employee benefit obligations	21.1	17.0
Deferred tax liabilities (net)	214.5	197.1
Current liabilities	779.8	583.1
Financial liabilities		
i. Borrowings	141.1	83.2
ii. Trade payables	160.1	146.7
iii. Other financial liabilities	292.5	287.6
Other current liabilities	180.8	60.6
Employee benefit obligations	5.2	5.0
Total equity and liabilities	3,201.9	3,238.6

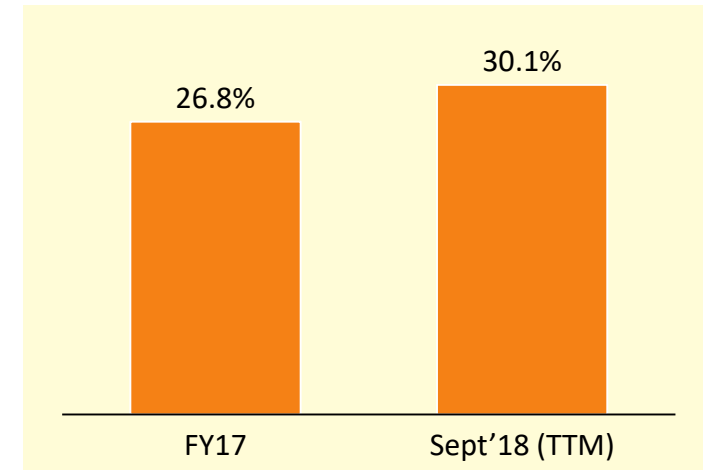
Return Ratios

Standalone

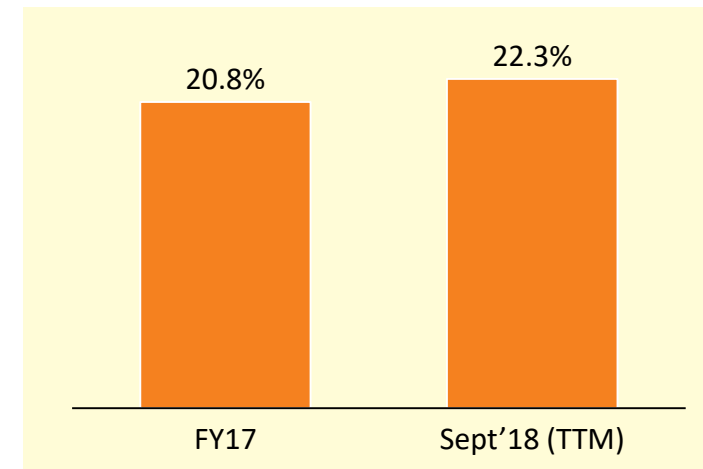
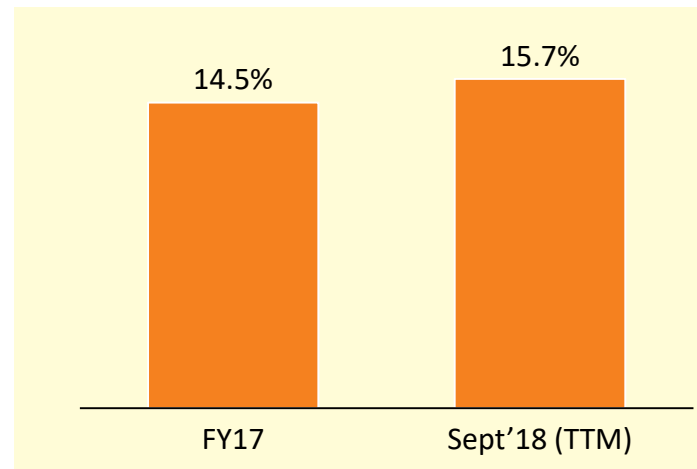
Return of Equity



Return of Capital Employed



Consolidated



Shareholders' Return

Dividend %

175%

175%

100%

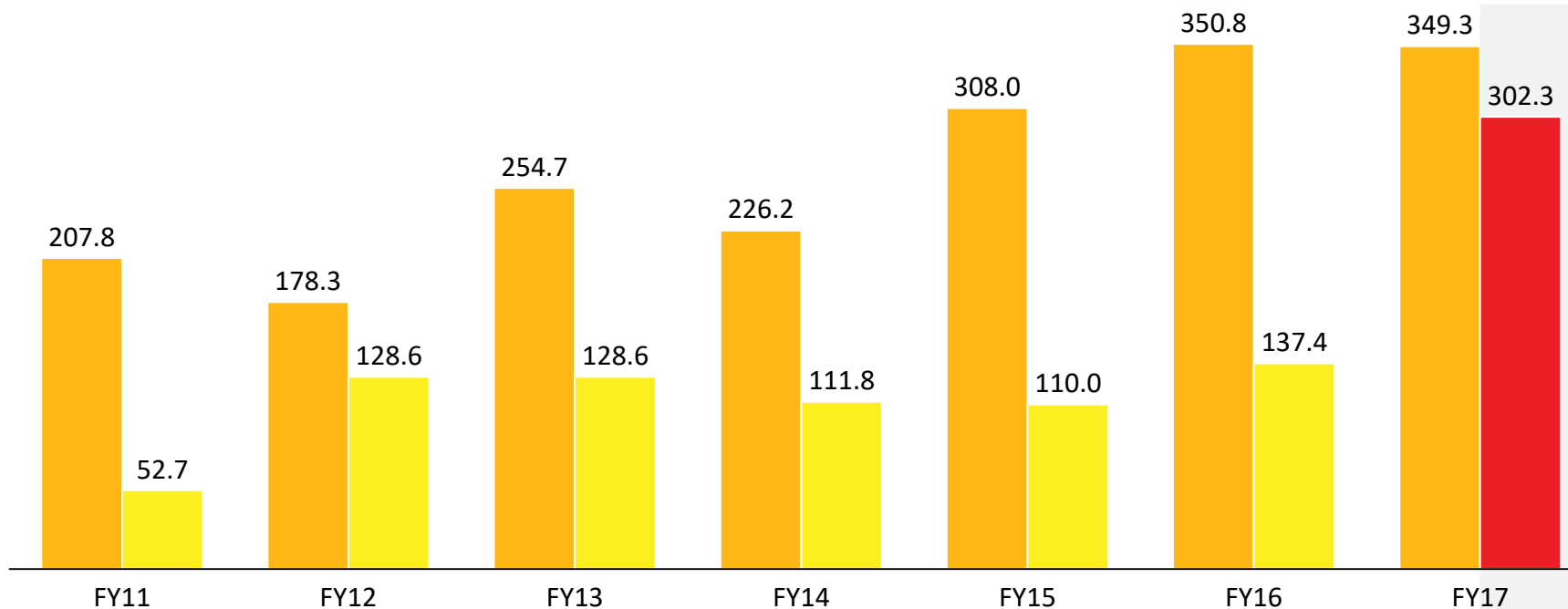
200%

175%

150%

■ PAT

■ Dividend Paid



BUY BACK

- On 5th January 2017, proposed a buyback of 1,55,00,000 Equity Shares
- In Q1FY18, completed the buyback at a price of Rs. 195 per equity share aggregating to Rs. 302.25 Cr

The Company declared an Dividend of Rs. 3.0/- per share (150% of the FV) for year Ended 31st March 2017 (Approved in AGM)

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

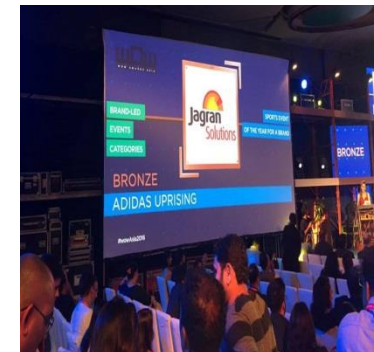
Building sustainable
and robust businesses in
each vertical

Country-wide Presence

Aggressive



Group Introduction



Group Introduction



~Rs.5400 Cr
MARKET CAP



RAG RAG MEIN
DAUDE CITY.



~Rs.2100 Cr
MARKET CAP



Print



Digital



Radio



Activation



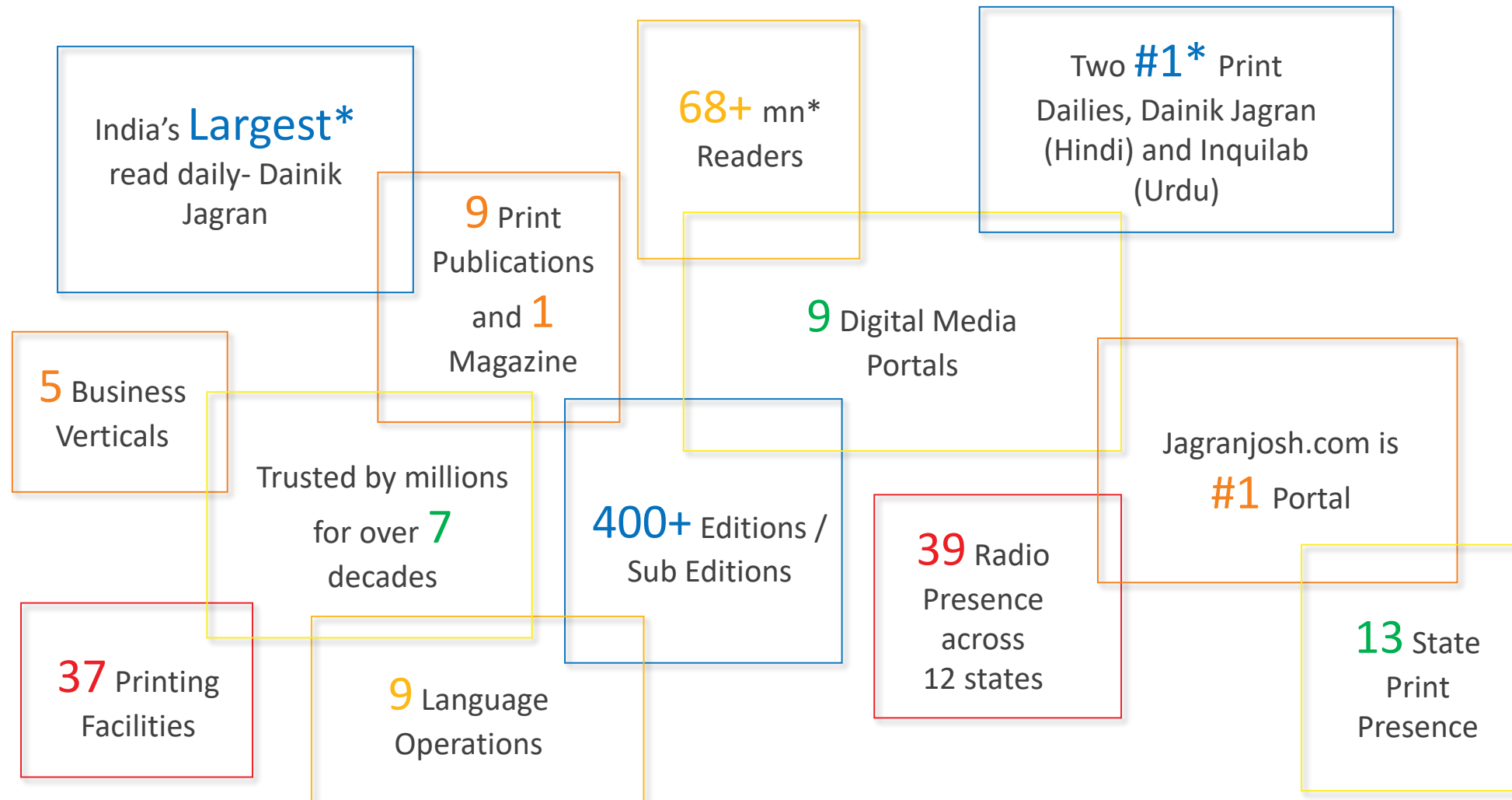
OOH

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



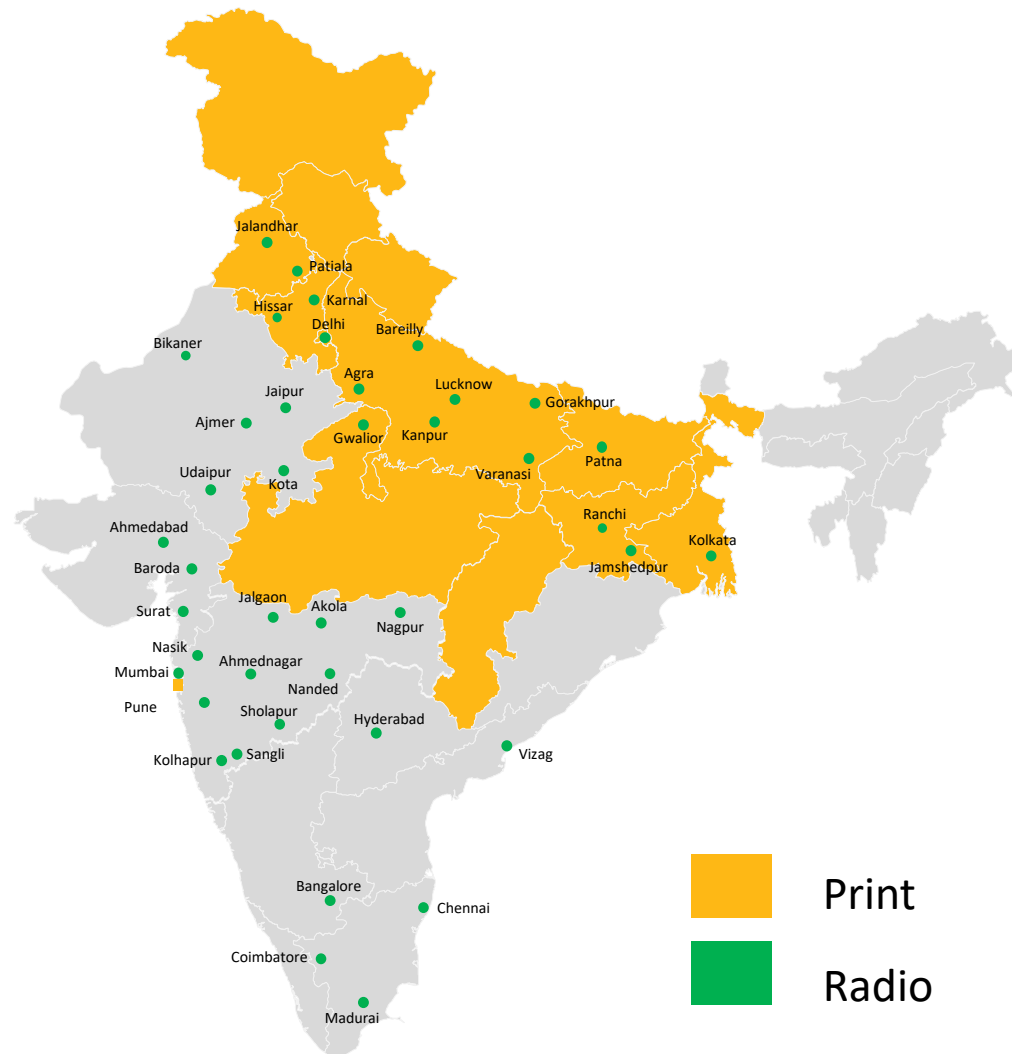
DIGITAL BUSINESS



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

Contact Us



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