

October 25, 2021

To,

Manager-CRD,  
BSE Ltd.,  
Phiroze Jeejeebhoy Towers,  
Dalal Street, Mumbai-400001

Scrip Code: 532705  
ISIN No.: INE199G01027

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

Symbol: JAGRAN  
ISIN No.: INE199G01027

Dear Sir / Ma'am,

**Sub: Intimation to Stock Exchange – Investor Presentation in connection with the Unaudited Standalone and Consolidated Financial Results for quarter / half- year ended September 30, 2021**

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 the Unaudited Standalone and Consolidated Financial Results for quarter / half-year ended September 30, 2021.

Kindly take the above on your record.

Thanking You,

**For Jagran Prakashan Limited**



**(Amit Jaiswal)**

**Company Secretary and Compliance Officer**

**Membership No.: F5863**



**Encl.: As Above**



Jagran Prakashan Limited

Q2FY22  
Result Presentation

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# Comment from Chairman and Managing Director

*"I am pleased to inform that this quarter saw a significant uptick in overall business performance of the Company. All businesses have performed well and we expect strong growth to continue.*

*I am also pleased to report that the Company surpassed pre-covid profits much before our expectations.*

*With our ability to adjust to the environment coupled with the cost control measures in past 18 months, this quarter witnessed a steep growth in profits over comparable pre-covid quarter.*

*In Radio, with the improved operating leverage due to combination of cost control and efficiency improvement measures taken at the beginning of the pandemic, incremental operating profit was over 80% of increased revenue in comparison with Q2FY21 as well as Q1FY22.*

*The Media and Entertainment Industry expects to benefit from the resurgence in the economic activity driven by the festive season, accelerated pace of vaccination drive and reduction in COVID-19 cases. This considerably improves outlook for the businesses of the Group.*

*Our focus continues to be to maintain market position. Chasing unprofitable growth has never been our philosophy and this is where the team has done an incredible job by delivering a healthy growth in profits."*

**...Mahendra Mohan Gupta**



# Group Key Highlights

## Maintains market Leadership; Profits crosses pre-COVID levels

### Print

- Strong recovery in Advertising Revenue backed by volume as well as yield growth
- Continue to improve per copy realization
- Cost control measures coupled strong revenue growth led to sharp improvement in profitability

## Returns to profitability

### Radio

- Maintained Leadership Position with 20% Volume Market Share
- Consistent Volume Growth Trajectory
- Highest share in new advertisers
- Highest client share in the Industry

## Continues its profitable growth trajectory

### Digital

- Consolidated its position further amongst the top 10 operators in news and information category
- Crossed the 100 MN benchmark with 109.5 Million Users, 526 Million total Page Views, 645 Million Minutes Time spent\*

## Reports strong performance

### Outdoor & Event

- Outdoor business reports strong revenue growth and has turned profitable at operating as well as PBT level
- Events business reports turnaround inspite of lower than normal revenues

**Net cash of more than Rs. 680 Crores at group level, despite buybacks**

# Business Performance

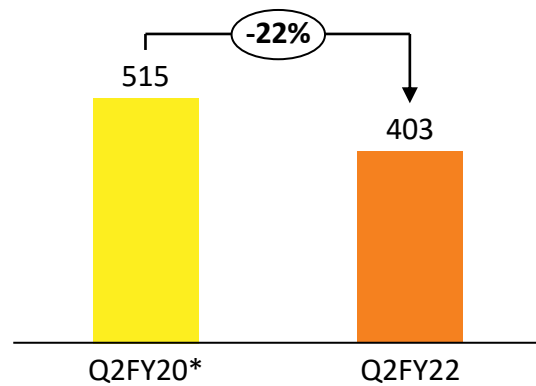


Due to Covid-19, the figures do not represent normal quarter/operations and are not strictly comparable with last year or preceding quarter

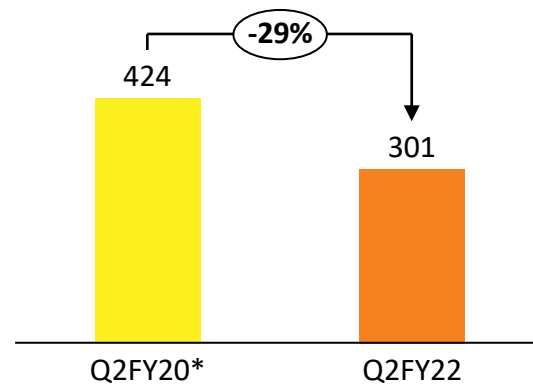
# Profits crosses pre-COVID levels

CONSOLIDATED

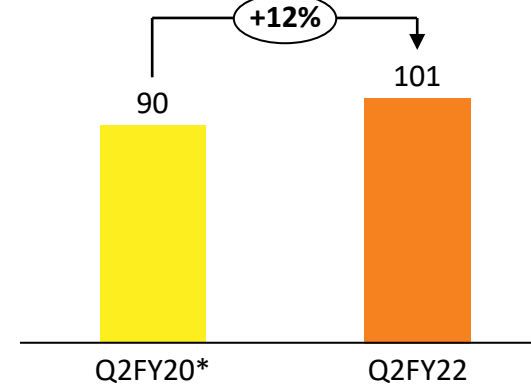
OPERATING REVENUE



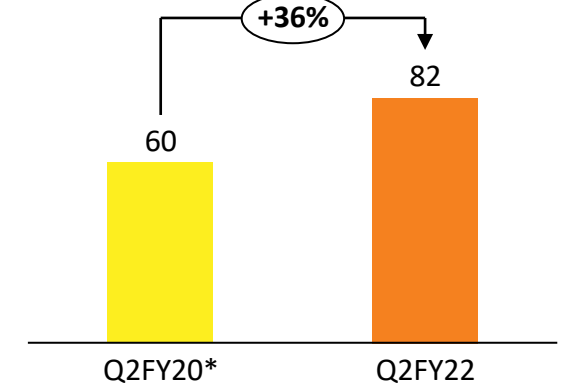
OPERATING EXPENSES



OPERATING PROFIT

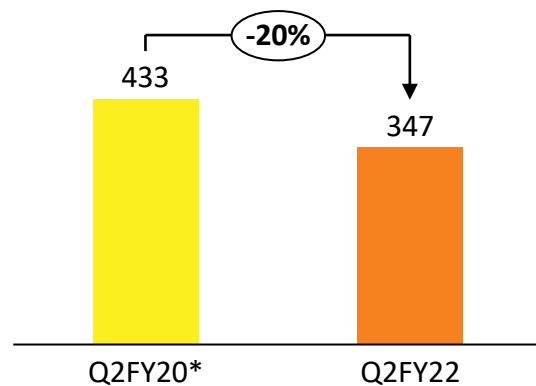


PROFIT BEFORE TAX

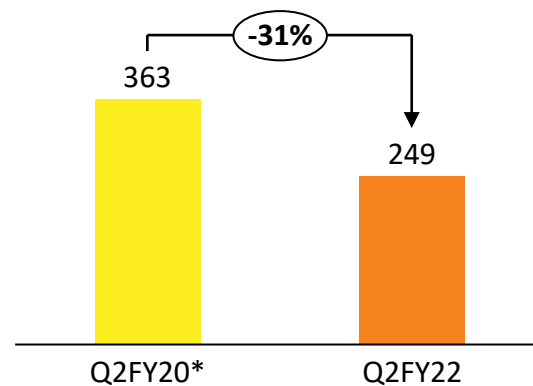


STANDALONE

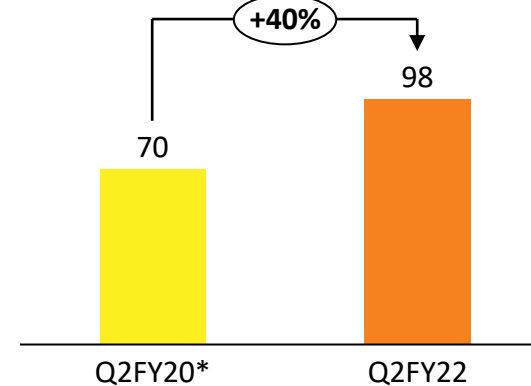
OPERATING REVENUE



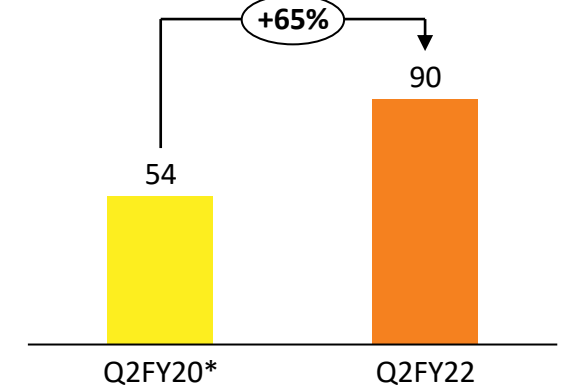
OPERATING EXPENSES



OPERATING PROFIT



PROFIT BEFORE TAX

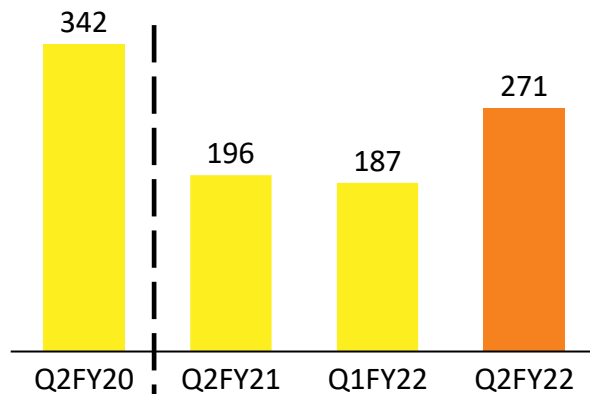




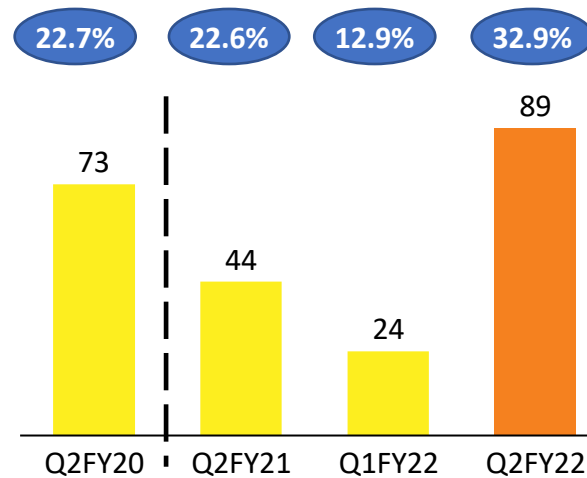
# Dainik Jagran – Operating Highlights



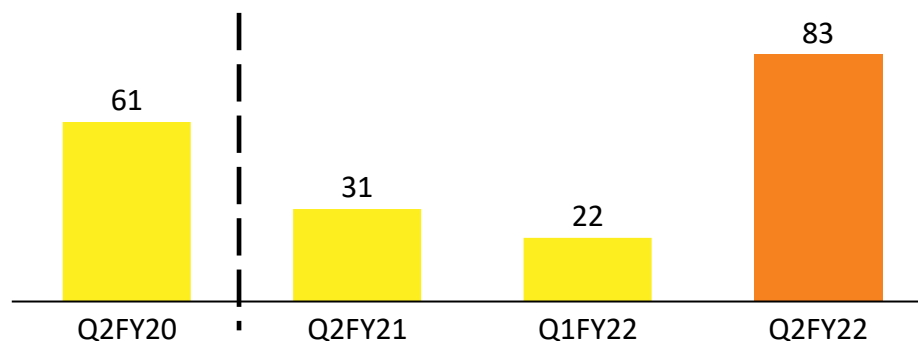
## OPERATING REVENUE



## OPERATING PROFIT



## PROFIT BEFORE TAX



EBITDA and PBT surpassed Pre-COVID levels

**Registered strong EBITDA Margin of 32.9%**

Net realisation per copy is at an all time high in case of all editions except in couple of markets Per copy realisation registered a strong improvement as compared to pre-COVID levels



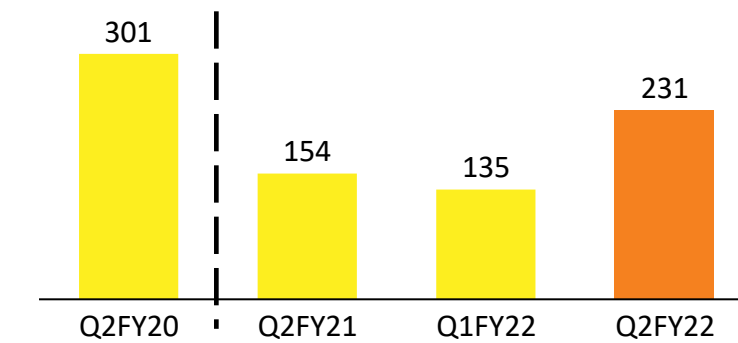
# Print Business Performance

Ad Revenue registered **strong growth of 50% and 72% on YoY and QoQ basis** respectively

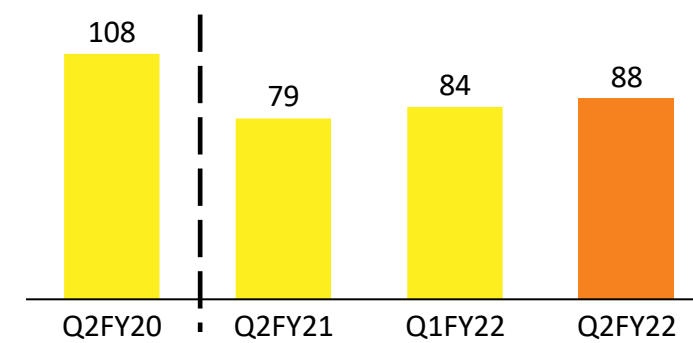
**Circulation for all brands remains stable** despite taking increase in cover price

Strong contribution from sectors like **Government**, Education, Pharma, Entertainment, Banking and Lifestyle however Automobile (4W) underperformed

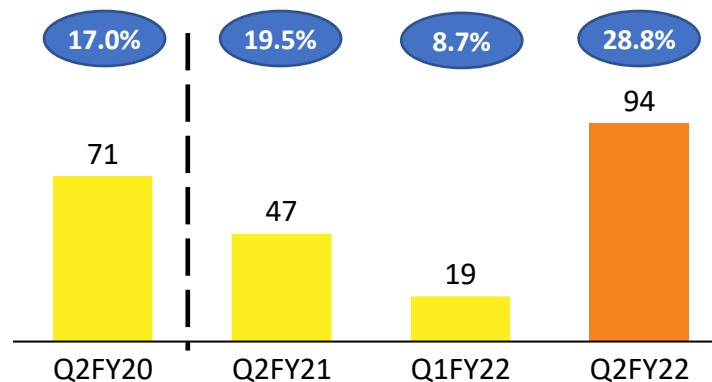
## ADVERTISEMENT REVENUE



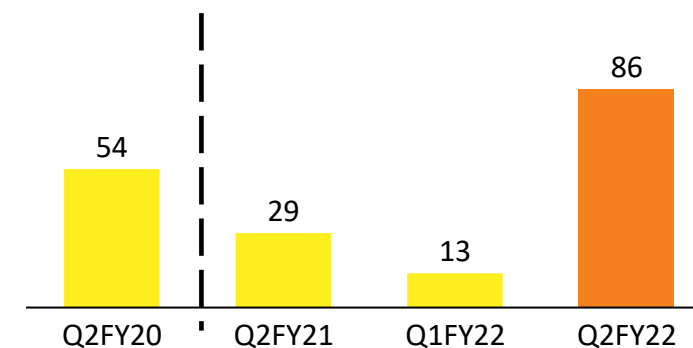
## CIRCULATION REVENUE



## OPERATING PROFIT



## PROBIT BEFORE TAX



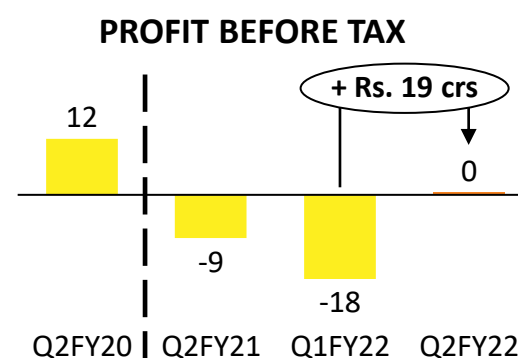
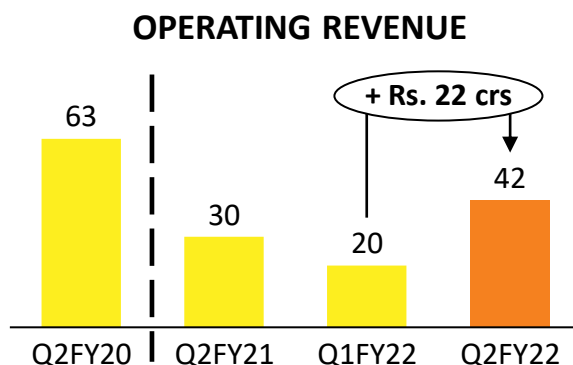
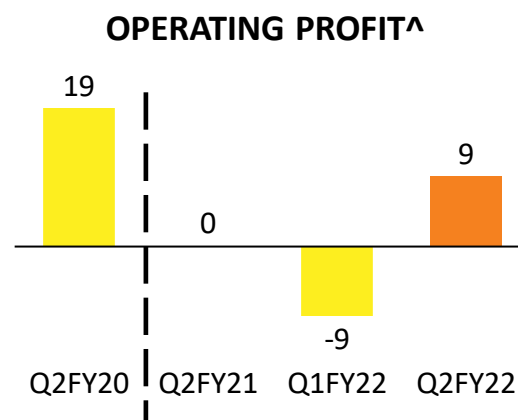
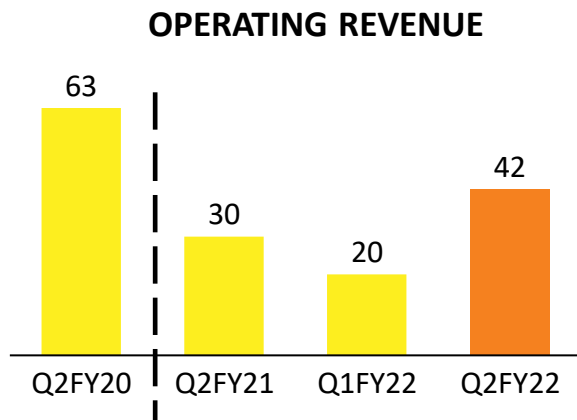
**Due to Covid-19, the figures do not represent normal quarter/operations and are not strictly comparable with last year or preceding quarter**

# MBL: Operating Performance

Company has registered a **turnaround at PAT Level** and reported a **22% EBIDTA Margin**

YoY **42% growth in volumes** for Q2 FY22

Enhanced **liquidity position** at **Rs. 245 Cr** as on 30th September



High Operating leverage lead to 80% conversion of incremental revenue to profit

**43% of the total clients** on the Radio platform advertised on Radio City – **Highest in the Industry**

**35% of New clients** on Radio platform advertised on Radio City – **Highest in the Industry**

Maintains its **leadership position** at **20%\*** market share in Q2FY22

Due to Covid-19, the figures do not represent normal quarter/operations and are not strictly comparable with last year or preceding quarter

<sup>^</sup>Includes Other Income

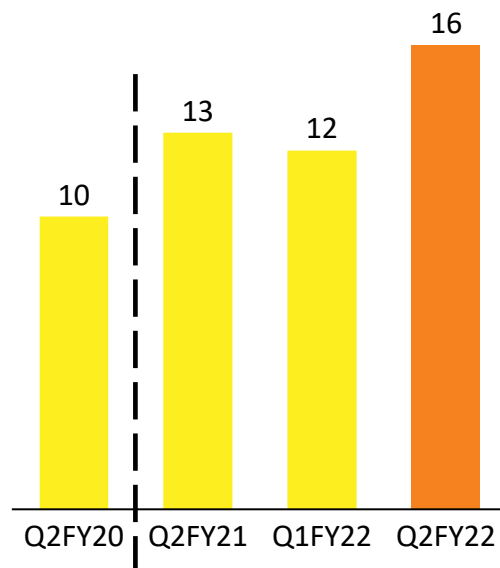
\* Source: Aircheck 15 Markets

# Digital Business Performance

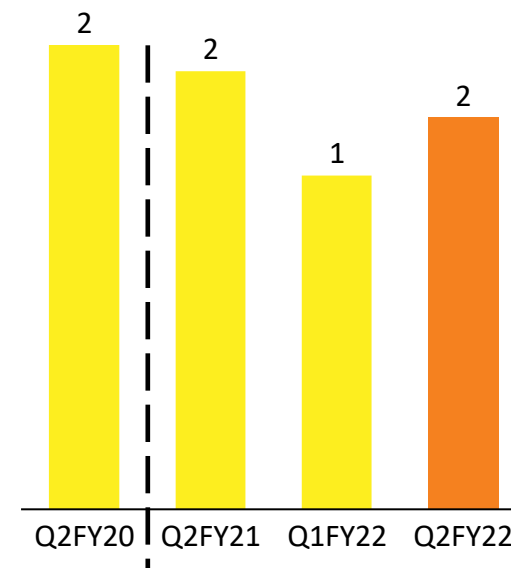
Registered a rapid growth in the News/Information category and **crossed the 100 MN benchmark** with 109.5 Million Users, 526 Million total Page Views, 645 Million Minutes Time spent\*

Consolidated video presence by clocking **32.5 Million Video Views in Sep'21\*\***

OPERATING REVENUE



OPERATING PROFIT



Recognized as **“India’s Best Place to work in Media”** and **“Great Place to Work”** for the year 2021 by the “Great Place to Work Institute”

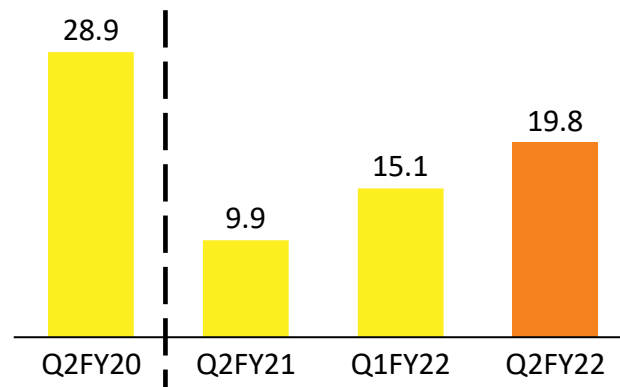
**Due to Covid-19, the figures do not represent normal quarter/operations and are not strictly comparable with last year or preceding quarter**

\* Source: Comscore MMX Multi-Platform: Aug'21

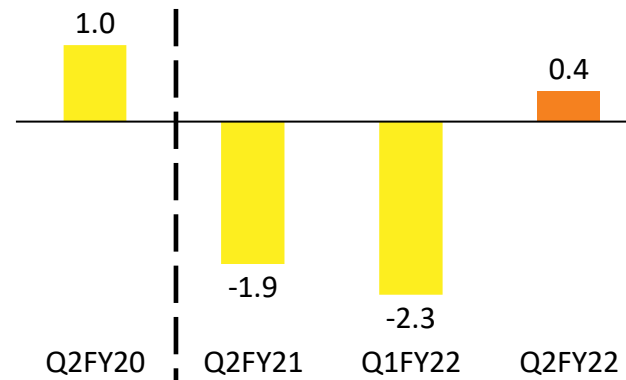
\*\* Source: YT analytics

# Outdoor and Events Business Performance

OPERATING REVENUE



OPERATING PROFIT



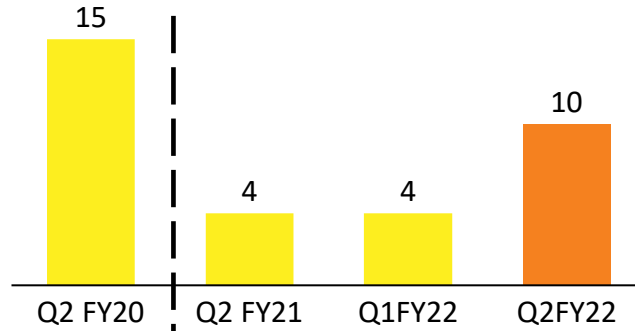
Outdoor business witnessed a **growth of 44% QoQ and more than 170% YoY** and reported operating profit

Event business witnessed **growth of more than 16% YoY** and is almost breaking even

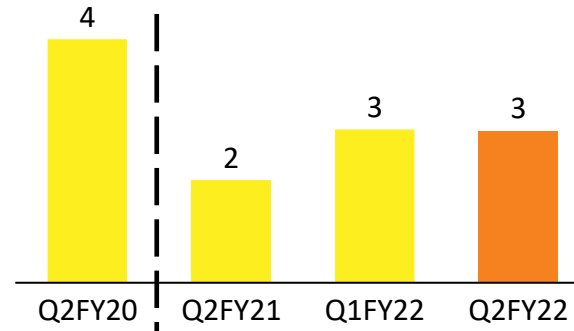
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# Mid-Day Operating Performance

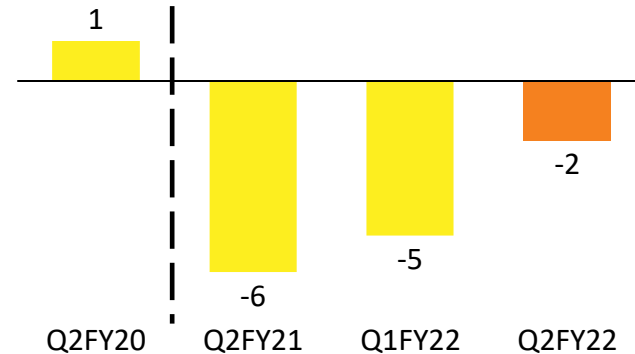
## ADVERTISEMENT REVENUE



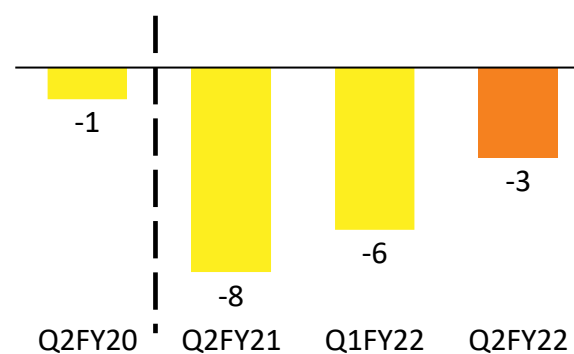
## CIRCULATION REVENUE



## OPERATING PROFIT



## PROFIT BEFORE TAX



Witnessed good increase in circulation

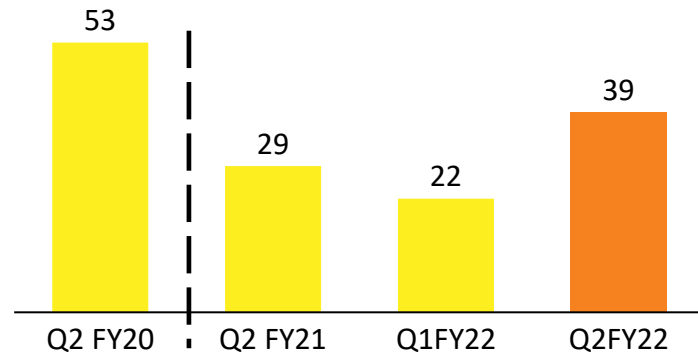
Circulation Revenue continues to recover full cost of material and make contribution in other costs

Operations impacted due to higher COVID restrictions in Mumbai, however witnessing gradual recovery with **No cash loss** for the month of September 2021

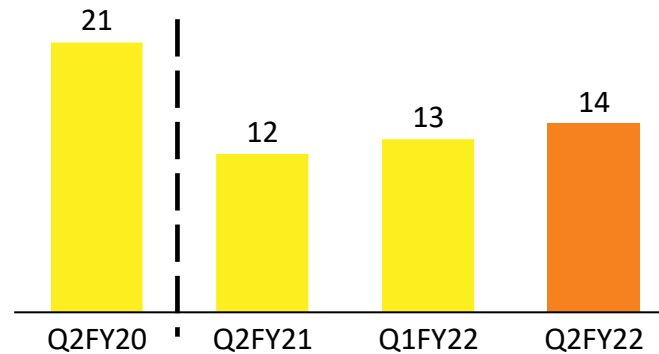
Due to Covid-19, the figures do not represent normal quarter/operations and are not strictly comparable with last year or preceding quarter

# Other Publications Operating Performance

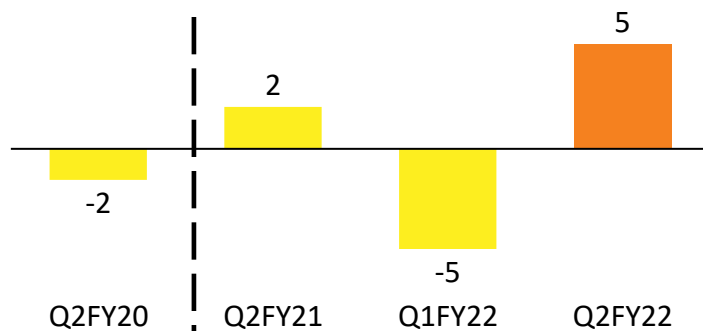
## ADVERTISEMENT REVENUE



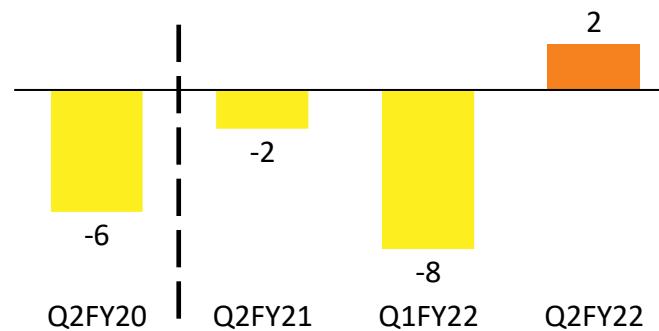
## CIRCULATION REVENUE



## OPERATING PROFIT



## PROFIT BEFORE TAX



Witnessed **recovery in Advertising and Circulation Revenue** across all brands

Naidunia reported profit with an **operating margin of around 20%**

Due to Covid-19, the figures do not represent normal quarter/operations and are not strictly comparable with last year or preceding quarter

# Financial Performance

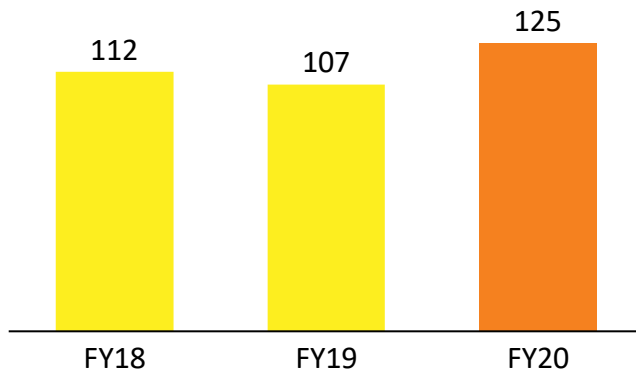


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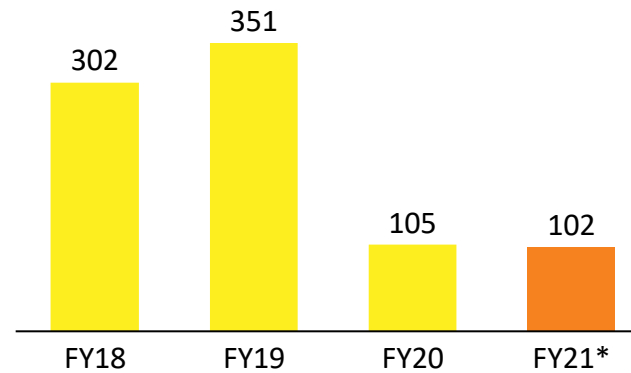


# Distribution to Shareholders

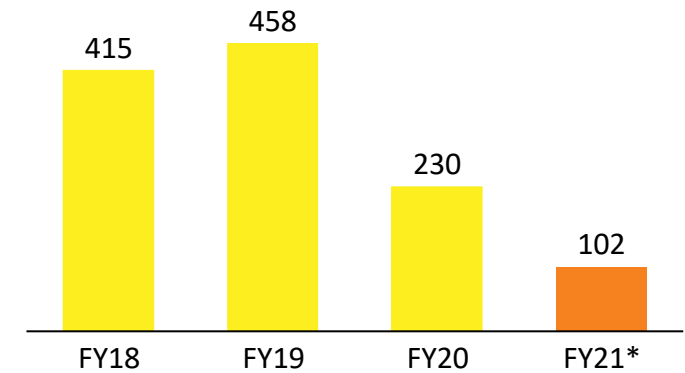
## Dividend Paid



## Buyback



## Total Distribution to Shareholders



Distributed ~ Rs. 345 crores as dividend



Distributed ~ Rs. 860 crores through  
buyback of shares



Distributed ~ Rs. 1,205 crores in form of  
dividend and buyback

\*Buyback announced in March 2021 closed with effect from 16<sup>th</sup> August 2021. Cumulative shares 1,74,45,728 (6.2% of pre-buyback o/s shares) were bought back for a total amount of Rs 102 Crores

# Mid-day Financial Performance

Particulars (Rs. in Crs)	Q2FY22	Q1FY22	Q2FY21
<b>Operating Revenue*</b>	<b>14.2</b>	<b>7.67</b>	<b>6.55</b>
Advertisement	10.11	4.49	4.49
Circulation	2.79	2.81	1.89
Other Operating Income	1.3	0.36	0.17
Expenses **	15.97	12.21	12.18
<b>Operating Profit</b>	<b>-1.77</b>	<b>-4.55</b>	<b>-5.63</b>
<b>Operating Profit Margin</b>	<b>-12.46%</b>	<b>-59.32%</b>	<b>-85.95%</b>
Other Income	0.02	0.10	0.16
Depreciation	1.32	1.38	1.63
Interest	0.34	0.30	0.66
<b>Profit Before Tax</b>	<b>-3.41</b>	<b>-6.13</b>	<b>-7.76</b>
Tax	-0.74	-1.54	-1.96
<b>Profit After Tax</b>	<b>-2.67</b>	<b>-4.59</b>	<b>-5.8</b>
<b>Net Profit Margin</b>	<b>-18.80%</b>	<b>-59.10%</b>	<b>-88.55%</b>

**Due to Covid-19, the figures do not represent normal quarter/operations and are not strictly comparable with last year or preceding quarter**

# MBL Financial Performance



Particulars (Rs. in Crs)	Q2FY22	Q1FY22	Q2FY21
<b>Operating Revenue</b>	42.04	20.48	30.08
Expenses	37.48	33.68	33.12
<b>Operating Profit</b>	<b>4.56</b>	<b>-13.2</b>	<b>-3.04</b>
<b>Operating Profit Margin</b>	<b>10.85%</b>	<b>-64.45%</b>	<b>-10.11%</b>
Other Income	4.79	3.88	2.92
Depreciation	8.2	8.19	8.28
Interest	0.66	0.68	0.96
<b>Profit Before Tax</b>	<b>0.49</b>	<b>-18.19</b>	<b>-9.36</b>
Tax	0.2	-5.25	-2.86
<b>Profit After Tax</b>	<b>0.29</b>	<b>-12.94</b>	<b>-6.5</b>
<b>Net Profit Margin</b>	<b>0.62%</b>	<b>-53.12%</b>	<b>-19.70%</b>

**Due to Covid-19, the figures do not represent normal quarter/operations and are not strictly comparable with last year or preceding quarter**

# Operating Margin Break-up

Particulars (Rs. in Crs)	Q2FY22	Q1FY22	Q2FY21
<b>Dainik Jagran*</b>			
Operating Revenue	270.67	187.19	196.16
Operating Profit	89.22	24.31	44.49
Operating Margin	32.96%	12.99%	22.68%
<b>Other Publications*</b>			
Operating Revenue	55.21	35.90	41.24
Operating Profit	5.20	-4.48	2.09
Operating Margin**	9.43%	-12.48%	5.07%
<b>Digital</b>			
Operating Revenue	15.90	12.29	12.90
Operating Profit	1.71	1.46	1.92
Operating Margin	10.76%	11.86%	14.85%
<b>Outdoor and Event</b>			
Operating Revenue	19.64	15.09	9.86
Operating Profit	0.40	-2.32	-1.91
Operating Margin	2.06%	-15.36%	-19.37%

**Due to Covid-19, the figures do not represent normal quarter/operations and are not strictly comparable with last year or preceding quarter**

\*Excludes Digital

\*\* After accounting for CSR liability which upto previous year was accounted for only when expense was incurred, Provision for Bad/Doubtful Debt (incl. additional provision due to COVID, mainly Govt. debtors), and addl. provision for Newsprint Insurance Claim (loss)

# Consolidated Profitability Statement



Particulars (Rs. in Crs)	Q2FY22	Q2FY21	YoY	Q1FY22	QoQ	H1FY22	H1FY21	YoY
<b>Operating Revenues</b>	<b>402.53</b>	<b>289.11</b>	<b>39%</b>	<b>270.32</b>	<b>49%</b>	<b>672.85</b>	<b>480.2</b>	<b>40%</b>
<i>Advertisement Revenue *</i>	287.73	195.05	48%	165.64	74%	453.37	303.83	49%
<i>Circulation Revenue</i>	87.83	79.32	11%	84.37	4%	172.20	153.36	12%
<i>Other Operating Income</i>	26.97	14.73	83%	20.31	33%	47.28	23.01	105%
License Fees	4.75	4.62		4.57		9.32	9.11	
Raw Material	99.01	71.53	38%	82.18	20%	181.19	131.25	38%
Manpower Cost	93.56	93.55	0%	89.99	4%	183.54	191.44	-4%
Other Expenses	103.84	76.62	36%	87.81	18%	191.65	139.83	37%
<b>Operating Profit</b>	<b>101.37</b>	<b>42.79</b>	<b>NA</b>	<b>5.78</b>	<b>1655%</b>	<b>107.15</b>	<b>8.57</b>	<b>1148%</b>
<b>Operating Profit Margin</b>	<b>25.18%</b>	<b>14.80%</b>		<b>2.14%</b>		<b>15.92%</b>	<b>1.78%</b>	
Other Income <sup>^</sup>	17.78	11.08	61%	20.24	-12%	38.02	24.48	55%
Depreciation / Amortization	29.56	32.15	-8%	29.36	1%	58.92	64.49	-9%
Interest	7.94	8.60	-8%	8.03	-1%	15.97	16.30	-2%
Share of Profits / (Losses) of Associates	-0.03	0.03		-0.09		-0.12	0.27	
Exceptional Items	0.00	0.00		0.00		0.00	0.00	
<b>Profit Before Tax</b>	<b>81.62</b>	<b>13.14</b>	<b>NA</b>	<b>-11.47</b>	<b>-812%</b>	<b>70.15</b>	<b>-47.47</b>	<b>NA</b>
Tax	20.73	3.00		-4.41		16.32	-13.31	
<b>Profit After Tax</b>	<b>60.89</b>	<b>10.14</b>	<b>NA</b>	<b>-7.06</b>	<b>-962%</b>	<b>53.83</b>	<b>-34.16</b>	<b>NA</b>
<b>PAT Margin</b>	<b>15.13%</b>	<b>3.51%</b>		<b>-2.61%</b>		<b>8.00%</b>	<b>-7.11%</b>	
Other comprehensive income, net of income tax	0.02	1.52		-0.13		-0.12	1.90	
<b>Total comprehensive income for the period</b>	<b>60.91</b>	<b>11.66</b>	<b>NA</b>	<b>-7.19</b>	<b>NA</b>	<b>53.72</b>	<b>-32.25</b>	<b>NA</b>
<i>Owners of the Company</i>	61.85	14.02		-2.67		59.18	-25.26	
<i>Non-controlling interest</i>	-0.94	-2.35		-4.52		-5.46	-6.99	

**Due to Covid-19, the figures do not represent normal quarter/operations and are not strictly comparable with last year or preceding quarter**

<sup>^</sup>Net of Exchange Fluctuation Gain / Loss

\* Represents advertisement revenue from print, radio and digital

# Consolidated Balance Sheet



ASSETS (Rs. In Cr)	Sep-21	Mar-21
<b>Non-Current Assets</b>	<b>2,058.3</b>	<b>2,043.7</b>
Property, plant and equipment incl. CWIP	406.1	441.5
Right to use assets	59.9	61.6
Capital Work-in-progress	2.1	1.9
Investment Property	89.9	90.1
Goodwill	338.1	338.1
Other intangible assets	395.4	414.4
Investments in associates (equity method)	12.1	12.2
Financial Assets		
i. Investments	640.8	589.0
ii. Other financial assets incl. Loans	42.0	33.6
Deferred tax assets (net)	34.4	27.0
Non Current Tax Assets	17.9	14.8
Other non-current assets	19.7	19.4
<b>Current assets</b>	<b>926.2</b>	<b>944.3</b>
Inventories	86.6	53.6
Financial assets		
i. Investments	221.9	238.1
ii. Trade receivables	437.6	431.9
iii. Cash and cash equivalents	33.3	49.9
iv. Bank balances other than (iii) above	61.4	61.5
v. Loans	1.8	1.7
vi. Other financial assets	31.0	47.0
Other current assets	50.0	58.1
Assets classified as held for sale	2.6	2.6
<b>Total assets</b>	<b>2,984.5</b>	<b>2,988.0</b>

EQUITY AND LIABILITIES (Rs. In Cr)	Sep-21	Mar-21
<b>Equity and Liabilities</b>	<b>2,184.9</b>	<b>2,215.4</b>
Equity share capital	52.7	55.6
Equity attributable to owners of the Company	1,917.6	1,939.7
Non-controlling interest	214.6	220.1
<b>Non-current liabilities</b>	<b>440.3</b>	<b>445.0</b>
Financial liabilities		
i. Borrowings	260.5	262.3
ii. Lease Liabilities	34.1	35.2
Employee benefit obligations	22.4	22.5
Deferred tax liabilities (net)	123.3	125.1
<b>Current liabilities</b>	<b>359.3</b>	<b>327.6</b>
Financial liabilities		
i. Borrowings	11.8	6.0
ii. Trade payables	151.9	95.5
iii. Lease Liabilities	14.7	14.1
iv. Other financial liabilities	127.6	134.0
Employee benefit obligations	6.3	6.3
Current tax liabilities (net)	0.1	12.1
Other current liabilities	46.9	59.6
<b>Total equity and liabilities</b>	<b>2,984.5</b>	<b>2,988.0</b>

**Due to Covid-19, the figures do not represent normal quarter/operations and are not strictly comparable with last year or preceding quarter**

# Consolidated Cash Flow Statement



In Rs. Crs	Half Year ended 30 <sup>th</sup> Sept 2021	Half Year ended 30th Sep 2020
Profit before tax	70.2	-47.5
<i>Adjustments</i>	72.3	59.5
Operating Profit Before Working Capital Changes	142.5	12.1
<i>Change in operating assets and liabilities</i>	8.7	112.2
<b>Cash generated from operations</b>	151.2	124.2
<i>Income taxes paid</i>	40.5	16.7
<b>Net cash inflow from operating activities (A)</b>	<b>110.8</b>	<b>107.5</b>
<b>Net cash inflow/(outflow) from investing activities (B)</b>	<b>-12.7</b>	<b>-156.9</b>
<b>Net cash outflow from financing activities (C)</b>	<b>-114.6</b>	<b>49.9</b>
<b>Net increase/(decrease) in cash and cash equivalents (A+B+C)</b>	<b>-16.6</b>	<b>0.5</b>
Cash and cash equivalents at the beginning of the year	49.9	34.9
Cash and cash equivalents at the end of the year	33.3	35.4

**Due to Covid-19, the figures do not represent normal quarter/operations and are not strictly comparable with last year or preceding quarter**



# Group Introduction



# Group Introduction

# Value Proposition

## PRINT



### *Undisputed LEADER:*

- ✓ Dainik Jagran leads the IRS 2019 Q4 rankings with a total readership of 6.9 Crs.\*
- ✓ Dainik Jagran is ahead of the No.2 newspaper by a significant margin of 1.6 crores readers, a lead of 30%\*

## RADIO



### *Strong GROWTH Potential:*

- ✓ Radio business has retained its market share in listenership and revenue
- ✓ Integration of Radio offerings with Digital offerings is expected to result in meaningful revenues

## DIGITAL



### *FASTEST growing media:*

- ✓ Registered a rapid growth in the News/Information category and we crossed the 100 MN benchmark with 109.5 Million Users, 526 Million total Page Views, 645 Million Minutes Time spent\*
- ✓ Consolidated our position amongst the top 10 news and information publishers in India

80

Print

20

Non Print

### *RIGHT mix of stability and scalability:*

- ✓ Increase in cover prices for all brands
- ✓ All businesses placed in a position to recover lost revenue and profits once macro conditions improve
- ✓ Event business broke even despite lower-than-normal revenue



RAG RAG MEIN  
DAUDE CITY.



Print



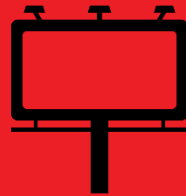
Digital



Radio



Activation



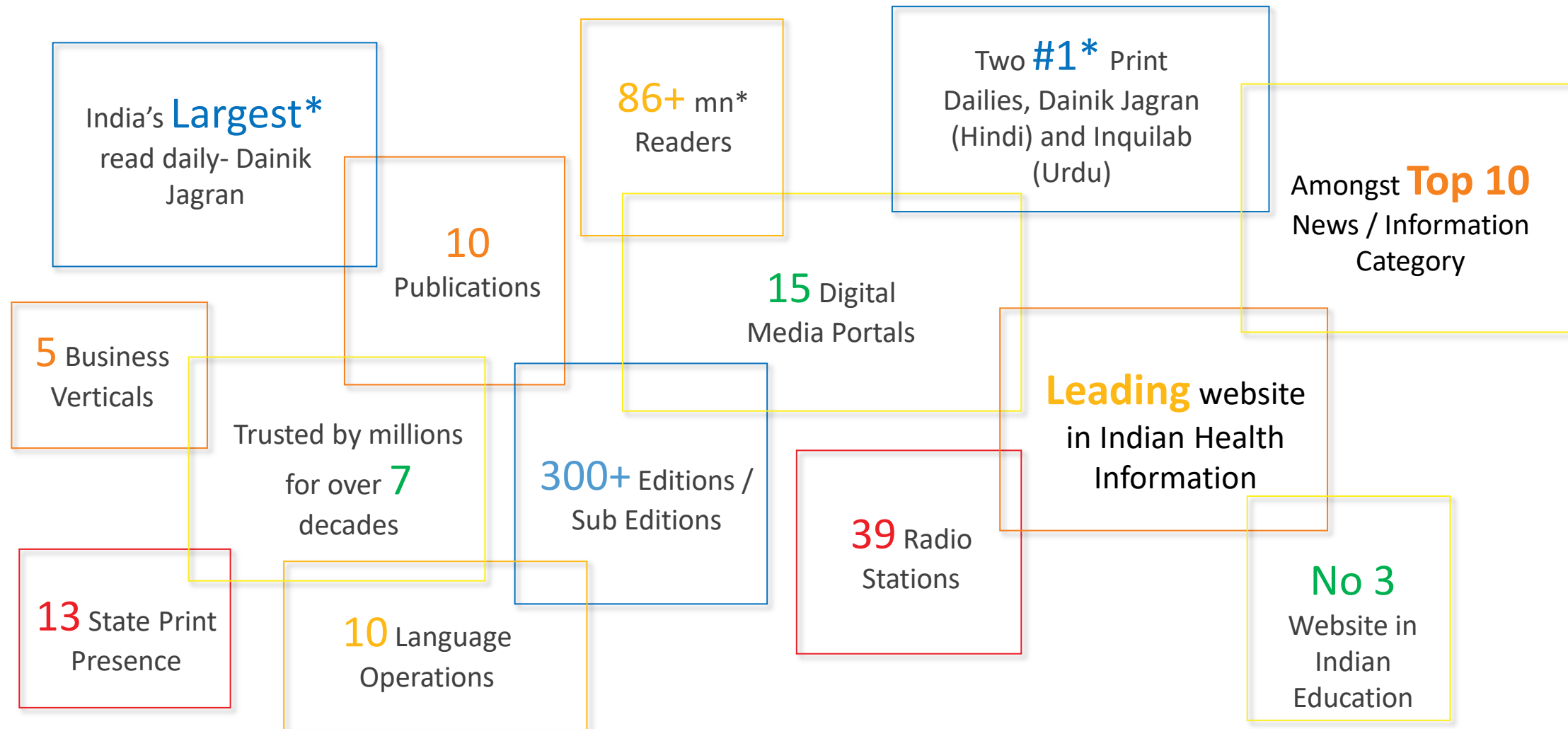
OOH

Jagran Prakashan Limited holds

**73.21%**

of Music Broadcast Limited  
(RadioCity)

# Multi Media Conglomerate – Width, Depth and Heritage



\* IRS 2019 Q4

Other Source: Internal Data, Comscore MMX Multi-Platform: Aug'21

INext renamed as Dainik Jagran iNext,

# Brand Strength – Stability, Consistency and Trust



## PRINT BUSINESS



## DIGITAL BUSINESS



## RADIO BUSINESS



# Awards & Certifications

Recognizing Group's leadership position in different fields of operations, various distinguished bodies have bestowed **8** Awards upon the Group during the Quarter

Jagran New Media won  
3 awards

- *Great Place to Work*
- *India's Best Leaders in Times of Crisis*
- *World Marketing Congress*

Jagran IT Team won 2  
Awards

- *Insights CXO Awards 2021*
- *Digital Leader CIO Awards 2021*

Radio City won 1 award

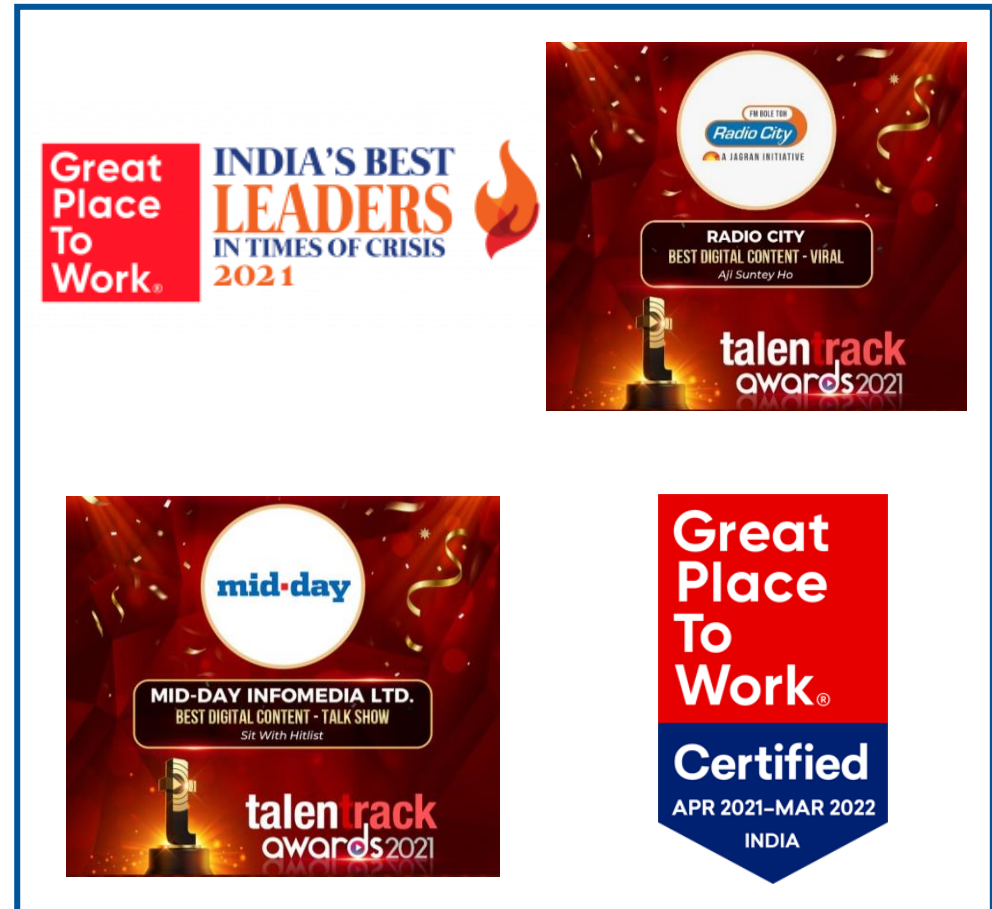
- *Talentrack Awards*

Dainik Jagran Inext won  
1 award

- *Maddy's Award*

Midday won 1 award

- *Talentrack Awards*





# Contact Us



## **Jagran Prakashan Ltd.**

CIN: L22219UP1975PLC004147

Mr. Amit Jaiswal

[amitjaiswal@jagran.com](mailto:amitjaiswal@jagran.com)

[www.jplcorp.in](http://www.jplcorp.in)

## **Strategic Growth Advisors Pvt. Ltd.**

CIN: U74140MH2010PTC204285

Mr. Jigar Kavaiya

Contact: +91 9920602034, Email: [jigar.kavaiya@sgapl.net](mailto:jigar.kavaiya@sgapl.net)

[www.sgapl.net](http://www.sgapl.net)