

July 31, 2020

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,

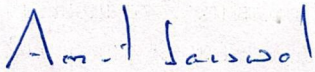
**Sub: Intimation to Stock Exchange – Investor Presentation in connection with Un-audited Standalone and Consolidated Financial Results for quarter ended June 30, 2020**

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 quarter ended June 30, 2020.

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

Q1FY21  
Result Presentation



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# Comment from Chairman and Managing Director

*“Local lockdown continues to unsettle the business activities. The uncertainties around the lockdown are hurting the consumer sentiment as well as the business community. In these trying times, no planning or visibility of normalcy is possible. Most hit is retail business which negatively impacts the media industry. Having said that, month on month improvement was witnessed till June but further improvement in July has got impacted due to repeated or extended local lockdowns in various pockets.*

*Q1 was all about focusing on liquidity to ensure continuity of the business. The Group has successfully managed the same through significant cost savings, collections from customers, additional long term borrowing and replacing short term borrowing.*

*I am also happy to report that the Group was tirelessly working to look for revenue opportunities and in the process, has added a number of new advertisers. Midday, which is suffering the most on account of being Mumbai based newspaper, launched first digital tabloid to remain connected with its readers as distribution of newspaper in Mumbai continues to be a challenge.*

*As a result of these efforts, the Group was able to keep its cash losses lower than expected and improve its liquidity further which is the need of the hour.*

*I can assure that the Group will remain agile to capitalize on every opportunity which these difficult times may offer..”*

**...Mahendra Mohan Gupta**



# Group Key Highlights

## Impact of Lockdown on Ad-Revenue

Print

- Consumer and discretionary spends severely impacted due to loss of income and jobs
- Q1 saw month on month improvement in circulation and Ad revenue
- In June, Ad revenues was ~35% and Circulation revenues was ~80% of average pre-Covid levels

## Gained Market share during Lockdown

Radio

- Recorded lowest drop in Ad volumes compared to the Industry
- Market share gain of 2% in Q1FY21 and maintains leadership in ad volumes at 21% amongst all Operator's Main Frequency
- Long term deals and tactical deals helped lockin revenues and attract new clients
- Improvement in Cost and Collection efficiency

## Digital Initiatives

Digital

- Unique user base grew by 107% YoY to 108 million users
- E-paper format of Dainik Jagran and Mid-Day has been brought under subscription
- Digital business reported a revenue of Rs 9.2 Crores and managed to reach near break-even

## Keeping Losses to Minimum

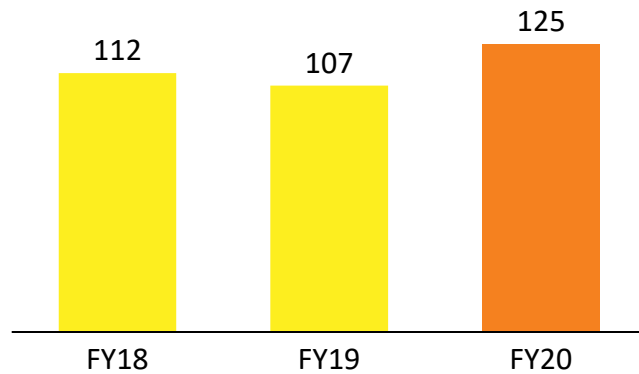
Outdoor & Event

- Cost Control helped minimize losses
- Negotiated waiver of fixed rental of about Rs 2.50 Crores for Q1
- Renegotiating revenue linked rentals for most of the properties

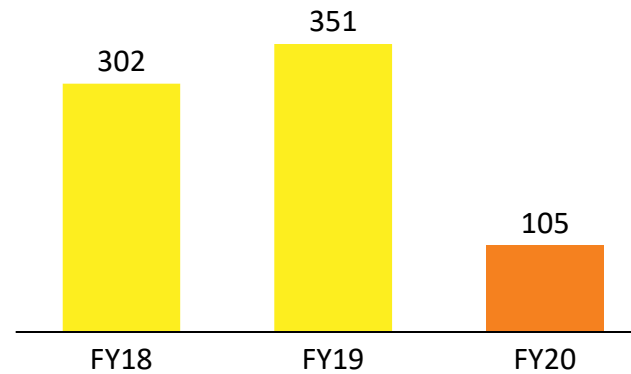
**Strong Liquidity position of more than Rs. 900 Crores at group level**

# Distribution to Shareholders

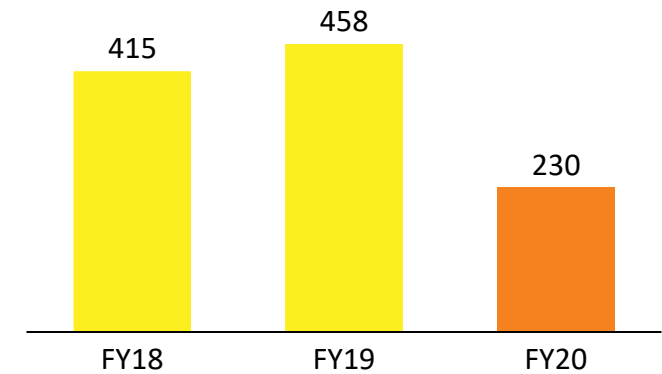
## Dividend Paid



## Buyback



## Total Distribution to Shareholders



Distributed ~ Rs. 345 crores as dividend over last 3 years

Distributed ~ Rs. 758 crores through buyback of shares over last 3 years

Distributed ~ Rs. 1,100 crores in form of dividend and buyback of shares over last 3 years

# 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

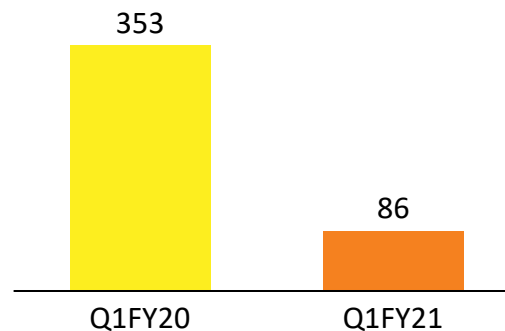
# Print Business Performance

In June, **Ad revenue** was ~35% and **Circulation revenue** was ~80% of average pre-Covid levels

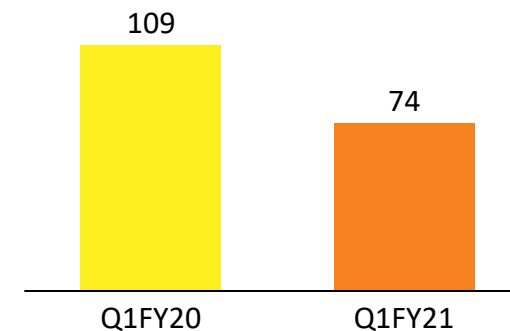
The Quarter saw a **positive contribution from circulation** and has helped in minimizing cash losses

Newspaper remains the most trusted medium with a reach of 65% in Non-Metro and 32% in Metro homes\*

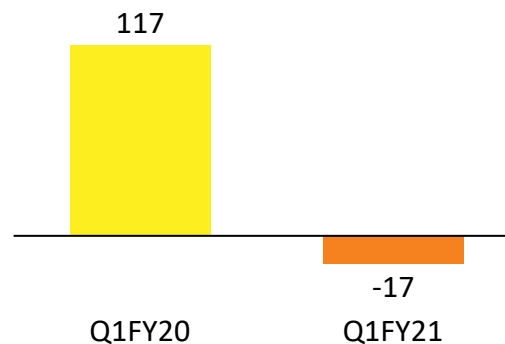
## ADVERTISEMENT REVENUE



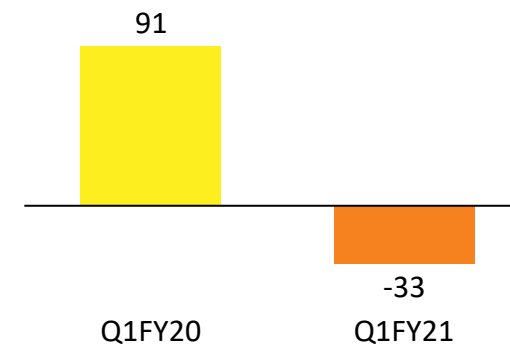
## CIRCULATION REVENUE



## OPERATING PROFIT



## PROBIT BEFORE TAX

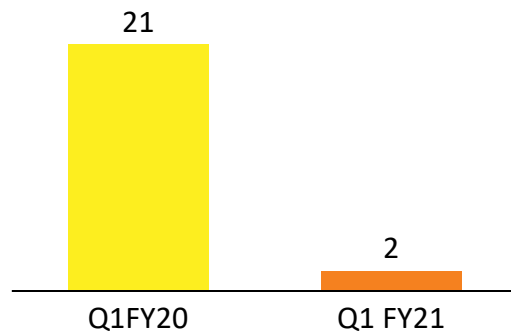


Due to Covid-19, the figures do not represent normal quarter/operations and are not strictly comparable with last year or preceding quarter

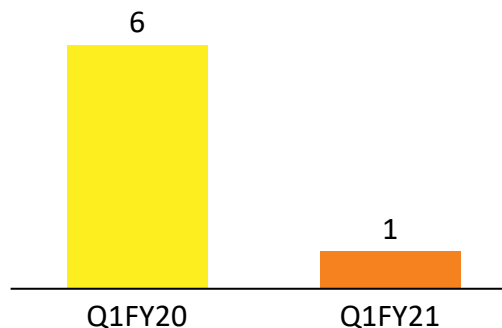


# Mid-Day Operating Performance\*

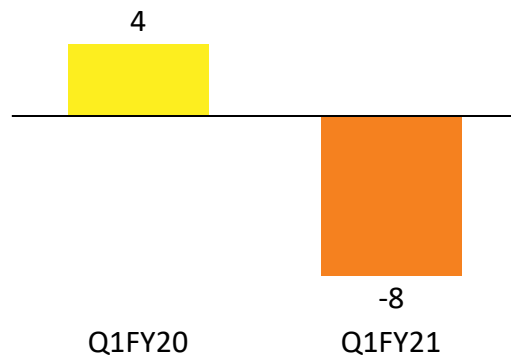
## ADVERTISEMENT REVENUE



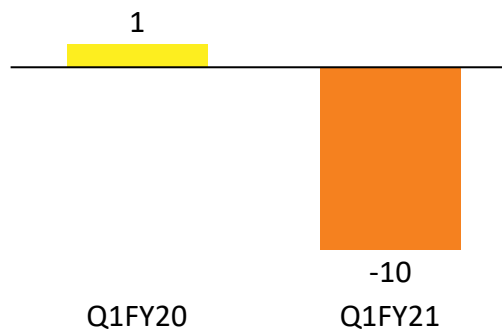
## CIRCULATION REVENUE



## OPERATING PROFIT



## PROFIT BEFORE TAX



**Mid-Day was most affected due its operations in Mumbai**

**During the lockdown Mid-Day continued to reach its readers through the PDF format**

**Digital subscription introduced** with several industry first innovations and best in class UI/UX format for the e-paper

**Initiated Soft launch of digital subscription from mid-July**

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

\*Q1 FY20 include revenue from Inquilab (North) publication of which is now with the Company for administrative and operational efficiencies

# Mid-Day: Industry First Initiatives



Getting news to its readers digitally via Mobile through distribution platforms like **SMS, WhatsApp Emailers & Social Media apps**

---

The replica of news paper in **PDF format**, ensured **minimum disruption and rapid reader adoption**

---

One of the first to launch **PDF Newspapers**

---

Only newspaper to have an **official WA channel**

---

Leveraged existing client relationships to scale upto **850+ distribution alliances**

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# Mid-Day: Digital Innovations



# Jagran

## Advertisements

**mid-day**

AMUL DOODH PEETA HAI INDIA

**doodh**

Amul Milk

**mid-day**

Book Online

Aarey's green warriors are back in action

To experience Innovation  
[Click Here](#)

To experience Innovation  
[Click Here](#)

## Editorials

**daily dossier**

Khanna whips up the nostalgia

Desi wine on world's best list

Aarey's green warriors are back in action

To experience Innovation  
[Click Here](#)

**02 CITY**

MUMBAI MERI JAAN BY MANJUL

Only nine of city's 24  
FIRST CAME THE 'QUEEN'.  
NOW WE'VE GOT THE CROWN.

City's 24-h count dips

COVID-19 TICKER

2,67,665

7,734

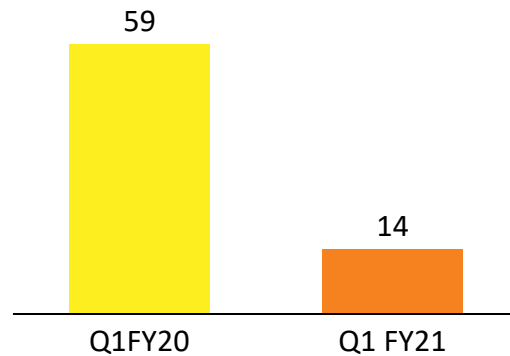
1,011

Ward	Active cases
Bandra	1,463
Kandoli	1,361
Mumbai	2,082
Andheri-E	1,409
Andheri-W	1,151
Thane	1,385
Thane	1,329
Mumbai	1,151

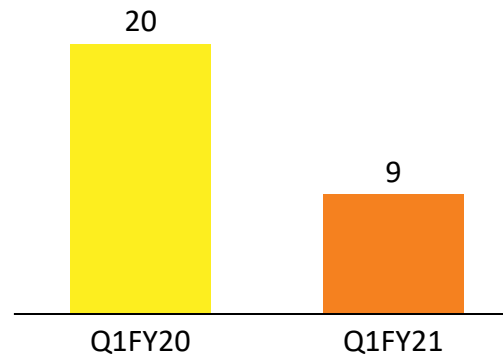
To experience Innovation  
[Click Here](#)

# Other Publications Operating Performance

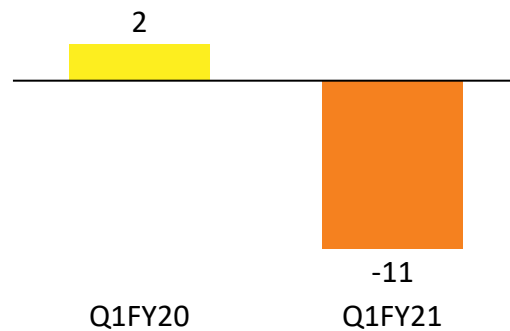
## ADVERTISEMENT REVENUE



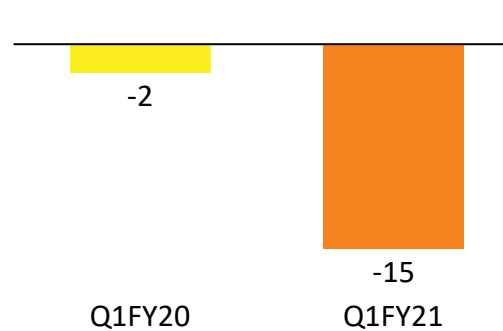
## CIRCULATION REVENUE



## OPERATING PROFIT



## PROFIT BEFORE TAX



Despite lower revenues, **I-next reported profit for the quarter primarily due to cost savings and increase in cover price** in some locations

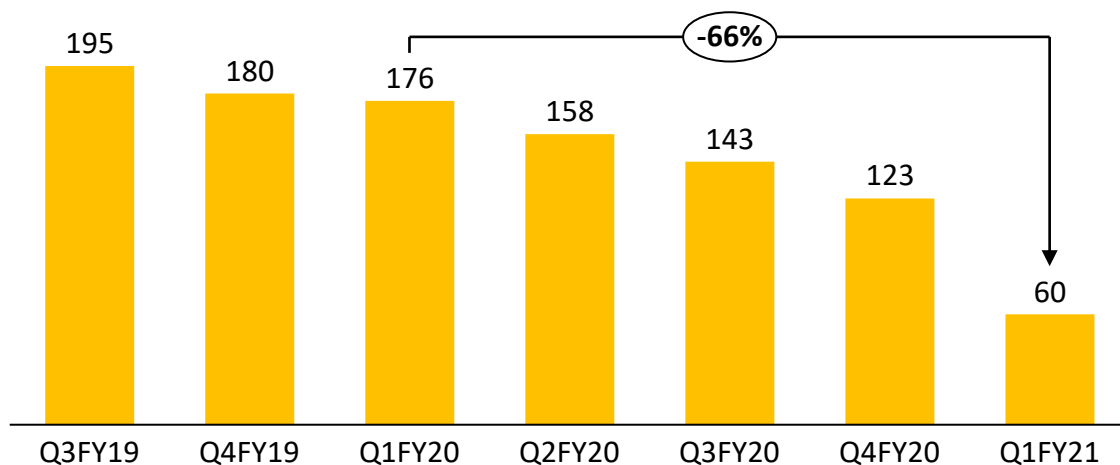
Naidunia's and Punjabi Jagran's current circulation has **reached over 60% as compared to pre-Covid levels** and losses for Q1 were contained by stringent cost control measures

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



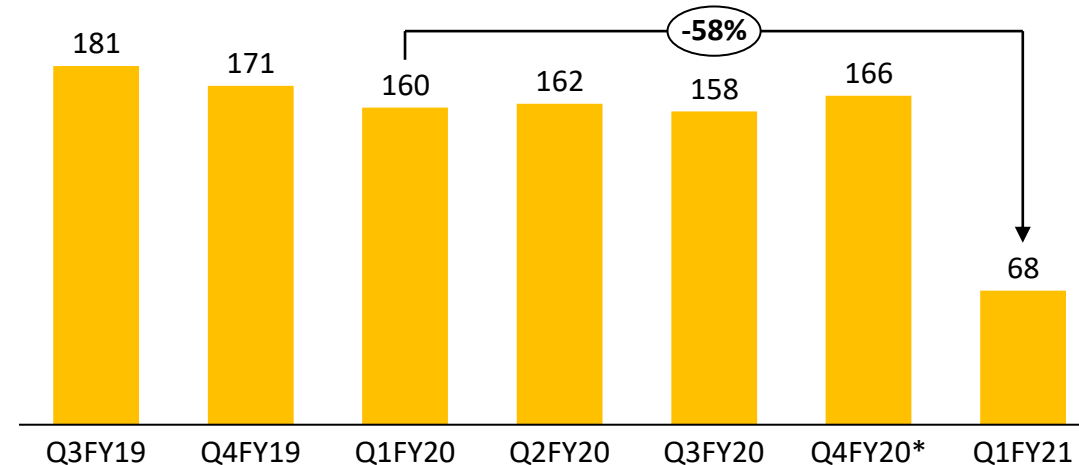
# Cost Savings have helped minimize losses

## Cost of Raw Material



For Q1 FY21, steep reduction in raw material cost was on account of lower print order and pagination due to less advertisement volumes and reduced newsprint cost

## Other Expense



- Reduced discretionary expenses such as promotion and publicity expense, rent waiver for outdoor properties, rationalization of other costs, lower scale of operations and strict control and monitoring through technology
- No compromise made with long term sustainability of business

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

\* Includes higher provision for doubtful debts

# MBL: Operating Performance

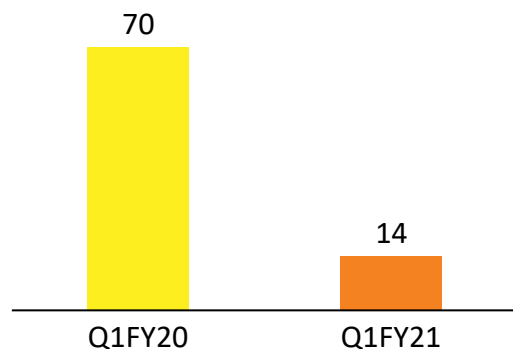
Market share gain of 2% in Q1FY21 and maintains leadership in ad volumes at 21% amongst all Operator's Main Frequency

Outperformed the Industry with Lowest de-growth in Ad volume

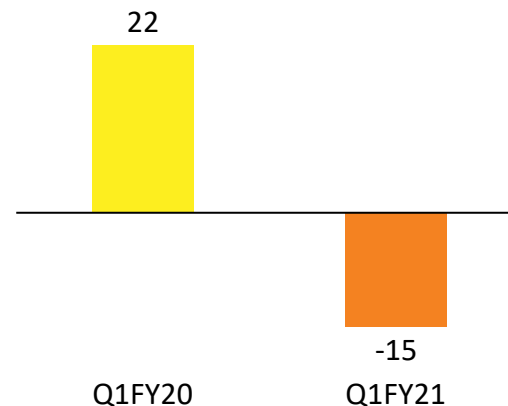
Ranked # 1 in Mumbai, Bangalore and Delhi with a listenership of 1.43 Crores as per RAM ratings\*

Out of 1,000+ new clients in Radio Industry, **Radio City** attracted the majority with 366 clients

## OPERATING REVENUE



## OPERATING PROFIT



Strong Balance Sheet with no debt and cash reserves of Rs 239 Crores

Closed Long Term Ad-Deals totaling to **~25% of last years revenue**

Tactical Deals have contributed to **more than 30% in Q1 revenue**

Operating Cost saving of **Rs. 17.8 Crs in Q1, which is 38% Cost Reduction** as compared to Q1FY20

**Overall improvement in collection by 9 days**

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

# COVID-19 Lockdown Boosts Radio Consumption..



Radio had a **reach of 51 mn** second only to TV with 56 mn



During lockdown Radio listener spent avg. of 02:36 (HH:MM) on radio listening which has **increased by 30 minutes**



Total daily man hours of Radio consumption increased from 102 mn to **131 mn**

## Regular listeners (In Millions)



During COVID Lockdown  
Pre COVID Lockdown

## Average daily duration in HH:MM



## Total daily duration (In Million man hours)

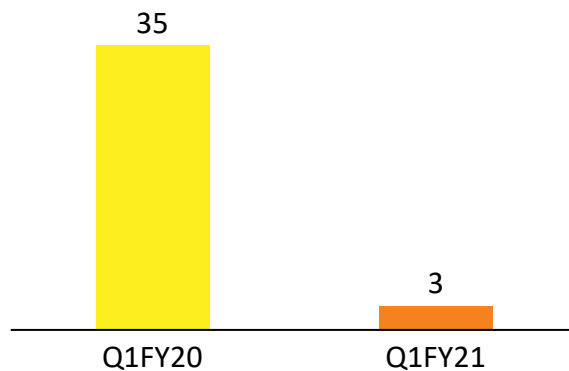


**Radio listenership has grown significantly amongst SEC B, C and D/E with Time Spent on Radio has grown highest in SEC D/E at 28%**

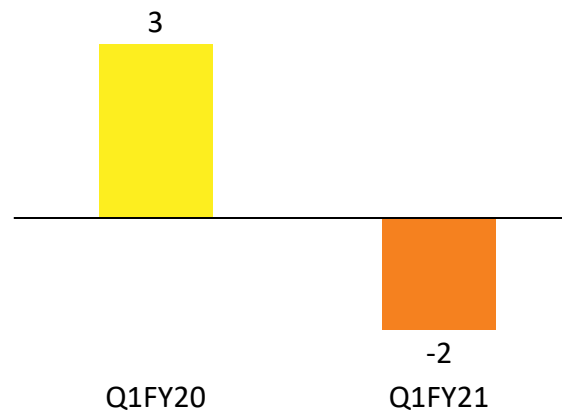
Source: AZ Research: Impact on Media consumption in Urban India (Audience Survey across 6 metros i.e. Mumbai, Delhi, Bangalore, Kolkatta , Pune & Hyderabad)

# Outdoor and Events Business Performance

## OPERATING REVENUE



## OPERATING PROFIT



Performance affected by the lockdown as business is dependent on movement of general public

Negotiated **waiver of fixed rental of about Rs 2.50 crores for Q1**

**Renegotiating revenue linked rentals for most of the properties**

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

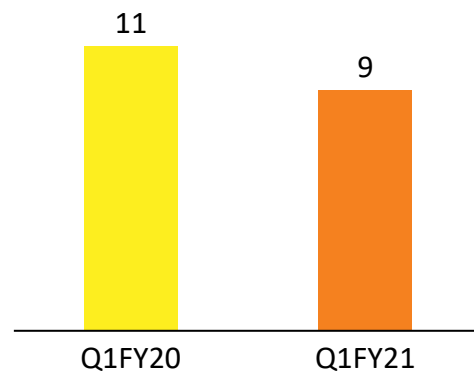


# Digital Business Performance

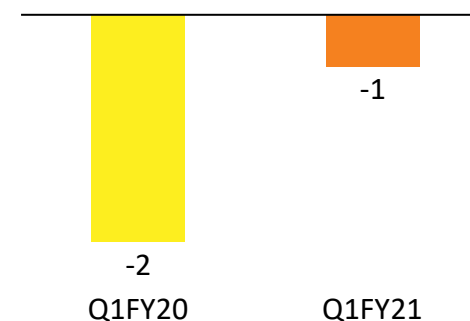
E-paper format of Dainik Jagran and Mid-Day has been brought under subscription

Vishvas News's content related to Covid-19 is now also used by International Fact-Checking Network's (IFCN) Whatsapp Chatbot

OPERATING REVENUE



OPERATING PROFIT

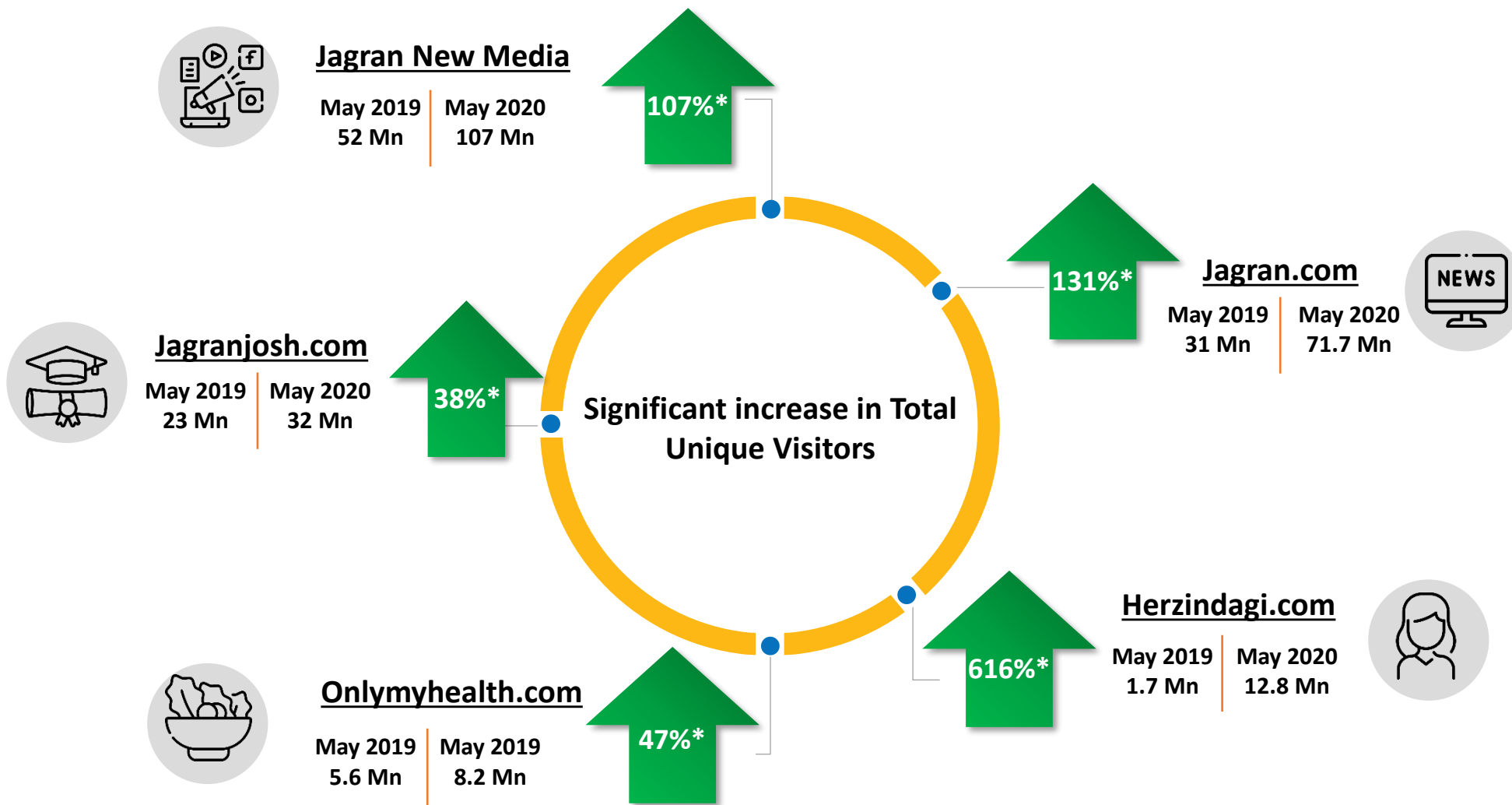


Despite COVID-19 impact digital business managed to reach near break-even

Unique user base grew by **107%** YoY to **107 million** users

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

# Jagran New Media – Growth Story Continues..



## Other Highlights



- ✓ 817\* Mn Page Views which grew by 65% YoY



- ✓ 224%\*\* Subscribers growth
- ✓ 149%\*\* Views growth
- ✓ 68%\*\* Watch time growth



- ✓ 28\* Mn+ fans as on May 20

\*Source – Comscore MMX – Multiplatform May'19-May'20 , News-Information Category

\*\*Source – Youtube Analytics: May'19-May'20

# Financial Performance



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

# Mid-day Financial Performance

Particulars (Rs. in Crs)	Q1FY21	Q4FY20	Q1FY20
<b><u>Operating Revenue*</u></b>	<b>2.69</b>	<b>16.58</b>	<b>28.01</b>
Advertisement	1.69	11.92	20.95
Circulation	0.90	3.93	5.90
Other Operating Income	0.10	0.73	1.16
Expenses **	10.79	20.79	24.36
<b><u>Operating Profit</u></b>	<b>-8.10</b>	<b>-4.21</b>	<b>3.65</b>
<b><u>Operating Profit Margin</u></b>	<b>-301.25%</b>	<b>-25.37%</b>	<b>13.03%</b>
Other Income	0.09	-2.20	0.11
Depreciation	1.60	1.81	1.64
Interest	0.54	0.51	0.87
<b><u>Profit Before Tax</u></b>	<b>-10.14</b>	<b>-8.73</b>	<b>1.25</b>
Tax	-2.58	-2.02	0.36
<b><u>Profit After Tax</u></b>	<b>-7.56</b>	<b>-6.71</b>	<b>0.89</b>
<b><u>Net Profit Margin</u></b>	<b>-271.57%</b>	<b>-46.64%</b>	<b>3.18%</b>

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

\* Q3 FY20 and Q4 FY20 do not include revenue from Inquilab (North) publication of which is now with the Company for administrative and operational efficiencies

\*\* includes non-recurring one time expense of Rs 3.80 crores relating to security deposit with landlord write-off and COVID-19 related provisioning



# MBL Financial Performance

Particulars (Rs. in Crs)	Q1FY21	Q4FY20	Q1FY20
<b><u>Operating Revenue</u></b>	<b>14.36</b>	<b>45.87</b>	<b>69.78</b>
Expenses	29.61	41.71*	47.42
<b><u>Operating Profit</u></b>	<b>-15.25</b>	<b>4.16*</b>	<b>22.36</b>
<b><u>Operating Profit Margin</u></b>	<b>-106.13%</b>	<b>9.07%</b>	<b>32.05%</b>
Other Income	4.73	3.87	3.29
Depreciation	8.51	8.63	8.59
Interest	0.70	2.05	2.57
One-time Expense	0.00	9.46	0
<b><u>Profit Before Tax</u></b>	<b>-19.73</b>	<b>-12.11</b>	<b>14.49</b>
Tax	-5.84	-3.20	6.06
<b><u>Profit After Tax</u></b>	<b>-13.89</b>	<b>-8.91</b>	<b>8.43</b>
<b><u>Net Profit Margin</u></b>	<b>-72.76%</b>	<b>-17.90%</b>	<b>11.54%</b>

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

\* Excludes One-time Expenses of Rs. 9.5 crs (Rs. 4.9 crs being additional loss allowances on doubtful debts on estimated basis considering the future recoverability due to emergence of COVID 19 impact; Rs. 2.8 crs provided towards security deposit given to lessor of property located at Mumbai; Rs. 1.8 crs provided towards Legal and professional fees for proposed investment in Reliance Broadcast Network Limited)

# Operating Margin Break-up

Particulars (Rs. in Crs)	Q1FY21	Q4FY20	Q1FY20
<b><u>Dainik Jagran*</u></b>			
Operating Revenue	140.07	304.87	389.44
Operating Profit	-5.99	68.73	114.41
Operating Margin	-4.28%	22.54%	29.38%
<b><u>Other Publications*</u></b>			
Operating Revenue	25.09	62.38	82.59
Operating Profit	-10.68	-6.41	2.87
Operating Margin	-42.55%	-10.28%	3.47%
<b><u>Digital</u></b>			
Operating Revenue	9.20	10.87	10.91
Operating Profit	-0.50	0.13	-1.45
Operating Margin	-5.41%	1.21%	-13.27%
<b><u>Outdoor and Event</u></b>			
Operating Revenue	2.94	23.58	34.57
Operating Profit	-1.84	-2.64	2.85
Operating Margin	-62.39%	-11.21%	8.24%

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

# Consolidated Profitability Statement

Particulars (Rs. in Crs)	Q1FY21	Q1FY20	YoY	Q4FY20	QoQ
<b>Revenues</b>	<b>191.1</b>	<b>584.3</b>	<b>-67%</b>	<b>445.6</b>	<b>-57%</b>
Advertisement Revenue *	108.8	431.3		316.1	
Circulation Revenue	74.0	108.6		99.1	
Others	10.7	44.3		30.4	
License Fees	4.5	5.0		4.8	
Raw Material	59.7	175.7		122.6	
Manpower Cost	97.9	107.7		102.1	
Other Operating Expenses	63.2	154.8		161.8	
<b>Operating Profit</b>	<b>-34.2</b>	<b>141.1</b>	<b>NA</b>	<b>54.3</b>	<b>NA</b>
<b>Operating Profit Margin</b>	<b>-17.9%</b>	<b>24.1%</b>		<b>12.2%</b>	
Other Income^	13.4	4.0		4.0	
Depreciation / Amortization	32.3	35.5		37.1	
Interest	7.7	9.2		8.1	
Share of Profits / (Losses) of Associates	0.2	0.3		0.0	
<b>Profit Before Tax</b>	<b>-60.6</b>	<b>100.7</b>	<b>NA</b>	<b>13.0</b>	<b>NA</b>
Tax	-16.3	34.9		5.2	
<b>Profit After Tax</b>	<b>-44.3</b>	<b>65.8</b>	<b>NA</b>	<b>7.8</b>	<b>NA</b>
<b>PAT Margin</b>	<b>-23.2%</b>	<b>11.26%</b>		<b>1.7%</b>	
Other comprehensive income, net of income tax	0.5	-0.2		-2.0	
<b>Total comprehensive income for the period</b>	<b>-43.8</b>	<b>65.6</b>	<b>NA</b>	<b>5.7</b>	<b>NA</b>
Owners of the Company	-39.3	64.4		9.1	
Non-controlling interest	-4.6	1.4		-3.4	

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

^Net of Exchange Fluctuation Gain / Loss

\* Represents advertisement revenue from print, radio and digital

# 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:*

- ✓ Reaping benefits of geographical expansion and diversified market penetration
- ✓ Yield & inventory improvement with fixed cost model translating into operating leverage

## DIGITAL



### *FASTEST growing media:*

- ✓ Achieved Operating Profit for this quarter
- ✓ Unique users grew by 107% YoY to 108 Mn\*\*
- ✓ Consolidated our position amongst the top 10 news and info publishers in India

80

Print

20

Non Print

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

- ✓ Print Business continues to generate cash
- ✓ Radio & Digital are high growth under penetrated businesses
- ✓ Long term Value Drivers



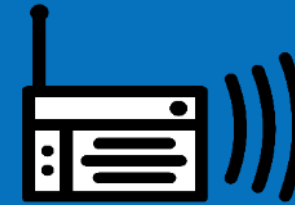
RAG RAG MEIN  
DAUDE CITY.



Print



Digital



Radio



Activation



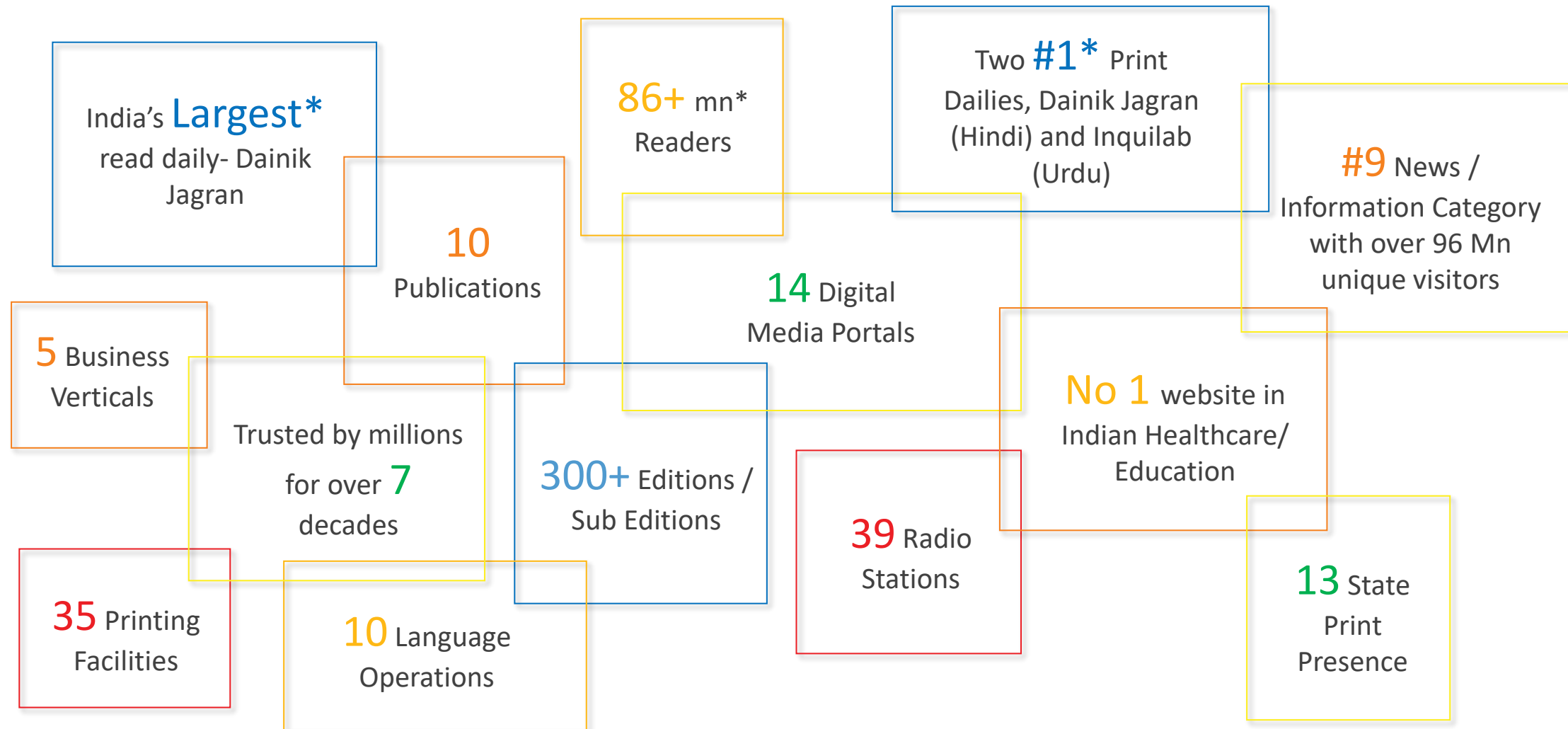
OOH

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 May 2020

INext renamed as Dainik Jagran iNext,

# Brand Strength – Stability, Consistency and Trust



## PRINT BUSINESS



## DIGITAL BUSINESS



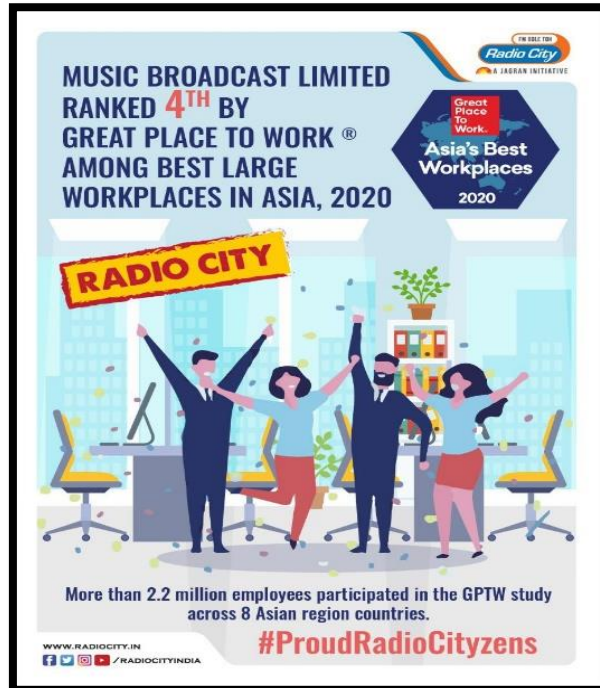
## RADIO BUSINESS



# Awards & Certifications

Recognizing Group's leadership position in different fields of operations, various distinguished bodies have bestowed **26** Awards upon the Group during the quarter

## Great Places To Work Asia Ranking



Music Broadcast Limited ranks 4th on the 2020 Best Workplaces in Asia list, per Great Place to Work® — the global authority on workplace culture. The ranking of Asia's Best Workplaces is based on data collected prior to the novel coronavirus outbreak.

## New York Festivals Radio Awards



Radio City has bagged 5 awards at New York Awards 2020 including a silver medal for Craft – Best Sound and 5 finalist certificates

## WAN-IFRA



**10** awards for  
Dainik Jagran

**6** awards for  
Radio City

## Global Media Awards, inma



**4** awards for  
Jagran I-Next

**4** awards for  
Midday

**2** award for  
Jagran IT Team



# Contact Us



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