

August 13, 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,

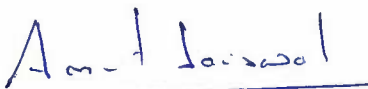
Sub: Intimation to Stock Exchange – Investor Presentation in connection with Unaudited Standalone and Consolidated Financial Results for quarter ended June 30, 2021

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 Unaudited Standalone and Consolidated Financial Results for the quarter ended June 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

Q1FY22
Result Presentation

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Comment from Chairman and Managing Director

"Results are satisfactory keeping in view the continued week end lockdown and other similar restrictions. However, the growth numbers do not excite as the base was low.

With increase in vaccination and hope that the country will have sufficient number of vaccinated people by the time the feared third wave strikes us, macro economy and hence media and entertainment industry should do better in remaining year than the previous year.

I am happy to report that all the businesses have maintained and in some cases improved their market share while continuing to add new customers which bode well for future.

We assure to capitalise on every opportunity the revival of economy offers but the cost control remains the key to deliver better profits. We are committed to keep cost under check to the extent it does not compromise with the future of business in long term.

We could, in a period of over 5 months, buy shares worth Rs 102 crores out of Rs 118 crores approved by the Board and since the market prices remain well above the fixed price, the Board has decided to close the buy back."

...Mahendra Mohan Gupta



Group Key Highlights

35% YoY Revenue growth inspite of COVID-19 2nd wave

Print

- Circulation and Ad revenue grew 15% and 56% on YoY basis respectively
- COVID-19 2nd wave halted Ad volume recovery on QoQ basis
- Improved Per Copy realization even during current challenging environment indicates strong brand acceptance
- Increased newsprint cost compensated by cost control measures

Higher Volume Growth than Industry

Radio

- Maintained its leadership position at 21% volume market share for the yet another Quarter
- Higher than industry growth in Ad Volumes and 25% growth in Advertiser base
- Highest share in new advertisers
- Integration of Digital & Radio offerings augurs well for the company

Registers YoY growth with improved profitability

Digital

- Continues to expand reach and further consolidated position amongst the top 10 news and info publishers in India which will augur well for monetization
- Launched new site 'Play.jagran.com' in April '21 to tap thrilling opportunity in Gaming Industry

Rebound in Operations

Outdoor & Event

- Bounced back to normal level of revenues in April 2021 unexpectedly.
- Expected to recover faster with easing of lockdown
- Remarkable that the Event business broke even and incurred no loss in Q1 despite lower-than-normal revenues

Strong Liquidity position of more than Rs. 800 Crores at group level, despite buybacks

Business Performance

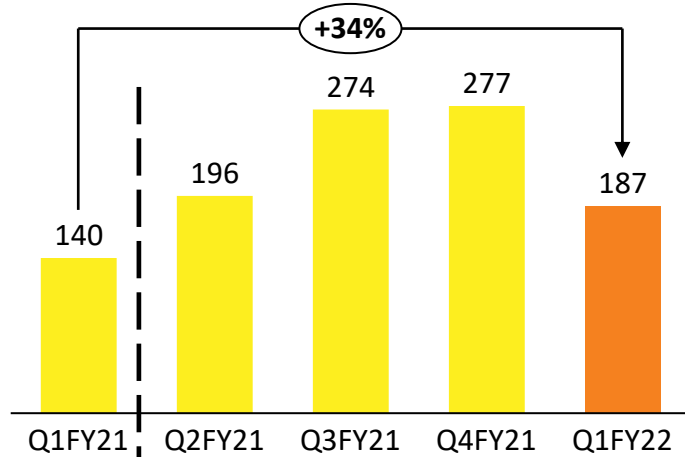


Due to Covid-19, the figures do not represent normal quarter/operations and are not strictly comparable with last year or preceding quarter

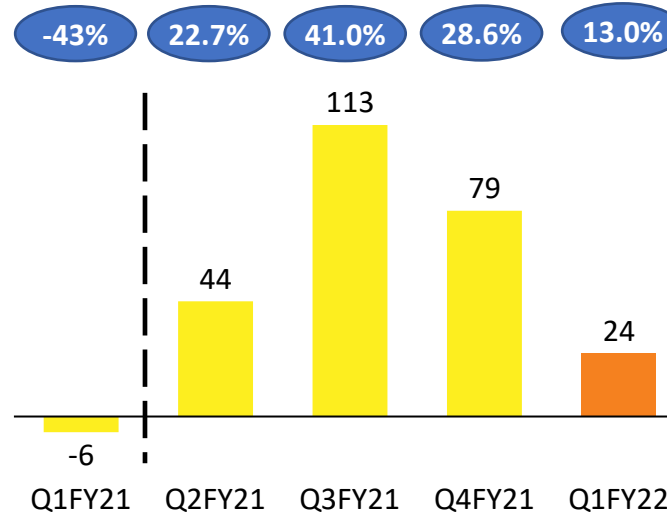
Dainik Jagran – Operating Highlights



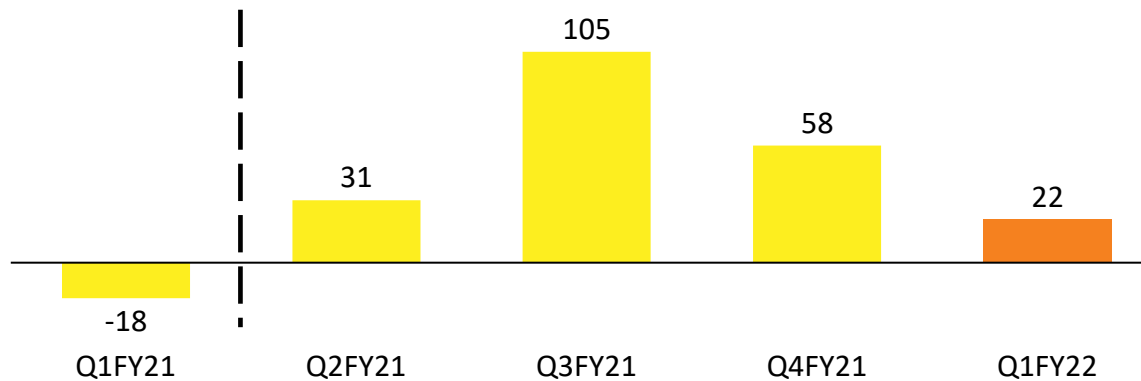
OPERATING REVENUE



OPERATING PROFIT



PROFIT BEFORE TAX



Dainik Jagran continued to be profitable despite the challenging circumstances posed by the 2nd wave of Covid

Prudent cost measures have played a major part through the year to protect the operating margins

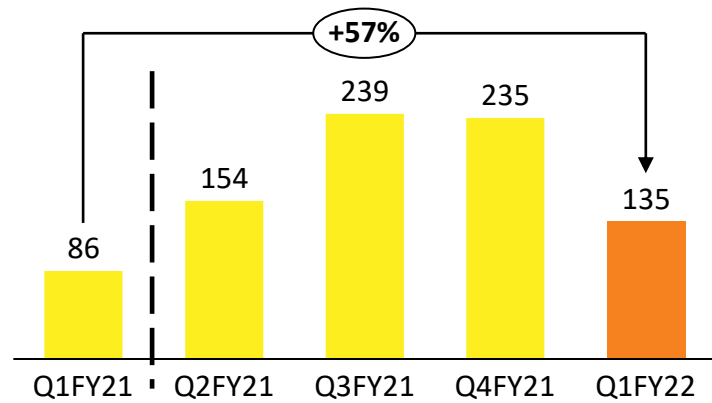
Print Business Performance

Circulation yield improvement across all brands

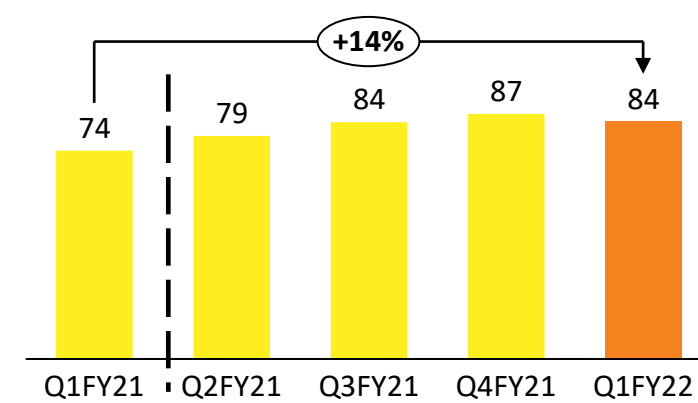
Circulation of certain editions was higher despite taking price increases

Cost Savings initiatives have **helped protect the operating margins**

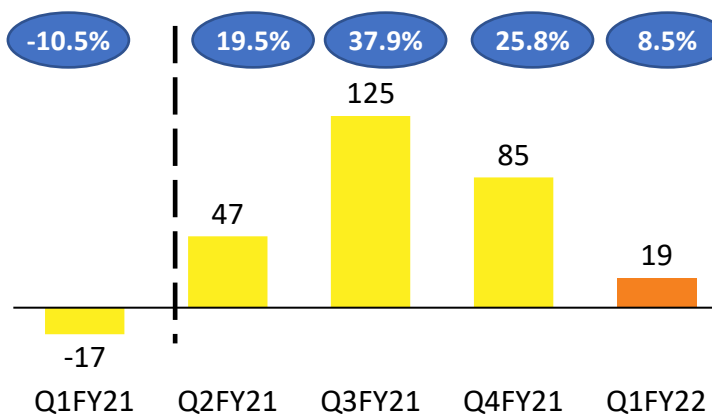
ADVERTISEMENT REVENUE



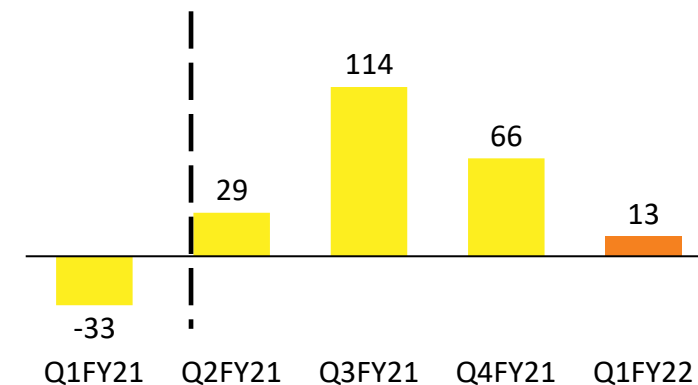
CIRCULATION REVENUE



OPERATING PROFIT



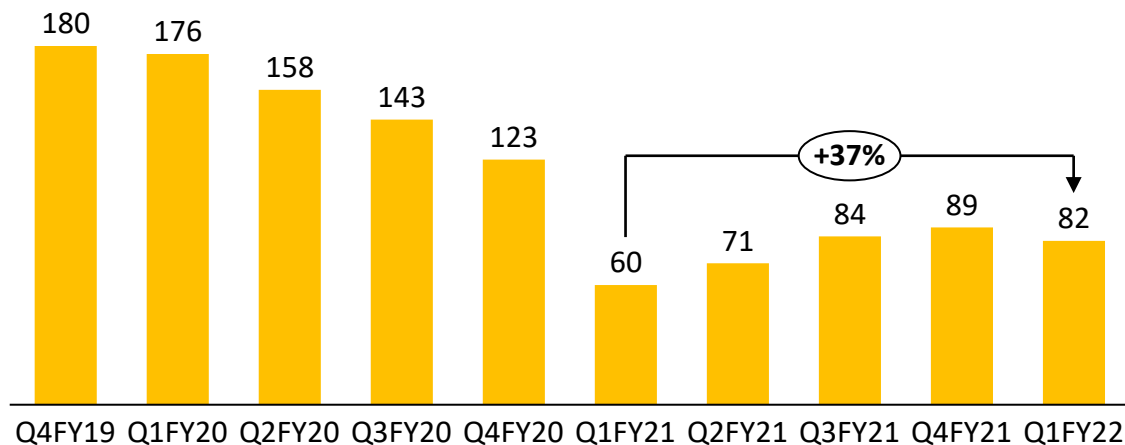
PROBIT BEFORE TAX



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

Cost Savings have helped operating margins

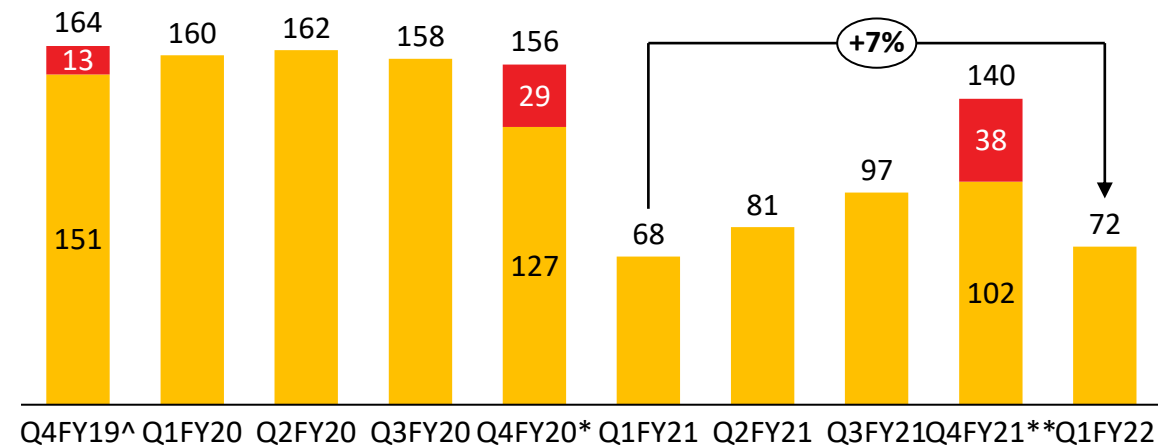
Cost of Raw Material



Increase in newsprint price offset by optimization of pagination

The cost of raw material as a % of Sales was **33%**

Other Expense



Reduced discretionary expenses such as promotion and publicity expense, rationalization of other costs and strict control and monitoring through technology

Other Expenses as a % of Sales was **29%**

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

8 In Rs. Crs
 ^ Includes higher provision for doubtful debts of Rs 10 Crores, CSR of Rs. 3 crores; * Includes higher provision for doubtful debts of Rs 26 Crores (incl. additional provision due to COVID, mainly Govt. debtors), CSR of Rs. 2.5 crores; ** Other expenses include Provision for Bad/Doubtful Debt Rs. 25 Crores (incl. additional provision due to COVID, mainly Govt. debtors), CSR of Rs. 6.88 Cr and addl. provision of Rs. 5.95 Cr for Newsprint Insurance Claim (loss)

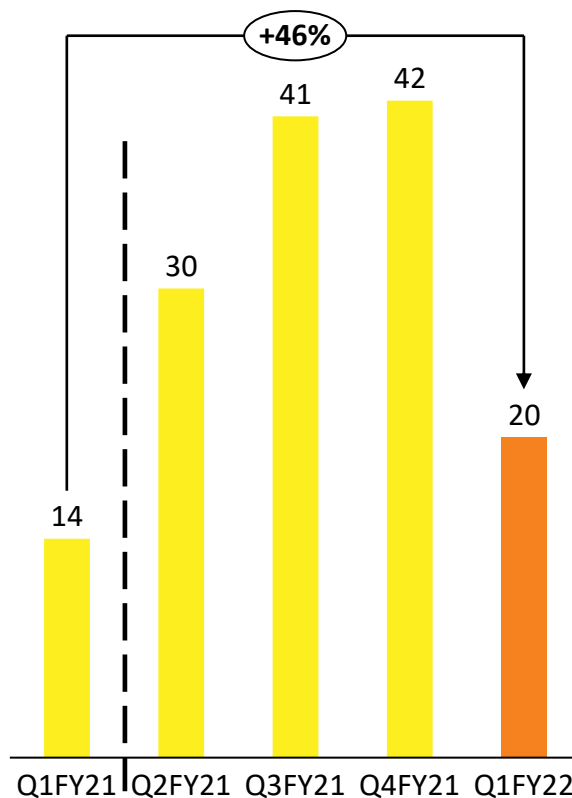
MBL: Operating Performance

YoY **71% growth** in volumes for Q1 FY22

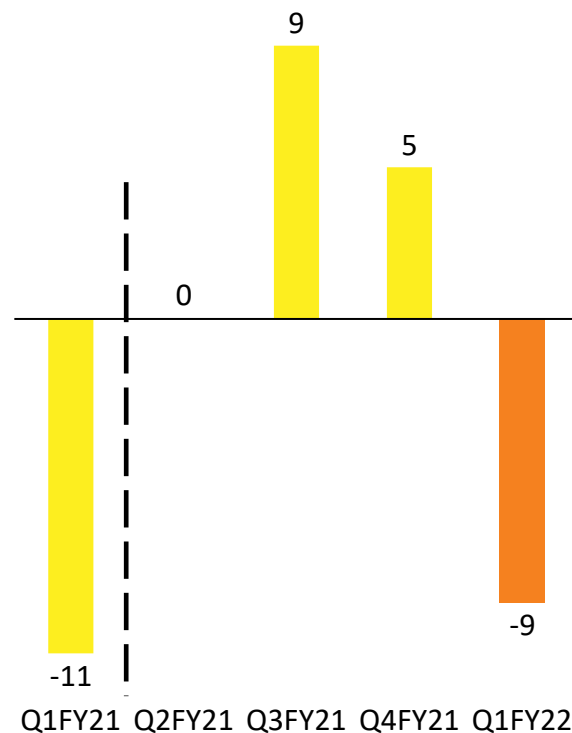
37% of New clients on Radio platform advertised on Radio City – **Highest in the Industry**

Maintains its **leadership position at 21%*** market share in Q1FY22

OPERATING REVENUE



OPERATING PROFIT[^]



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

Integration of Digital and Radio offering led to growth in Advertiser base

Enhanced liquidity position at Rs. 242 Cr as on 30th June

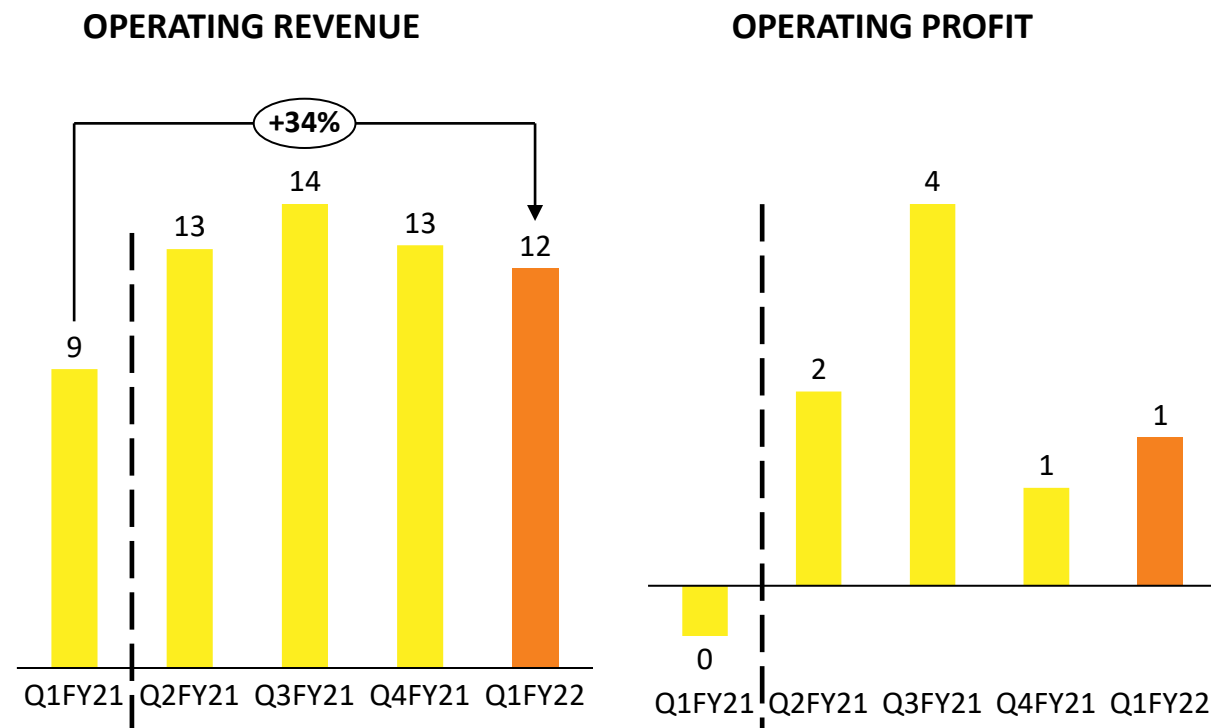
Due to Covid-19, the figures do not represent normal quarter/operations and are not strictly comparable with last year or preceding quarter

[^]Includes Other Income

* Source: Aircheck15 Markets

Digital Business Performance

Jagran.com consolidates its leadership position by clocking a reach of **86 Mn unique visitors**, **471 Mn Page Views** with **622 Mn minutes** spent, YoY increase of 19%, 15% and 24% respectively

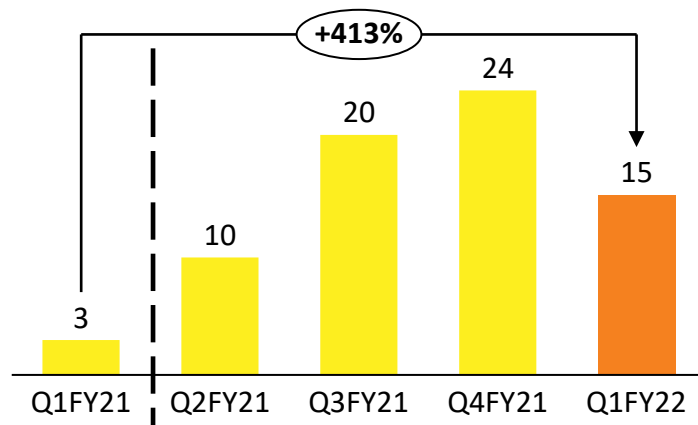


Recognized as **“India’s Best Place to work in Media”** and **“Great Place to Work”** for the year 2021 by the “Great Place to Work Institute”

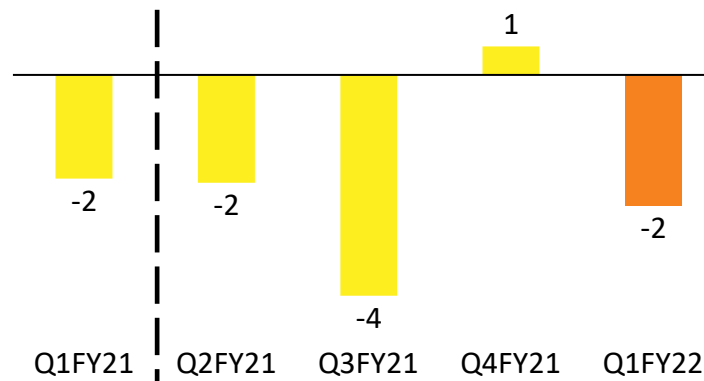
Due to Covid-19, the figures do not represent normal quarter/operations and are not strictly comparable with last year or preceding quarter

Outdoor and Events Business Performance

OPERATING REVENUE



OPERATING PROFIT



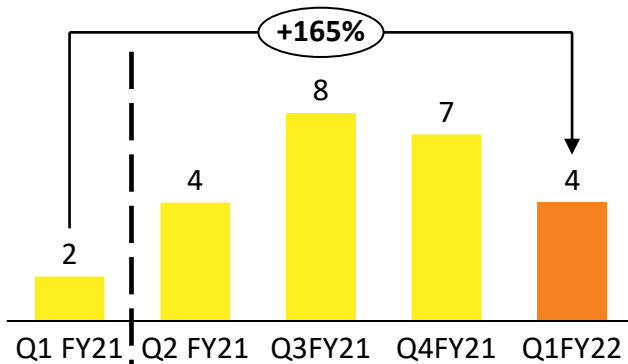
Bounced back to normal level of revenues in April '21 inspite of lockdown / restrictions due to 2nd wave of COVID-19

Event business breaking even in Q1 despite lower-than-normal revenues

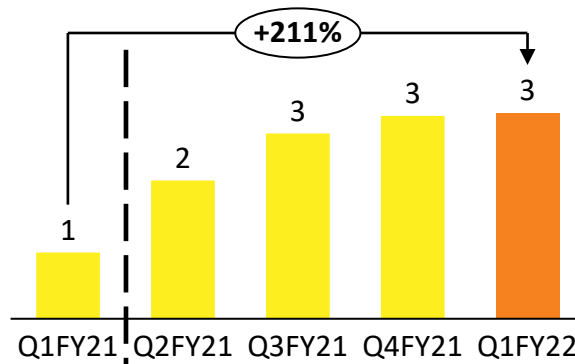
Due to Covid-19, the figures do not represent normal quarter/operations and are not strictly comparable with last year or preceding quarter

Mid-Day Operating Performance*

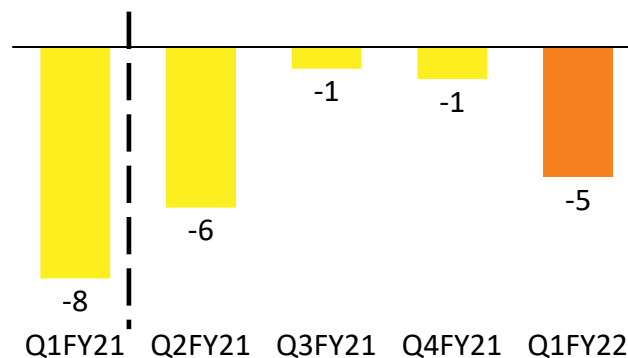
ADVERTISEMENT REVENUE



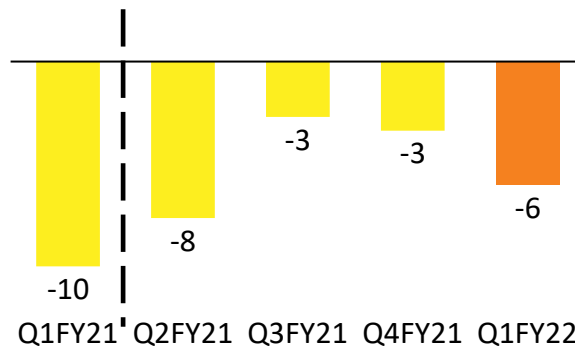
CIRCULATION REVENUE



OPERATING PROFIT



PROFIT BEFORE TAX



Digital Strategy has started to show results especially in terms of Advertisement Revenue

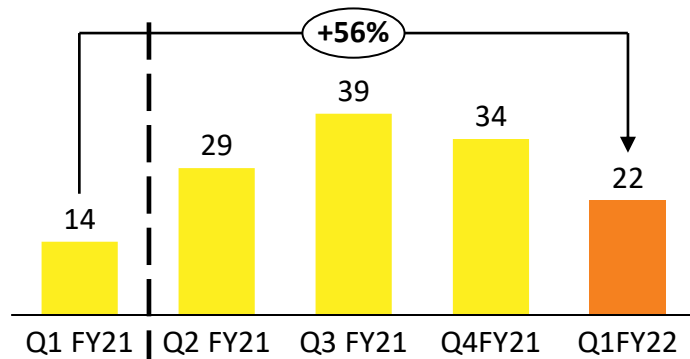
Halved the cash losses inspite of 2nd wave of COVID-19

Succeeded in containing Circulation Loss during the second wave and continued to be decently placed

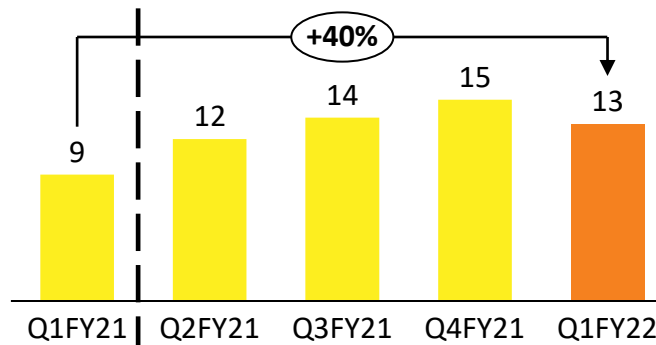
Due to Covid-19, the figures do not represent normal quarter/operations and are not strictly comparable with last year or preceding quarter

Other Publications Operating Performance

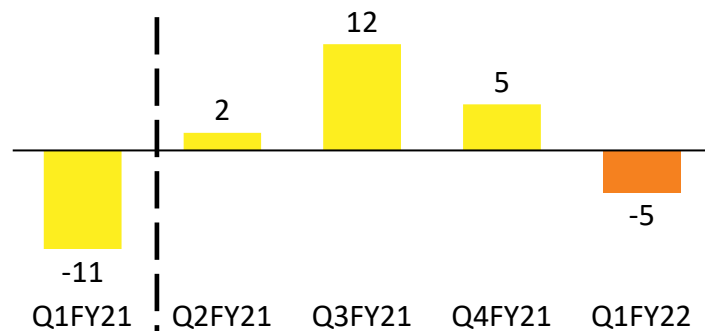
ADVERTISEMENT REVENUE



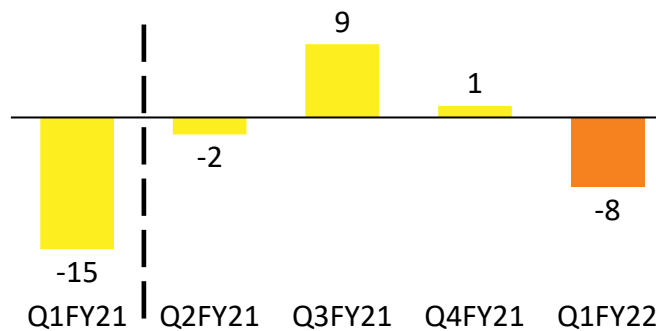
CIRCULATION REVENUE



OPERATING PROFIT



PROFIT BEFORE TAX



Nai Dunia and Punjabi Jagran have contributed positively

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

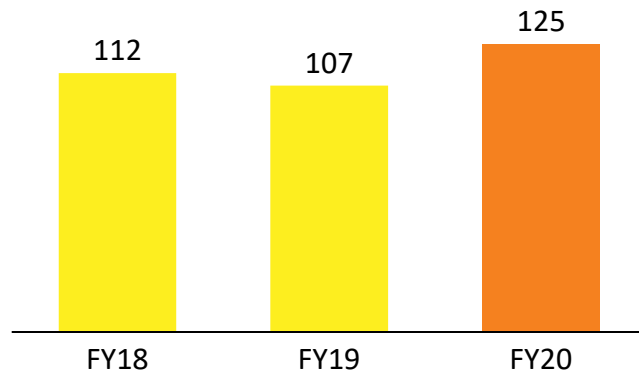
Financial Performance



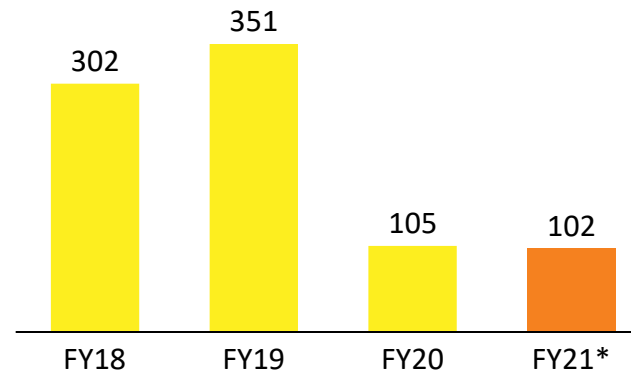
Due to Covid-19, the figures do not represent normal quarter/operations and are not strictly comparable with last year or preceding quarter

Distribution to Shareholders

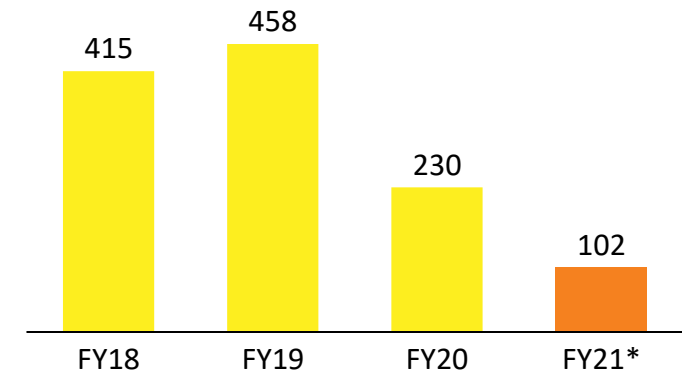
Dividend Paid



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 will be closed with effect from 16th 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)	Q1FY22	Q4FY21	Q1FY21
<u>Operating Revenue</u>	7.67	10.24	2.69
Advertisement	4.49	7.08	1.69
Circulation	2.81	2.77	0.90
Other Operating Income	0.37	0.39	0.10
Expenses	12.22	11.36	10.79
<u>Operating Profit</u>	-4.55	-1.12	-8.10
<u>Operating Profit Margin</u>	-59.32%	-10.96%	-301.11%
Other Income	0.10	-0.32	0.09
Depreciation	1.38	1.59	1.60
Interest	0.30	0.39	0.53
<u>Profit Before Tax</u>	-6.13	-3.42	-10.14
Tax	-1.54	-0.90	-2.58
<u>Profit After Tax</u>	-4.59	-2.52	-7.56
<u>Net Profit Margin</u>	-59.10%	-25.42%	-271.57%

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)	Q1FY22	Q4FY21	Q1FY21
<u>Operating Revenue</u>	20.48	42.48	14.36
Expenses	33.68	39.58	29.61
<u>Operating Profit</u>	-13.21	2.90	-15.25
<u>Operating Profit Margin</u>	-64.50%	6.82%	-106.20%
Other Income	3.88	2.26	4.73
Depreciation	8.19	8.21	8.51
Interest	0.68	0.73	0.70
<u>Profit Before Tax</u>	-18.19	-3.78	-19.73
Tax	-5.25	0.09	-5.84
<u>Profit After Tax</u>	-12.94	-3.87	-13.89
<u>Net Profit Margin</u>	-53.14%	-8.65%	-72.76%

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)	Q1FY22	Q4FY21	Q1FY21
<u>Dainik Jagran*</u>			
Operating Revenue	187.19	277.34	140.07
Operating Profit	24.31	79.39	-5.99
Operating Margin	12.99%	28.63%	-4.28%
<u>Other Publications*</u>			
Operating Revenue	35.9	50.52	25.09
Operating Profit	-4.48	5.91	-10.68
Operating Margin**	-12.48%	11.69%	-42.55%
<u>Digital</u>			
Operating Revenue	12.29	13.02	9.20
Operating Profit	1.46	0.97	-0.50
Operating Margin	11.86%	7.42%	-5.41%
<u>Outdoor and Event</u>			
Operating Revenue	15.09	23.86	2.94
Operating Profit	-2.32	0.51	-1.84
Operating Margin	-15.36%	2.14%	-62.39%

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)	Q1FY22	Q1FY21	YoY	Q4FY21	QoQ	FY21	FY20	YoY
Revenues	270.3	191.1	42%	406.4	-30%	1,289.2	2,097.3	-39%
Advertisement Revenue *	165.6	74.0		289.5		886.0	1,521.3	
Circulation Revenue	84.4	316.1		87.1		324.8	422.3	
Others	20.3	8.3		29.8		78.5	153.7	
License Fees	4.6	4.5		4.8		18.6	19.7	
Raw Material	82.2	59.7		89.0		305.3	601.0	
Manpower Cost	90.0	97.9		88.8		371.5	417.1	
Other Operating Expenses	87.8	63.2		133.9		366.0	626.7	
Operating Profit	5.7	-34.2	NA	89.9	-94%	227.7	432.7	-47%
Operating Profit Margin	2.1%	-17.9%		22.1%		17.7%	20.6%	
Other Income^	20.2	13.4		9.1		52.0	32.3	
Depreciation / Amortization	29.4	32.3		32.0		128.6	146.0	
Interest	8.0	7.7		9.1		33.6	33.3	
Share of Profits / (Losses) of Associates	0.0	0.0		-0.1		0.2	0.0	
Exceptional Items	0.0	0.0		6.0		10.6		
Profit Before Tax	-11.5	-60.6	NA	51.9	-122%	107.2	285.8	-63
Tax	4.4	16.3		16.3		28.9	4.9	
Profit After Tax	-7.1	-44.3	NA	35.6	-120%	78.3	281.0	-72%
PAT Margin	-2.6%	-23.3%		8.8%		6.08%	13.4%	
Other comprehensive income, net of income tax	-0.1	0.4		4.3		6.4	-3.7	
Total comprehensive income for the period	-7.2	-43.9	NA	39.9	NA	84.7	277.3	-69%
Owners of the Company	-2.7	-39.2		41.9		88.9	273.4	
Non-controlling interest	-4.5	-4.6		-2.0		-10.6	7.5	

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:

- ✓ 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:

- ✓ Continued the profitability momentum from last quarter, and reported a profit instead of a loss in the same quarter last year
- ✓ 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



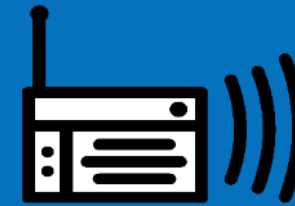
RAG RAG MEIN
DAUDE CITY.



Print



Digital



Radio



Activation



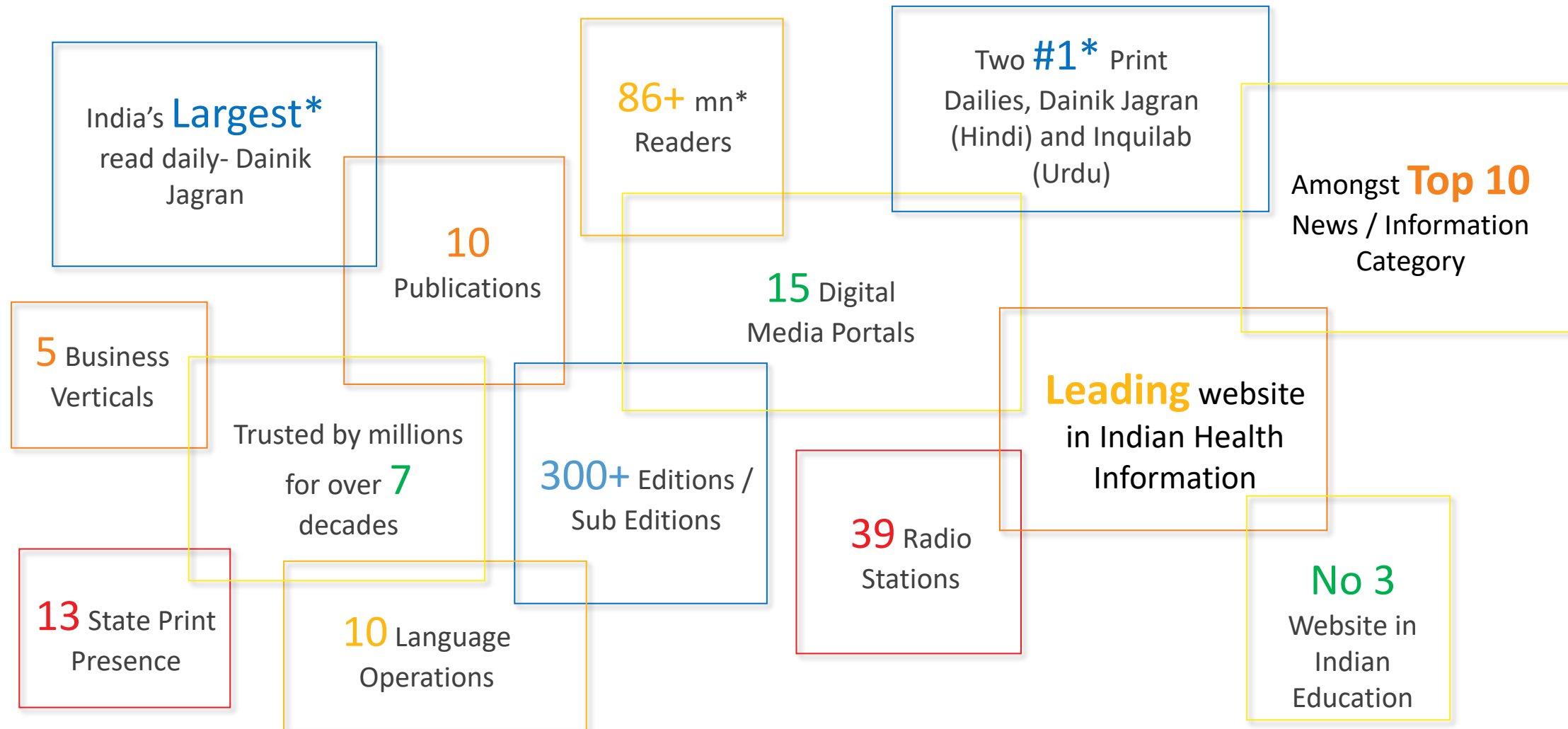
OOH

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 Feb 2021

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 **14** Awards upon the Group during the Quarter

Dainik Jagran won 5 Awards

Karpoor Chandra Kulish International Award

Jagran IT Team won 4 Awards

Global Media Awards, INMA

Jagran IT Team won 4 Awards

- *Women Influencer CIO of the Year*
- *CIO Powerlist 2021*
- *TekQ Technology Leader Award for Enterprise Applications*
- *Tech Circle Business Transformation award*



Contact Us



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