

January 30, 2020

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

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

Re: Jagran Prakashan Limited  
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 / nine months ended  
December 31, 2019**

Pursuant to Regulation 30 of Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 and amendments thereto, please find enclosed herewith the copy of Investor Presentation in connection with Unaudited Standalone and Consolidated Financial Results for quarter / nine months ended December 31, 2019.

Kindly take the above on your record.

Thanking You,

For Jagran Prakashan Limited

*Amit Jaiswal*

**Amit Jaiswal**  
**Company Secretary and Compliance Officer**  
**Membership No.: F5863**



Encl.: As Above



Jagran Prakashan Limited

Q3FY20  
Result Presentation

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# Management Commentary

## Comment from Chairman and Managing Director

*“Performance for Q3 was in line with overall economy in general and media & entertainment industry in particular. However, Company did report YoY growth in operating profit, PBT and PAT after two quarters. This could become possible due to improvement in per copy realisation, moderation in newsprint prices, strengthening cost control measures further, improving efficiencies, lower spend on discretionary items, certain businesses turning into profit and lower tax rate. Some of these savings are sustainable and will give additional benefit when growth in revenue returns.*

*I am pleased with the results of the latest readership survey which once again confirms our leadership position in the country and core markets, where we have reduced the gap from our closest competitors. This survey further shows that newspaper continues to be the most preferred medium for consumption of news and information. In fact, survey affirms our belief that in India all media platforms have room to grow with digital as penetration and per capita consumption in terms of time spent continue to be considerably low as compared to the global trends”*

**...Mahendra Mohan Gupta**



# Dainik Jagran continues to remain the most read daily



Despite expansion of digital media, TV, Radio and Print continues to hold their audience, demolishing the perception that digital is eating into the audience of other media platforms

Contrary to common perception, English readership has once again grown

01

Dainik Jagran continues to be No. 1 newspaper in the Country since 2003 uninterrupted and maintains / strengthen position in all core markets

02

Fall in readership over one year is only in SEC DE which is price sensitive, lacks purchasing power and is therefore not the priority for an advertiser

03

Other advertiser relevant SECs A1, A, B and C had growth in their share in readership, belying the assumption that people are stopping reading the newspaper

04

Increase in share of readers belonging to SECs A1, A, B and C

05

Mid-day English, Mid-day Gujarati and Inquilab registers growth of 6%, 5% and 6% respectively in total readership over 2019 Q2

# Group USP: Focus on Cash Generation



## **Print: Profitable Leadership**

- **Approved buyback of Rs. 102 Crores in December 2019**
- Better translation of revenue to net operating cashflow
- Focus on cash generation leading to better distribution which is amongst the best in the industry



## **Radio: Prudent Capital Allocation**

- Acquired MBL at discount as compared to building Radio business from scratch
- Phase 3 bidding for geographical reach enabling sustainable profitability v/s multiple frequency strategy which is profit corrosive
- Continues to deliver superior profitability despite strong headwinds due to focus on Core Radio rather than Non-Radio Events



## **Outdoor & Event: Profit driven Strategic**

- Event: Focus on improving operating profitability resulting turnaround of business
- Continuous monitoring resulted in surrendering of loss making outdoor contract



## **Digital: Entering growth phase**

- Adopted Asset Light model with lowest Investment compared to other media players
- Double digit topline growth for Q3FY20 on a YoY and QoQ basis

# Group Key Highlights

## Improved EBITDA Margin to 27%

### Print

- Q3 FY20 Operating profit improved 70% sequentially and 17% YoY due to softening of newsprint prices, reduced other expenses and improvement in per copy realizations even in subdued economic environment
- Ad-Contribution from Government and National continued to de-grow

## Maintains EBITDA Margin at 30%

### Radio

- Festive season resulted in a slight uptick in the revenues for Q3FY20
- Focus on keeping cost under check led to EBITDA margin of 31% for the quarter as well as 9M
- Agreement signed with RBNL and Application submitted to MIB

## Strategic Focus on Profitability playing out

### Outdoor & Event

- Event: Focus on improving profitability paid off with Q3 and 9M reporting profits
- Outdoor: Surrender of few non-profitable leased assets coupled with unfavourable economic environment caused de-growth in revenues and profits

## Double digit revenue growth for this quarter

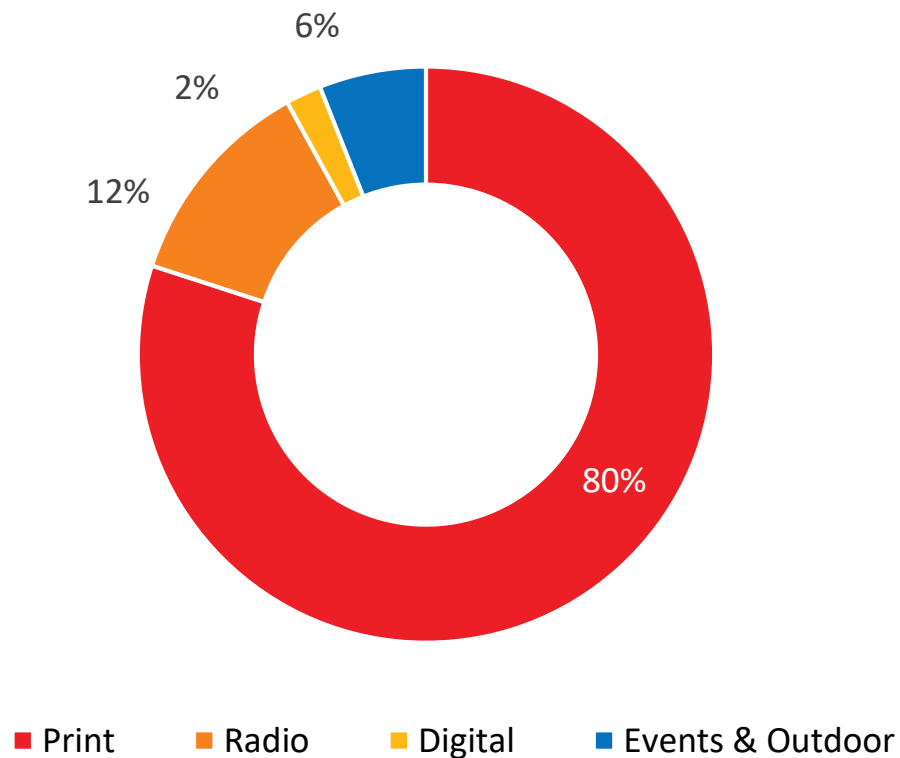
### Digital

- Significant reduction in operating loss for 9MFY20 as compared to 9MFY19
- Unique user base grew by 105% YoY to 75 million users



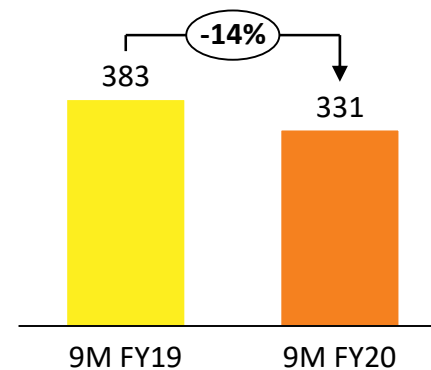
# De-Risked Business Model

Revenue Breakup – Q3 FY20

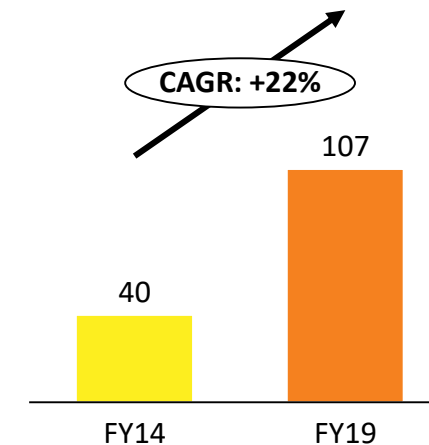
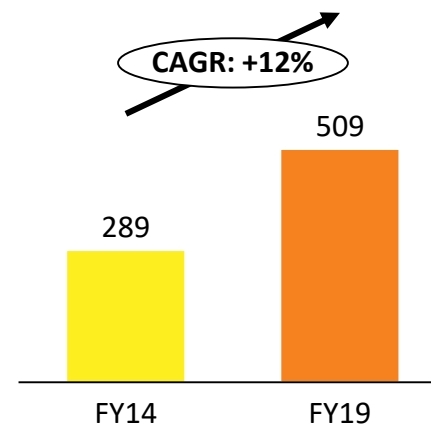
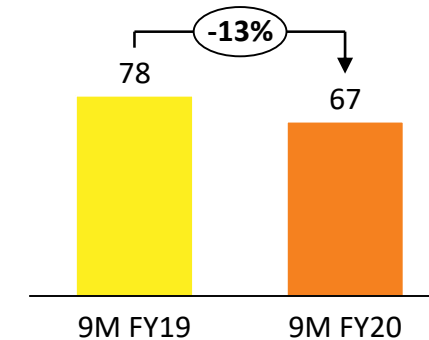


New Generation Business Performance

Operating Revenue



Operating Profit



Future ready with investments in New Generation Business



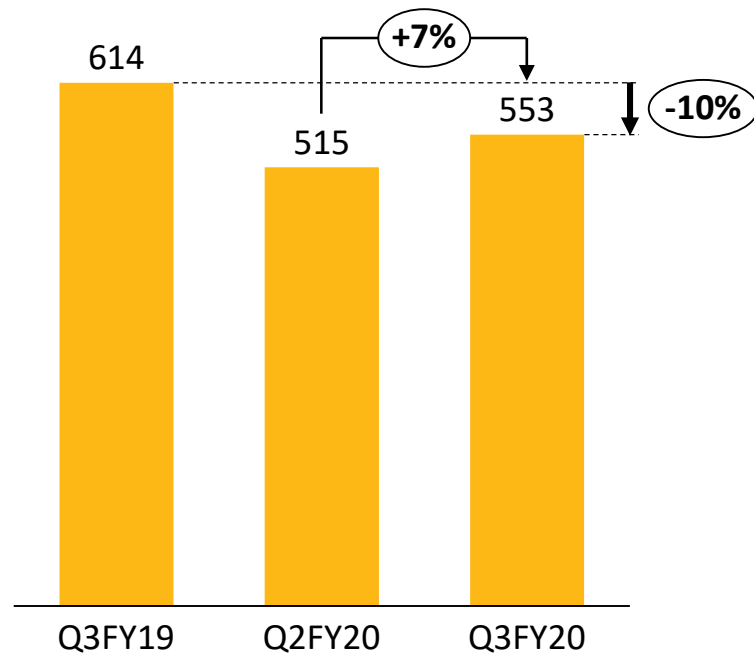
# Business Performance



# Consolidated Operating Performance Q3FY20

## Revenue

In Rs Crs.

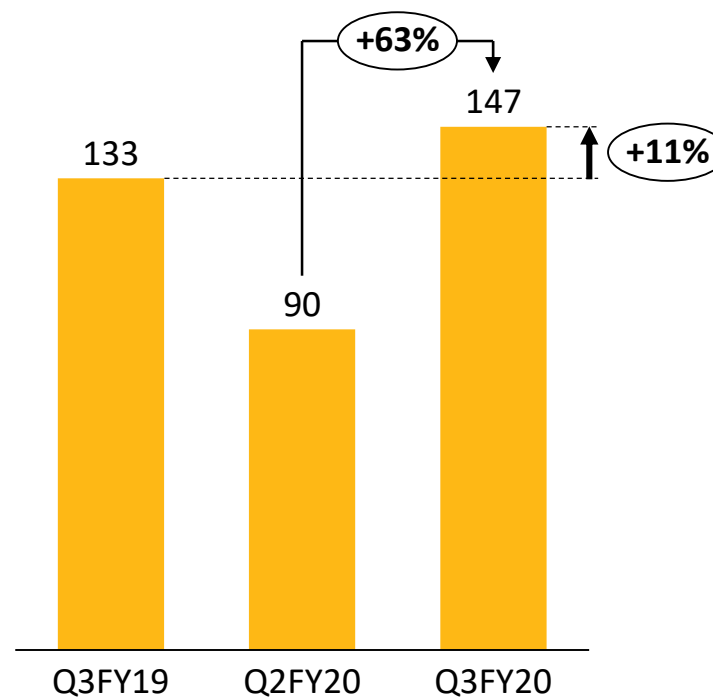


## EBITDA & Margins

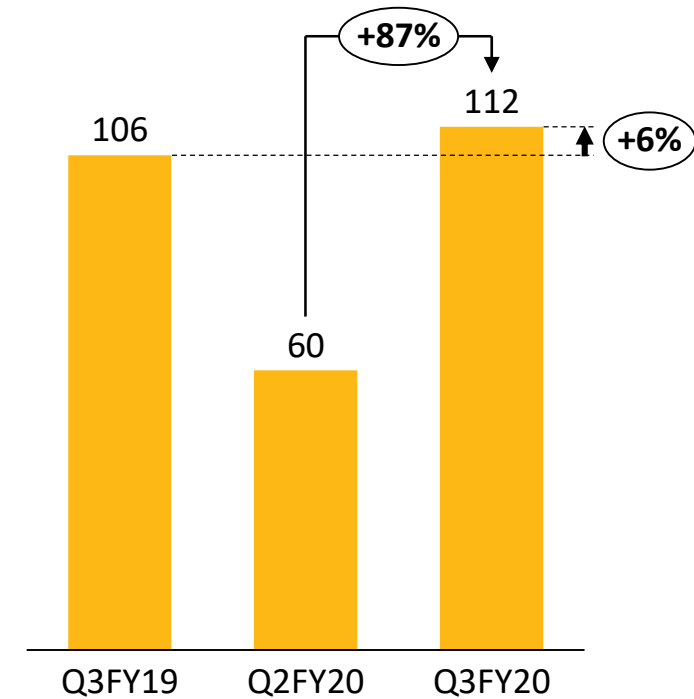
21.6%

17.5%

26.6%



## Profit Before Tax

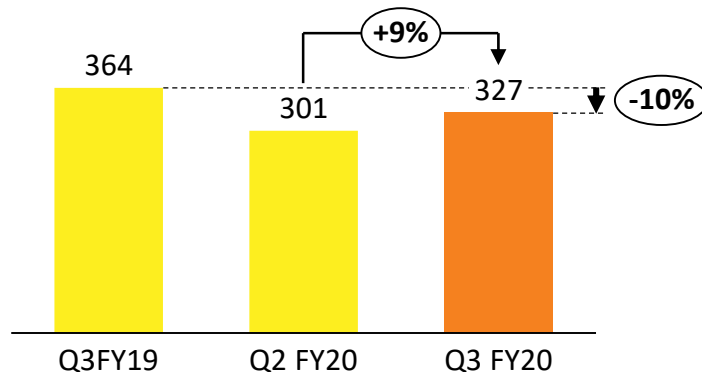


# Print Business Performance

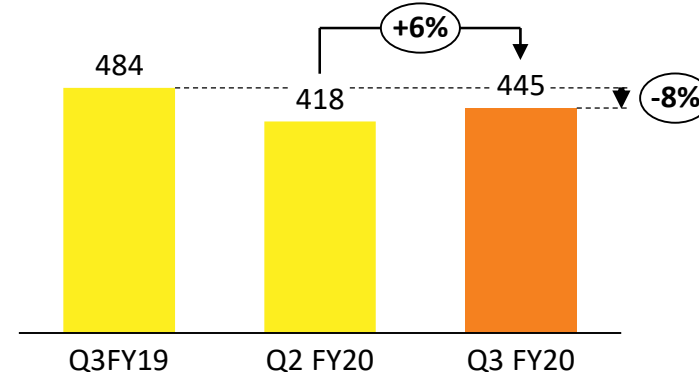
- Ad-Revenue contribution from **government and national market remained subdued**
- Advertising remains sluggish due to uncertainty of demand and overall economic environment

- Margins have improved due to **lower newsprint prices** coming into effect from this quarter
- Improvement in **per copy realization, prudent cost measures** have also contributed

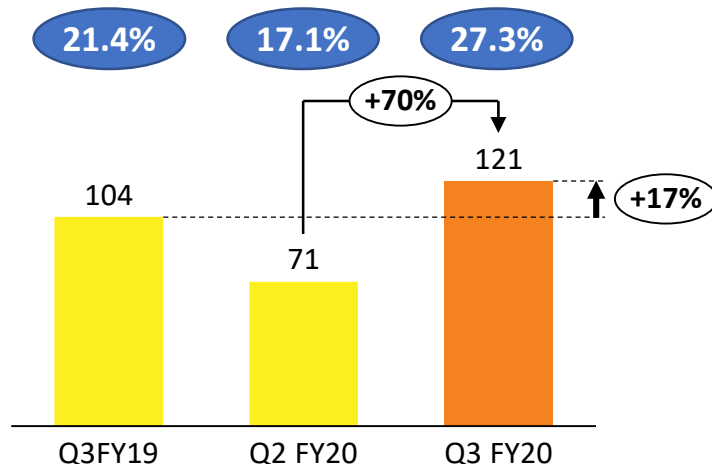
## ADVERTISEMENT REVENUE



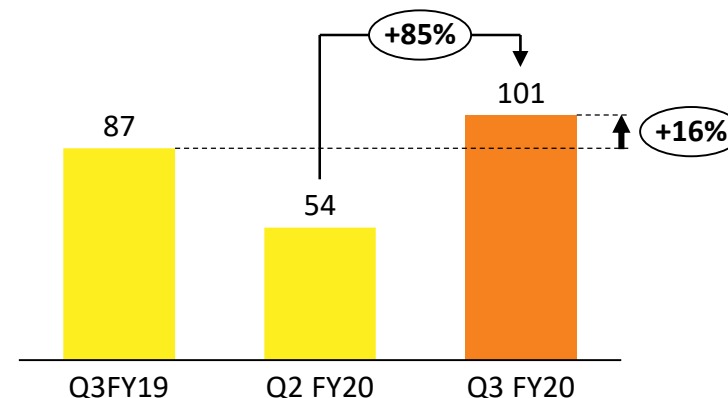
## OPERATING REVENUE



## OPERATING PROFIT & MARGIN



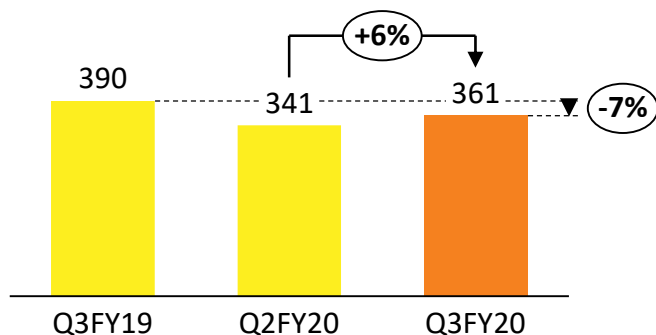
## PROBIT BEFORE TAX



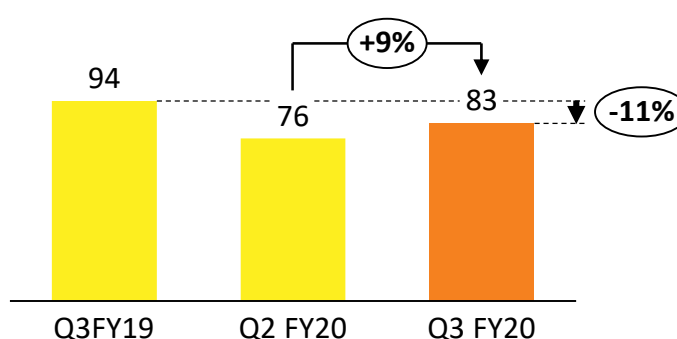
# Print Business Performance – Operating Highlights

## Operating Revenue

### DAINIK JAGRAN



### OTHER PUBLICATION

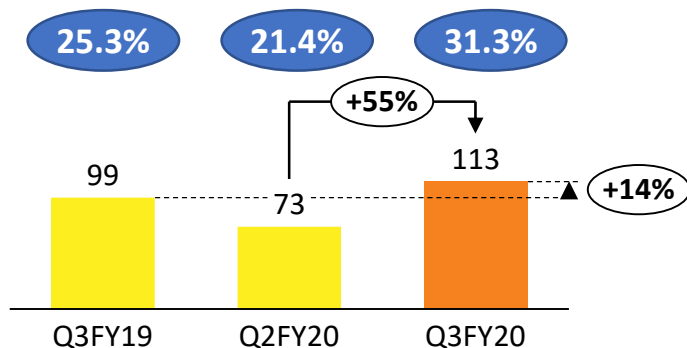


Dainik Jagran continues to pull ahead of its peers according to the IRS 2019 Q3

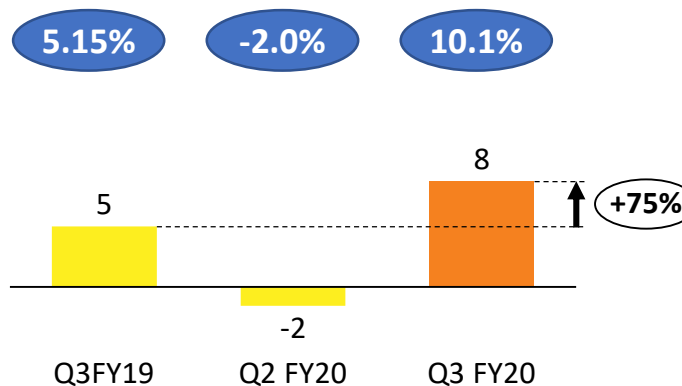
Though there is rationalization in circulation however **increase in cover prices has improved per copy realization** without impacting the market position

## Operating Profit & Margin

### DAINIK JAGRAN



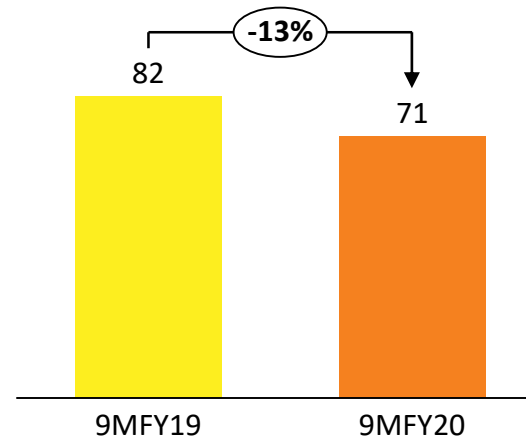
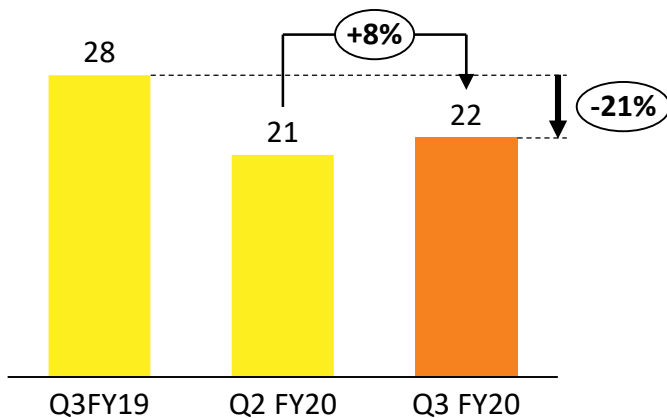
### OTHER PUBLICATION



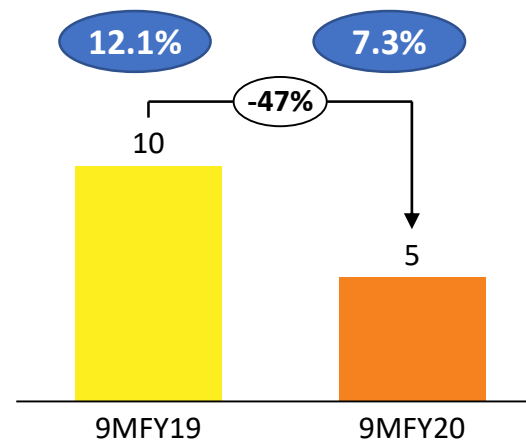
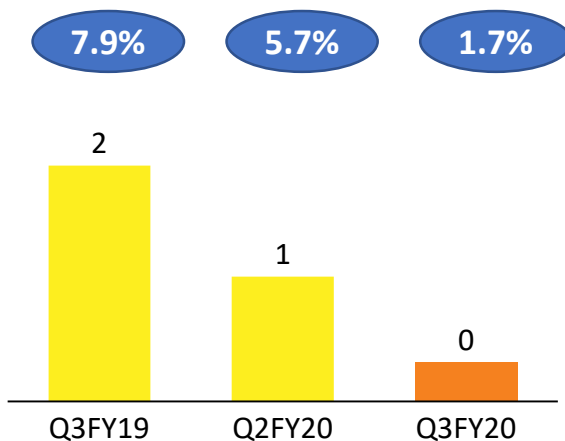
I-Next continued its strong performance by recording its highest ever revenue for the quarter

# Mid-Day Operating Performance

## OPERATING REVENUE\*



## OPERATING PROFIT & MARGIN



**Fall in profit was much sharper due to higher interest and depreciation charge for purchase of new office in addition to rent paid till possession which was received in December 2019**

Adjusted for additional rent paid, operating margins would be 10.5%

**Benefit of lower newsprint prices and savings in rent is yet to accrue**

\*Q2 FY20 and Q3 FY20 do not include revenue from Inquilab (North) publication of which is now with the Company for administrative and operational efficiencies.

# Mid-Day – Initiatives so far

## Cover Price Hike

- ✓ **Cover price hike across 3 brands** - Sunday Midday, Inquilab (Mumbai) & Midday Gujarati **resulted in circulation profit**
- ✓ **Re-affirming our belief that content has value** and contrary to the common perception that readers are price sensitive and are not willing to pay more for value content



## Readership Growth

- ✓ Despite Cover Price Hike, there was **readership growth across all 4 brands**
- ✓ **Readership Growth led to improved market share** in overall Ad pie for Mumbai market

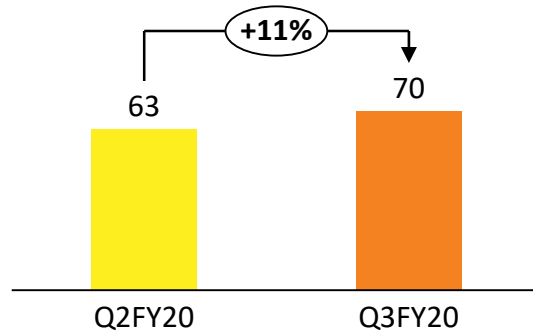
## Solution Oriented Approach

- ✓ **Focus on solution-oriented** Print & Activation offerings

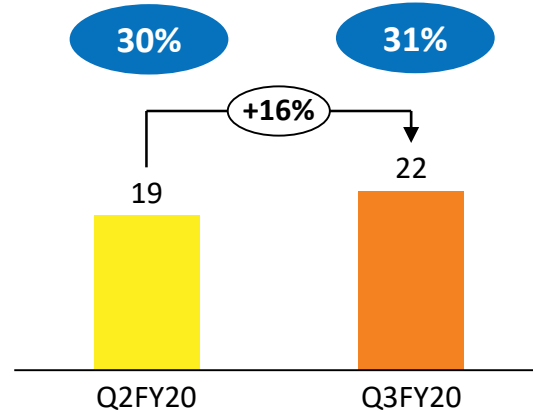


# MBL: Operating Performance

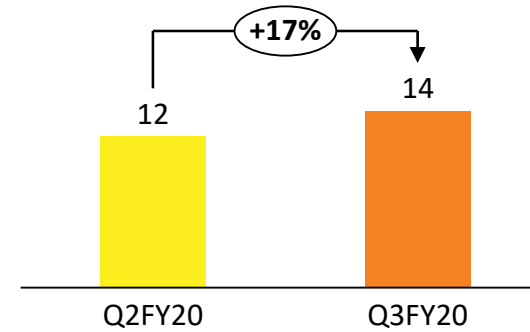
REVENUE



EBITDA & Margin



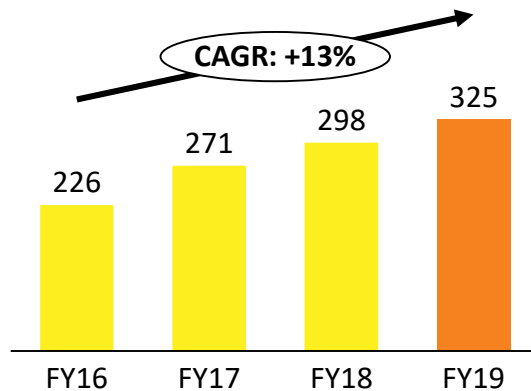
PBT



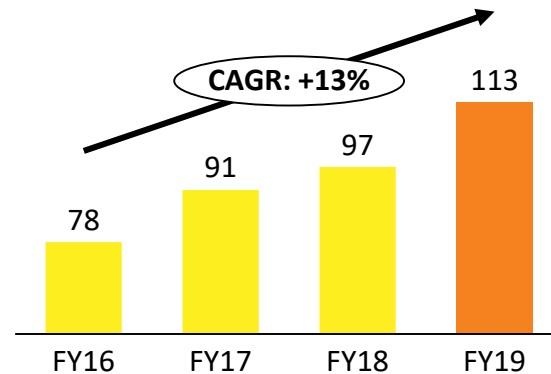
Q3 Festive season resulted in ad volumes improvement

Efficient cost control measures helped protect EBITDA margins to 30%+ range

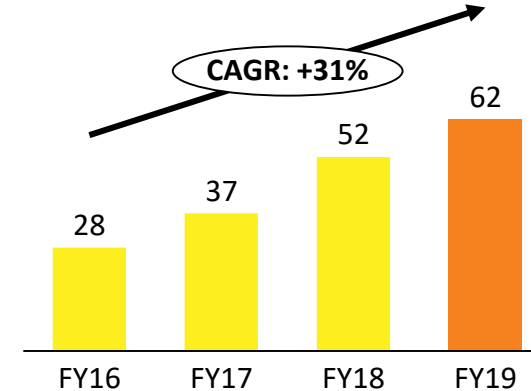
REVENUE



EBITDA



PROFIT AFTER TAX

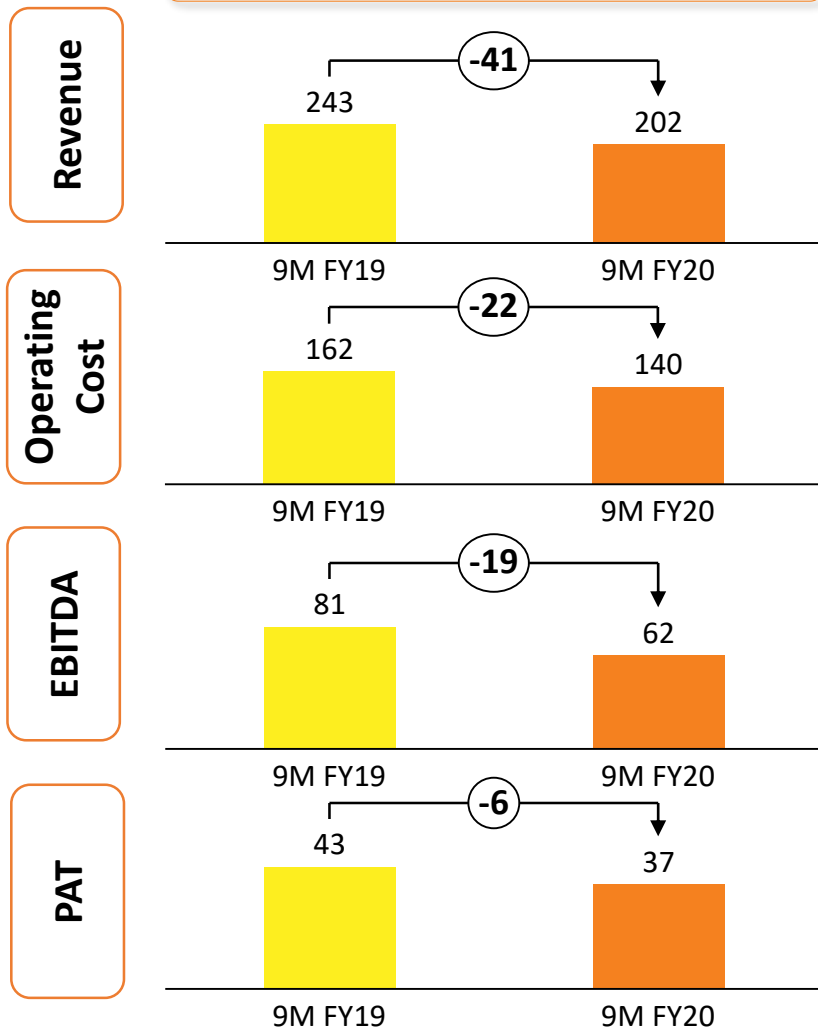


Increased share of Local Advertisers from 56% in Q3FY19 to 66% in Q3FY20



# MBL: Efficient cost control measures helped reduce slowdown impact

## Nine Month



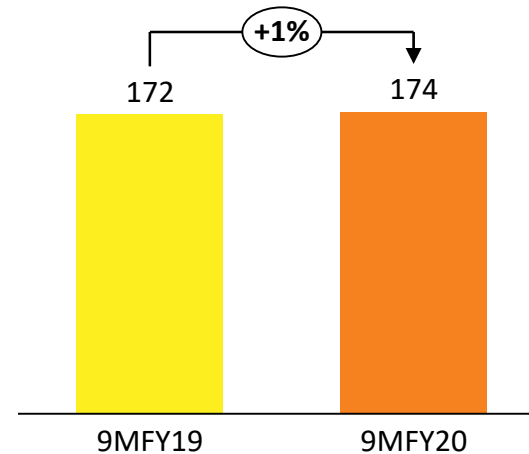
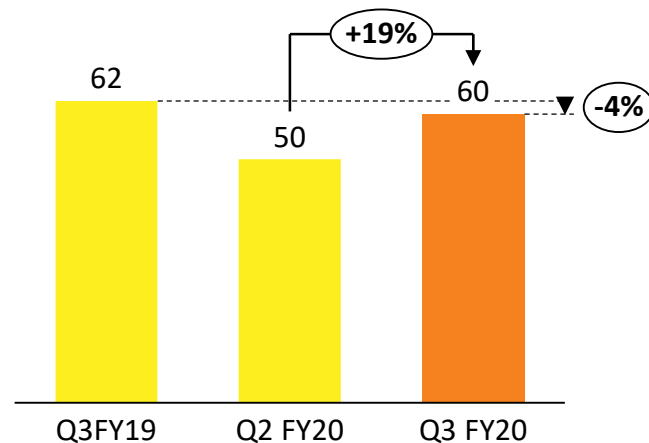
**More than 50% of the revenue de-growth arrested by prudent cost optimization at operating profits (EBIDTA)**

- Recruitment freeze
- Salary rationalisations
- Station level cost optimisation
- Optimised royalty contracts

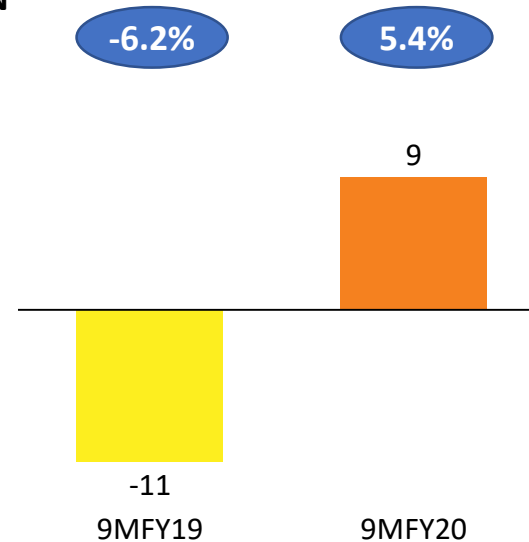
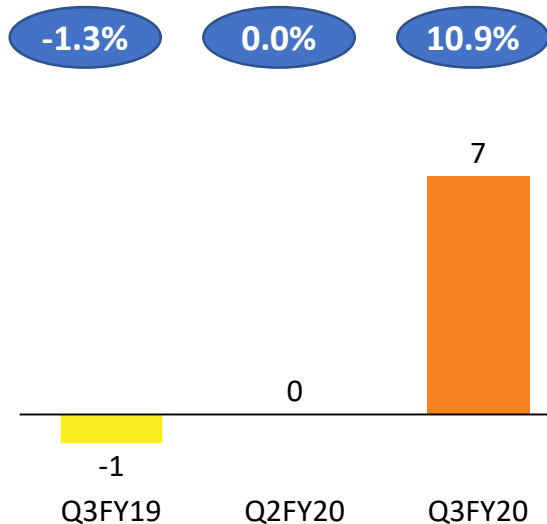
And with minimum depreciation & amortization due to prudent selection of markets during Ph3 expansion along with Tax benefit during the year, led to **Only 15% of the revenue shortfall moving into PAT**

# Business Vertical\* demonstrates turnaround

## OPERATING REVENUE



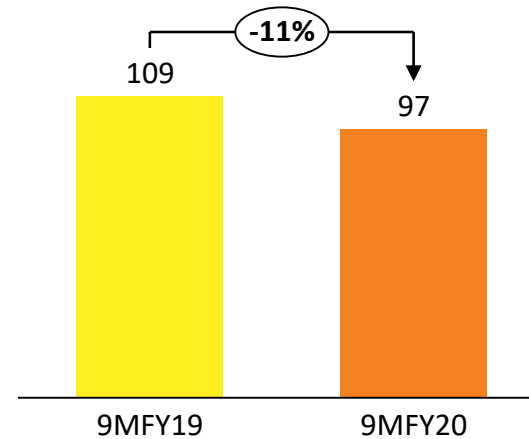
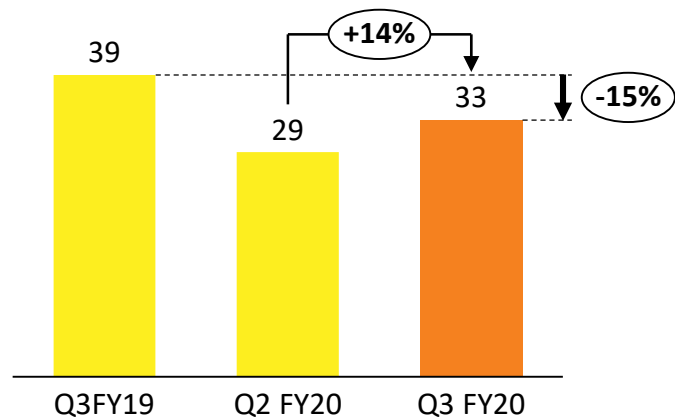
## OPERATING PROFIT & MARGIN



**Turnaround from  
operating loss of Rs. 11  
Crores in 9MFY19 to  
operating profit of Rs 9  
Crores in 9MFY20**

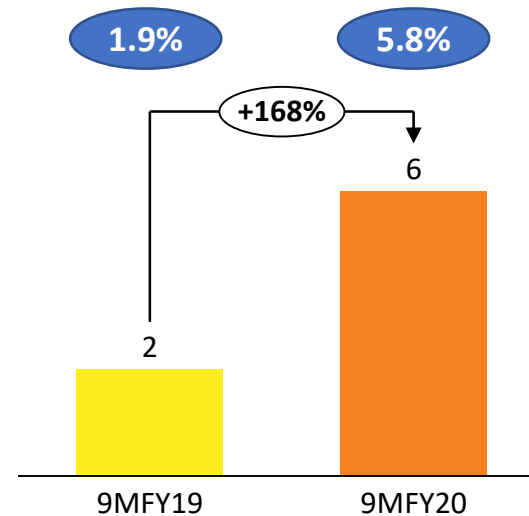
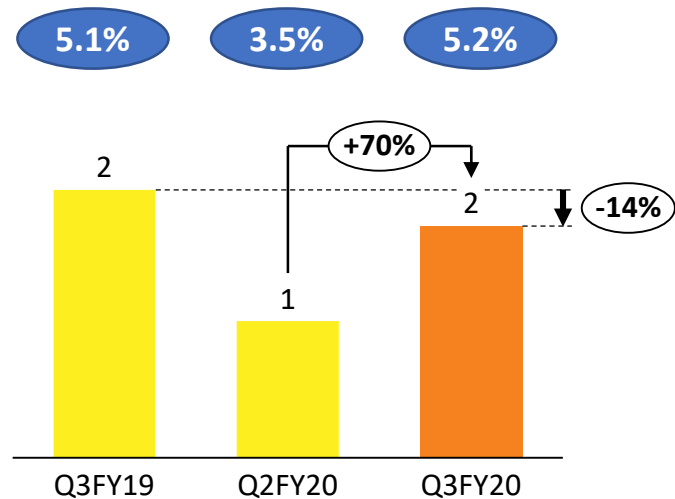
# Outdoor and Events Business Performance

## OPERATING REVENUE



Strategically targeted  
profitable revenue

## OPERATING PROFIT & MARGIN

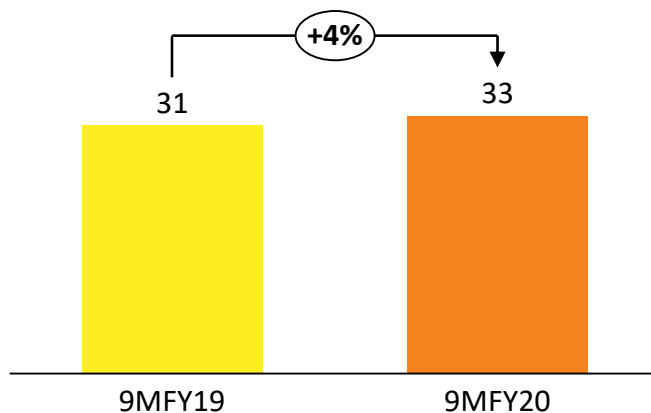


**Rationalization Exercise**  
taken up by the management  
**to improve profitability**  
bearing fruit

5<sup>th</sup> straight quarter of  
operating profit

# Digital Business Performance

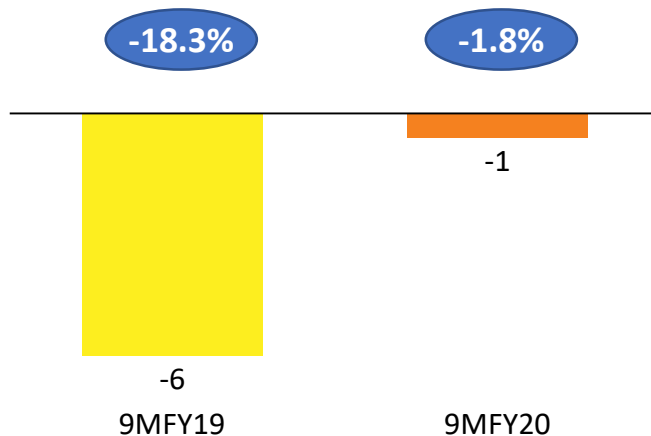
## OPERATING REVENUE



**Double digit revenue growth for Q3** on YoY as well as on QoQ basis and **4% growth for 9M** on YoY basis

**Consolidated position amongst the top 10 news and info publishers** in India which will augur well for monetization

## OPERATING PROFIT & MARGIN



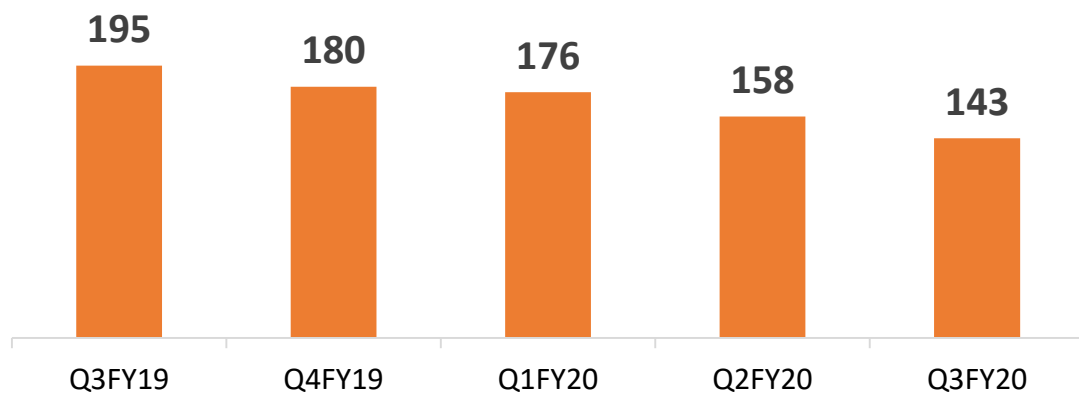
**Significant reduction in operating loss for 9MFY20**

**Unique user base grew by 105% YoY to 75 million users\***

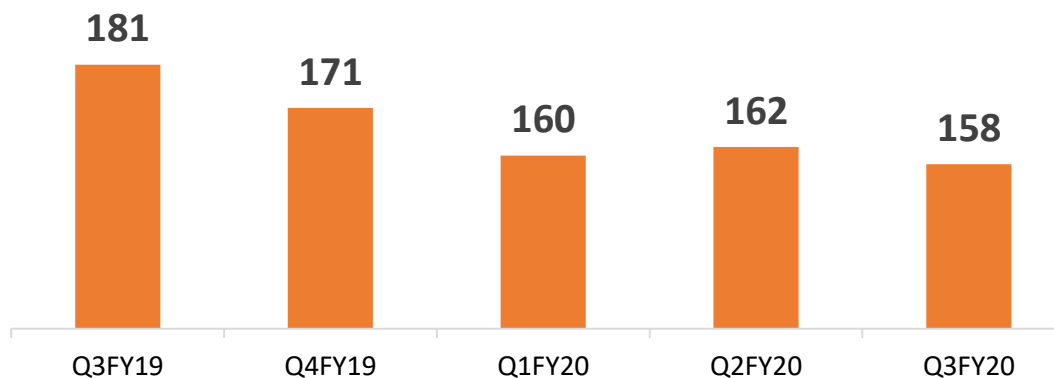
# Soft Newsprint Prices and Prudent cost measures led to Improved Profitability



Cost of Raw Material



Other Expense



Impact of softening of newsprint prices are seen from this quarter and expect it to remain stable

Prudent cost measures have helped reduce other expenses

No compromise made with long term sustainability of business

\* Excluding the provision made for receivables from government of Rs. 7 crores in Q2FY20

## Sustained Cost Savings

- Print business **optimised circulation through cover price increase** without compromising market position
- **Pagination, efficiency in production related costs**
- Improving processes and strengthening controls led to **rationalisation of other costs**
- Radio business reduced **fixed cost base by 6% aggregating to more than Rs 10 crores per annum**



## One-time Cost Savings

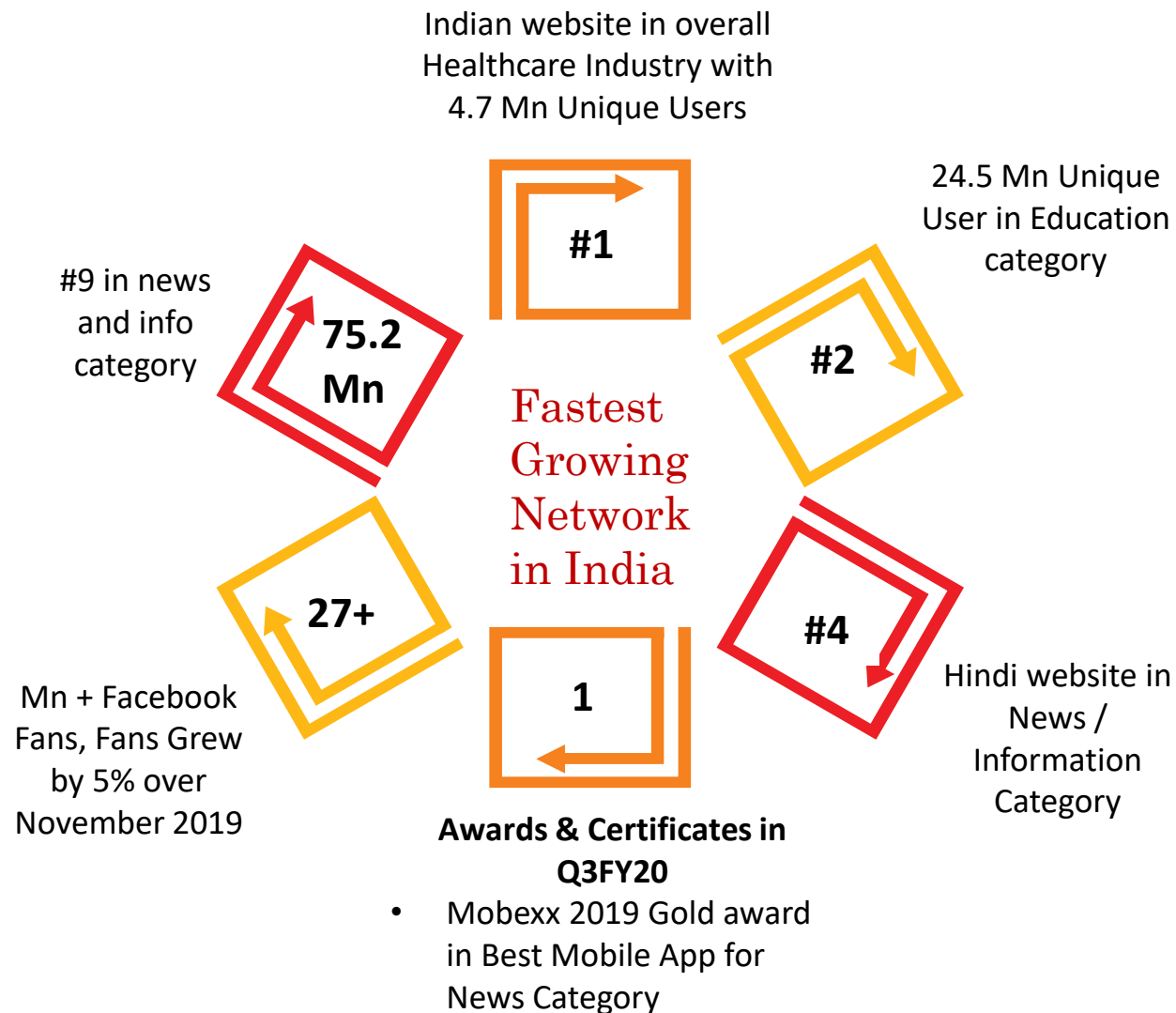
- **Savings in discretionary items** such as promotion and publicity

**Core businesses - Print, Radio and Digital have worked on saving costs through improvement in efficiencies**

# Digital – Investing to Build leadership

## Our Digital Media Portfolio

- Digital Advertisement Revenue growth for Q3FY20
  - ✓ Print Digital Revenue was Rs. 11.73 Crores, YoY growth of 12.6% and QoQ growth of 17.1%
- Unique mn users on Multiplatform:
  - ✓ 75.2 mn grew by 105% YOY
- New Launches
  - ✓ Video platform “**Jagran TV**” offering in-depth feature video stories which are credible, factual as well as inspirational
  - ✓ Inquilab.com





# Financial Performance



# Mid-day Financial Performance

Particulars (Rs. in Crs)	Q3 FY20	Q2 FY20	Q3 FY19
<b><u>Operating Revenue*</u></b>	<b>22.36</b>	<b>20.77</b>	<b>28.21</b>
Advertisement	16.90	15.46	21.21
Circulation	4.50	4.48	6.19
Other Operating Income	0.96	0.83	0.81
Expenses	21.99	19.59	25.98
<b><u>Operating Profit</u></b>	<b>0.37</b>	<b>1.18</b>	<b>2.23</b>
<b><u>Operating Profit Margin</u></b>	<b>1.65%</b>	<b>5.68%</b>	<b>7.89%</b>
Other Income	0.52	0.15	0.77
Depreciation	1.75	1.66	1.44
Interest	0.77	0.87	0.16
<b><u>Profit Before Tax</u></b>	<b>-1.63</b>	<b>-1.20</b>	<b>1.40</b>
Tax	-0.59	0.02	0.51
<b><u>Profit After Tax</u></b>	<b>-1.04</b>	<b>-1.22</b>	<b>0.89</b>
<b><u>Net Profit Margin</u></b>	<b>-4.55%</b>	<b>-5.84%</b>	<b>3.08%</b>

\*Q2 FY20 and Q3 FY20 do not include revenue from Inquilab (North) publication of which is now with the Company for administrative and operational efficiencies.

# MBL Financial Performance

Particulars (Rs. in Crs)	Q3 FY20	Q2 FY20	Q3 FY19
<b><u>Operating Revenue</u></b>	<b>69.64</b>	<b>62.53</b>	<b>87.02</b>
Expenses	48.08	44.02	58.43
<b><u>Operating Profit</u></b>	<b>21.56</b>	<b>18.51</b>	<b>28.59</b>
<b><u>Operating Profit Margin</u></b>	<b>30.96%</b>	<b>29.59%</b>	<b>32.85%</b>
Other Income	4.16	4.99	4.46
Depreciation	8.90	8.67	6.75
Interest	2.48	2.65	1.37
<b><u>Profit Before Tax</u></b>	<b>14.34</b>	<b>12.18</b>	<b>24.93</b>
Tax	4.17	-6.32	8.55
<b><u>Profit After Tax</u></b>	<b>10.17</b>	<b>18.50</b>	<b>16.38</b>
<b><u>Net Profit Margin</u></b>	<b>13.78%</b>	<b>27.40%</b>	<b>17.91%</b>

# Operating Margin Break-up

Particulars (Rs. in Crs)	Q3 FY20	Q2 FY20	Q3 FY19
<b><u>Dainik Jagran*</u></b>			
Operating Revenue	361.37	341.48	390.38
Operating Profit	112.99	72.94	98.81
Operating Margin	31.27%	21.36%	25.31%
<b><u>Other Publications*</u></b>			
Operating Revenue	82.61	75.48	93.13
Operating Profit	9.18	-1.14	5.28
Operating Margin	11.11%	-1.51%	5.67%
<b><u>Print Digital</u></b>			
Operating Revenue	11.73	10.02	10.42
Operating Profit	2.11	-1.25	-2.14
Operating Margin	18.02%	-12.47%	-20.52%
<b><u>Outdoor and Event</u></b>			
Operating Revenue	33.06	28.92	38.87
Operating Profit	1.73	1.02	2.00
Operating Margin	5.22%	3.53%	5.14%

# Consolidated Profitability Statement

Particulars (Rs. in Crs)	Q3FY20	Q3 FY19	YoY	Q2 FY20	QoQ	9MFY20	9MFY19	YoY
<b>Revenues</b>	<b>553.0</b>	<b>613.8</b>	<b>-10%</b>	<b>514.5</b>	<b>7%</b>	<b>1,651.8</b>	<b>1,769.8</b>	<b>-7%</b>
Advertisement Revenue *	403.3	459.6		370.6		1,205.2	1303.4	
Circulation Revenue	107.5	108.0		107.2		323.3	328.1	
Others	42.2	46.3		36.7		123.3	138.3	
License Fees	5.0	5.5		4.9		14.9	16.4	
Raw Material	143.4	194.6		159.4		478.5	550.6	
Manpower Cost	104.2	105.8		103.0		314.9	315.2	
Other Operating Expenses	153.3	175.3		157.1		465.2	491.9	
<b>Operating Profit</b>	<b>147.1</b>	<b>132.6</b>	<b>11%</b>	<b>90.1</b>	<b>63%</b>	<b>378.3</b>	<b>395.8</b>	<b>-4%</b>
<b>Operating Profit Margin</b>	<b>26.6%</b>	<b>21.6%</b>		<b>17.5%</b>		<b>22.9%</b>	<b>22.4%</b>	
Other Income^	10.3	15.8		14.0		28.3	27.8	
Depreciation / Amortization	37.0	33.1		36.1		108.6	94.8	
Interest	8.1	9.1		7.9		25.2	17.5	
Share of Profits / (Losses) of Associates	-0.2	0.2		-0.1		0.0	0.2	
<b>Profit Before Tax</b>	<b>112.2</b>	<b>106.4</b>	<b>5%</b>	<b>59.9</b>	<b>87%</b>	<b>272.8</b>	<b>311.5</b>	<b>-12%</b>
Tax	30.6	36.1		-65.9		-0.4	107.8	
<b>Profit After Tax</b>	<b>81.6</b>	<b>70.4</b>	<b>16%</b>	<b>125.8</b>	<b>-35%</b>	<b>273.2</b>	<b>203.6</b>	<b>34%</b>
<b>PAT Margin</b>	<b>14.8%</b>	<b>11.5%</b>		<b>24.4%</b>		<b>16.5%</b>	<b>11.5%</b>	
Other comprehensive income, net of income tax	-1.1	0.0		-0.3		-1.7	0.1	
<b>Total comprehensive income for the period</b>	<b>80.5</b>	<b>70.4</b>		<b>125.4</b>		<b>271.5</b>	<b>203.7</b>	
Owners of the Company	75.9	66.6		121.6		262.2	194.1	
Non-controlling interest	5.7	3.8		3.8		10.9	9.5	
<b>Cash Profit After Tax</b>	<b>118.6</b>	<b>103.4</b>	<b>15%</b>	<b>161.9</b>	<b>-27%</b>	<b>381.8</b>	<b>298.4</b>	<b>28%</b>

^Net of Exchange Fluctuation Gain / Loss

\* Represents advertisement revenue from print, radio and digital

Note: Q2FY19 includes loss of Rs. 3.5 crores due to exchange fluctuation and Rs. 2 crores on account of MTM losses

# Group Introduction



# Group Introduction

# Value Proposition

## PRINT



### *Undisputed LEADER:*

- ✓ Dainik Jagran leads the IRS 2019 Q3 rankings with a total readership of 7.04 Crs.\*
- ✓ Dainik Jagran is ahead of the No.2 newspaper by a significant margin of 1.7 crores readers, a lead of 34%\*

## 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 105% YoY to 75 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





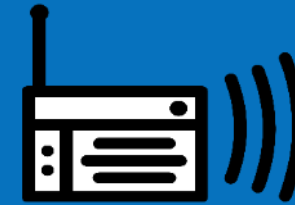
RAG RAG MEIN  
DAUDE CITY.



Print



Digital



Radio



Activation



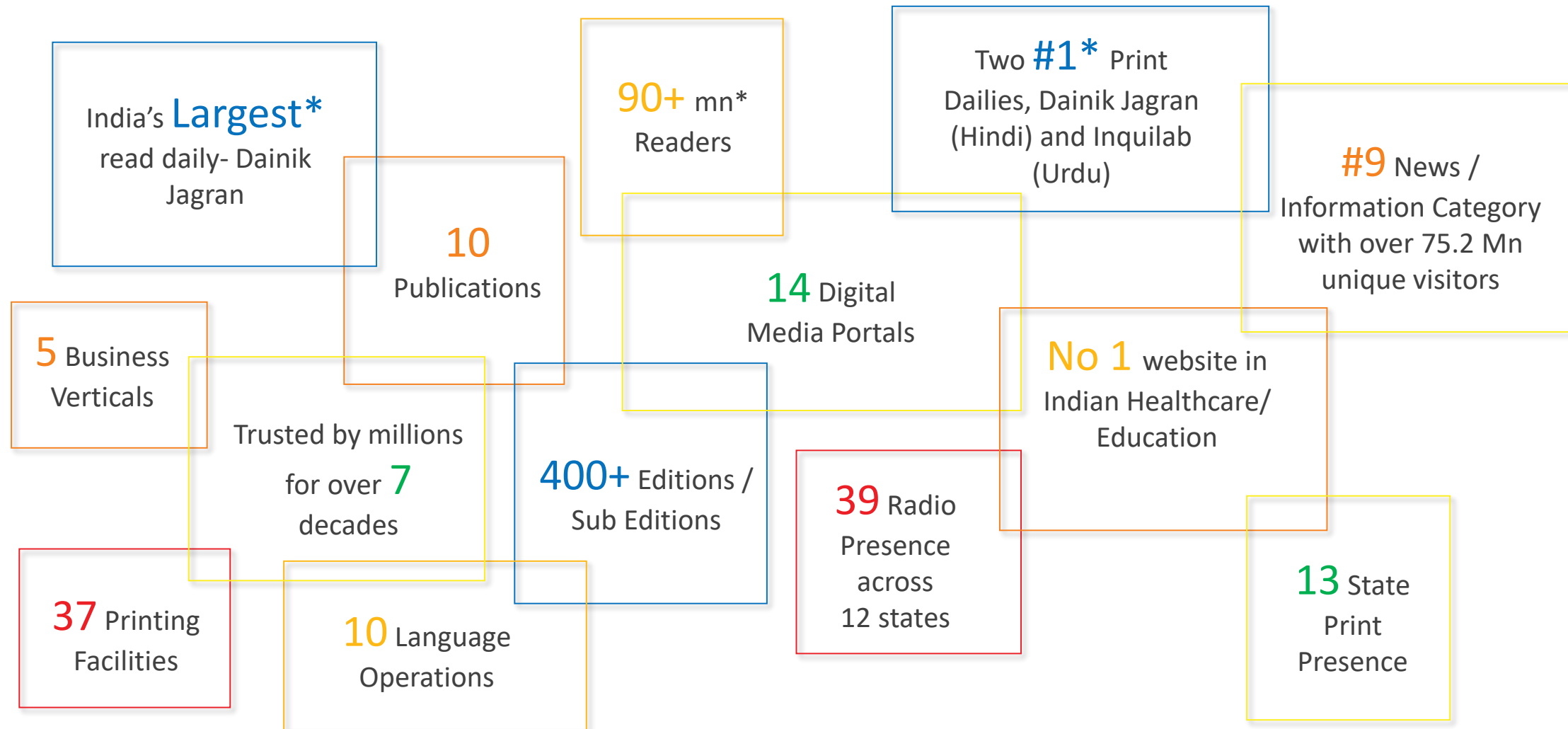
OOH

Jagran Prakashan Limited holds

**73.09%**

of Music Broadcast Limited  
(RadioCity)

# Multi Media Conglomerate – Width, Depth and Heritage



\* IRS 2019 Q3

Other Source: Internal Data, Comscore Multiplatform November 2019

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 **12** Awards upon the Group during the quarter

## MBL - Great Places to Work Women 2019



Radio City, was recognized amongst 'India's Best Workplaces for Women-2019' and ranked amongst the Top 75 organizations on the list. 'India's Best Workplaces for Women' is a celebration of the best work cultures in the country, that have made work environment felt welcome and safe for their women employees.



**9** awards for  
Dainik Jagran

**1** award for  
Jagran Production  
Team

**1** award for  
Jagran New  
Media

**1** award for  
Jagran IT Team

# Contact Us



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