

February 08, 2022

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,

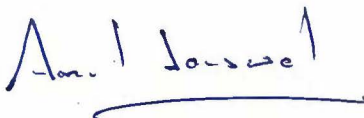
Sub: Intimation to Stock Exchange – Investor Presentation in connection with the Unaudited Standalone and Consolidated Financial Results for quarter and period ended December 31, 2021

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 and period ended December 31, 2021.

Kindly take the above on your record.

Thanking You,

For Jagran Prakashan Limited



(Amit Jaiswal)

Chief Financial Officer and Company Secretary



Encl.: As Above



Jagran Prakashan Limited

Q3FY22
Result Presentation

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Comment from Chairman and Managing Director

"It gives me immense pleasure to report that moving further up on the accelerated growth path of the previous quarter, overall business performance of the Company during this quarter was outstanding and it recorded highest ever profit. This was possible due to a strengthening Indian economy, festive season, tireless efforts of our team, continuing cost control measures taken since outbreak of pandemic and increased government advertisements.

During the current quarter, almost all our businesses viz print, digital, radio and outdoor have performed incredibly.

The Omicron variant has derailed recovery a bit but fortunately, it has not caused the damage to human life and economy as Delta did. We already see a steady decline in the positivity rate and I earnestly hope that the third wave has peaked. With business continuity measures in place, we are well-positioned to tide over the current wave of the pandemic but we continue to closely monitor the situation and its impact on our operations.

We expect growth momentum to continue but the industry has to deal with the very high unexpected increase in newsprint prices.

At JPL, we remain committed to providing high-quality credible content across all our media platforms and continue to focus on delivering sustainable long-term value."

...Mahendra Mohan Gupta



Group Key Highlights

Maintains market Leadership; Historic high Profitability

Print

- Print continues to enjoy higher news credibility than all other media followed by Television**
- Stable circulation across all brands despite cover price hike
- Focus on maintaining market position without chasing unprofitable growth

Reports Strong Profit Growth

Radio

- Maintained Leadership Position with 22% Volume Market Share
- Q3 Radio Digital revenue grew by 219% and 43% on YoY and QoQ basis respectively
- 44% of the total clients and 36% of New Clients on the Radio platform advertised on Radio City

Strengthens Revenue and Profit Growth

Digital

- Continued to be amongst the top 10 operators in News and Information category
- Continues to hold more than 100 Million Users and registered an annual growth of 31% in Unique Users*

Strong Bounce Back to Profitability

Outdoor & Event

- Outdoor business reports operating profit for the second consecutive quarter in a row
- Events business reports strong Revenue growth and operating profit for the quarter

Net cash and cash equivalents of more than Rs. 760 Crores at group level, despite buybacks

* Source: Comscore MMX Multi-Platform: Nov'21

** Source: Ormax Media 'Fact or Fake?' study

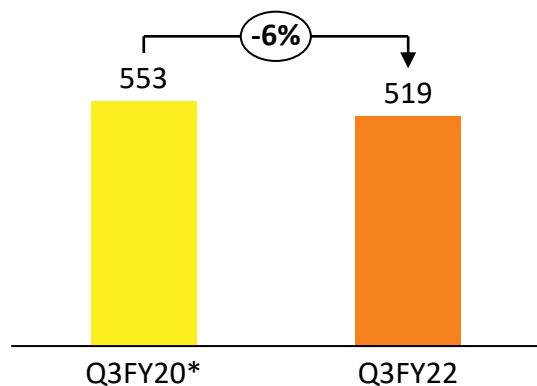
Business Performance



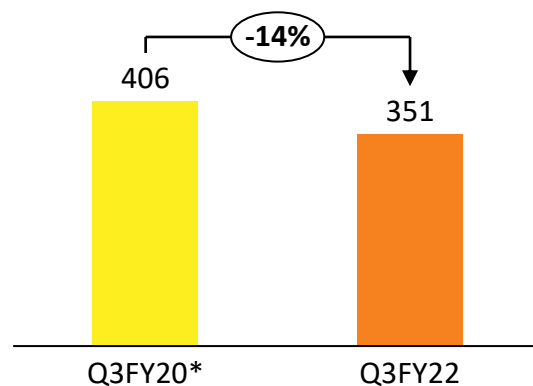
Profits cross pre-COVID levels

CONSOLIDATED

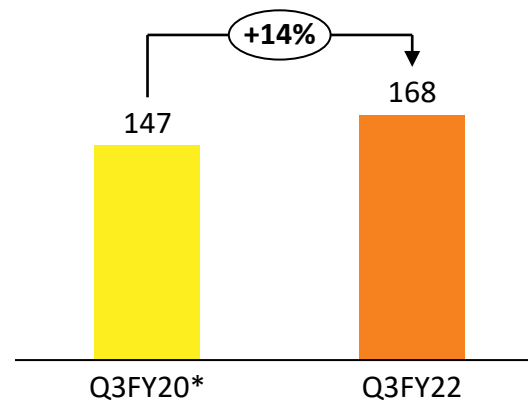
OPERATING REVENUE



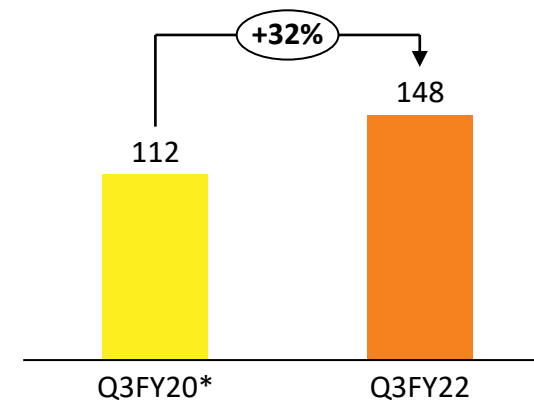
OPERATING EXPENSES



OPERATING PROFIT

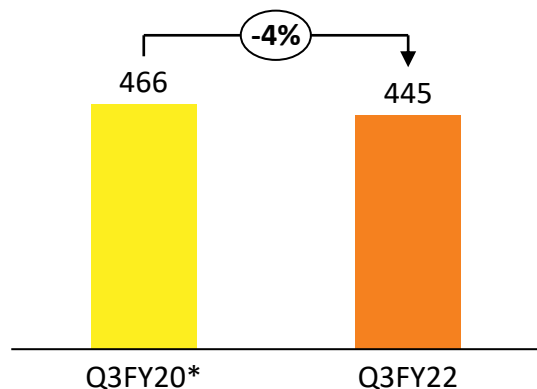


PROFIT BEFORE TAX

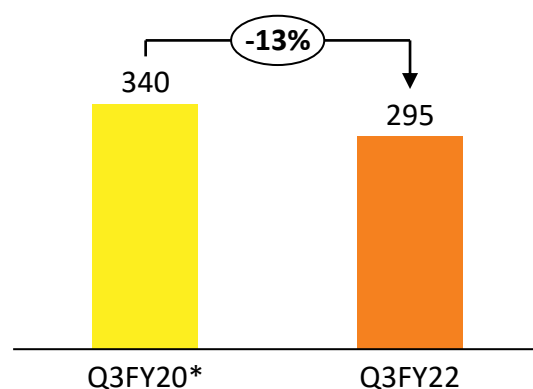


STANDALONE

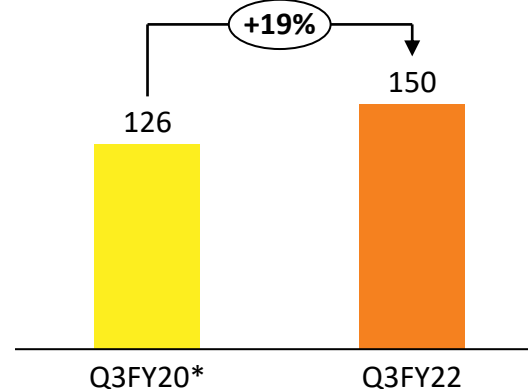
OPERATING REVENUE



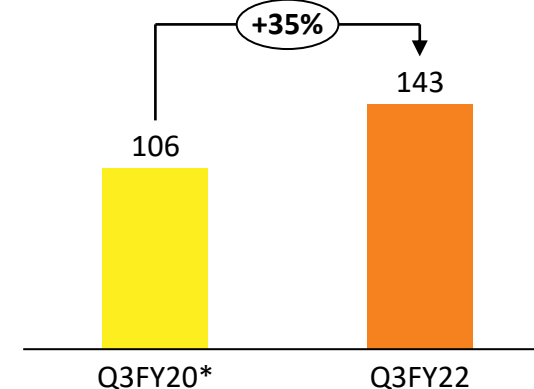
OPERATING EXPENSES



OPERATING PROFIT



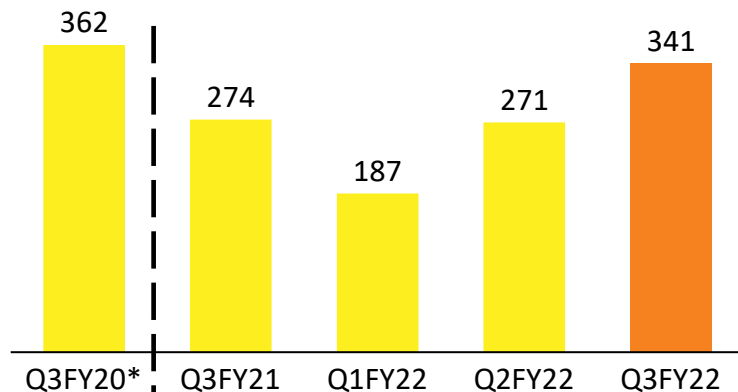
PROFIT BEFORE TAX



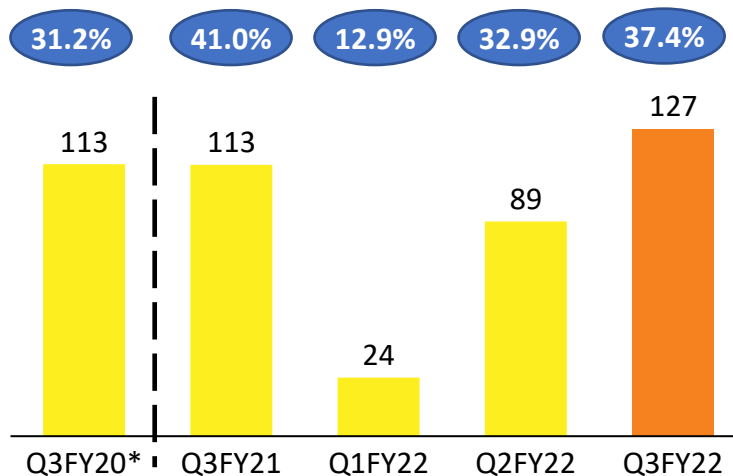
Dainik Jagran – Operating Highlights



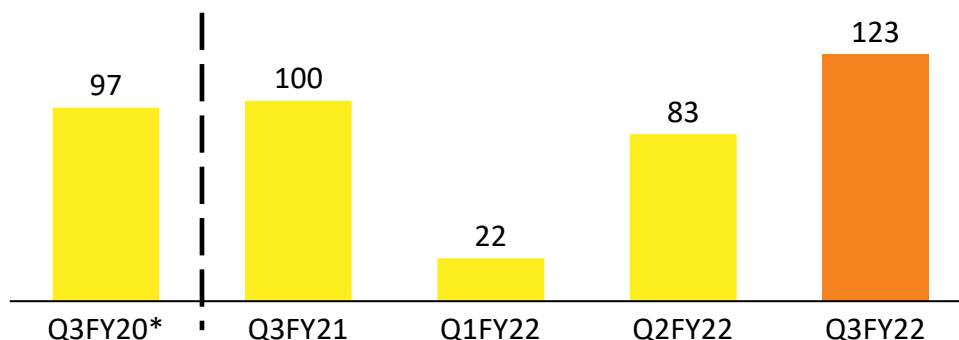
OPERATING REVENUE



OPERATING PROFIT



PROFIT BEFORE TAX



Ad volumes in Q3 reached at pre-COVID levels

Ad revenue growth driven by Government, Pharma, Household Appliances, Education, Personal Care Products, Real Estate, Banking etc

EBITDA Margins registered continuous improvement for last 3 quarters; Q3 FY22 margin at 37.4%

Net realization per copy registered early teens growth from pre-COVID levels

* Pre-COVID level – Q3FY20

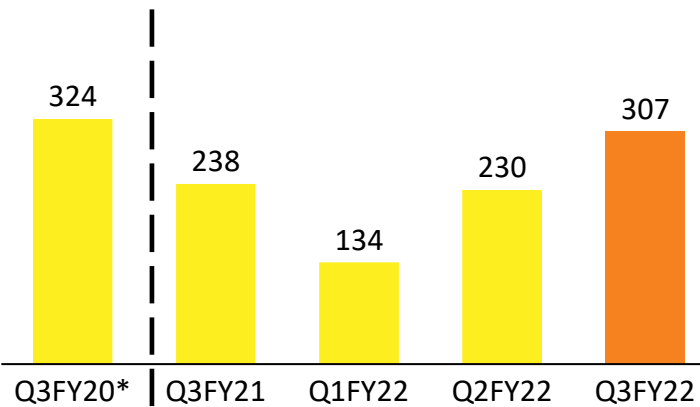
Print Business Performance

Contribution from Brands other than Dainik Jagran doubled as compared to the previous year

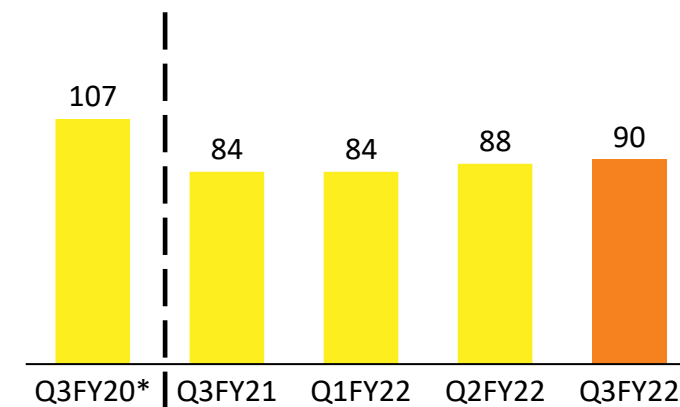
Circulation for all brands remains stable despite taking increase in cover price

Profits not only exceeded the pre-COVID level but **reached a historic high**

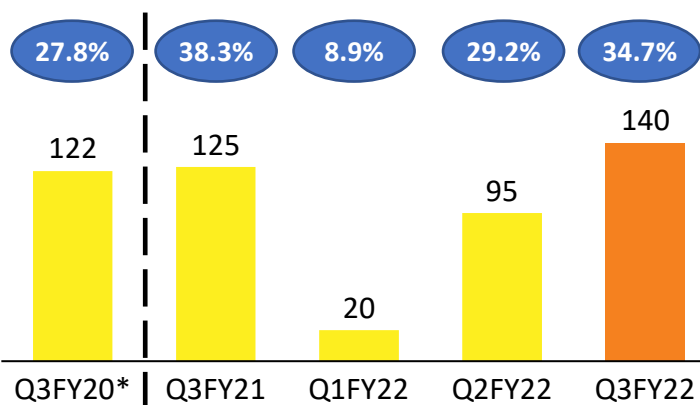
ADVERTISEMENT REVENUE



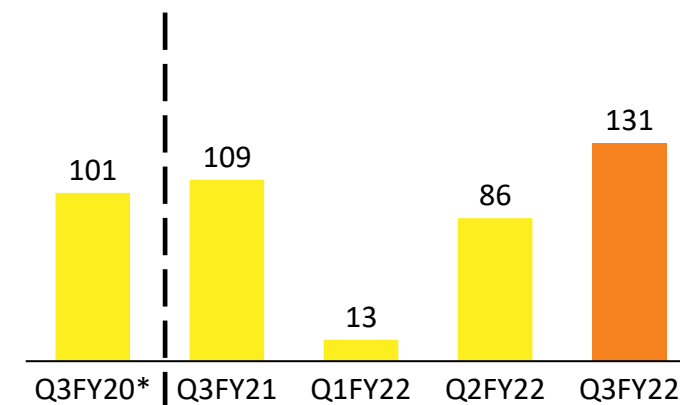
CIRCULATION REVENUE



OPERATING PROFIT



PROBIT BEFORE TAX



MBL: Operating Performance

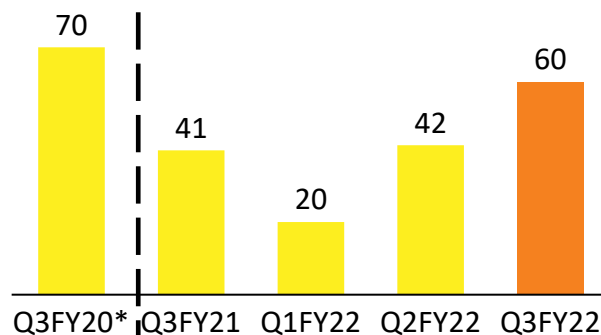
Registered a **strong growth** in EBITDA and PAT

EBIDTA margin at 36.1%
and **PAT margin at 15%**

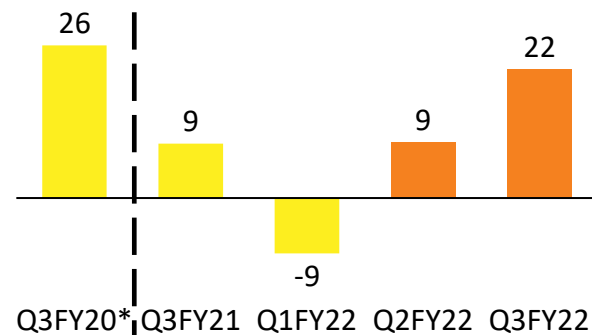
Q3 FY22 **Volume growth at 35%**; higher than Industry

Enhanced **liquidity position**
at **Rs. 248 Cr** as on 31st
December

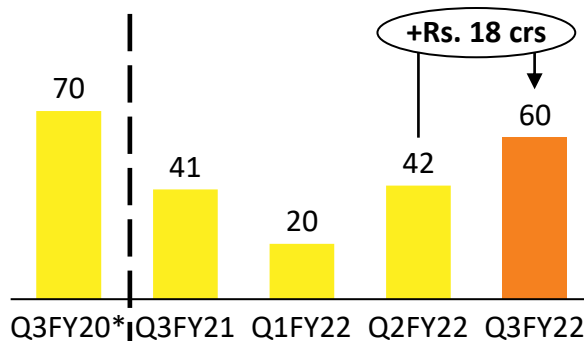
OPERATING REVENUE



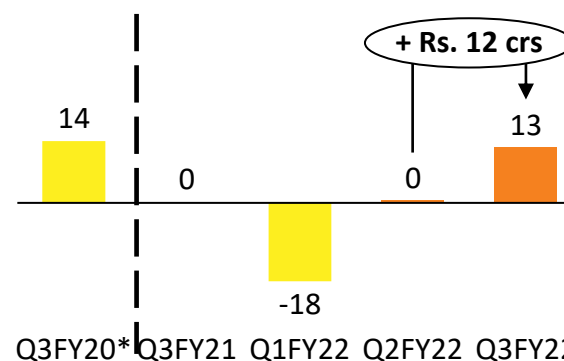
OPERATING PROFIT[^]



OPERATING REVENUE



PROFIT BEFORE TAX



High Operating leverage lead to 60% conversion of incremental revenue to profit

44% of the total clients and 36% of New clients on the Radio platform advertised on Radio City

Maintains its **leadership position at 22%*** market share in Q3FY22

Digital reach of 134 million through social media apps like Youtube, Facebook, Twitter, Instagram and Web Radio

[^]Includes Other Income

* Source: Aircheck 15 Markets

* Pre-COVID level – Q3FY20

Digital Business Performance

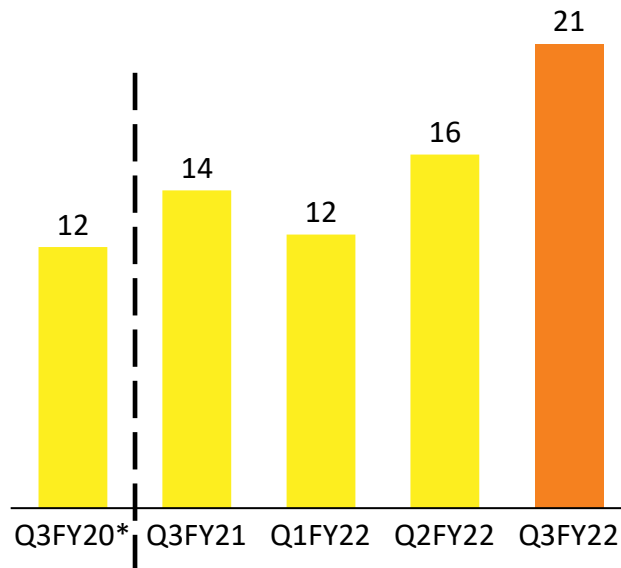


Continues to **hold more than 100 Million Users** and registered an annual growth of **31% in Unique Users***

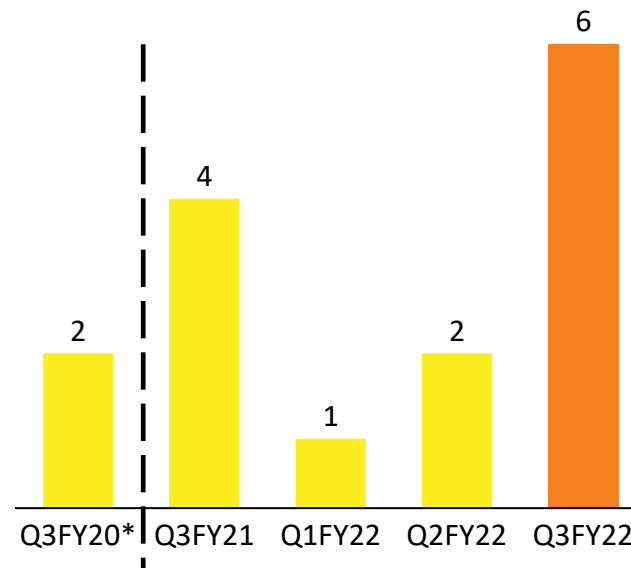
Registered revenue **growth of 78%** from Q3FY20 and **~50% growth YoY**

Operating Profit registered a **growth of 175%** from Q3FY20 and **~55% growth YoY**

OPERATING REVENUE



OPERATING PROFIT



Flagship brand, Jagran.com clocked a reach of **68 Million** unique visitors, representing an **annual growth of 27% in Unique Users** from Nov'20^

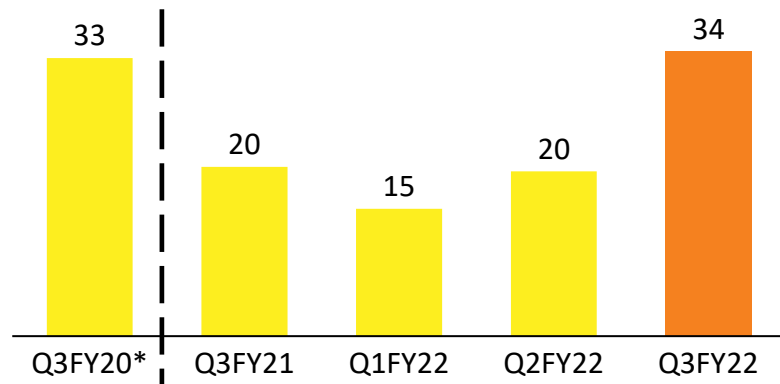
Launched **audio content 'Jagran Podcast'** and are already **close to a million plays per month**

^ Source: Comscore MMX Multi-Platform: Nov'21

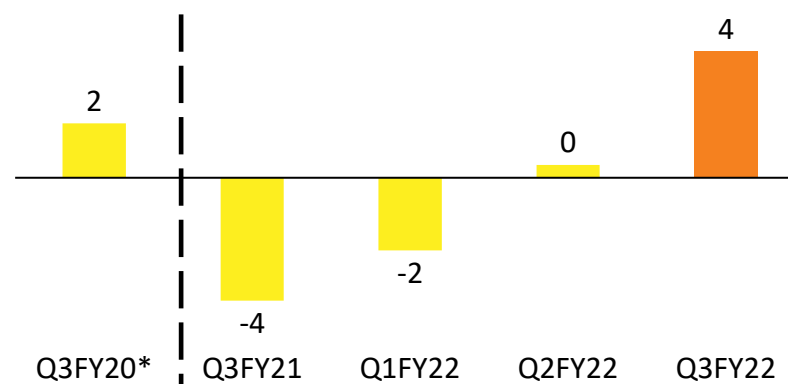
* Pre-COVID level – Q3FY20

Outdoor and Events Business Performance

OPERATING REVENUE



OPERATING PROFIT

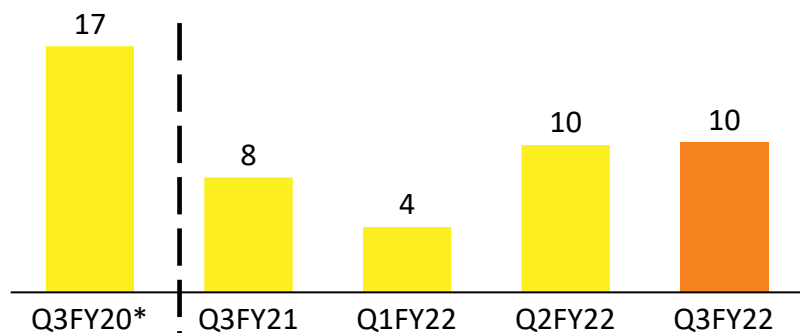


Outdoor business reported operating revenue growth of **71% on YoY** and **72% on QoQ** and reported operating profit for the **second consecutive quarter** in a row

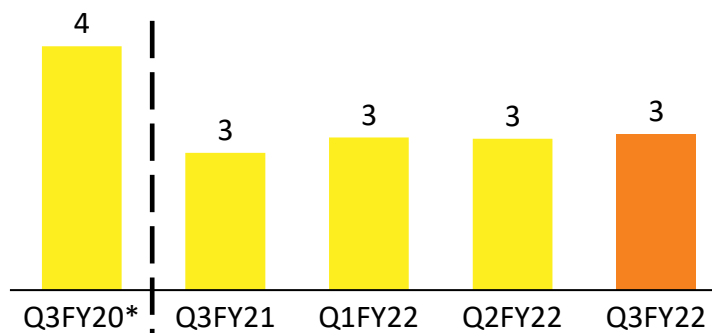
Event business witnessed a **growth of more than 60% YoY** and **recorded break-even** at operating profit level

Mid-Day Operating Performance

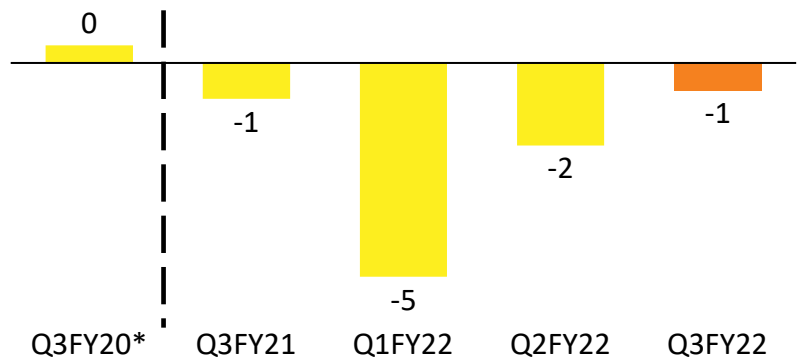
ADVERTISEMENT REVENUE



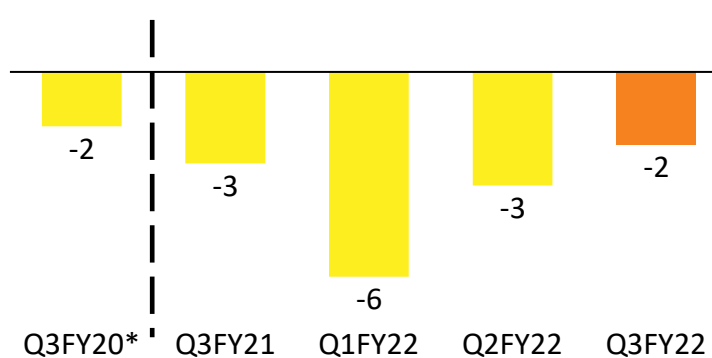
CIRCULATION REVENUE



OPERATING PROFIT



PROFIT BEFORE TAX



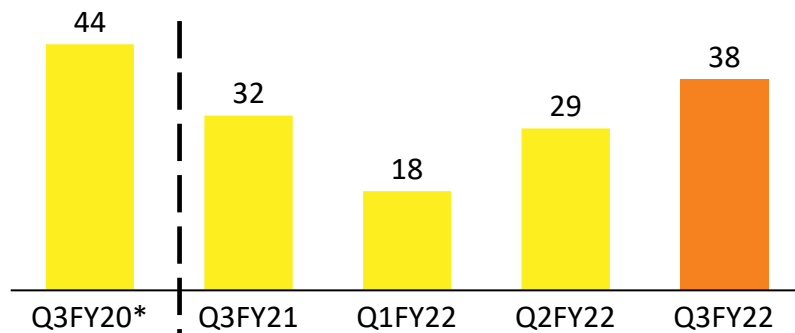
Witnessed good increase in circulation along with an increase in per copy realization

Circulation Revenue almost recovers the full cost of material

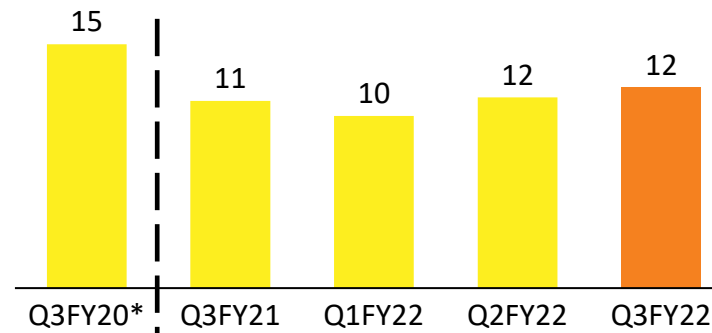
Operations impacted due to higher COVID restrictions in Mumbai, **Revenue grew by 30%** and **reduced operating losses by one-fourth** on a YoY basis

Other Publications^ Operating Performance

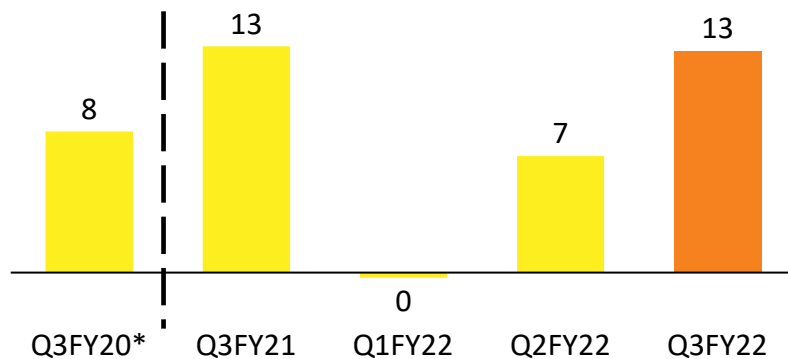
ADVERTISEMENT REVENUE



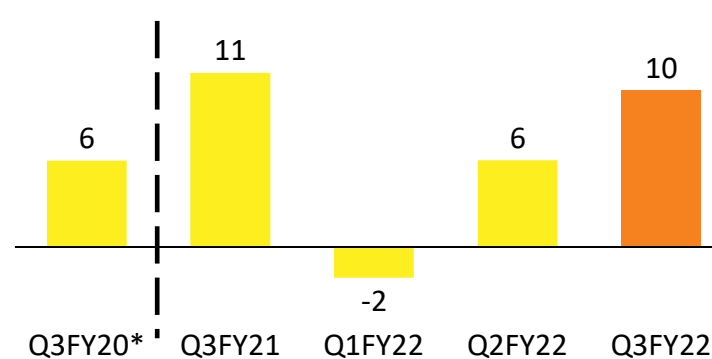
CIRCULATION REVENUE



OPERATING PROFIT



PROFIT BEFORE TAX



Per copy realization increased across all brands

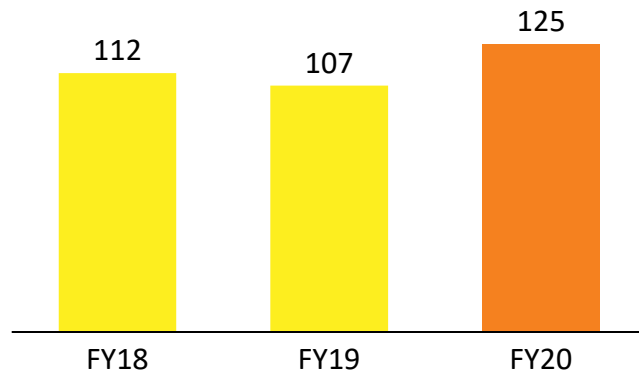
Operating Profit of Naidunia **grew by more than 90%** as compared to pre-COVID levels

Financial Performance

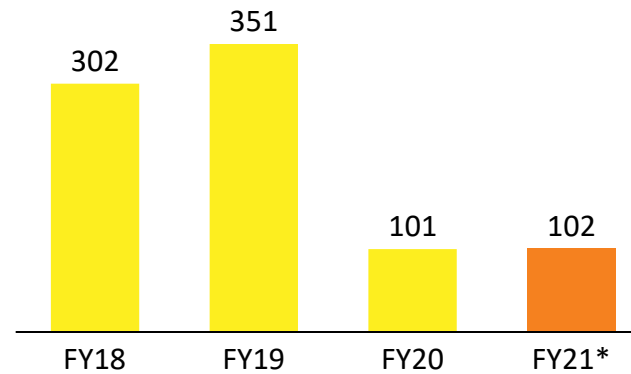


Distribution to Shareholders

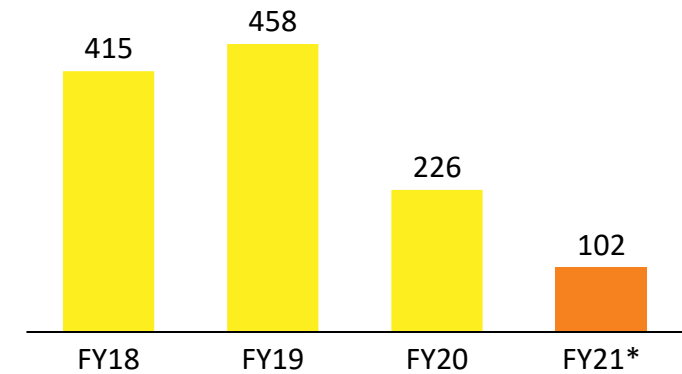
Dividend Paid



Buyback



Total Distribution to Shareholders



Distributed ~ Rs. 345 crores as dividend



Distributed ~ Rs. 856 crores through
buyback of shares



Distributed ~ Rs. 1,201 crores in form of
dividend and buyback

*Buyback announced in March 2021 closed with effect from 16th August 2021. Cumulative shares 1,75,45,728 (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)	Q3FY22	Q2FY22	Q3FY21
<u>Operating Revenue*</u>	14.29	14.21	10.94
Advertisement	10.30	10.11	7.89
Circulation	2.88	2.79	2.53
Other Operating Income	1.11	1.31	0.52
Expenses	14.87	15.97	11.70
<u>Operating Profit</u>	-0.58	-1.76	-0.76
<u>Operating Profit Margin</u>	-4.07%	-12.38%	-6.93%
Other Income	0.11	0.02	0.11
Depreciation	1.38	1.32	1.63
Interest	0.32	0.34	0.46
<u>Profit Before Tax</u>	-2.17	-3.40	-2.74
Tax	-0.60	-0.73	-0.69
<u>Profit After Tax</u>	-1.57	-2.67	-2.04
<u>Net Profit Margin</u>	-10.88%	-18.73%	-18.47%

MBL Financial Performance



Particulars (Rs. in Crs)	Q3FY22	Q2FY22	Q3FY21
Operating Revenue	59.89	42.04	40.67
Expenses	42.11	37.47	36.51
Operating Profit	17.78	4.57	4.16
Operating Profit Margin	29.69%	10.86%	10.22%
Other Income	3.88	4.79	5.02
Depreciation and Amortisation	8.20	8.20	8.24
Interest	0.66	0.66	0.83
Profit Before Tax	12.80	0.50	0.11
Tax	3.80	0.21	0.04
Profit After Tax	9.00	0.29	0.07
Net Profit Margin	14.12%	0.62%	0.16%

Operating Margin Break-up

Particulars (Rs. in Crs)	Q3FY22	Q2FY22	Q3FY21
Dainik Jagran*			
Operating Revenue	340.34	270.67	274.26
Operating Profit	127.44	89.22	112.51
Operating Margin	37.44%	32.96%	41.02%
Other Publications*			
Operating Revenue	64.78	55.21	54.03
Operating Profit	12.39	5.20	12.33
Operating Margin	19.12%	9.43%	22.81%
Digital			
Operating Revenue	20.87	15.90	14.29
Operating Profit	5.80	1.71	3.77
Operating Margin	27.78%	10.76%	26.38%
Outdoor and Event			
Operating Revenue	33.86	19.64	20.12
Operating Profit	4.02	0.40	-3.92
Operating Margin	11.89%	2.06%	-19.47%

*Excludes Digital

Consolidated Profitability Statement



Particulars (Rs. in Crs)	Q3FY22	Q3FY21	YoY	Q2FY22	QoQ	9MFY22	9MFY21	YoY
Operating Revenues	518.51	402.61	29%	402.53	29%	1,191.36	882.80	35%
<i>Advertisement Revenue *</i>	387.08	292.67	32%	287.73	35%	840.45	596.50	41%
<i>Circulation Revenue</i>	89.68	84.27	6%	87.83	2%	261.88	237.63	10%
<i>Other Operating Income</i>	41.75	25.66	63%	26.97	55%	89.03	48.68	83%
License Fees	4.97	4.73		4.75		14.29	13.83	
Raw Material	124.15	85.06		99.01		305.34	216.32	
Manpower Cost	93.36	91.21		93.56		276.90	282.65	
Other Expenses	128.09	92.29		103.84		319.74	232.12	
Operating Profit	167.94	129.32	30%	101.37	66%	275.09	137.88	100%
Operating Profit Margin	32.39%	32.12%	27 bps	25.18%	721 bps	23.09%	15.62%	747 bps
Other Income [^]	12.19	18.40		17.78		50.21	42.88	
Depreciation / Amortization	29.52	32.13		29.56		88.44	96.62	
Interest	7.88	8.21		7.94		23.85	24.51	
Share of Profits / (Losses) of Associates	0.12	0.05		-0.03		-0.01	0.31	
Exceptional Items	-5.64	4.67		0.00		-5.64	4.67	
Profit Before Tax	148.49	102.75	45%	81.62	82%	218.65	55.27	296%
Tax	38.18	25.84		20.73		54.50	12.52	
Profit After Tax	110.31	76.91	43%	60.89	81%	164.14	42.75	284%
PAT Margin	21.27%	19.10%	217 bps	15.13%	615 bps	13.78%	4.84%	894 bps
Other comprehensive income, net of income tax	0.01	0.17		0.02		-0.11	2.07	
Total comprehensive income for the period	110.32	77.08	43%	60.91	81%	164.04	44.82	266%
<i>Owners of the Company</i>	108.91	82.58		61.85		168.17	51.25	
<i>Non-controlling interest</i>	1.39	-5.67		-0.96		-4.03	-8.50	

[^]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:

- ✓ Registered a rapid growth in the News/Information category and we crossed the 100 MN benchmark with 104.65 Million Users , 417 Million Total Pages Viewed, 523 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



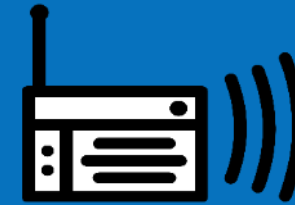
RAG RAG MEIN
DAUDE CITY.



Print



Digital



Radio



Activation



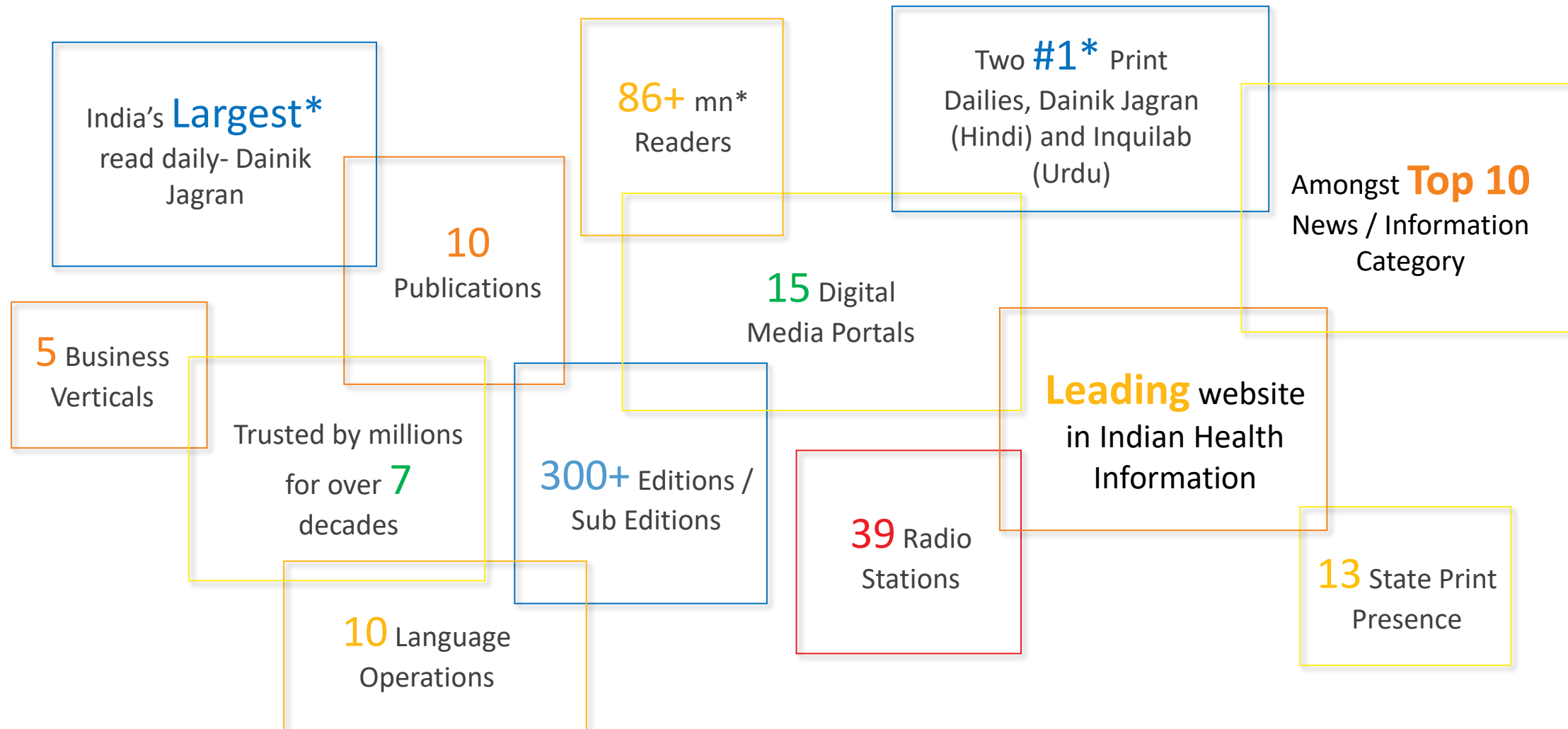
OOH

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: Nov'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 **6** Awards upon the Group during the Quarter

Jagran New Media won
2 awards

- *Mobexx Awards*
- *South Asia Digital Media Awards by WAN*

Jagran IT Team won 4
Awards

- *Trendsetter CIO 2021 Award*
- *CIO 100 Awards*
- *CIO 1000 Award*
- *IDC Industry Innovation Awards 2021*



Contact Us



Jagran Prakashan Ltd.

CIN: L22219UP1975PLC004147

Mr. Amit Jaiswal

amitjaiswal@jagran.com

www.jplcorp.in

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CIN: U74140MH2010PTC204285

Mr. Jigar Kavaiya

Contact: +91 9920602034, Email: jigar.kavaiya@sgapl.net

www.sgapl.net