

July 31, 2018

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,

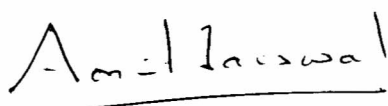
**Intimation to Stock Exchange – Investor Presentation in connection with
Un-audited Standalone and Consolidated Financial Results for the
quarter ended 30th June, 2018.**

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 the quarter ended 30th June, 2018.

Kindly take the above on your record.

Thanking You,

For Jagran Prakashan Limited





(AMIT JAISWAL)

Company Secretary & Compliance Officer

Encl.: As Above



Jagran Prakashan Limited

Q1 FY19 Result Presentation

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This Presentation has been prepared by the Company based on information and data which the Company considers reliable, but the Company makes no representation or warranty, express or implied, whatsoever, and no reliance shall be placed on, the truth, accuracy, completeness, fairness and reasonableness of the contents of this Presentation. This Presentation may not be all inclusive and may not contain all of the information that you may consider material. Any liability in respect of the contents of, or any omission from, this Presentation is expressly excluded.

Certain matters discussed in this Presentation may contain statements regarding the Company’s market opportunity and business prospects that are individually and collectively forward-looking statements. Such forward-looking statements are not guarantees of future performance and are subject to known and unknown risks, uncertainties and assumptions that are difficult to predict. These risks and uncertainties include, but are not limited to, the performance of the Indian economy and of the economies of various international markets, the performance of the industry in India and world-wide, competition, the company’s ability to successfully implement its strategy, the Company’s future levels of growth and expansion, technological implementation, changes and advancements, changes in revenue, income or cash flows, the Company’s market preferences and its exposure to market risks, as well as other risks. The Company’s actual results, levels of activity, performance or achievements could differ materially and adversely from results expressed in or implied by this Presentation. The Company assumes no obligation to update any forward-looking information contained in this Presentation. Any forward-looking statements and projections made by third parties included in this Presentation are not adopted by the Company and the Company is not responsible for such third party statements and projections

Management Commentary

Comment from Chairman and Managing Director

“After two consecutive quarters of de-growth, this quarter witnessed some growth in advertisement revenue. We were also able to pass part of increase in newsprint price to the readers in majority of our areas of operation but there were still some areas where it could not become possible due to the competitors’ not agreeing to our proposal of increasing cover prices. We expect spike in growth in H2.

Digital, Outdoor and Radio businesses deserve special mention as these businesses performed incredibly well and cumulatively contributed significantly in the company’s profit.

I hope that we will end the current fiscal with the expected growth in profits achieved at the back of higher per copy realisation coupled with high single digit growth in advertisement revenues of print business in addition to double digit growth in the above referred businesses.

I am also glad that in pursuance of the company’s policy to distribute the surplus cash, buyback of shares worth Rs.292 crores was successfully completed a few days ago and we assure that we will continue with our policy to reward our shareholders.”

...Mahendra Mohan Gupta



Reward to Shareholders



An Attractive Shareholder Return

Dividend %
(on FV)

175%

175%

100%

200%

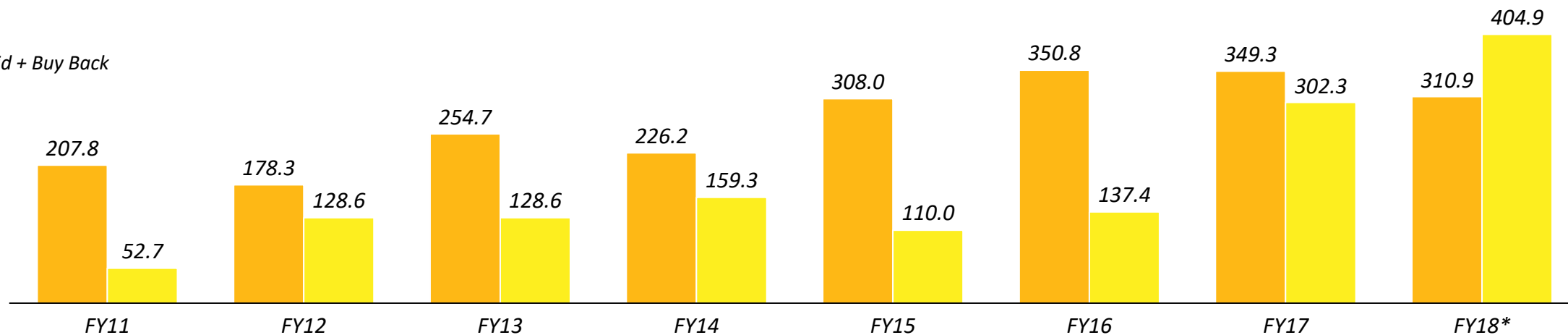
175%

150%

150%

PAT

Dividend paid + Buy Back



BUY BACK of 50L
Equity Shares at a price
of Rs. 95 per equity
share aggregating to
Rs. 47.5 Cr

BUY BACK of 1.55Cr
Equity Shares at a price
of Rs. 195 per equity
share aggregating to
Rs. 302.25 Cr

BUY BACK of 1.50Cr
Equity Shares at a price
of Rs. 195 per equity
share aggregating to
Rs. 292.50 Cr
**COMPLETED in July
2018**

- ✓ **The Board of Directors proposed a Final Dividend of Rs. 3.0 per share (150% of the FV) for year ended 31st March 2018**
- ✓ **Distributed Rs. 1,114 Crs in form of Dividend and Share Buyback over the last 5 years**

Total dividend of Rs. 3 per share declared in FY17-18 (for FY16-17) to be paid in FY17-18, hence included in FY18 figure

Note: Dividend paid is as per cash flow statement * Dividend proposed for FY17-18, will be paid in FY18-19, hence not included in FY18 figure

MBL Continues Group's philosophy of REWARDING

- Continuing the Group's philosophy to reward Shareholders
- Promoters & Key Managerial Personnel will NOT participate in Buy Back
- Buy Back Route
 - Open Market
 - Price upto Rs. 385

Particulars	INR
Price Upto (per share)	Rs. 385
Buy Back Amount	Rs. 57 Crs

Particulars	Amount (in Rs. Crs)	Remarks
Investment, Cash & Bank (As on March 18)	232	Available for future Inorganic Expansion
Net Worth (As on March 18)	600	Robust Net Worth to support inorganic expansion through leverage, <u>if required</u>

Key Highlights Q1 FY19

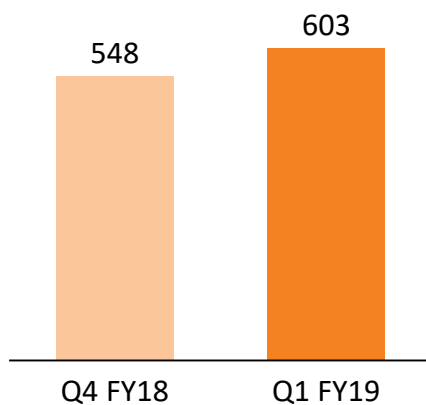


Consolidated Quarterly Performance

Revenue

In Rs. Crs

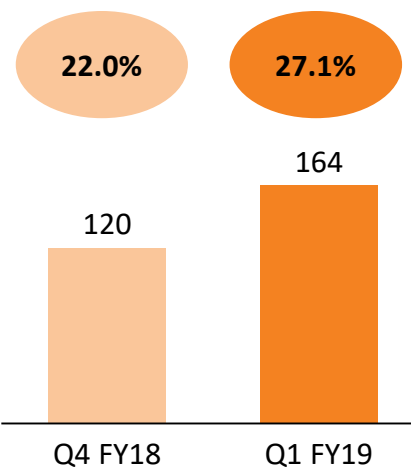
Growth of
10%



EBITDA & Margins

In Rs. Crs

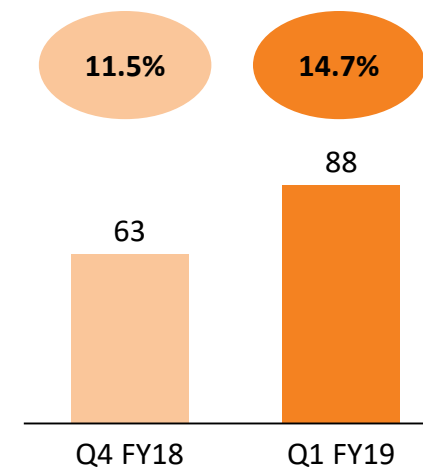
Growth of
36%



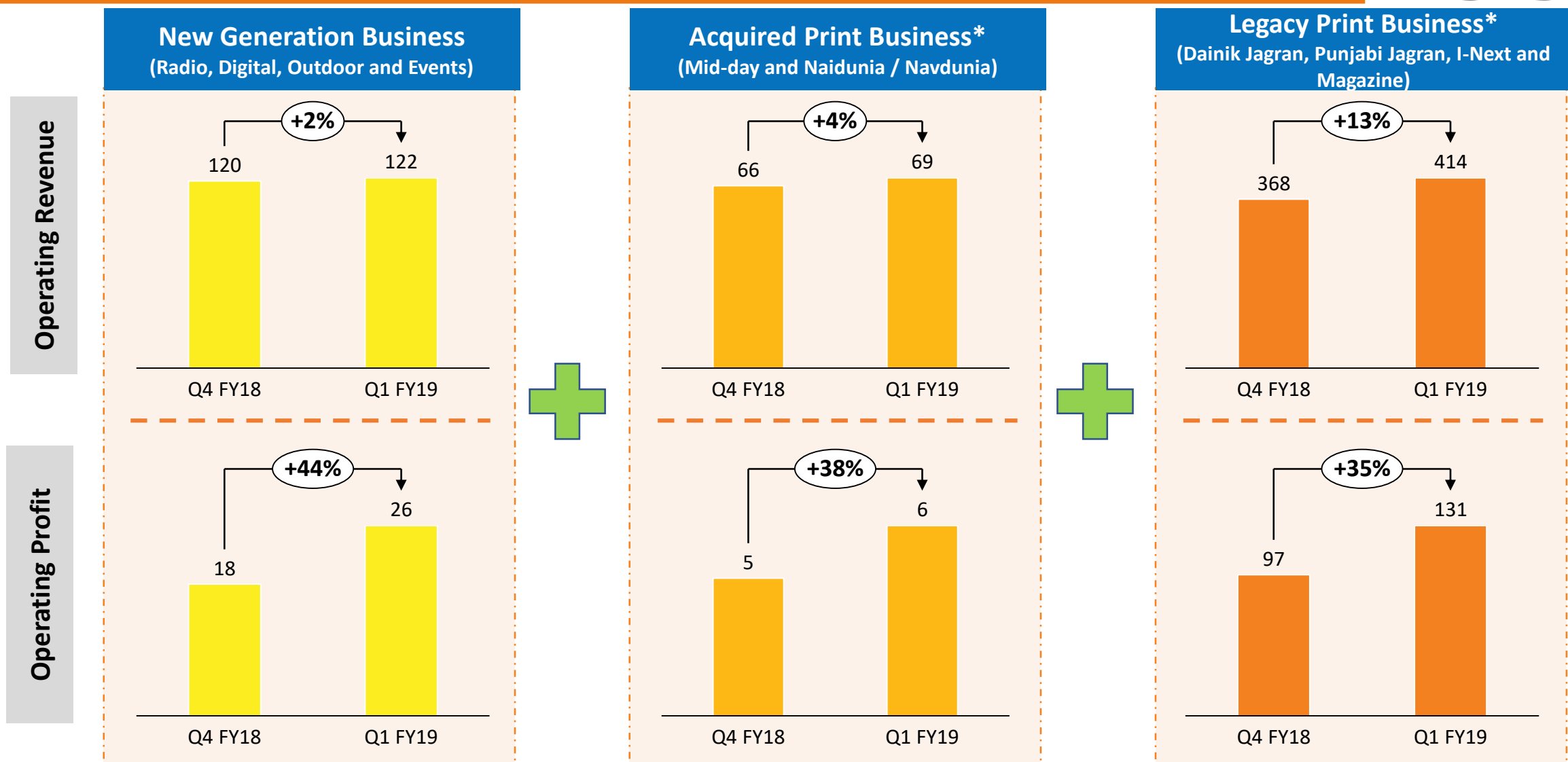
PAT & Margins

In Rs. Crs

Growth of
41%



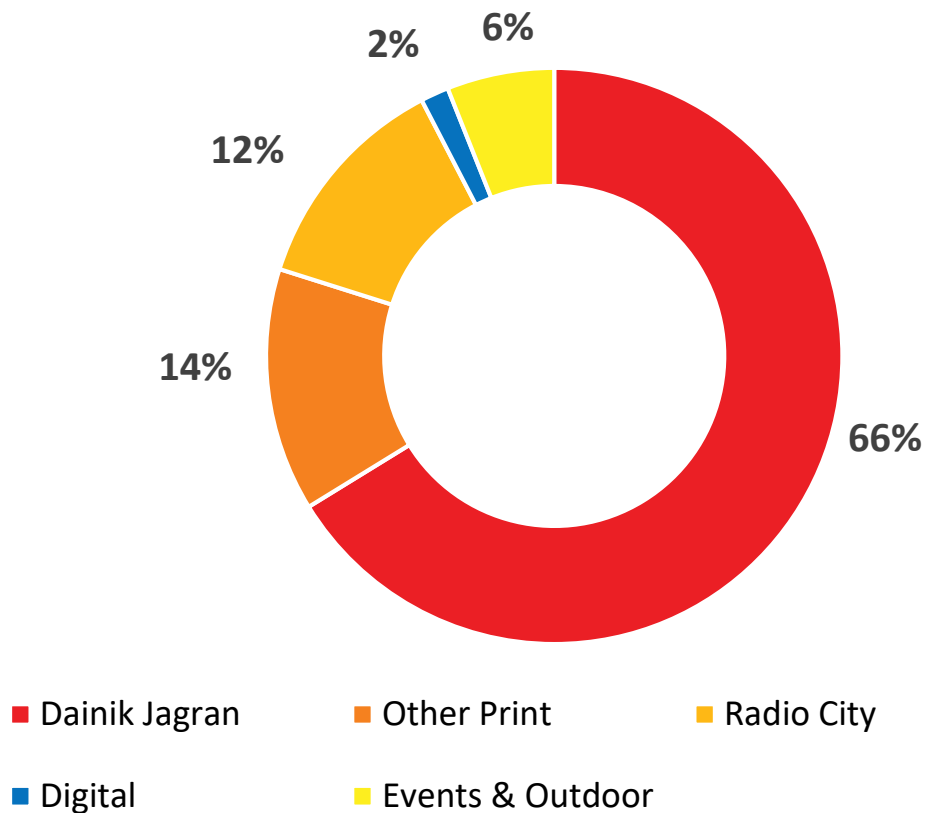
Continuing Profitable Growth in all Businesses



*These figures are muted to the extent of GST @ 5% which was paid to Govt. out of Advertising Revenue, prior to Q2 FY18 there was no GST on Advertising Revenue

De-Risked Business Model

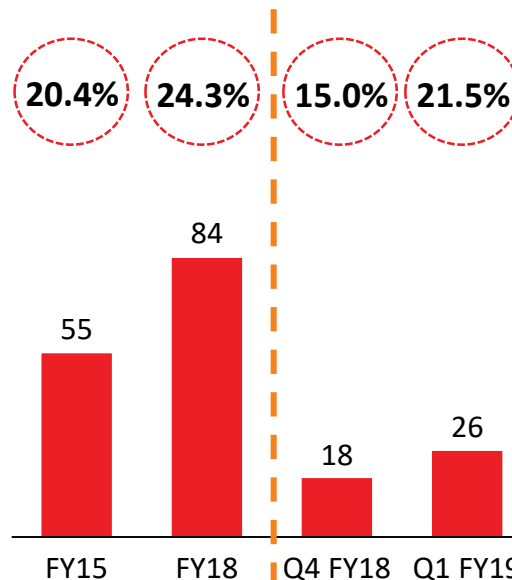
Revenue Breakup – Q1 FY19



New Generation Businesses
Revenue Contribution:

~20%

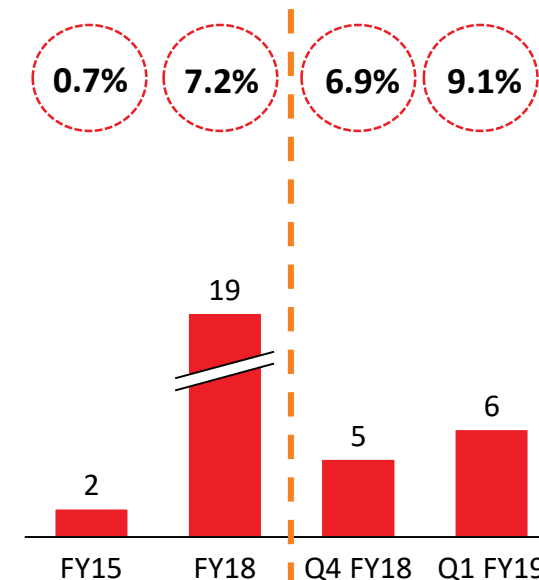
Operating Profit & Margins



Mid-Day and Nai Dunia
Revenue Contribution:

~11%

Operating Profit & Margins

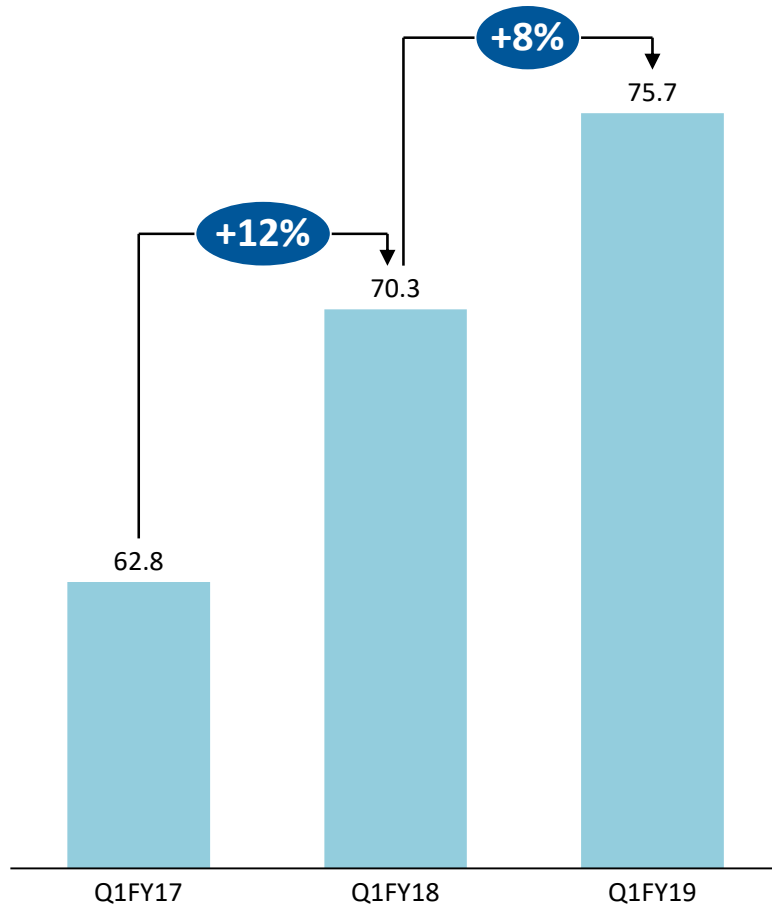


NEW GENERATION MEDIA



MBL - CONSISTENT Revenue Growth

In Rs. Crs



Q1FY19 : Revenue Growth

Yield:

- Rate hike implemented in all 12 core markets in Q1FY19

Inventory:

- Drop in variance between Peak & Non Peak time bands in Legacy Markets
- Improving Utilizations in Phase III Markets

Business Strategy:

- Reaping benefits of geographical expansion and diversified market penetration

Future Outlook

Inorganic Growth:

- Kolkata Acquisition* – Enhances reach footprint from 62% to 72%
- Pursuit of inorganic growth to continue with focus on expanding the reach rather than deepening the presence

Business Strategy:

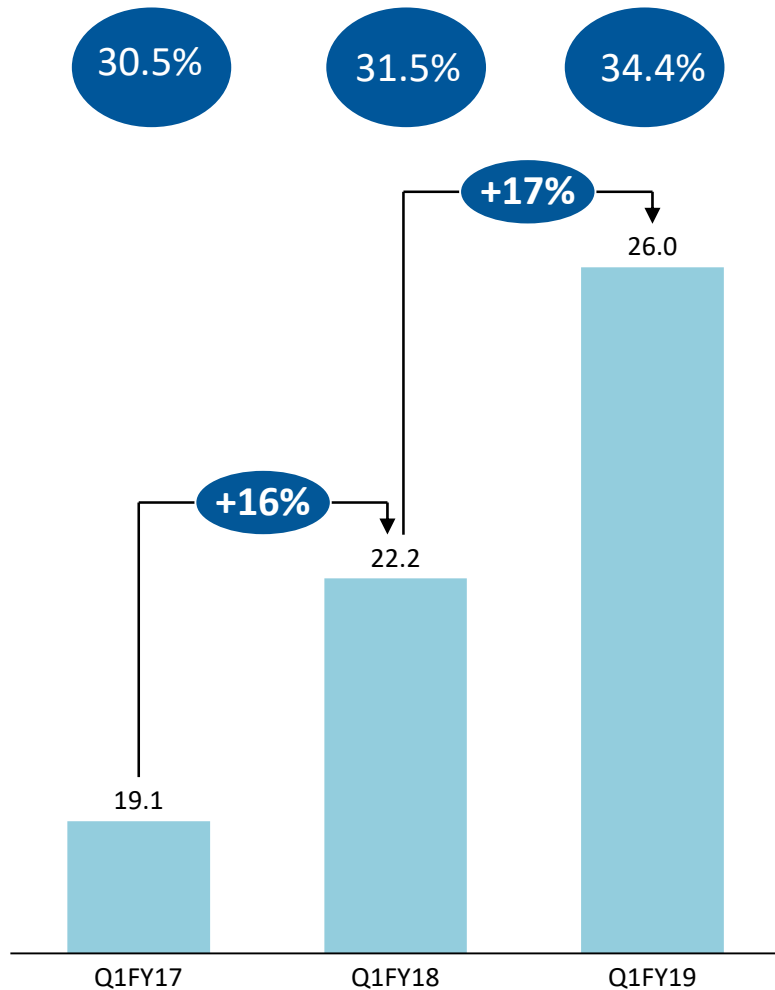
- Legacy Markets growth to continue through a mix of yield improvement & inventory optimization
- Revenue Contribution from Phase III Markets to grow disproportionately

*Subject to MIB approvals

MBL-Continuing OUTPERFORMANCE in Operating Profits

In Rs. Crs

Q1FY19 : Operating Profit



Improvement in Margins:

- ~300 basis point improvement in EBITDA margins

Outlook:

- Sustainable Margins of over 33% on annual basis

Legacy Markets:

- Yield and inventory improvement with fixed cost model translating into operating leverage

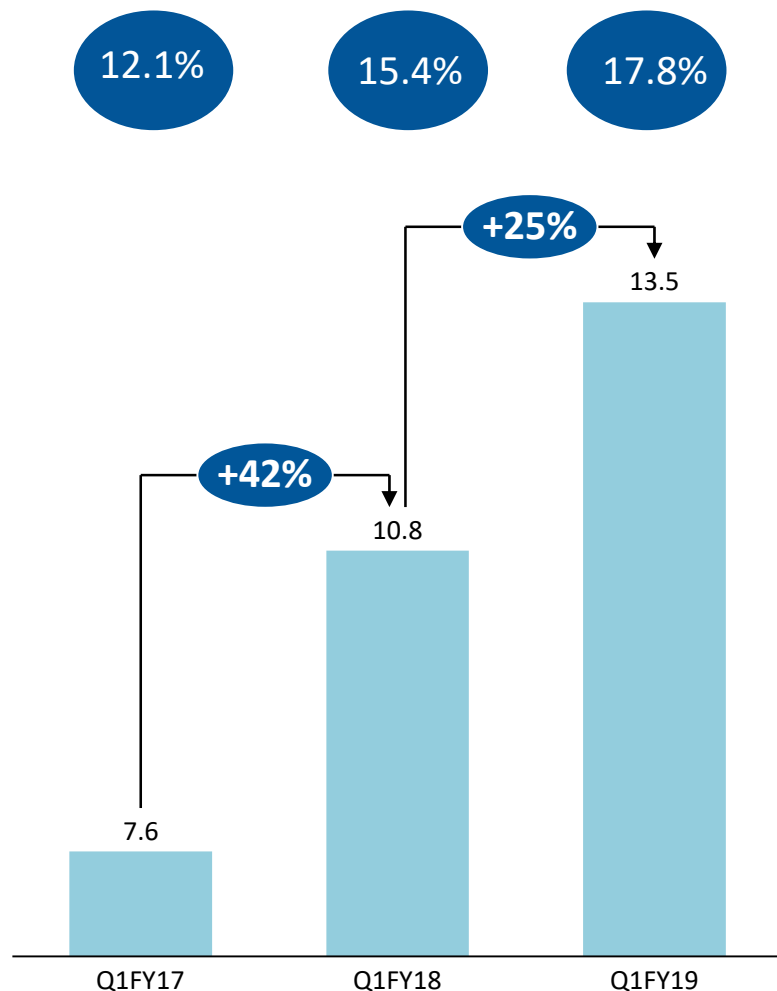
Phase III Markets:

- Earlier than anticipated positive contribution to EBITDA

MBL - Half of Operating Profits translating into PAT

In Rs. Crs

Q1FY19 : PAT



Business Strategy:

- Efficient reach expansion & optimum capital allocation for Phase III

Improvement in Margins:


- ~240 basis point improvement in PAT Margins


Outlook:


- Operating leverage will continue to sustain fast paced PAT growth


Radio Digital Performance

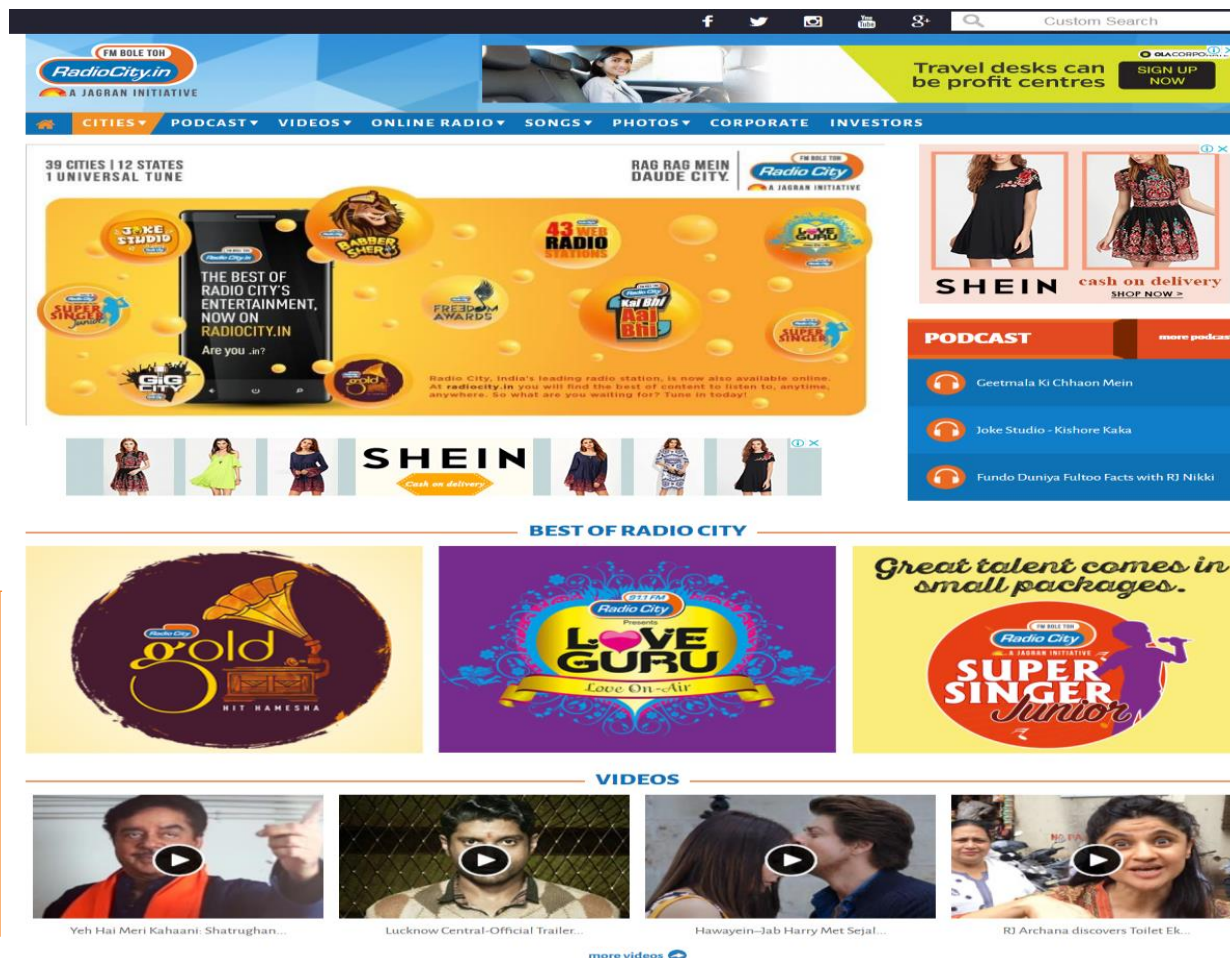
 52 Radio stations in 11 languages & 900+ playlists have generated a listenership of 44.3 Million

 3.95 Mn Likes

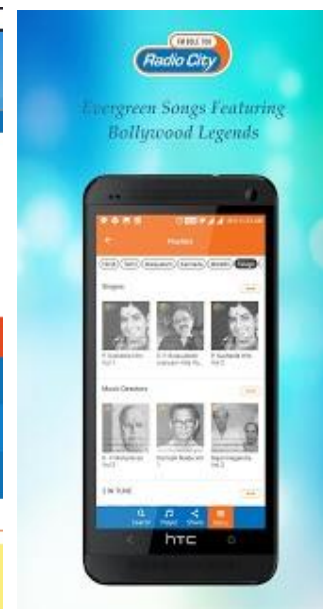
 3.15 Lac Followers

 0.63 Lac Followers

 66.2 Mn Views




Web Presence



Applications Launched:



 **Facebook** - Vidoooly ranked Radio City no.1 against Radio Competition

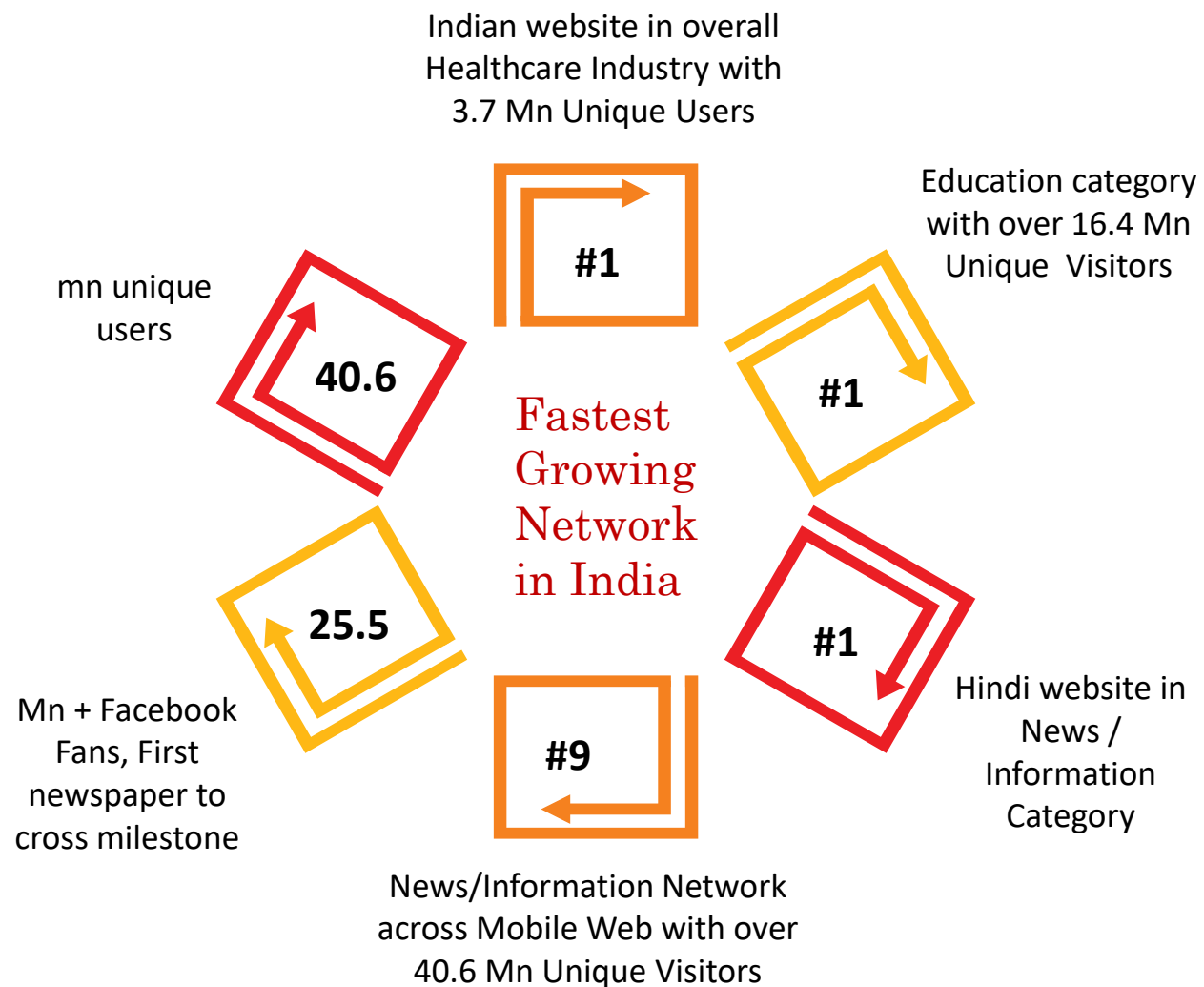
 **Twitter** - Gig City featured in the Top 10 India trends on Twitter

Over 4.4 Lac Installs

Digital – Investing to Build leadership

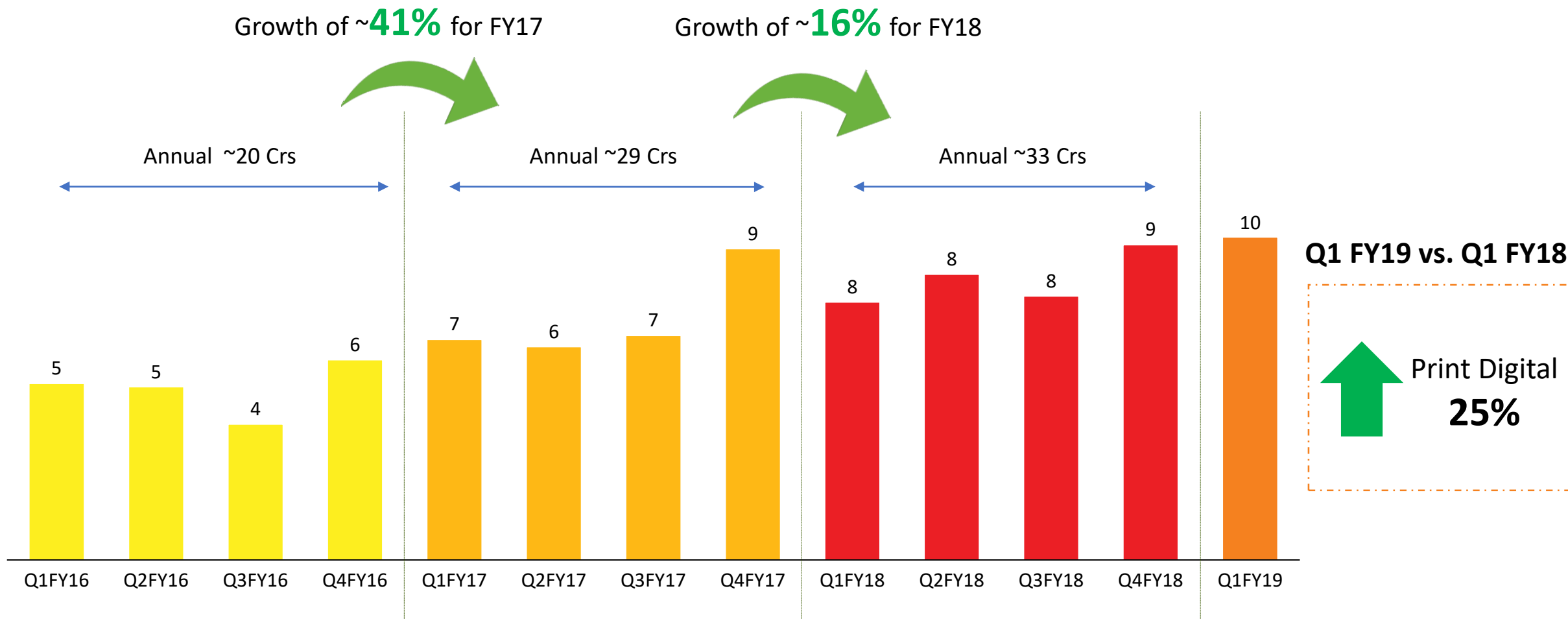
Our Digital Media Portfolio

- For the quarter ended June 2018
growth in Digital Topline
 - ✓ 25% YoY Growth at Rs. 9.56 Crs
- Unique mn users on Multiplatform:
 - ✓ 40.6 mn
 - ✓ QoQ Growth of 26%



Digital Business showing Highest Industry Growth

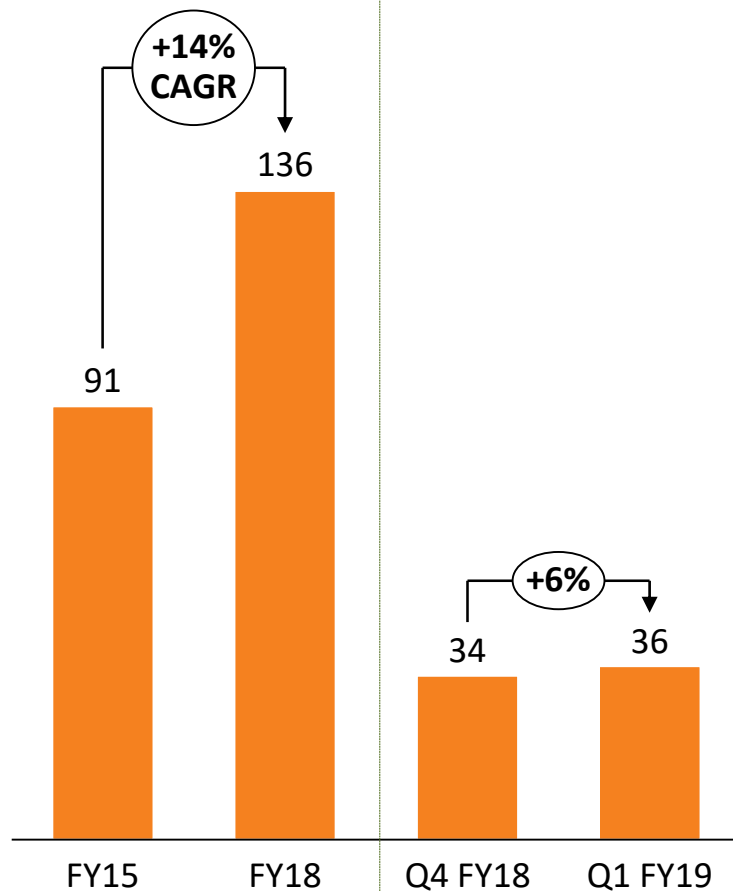
Digital Revenues of Print Business



Performance of Outdoor & Events Business

Operating Revenue

In Rs. Crs



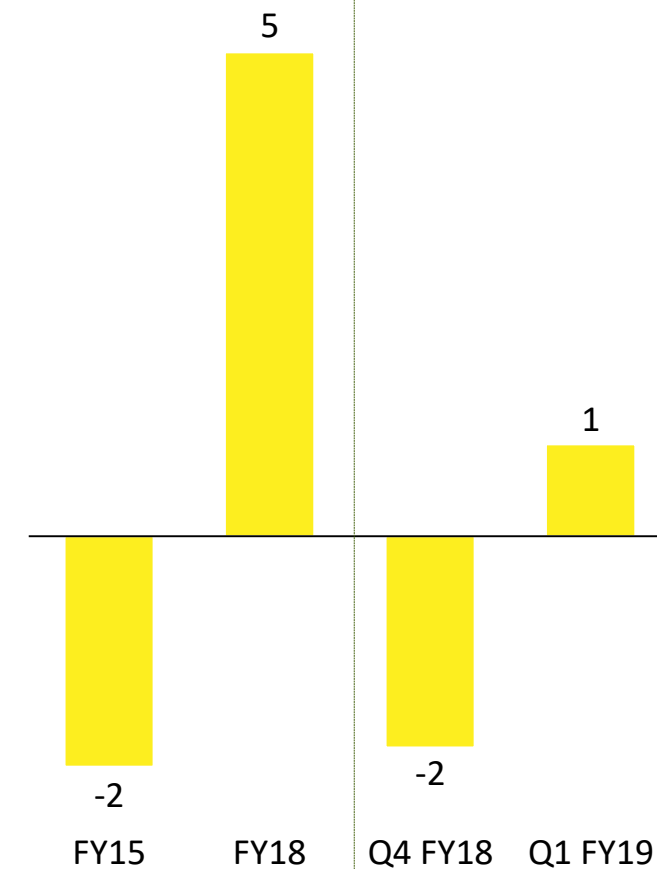
Highlights

Jagran Engage

- ✓ Expanded its footprint in West by acquiring lease assets in Pune
- ✓ Awarded 2 year media rights for Aligarh City

Operating Profit

In Rs. Crs





PRINT MEDIA



We are Numero Uno Because ...



Our Leadership position is built on Long Term Sustainable Relationships



Business Strategy is Stable and Consistent

We do not chase growth through Aggressive Marketing Gimmicks

YET WE ARE No. 1

JPL Hindi Publications*
77 mn readers

Dainik Jagran is India's **#1** Daily^

Ahead of peers both in terms of
Readership & Circulation

No 1 website in Education Category and in overall Healthcare Industry

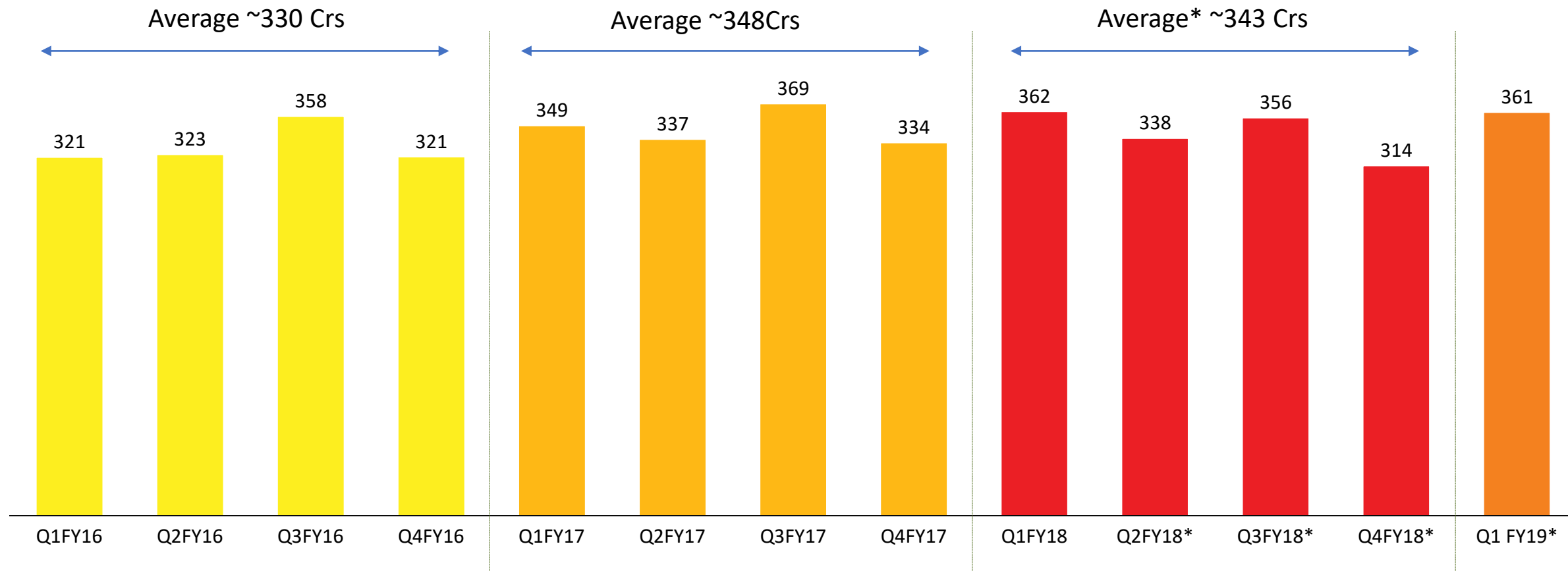
Radiocity ranked 1 in Mumbai, Bengaluru and Delhi under **"Top of Mind"** brand recall with **52.5 mn** listenership in 23 Cities

*Dainik Jagran and Nai Dunia (incl. Nav Dunia) as per IRS 2017

^IRS 2017, AZ Research, ABC Jan – June 17

Sustainable Revenues in Print Business...

In Rs. Crs

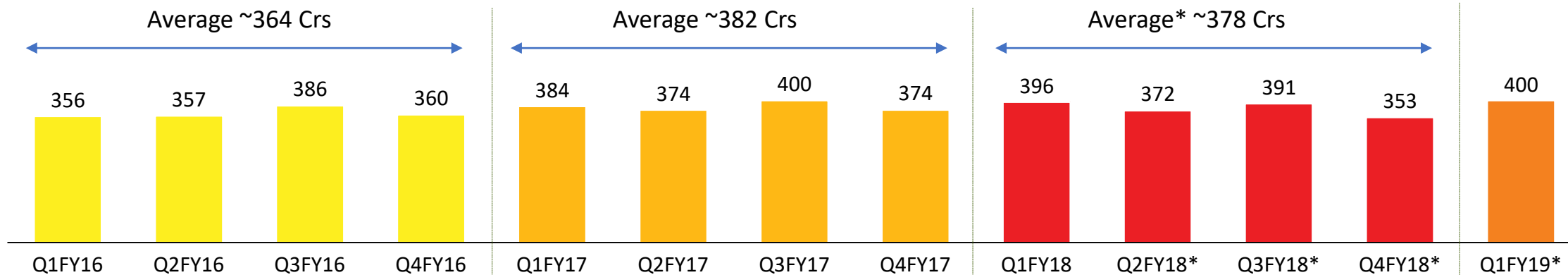


*These figures are muted to the extent of GST @ 5% which was paid to Govt. out of Advertising Revenue, prior to Q2 FY18 there was no GST on Advertising Revenue

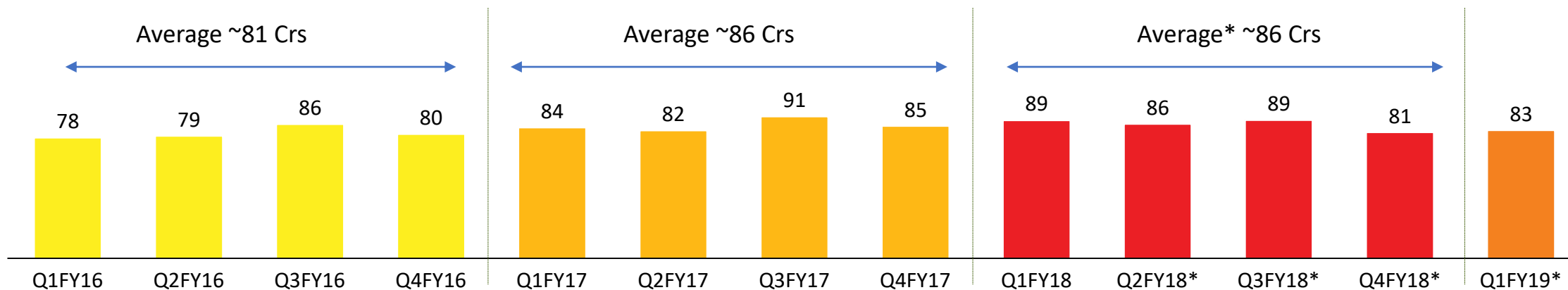
...with Sustainable Average Quarterly Operating Revenue

In Rs. Crs

Dainik Jagran



Other Publications



*These figures are muted to the extent of GST @ 5% which was paid to Govt. out of Advertising Revenue, prior to Q2 FY18 there was no GST on Advertising Revenue

Financial Performance



Mid-day Financial Performance

Particulars (Rs. in Crs)	Q1 FY19	Q4 FY18	Q1 FY18
<u>Operating Revenue</u>	27.83	27.68	30.93
Advertisement	21.31*	19.89*	23.18
Circulation	5.98	6.90	6.81
Other Operating Income	0.68	0.89	0.74
Expenses	24.52	25.24	26.02
<u>Operating Profit</u>	4.78	4.09	6.22
<u>Operating Profit Margin</u>	17.07%	14.79%	20.24%
Other Income	-0.14	0.00	0.20
Depreciation	1.27	1.60	1.49
Interest	0.06	0.05	0.02
<u>Profit Before Tax</u>	3.31	2.45	4.91
Tax	0.84	1.59	1.79
<u>Profit After Tax</u>	2.47	0.86	3.12
<u>Net Profit Margin</u>	8.88%	3.10%	10.09%

*These figures are muted to the extent of GST @ 5% which was paid to Govt. out of Advertising Revenue, prior to Q2 FY18 there was no GST on Advertising Revenue

MBL Financial Performance

Particulars (Rs. in Crs)	Q1 FY19	Q4 FY18	Q1 FY18
<u>Operating Revenue</u>	75.68	75.93	70.31
Expenses	49.63	48.57	48.14
<u>Operating Profit</u>	26.05	27.36	22.17
<u>Operating Profit Margin</u>	34.42%	36.03%	31.53%
Other Income	2.42	5.40	4.67
Depreciation	6.74	6.67	6.40
Interest	1.37	3.37	3.86
<u>Profit Before Tax</u>	20.36	22.72	16.58
Tax	6.86	6.46	5.74
<u>Profit After Tax</u>	13.50	16.26	10.84
<u>Net Profit Margin</u>	17.29%	19.99%	14.46%

Operating Margin Break-up

Particulars (Rs. in Crs)	Q1 FY19	Q4 FY18	Q1 FY18
<u>Dainik Jagran*</u>			
Operating Revenue	400.46^	352.74^	395.64
Operating Profit	133.15	96.75	131.26
Operating Margin	33.25%	27.43%	33.18%
<u>Other Publications*</u>			
Operating Revenue	81.99^	80.73^	88.46
Operating Profit	3.99**	5.23	8.96
Operating Margin	4.86%	6.48%	10.13%
<u>Digital</u>			
Operating Revenue	9.56	9.33	7.69
Operating Profit	-0.68	-7.10	-3.45
Operating Margin	-7.06%	-76.07%	-44.89%
<u>Outdoor and Event***</u>			
Operating Revenue	36.44	34.46	35.31
Operating Profit	0.92	-2.13	2.24
Operating Margin	2.54%	-6.18%	6.34%

^ These figures are muted to the extent of GST @ 5% which was paid to Govt. out of Advertising Revenue, prior to Q2 FY18 there was no GST on Advertising Revenue

* Excludes Digital; ** Primarily due to lower performance of I-Next

*** Q4FY18 had some provisioning for certain government debts resulting in operating loss

Consolidated Profitability Statement



Rs In Cr	Q1 FY19	Q1 FY18	YoY	Q4 FY18	QoQ	FY18
Revenues	602.6	591.3	2%	548.0	10%	2,304.0
<i>Advertisement Revenue *</i>	445.3	439.2	1%	397.4	12%	1,697.2
<i>Circulation Revenue</i>	109.7	108.6	1%	107.4	2%	432.6
<i>Others</i>	47.5	43.5	9%	43.2	10%	174.2
License Fees	5.3	5.2		5.3		21.3
Raw Material	175.4	169.8		160.0		664.1
Manpower Cost	104.1	99.2		102.1		400.3
Other Operating Expenses	154.2	155.9		160.1		635.2
Operating Profit	163.6	161.2	1%	120.4	36%	583.1
Operating Profit Margin	27%	27.3%		22.0%		25.3%
Other Income^	4.9	12.0		11.3		46.7
Depreciation / Amortization	30.7	32.8		35.0		136.1
Interest	3.1	7.2		4.9		27.1
Profit Before Tax	134.7	133.3	1%	91.8	47%	466.7
Tax	46.3	44.6		29.1		155.7
Profit After Tax	88.4	88.7	0%	62.7	41%	310.9
Share of Profits / (Losses) of Associates	0.0	0.0		0.0		0.0
Minority Interest	0.0	0.0		0.0		0.0
Profit After Minority Interest	88.4	88.7	0%	62.8	41%	311.0
PAT Margin after Minority Interest	15%	15.0%		11.5%		13.5%
Other comprehensive income, net of income tax	0.1	-0.6		1.1		-0.4
Total comprehensive income for the period	88.4	88.1	0%	63.8	39%	310.6

^Net of Exchange Fluctuation Gain / Loss

* Represents advertisement revenue from print, radio and digital

Consolidated Balance Sheet



ASSETS (Rs. In Cr)	Mar-18	Mar-17	EQUITY AND LIABILITIES (Rs. In Cr)	Mar-18	Mar-17
Non-Current Assets	2,051.3	2,154.2	Equity and Liabilities	2,287.1	2,391.2
Property, plant and equipment incl. CWIP	525.7	656.1	Equity share capital	62.3	65.4
Investment Property	90.8	0.0	Equity attributable to owners of the Company	1,977.4	2,089.5
Goodwill	337.7	337.7	Non-controlling interest	247.4	236.3
Other intangible assets	534.2	574.0			
Investments in associates accounted for using the equity method	5.8	5.8	Non-current liabilities	270.3	264.3
Financial Assets			Financial liabilities		
i. Investments	470.7	499.6			
ii. Other financial assets incl. Loans	29.6	29.3	i. Borrowings	50.0	50.2
Deferred tax assets (net)	19.7	26.9	ii Employee benefit obligations	20.4	17.0
Non Current Tax Assets	19.0	2.6	Deferred tax liabilities (net)	199.9	197.1
Other non-current assets	18.0	22.1			
Current assets	940.5	1,084.3	Current liabilities	434.4	583.1
Inventories	66.4	93.5	Financial liabilities		
Financial assets					
i. Investments	46.3	29.3	i. Borrowings	97.6	83.2
ii. Trade receivables	606.8	515.8	ii. Trade payables	133.5	146.7
iii. Cash and cash equivalents	53.8	166.7	iii. Other financial liabilities	117.2	287.6
iv. Bank balances other than (iii) above	63.9	182.4	Employee benefit obligations	4.7	5.0
Other financial assets incl. Loans	46.5	35.4	Current tax liabilities (net)	17.3	0.0
Current tax assets (net)	0.0	12.9	Other current liabilities	64.0	60.6
Other current assets incl. Assets classified as held for sale	56.9	48.4			
Total assets	2,991.8	3,238.6	Total equity and liabilities	2,991.8	3,238.6

Group Introduction



Group Introduction

Value Proposition

PRINT



Undisputed LEADER:

- ✓ Dainik Jagran leads the IRS 2017 rankings with a total readership of **7 Cr**
- ✓ Naiduniya makes a debut **amongst Top 10 publication** as per IRS 2017

RADIO



Strong GROWTH Potential:

- ✓ Reaping benefits of geographical expansion and diversified market penetration
- ✓ Yield & inventory improvement with fixed cost model translating into operating leverage
- ✓ Enhances reach footprint from 62% to 72% through acquisition of Friends FM*

DIGITAL



FASTEST growing media:

- ✓ Print Digital grew by **25% in Q1 FY19 YoY**
- ✓ On path to achieve **Break-even at Operating level**

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



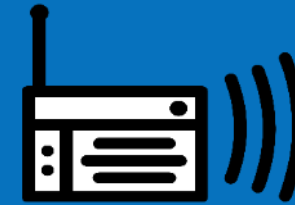
RAG RAG MEIN
DAUDE CITY.



Print



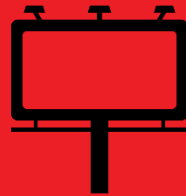
Digital



Radio



Activation



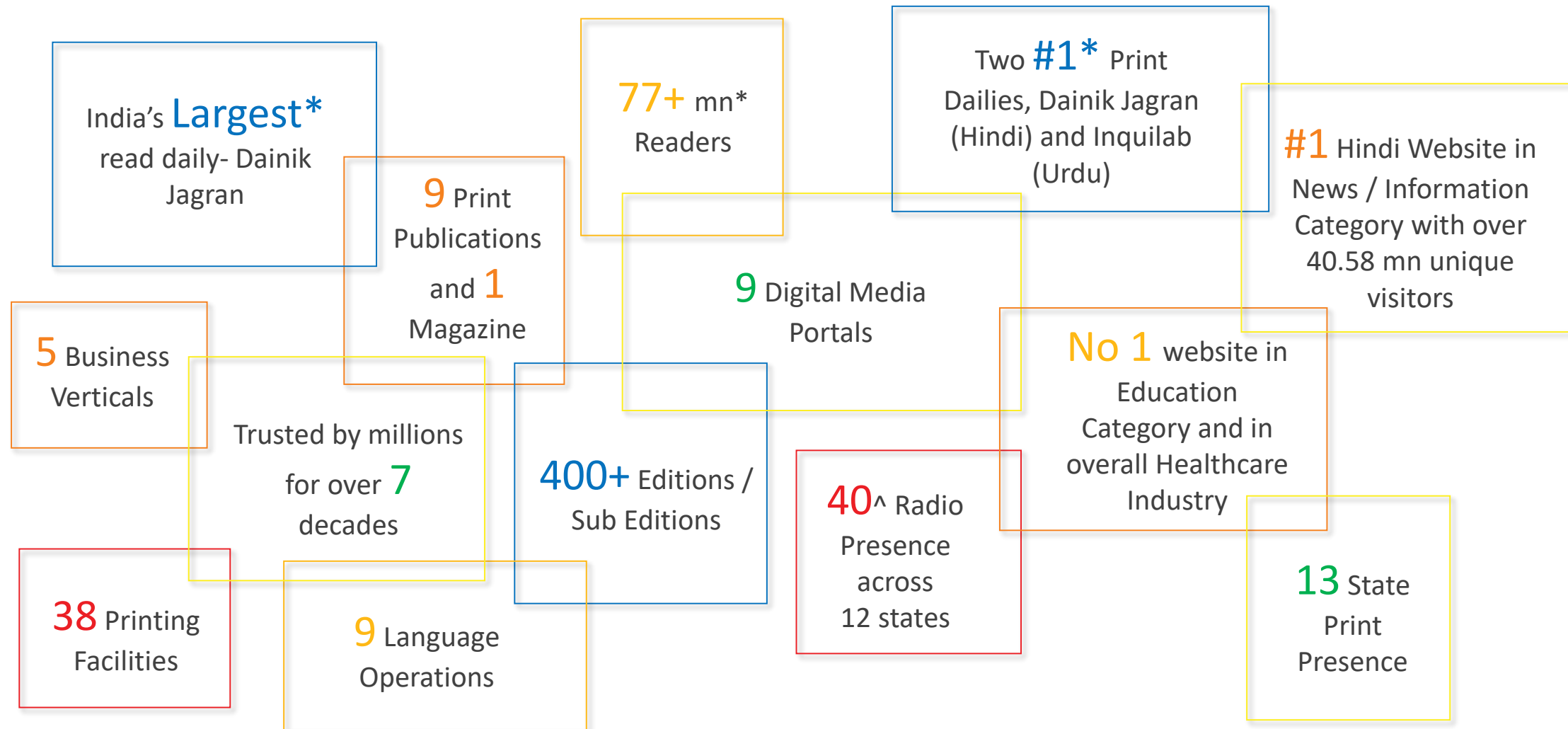
OOH

Jagran Prakashan Limited holds

70.58%

of Music Broadcast Limited
(RadioCity)

Multi Media Conglomerate – Width, Depth and Heritage



* IRS 2017

Other Source: Internal Data, Comscore: Mobile March 2018

INext renamed as Dainik Jagran iNext, [^]Currently, RadioCity has 39 stations, recent acquisition is subject to MIB Approval

Brand Strength – Stability, Consistency and Trust



PRINT BUSINESS



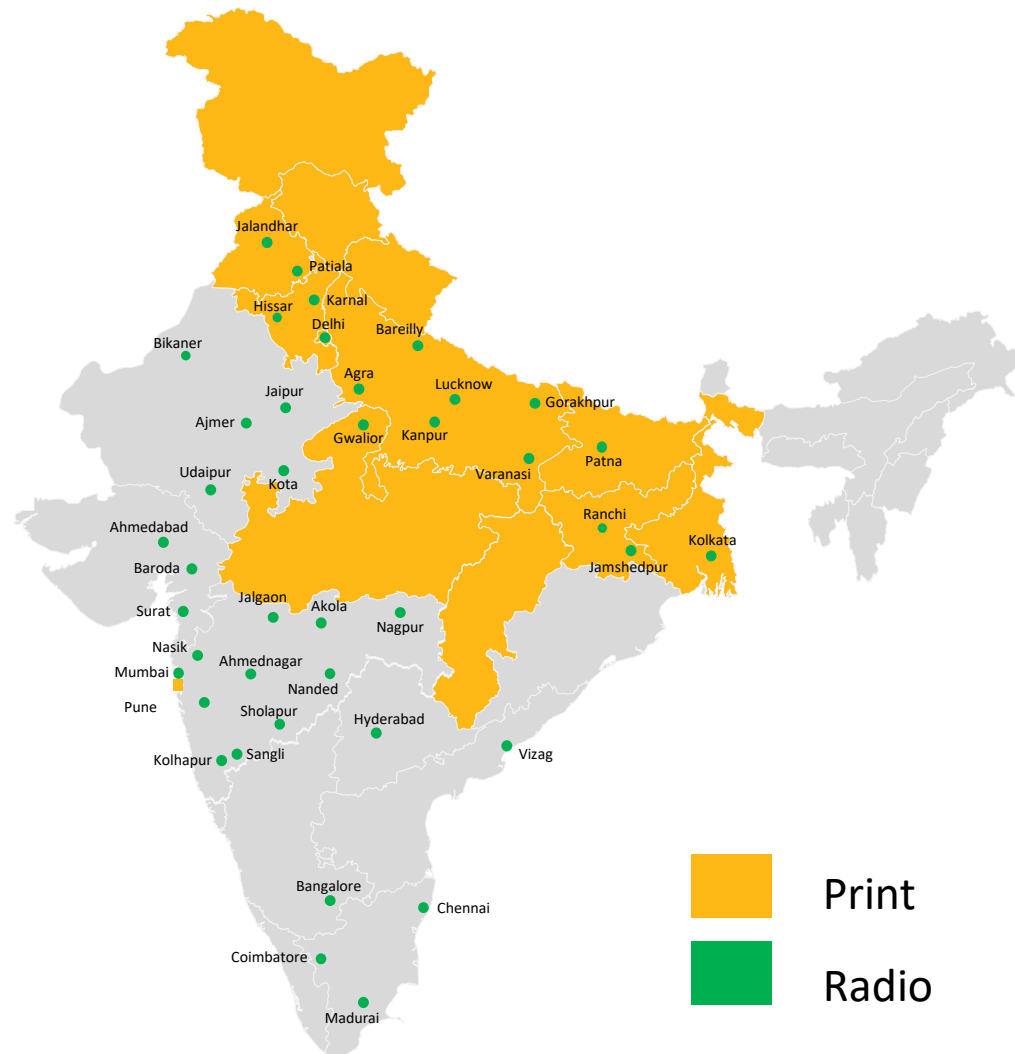
DIGITAL BUSINESS



RADIO BUSINESS



Geographical Reach – From Jammu to Tamil Nadu



Enhancing Pan India Presence

Print Presence :

13 State

Radio Presence :

40 Cities and

1 Sales Alliances

Awards in the Quarter

Recognising Group's leadership position in different fields of operations, various distinguished bodies like INMA, WAN IFRA, Golden Mikes, Abbys, ACEF, WOW etc. have bestowed **113** Awards upon the Group during the quarter

MBL Best Companies to Work



Music Broadcast Ltd. was ranked as the 8th Best Place to Work for amongst 700 participating organizations in the GPTW 2018 survey and was the Best Place to Work at, in the Media and Entertainment industry.

WAN-IFRA Awards



Kyoorius 2017



Golden Awards of Montreux



WOW Award



Goa Fest Awards



44 awards for
Dainik Jagran

66 awards for
Radio City
including 2
GPTW awards

2 awards for
Jagran New
Media including
GPTW
Certification

1 award for
Jagran Solutions

Contact Us



Jagran Prakashan Ltd.

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Ms. Payal Dave
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Ms. Payal Sheth
Contact: +91 9820452239, Email: payal.sheth@sgapl.net

www.sgapl.net