

November 7, 2024

To,

Manager–CRD, BSE Ltd., Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai-400001	Equity	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	Equity	Symbol: JAGRAN
		ISIN No.: INE199G01027

Dear Sir / Madam,

**Sub: Intimation to Stock Exchange – Investor Presentation in connection with the Unaudited Standalone and Consolidated Financial Results for quarter and half-year ended September 30, 2024**

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 half-year ended September 30, 2024.

Kindly take the above on your record.

Thanking You,

**For Jagran Prakashan Limited**

**(Amit Jaiswal)**

**Chief Financial Officer, Company Secretary and Compliance Officer  
ICSI Membership No.: F5863**

**Encl.: as above**



Jagran Prakashan Limited

Q2FY25  
Result Presentation

# Safe Harbor



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# Group Key Highlights



## Operating Profit benefited from lower newsprint price

- Flagship brand Dainik Jagran achieved growth in operating profit & margin on YoY basis
- Fall in newsprint prices has been the primary reason for operating growth
- The company has taken multiple initiatives to drive circulation growth, the results are anticipated to be visible from next quarter

## Strategic Integration of Radio, Digital & Non-FCT to drive growth

- Radio City continues to maintain its Market share at 19% in Q2FY25
- 35% Revenue Garnered from Created Business - Properties, Proactive pitches, Digital, Sponsorships & Special days
- Digital revenue for Q2FY25 witnessed an impressive growth of 33% over Q2FY24

## Further Strengthening our Position

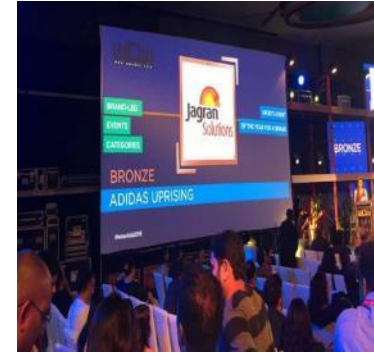
- JNM is amongst the top 10 in India and amongst top 15 in India in news/information category
- Registered a reach of ~86 Million Total Unique Visitors in the News/Information category\*
- Investment in various digital platforms to support future growth

## Strategy Realignment Yielding Results

- Outdoor and Event registered strong growth in revenue of 19% on YoY basis
- Operating Profit witnessed impressive growth of 70% on YoY basis
- Segment can become meaningful value creator in due course of time

**Net Cash of Rs. 900 Crores at group level**

# Business Performance

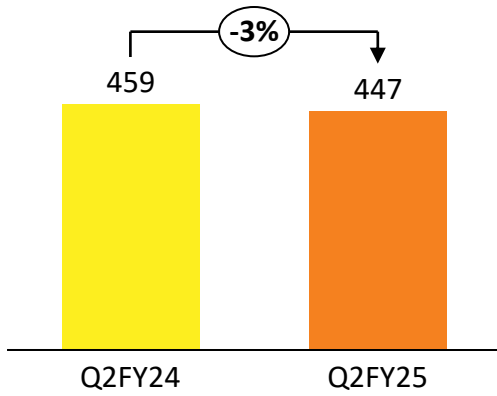


# Resilient Performance

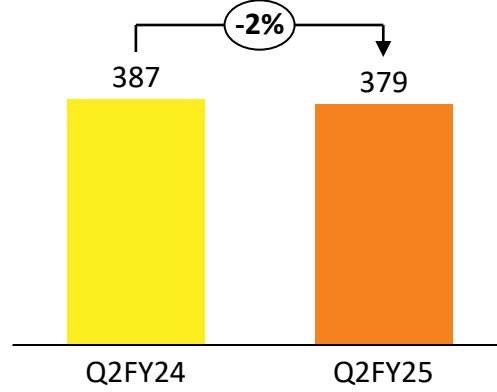


CONSOLIDATED

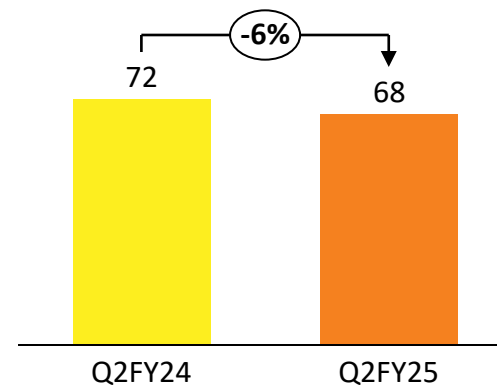
### OPERATING REVENUE



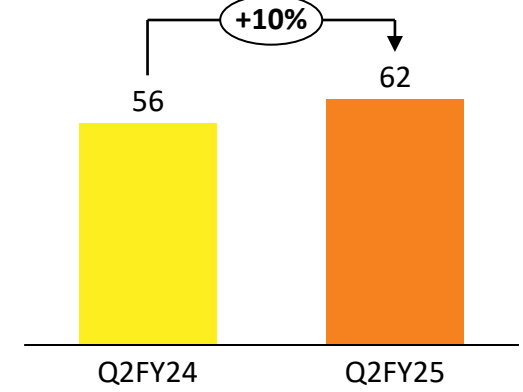
### OPERATING EXPENSES



### OPERATING PROFIT

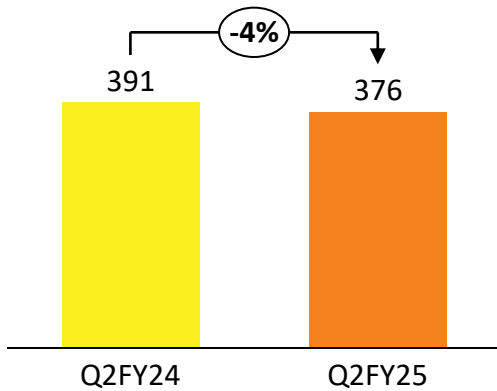


### PROFIT BEFORE TAX

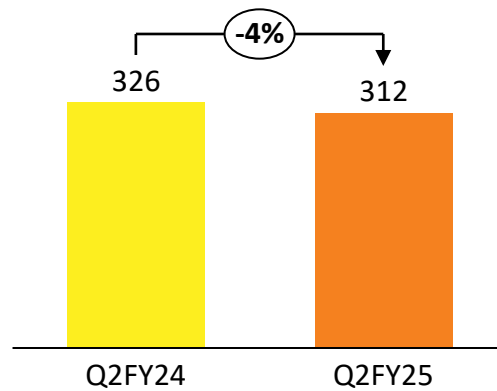


STANDALONE

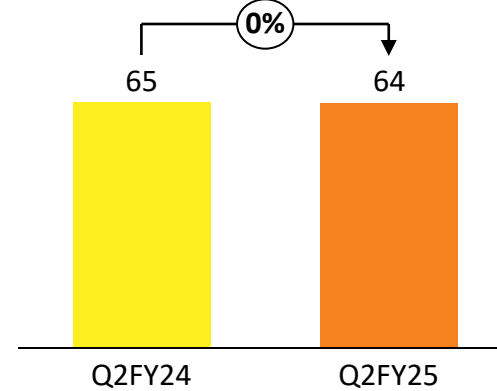
### OPERATING REVENUE



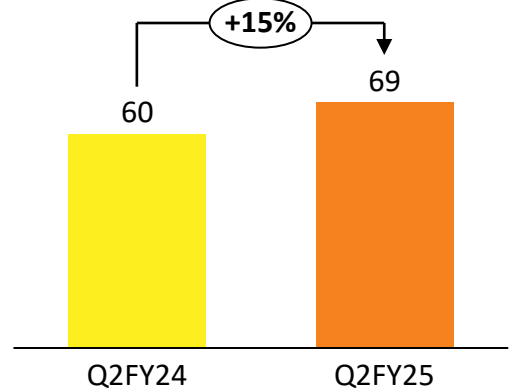
### OPERATING EXPENSES



### OPERATING PROFIT



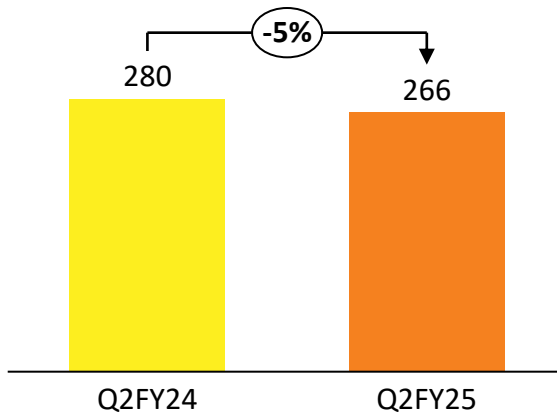
### PROFIT BEFORE TAX



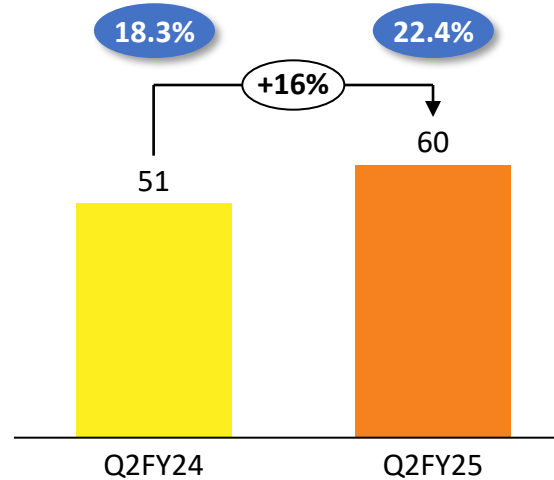
# Dainik Jagran – Operating Highlights



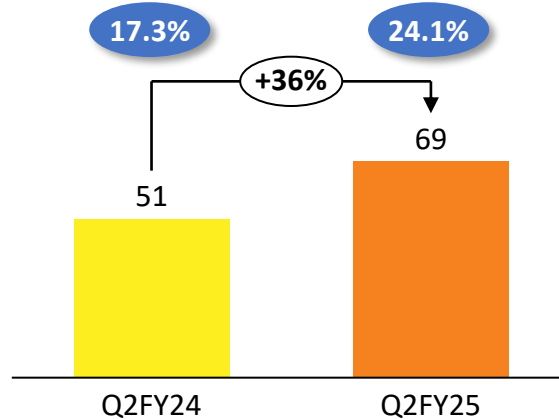
## OPERATING REVENUE



## OPERATING PROFIT



## PROFIT BEFORE TAX



Leadership position remains intact

The company achieved ~16% growth in operating profit and saw a margin expansion of ~410 basis points. This improvement was primarily driven by reduced newsprint costs and prudent control over cost

# Print Business Performance

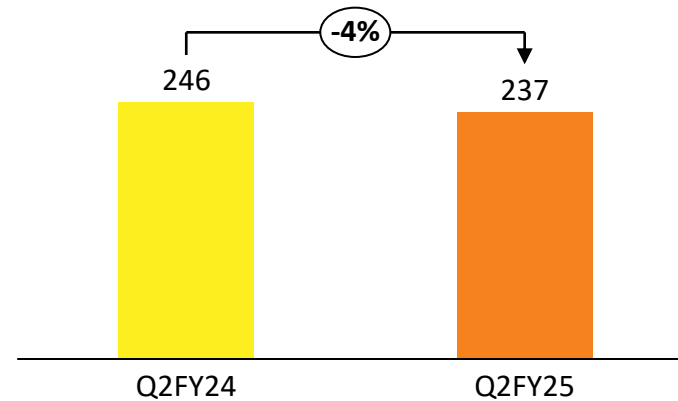


**Advertisement Revenue** was impacted due to lower government advertisement

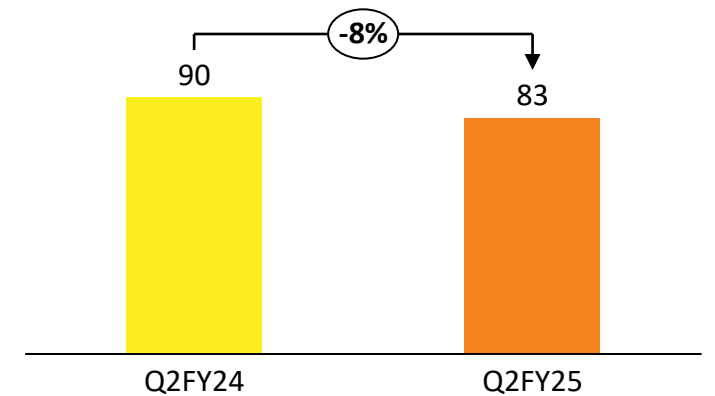
Company witnessed a **margin expansion of ~140 basis points**, this improvement was primarily driven by reduced newsprint costs and our ongoing cost control

The company has taken **multiple initiatives to drive circulation growth**, the results are anticipated to be visible from next quarter

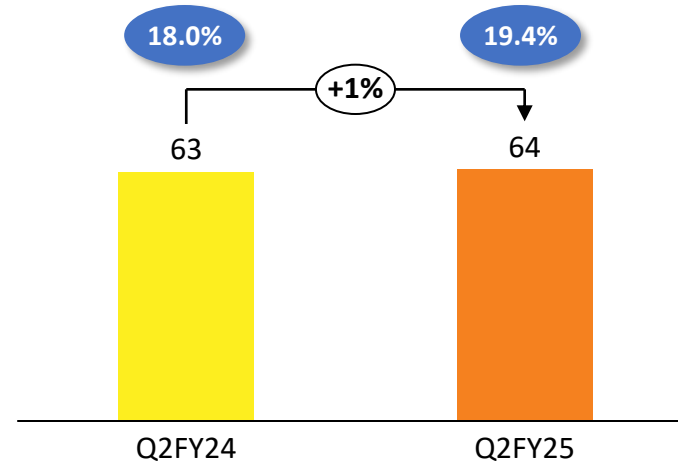
## ADVERTISEMENT REVENUE



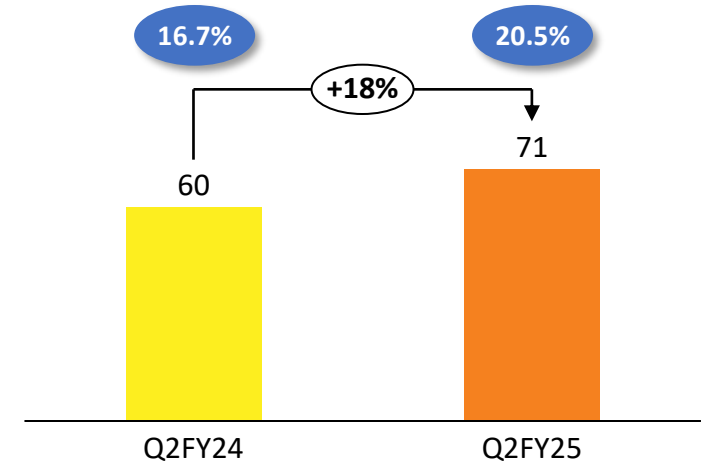
## CIRCULATION REVENUE



## OPERATING PROFIT



## PROFIT BEFORE TAX





# MBL: Operating Performance

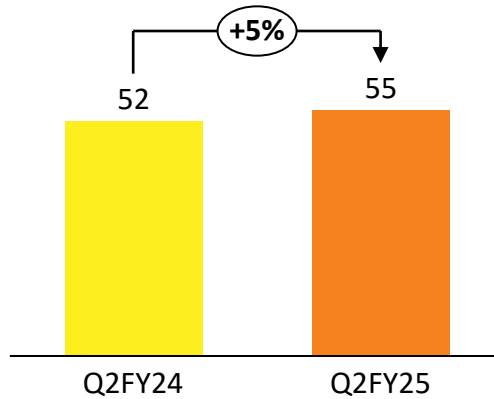


**Radio City's Market share\* is 19% in Q2 FY25**

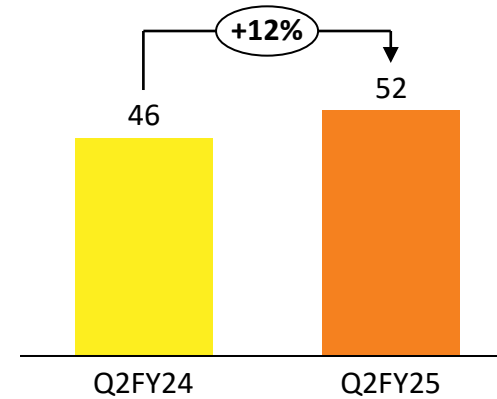
**2<sup>nd</sup> Highest** client count share in the Industry with 38% in Q2FY25

**38% of the total clients** on the Radio platform advertised on Radio City

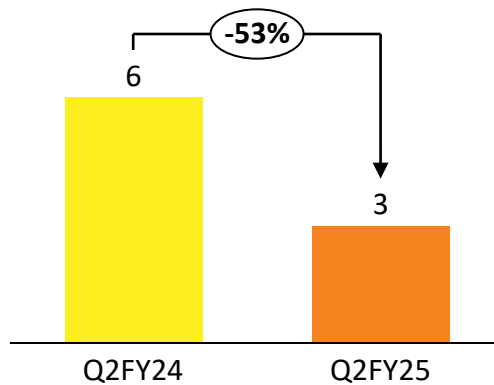
**OPERATING REVENUE**



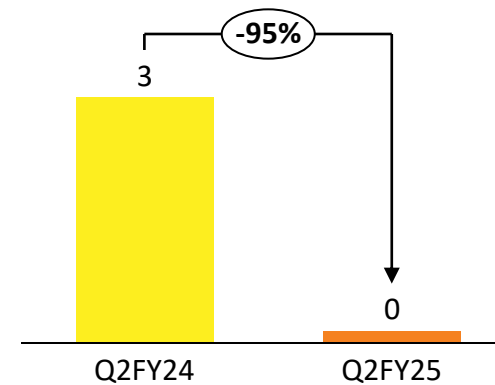
**OPERATING EXPENSES**



**OPERATING PROFIT**



**PROFIT BEFORE TAX\*\***



**35% of Revenue generated from a variety of offerings:** Proactive proposals, Digital initiatives, Sponsorships, and Special events

**Registered an impressive growth of 33% in Digital Business**

**Operating Profit mainly impacted due to investments made in digital business**

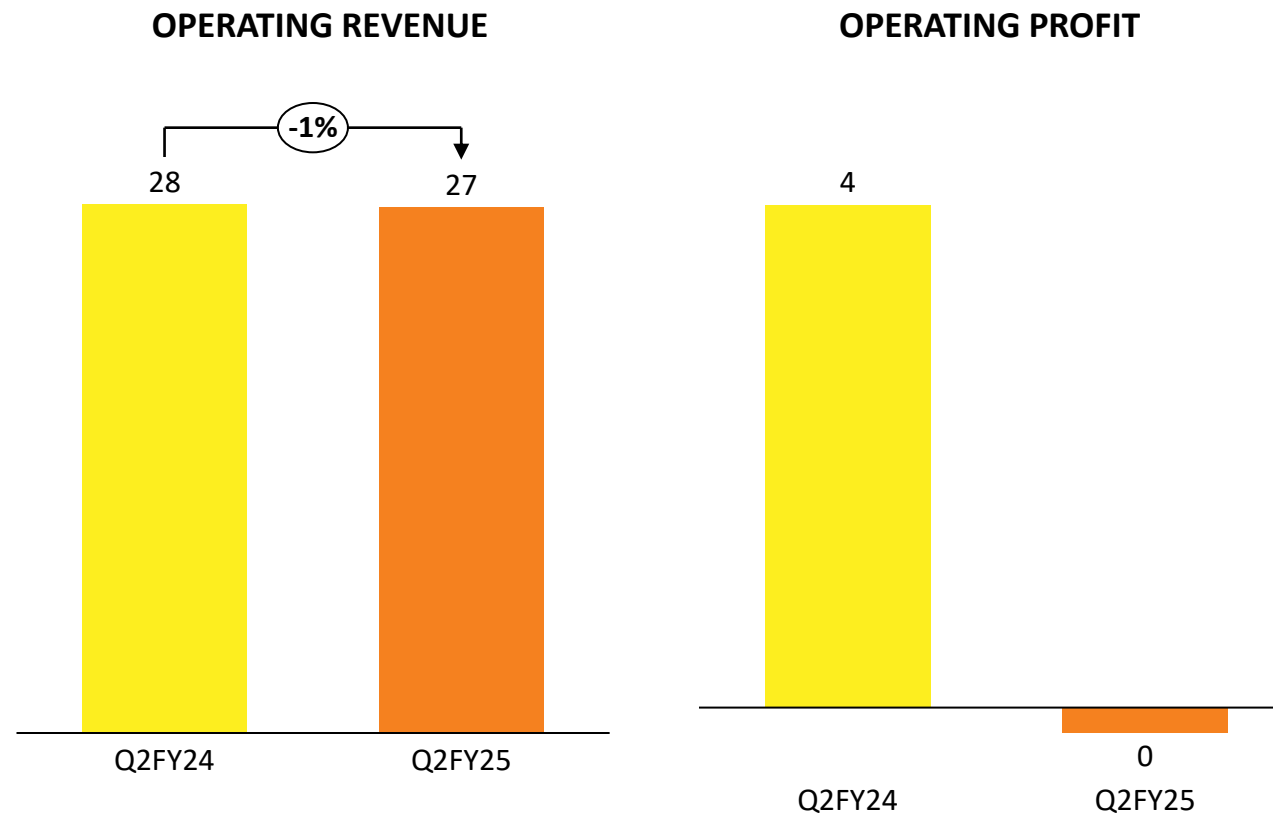
# Group Digital Business Performance



JNM in the News/Information category reached out to **~86 Mn Unique Users\***

JNM is amongst the top 10 in India and amongst top 15 in news/ information category

Operational metrics remain strong, and we hope we will start generating revenues commensurate with the user base



Company's Collaboration with Google, Meta, JIO & Amazon has enhanced our content discovery, distribution, and syndication capabilities

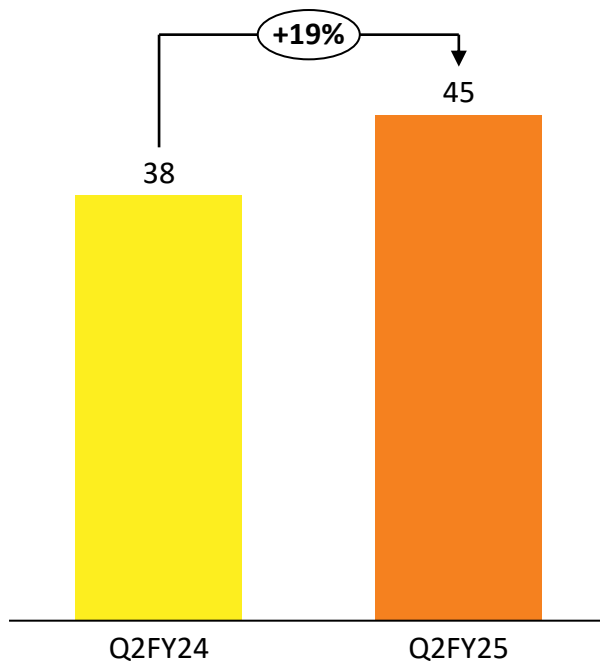
Company focuses on Investing in technology which will help in capitalizing huge untapped potential

\* Source: Comscore MMX Multi-Platform: Aug'24

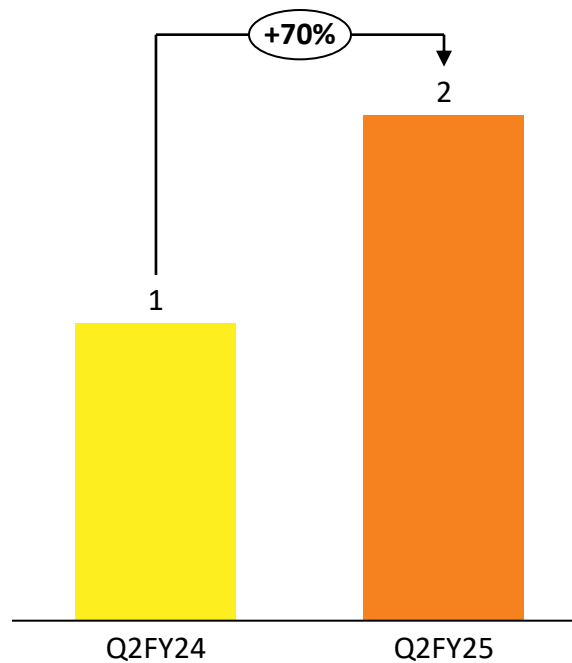
# Outdoor and Events Business Performance



OPERATING REVENUE



OPERATING PROFIT

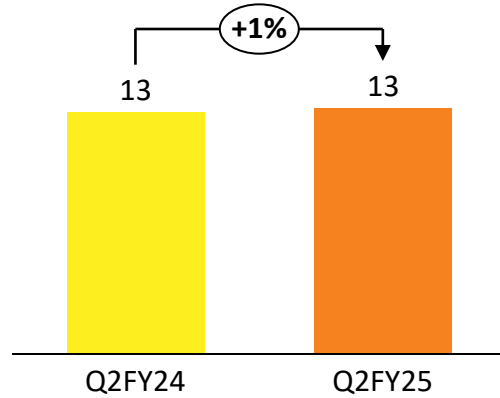


**Recorded strong growth on Revenues and Operating Profit, on the back of increase in share of contribution from asset-based businesses**

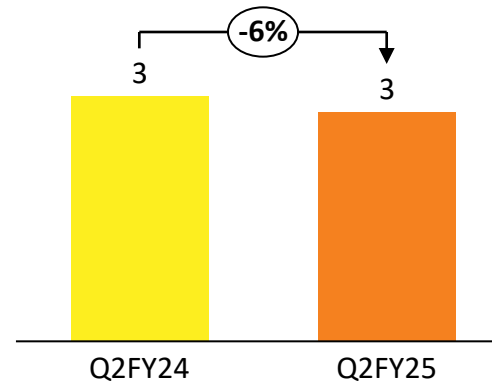
**Company will continue to focus on pure activation revenue while reducing fixed margin which will improve the profitability further**

# Mid-Day Operating Performance

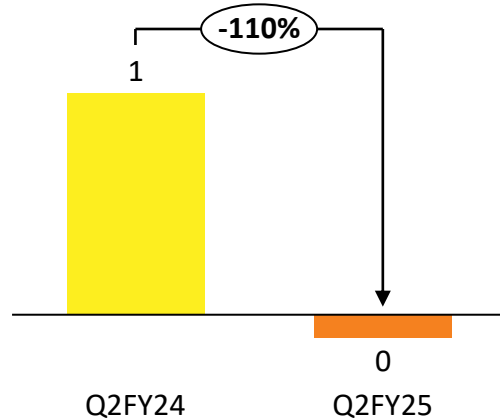
### ADVERTISEMENT REVENUE



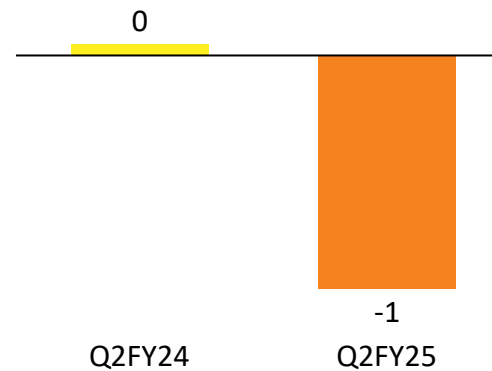
### CIRCULATION REVENUE



### OPERATING PROFIT



### PROFIT BEFORE TAX

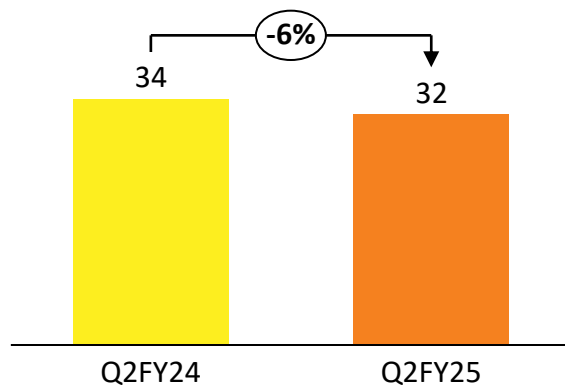


Advertisement revenue has witnessed a consistent performance over the past few quarters

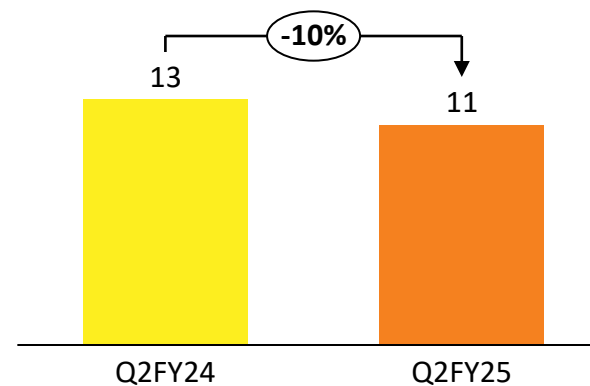
# Other Publications<sup>^</sup> Operating Performance



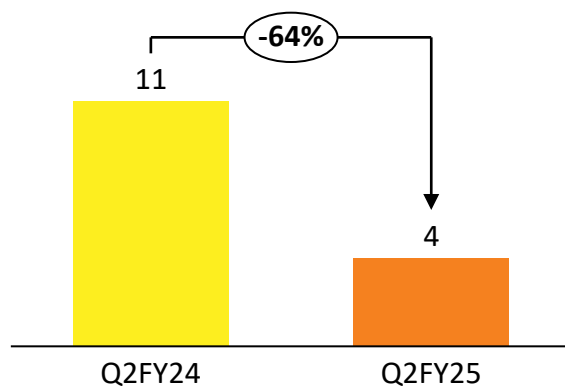
### ADVERTISEMENT REVENUE



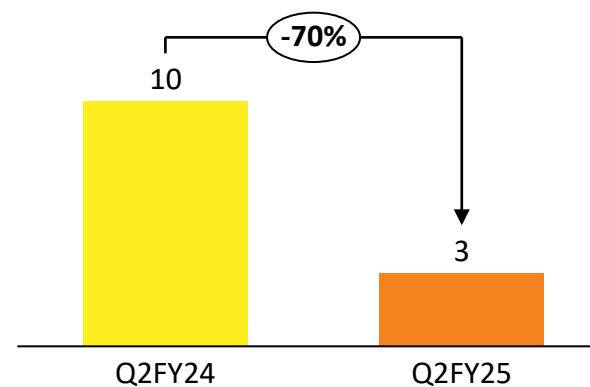
### CIRCULATION REVENUE



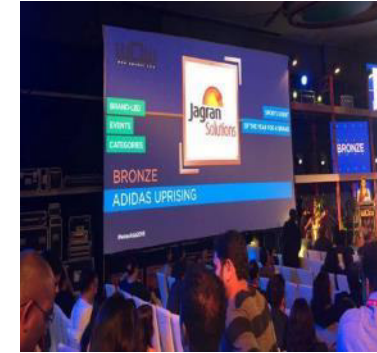
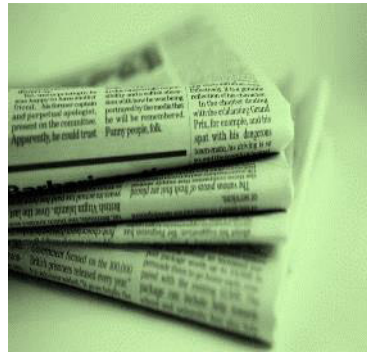
### OPERATING PROFIT



### PROFIT BEFORE TAX

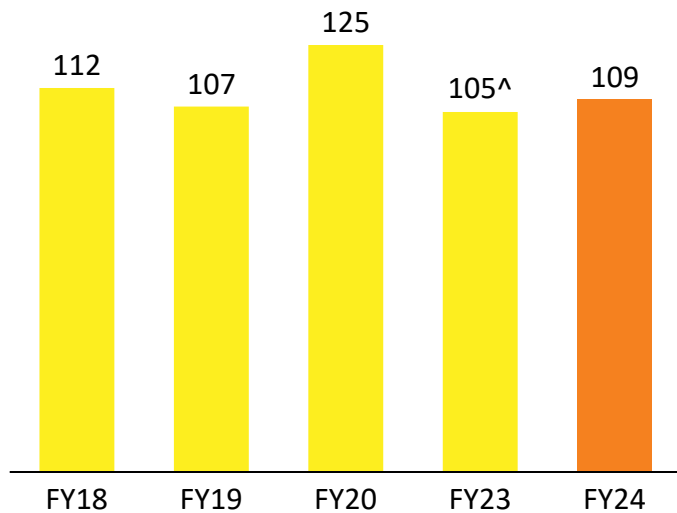


# Financial Performance

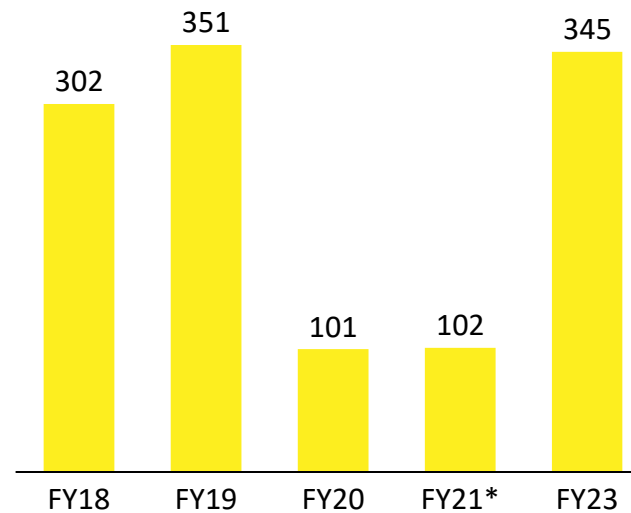


# Distribution to Shareholders

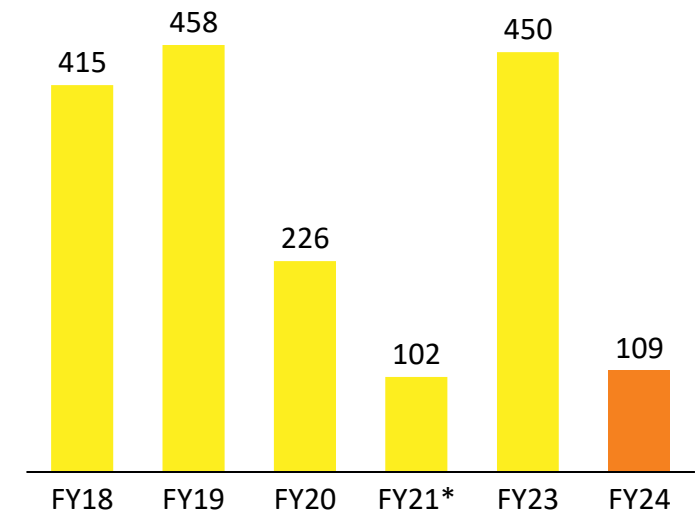
### Dividend



### Buyback



### Total Distribution to Shareholders



Distribution of ~ Rs. 560 crores as dividend

Distribution of ~ Rs. 1,200 crores through buyback of shares

Distribution of ~ Rs. 1,760 crores in form of dividend and buyback

# Mid-day Financial Performance



Particulars (Rs. in Crs)	Q2FY25	Q1FY25	Q2FY24
<b><u>Operating Revenue</u></b>	<b>16.18</b>	<b>14.43</b>	<b>16.39</b>
Advertisement	13.00	11.16	12.81
Circulation	2.79	2.79	2.98
Other Operating Income	0.39	0.47	0.60
Expenses	16.25	16.56	15.71
<b><u>Operating Profit</u></b>	<b>-0.07</b>	<b>-2.13</b>	<b>0.68</b>
<b><u>Operating Profit Margin</u></b>	<b>-0.44%</b>	<b>-14.77%</b>	<b>4.12%</b>
Other Income	0.67	0.84	0.82
Depreciation	0.98	0.97	1.09
Interest	0.26	0.26	0.38
<b><u>Profit Before Tax</u></b>	<b>-0.64</b>	<b>-2.51</b>	<b>0.03</b>
Tax	-0.01	0.05	0.01
<b><u>Profit After Tax</u></b>	<b>-0.63</b>	<b>-2.56</b>	<b>0.02</b>
<b><u>Net Profit Margin</u></b>	<b>-3.77%</b>	<b>-16.79%</b>	<b>0.09%</b>



# MBL Financial Performance



Particulars (Rs. in Cr)	Q2FY25	Q1FY25	Q2FY24
<b>Operating Revenue</b>	<b>54.83</b>	<b>59.60</b>	<b>52.44</b>
Expenses	51.80	50.36	46.06
<b>Operating Profit</b>	<b>3.03</b>	<b>9.24</b>	<b>6.38</b>
<b>Operating Profit Margin</b>	<b>5.52%</b>	<b>15.50%</b>	<b>12.16%</b>
Other Income	6.49	6.62	5.70
Depreciation and Amortisation	8.63	8.53	8.28
Interest	2.86	2.83	2.47
<b>Profit Before Tax</b>	<b>-1.97</b>	<b>4.50</b>	<b>1.33</b>
Tax	0.02	1.93	0.96
<b>Profit After Tax</b>	<b>-1.99</b>	<b>2.58</b>	<b>0.37</b>
<b>Net Profit Margin</b>	<b>-3.25%</b>	<b>3.89%</b>	<b>0.63%</b>

# Operating Margin Break-up



Particulars (Rs. in Crs)	Q2FY25	Q1FY25	Q2FY24
<b>Dainik Jagran*</b>			
Operating Revenue	266.44	267.52	280.36
Operating Profit	59.64	61.04	51.26
Operating Margin	22.38%	22.82%	18.28%
<b>Other Publications*</b>			
Operating Revenue	59.87	47.09	67.04
Operating Profit	4.03	-5.22	10.29
Operating Margin	6.72%	-11.09%	15.34%
<b>Radio**</b>			
Operating Revenue	54.83	59.60	52.44
Operating Profit	3.03	9.24	6.38
Operating Margin	5.52%	15.50%	12.16%
<b>Digital</b>			
Operating Revenue	27.43	22.27	27.57
Operating Profit	-0.18	-3.13	3.56
Operating Margin	-0.67%	-14.07%	12.89%
<b>Outdoor and Event</b>			
Operating Revenue	45.01	54.55	37.83
Operating Profit	2.09	5.38	1.23
Operating Margin	4.64%	9.86%	3.24%

\*Excludes Digital

\*\* Includes Radio Digital revenue

# Consolidated Profitability Statement



Particulars (Rs. in Cr)	Q2FY25	Q2FY24	YoY	Q1FY25	QoQ	H1FY25	H1FY24	YoY
<b>Operating Revenues</b>	<b>446.51</b>	<b>458.73</b>	<b>-3%</b>	<b>444.12</b>	<b>1%</b>	<b>890.63</b>	<b>913.31</b>	<b>-2%</b>
<i>Advertisement Revenue *</i>	312.14	318.61		296.66		608.80	627.98	
<i>Circulation Revenue</i>	82.66	89.72		85.52		168.18	184.85	
<i>Other Operating Income</i>	51.71	50.40		61.94		113.65	100.48	
License Fees	5.04	4.99		5.01		10.06	9.97	
Raw Material	95.55	120.14		96.81		192.36	252.84	
Manpower Cost	111.17	103.09		107.02		218.19	201.91	
Net impairment losses on financial assets	5.44	7.07		6.08		11.52	12.85	
Other Expenses	161.77	151.51		163.68		325.45	294.39	
<b>Operating Profit</b>	<b>67.53</b>	<b>71.93</b>	<b>-6%</b>	<b>65.52</b>	<b>3%</b>	<b>133.05</b>	<b>141.35</b>	<b>-6%</b>
<b>Operating Profit Margin</b>	<b>15.12%</b>	<b>15.68%</b>		<b>14.75%</b>		<b>14.94%</b>	<b>15.48%</b>	
Other Income	27.06	18.00		23.12		50.18	39.61	
Depreciation / Amortization	26.99	27.31		25.66		52.66	54.22	
Interest	5.27	6.16		5.56		10.83	13.51	
Share of Profits / (Losses) of Associates	0.01	0.09		0.15		0.16	0.19	
<b>Profit Before Tax</b>	<b>62.34</b>	<b>56.55</b>	<b>10%</b>	<b>57.55</b>	<b>8%</b>	<b>119.90</b>	<b>113.41</b>	<b>6%</b>
Tax	20.70	15.03		16.52		37.22	28.00	
<b>Profit After Tax</b>	<b>41.65</b>	<b>41.52</b>	<b>0%</b>	<b>41.03</b>	<b>1%</b>	<b>82.68</b>	<b>85.41</b>	<b>-3%</b>
<b>PAT Margin</b>	<b>9.33%</b>	<b>9.05%</b>		<b>9.24%</b>		<b>9.28%</b>	<b>9.35%</b>	
Other comprehensive income, net of income tax	-0.07	-0.04		0.00		-0.07	-0.04	
<b>Total comprehensive income for the period</b>	<b>41.58</b>	<b>41.48</b>	<b>0%</b>	<b>41.03</b>	<b>1%</b>	<b>82.61</b>	<b>85.38</b>	<b>-3%</b>
<i>Owners of the Company</i>	42.97	42.41		41.17		84.14	87.05	
<i>Non-controlling interest</i>	-1.32	-0.89		-0.14		-1.46	-1.63	

\* Represents advertisement revenue from print, radio and digital

# Consolidated Balance Sheet



Particulars	Sep-24	Mar-24
<b>ASSETS</b>		
<b>Non-current assets</b>		
Property, plant and equipment	321.83	328.05
Right-of-use assets	98.53	82.78
Capital work-in-progress	6.87	2.47
Investment property	19.91	20.57
Goodwill	260.42	260.42
Other intangible assets	199.48	216.22
Intangible assets under development	3.18	4.01
Investments in associates accounted for using the equity method	7.12	6.96
<b>Financial assets</b>		
i. Investments	511.41	639.76
ii. Other financial assets	54.25	56.58
Deferred tax assets (net)	22.50	24.04
Non-current tax assets (net)	19.72	18.36
Other non-current assets	16.56	14.77
<b>Total non-current assets</b>	<b>1,541.79</b>	<b>1,674.99</b>
<b>Current assets</b>		
Inventories	121.16	50.46
<b>Financial assets</b>		
i. Investments	444.67	279.38
ii. Trade receivables	452.10	486.67
iii. Cash and cash equivalents	31.57	66.68
iv. Bank balances other than (iii) above	184.89	152.63
v. Loans	2.60	2.32
vi. Other financial assets	56.37	50.47
Other current assets	91.23	82.58
Assets classified as held for sale	4.69	4.69
<b>Total current assets</b>	<b>1,389.29</b>	<b>1,175.88</b>
<b>Total assets</b>	<b>2,931.07</b>	<b>2,850.87</b>

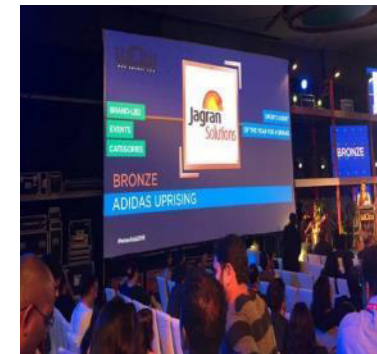
Particulars	Sep-24	Mar-24
<b>EQUITY AND LIABILITIES</b>		
<b>Equity</b>		
Equity share capital	43.53	43.53
Other equity	1,859.90	1,884.64
<b>Equity attributable to owners of the Company</b>	<b>1,903.44</b>	<b>1,928.17</b>
Non-controlling interests	162.90	164.38
<b>Total equity</b>	<b>2,066.33</b>	<b>2,092.55</b>
<b>LIABILITIES</b>		
<b>Non-current liabilities</b>		
<b>Financial liabilities</b>		
i. Borrowings	95.81	93.17
ii. Lease liabilities	68.28	53.15
Employee benefit obligations	22.85	20.83
Deferred tax liabilities (net)	80.20	75.47
<b>Total non-current liabilities</b>	<b>267.14</b>	<b>242.62</b>
<b>Current liabilities</b>		
<b>Financial liabilities</b>		
i. Borrowings	24.51	85.93
ii. Lease liabilities	15.54	14.58
iii. Trade payables		
(a) total outstanding dues of micro enterprises and small enterprises	1.65	3.13
(b) total outstanding dues of creditors other than micro enterprises and small enterprises	192.97	166.38
iv. Other financial liabilities	126.56	127.88
Employee benefit obligations	10.62	13.21
Other current liabilities	225.75	104.60
<b>Total current liabilities</b>	<b>597.60</b>	<b>515.70</b>
<b>Total liabilities</b>	<b>864.74</b>	<b>758.32</b>
<b>Total equity and liabilities</b>	<b>2,931.07</b>	<b>2,850.87</b>

# Consolidated Cash Flow Statement



Particulars	H1FY25	H1FY24
<b>Profit before income tax</b>	<b>119.90</b>	<b>113.41</b>
Adjustments for:	26.31	43.84
Cash flow before Working Capital changes	146.21	157.25
Change in operating assets and liabilities	-147.98	-97.60
<b>Cash generated from operations</b>	<b>-1.77</b>	<b>59.65</b>
Income taxes paid (net)	-32.28	-37.86
<b>Net cash inflow from operating activities</b>	<b>-34.05</b>	<b>21.80</b>
<b>Net cash inflow/(outflow) from investing activities</b>	<b>77.57</b>	<b>171.12</b>
<b>Net cash inflow/(outflow) from financing activities</b>	<b>-78.62</b>	<b>-198.55</b>
<b>Net increase/(decrease) in cash and cash equivalents</b>	<b>-35.11</b>	<b>-5.63</b>
Cash and cash equivalents at the beginning of the period	66.68	48.51
<b>Cash and cash equivalents at end of the period</b>	<b>31.57</b>	<b>42.88</b>

# 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 reach of ~86 Million Users in the News/Information category\*\*
- ✓ New properties launched like GujaratiJagran.com and Jagran Prime

80

Print

20

Non Print

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

- ✓ Better outlook supported by lowering of newsprint costs
- ✓ Outdoor & Events business witnessing growth and margin expansion



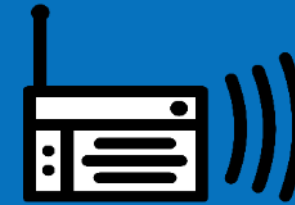
RAG RAG MEIN  
DAUDE CITY.



Print



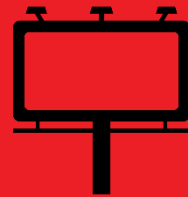
Digital



Radio



Activation



OOH

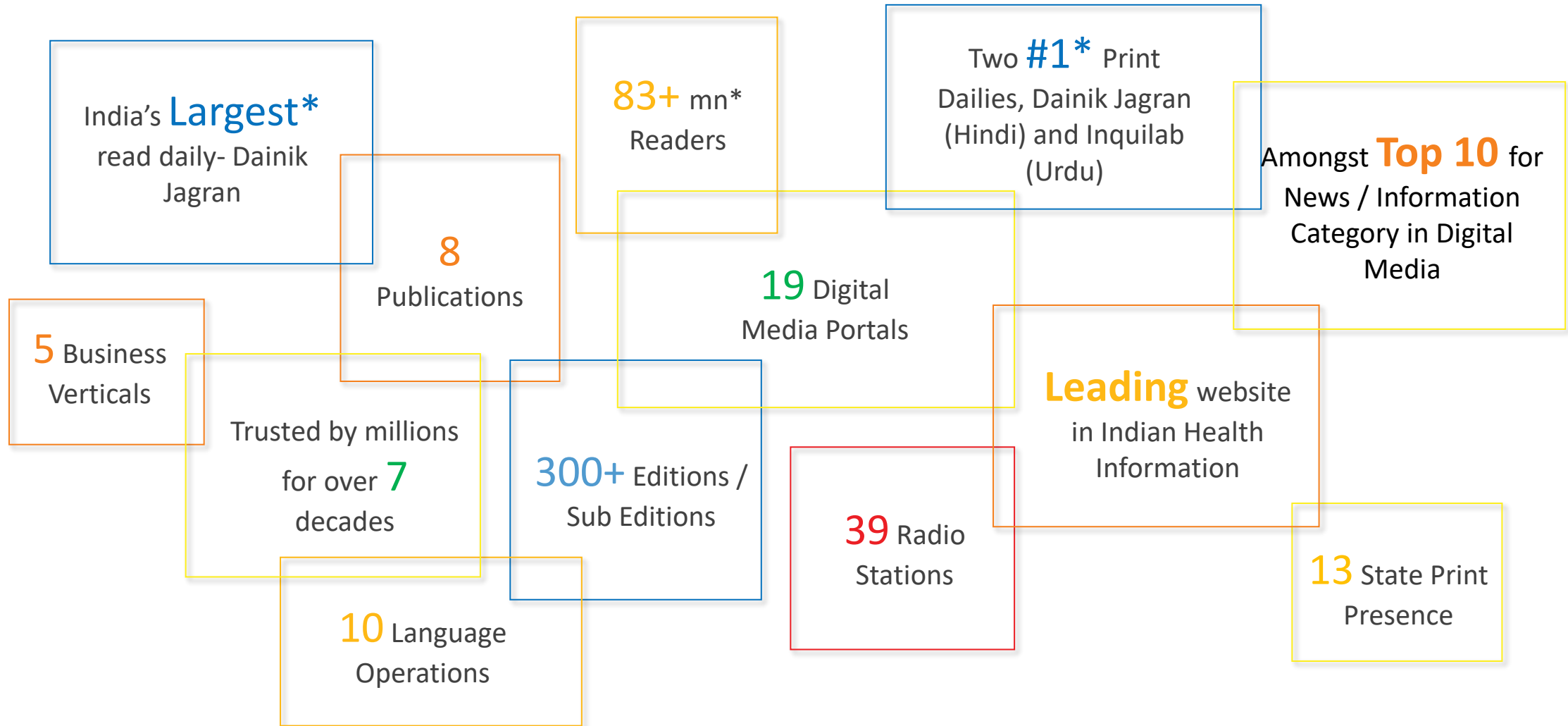
Jagran Prakashan Limited holds

**74.05%**

of Music Broadcast Limited  
(RadioCity)



# Multi Media Conglomerate – Width, Depth and Heritage



\* IRS 2019 Q4

Other Source: Internal Data, Comscore MMX Multi-Platform: Aug'24

INext renamed as Dainik Jagran iNext

# Brand Strength – Stability, Consistency and Trust



## PRINT BUSINESS



## DIGITAL BUSINESS



## RADIO BUSINESS



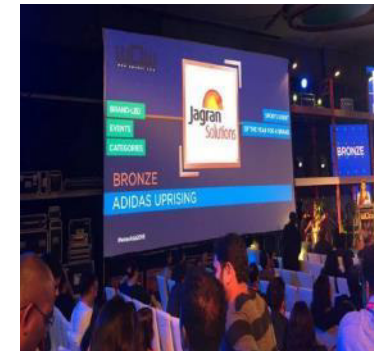
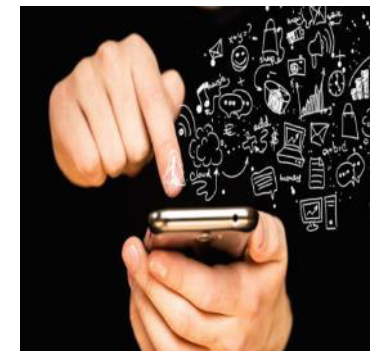
# Awards & Certifications



Recognising Group's leadership position in different businesses, various distinguished bodies have bestowed 14 Awards during the quarter

Brand	Award	No. of Awards
Midday	All India Photography Competition	4
	National Level News Photo Contest	3
	<b>Midday Total</b>	<b>7</b>
Jagran New Media	e4m Health & Wellness Awards 2024	3
	Google News Initiative Summit 2024.	1
	GlobalFact Awards	1
	<b>Jagran New Media Total</b>	<b>5</b>
Jagran Production	ICQC (International Colour Quality Club)	1
	<b>Jagran Production Team Total</b>	<b>1</b>
Jagran IT Team	Best in Future of Industry Ecosystems	1
	<b>Jagran IT Team Total</b>	<b>1</b>
<b>JPL Total</b>		<b>14</b>

# Contact Us



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