



February 7, 2022

BSE Limited

Corporate Services Department
Phiroze Jeejeeboy Towers
Dalal Street, Mumbai-400 001

Scrip Symbol: QUINT

Scrip Code: 539515

Subject: Press Release

Reference: Regulation 30 of the Securities and Exchange Board of India (Listing Obligation and Disclosure Requirements) Regulations, 2015

Dear Sir/Madam,

Pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligation and Disclosure Requirements) Regulations, 2015 (the “**Listing Regulations**”), please find enclosed herewith a copy of press release on financial results for the quarter and nine months ended on December 31, 2021.

This intimation will also be hosted on the website of the Company i.e. www.quintdigitalmedia.com.

We request you to take the above information on record.

Yours sincerely

For Quint Digital Media Limited

QUINT DIGITAL MEDIA LTD.

Tarun Belwal

Company Secretary & Compliance Officer

QUINT DIGITAL MEDIA LIMITED

(Formerly known as Gaurav Mercantiles Limited)

Registered Office: 403 Prabhat Kiran, 17, Rajendra Place, Delhi- 110008 Tel: 011 45142374

Corporate Office: Carnousties's Building, Plot No. 1, 9th Floor, Sector 16A, Film City, Noida-201301 Tel: 0120 4751818

Website: www.quintdigitalmedia.com, **email:** cs@thequint.com, **CIN:** L74110DL1985PLC373314



QDML completes the acquisition of identified stakes in the digital media and media-tech operations of Quintillion Business Media, Quintype Technologies, Spunklane Media and YKA Media

QDML is now India's only listed pure play, multi-brand, digital media and media-tech company

Records robust quarterly revenues of INR 9.2Cr + for Q3 for the pre-acquisition operations; will continue to maintain momentum in Q4 for the much larger, post-consolidation operations

Operating revenues for nine months ending December 31, 2021 at INR 25Cr+; YOY growth of 70%+

Board of Directors approves a rights issue to raise up to INR 125 Cr to fund future growth

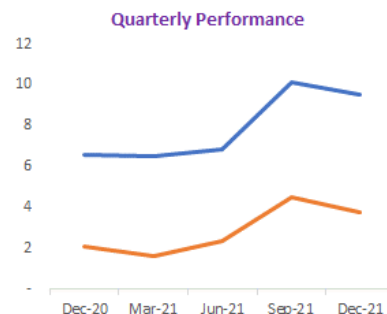
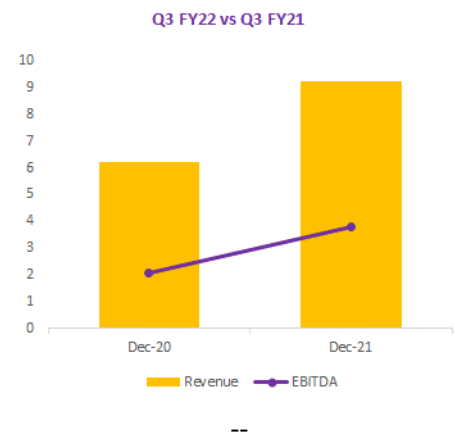
Noida, India – February 7, 2022: Quint Digital Media Limited (QUINT, BSE 539515), India's leading multi-brand digital media and media-tech conglomerate, being the only new-age digital media and technology player listed on an Indian stock exchange, published its results for the nine months ended December 31, 2021 today. The Company has also completed the acquisition of identified stakes in the digital media and media-tech operations of Quintillion Business, Quintype Technologies, Spunklane Media and YKA Media.

Speaking on the financial results and completion of the acquisition, Ms. Ritu Kapur, Co-Promoter & Chief Executive Officer, Quint Digital, said **“With the acquisition of stakes in QBM, SMP, and YKA, Quint Digital is diversifying across demographics and geographies, bringing a larger community of readers and viewers into our fold. QBM’s acquisition has added the most valuable learnings in running a successful premium subscription platform as the world gets ready for a rapid growth of reader revenues. The expansion of audiences across various websites and new-age social media platforms, makes us way and away the largest pure play digital news and information group in the country. We have close to doubled our group revenue base, giving us size and clout in the digital media space.**

Additionally, Quintype brings us cutting edge capabilities in media-tech, which is a critical strength given the current focus on digital innovation.”

A. Highlights of the financial performance:

- The digital media space continues to witness faster and more widescale digital adoption across varied sectors of the economy. This will continue to provide impetus to growth in revenues and profitability
- *The Quint* witnessed a robust Q3 FY22 (December 21) with operating revenues at INR 9.25 Cr and EBDITA of INR 3.78 Cr.
- On a nine-month basis, the revenues grew to INR 25 Cr+ from INR 14.5 Cr+ over the same period during FY 21. During the same period, the EBITDA also witnessed a significant improvement to INR 10.5 Cr+ from a loss.



Overall financial performance is summarized in Annexure A

B. Highlights of the audience engagement:

The audience footprint across the websites and digital platforms - including Facebook, Instagram, YouTube, Twitter, Snapchat etc. - continued its strong momentum in the quarter. Some of the key data points, aggregated across the websites and digital platforms, are given below:

Description/ Period	9 months ending	Quarter 3	Quarter 2	Quarter 1
	December 31, 2021	FY2021-22		
Page Views	418.4 Mn	220.8 Mn	104.2 Mn	93.4 Mn
Video Views	849.5 Mn	290 Mn	298.4 Mn	261.1 Mn
Unique Viewers	885 Mn	280.3 Mn	313.5 Mn	291.5 Mn
Impressions	9.83 Bn	3.30 Bn	3.01 Bn	3.52 Bn

Source: based on data provided by platforms/ other agencies

The digital properties had nearly 16.43 Mn subscribers/followers across various platforms at the end of Q3.

In the video space, as per Facebook Leader-Board, The Quint is the only new-age digital media portal that is rubbing shoulders with traditional and legacy media players. The Quint, including Quint Hindi and Quint Fit, has 7.8 Mn followers on Facebook, which is much ahead of a host of traditional media players and digital media players. The leadership of The Quint is even demonstrated by the number of followers (1.3 Mn) it has on the Instagram Leader-Board.

Additionally, on Facebook, The Quint stands at the 8th position for interactions and 5th position for video views, ahead of the legacy Indian media players like NDTV, TOI & Indian Express¹. Similarly, on Instagram, The Quint ranked at the 7th position for video views ahead of HT, Times Now, India Times & The Wire².

The brand and quality of journalism of The Quint is demonstrated by the fact that The Quint's Tridip K Mandal won the Ramnath Goenka Excellence in Journalism Award for his documentary, 'Diaries From the Detention Camps of Assam'³. In addition, other key awards won by The Quint in Q3 include RedInk 2021 Award in Human Rights (TV) Category, WAN-IFRA's South Asian Digital Media Awards 2021 - Gold for Best Use of Online Video, which was awarded for Divya Talwar's Life in an Auto: The Inspiring Story of 74-year-old Sole Breadwinner, Desraj Jyot Singh and Silver for Best News Website (or) Mobile Service.

C. Completion of acquisition of the digital media and media-tech operations:

QDML has duly completed (on January 19, 2022) the acquisition of identified stakes in the digital media and media-tech operations of Quintillion Business Media Private Limited, Quintype Technologies India Private Limited, Spunklane Media Private Limited and YKA Media Private Limited.

Post the completion of the acquisition, QDML owns:

- a) 100% stake in Quintillion Business Media Private Limited (www.bloombergquint.com)⁴

¹ Source: crowd tangle (Period: Oct-Dec 2021)

² Source: crowd tangle (Period: Oct-Dec 2021)

³<https://www.thequint.com/news/india/tridip-mandal-the-quint-ramnath-goenka-award-uncovering-india-invisible-assam-nrc-detention-camps>

⁴ QDML presently owns 74.03% stake in Quintillion Business Media Private Limited. It has entered into an agreement to acquire the remaining 25.97% stake from Bloomberg L.P. In addition, the parties have also entered into an amended Program Services and Content Sharing Agreement with Bloomberg Television Production Services India Private Limited which inter-alia has extended the tenure of the partnership by 10 years.

- b) 50.41% stake in Quintype Technologies India Private Limited (www.quintype.com)
- c) 47.92% stake in Spunklane Media Private Limited (www.thenewsminute.com)
- d) 34.6% stake in YKA Media Private Limited (www.youthkiawaaz.com)

The acquisition was completed on January 19, 2022; hence, the financial results for the current quarter do not factor in the results from these operations.

D. Fund raise to facilitate future growth of the company

The Board of Directors approved raising of fresh capital of an amount not exceeding INR 125 Cr by way of a rights issue. The proposed capital raise will go a long way in providing the necessary growth capital to the Company and further help to consolidate its leadership position among the new-age digital media and media-tech companies.

The objective of the proposed rights issue is to, *inter alia*, meet the Company's growth plans, including but not limited to undertaking strategic initiatives, general corporate purposes and/or such other use of proceeds as may be permitted under the applicable laws.

The Board also formed the Rights Issue Committee to decide the terms and conditions of the rights issue including the use of Issue proceeds, rights entitlement ratio, the issue price, record date, timing of the Issue and other related matters.

Annexure A

INR in 000

Particulars	Q3 – December 31, 2021	Q3 – December 31, 2020	Nine months ended December 31, 2021	Nine months ended December 31, 2020
Revenue from Operations	92,543	62,271	252,465	145,716
Other Income	2,534	3,679	11,719	6,942
Total Income	95,077	65,950	264,184	152,657
Employee benefit expenses	23,565	24,320	69,572	82,420
Finance cost	2,501	2,329	7,720	6,661
Depreciation and amortization expense	19,739	6,276	52,362	14,715
Other expenses	28,754	21,036	83,265	65,277
Total Expenses	74,560	53,961	212,919	169,073
Exceptional Items	5,000	-	5,000	5,736
Profit before tax	15,517	11,989	46,266	(22,152)
Tax expenses	4,430	10,177	11,970	913
Profit after tax	11,086	1,812	34,296	(23,065)

About *The Quint*

The Quint is driven by the truth and the readers who seek it. What makes us different from most legacy media is that we consistently challenge the status quo — through in-depth, visually powerful, community-driven stories, features, and interactive multimedia formats.

Our team is a collective of reporters, storytellers, editors, producers, designers, and analysts, who have cut their teeth on the best news teams in the country. At the helm, we have some of the best minds in the industry who have honed their craft for years in the media and today lead a fearless newsroom into 21st-century, cutting-edge journalism.

As a newsroom, we seek to be as diverse as possible, with a special focus on gender — such that our news represents the issues and voices of all sections of society. We are participative in our approach to newsgathering — with a robust citizen journalism vertical, My Report — and we partner with our readers in our hunt for fake news, through our WebQoof vertical. Our reporters fan out into deep interiors of the country for ground reports — finding stories that often get drowned out in prime-time debates. We have eminent authors writing for our Opinion section and we aim to bring as much diversity to the voices on our site as possible.

The Quint makes sense of the systematic chaos that is the world today and brings you the story however you want — on your phone, through videos, op-eds, infographics, animations, and documentaries.

For more information, visit www.quintdigitalmedia.com.

Safe Harbour Disclaimer

This release contains certain "forward looking statements" including, but without limitation, statements relating to the implementation of strategic initiatives, and other statements relating to Quint Digital Media Limited future business developments and economic performance. While these forward-looking statements indicate our assessment and future expectations concerning the development of our business, a number of risks, uncertainties and other unknown factors could cause actual developments and results to differ materially from our expectations. These factors include, but are not limited to, general market conditions, macro-economic, governmental and regulatory trends, movements in currency exchange and interest rates, competitive pressures, technological developments, changes in the financial conditions of third parties dealing with us, legislative developments, and other key factors beyond the control of the Company, such as Covid-19, that could affect our business and financial performance. The Company undertakes no obligation to publicly revise any forward looking statements to reflect future / likely events or circumstances. In addition, this release is for general information purposes only, without regard to any specific objectives, financial situations, or informational needs of any particular person. The financial information outlined in this press release is unaudited, based on management accounts. Accordingly, limited reliance should be placed on such financial information. The Company may alter, modify, or otherwise change in any manner the content of this release, without obligation to notify any person of such change or changes. This release should not be copied or disseminated in any manner.