

February 10, 2024

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 nine months ended December 31, 2023

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 nine months ended December 31, 2023.

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

Q3FY24
Result Presentation

Safe Harbor



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Comment from Chairman

“Despite economy being resilient and maintaining a healthy growth momentum primarily aided by capex and spend on luxury and premium items by a small group of people, overall consumption by a large section of the society in urban as well as rural India remains muted. It does not augur well for the industries which depend upon advertisement revenue for profit. State elections in some of the large and politically important states have been extremely helpful to those operating in these areas and compensated the media houses substantially for the loss of commercial revenues.

I am aware that India is transforming faster than ever before, and the policy decisions taken including steep increase in capex by government will translate into sustainable increase in consumption through employment generation and improvement in per capita income. This gives me confidence that the whole of media industry is poised to be back on path of long term sustainable growth sooner than later.

The company’s revenues during the quarter grew moderately on YoY basis. However, on QoQ basis the growth in revenues was satisfactory owing to festive season and elections in the states of MP/Chhattisgarh where company’s newspapers Naidunia/Navdunia are circulating. Standalone profits of the company at operating as well as net level grew meaningfully on YoY as well as QoQ basis primarily due to moderation in newsprint prices, continued cost control and improved performance of all businesses. I expect further decrease in newsprint prices and improvement in performance of core and other businesses in coming quarters which will augment the Company’s profits even further provided we continue to remain cost vigilant and efficient as always”



...Mahendra Mohan Gupta

Group Key Highlights



'Strong Advertisement Revenue Growth led by Festive season

Print

- Flagship brand Dainik Jagran and other print brands lead the Ad Revenue growth on sequential as well as YoY basis
- Operating Profit Growth on YoY basis as well QoQ basis
- Benefit of reduced newsprint prices started to reflect in margins

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

Radio

- Continues to maintain Market share at 19% in Q3FY24
- 31% Revenue Garnered from Created Business - Properties, Proactive pitches, Digital, Sponsorships & Special days
- Q3FY24 Digital revenue has grown by 27% over Q3FY23

Further Strengthening our Position

Digital

- JNM is amongst the top 10 news/information category in India
- Registered a reach of ~68 Million Total Unique Visitors in the News/Information category*
- Total video Views** on YouTube increased by 77%, and Subscribers increased by 19% compared to Q2 FY24

Strategy Realignment Yielding Results

Outdoor & Event

- Over the past few quarters, Outdoor and Event businesses have maintained strong performance and margin expansion
- The Company has adopted a shift in strategy to focus on more stable and profitable revenue streams

Liquidity of around Rs. 900 Crores at group level

*Source: Comscore MMX Multi-Platform: Dec '23

**Source: YT Analytics

Business Performance

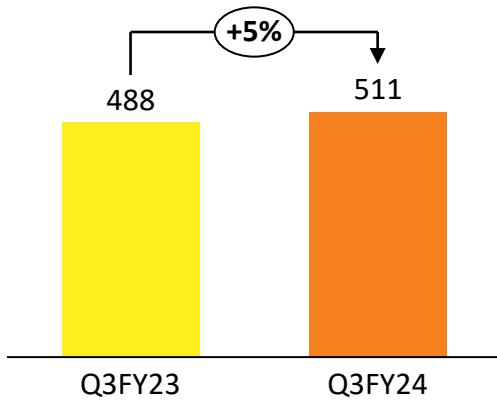


Resilient Performance

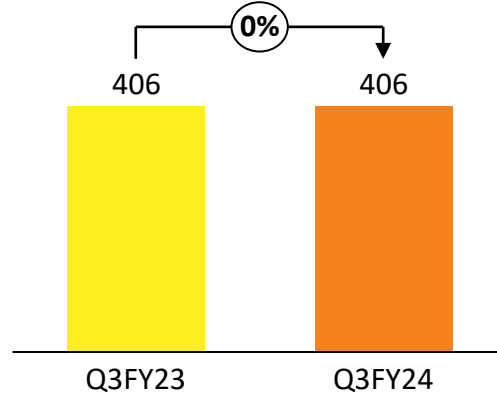


CONSOLIDATED

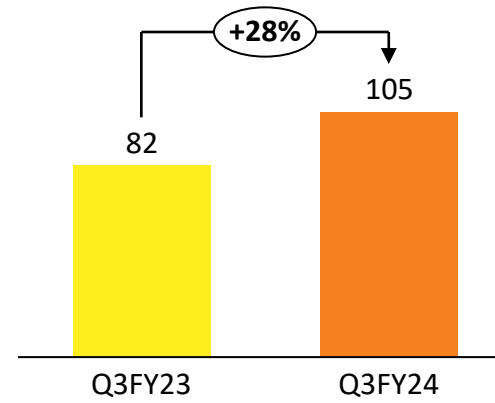
OPERATING REVENUE



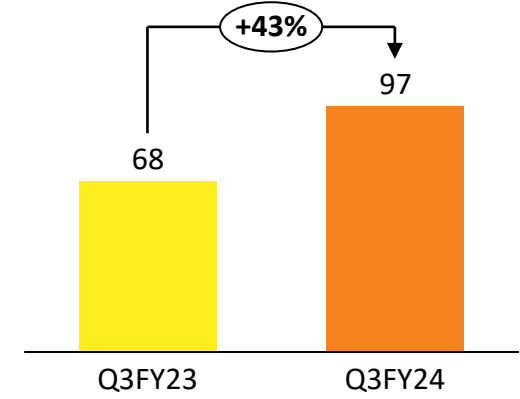
OPERATING EXPENSES



OPERATING PROFIT

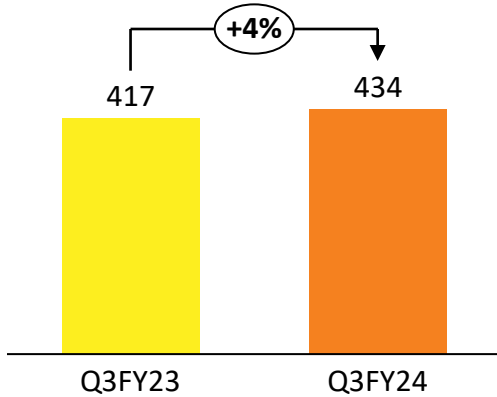


PROFIT BEFORE TAX

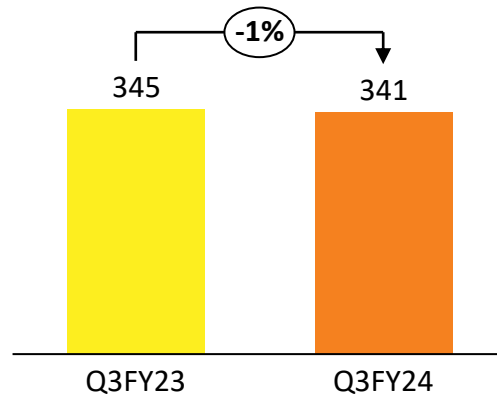


STANDALONE

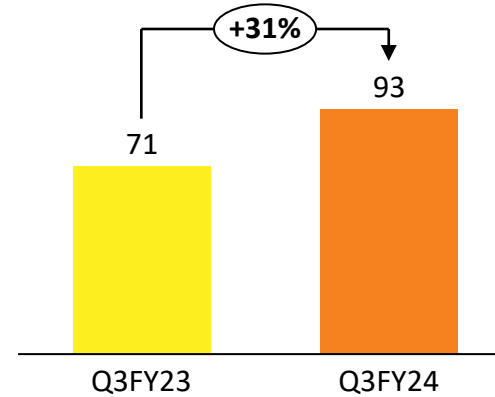
OPERATING REVENUE



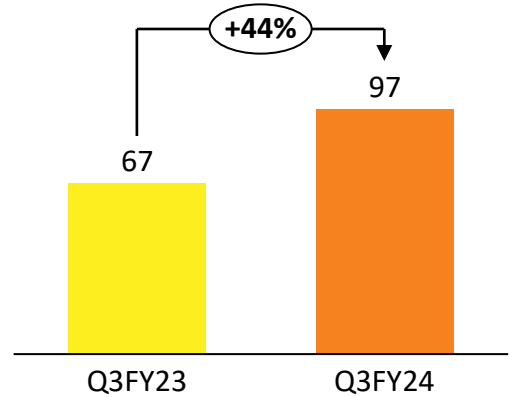
OPERATING EXPENSES



OPERATING PROFIT



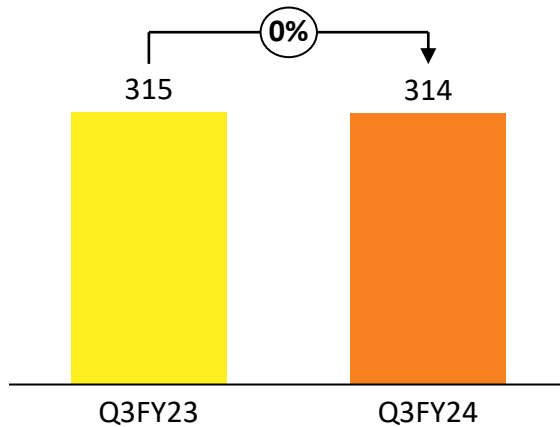
PROFIT BEFORE TAX



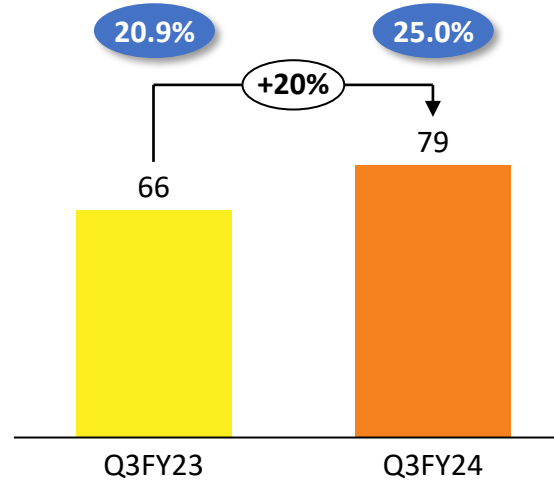
Dainik Jagran – Operating Highlights



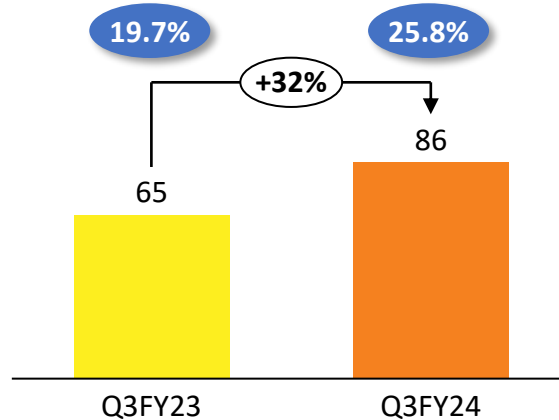
OPERATING REVENUE



OPERATING PROFIT



PROFIT BEFORE TAX



Leadership position remains intact

Registered operating margin of ~25% on back of lower newsprint price and continuous control over cost

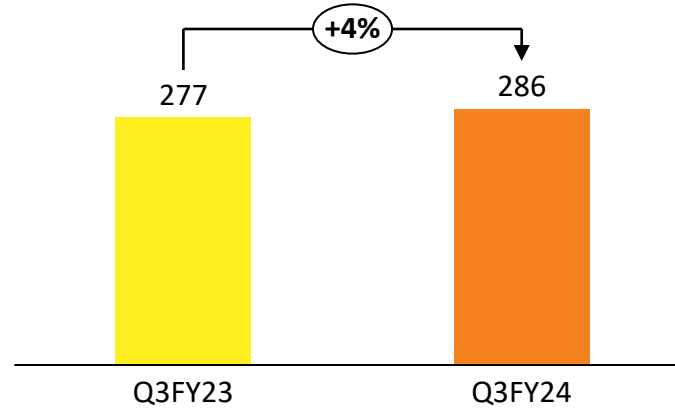
Print Business Performance



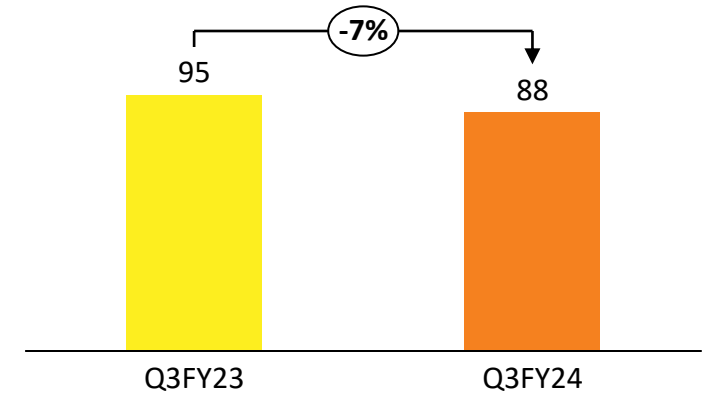
'Dainik Jagran', 'Naidunia' and 'Inext' have recorded better Ad Revenue growth led by Festive season

Reports strong Operating Profit growth led by cost controls and lower newsprints prices

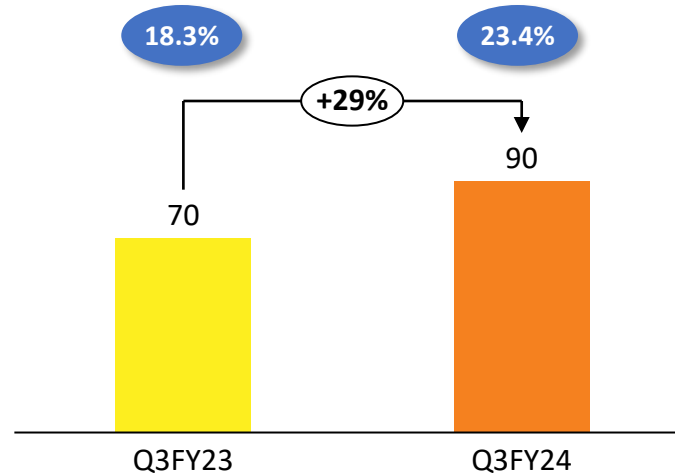
ADVERTISEMENT REVENUE



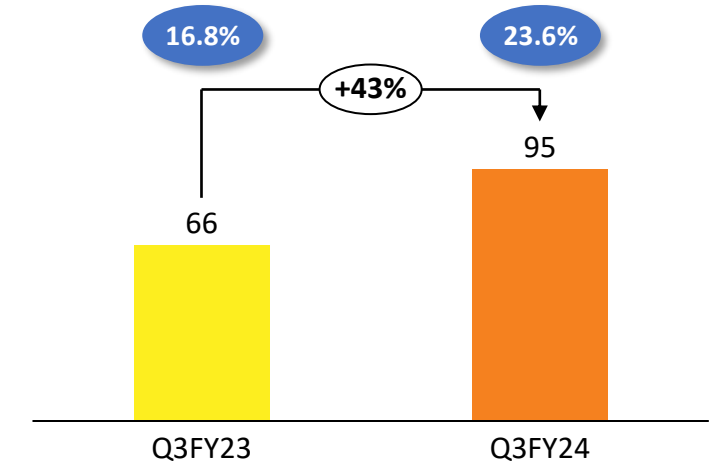
CIRCULATION REVENUE



OPERATING PROFIT



PROFIT BEFORE TAX



MBL: Operating Performance

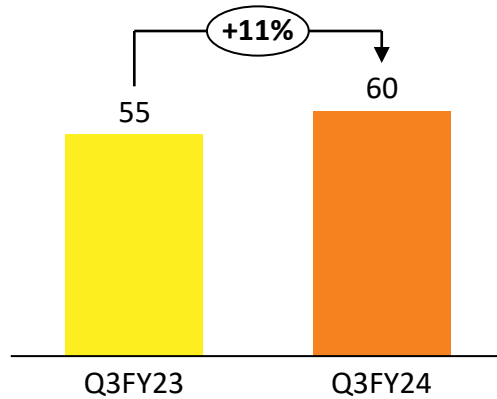


2nd Highest client count share in the Industry with 40% in 9MFY24

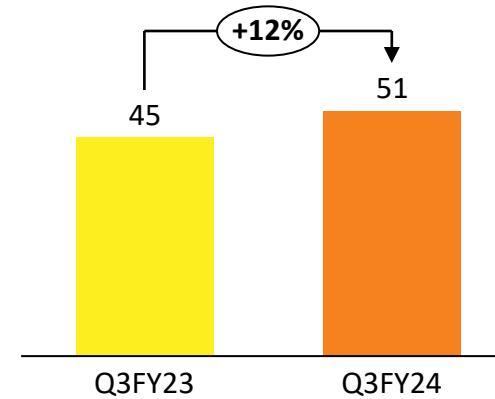
39% of the total clients on the Radio platform advertised on Radio City

31% of Revenue generated from a variety of offerings: Proactive proposals, Digital initiatives, Sponsorships, and Special events

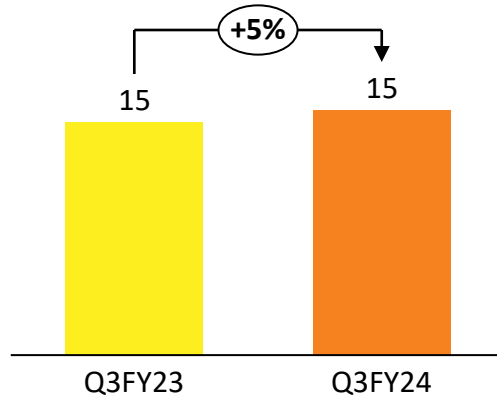
OPERATING REVENUE



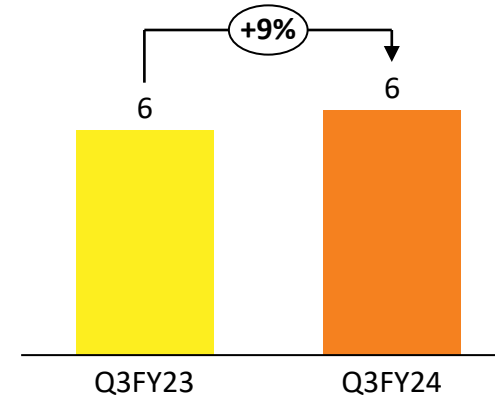
OPERATING EXPENSES



OPERATING PROFIT[^]



PROFIT BEFORE TAX^{}**



Radio City's Market share* is 19% in Q3 FY24

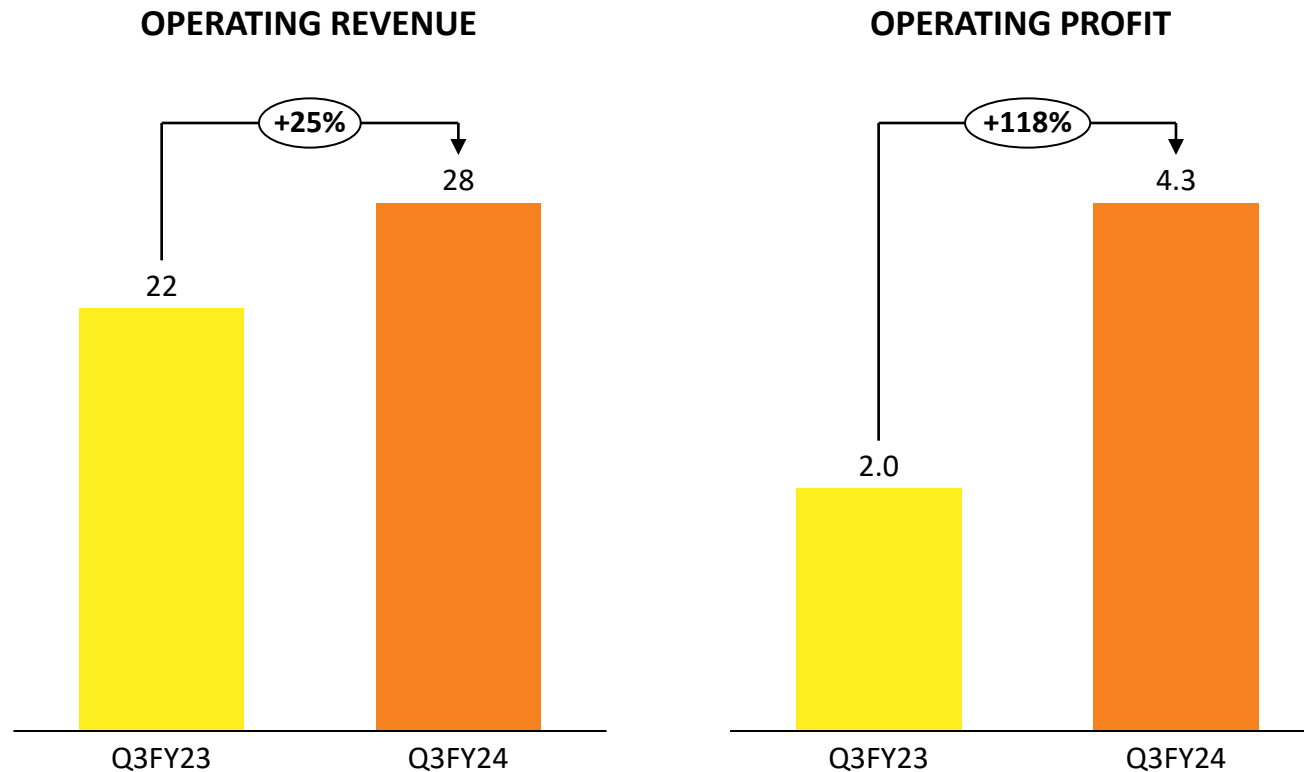
Digital reach of 388 million through social media apps like Youtube, Facebook, Twitter, Instagram and Web Radio

* Source: Aircheck 15 Markets
[^] Includes other income

** Adjusted for interest on NCRPS in Q3 FY24

Group Digital Business Performance

JNM* in the News/Information category reached out to **~68 Mn Total Unique Visitors, 454 Mn Total Views, 361 Mn Minutes Time spent** and registered an annual growth of **30% in Total Views**



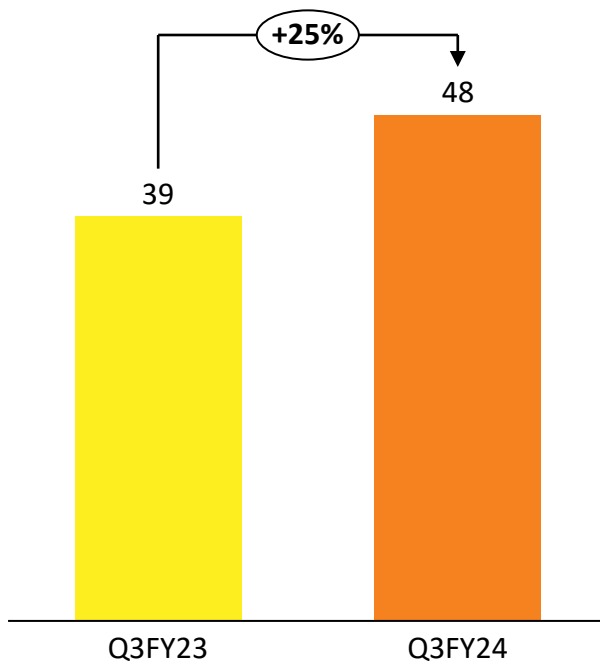
JNM is amongst the top 10 news/information category in India

Investment in various digital platforms to support future growth

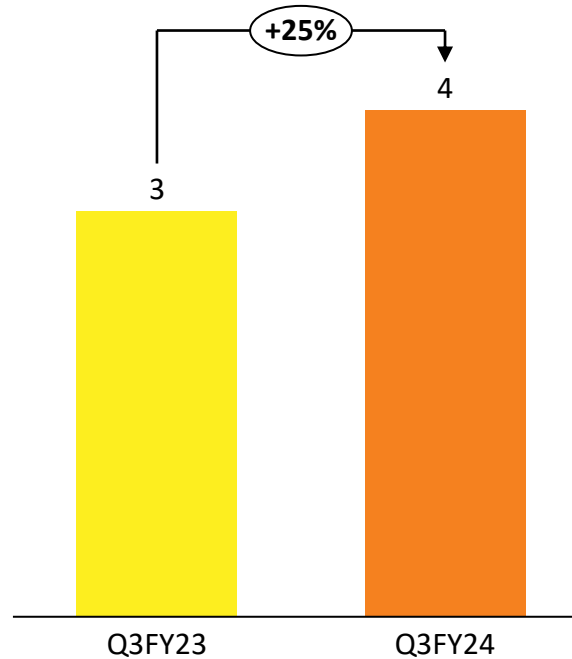
* Source: Comscore MMX Multi-Platform: Dec' 23

Outdoor and Events Business Performance

OPERATING REVENUE



OPERATING PROFIT



Major Shift in Strategy yielding results with Strong Revenue Growth

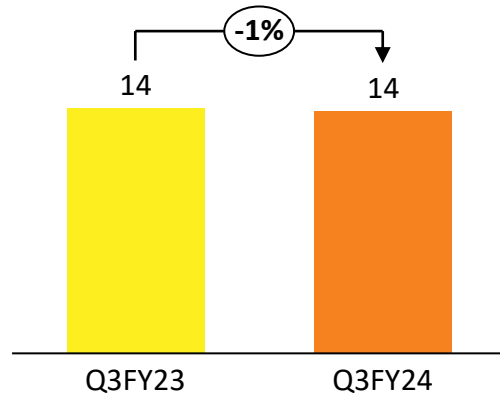
The Company aims to **increase the share of revenue generated from asset-based businesses**, which are known for their stability and higher profitability.

Secondly, directing **efforts toward pure activation revenue** while decreasing its reliance on fixed-margin, cost-based businesses

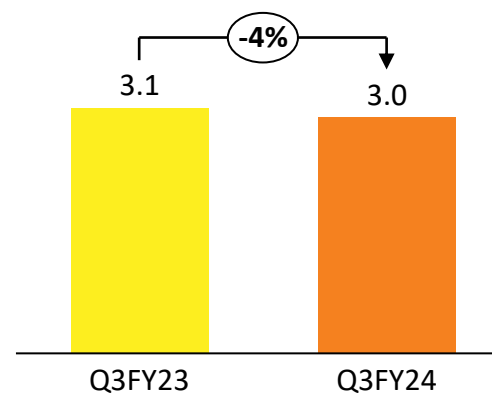
Mid-Day Operating Performance



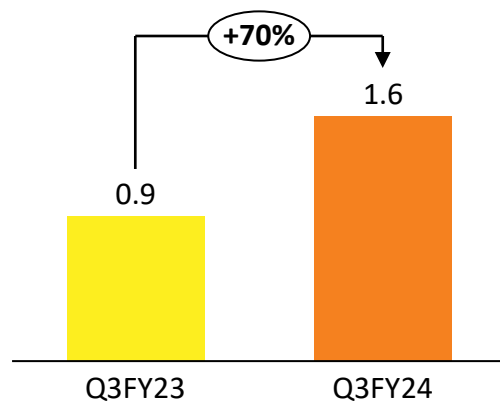
ADVERTISEMENT REVENUE



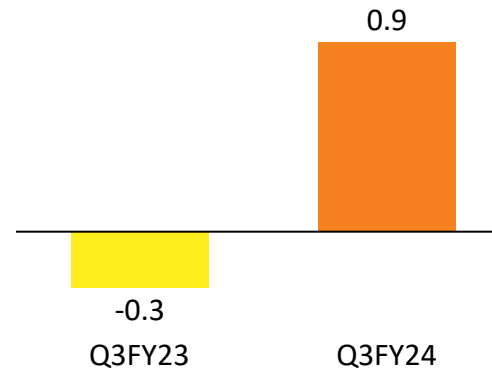
CIRCULATION REVENUE



OPERATING PROFIT



PROFIT BEFORE TAX



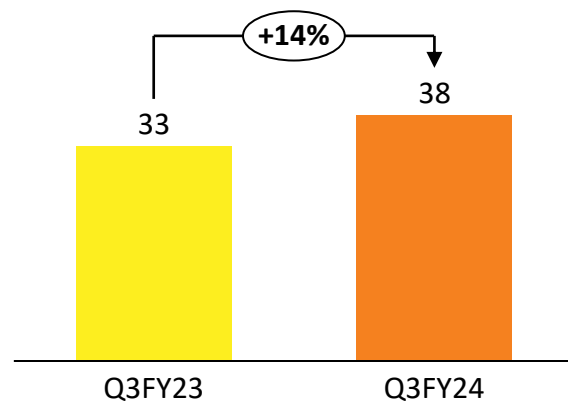
Strong Growth in Operating Profit on back to Cost Control

Strong Cost measures results in turnaround at PBT level on YoY basis

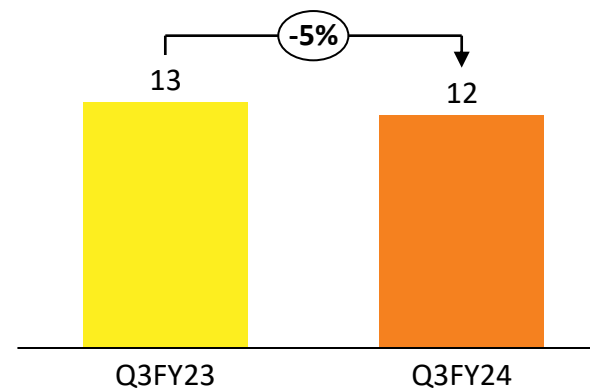
Other Publications^ Operating Performance



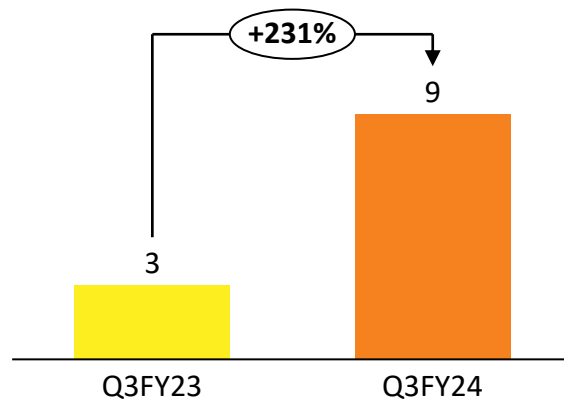
ADVERTISEMENT REVENUE



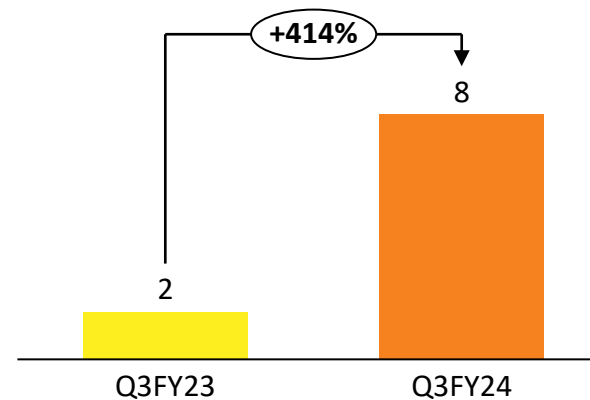
CIRCULATION REVENUE



OPERATING PROFIT



PROFIT BEFORE TAX

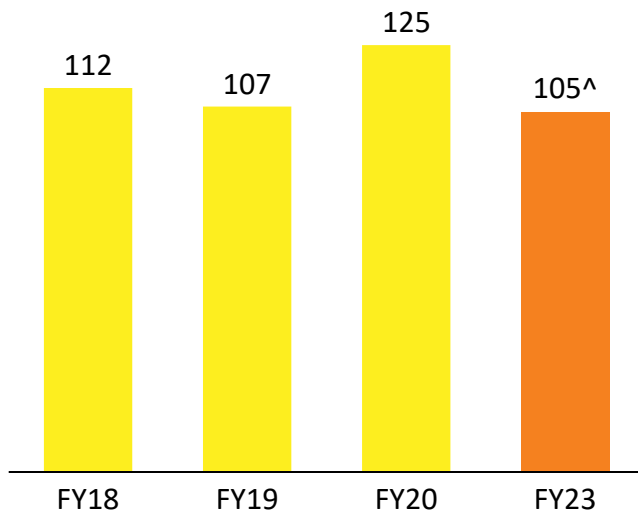


Financial Performance

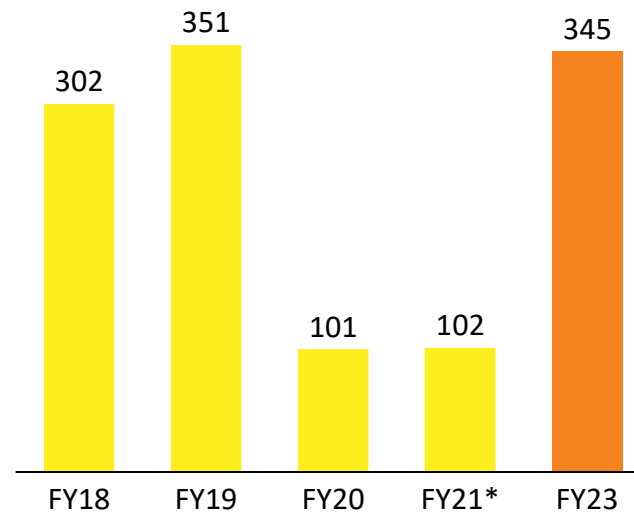


Distribution to Shareholders

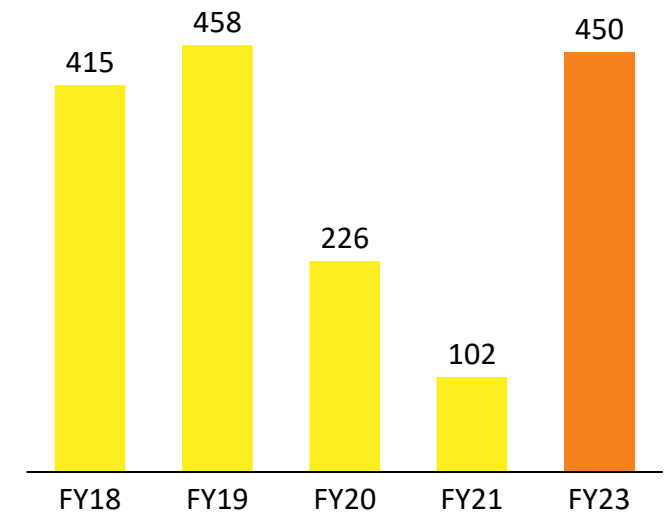
Dividend



Buyback



Total Distribution to Shareholders



Distribution of ~ Rs. 450 crores as dividend

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

Distribution of ~ Rs. 1,650 crores in form of dividend and buyback

Mid-day Financial Performance



Particulars (Rs. in Crs)	Q3FY24	Q2FY24	Q3FY23
<u>Operating Revenue</u>	17.17	16.39	17.57
Advertisement	13.60	12.81	13.75
Circulation	2.99	2.98	3.11
Other Operating Income	0.58	0.60	0.71
Expenses	15.62	15.71	16.65
<u>Operating Profit</u>	1.56	0.68	0.92
<u>Operating Profit Margin</u>	9.07%	4.12%	5.21%
Other Income	0.71	0.82	0.43
Depreciation	1.09	1.09	1.20
Interest	0.31	0.38	0.40
<u>Profit Before Tax</u>	0.87	0.03	38.43
Tax	0.31	0.01	6.18
<u>Profit After Tax</u>	0.56	0.02	32.25
<u>Net Profit Margin</u>	3.13%	0.09%	190.85%

MBL Financial Performance



Particulars (Rs. in Cr)	Q3FY24	Q2FY24	Q3FY23
Operating Revenue	60.44	52.44	54.67
Expenses	50.95	46.06	45.34
Operating Profit	9.49	6.38	9.33
Operating Profit Margin	15.70%	12.16%	17.07%
Other Income	5.81	5.70	5.21
Depreciation and Amortisation	8.42	8.28	8.18
Interest	2.44	2.47	0.53
Profit Before Tax	4.44	1.33	5.84
Tax	1.87	0.96	1.74
Profit After Tax	2.57	0.37	4.09
Net Profit Margin	3.88%	0.63%	6.84%

Operating Margin Break-up



Particulars (Rs. in Crs)	Q3FY24	Q2FY24	Q3FY23
Dainik Jagran*			
Operating Revenue	314.05	280.36	314.52
Operating Profit	78.70	51.26	65.71
Operating Margin	25.06%	18.28%	20.89%
Other Publications*			
Operating Revenue	67.16	67.04	63.93
Operating Profit	10.19	10.29	3.46
Operating Margin	15.17%	15.34%	5.41%
Radio**			
Operating Revenue	60.44	52.44	54.67
Operating Profit	9.49	6.38	9.33
Operating Margin	15.70%	12.16%	17.07%
Digital			
Operating Revenue	27.90	27.57	22.33
Operating Profit	4.33	4.28	1.99
Operating Margin	15.52%	15.50%	8.91%
Outdoor and Event			
Operating Revenue	48.34	37.83	38.62
Operating Profit	4.08	1.23	3.27
Operating Margin	8.45%	3.24%	8.46%

*Excludes Digital

** Includes Radio Digital revenue.

Consolidated Profitability Statement



Particulars (Rs. in Cr)	Q3FY24	Q3FY23	YoY	Q2FY24	QoQ	9MFY24	9MFY23	YoY
Operating Revenues	510.96	488.16	5%	458.73	11%	1,424.27	1,396.79	2%
<i>Advertisement Revenue *</i>	366.77	346.50		318.61		994.75	969.11	
<i>Circulation Revenue</i>	88.32	94.80		89.72		273.17	280.84	
<i>Other Operating Income</i>	55.87	46.86		50.40		156.35	146.84	
License Fees	5.10	4.90		4.99		15.08	14.53	
Raw Material	123.71	149.88		120.14		376.55	418.88	
Manpower Cost	104.45	99.15		103.09		306.36	291.08	
Net impairment losses on financial assets	7.28	9.98		7.07		20.12	21.29	
Other Expenses	165.67	142.27		151.51		460.06	405.89	
Operating Profit	104.75	81.98	28%	71.93	46%	246.10	245.12	0%
Operating Profit Margin	20.50%	16.79%		15.68%		17.28%	17.55%	
Other Income [^]	26.52	21.69		18.00		66.13	53.04	
Depreciation / Amortization	28.10	26.34		27.31		82.33	81.04	
Interest	6.26	9.75		6.16		19.77	27.96	
Share of Profits / (Losses) of Associates	0.17	-0.16		0.09		0.36	0.15	
Exceptional Items	0.00	-38.68		0.00		0.00	-38.68	
Profit Before Tax	97.07	106.10	-9%	56.55	72%	210.49	227.99	-8%
Tax	23.60	23.70		15.03		51.60	54.48	
Profit After Tax	73.48	82.39	-11%	41.52	77%	158.89	173.51	-8%
PAT Margin	14.38%	16.88%		9.05%		11.16%	12.42%	
Other comprehensive income, net of income tax	0.00	0.08		-0.04		-0.04	0.26	
Total comprehensive income for the period	73.47	82.48	-11%	41.48	77%	158.85	173.77	-9%
<i>Owners of the Company</i>	73.80	82.32		42.41		160.84	175.38	
<i>Non-controlling interest</i>	-0.32	0.08		-0.89		-1.95	-1.87	

[^]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 reach of 68 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



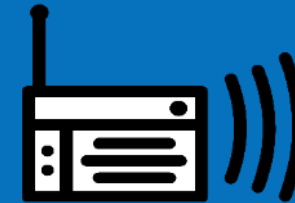
RAG RAG MEIN
DAUDE CITY.



Print



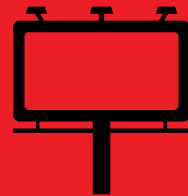
Digital



Radio



Activation



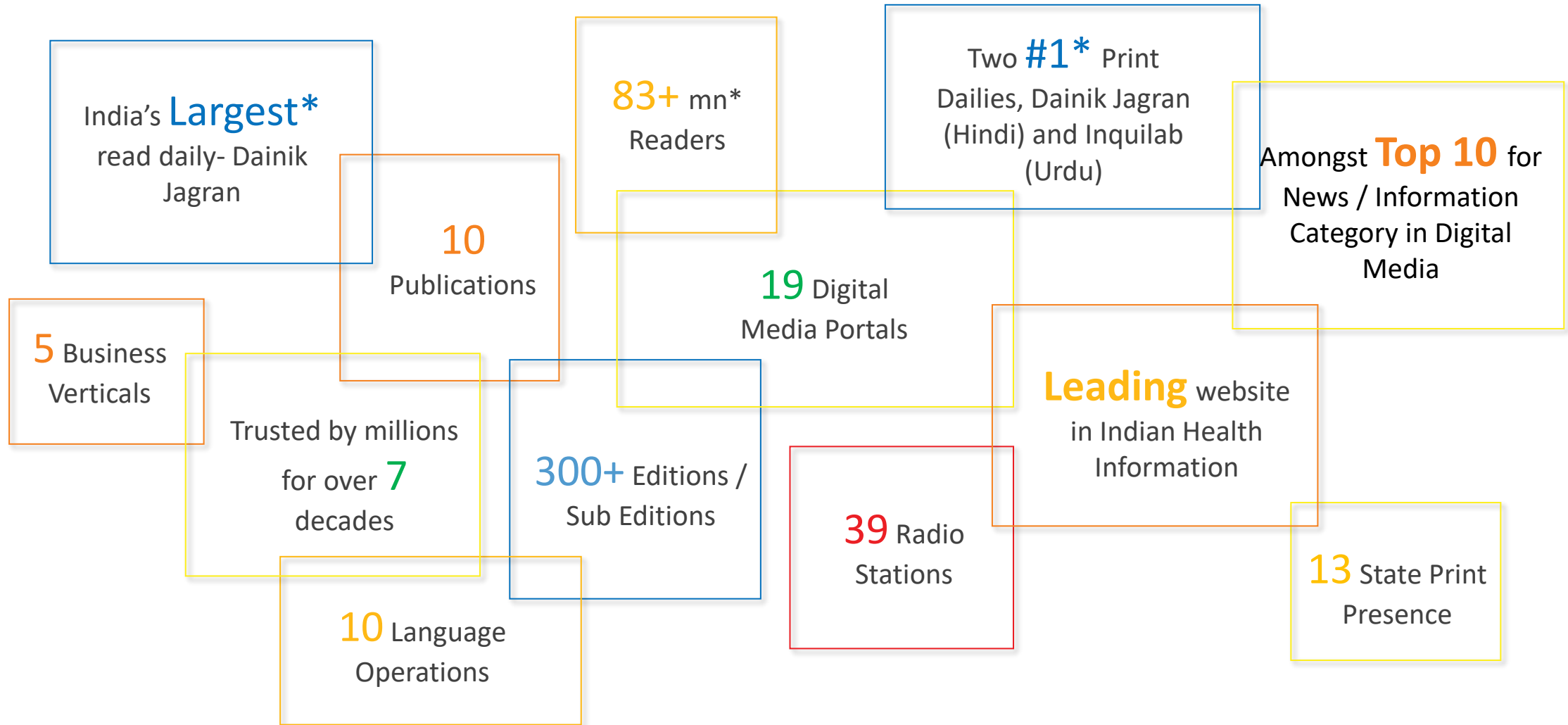
OOH

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: Dec '23

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 **13** Awards upon the Group during the Quarter

Brand	Award	No. of Awards
Dainik Jagran	Asian Media Awards, WAN-IFRA	4
	Dainik Jagran Total	4
Radio City	Indian Content Marketing Awards	4
	Radio City Total	4
Midday	Talentrack Awards 2023	1
	Midday Total	1
Jagran New Media	E4m Redcarpet Awards 2023	1
	Afaqs! Future of News Awards 2023	1
	e4m Indian Content Marketing Awards 2023	1
	Jagran New Media Total	3
Jagran IT Team	Leading CIO of the Year 2023	1
	Jagran IT Team Total	1
JPL Total		13

Contact Us



Jagran Prakashan Ltd.

CIN: L22219UP1975PLC004147

Mr. Amit Jaiswal

amitjaiswal@jagran.com

www.jplcorp.in

Strategic Growth Advisors Pvt. Ltd.

CIN: U74140MH2010PTC204285

Mr. Jigar Kavaiya / Ms. Ami Parekh

Email: jigar.kavaiya@sgapl.net / ami.parekh@sgapl.net

Contact: +91 9920602034 / +91 8082466052

www.sgapl.net