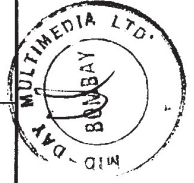


## UNAUDITED FINANCIAL RESULTS FOR THE QUARTER AND HALF YEAR ENDED SEPTEMBER 30, 2010

(Rs in Lakhs)

Particulars	For the Company			
	Quarter Ended Sep 30		Half Year Ended Sep 30	
	2010 (Unaudited)	2009 (Unaudited)	2010 (Unaudited)	2009 (Unaudited)
<b>Net Income from Sales / Services</b>	-	-	-	-
<b>Cost of Sales / Services :</b>				
(a) Increase / decrease in stock in trade and work in progress	-	-	-	-
(b) Consumption of Raw Material / Cost of printing	-	-	-	-
(c) Purchase of Traded Goods	-	-	-	-
(d) Other expenditure	-	-	-	-
<b>Gross Profit</b>	22	14	52	24
General Administrative Expenses	-	-	-	-
Selling and distribution	0	-	0	-
Depreciation / amortisation	(23)	(14)	(52)	(24)
<b>Operating Profit(+) / Loss(-) before Interest, Exceptional Items and Taxes</b>	(2)	32	31	63
Interest & Finance charges	-	-	-	-
Exceptional Items	(21)	(46)	(83)	(87)
<b>Operating Profit(+) / Loss (-) after Interest, Exceptional Items</b>	80	68	155	202
Other income	59	22	72	115
<b>Profit(+) / Loss(-) from ordinary activities before Tax</b>	20	8	24	39
Tax Expense	39	14	48	76
<b>Net Profit(+) / Loss(-) from Ordinary activities after Tax</b>	-	-	48	-
Extra ordinary item (net of tax)	39	14	48	76
<b>Net Profit(+) / Loss(-) for the period</b>	5,230	5,223	5,230	5,223
Paid up Equity Capital ( Face value Rs 10 per share)	-	-	-	-
Reserves Excluding revaluation reserve(as per last audited balance sheet)	-	-	-	-
<b>Earnings Per Share (EPS) (actual / not annualised)</b>				
(a) EPS for the period before extra ordinary item in Rs. - Basic	0.08	0.03	0.09	0.15
- Diluted	0.08	0.03	0.09	0.15
(b) EPS for the period after extra ordinary item in Rs. - Basic	0.08	0.03	0.09	0.15
- Diluted	0.08	0.03	0.09	0.15
<b>Public Shareholding</b>				
- Number of Shares	25,838,601	25,838,601	25,838,601	25,838,601
- Percentage of Shareholding	48.90	48.90	48.90	48.90
<b>Promoters &amp; Promoter Group Shareholding</b>				
a) Pledged / Encumbered	NIL	NIL	NIL	NIL
- Number of Shares	NIL	NIL	NIL	NIL
- Percentage of Shares	NIL	NIL	NIL	NIL
b) Non-Encumbered	26,996,675	26,996,675	26,996,675	26,996,675
- Number of Shares	100.00	100.00	100.00	100.00
- Percentage of Shares( as a % of the total shareholding of promoter and promoter group)	51.10	51.10	51.10	51.10
- Percentage of Shares( as a % of the total share capital of the company)				



Particulars	Consolidated with subsidiaries				
	Quarter Ended Sep 30		Half Year Ended Sep 30		Year Ended Mar 31
	2010 (Unaudited)	2009 (Unaudited)	2010 (Unaudited)	2009 (Unaudited)	2010 (Audited)
<b>Net Income from Sales / Services</b>	3,584	3,001	7,169	6,054	12,492
<b>Cost of Sales / Services :</b>					
(a) Increase / decrease in stock in trade and work in progress	-	-	-	-	-
(b) Consumption of Raw Material / Cost of printing	692	532	1,304	1,125	2,262
(c) Purchase of Traded Goods	284	279	578	557	1,141
(d) Other expenditure	2,609	2,189	5,287	4,372	9,089
<b>Gross Profit</b>	1,679	1,535	3,375	3,072	6,208
General Administrative Expenses	693	346	1,002	570	1,050
Selling and distribution	355	355	704	708	1,419
Depreciation / amortisation	(118)	(47)	207	22	413
<b>Operating Profit before Interest, Exceptional Items and Taxes</b>	159	259	398	540	1,038
Interest & Finance charges	-	-	164	-	-
Less : Exceptional Items	(277)	(306)	(355)	(518)	(625)
<b>Operating Profit after Interest, Exceptional Items</b>	23	31	24	77	128
Other income	(255)	(275)	(331)	(441)	(496)
<b>Profit(+) / Loss(-) from ordinary activities before Tax</b>	(78)	(99)	326	(161)	(103)
<b>Tax Expense</b>	(176)	(176)	(657)	(280)	(393)
<b>Net Profit(+) / Loss(-) from Ordinary activities after Tax</b>	-	-	-	-	-
Extra ordinary item (net of tax)	(176)	(176)	(657)	(280)	(393)
<b>Net Profit (+) / Loss(-) for the period</b>	(116)	(108)	(356)	(223)	(458)
Minority shareholders' interest	(60)	(68)	(301)	(57)	65
<b>Net Profit after tax &amp; minority interest</b>	5,230	5,223	5,230	5,223	5,230
Paid up Equity Capital ( Face value: Rs 10 per share)	-	-	-	-	9,978
Reserves Excluding revaluation reserve(as per last audited balance sheet)	(0.11)	(0.13)	(0.58)	(0.11)	0.12
<b>Earnings Per Share (EPS) (actual / not annualised)</b>	(0.11)	(0.13)	(0.58)	(0.11)	0.12
(a) EPS for the period before extra ordinary item in Rs. - Basic	(0.11)	(0.13)	(0.58)	(0.11)	0.12
- Diluted	(0.11)	(0.13)	(0.58)	(0.11)	0.12
(b) EPS for the period after extra ordinary item in Rs. - Basic	-	-	-	-	-
- Diluted	-	-	-	-	-
<b>Public Shareholding</b>	25,838,601	25,838,601	25,838,601	25,838,601	25,838,601
- Number of Shares	48,90	48,90	48,90	48,90	48,90
- Percentage of Shareholding					
<b>Promoters &amp; Promoter Group Shareholding</b>					
a) Pledged / Encumbered	NIL	NIL	NIL	NIL	NIL
- Number of Shares	NIL	NIL	NIL	NIL	NIL
- Percentage of Shares					
b) Non-Encumbered					
- Number of Shares	26,996,675	26,996,675	26,996,675	26,996,675	26,996,675
- Percentage of Shares( as a % of the total shareholding of promoter and promoter group)	100.00	100.00	100.00	100.00	100.00
- Percentage of Shares( as a % of the total share capital of the company)	51.10	51.10	51.10	51.10	51.10

**Notes:**

- The above results were reviewed by the Audit Committee and approved at the meeting of the Board of Directors of the company held on October 27, 2010.
- On 5th May, 2010 the company announced the merger of its publishing division with Jagran Prakashan Limited (JPL). As per the scheme of arrangement passed by the Board of Directors, the publishing business of the company comprising the investments in the subsidiary Midday Infomedia Limited will be merged in to JPL with effect from 1st April, 2010. The said scheme has been approved by Honorable Bombay High Court through its order passed on October 15th, 2010 and their respective Shareholders & Creditors, approval from Honorable Allahabad High Court is awaited.
- There were no investor complaints pending at the beginning of the quarter. During the quarter four complaints were received and were duly resolved. There were no complaints pending at the end of the quarter.
- Figures for Previous period have been regrouped/rearranged wherever required to make them comparable.
- General Administrative Expenses includes employee cost of Rs.1,847 Lakhs (Rs.1,643 Lakhs) for the quarter.
- As regards to Auditors qualification on the accounts of Radio Mid-day West (India) Ltd (Subsidiary Company) in respect of recognition of deferred tax assets of Rs.4,536.19 Lakhs as on September 30, 2010. The Board is virtually certain that there will be sufficient future taxable income against which the deferred tax asset can be realised and hence company has decided to recognise the deferred tax asset for the carry forward loss
- Exceptional Items are Radio performance royalty payable since 2005 onwards to IPRS due to court order
- Standalone results can be viewed on the sites of BSE, NSE and www.middaymultimedia.com

Particulars	For the Company				Consolidated with subsidiaries				
	Quarter Ended Sep 30 (Unaudited)		Half Year Ended Sep 30 (Unaudited)		Quarter Ended Sep 30 (Unaudited)		Half Year Ended Sep 30 (Unaudited)		Year Ended Mar 31 (Audited)
	2010	2009	2010	2009	2010	2009	2010	2009	2010
<b>1. Segment Revenue</b>									
Publishing	-	-	-	-	2,468	2,199	5,083	4,539	9,485
Radio	-	-	-	-	1,131	803	2,110	1,517	3,031
Total Revenue	-	-	-	-	3,599	3,002	7,194	6,055	12,516
Less: Inter Segment Revenue	-	-	-	-	15	1	24	1	24
<b>Net Sales/Income from Operations</b>	-	-	-	-	3,584	3,001	7,169	6,054	12,492
<b>2. Segment Results (Profit before Interest &amp; Tax)</b>									
Publishing	-	-	-	-	243	322	788	729	1,686
Radio	-	-	-	-	(339)	(358)	(543)	(689)	(1,327)
Total	-	-	-	-	(95)	(37)	256	41	359
Less: Interest	(2)	32	31	63	159	259	388	540	1,038
Less: Other unallocable expenditure	23	14	52	24	23	9	49	18	(26)
Add: Allocable Income	80	68	155	202	23	31	24	77	156
Less: Extra ordinary item & Exceptional Item	-	-	-	-	-	-	164	-	-
Less: Incidental expenditure w/off	-	-	-	-	-	-	-	-	-
<b>Net Profit before tax &amp; minority interest</b>	59	22	72	115	(255)	(275)	(331)	(441)	(495)

**3. Segmental Capital Employed as on September 30, 2010** (Rs in Lakhs)

Particulars	For the Company		Consolidated	
	Sep 30 2010	Sep 30 2009	Sep 30 2010	Sep 30 2009
Publishing	-	-	7,066	7,415
Radio	-	-	15,062	18,087
Debt Mutual & Other Investments	16,326	17,297	200	202
Others *	-	-	2,600	235
<b>Total Capital Employed</b>	16,326	17,299	24,928	25,939

\* Others include Investment in Radio and print subsidiaries.

**Statement of Consolidated Assets and Liabilities**

Particulars	As at Sep 30, 2010 (Unaudited)		As at Sep 30, 2009 (Unaudited)	
	Sep 30 2010	Sep 30 2009	Sep 30 2010	Sep 30 2009
<b>Shareholders' funds</b>				
Share capital	5,230	5,223	10,657	10,657
Reserves & surplus	11,478	1,379	1,788	1,379
Minority interest	1,788	1,379	4,524	5,659
<b>Loan funds</b>				
Secured loans	345	2,447	23,365	24,766
Unsecured loans	14,429	15,587	14,429	15,587
<b>Total</b>	23,365	24,766	23,365	24,766
<b>Fixed assets</b>				
Investments	200	202	4,273	4,577
Deferred tax asset (Net)	4,273	4,577	4,273	4,577
<b>Current assets, loans &amp; advances</b>				
Inventories	472	241	3,244	3,111
Sundry debtors	3,244	3,111	1,900	1,716
Cash & bank balances	411	506	(4,789)	(4,421)
Loans and advances	1,900	1,716	3,225	3,247
<b>Less: Current liabilities &amp; provisions</b>				
Profit & Loss Account	3,225	3,247	23,365	24,766
<b>Total</b>	23,365	24,766	23,365	24,766

*(Signature)*  
For Mid-day Multimedia Limited

Khalid Ansari  
Chairman  
Mumbai, October 27 2010