



MADHYA PRADESH TODAY MEDIA LTD.

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संस्करण

भोपाल, इंदौर
जबलपुर, ग्वालियर
उज्जैन, सागर
रीवा, कटनी
छिंदवाड़ा
रायपुर, लखनऊ
मुंबई, अहमदाबाद
जयपुर के साथ
नई दिल्ली से प्रकाशित


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World's Topmost Survey
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MADHYA PRADESH TODAY MEDIA LTD.

SAFE HARBOR

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MADHYA PRADESH TODAY MEDIA LTD.

ABOUT THE COMPANY

Our Company was originally incorporated as Madhya Pradesh Today Media Private Limited on 18th November, 2010 under the provisions of the Companies Act, 1956 in the State of Madhya Pradesh. Subsequently, the constitution of our Company was changed to a Public Limited Company and the name was changed to Madhya Pradesh Today Media Limited vide fresh certificate of incorporation dated 5th July, 2017 issued by the Registrar of Companies, Gwalior, Madhya Pradesh. The Corporate Identification Number of Our Company is U22120MP2010PLC024758.

Pradesh Today - a daily Hindi Newspaper was launched in the year 2010 by our company. Thereafter, we planned to re-launch the product on a huge scale and the mega launching of Pradesh Today was carried out on 5th April 2011.

Pradesh Today is the First Evening Daily Newspaper of the Madhya Pradesh State which is providing all its 12 pages colored and that too in an international size form of newspaper. It also introduced Morning Daily newspaper in the State of Madhya Pradesh in the year 2010. After establishing well all over Madhya Pradesh and Chhattisgarh States, the company introduced its newspaper in the State of Uttar Pradesh, Delhi & Maharashtra. Now it also has plans to start publication and printing in other States of India in the years to come. The company has a strong team of experts having wide experience in print media.

AN EDGE OVER OTHERS

- ✓Pradesh Today has entered in to the market with its unique and exclusive attributes:
- ✓All 12-page colored newspaper with an internationally acceptable size form – The first of its type in the Madhya Pradesh State
- ✓Strategy being adopted to get an outstanding paid booking of newspaper leading to a huge response in the market.
- ✓Large Scale Branding and publicity of its product.





MADHYA PRADESH TODAY MEDIA LTD.

BUSINESS HIGHLIGHTS:

HIGHLIGHTS:

- ✓ Company is engaged in publication/circulation of Newspaper & generating revenue from Advertisement in the state of Madhya Pradesh, Chhattisgarh and other states.
- ✓ Company is No. 1 Evening Newspaper in the State of Madhya Pradesh.
- ✓ Company is No. 3 Newspaper in the State of Madhya Pradesh.
- ✓ Company is Debt free and Company is growing very Fast.
- ✓ Company is achieving stunning growth in current financial year.
- ✓ Revenue from Advertisement contribute 90% of total revenue.
- ✓ Our customers are mostly Govt & Departments, Corporates, Individual etc.
- ✓ All 12-page colored newspaper with an internationally acceptable size form.
- ✓ Company listed on NSE SME Platform.



MADHYA PRADESH TODAY MEDIA LTD.

OUR VISION

We have the vision to be the largest and most admired language media brand in central India. Our Motto represents our Vision “**PURA SACH BE HICHAK**” We are focusing upon reliability, transparency and our customer satisfaction. Our vision, to provide updated news to our readers and satisfy our customer needs through advertisement. We work hard every day to make Pradesh Today as the Central India’s respected Media Brand.

Our Management have clear Vision, Capabilities & Passion for “Pradesh Today” to establish it Pan India Player.

MISSION

To fulfill our vision, we are planning to enter into the 6 states of India i.e. Uttar Pradesh, Maharashtra, Rajasthan, Gujarat, Delhi, Chhattisgarh. We are also planning to get Multi State Advertisement for branding of Customer product through our newspaper.



MADHYA PRADESH TODAY MEDIA LTD.

COMPANY'S MISSION STATEMENT

- ▶ To provide relevant, accurate and reliable information fairly and objectively
- ▶ To be the voice and conscience of the people
- ▶ To be a caring media group

TERRITORIAL & READERSHIP EXPANSION DETAILS

Today Market is highly customer oriented, it is important to satisfy the needs and wants of readers and stakeholders. To enhance their market share and widen their customer and reader base it is essential to understand the consumer psychology. By understanding consumer i.e. readers' behavior which adapt changes according to market dynamics, can be formulated.

Company is planning to pre-launch its newspaper in the state of, Chhattisgarh, Uttar Pradesh, Delhi, Rajasthan, Gujarat and Maharashtra. Pre-Launching helps Company to understand current and future market landscapes as they plan for new edition launch. Pre-launch of newspaper in different cities includes researching upon readers choices through Survey. Qualitative & Quantities researches which will help company successfully launch its newspaper in different cities.



MADHYA PRADESH TODAY MEDIA LTD.

Pradesh Today is continuously organizing every year huge events for its brand promotion all over India. It is the only print media house that is conducting —**International Auto Show** from the beginning of the newspaper. Reputed international brands have already been participated in this big event like Aston Martin, Ferrari, Lamborghini, Maserati, Porsche, Mercedes, Audi, BMW, Polaris etc. International Auto show provides local automobile dealers a big platform for their brand Promotion as well as Sale of Vehicle also. Now every year Pradesh Today is organizing this type of events including Patang Mahotsav, Garbaa, Amrit Millan Samaroh.

SALES AND MARKETING

Pradesh Today has developed a unique model for Sales, Marketing and Distribution of Newspaper. We distributed all newspapers with the help of Over 5000 (Five thousand) hawkers all over the Madhya Pradesh and other states. We have developed a unique Concept of Fast and within the time limit Delivery of Newspaper all over the Madhya Pradesh & Other . We have built a strong network of distributors including Cash Sellers for instant delivery of newspaper to each and every corner of Area's. Each City is divided into certain zones and each zone has their individual Leader. The leader develops its own team of distributors. With this large network, we can provide timely delivery of our Product.

ADVERTISING AND SPACE SELLING:

The newspaper consists of various types of news from all over the Area, which covers around 60-70 Percent of Space. The left space i.e. around 40 Percent is used for Advertisement. Basically Business development Executive Explains or Brief a chart to the advertiser, that how will he help to promote his product or business by using certain Space in his Newspaper? Accordingly he make plan with the help of Designers and Experts'.

Major Advertisement Categories, the Company Focus is on:

1. Corporate Advertising
2. Local Advertising
3. Upcountry Advertising
4. Government Advertising



MADHYA PRADESH TODAY MEDIA LTD.

Corporate Advertising: In this category we publish advertisements from corporate clients from all over India. Mainly the Corporate Advertisement Comes from Bigger Advertisement Agencies Situated and Metro Cities like New Delhi, Mumbai, Bangalore, Pune etc. over 20 corporate marketing executives are deployed for these Giants. Corporate Clients can be from any Segment like manufacturer, industrialists, Automobile companies etc.

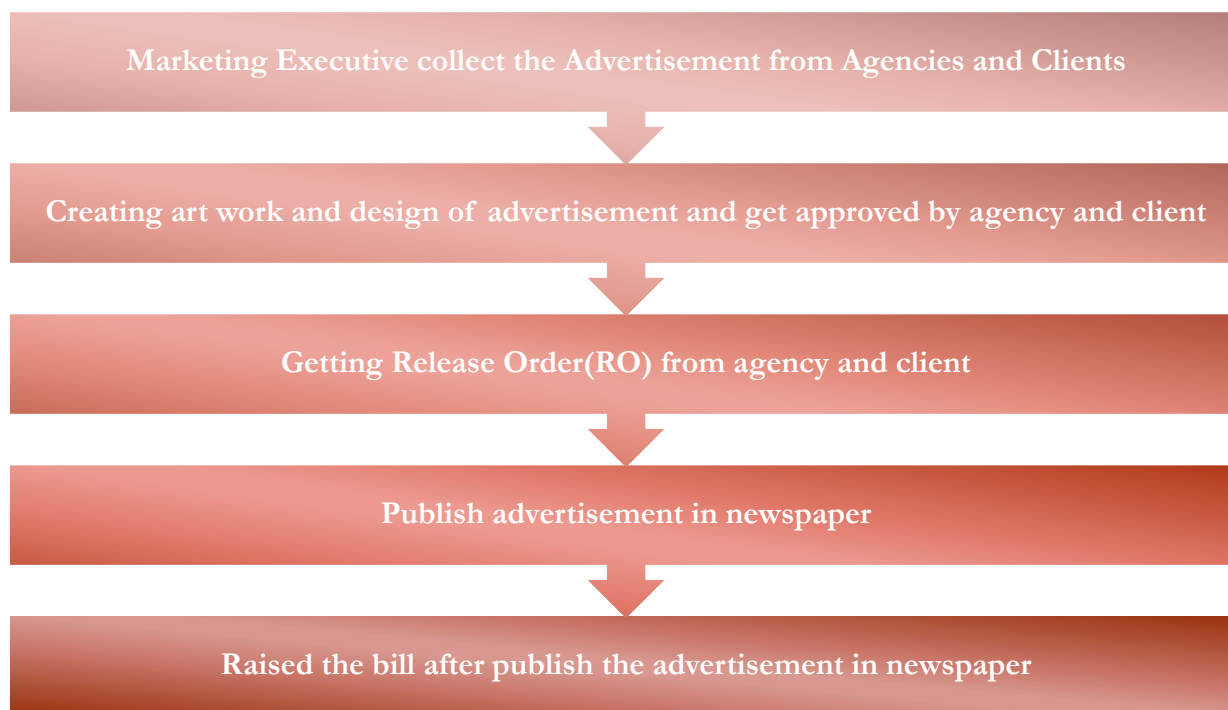
Local Advertising: - In this category we publish advertisements from all local entities like local builders, local automobile showrooms, Political advertisement, local events etc. We have deployed around 30 Business development executives for the same. Local clients can be the owner of Showrooms of automobile, owner of shops etc.

Upcountry advertising: - In this category we publish advertisement from rural areas covering all local events. Around 50 Marketing executives are deployed all around the Madhya Pradesh.

Government Advertising:- In this category we publish the advertisement from Directorate of Advertising and visual publicity department. The ruling government promotes schemes for public welfare through newspaper. We have deployed around 10 Executive to follow up the advertisement release from DAVP.

BUSINESS PROCESS

FLOW CHART FOR ADVERTISEMENT BUSINESS PROCESS



FLOW CHART FOR PUBLISHING OF NEWS





MADHYA PRADESH TODAY MEDIA LTD.

ACHIEVEMENTS

We are No. 1 Evening Newspaper in the State of Madhya Pradesh and Overall No. 3 newspaper in the State of Madhya Pradesh.

We have been honored with Best Regional Newspaper Award, 2012 and The Society of Editors Regional Press Awards for 2012, (judged by the work of regional and local newspapers published between 1 January and 31 December 2012).

The Regional Press Awards are organized on behalf of the industry by the Society of Editors with the support of the Newspaper Society. The Society of Editors Regional Press Awards are made possible by the lead sponsorship of UK Power Networks. They are supported by Asda and Foot Anstey, solicitors and are held in association with Hold the Front Page and the Press Association.

SHAREHOLDERS RETURN

The Company declared an Interim Dividend of Rs. 0.50/- Per share (5% of the Face Value) for the current financial year 2017-18.

OUR PROMOTERS

The Promoters of our Company are:

- 1) Mr. Hradayesh Kumar Dixit
- 2) Mr. Shantanu Dixit

BRIFE BIOGRAPHIES OF OUR DIRECTOR

Mr. Hradayesh Dixit



- He is the Co-Founder of Madhya Pradesh Today Media Limited (Pradesh Today Media Group||). He is Presently Chairman & Managing Director of Pradesh Today Media Group.

Mr. Shantanu Dixit



- He is the Director and CFO of the Madhya Pradesh Today Media Limited. He is BBA and Pursuing LLB. He is responsible for financial planning and record-keeping, as well as financial reporting to management.

OUR STRENGTHS



MADHYA PRADESH TODAY MEDIA LTD.



Our offices situated in different cities i.e. Bhopal, Indore, Jabalpur, Rewa, Katni, Raipur, Delhi, Ahmadabad, Jaipur, and many more cities of the India. Some of the offices has been taken on Lease and Rental; These offices are situated in different cities, which is our Strength and contributing in company growth. We are receiving day to day feedback from these offices and getting updated news from these offices. These offices are supporting in following manner:

- I. Receiving day to day feedback;
- II. Getting updated news of cities through our good offices;
- III. Easier to manage work with in a Company;
- IV. Workload can be balanced upon demand;
- V. Coordination and communication between customers and stakeholders;
- VI. Quicker response to customer request;
- VII. Competition among divisions can boost business;
- VIII. Focus on customers' needs and preferences;
- IX. Promotes self-management by employees (greater job satisfaction because of more involvement);
- X. Faster decision making, reduced cycle time and improved responsiveness to customers;
- XI. Enables organization to use its resources efficiently (provides flexibility to assign staff to project requirements and reassign as needed);
- XII. Provides individuals an opportunity to work with different skills and expertise.

OUR MANAGEMENT TEAM

Mr. Hradyesh Kumar Dixit :- Mr. Dixit is Chairman & Managing Director of the Company , He is also Key Managerial Personnel of the Company, He is responsible for all the activities of the Company including personnel, financial and commercial management and corporate planning and project implementation. He has more than 20 years of experience in the publishing and newspaper business and has been a part of the organization since Inception.

Mr. Shantanu Dixit:- Mr. Shantanu Dixit is CFO and non-executive director of the Company, He is responsible for managing the financial risks of the Company. He is also responsible for financial planning and record-keeping, as well as financial reporting to higher management. He joined Pradesh Today Group since 2012 and under his dynamic guidance & leadership Pradesh Today successfully organized many events including Central India biggest 1st Auto Show .

Mr. Satish Pimple :- Mr. Satish Pimple is President of the Company , he is responsible for Company's overall functionalities, He is responsible for our long term vision and monitoring our Company's performance and devising the overall business plans. He has more than 20 years of experience in the publishing and newspaper business

Mr. Anuj Agrawal:- Mr. Agrawal is Company Secretary and Compliance Officer of the Company, His function shall include report to Board about Compliances with provision of this Act and he is handling the secretarial activity of the Company. Mr. Agrawal is having more than 2 years experience in the filed of Corporate Law, Finance and Accountancy.

OUR PRODUCTS



MADHYA PRADESH TODAY MEDIA LTD.

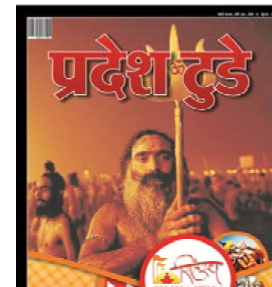
H1FY18



News Paper



Digital



Magazine

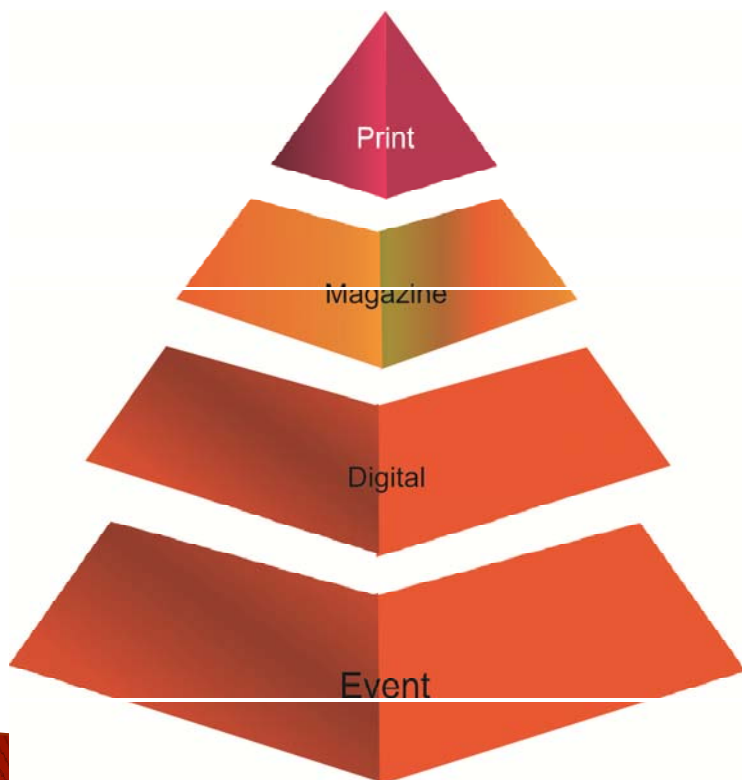


Event

All businesses showing Strong Profitability



MADHYA PRADESH TODAY MEDIA LTD.



Consistent Performance in Print Business

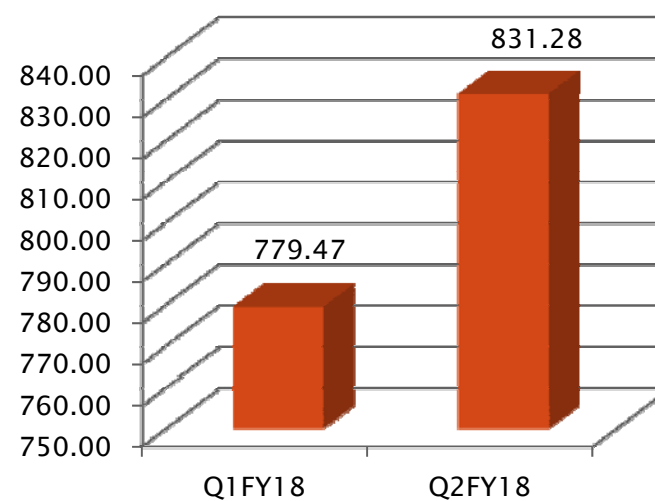
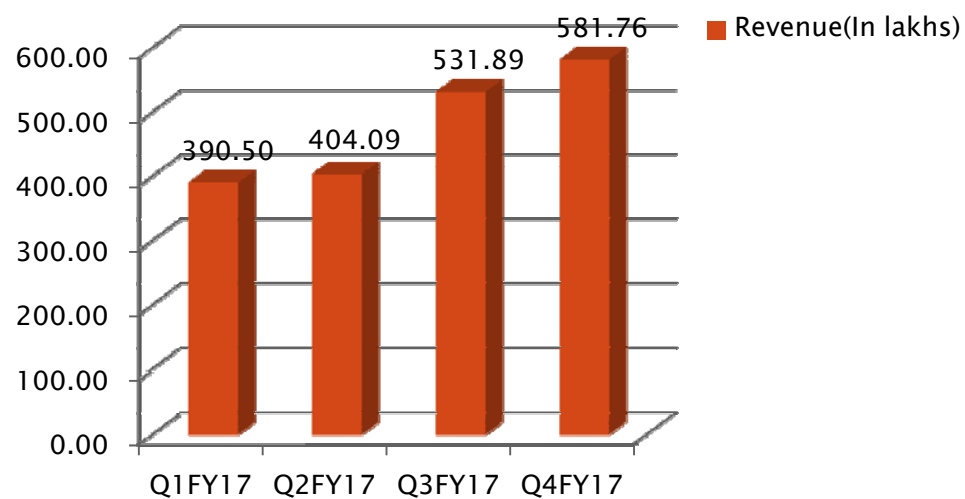
- ✓ Increasing Average Advertisement Revenue Trend
- ✓ Revenue : Increased H1FY18 82%
- ✓ Operating Profit : Increase H1FY18 130%

Performing well in Magazine Business

Company exploring opportunities to get benefits of Digital Marketing Channel. This vertical may add significant Revenues in coming future.

Growing Well in all Event's from last 5 yrs consistently

Consistent Performance in the Print Business...



Digital Newly Launched on April 2017 : Maintaining Average Growth



MADHYA PRADESH TODAY MEDIA LTD.

<http://www.pradeshtoday.com/>
www.pradeshtoday.com/

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Audience Overview

All Users
100.00% Sessions

Oct 1, 2017-Dec 31, 2017

Overview

Sessions
95,000

37,000

Oct 15 Oct 29 Nov 12 Nov 26

Sessions

93,678,203

Pages / Session

8.05

% New Sessions

95.27%

Users

955,210

Avg. Session Duration

00:05:15

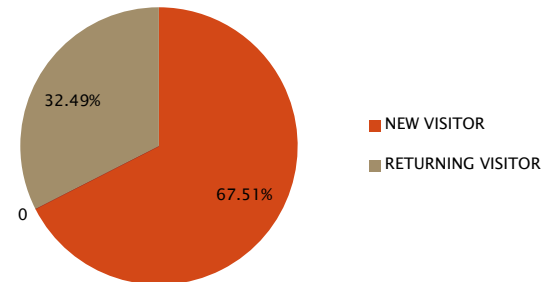
Pageviews

97,234,618

Bounce Rate

41.45%

New Visitor Returning Visitor



Digital Newly Launched on April 2017 : Maintaining Average Growth



<http://www.pradeshtoday.com/>
www.pradeshtoday.com/

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MADHYA PRADESH TODAY MEDIA LTD.

Audience Overview

 All Users
100.00% Sessions

Jul 1, 2017 - Sep 30, 2017

Overview



Sessions

90,508,002



Users

805,105



Pageviews

95,042,112



Pages / Session

7.42



Avg. Session Duration

00:04:10



Bounce Rate

38.20%

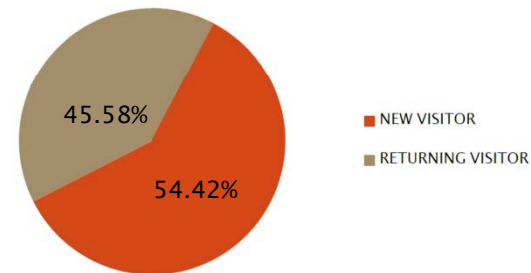


% New Sessions

72.21%



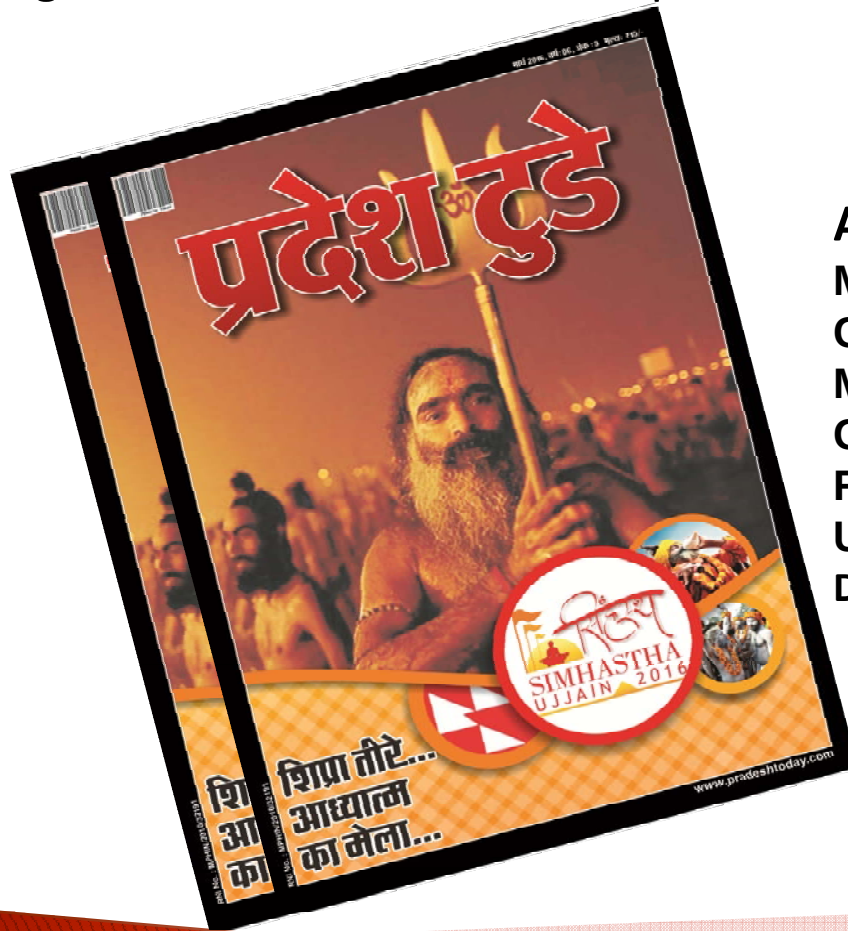
 New Visitor  Returning Visitor



Magazine – Distributed in most part of India



MADHYA PRADESH TODAY MEDIA LTD.



Average 5 Lakhs copies circulated in
Madhya Pradesh
Chhattisgarh
Maharashtra
Gujarat
Rajasthan
Uttar Pradesh
Delhi



MADHYA PRADESH TODAY MEDIA LTD.

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**

**Pradesh Today
Publications***
69 lakh readers

Pradesh Today
is MP&CG #3 Daily
Hindi^

Ahead of peers both in
terms of
Readership & Circulation

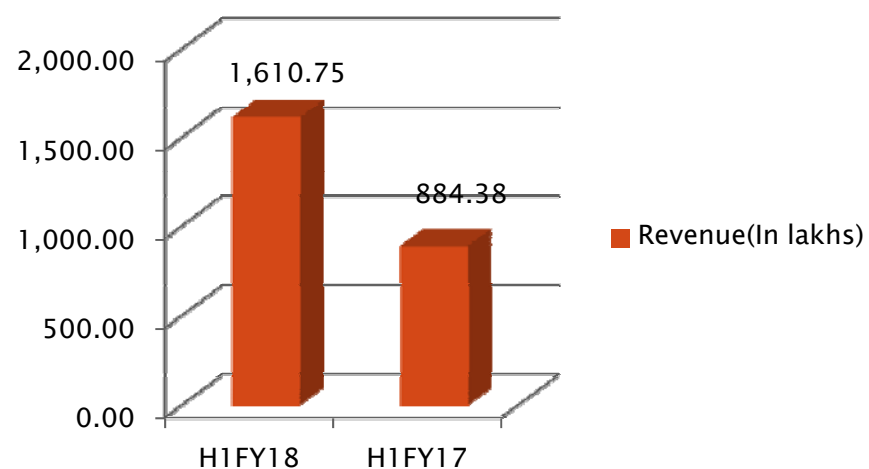
Digital is Fastest Growing Network in India

Financial Performance

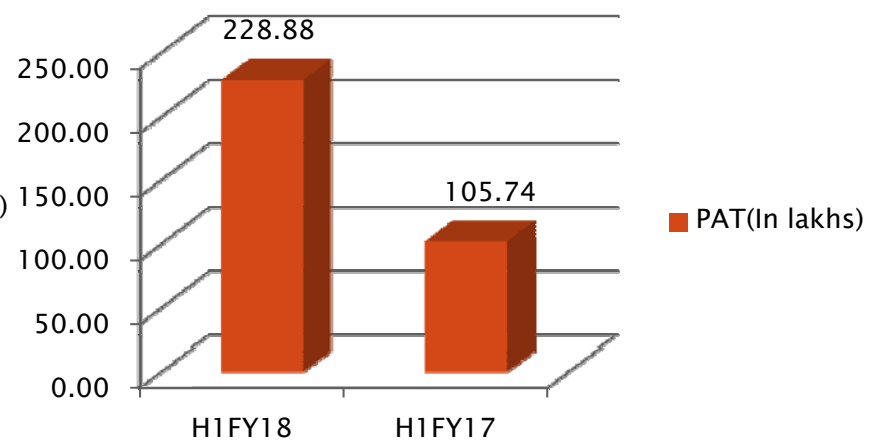
Particulars (Rs. In Lakhs.)	H1FY18	H1FY17
<u>Operating Revenue</u>	1,610.75	884.38
Expenses	1,258.74	731.24
<u>Operating Profit</u>	352.01	153.14
<u>Operating Profit Margin</u>	21.90%	17.30%
Other Income	10.00	0.0
Depreciation	23.60	0.0
Interest	33.80	0.0
<u>Profit Before Tax</u>	361.98	153.14
Tax	75.70	47.4
<u>Profit After Tax</u>	286.28	105.74
<u>Net Profit Margin</u>	17.80%	12.00%

Profitability Performance

Revenue(In lakhs)



PAT(In lakhs)



Profitability Statement

Rs. In Lakhs.	Q2FY18	Q2FY17	YoY	Q1FY18	QoQ	H1FY18	H1FY17	YoY
Revenues	831.28	404.09	106%	779.47	7%	1,610.75	884.38	82%
Other Operating Expenses	643.31	343.88		615.43		1258.74	731.24	
Operating Profit	187.97	60.21	212%	164.04	15%	352.01	153.14	130%
Operating Profit Margin	22.6%	14.9%		21.0%		21.9%	17.3%	
Other Income	3.6	0.0		6.3		10.0	0.0	
Profit Before Tax	191.60	60.21	218%	170.38	12%	361.98	153.14	136%
Tax	0.0	20.1		0.0		75.7	47.4	
Profit After Tax	191.60	40.14	377%	170.38	12%	286.29	105.74	124%
PAT Margin after Minority Interest	23.0%	9.9%		21.9%		17.8%	12.0%	
Total Comprehensive income for the period	191.60	40.14		170.38		286.29	105.74	

Consolidated Balance Sheet

ASSETS (Rs. In Lakhs.)	Sep-17	Mar-17	EQUITY AND LIABILITIES (Rs. In Lakhs.)	Sep-17	Mar-17
<i>Non-Current Assets</i>	1000.53	562.03	<i>Equity and Liabilites</i>	2116.30	469.74
<i>Current assets</i>	3298.68	791.06	<i>Non-current liabilities</i>	185.23	220.19
			<i>Current Liabilites</i>	1997.68	663.16
Total Assets	4299.21	1353.09	Total equity and liabilites	4299.21	1353.09

Peer Comparison



MADHYA PRADESH TODAY MEDIA LTD.

Company Name	DB CORP	JAGRAN PRAKASHAN LTD.	MP TODAY
Income Statement			
Revenue	116261.00	95636.00	1610.75
	(+4.8% YoY)	(+2.6% YoY)	(+82% YoY)
Other Income	1265.00	1461.00	10.00
Total Income	117527.00	97097.00	1620.75
Expenditure	83978.00	71989.00	1258.74
Operating Profit	32283.00	23647.00	352.01
	(-0.29% YoY)	(-3.48% YoY)	(+130% YoY)
Interest	36.00	688.00	33.83
PBDT	33549.00	25107.00	328.16
Depreciation	4479.00	4007.00	23.58
PBT	29070.00	21100.00	304.58
Tax	10174.00	7145.00	75.69
Net Profit	18896.00	13955.00	228.89
	(-1.92% YoY)	(-7.60% YoY)	(+124% YoY)
Equity	36788.00	12456.00	456.80
EPS (Half Year)	10.28	4.46	5.00
Market Cap	633336.00	510093.00	5250.00
PE Multiple*	16.78	18.38	11.4
* EPS Calculated On Annualised Basis			
**Figures In lacs Except EPS			



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THANK YOU,



MPTODAY

For further information, please contact:

Madhya Pradesh Today Media Limited

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Mr. Anuj Agrawal

cs@pradeshtoday.org