

October 29, 2010

1) Manager-CRD,
Bombay Stock Exchange Ltd.,
Dalal Street,
Mumbai-400001

Fax No.022-22722037/39/41
Re: Jagran Prakashan Limited
Script Code: 532705
ISIN No. INE 199G01027

✓ 2) Listing Manager,
National Stock Exchange of India Ltd.,
'Exchange Plaza'
Bandra Kurla Complex,
Bandra (E),
Mumbai-400 051

Fax: 022- 26598237/38
Re: Jagran Prakashan Limited
Scrip Code: JAGRAN
ISIN No. INE 199G01027

Dear Sir,

Sub: Submission of Unaudited Financial Results for the quarter ended September 30, 2010.

In pursuance to Clause 41 of the Listing Agreement, please find enclosed herewith the Unaudited Financial Results along with the press release for the quarter ended September 30, 2010.

You are requested to take the same on record.

Thanking you,
For Jagran Prakashan Limited

Amit Jaishwal
(AMIT JAISWAL)
Company Secretary



Enclosure: as above

JAGRAN PRAKASHAN LIMITED
Regd. Office : Jagran Building, 2, Sarvodaya Nagar, Kanpur-208 005

UNAUDITED FINANCIAL RESULTS FOR THE PERIOD ENDED 30th SEPTEMBER, 2010

(Rs. In Lakhs except per share data)

Sr. No.	Particulars	Quarter Ended		Half Year Ended		Year ended
		30.09.2010 (Unaudited)	30.09.2009 (Unaudited)	30.09.2010 (Unaudited)	30.09.2009 (Unaudited)	31.03.2010 (Audited)
1a.	Net Sales/Income from Operations	27088.96	24351.44	53586.47	47237.25	92739.73
1b.	Other Operating Income	596.33	331.26	1080.38	632.79	1449.65
1c.	Total	27685.29	24682.70	54666.85	47870.04	94189.38
2	Expenditure					
a.	(Increase)/decrease in stock in trade and work in progress	0.74	3.86	9.12	4.61	3.26
b.	Consumption of raw materials	8012.18	6831.83	15568.74	13843.76	27356.39
c.	Employees Cost	3536.58	2996.13	7010.63	5888.03	12121.77
d.	Depreciation	1326.96	1299.63	2575.95	2536.18	5074.66
e.	Other expenditure *	7051.98	6527.30	13977.57	12758.59	26479.64
f.	Total	19928.44	17658.75	39142.01	35031.17	71035.72
3.	Profit from Operations before Other Income, Interest & Exceptional Items (1-2)	7756.85	7023.95	15524.84	12838.87	23153.66
4.	Other Income	639.96	502.82	1214.59	2069.14	3425.06
5.	Profit before Interest & Exceptional Items (3+4)	8396.81	7526.77	16739.43	14908.01	26578.72
6.	Interest	139.98	146.74	262.72	283.66	656.77
7.	Profit after Interest but before Exceptional Items and Prior Period adjustment (5-6)	8256.83	7380.03	16476.71	14624.35	25921.95
8.	Exceptional Items and Prior Period adjustment (net)	0	0	0	0	0
9.	Profit from Ordinary Activities before tax (7-8)	8256.83	7380.03	16476.71	14624.35	25921.95
10.	Tax Expense	2706.27	2352.43	5366.31	4645.43	8331.62
11.	Net Profit for the period after tax (9-10)	5550.56	5027.60	11110.40	9978.92	17590.33
12.	Paid-up equity share capital (Face Value of Rs 2/-each)	6023.41	6023.41	6023.41	6023.41	6023.41
13.	Reserves excluding revaluation reserves					55226.43
14.	Basic and diluted EPS (On Face Value of Rs.2/- each)	1.84	1.67	3.69	3.31	5.84
15.	Public shareholding					
-	Number of shares (Face Value of Rs 2/- each)	134519281	134519281	134519281	134519281	134519281
-	Percentage of shareholding	44.67	44.67	44.67	44.67	44.67
16.	Promoters and promoter group Shareholding					
a)	Pledged/Encumbered					
-	Number of shares	-	42000000	-	42000000	-
-	Percentage of shares (as a % of the total shareholding of promoter and promoter group)	-	25.20	-	25.20	-
-	Percentage of shares (as a % of the total share capital of the company)	-	13.95	-	13.95	-
b)	Non-encumbered					
-	Number of shares	166651304	124651304	166651304	124651304	166651304
-	Percentage of shares (as a % of the total shareholding of promoter and promoter group)	100.00	74.80	100.00	74.80	100.00
-	Percentage of shares (as a % of the total share capital of the company)	55.33	41.38	55.33	41.38	55.33
*	Includes -					
(i)	Direct Expenses of Outdoor, Event and SMS Services	1649.89	1517.80	3172.61	2749.81	6084.08
(ii)	Stores and Spares Consumption	610.86	563.52	1223.87	1108.57	2231.65



JAGRAN PRAKASHAN LIMITED

STATEMENT OF ASSETS AND LIABILITIES AS AT SEPTEMBER 30th, 2010

	(Rs. In Lakhs)	
	Half Year ended	
	30.09.2010 (Unaudited)	30.09.2009 (Unaudited)
Shareholders' Funds		
Capital	6,023.41	6,023.41
Reserves and Surplus	66,354.31	59,947.42
Loan Funds	10,584.95	12,817.82
Deferred Tax Liabilities (Net)	6,681.39	6,040.72
Total	89,644.06	84,829.37
Fixed Assets	44,792.10	38,252.69
Investments	18,804.88	18,381.76
Current Assets, Loans and Advances		
Inventories	6,673.51	3,181.48
Sundry Debtors	21,664.12	19,656.19
Cash and Bank Balances	4,823.36	8,242.15
Other Current Assets	2,335.91	2,378.55
Loans and Advances	7,804.05	8,076.29
Less: Current Liabilities and Provisions		
Current Liabilities	(16,185.57)	(12,278.80)
Provisions	(1,068.30)	(1,060.94)
Total	89,644.06	84,829.37



Notes:-

1. The results have been reviewed by the Audit Committee and taken on record by the Board of Directors at their meeting held on October 29, 2010. These results have also been subjected to limited review by the auditors.
2. Jagran Prakashan Limited (the "Company") is engaged primarily in printing and publication of Newspaper and Magazines in India. The other activities of the Company comprise outdoor advertising, event management services and digital business. However, these in the context of the Accounting Standard 17 on Segment Reporting notified under Section 211(3C) of the Companies Act, 1956 are considered to constitute single reportable segment.
3. There is no qualification of in the limited review report and the previous year's audit report issued by the auditors except the one regarding non-amortisation of the Title-Dainik Jagran ("the Title").

Accounting Standard 26 – Intangible Assets, notified under Section 211(3C) of the Companies Act, 1956, requires amortisation of intangible assets over their estimated useful life.

Considering the impending convergence of Indian accounting standards with International Financial Reporting Standards ("IFRS"), as indicated by the Institute of Chartered Accountants of India, and recent press notes from the Ministry of Corporate Affairs, the Company considers it likely that its financial statements will also be prepared in accordance with IFRS over the next three years or so.

Post migration to IFRS, the Company will no longer be required to amortise the Title but will need to test the same for impairment annually or earlier, if there arises a triggering event in the interim period. The Company believes that basis its business projections, no impairment on such review will arise and accordingly, considering the above impending migration to IFRS, it has not amortised the value of the Title of Rs. 1,700 lakhs in these interim financial results, as currently required by Accounting Standard – 26.

4. The Company has entered into a scheme of arrangement with Mid-Day Multimedia Limited ("MML") under Sections 391-394 of the Companies Act, 1956 in order to acquire the Print Business of MML, from the appointed date April 1, 2010. The Scheme has received approval of all concerned except from Allahabad High Court which is expected shortly. The scheme of arrangement would become effective upon receipt of the approval from the Honourable High Courts and filing thereof with the appropriate regulatory authorities. Pending completion of the above events, the results of Print Business of MML have not been incorporated in these interim financial results.
5. Number of investor complaints/queries outstanding at the beginning of the quarter was NIL, number of complaints/queries received and disposed off during the quarter was 17 and outstanding number of complaints/queries at the end of the quarter was NIL.
6. Figures are re-grouped/re-cast, wherever necessary to make them comparable.



Dated: October 29, 2010
Place: Noida

By the Order of the Board
For Jagran Prakashan Limited

(Mahendra Mohan Gupta)
Chairman & Managing Director

Jagran Prakashan Limited announces Q2FY11 results

Q2 Revenues at Rs 276.85 crores, up by 12.16%
Advertisement Revenues at Rs 193.47 crores, up by 12.74%
Q2 net profit at Rs 55.51 crores, up by 10.40%

Q2FY11 Results (all comparisons with Q2FY10)

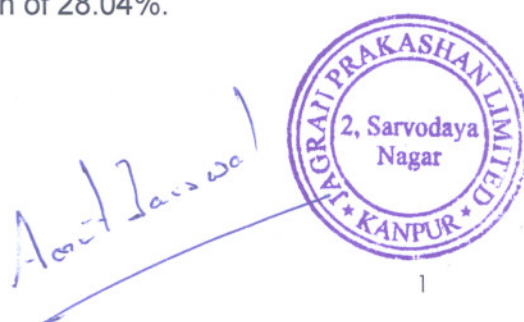
- Operating Revenues at Rs 276.85 crores, up by 12.16% from Rs 246.83 crores
- Operating Profits at Rs 90.84 crores, up by 9.13% from Rs 83.24 crores
- Advertisement Revenues at Rs 193.47 crores, up by 12.74% from Rs 171.60 crores
- Event and Outdoor Revenues at Rs 20.81 crores, up by 22.41% from Rs 17.00 crores
- Circulation Revenues at Rs 54.82 crores, up by 0.98% from Rs 54.28 crores
- PAT at Rs 55.51 crores, up by 10.40% from Rs 50.28 crores
- EPS (non-annualized) of Rs 1.84, up by 10.40% from Rs 1.67

H1FY11 Results (all comparisons with H1FY10)

- Operating Revenues at Rs 546.67 crores, up by 14.20% from Rs 478.70 crores
- Operating Profits at Rs 181.01 crores, up by 17.73% from Rs 153.75 crores
- Advertisement Revenues at Rs 383.22 crores, up by 15.25% from Rs 332.52 crores
- Event and Outdoor Revenues at Rs 39.52 crores, up by 31.55% from Rs 30.04 crores
- Circulation Revenues at Rs 110.12 crores, up by 1.22% from Rs 108.80 crores
- PAT at Rs 111.10 crores, up by 11.34% from Rs 99.78 crores
- EPS (non-annualized) of Rs 3.69, up by 11.34% from Rs 3.31

New Delhi/Noida, October 29, 2010; Jagran Prakashan Limited (JPL) (BSE SCRIP ID: 532705; NSE SYMBOL: JAGRAN), publishers of '**Dainik Jagran**' India's largest read newspaper has reported operating revenues for Q2FY11 of Rs. 276.85 crores. The net profit was at Rs. 55.51 crores and the EPS for the quarter was at Rs 1.84. EBITDA margin (excluding other income) for the quarter was 32.81%.

The Company has been investing in the Event, Outdoor and Digital businesses with a view to diversifying and broad basing the growth. In Q2FY11, these businesses have continued to grow and registered an impressive growth of 28.04%.



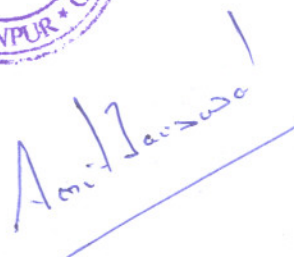
Commenting on the performance of the company for the quarter ended 30th September 2010, **Mr. Mahendra Mohan Gupta, Chairman and Managing Director, JPL** said,

"In spite of drop in cover price in Jharkhand much against our wishes, Q2FY11 was better in terms of results and margins than what we had expected. Growth in advertisement revenue which was mainly driven by improved yield would have been far greater but for massive floods in our region, cancellation of advertisements in the last week of September 2010 owing to the uncertainty caused by verdict on Ayodhya and whole of the festive season shifting to Q3 which was not the case in the previous year.

Higher than expected growth became possible due to continued good performance by non-newsprint based businesses and decent growth in advertisement revenues.

I am particularly pleased with our performance in Jharkhand where **Dainik Jagran** has improved its market position by leaps and bounds and along with **I-Next** has gained the leadership position in the state including Ranchi. Even if intensity of the competition is going to expand to other markets in future, I am confident that we would meet the competition successfully as hitherto and continue to pursue our organic as well as inorganic growth plans.

Print business of Mid Day Multimedia Limited has performed satisfactorily recording growth exceeding 10% in turnover and net profit, even if the full benefit from the synergies is yet to be passed on to them."

A handwritten signature in blue ink, appearing to read "Amit Kumar", written over a horizontal line.

About Jagran Prakashan Limited

Jagran Prakashan Limited is a leading media house of India with interests spanning across newspapers, magazines, outdoor advertising, promotional marketing, event management, on ground activities and digital businesses. Dainik Jagran group publishes 3 brands of newspaper in 73 editions with 200 plus sub-editions from 30 different printing facilities across 14 states of the country including cities like Delhi, Mumbai, Kolkata, Bangalore, Hyderabad and Pune with cumulative total readership base of 56.3 million (excluding 4 editions of **I-Next** and all editions of **City Plus** which are yet to be covered by IRS survey). Its other businesses have a Pan-India presence and enjoy strong market position in their respective segments. Jagran Prakashan Limited has also been accorded the status of a Business Superbrand by the Superbrands Council.

Established in 1942, the group's flagship brand **Dainik Jagran** is the brainchild of the Freedom fighter, Late Shri Puran Chandra Gupta. **Dainik Jagran** is India's largest read daily with a total readership of 54.2 million (source: IRS 2010 Q2). It was voted as the most credible and trusted newspaper in India according to a Globescan survey commissioned by BBC-Reuters which was conducted across 10 leading countries including US, UK, Germany and Russia.

In addition, the company publishes other 2 newspaper brands **I-Next**, first ever bilingual newspaper of the country and **City Plus**, a weekly infotainment English newspaper. Both the newspapers target the youth and are compact.

The company also publishes 2 monthly magazines – **Sakhi**, targeted at women and **Josh**, targeted at career oriented youth. The group also publishes **Jagran Varshiki**, an annual general knowledge digest and various national and state statistical compilations.

Dainik Jagran won the First Place Award in the category of Readership/Usage of the Print Newspaper from the International Newspaper Marketing Association (INMA), for its Jan Jagran campaign for Electoral Reforms. Recently, **Dainik Jagran** has also been awarded a membership in the International Newspaper Color Quality Club 2010-2012 by WAN IFRA.

The group's bilingual newspaper, **I-Next** been adjudged the winner of the top World Young Reader Prize in the Brand category at the recently held WAN-IFRA Young Readers Awards for its Health Education programme Health Meter.

Amongst the company's divisions, **Jagran Engage** provides specialized 'Out of Home' advertising services with a Pan-India footprint and **Jagran Solutions** provides below the line activities like promotional marketing, event management and on ground activities throughout the country. The company has a Hindi news portal in association with Yahoo India, <http://in.jagran.yahoo.com> and the company's division **J9** provides IVR/AVR/SMS services through its short code service **57272**, besides other initiatives in digital businesses.



Amil Bhaswari

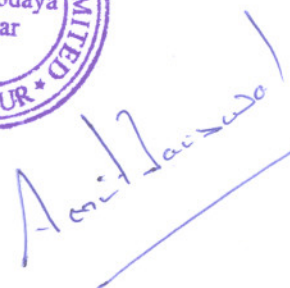
Jagran Solutions has won 15 national and International awards during first 6 months of the current fiscal for excellence in the field of promotion and activation.

The company has acquired with effect from 1st April 2010 the Print Business of Mid Day Infomedia Limited, publishers of **Mid Day English**, **Mid Day Gujarati** and the largest read Urdu daily **The Inquilab** with a cumulative total readership of 2.4 million (source: IRS 2010 Q2). All necessary approvals in connection with acquisition are in place except the approval from hon'ble Allahabad High Court which is expected to be received shortly.

As a responsible corporate citizen, JPL supports a specifically dedicated group's outfit of Shri Puran Chandra Gupta Smarak Trust, **PeheL**, to discharge its social responsibilities and provide social services such as organizing workshops/seminars to voice different social issues, health camps/roadshows for creating awareness on the social concerns and helping underprivileged masses. **PeheL** has been working with various national and international organizations such as World Bank on various projects to effectively discharge the responsibilities entrusted by the company. **Shri Puran Chandra Gupta Smarak Trust** has also been imparting primary, secondary and higher education to nearly 6000 students through schools and colleges at Kanpur, Noida, Lucknow and smaller towns Kannauj and Aligarh. The company has also been assisting trusts and societies dedicated to the cause of promoting education, culture, healthcare, etc.

For further details, please contact:

Mr Amit Jaiswal
Jagran Prakashan Limited
Mobile +91 9839095594
Tel +91- 512- 2216161

A handwritten signature in blue ink, appearing to read "Amit Jaiswal", written over a horizontal line.