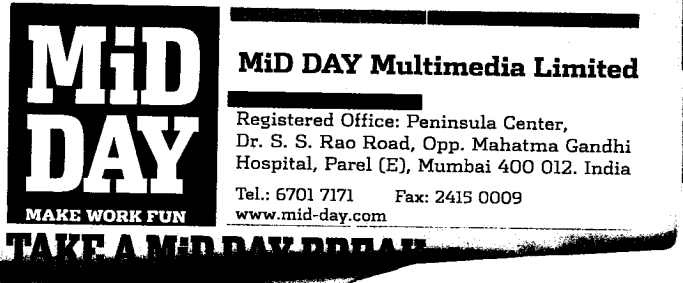


October 27, 2010

The Listing Department
The National Stock Exchange of India Ltd.,
Exchange Plaza, 5th floor,
Plot No. C/1, G Block,
Bandra-Kurla Complex,
Bandra- East,
Mumbai - 400 051.



Total → ① + ③ = ④

Dear Sir,

Sub: Unaudited Financial Results for the second quarter and half year ended September 30, 2010

We are sending herewith a fax copy of Unaudited financial results for the second quarter and half year ended September 30, 2010, which were taken on record and approved at the meeting of the Board of Directors, held on Wednesday, October 27, 2010.

Kindly take the above documents and information on your records.

Thanking You,

Yours faithfully,

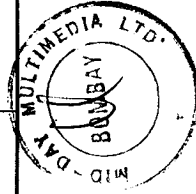
For Mid-Day Multimedia Limited

Vidya Shembekar
Company Secretary

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	Year Ended Mar 31	
	2010 (Unaudited)	2010 (Unaudited)	2009 (Unaudited)	2010 (Audited)
Net Income from Sales / Services	-	-	-	-
Cost of Sales / Services :				
(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	-	-	-	-
Gross Profit	22	52	24	(15)
General Administrative Expenses	-	-	-	-
Selling and distribution	-	-	-	-
Depreciation / amortisation	0	0	-	1
Operating Profit(+) / Loss(-) before Interest, Exceptional Items and Taxes	(23)	(52)	(24)	14
Interest & Finance charges	(2)	31	63	121
Exceptional Items	-	-	-	-
Operating Profit(+) / Loss (-) after Interest, Exceptional Items	(21)	(83)	(87)	(106)
Other income	80	155	202	356
Profit(+) / Loss(-) from ordinary activities before Tax	59	72	115	250
Tax Expense	20	24	39	54
Net Profit(+) / Loss(-) from Ordinary activities after Tax	39	48	76	196
Extra ordinary item (net of tax)	-	-	-	-
Net Profit(+) / Loss(-) for the period	39	48	76	196
Paid up Equity Capital (Face value Rs 10 per share)	5,230	5,230	5,223	5,230
Reserves Excluding revaluation reserve(as per last audited balance sheet)	-	-	-	11,006
Earnings Per Share (EPS) (actual / not annualised)				
(a) EPS for the period before extra ordinary item in Rs. - Basic	0.08	0.09	0.15	0.37
- Diluted	0.08	0.09	0.15	0.37
(b) EPS for the period after extra ordinary item in Rs. - Basic	0.08	0.09	0.15	0.37
- Diluted	0.08	0.09	0.15	0.37
Public Shareholding				
- 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
Promoters & Promoter Group Shareholding				
a) Pledged / Encumbered	NIL	NIL	NIL	NIL
- Number of Shares	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
- Percentage of Shares(as a % of the total shareholding of promoter and promoter group)	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



Particulars	Consolidated with subsidiaries			
	Quarter Ended Sep 30		Half Year Ended Sep 30	
	2010 (Unaudited)	2009 (Unaudited)	2010 (Unaudited)	2009 (Unaudited)
Net Income from Sales / Services	3,584	3,001	7,169	6,054
Cost of Sales / Services :				
(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
(c) Purchase of Traded Goods	-	-	-	-
(d) Other expenditure	284	279	578	557
Gross Profit	2,609	2,189	5,287	4,372
General Administrative Expenses	1,679	1,535	3,375	3,072
Selling and distribution	693	346	1,002	570
Depreciation / amortisation	355	355	704	708
Operating Profit before Interest, Exceptional Items and Taxes	(118)	(47)	207	22
Interest & Finance charges	159	259	398	540
Less : Exceptional Items	-	-	164	-
Operating Profit after Interest, Exceptional Items	(277)	(306)	(355)	(625)
Other income	23	31	24	77
Profit (+) / Loss (-) from ordinary activities before Tax	(255)	(275)	(331)	(441)
Tax Expense	(78)	(99)	326	(161)
Net Profit (+) / Loss (-) from Ordinary activities after Tax	(176)	(176)	(657)	(280)
Extra ordinary item (net of tax)	-	-	-	-
Net Profit (+) / Loss (-) for the period	(176)	(176)	(657)	(280)
Minority shareholders' interest	(116)	(108)	(356)	(223)
Net Profit after tax & minority interest	(60)	(68)	(301)	(57)
Paid up Equity Capital (Face value Rs 10 per share)	5,230	5,223	5,230	5,230
Reserves Excluding revaluation reserve(as per last audited balance sheet)	-	-	-	9,978
Earnings Per Share (EPS) (actual / not annualised)				
(a) EPS for the period before extra ordinary item in Rs. - Basic	(0.11)	(0.13)	(0.58)	0.12
- Diluted	(0.11)	(0.13)	(0.58)	0.12
(b) EPS for the period after extra ordinary item in Rs. - Basic	(0.11)	(0.13)	(0.58)	0.12
- Diluted	(0.11)	(0.13)	(0.58)	0.12
Public Shareholding				
- 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
Promoters & Promoter Group Shareholding				
a) Pledged / Encumbered	NIL	NIL	NIL	NIL
- Number of Shares	NIL	NIL	NIL	NIL
- Percentage of Shares	NIL	NIL	NIL	NIL
b) Non-Encumbered				
- Number of Shares	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
- Percentage of Shares(as a % of the total share capital of the company)	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 realise 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

SEGMENT REPORTING

Particulars	For the Company				Consolidated with subsidiaries			
	Quarter Ended Sep 30		Half Year Ended Sep 30		Quarter Ended Sep 30		Half Year Ended Sep 30	
	(Unaudited)		(Unaudited)		(Unaudited)		(Unaudited)	
	2010	2009	2010	2009	2010	2009	2010	2009
1. Segment Revenue								
Publishing	-	-	-	-	2,468	2,199	5,083	4,539
Radio	-	-	-	-	1,131	803	2,110	1,517
Total Revenue	-	-	-	-	3,599	3,002	7,194	6,055
Less: Inter Segment Revenue	-	-	-	-	15	1	24	24
Net Sales/Income from Operations	-	-	-	-	3,584	3,001	7,169	6,034
2. Segment Results (Profit before Interest & Tax)								
Publishing	-	-	-	-	243	322	798	779
Radio	-	-	-	-	(339)	(356)	(543)	(685)
Total	-	-	-	-	(95)	(37)	256	41
Less: Other unallocable expenditure	(2)	32	63	121	(14)	259	398	540
Add: Unallocable Income	23	14	24	(14)	23	9	49	18
Less: Extra ordinary Item & Exceptional Item	80	68	202	356	23	31	24	77
Less: Incidental expenditure w/off	-	-	-	-	-	-	164	-
Net Profit before tax & minority interest	59	22	72	250	(255)	(275)	(331)	(441)
								(496)

(Rs in Lakhs)

3. Segmental Capital Employed as on September 30, 2010

Particulars	For the Company				Consolidated			
	Segment Assets		Segment Liabilities		Segment Assets		Segment Liabilities	
	Sep 30 2010		Sep 30 2009		Sep 30 2010		Sep 30 2009	
	(Unaudited)		(Unaudited)		(Unaudited)		(Unaudited)	
Publishing	-	-	-	-	7,066	7,415	2,088	2,249
Radio	-	-	-	-	15,062	18,087	2,659	2,088
Debt Mutual & Other Investments	-	2	-	-	200	202	-	-
Others *	16,326	17,297	42	175	2,600	235	42	84
Total Capital Employed	16,326	17,299	42	175	24,928	25,939	4,789	4,421

(Rs in Lakhs)

* Others include Investment in Radio and print subsidiaries.

Statement of Consolidated Assets and Liabilities

Particulars	As at Sep 30 2010	As at Sep 30 2009
(Unaudited)	(Unaudited)	(Unaudited)
Shareholders' funds		
Share capital	5,230	5,223
Reserves & surplus	11,478	10,057
Minority interest	1,788	1,379
Loan funds		
Secured loans	4,524	5,659
Unsecured loans	345	2,447
Total	23,365	24,766
Fixed assets	14,429	15,587
Investments	200	202
Deferred tax asset (Net)	4,273	4,577
Current assets, loans & advances		
Inventories	472	241
Sundry debtors	3,244	3,111
Cash & bank balances	411	506
Loans and advances	1,900	1,716
Less: Current liabilities & provisions	(4,789)	(4,421)
Profit & Loss Account	3,225	3,247
Total	23,365	24,766


For MNC Day Multimedia Limited

Khalid Ansari
Chairman
Mumbai: October 27 2010