



PRESS RELEASE

JULY 26, 2010

QUARTER ENDED JUNE 30, 2010

CYBER MEDIA (INDIA) LTD. – INVESTOR RELEASE - Q1 FY' 11

Financial Highlights (Consolidated)

Q1FY'11 Vs Q1FY'10 Vs Q4 FY'10

		Amount in Rs. Million			
		Quarter Ended			Year Ended
		30.06.2010	30.06.2009	31.03.2010	31.03.2010
		Unaudited	Unaudited	Unaudited	Unaudited
1	Total Income	215.07	220.38	280.67	1011.32
2	Total Expenditure	204.35	232.75	263.96	973.35
	Cost of Sales/ Operations/Raw Materials	93.87	111.72	144.76	492.32
	Employee Cost	72.61	79.99	82.48	317.86
	Other Expenses	37.87	41.04	36.72	163.17
3	EBITDA	10.72	(12.37)	16.71	37.97
4	Interest	10.09	11.24	10.64	44.57
5	Depreciation & Amortization	13.81	12.04	11.28	47.01
6	Profit Before Tax (PBT)	(13.18)	(35.65)	(5.21)	(53.61)

HIGHLIGHTS:

- **Quarter 1 FY' 10-11 Vs Quarter 1 FY' 09-10**

- EBITDA positive at Rs.10.72 million instead of negative at Rs.(12.37) million despite marginal decrease in total income.

- Emphasis on higher productivity through control of expenses continues with

- Cost of Sale at 43.65% as against 51.69%

- Employee Cost at 33.76% as against 36.29%

- Other Expenses at 17.61% as against 18.62%.

- Positive cash profit of Rs.0.63 million as against negative cash profit of Rs.(23.61) million.

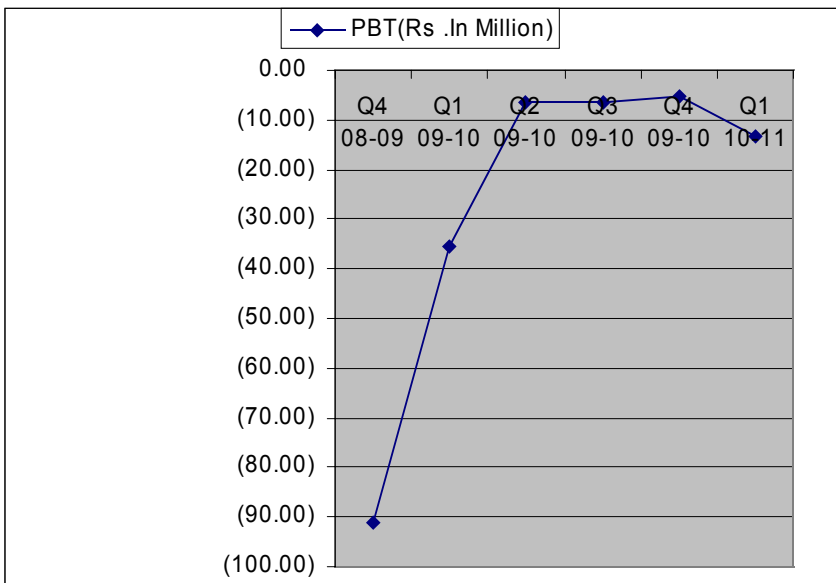
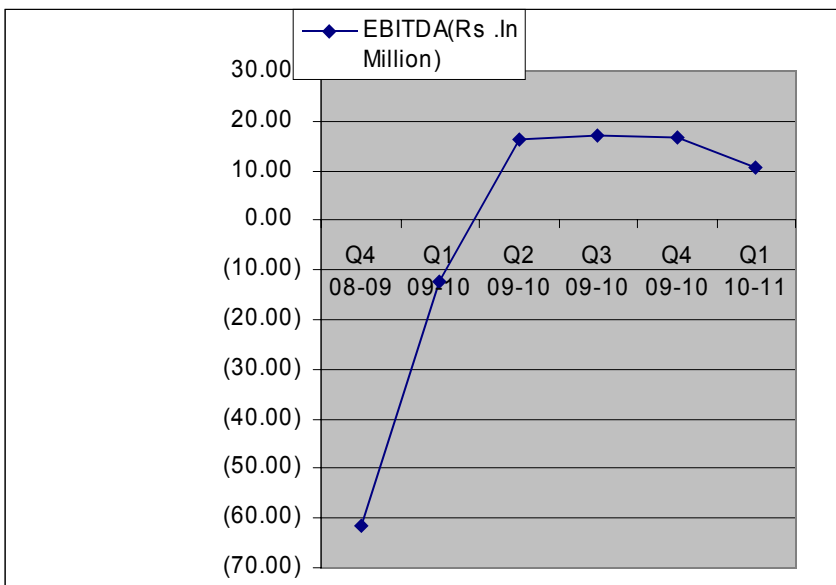
- **Quarter 1 FY' 10-11 Vs Quarter 4FY' 09-10**

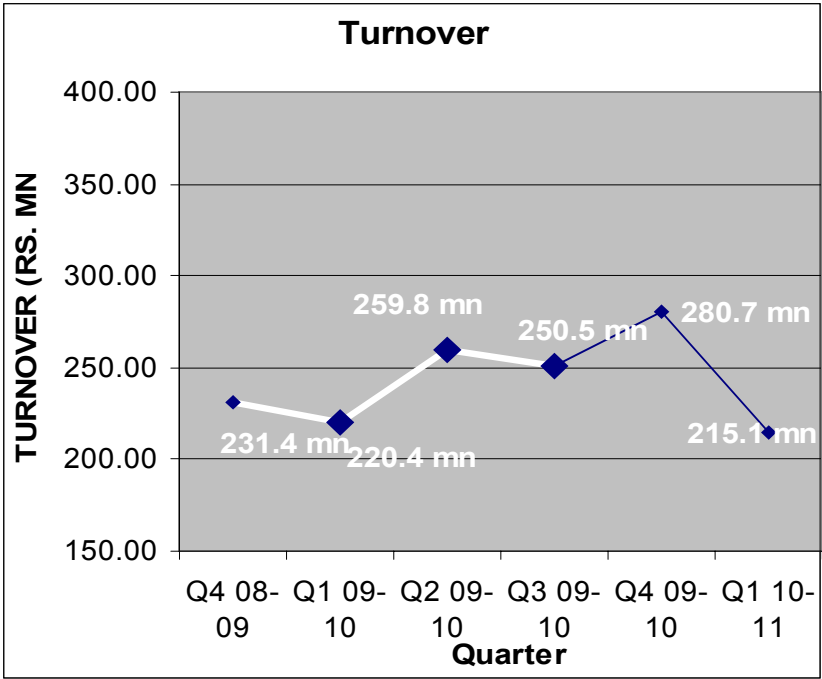
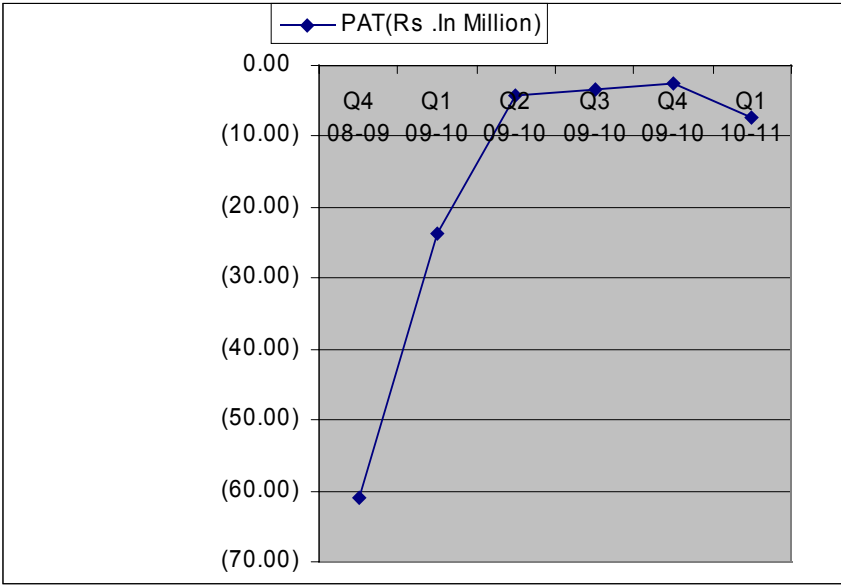
- Despite decrease in total income being first quarter of the year; EBITDA maintained at positive levels by ensuring focus on:

- Cost of sales, to reduce it to Rs.93.87 million from Rs.144.76 million

- Employee cost, to reduce it to Rs.72.61 million from Rs. 82.48 million

Analysis – Quarter wise-Q4 FY'08-09 onwards





About CyberMedia (India) Ltd.

CyberMedia is the largest specialty media house in South Asia. It has leading media brands in the region including Dataquest, PCQuest, Voice&Data, DQ Week, DQ Channels, BioSpectrum, Dare, Global Services, Living Digital, MIT's Technology Review and ciol.com.

CyberMedia reaches out to a community of over 1.5 million people through publications, websites, events and TV programs. Its brands cover infotech, telecom, biotech, entrepreneurship, outsourcing, consumer electronics, and legal domains.

Its Media Services include IDC India, the leading ICT market research company in the region; and Content Matrix, USA which provides through its subsidiaries, custom publishing and content management services.

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Forward Looking Statement

Certain statements in this document with words or phrases such as "will", "should", etc., and similar expressions or variation of these expressions or those concerning our future prospects are forward looking statements. Actual results may differ materially from those suggested by the forward looking statements due to a number of risks or uncertainties associated with the expectations. These risks and uncertainties include, but are not limited to, our ability to successfully implement our strategy and changes in government policies. The company may, from time to time, make additional written and oral forward looking statements, including statements contained in the company's filings with the stock exchanges and our reports to shareholders. The company does not undertake to update any forward-looking statements that may be made from time to time by or on behalf of the company.

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