



**PRESS RELEASE**

**OCTOBER 21, 2008.**

**HALF YEAR ENDED SEPTEMBER, 2008**

## **CYBER MEDIA (INDIA) LTD. – INVESTOR RELEASE - H1 FY' 09**

### **Financial Highlights (Consolidated)**

#### **H1 FY'09 Vs H1 FY'08 – YoY**

		Amount in Rs. Million				
		Quarter Ended		Half Year Ended		Year Ended
		30.09.08	30.09.07	30.09.08	30.09.07	31.03.08
		Unaudited	Unaudited	Unaudited	Unaudited	Audited
1	Total Income	360.13	326.22	690.92	557.53	1,130.07
	Net Sales / Income from Operations	354.25	321.77	683.58	550.70	1,119.82
	Other Income	5.88	4.45	7.34	6.83	10.25
2	Total Expenditure	329.15	271.33	627.27	468.48	990.05
	Cost of Sales / Operations / Raw Materials	165.95	136.96	329.58	248.02	540.42
	Employee Cost	99.45	93.13	186.60	147.52	298.14
	Other Expenses	63.75	41.24	111.09	72.94	151.49
3	EBIDTA before exceptional items	30.98	54.89	63.65	89.05	140.02
4	Exceptional Items	3.98	-	3.98	-	-
5	EBIDTA after exceptional items	27.00	54.89	59.67	89.05	140.02
6	Interest	11.55	7.71	23.30	13.57	29.35
7	Depreciation & Amortization	13.44	8.31	26.47	15.51	30.72
8	Profit Before Tax (PBT)	2.01	38.87	9.90	59.97	79.95

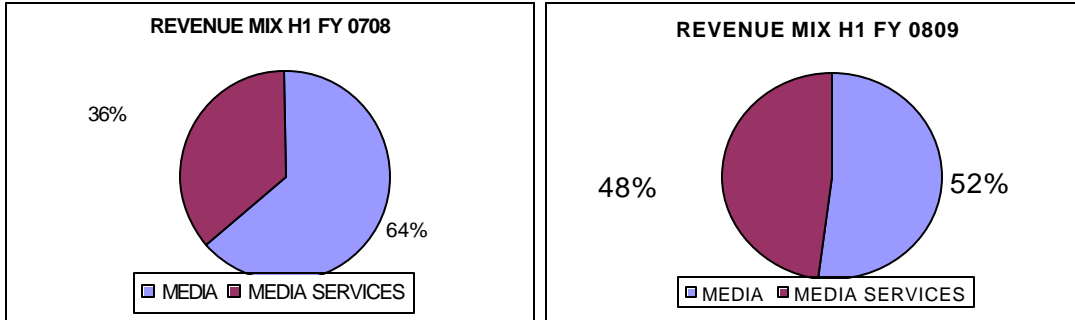
- Total Income up by 24% to Rs. 690.92 mn from Rs. 557.53 mn.
- EBITDA before exceptional item is at Rs. 63.65 mn from Rs. 89.05 mn due to
  - Increase in prices of paper
  - Increase in employee cost.
  - Initial establishment expenses of newly acquired business
- PBT lower due to
  - Increase in interest expenses due to hardening of interest rates and increase in borrowings for acquisition.
  - Increase in depreciation and amortization

### **Segment Analysis**

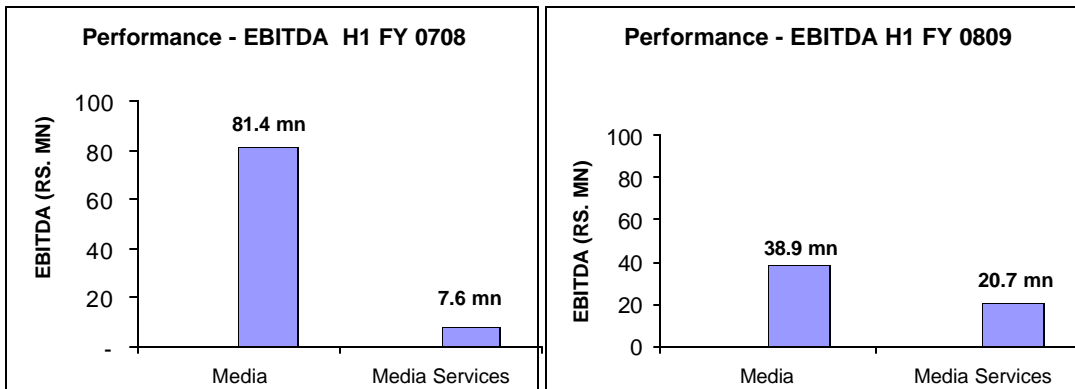
- Turnaround of media services business
  - Media Services share in revenue mix is at 48% as against 36%.
  - EBITDA is at Rs. 20.74 mn against Rs. 7.61 mn after exceptional items and is at Rs. 24.72 mn against Rs. 7.61 mn before exceptional items.
- Margin pressure on media business
  - EBITDA lower at 38.93 mn against 81.44 mn.

## Segment Analysis – H1 FY 08-09 Vs. H1 FY 07-08

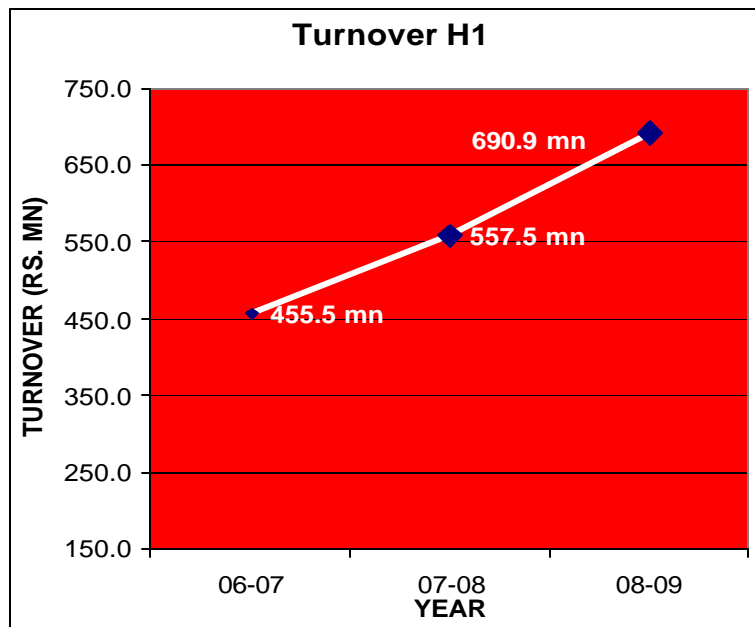
### Changing Revenue Mix



### Improved Performance of Media Services



### H1 Revenue (Three Years Comparison)



### **About CyberMedia (India) Ltd.**

CyberMedia is the largest specialty media house in South Asia and amongst India's top five magazine publishers.

With 15 publications, 12 websites, over 100 events and two weekly TV programs, it reaches out to a community of over 1.5 million people. Its brands have consistently been leading in their respective domains. They cover InfoTech (Dataquest, PCQuest, ciol.com), outsourcing (Global Services), telecom (Voice&Data), consumer electronics (Living Digital), biotech (BioSpectrum), entrepreneurship (Dare) and legal (Halsbury's Law).

Its Media Services include IDC India, the leading IT and telecom research company in the region; custom publishing (TDA Group LLC) and content management services (Publication Services Inc.).

For Further information on company please visit [www.cybermedia.co.in](http://www.cybermedia.co.in)

### **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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