

CYBER MEDIA

India's Largest Speciality Media House



PRESS RELEASE

October 23, 2009

QUARTER ENDED SEPTEMBER 30, 2009

CYBER MEDIA (INDIA) LTD. – INVESTOR RELEASE - Q2 FY' 10

Financial Highlights (Consolidated)

Q2 FY'10 Vs Q1 FY'10 Vs Q4 FY'9– YoY

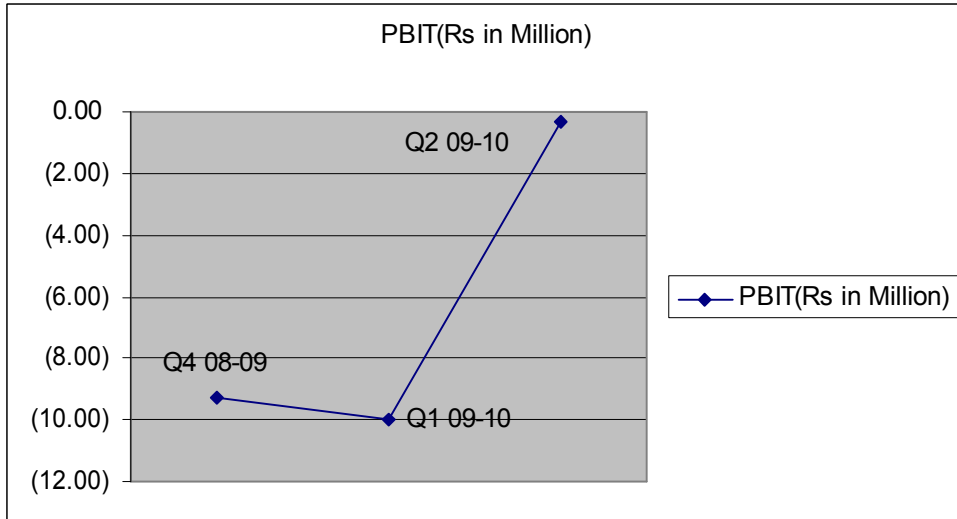
		Amount in Rs. Million			
		Quarter Ended			Year Ended
		30.09.2009	30.06.09	31.03.09	31.03.09
		Unaudited	Unaudited	Unaudited	Audited
1	Total Income	259.82	220.38	231.38	1,216.82
	Net Sales / Income from Operations	259.03	218.96	226.67	1,203.90
	Other Income	0.79	1.42	4.71	12.92
2	Total Expenditure	243.38	232.75	296.70	1,226.03
	Cost of Sales/ Operations/Raw Materials	114.35	111.72	158.18	635.21
	Employee Cost	82.59	79.99	98.64	385.56
	Other Expenses	46.44	41.04	39.88	205.26
3	EBITDA	16.44	(12.37)	(65.32)	(9.21)
4	Interest	11.16	11.24	16.55	51.09
5	Depreciation & Amortization	11.71	12.04	9.19	49.50
6	Profit Before Tax (PBT)	(6.43)	(35.65)	(91.06)	(113.79)

- The top-line of the Company has increased by 18% QoQ due to sustained and consistent efforts by the Company and increased media spendings.
- The Company had initiated measures in H2 2008-2009 to address profitability concerns. The measures have started yielding results. The EBITDA for Q 2 FY 09-10 is at Rs.16.44 mn (-12.37 mn in Q1 09-10). This turnaround is due to stringent cost-control measures initiated by the Company and organizational restructuring.
- The Company has turned cash positive again after three quarters.

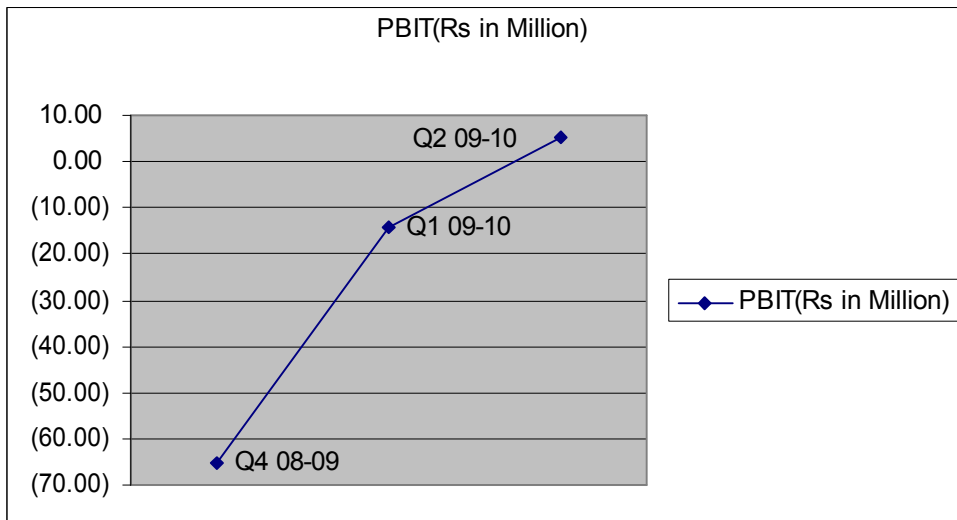
Segment Analysis – Q2 FY 09-10 Vs. Q1 FY 09-10- Vs Q4 FY 08-09

Recovery in PBIT

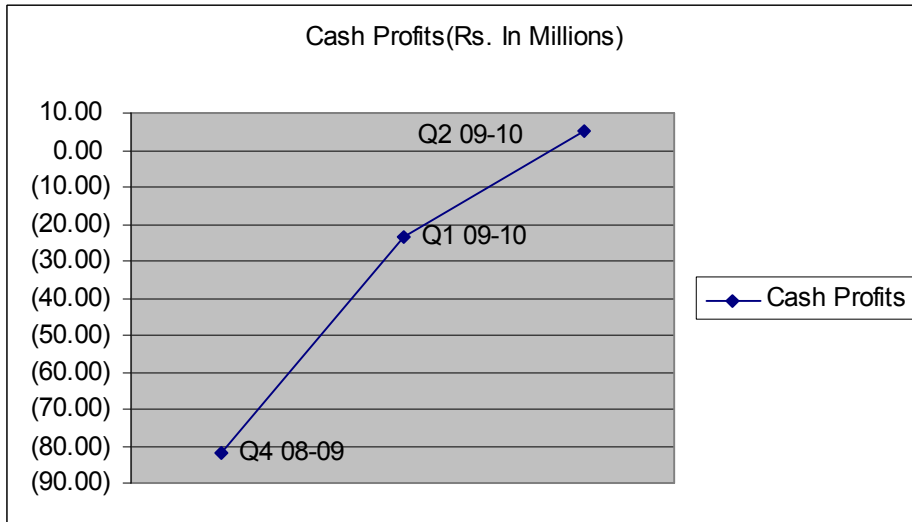
MEDIA



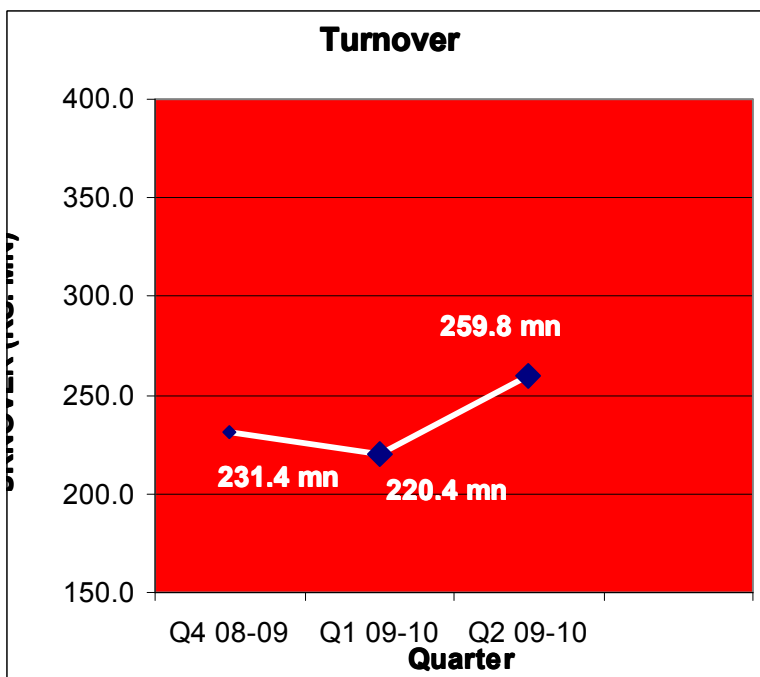
MEDIA SERVICES



Cash Profits Analysis



Revenue (Three Quarter Comparison)



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, BioSpectrum, Dare, Global Services, Living Digital, MIT's Technology Review and Halsbury's Law.

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.

For Further information on company please visit 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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