

CYBER MEDIA



PRESS RELEASE

October 24, 2007

QUARTER ENDED SEPTEMBER 2007

Cyber Media (India) Ltd. – Press Release – H1 FY'07-08

Financial Highlights (Consolidated)

H1 FY'08 Vs H1 FY'07 – YoY

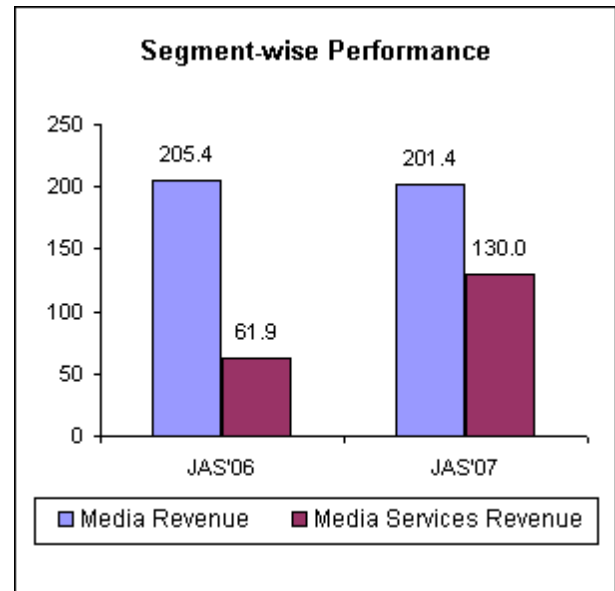
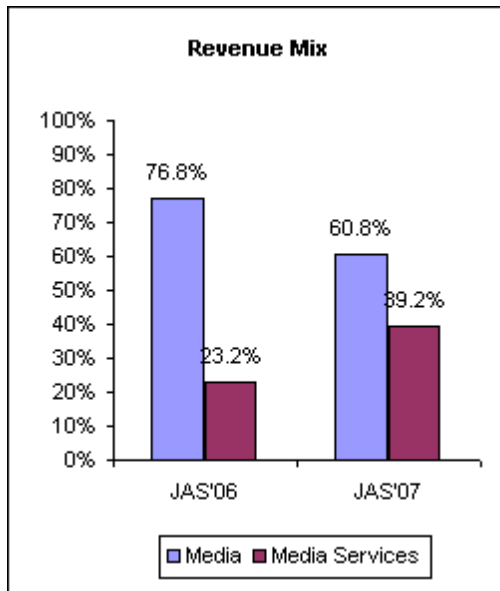
- **Total Income up by 20.5% to Rs 557.52mn from Rs 455.09mn driven by strong growth in media services segment.**
 - √ Media services increased by 83.8% to Rs 207.82mn from Rs 113.05mn
 - √ Media revenue up by 3.7% to Rs. 363.16 mn from Rs. 350.30 mn
- **EBITDA up by 22.9% to Rs. 89.04 mn from Rs. 72.44mn** due to increased revenues
- **EBITDA margin stable at 16%**
- **Financial charges increased to Rs. 13.57mn from Rs. 5.91mn due to increase in borrowing rate and additional funding for financing new projects and working capital.**
- **PBIT margin for Media Services improves by Rs. 18.58mn YOY, now in positive of Rs. 2.12mn from a negative of Rs. 16.42mn in HI 06-07 due to increased turnover**
- **PBIT margin for Media declined by 5.5% primarily due to launch of two new magazines & depreciation.**

Operational and Other Highlights

- Launched India's First entrepreneurship magazine "DARE"
- Launched Halsbury's Law Monthly in collaboration with Lexis Nexis.

Cyber Media (India) Ltd. – Press Release – Q2 FY'08

Segment Analysis



Q2 FY'08 Vs Q2 FY'07 – YoY

Media Services Segment:

- Revenues up 110% YoY driven by growth in Content Management Services and Research business.

Media Segment:

- Revenues declined by 2% YOY to Rs. 201.36mn from Rs. 205.40mn
- PBIT margin became positive at 4.29mn up from a loss of Rs. 11.36mn.

Cyber Media (India) Ltd. – Press Release – Q2 FY'08

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

With 15 publications, 12 websites, more than 100 events and 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, Global Services), telecom (Voice&Data), consumer electronics (Living Digital), biotech (BioSpectrum), entrepreneurship (Dare) and legal (Halsbury's Law Monthly). Our media services include market research (IDC India), job board (CyberMedia Dice), content outsourcing and distribution.

CyberMedia is the first media company in India to launch international products.

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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