

Deccan Chronicle Holdings

Performance Highlights

Deccan Chronicle Holdings Ltd (DCHL) posted muted results this quarter, with a Top-line growth of 6.3% yoy (affected due to the political unrest in A.P) and a decline of 20.2% yoy in Earnings, on account of a significant increase in the Tax rate. We have revised our Top-line estimates downwards by 4-7% for FY2011E and FY2012E to model in: 1) flattish circulation revenue, and 2) slow growth in advertisement revenue (due to rising competition in the Chennai market from TOI). However, we maintain a Buy on the stock.

Political unrest affects results, leads to weak Top-line and Bottom-line: DCHL reported a Top-line growth of 6.3% yoy to Rs191.7cr (Rs180.3cr), below our estimates of a \sim 16% yoy growth to Rs210cr, on account of the political turmoil in Andhra Pradesh (Telangana region). The company reported weak Earnings, which registered a decline of 20.2% yoy to Rs6.5cr (Rs8.1cr), on account of the weak Top-line growth and a 1,883bp yoy jump in the Tax rate. The company continued to benefit from benign newsprint prices, as its raw material cost showed a decline of 2,752bp yoy, driving an operating margin expansion of 1,900bp yoy. The management has indicated that it does not expect any significant rise in newsprint prices in the near future (we are modeling in a \sim 10% rise in FY2011E).

Outlook and Valuation: During FY2010-12E, we expect DCHL to post a CAGR of 11.7% in standalone revenues, driven largely by a 12.1% CAGR in advertising revenues and a 6% CAGR in circulation revenues, on account of higher contribution from the Bangalore edition. At Rs142, the stock is trading at an attractive valuation of 10.5x FY2012E standalone EPS of Rs13.4, which is at a steep discount to its peers (due to scalability issues, as it is characterised as a single publication company with limited reach – only in the South). We have valued DCHL on an SOTP Basis and maintain a Buy. However, we have revised our Target Price downward to Rs193 (Rs216 earlier), based on: 1) Rs161 per share value for its core Print Business (12x FY2012E Standalone Earnings), and 2) Rs32 per share value for its IPL Team (25% discount to the per share value calculated earlier, based on the US \$225mn floor price set for the auction of new teams).

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Y/E March (Rs cr)	FY2009	FY2010E	FY2011E	FY2012E
Net Sales	815	892	991	1,113
% chg	4.2	9.5	11.0	12.4
Net Profit (Adj)	140.1	261.1	286.1	325.4
% chg	(48.5)	86.4	9.6	13.7
OPM (%)	32.9	50.7	48.5	47.7
EPS (Rs)	5.7	10.8	11.8	13.4
P/E (x)	24.8	13.1	12.0	10.6
P/BV (x)	3.0	2.6	2.3	2.0
RoE (%)	12.2	19.7	18.9	19.1
RoCE (%)	14.9	23.7	23.5	24.2
EV/Sales (x)	4.1	3.6	3.1	2.6
EV/EBITDA (x)	12.5	7.1	6.4	5.5

Source: Company, Angel Research

BUY			
CMP Target Price			Rs142 Rs193
Investment Per	riod	12	months
Stock Info			
Sector		Prin	t Media
Market Cap (F	Rs cr)		3,430
Beta			1.1
52 WK High /	Low		180/55
Avg. Daily Vol	ume	3	97,908
Face Value (R	s)		2
BSE Sensex			16,995
Nifty			5,094
Reuters Code		DO	CHL.BO
Bloomberg Co	ode	DE	CH@IN
Shareholding	g Pattern (9	%)	
Promoters			63.7
MF/Banks/Ind	ian Fls		20.8
FII/NRIs/OCB	S		15.5
Indian Public			4.1
Abs. (%)	3m	1yr	3yr
Sensex	5.2	43.1	21.7
DCHL	(6.7)	143.3	(28.5)

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Exhibit 1: Quarterly Performance Update (Standalone)

Y/E March (Rs cr)	4QFY10	4QFY09	% chg	FY10	FY09	% chg
Net Sales	191.7	180.3	6.3	892.5	814.9	9.5
Cost of Production	74.7	119.9	(37.7)	317.1	442.7	(28.4)
(% of sales)	39.0	66.5		35.5	54.3	
Staff cost	18.1	12.5	44.0	65.5	49.4	32.7
(% of sales)	9.4	7.0		7.3	6.1	
Other expenditure	17.6	5.6	212.6	57.3	54.6	5.0
(% of sales)	9.2	3.1		6.4	6.7	
Total Expenditure	110.4	138.1	(20.1)	440.0	546.7	(19.5)
Operating Profit	81.3	42.2	92.6	452.5	268.2	68.7
OPM (%)	42.4	23.4		50.7	32.9	
Interest	11.6	12.3	(5.1)	45.1	70.9	(36.4)
Depreciation	12.6	9.5	32.9	42.9	32.1	33.7
Other Income	7.3	7.7	(4.8)	29.4	42.7	(31.0)
PBT (excl Ext. Items)	64.4	28.2	128.5	394.0	207.9	89.5
Ext Income/(Expenses)	-	-		-	-	
PBT (incl Ext. Items)	64.4	28.2	128.5	394.0	207.9	89.5
(% of Sales)	33.6	15.6		44.1	25.5	
Prov. for Taxation	57.9	20.0	189.0	132.9	67.9	95.8
(% of PBT)	89.9	71.1		33.7	32.6	
Recurring PAT	6.5	8.1	(20.2)	261.1	140.1	86.4
PATM (%)	3.4	4.5		29.3	17.2	
Reported PAT	6.5	8.1	(20.2)	261.1	140.1	86.4
Equity shares (cr)	24.2	24.5		24.2	24.5	
EPS (Rs)	0.3	0.3	(19.4)	10.8	5.7	88.5

Source: Company, Angel Research

Political turmoil in AP affects sales; Top-line below our estimates

Deccan Chronicle Holdings Ltd (DCHL) reported a muted Top-line growth of 6.3% yoy to Rs191.7cr (Rs180.3cr), below our estimate of Rs210cr (\sim 16% yoy growth), affected by the political turmoil in Andhra Pradesh (Telangana region). The company reported a \sim 6% yoy growth in advertisement revenue to Rs177cr (Rs166cr) and a flattish growth in circulation revenue to Rs15cr (Rs14cr).

Gross Margin expansion continues; Earnings decline due to higher Tax rate

On the Operating front, DCHL registered a significant Margin expansion of 1,900bp yoy, driving a 92.6% yoy growth in EBITDA to Rs81.3cr (Rs42.2cr). The company continued to benefit from benign newsprint prices (DCHL's average newsprint cost stands at ~US \$600 per ton) and rupee appreciation, with the raw material cost this quarter showing a decline of 2,752bp yoy to Rs74.7cr (Rs119.9cr). The management has indicated that it does not expect any significant rise in newsprint prices in the near future (We are modeling in a ~10% rise in FY2011E). However, the staff costs and other expenditure for the company increased by 247bp yoy and 605bp yoy (low base effect) to Rs18.1cr and Rs17.6cr, respectively, limiting any further Margin expansion.

DCHL's reported weak Earnings for the quarter (on a standalone basis), which registered a decline of 20.2% yoy to Rs6.5cr (Rs8.1cr), on account of the weak Topline growth, a 1,883bp yoy jump in the Tax rate to 89.9% (71.1%), and a 32.9% yoy increase in depreciation to Rs12.6cr (Rs9.5cr). The company reported flattish other income on an absolute basis, and continued to benefit from lower interest costs (declined 5.1% yoy), as it repaid its debts.



Outlook and Valuation

After the 4QFY2010 results, we have revised our Top-line estimates downward by 4-7% for FY2011E and FY2012E to model in: 1) flattish circulation revenue, and 2) slow growth in advertisement revenue (due to rising competition in the Chennai market from TOI).

During FY2010-12E, we expect DCHL to post a CAGR of 11.7% in its standalone revenues, driven largely by a 12.1% CAGR in advertising revenues and a 6% CAGR in circulation revenues, on account of a higher contribution from the Bangalore edition. In terms of Earnings, we have factored an 11.6% CAGR during the period, driven largely by Top-line growth, as we expect Margins to dip marginally as newsprint prices harden.

Exhibit 2: Revision in Estimates

	Old I	Stimate	New E	stimate	% (chg
(Rs cr)	FY2011E	FY2012E	FY2011E	FY2012E	FY2011E	FY2012E
Revenue	1,038	1,192	991	1,113	(4.5)	(6.6)
OPM (%)	48.1	48.0	48.5	47.7	46bp	(24bp)
EPS	12.4	14.7	11.8	13.4	(5.5)	(8.9)

Source: Company, Angel Research

Based on the floor price of US \$225mn for the recent, new team auctions (Kochi team and Pune team), we had calculated Rs43 as the per share value for DCHL's IPL team. However, on account of the uncertainty arising from the recent team auctions, as covered in certain media reports, we have adopted a cautious approach, giving a 25% discount to our earlier per share price. Thus, we have arrived at a value of Rs32 per share for DCHL's IPL team.

At Rs142, the stock is trading at an attractive valuation of 10.6x FY2012E standalone EPS of Rs13.4, which is at a steep discount to its peers (due to scalability issues, as it is characterised as a single publication company with limited reach – only in the South). Nonetheless, the company's better balance sheet, rising Profitability in the IPL (possibility of unlocking), and successful foray into the Bangalore print market instill confidence.

We value DCHL on an SOTP Basis and maintain a Buy. However, we have revised our Target Price downward to Rs193 (Rs216 earlier), based on: 1) Rs161 per share value for its core Print Business (12x FY2012E Standalone Earnings), and 2) Rs32 per share value for its IPL Team (25% discount to the per share value calculated earlier, based on the US \$225mn floor price set for the auction of new teams).

Moreover, there exist upside risks to our valuation, on account of the following:

- **Higher Gate/Sponsorship Revenues:** Addition of two new franchises would lead to an increase in the number of matches, from 59 to 94 matches.
- Revision in Media Telecast Rights: After the auction, we expect the IPL to re-work media telecast rights with Sony (to factor in the higher number of matches).



Y/E March	FY2007	FY2008	FY2009	FY2010	FY2011E	FY2012E
Gross sales	553	782	815	892	991	1,113
Less: Excise duty	-	-	-	-	-	-
Net Sales	553	782	815	892	991	1,113
Total operating income	553	782	815	892	991	1,113
% chg	67.1	41.5	4.2	9.5	11.0	12.4
Total Expenditure	295	295	547	440	510	582
Cost of Material	217	206	397	267	310	352
SG&A Expenses	12	16	21	24	29	35
Staff Costs	21	26	49	66	79	95
Other Expenses	44	46	79	83	92	100
EBITDA	258	488	268	453	481	532
% chg	148.0	88.8	(45.0)	68.7	6.2	10.6
(% of Net Sales)	46.7	62.3	32.9	50.7	48.5	47.7
Depreciation	17	30	32	43	46	48
EBIT	241	458	236	410	435	483
% chg	156.0	89.9	(48.4)	73.5	6.2	11.1
(% of Net Sales)	43.6	58.5	29.0	45.9	43.9	43.4
Interest & other Charges	33	77	71	45	39	32
Other Income	32	38	43	29	34	38
(% of PBT)	13.5	9.0	20.5	7.5	7.8	7.8
Share of Associates	-	-	-	-	-	-
Recurring PBT	240	419	208	394	430	489
% chg	149.9	74.4	(50.4)	89.5	9.2	13.7
Extr. Exp./(Inc.)	-	-	-	-	-	-
PBT (reported)	240	419	208	394	430	489
Tax	79	147	68	133	144	164
(% of PBT)	32.9	35.1	32.6	33.7	33.5	33.5
PAT (reported)	161	272	140	261	286	325
Add: Share of associates	-	-	-	-	-	-
Less: Minority interest (MI)	-	-	-	-	-	-
PAT after MI (reported)	161	272	140	261	286	325
ADJ. PAT	161	272	140	261	286	325
% chg	137.8	68.5	(48.5)	86.4	9.6	13.7
(% of Net Sales)	29.2	34.8	17.2	29.3	28.9	29.2
Basic EPS (Rs)	6.8	11.1	5.7	10.8	11.8	13.4
Fully Diluted EPS (Rs)	6.8	11.1	5.7	10.8	11.8	13.4
% chg	137.8	64.5	(48.5)	88.5	9.0	13.7

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Balance Sheet (Standalone)						Rs crore
Y/E March	FY2007	FY2008	FY2009	FY2010E	FY2011E	FY2012E
SOURCES OF FUNDS						
Equity Share Capital	48	49	49	48	49	49
Preference Capital	-	-	-	-	-	-
Reserves& Surplus	779	1,018	1,101	1,277	1,462	1,651
Shareholders Funds	827	1,067	1,150	1,325	1,511	1,700
Minority Interest	-	-	-	-	-	-
Total Loans	605	673	368	330	272	227
Deferred Tax Liability	44	57	70	70	70	70
Total Liabilities	1,476	1,797	1,588	1,726	1,853	1,996
APPLICATION OF FUNDS						
Gross Block	609	659	841	925	991	1,050
Less: Acc. Depreciation	39	72	103	146	192	240
Net Block	570	588	738	779	799	810
Capital Work-in-Progress	12	58	86	55	50	53
Goodwill	-	-	-	-	-	-
Investments	140	191	241	241	241	241
Current Assets	781	1,262	782	915	1,042	1,186
Cash	333	795	360	456	546	641
Loans & Advances	114	192	98	116	139	161
Other	334	275	324	342	358	384
Current liabilities	41	302	259	264	279	293
Net Current Assets	740	960	523	651	764	893
Mis. Exp. not written off	13	-	-	-	-	-
Total Assets	1,476	1,797	1,588	1,726	1,853	1,996

Cash Flow Statement (Standal Y/E March	FY2007	FY2008	FY2009	FY2010E	FY2011E	Rs crore FY2012E
Profit before tax	240.3	419.1	207.9	394.0	430.2	489.3
Depreciation	17.1	29.7	32.1	42.9	45.6	48.3
Change in Working Capital	(235.6)	39.2	45.3	(37.0)	(23.3)	(30.3)
Interest / Dividend (Net)	11.5	45.6	42.6	24.2	15.7	7.2
Direct taxes paid	79.0	147.1	67.9	132.9	144.1	163.9
Others	63.4	28.7	(30.7)	6.6	(0.2)	(4.4)
Cash Flow from Operations	18	415	229	298	324	346
Inc./ (Dec.) in Fixed Assets	(230)	(95)	(209)	(54)	(60)	(63)
Inc./ (Dec.) in Investments	(25)	(51)	(50)	-	-	-
Cash Flow from Investing	(255)	(146)	(259)	(54)	(60)	(63)
Issue of Equity	224	59	-	(1)	13	-
Inc./(Dec.) in loans	182	265	(305)	(37)	(58)	(45)
Dividend Paid (Incl. Tax)	27	86	57	85	114	137
Interest / Dividend (Net)	11	46	43	24	16	7
Cash Flow from Financing	367	192	(405)	(147)	(175)	(189)
Inc./(Dec.) in Cash	130	461	(435)	97	89	95
Opening Cash balances	204	333	795	360	456	546
Closing Cash balances	333	795	360	456	546	641

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Key Ratios

Y/E March	FY2007	FY2008	FY2009	FY2010E	FY2011E	FY2012E
Valuation Ratio (x)						
P/E (on FDEPS)	21.0	12.8	24.8	13.1	12.0	10.6
P/CEPS	19.0	11.5	20.1	11.3	10.4	9.2
P/BV	4.1	3.2	3.0	2.6	2.3	2.0
Dividend yield (%)	0.7	2.1	1.4	2.1	2.8	3.4
EV/Sales	6.6	4.2	4.1	3.6	3.1	2.6
EV/EBITDA	14.2	6.7	12.5	7.1	6.4	5.5
EV / Total Assets	2.0	1.9	2.1	1.8	2.1	3.1
Per Share Data (Rs)						
EPS (Basic)	6.8	11.1	5.7	10.8	11.8	13.4
EPS (fully diluted)	6.8	11.1	5.7	10.8	11.8	13.4
Cash EPS	7.5	12.3	7.0	12.6	13.6	15.4
DPS	1.0	3.0	2.0	3.0	4.0	4.8
Book Value	34.6	43.6	47.0	54.7	62.1	69.8
Dupont Analysis						
EBIT margin	43.6	58.5	29.0	45.9	43.9	43.4
Tax retention ratio	0.7	0.6	0.7	0.7	0.7	0.7
Asset turnover (x)	0.6	0.7	0.7	0.7	0.8	0.9
ROIC (Post-tax)	17.3	27.7	14.6	22.7	23.4	25.1
Cost of Debt (Post Tax)	0.0	0.1	0.1	0.1	0.1	0.1
Leverage (x)	0.5	(0.1)	(0.2)	(0.2)	(0.3)	(0.4)
Operating ROE	26.0	25.9	11.0	17.2	16.2	16.0
Returns (%)						
RoCE (Pre-tax)	20.0	28.0	14.0	24.7	24.3	25.1
Angel RoIC (Pre-tax)	14.2	29.7	13.5	22.3	23.0	24.6
RoE	28.2	28.7	12.6	21.1	20.2	20.3
Turnover ratios (x)						
Asset Turnover (Gross Block)	0.9	1.2	1.0	1.0	1.0	1.1
Inventory / Sales (days)	20	14	58	49	41	35
Receivables (days)	201	114	87	91	91	91
Payables (days)	27	88	90	80	69	60
W.cap. cycle (ex-cash) (days)	269	77	73	79	80	83
Solvency ratios (x)						
Net debt to equity	0.7	0.6	0.3	0.2	0.2	0.1
Net debt to EBITDA	0.5	(0.6)	(0.9)	(8.0)	(1.1)	(1.2)
Interest Coverage (EBIT / Interest)	7.3	6.0	3.3	9.1	11.3	15.0



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Di	sclosure of Interest Statement	DCHL
1.	Analyst ownership of the stock	No
2.	Angel and its Group companies ownership of the stock	No
3.	Angel and its Group companies' Directors ownership of the stock	No
4.	Broking relationship with company covered	No

Note: We have not considered any Exposure below Rs 1 lakh for Angel and its Group companies.

Ratings (Returns): Buy (> 15%) Accumulate (5% to 15%) Neutral (-5 to 5%)
Reduce (-5% to -15%) Sell (< -15%)

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