

# Mid Day

## Mid-Day Multimedia Limited

UNAUDITED FINANCIAL RESULTS FOR  
THE QUARTER AND HALF YEAR ENDED SEPTEMBER 30, 2005

**MML HI PAT  
increases 38%**

**HI Radio topline  
increases 55%**

**Midday Group has  
exited the Outdoor  
advertising business.**

**Results are with FM license fees at full charge. Radio & Group numbers  
will be substantially better as per the revised radio norms, since new  
norms are effective from 1/4/2005.**

CONSOLIDATED WITH SUBSIDIARIES					Particulars	FOR THE COMPANY				
Quarter Ended Sep 30	Half Year Ended Sep 30	Year Ended	Mar 31, 05 (audited)	Quarter Ended Sep 30		Half Year Ended Sep 30	Year Ended	Mar 31, 05 (audited)		
2005	2004	2005		2004		2005	2004		2005	2004
2585	2634	5852	5220	11202	Net Sales/Income from Operations	2280	2413	5241	4805	10243
1007	847	2018	1595	3342	Cost of Operations:	1002	843	2013	1591	3333
64	60	120	125	240	Cost of printing / painting	64	60	120	125	240
129	318	484	598	1328	News expenses	79	280	378	520	1137
371	323	726	631	1276	Site rentals	-	-	-	-	-
483	517	957	918	1738	Radio license fees	448	486	895	863	1622
122	122	296	351	765	Staff cost	112	115	268	340	740
124	82	251	168	421	Selling and distribution	96	58	199	122	329
376	369	750	715	1450	Rent, royalty, rates & taxes	338	307	663	607	1276
2676	2638	5602	5101	10560	Other expenses	2139	2149	4536	4168	8677
(91)	(4)	250	119	642	Total Expenditure	141	264	705	637	1566
71	33	102	32	117	Surplus from Operations	66	31	93	27	103
(20)	29	352	151	759	Other income	207	295	798	664	1669
46	31	89	71	155	Earning before Interest, Depreciation and Taxes	31	19	59	38	87
92	96	192	190	395	Interest and finance charges	69	77	146	152	311
(158)	(98)	71	(110)	209	Depreciation	107	199	593	474	1271
7	9	7	27	354	Profit before write-off and taxes	0	9	-	27	352
11	5	11	7	19	Less: Bad Debts - Outdoor	11	5	11	6	19
(176)	(112)	53	(144)	(164)	- Newsmedia	96	185	582	441	900
31	57	208	66	347	Profit before tax	24	76	195	166	327
(97)	-	(197)	-	(534)	Provision for tax - Current tax	3	-	(7)	-	(37)
6	-	14	-	-	- Deferred tax	5	-	13	-	-
(116)	(169)	28	(210)	23	- Fringe benefit tax	64	109	381	275	610
5	4	11	7	12	Net profit after tax	-	-	-	-	-
-	-	-	-	(14)	Minority shareholders' interest	-	-	-	-	-
(50)	-	(50)	-	-	Share in profit of associate companies	-	-	-	-	-
(171)	(173)	(33)	(217)	(3)	Profit/loss on sale of investments in subsidiaries	-	-	-	-	-
4257	4257	4257	4257	4257	Net Profit after tax & minority interest	4257	4257	4257	4257	4257
-	-	-	-	3482	Paid up equity capital (Face value Rs 10)	-	-	-	-	5821
(0.28)	(0.41)	0.04	(0.51)	(0.01)	Reserves and surplus	0.15	0.26	0.89	0.65	1.43
-	-	-	-	-	EPS (basic & diluted) for the period in Rs	19740828	13234200	19740828	13234200	15484200
-	-	-	-	-	Aggregate of non-promoters' shareholding	46.38	31.09	46.38	31.09	36.38
-	-	-	-	-	Number of shares					
-	-	-	-	-	Percentage of shareholding					

**Notes:** 1. Till the quarter ended September 30, 2004 the company has been recognising the appreciation/depreciation in mutual fund investments as the income/loss for the period. From 1st October 2004 the company has discontinued the said policy and consequently the appreciation of Rs 17 lac for the half year ended Sept 30, 2005 (Rs.11 lac being the depreciation for the corresponding previous period) has not been considered as income for the half year ended Sept 30, 2005. 2. Other income includes Rs 1325 lac received from subsidiary S.S.I. Media India Pvt. Ltd. as dividend declared for the financial year ended Mar 31, 2005 and Rs 14.86 lac profit on sale of earning fixed assets of Outdoor division. 3. The above results were reviewed by the Audit Committee and approved at the meeting of the Board of Directors of the company held on October 28th, 2005. 4. Statutory auditors of the company have carried out a limited review of the stand alone financial results of the company for the quarter ended Sept 30, 2005. 5. The company has exited from the outdoor operations & has disposed of all earning fixed assets of outdoor division & the investment in equity of its two subsidiaries in outdoor business during the quarter ended September 30, 2005. The results of operations of the said companies have been consolidated till the date of the sale. 6. There were no investor complaints pending at the beginning of the quarter. During the quarter no complaint was received & there were no complaints pending at the end of the quarter.

### SEGMENT REPORTING

CONSOLIDATED WITH SUBSIDIARIES					Particulars	FOR THE COMPANY				
Quarter Ended Sep 30	Half Year Ended Sep 30	Year Ended	Mar 31, 05 (audited)	Quarter Ended Sep 30		Half Year Ended Sep 30	Year Ended	Mar 31, 05 (audited)		
2005	2004	2005		2004		2005	2004		2005	2004
2214	2097	4833	4219	9096	1.Segment Revenue	2214	2097	4833	4219	9096
292	435	809	871	1836	Newsmedia	165	329	562	664	1406
195	140	391	252	607	Outdoor	-	-	-	-	-
2701	2672	6033	5342	11539	Radio	2379	2426	5395	4883	10502
116	38	181	122	337	Total Revenue	99	13	154	78	259
2585	2634	5852	5220	11202	Less: Inter Segment Revenue	2280	2413	5241	4805	10243
180	328	800	751	1795	Net Sales/Income from Operations	180	328	800	751	1795
(50)	(76)	(102)	(131)	(626)	2.Segment Results (Profit before Interest & Tax)	(67)	(85)	(137)	(152)	(669)
(279)	(296)	(543)	(578)	(1053)	Newsmedia	113	243	663	599	1126
-149	-44	155	42	116	Outdoor	31	19	59	38	87
46	31	89	71	155	Radio	52	70	115	147	242
52	70	115	147	242	Total	66	31	93	27	103
71	33	102	32	117	Less: Interest	96	185	582	441	900
-176	(112)	53	(144)	(164)	Less: Other unallocable expenditure	-	-	-	-	-
-	-	-	-	-	Add: Unallocable income	-	-	-	-	-
-	-	-	-	-	Net profit before tax & minority interest	96	185	582	441	900

### Segmental Capital Employed as on September 30, 2005 (Rs lakh):

	For the Company		Consolidated	
	Sep 30, 05	Sep 30, 04	Sep 30, 05	Sep 30, 04
Newsmedia	5945	3526	5945	3526
Outdoor	596	1666	617	1941
Radio	4774	4209	2351	2298
Debt Mutual & Other Funds	1106	861	1106	861
Others	28	437	28	437
<b>Total Capital Employed</b>	<b>12449</b>	<b>10699</b>	<b>10047</b>	<b>9063</b>

for Mid-Day Multimedia Limited

Khalid Ansari

Chairman

Mumbai: October 28, 2005

Registered Office: I56-D, J Dadajee Road, Tardeo, Mumbai-400 034.

Corporate Office: Peninsula Center, Dr S S Rao Road, Parel, Mumbai-400 012