

Particulars	FOR THE COMPANY				
	Quarter Ended December 31		Nine Months Ended December 31		Year Ended March 31
	2008 Unaudited	2007 Unaudited	2008 Unaudited	2007 Unaudited	2008 Audited
Net Sales/Income from Operations Cost of Sales / Services :	-	2,822	2,921	7,834	10,558
(a) Increase / decrease in stock in trade and work in progress	-	-	-	-	-
(b) Consumption of Raw Material / Cost of printing	-	1,031	1,181	2,939	4,064
(c) Purchase of Traded Goods	-	-	-	-	-
(d) Other expenditure	-	176	221	531	958
Gross Profit	-	1,615	1,519	4,364	5,536
General Administrative Expenses	8	1,132	1,165	3,434	4,141
Selling and distribution	-	267	260	837	1,105
Depreciation / amortisation	1	110	97	322	432
Operating Profit/(Loss) before Interest, Exceptional Items and Taxes	(9)	105	(4)	(229)	(142)
Interest & Finance charges	32	94	103	193	238
Less -Exceptional Items	-	-	623	-	-
Operating Profit/(Loss) after Interest, Exceptional Items	(41)	12	(729)	(422)	(380)
Other income	152	197	218	500	533
Profit(+)/ Loss(-) from ordinary activities before Tax	111	209	(511)	78	153
Tax Expense / (benefit)	44	110	73	62	114
Net Profit(+)/ Loss(-) from Ordinary activities after Tax	67	99	(584)	16	39
(Add)/Less :Extra ordinary item (net of tax)	(46)	-	917	-	-
Net Profit(+)/ Loss(-) for the period	113	99	(1,501)	16	39
Paid up Equity Capital (Face value Rs 10 per share)	5,229	5,044	5,229	5,044	5,044
Reserves and Surplus (Excluding revaluation reserve)	-	-	-	-	11,619
Earnings Per Share (EPS) (actual / not annualised)					
(a) EPS for the period before extra ordinary item in Rs. - Basic	0.21	0.20	(0.99)	0.03	0.08
- Diluted	0.21	0.19	(0.99)	0.03	0.07
(b) EPS for the period after extra ordinary item in Rs. - Basic	0.30	0.20	(2.75)	0.03	0.08
- Diluted	0.30	0.19	(2.75)	0.03	0.07
Public Shareholding					
- Number of Shares	26,003,126	24,272,268	26,003,126	24,272,268	24,278,268
- Percentage of Shareholding	49.06	48.13	49.06	48.13	48.13

Particulars	CONSOLIDATED WITH SUBSIDIARIES				
	Quarter Ended December 31		Nine Months Ended December 31		Year Ended March 31
	2008 Unaudited	2007 Unaudited	2008 Unaudited	2007 Unaudited	2008 Audited
Net Sales/Income from Operations Cost of Sales / Services :	3,223	3,335	10,303	9,127	12,429
(a) Increase / decrease in stock in trade and work in progress	-	-	-	-	-
(b) Consumption of Raw Material / Cost of printing	1,174	1,044	3,514	3,040	4,064
(c) Purchase of Traded Goods	-	-	-	-	-
(d) Other expenditure	240	253	709	722	1,018
Gross Profit	1,809	2,038	6,080	5,365	7,347
General Administrative Expenses	1,868	1,606	5,593	4,820	6,290
Selling and distribution	324	348	1,026	1,242	1,655
Depreciation / amortisation	355	365	1,063	1,057	1,427
Operating Profit before Interest, Exceptional Items and Taxes	(738)	(281)	(1,602)	(1,754)	(2,025)
Less : Interest & Finance charges	286	280	717	788	979
Less : Exceptional Items	-	-	623	-	-
Operating Profit after Interest, Exceptional Items	(1,024)	(561)	(2,942)	(2,542)	(3,004)
Other income	13	197	(95)	548	519
Profit(+)/ Loss(-) from ordinary activities before Tax	(1,011)	(364)	(3,037)	(1,994)	(2,485)
Tax Expense / (benefit)	(315)	(6)	(733)	(444)	(702)
Net Profit(+)/ Loss(-) from Ordinary activities after Tax	(696)	(358)	(2,304)	(1,549)	(1,783)
(Add)/Less :Extra ordinary item (net of tax)	(46)	-	917	-	-
Net Profit(+)/ Loss(-) for the period	(650)	(358)	(3,222)	(1,549)	(1,783)
Minority shareholders' interest	(132)	(215)	(393)	(495)	(807)
Share in profit of associate companies	-	-	-	-	-
Profit/-loss on sale of Investments in subsidiaries	-	-	-	-	-
Net Profit(+)/ Loss(-) for the period after tax & minority interest	(518)	(143)	(2,829)	(1,054)	(976)
Paid up Equity Capital (Face value Rs 10 per share)	5,229	5,044	5,229	5,044	5,044
Reserves and Surplus	-	-	-	-	10,173
EPS for the period before extra ordinary item in Rs - Basic	(1.34)	(0.70)	(2.60)	(3.02)	(1.94)
- Diluted	(1.34)	(0.70)	(2.60)	(3.02)	(1.87)
EPS for the period after extra ordinary item in Rs - Basic	(1.26)	(0.70)	(4.46)	(3.02)	(1.94)
- Diluted	(1.26)	(0.70)	(4.46)	(3.02)	(1.87)
Public Shareholding					
- Number of Shares	26,003,126	24,272,268	26,003,126	24,272,268	24,278,268
- Percentage of Shareholding	49.06	48.13	49.06	48.13	48.13

Notes:

- The above results were reviewed by the Audit Committee and approved at the meeting of the Board of Directors of the company held on January 30, 2009.
- Statutory auditors of the company have carried out a limited review for the quarter ended December 31, 2008.
- There were no investor complaints pending at the beginning of the quarter. During the quarter no complaints were received.
- The members of the company by way of Postal Ballot have approved transfer of Printing and Publishing business of the Company by way of slump sale together with all its properties, assets, rights, liabilities/obligations of whatsoever nature and kind and its employees on a going concern basis to a New Wholly Owned Subsidiary Midday Infomedia Ltd, through Business Transfer Agreement pursuant to Section 293 (1)(a) of the Companies Act, 1956. This is effective from July 1, 2008. The resultant loss of Rs.917 lacs (net of deferred tax adjustment of Rs.370 Lacs) has been reported as extra-ordinary item.
- Exceptional items include (a) Write-off of Bad Debts of Outdoor & TV divisions, which have been discontinued in earlier years of Rs.86 lacs (b) Write-off of Loss to Mid-DAY Radio North (India) Limited Rs. 202 lacs (c) Writing off balance unamortized cost of Black Friday movie of Rs. 329 lacs, (net of deferred tax adjustments of Rs.169 lacs), (d) Provision for diminution in the value of Investment in Mid-DAY Radio North (India) Limited Rs 5 lacs and (e) Provision for diminution in the value of Investment in Mid-Day Broadcasting South (India) Pvt.Ltd. Rs 1 lac.
- As regards to Auditors qualification on earlier accounts of Radio Mid-day West (India) Ltd (Subsidiary Company) in respect of recognition of deferred tax assets of Rs.3614.87 lacs as on December 31, 2008. The Board is virtually certain that there will be sufficient future taxable income against which the deferred tax asset can be realised and hence Company has decided to recognise the deferred tax asset for the carry forward loss.
- Standalone results can be viewed on the sites of BSE, NSE and www.middaymultimedia.com
- Previous period's figures has been regrouped/rearranged wherever required to make it comparable.

SEGMENT REPORTING

(Rs in lacs)

Particulars	FOR THE COMPANY					CONSOLIDATED WITH SUBSIDIARIES				
	Quarter Ended December 31		Nine Months Ended December 31		Year Ended March 31	Quarter Ended December 31		Nine Months Ended December 31		Year Ended March 31
	2008	2007	2008	2007	2008	2008	2007	2008	2007	2008
1.Segment Revenue										
Newsmedia	-	2,822	2,921	7,833	10,557	2,466	2,822	8,082	7,834	10,557
Outdoor	-	-	-	-	-	-	-	-	-	-
Film	-	-	-	1	1	-	-	-	-	1
Radio	-	-	-	-	-	758	513	2,224	1,293	1,896
Total Revenue	-	2,822	2,921	7,834	10,558	3,224	3,335	10,306	9,127	12,454
Less:Inter Segment Revenue	-	-	-	-	-	-	-	2	-	25
Net Sales/Income from Operations	-	2,822	2,921	7,834	10,558	3,224	3,335	10,303	9,127	12,429
2.Segment Results(Profit before Interest & Tax)										
Newsmedia	(9)	150	(4)	(73)	(122)	(384)	106	(591)	(228)	(122)
Outdoor	-	-	0	-	(15)	-	-	-	-	(16)
Film	-	-	-	1	(4)	-	-	-	-	(4)
Radio	-	-	-	-	-	(354)	(387)	(1,015)	(1,525)	(1,903)
Total	(9)	150	(4)	(72)	(141)	(738)	(281)	(1,606)	(1,754)	(2,046)
Less:Interest	32	94	103	193	239	286	280	717	788	979
Less:Other unallocable expenditure	-	44	-	156	-	-	-	-	-	-
Add:Unallocable Income	152	197	218	500	533	13	197	(91)	548	539
Less:Extra ordinary Item & Exceptional Item	(46)	-	1,540	-	-	(46)	-	1,540	-	-
Less:Incidental expenditure w/off	-	-	-	-	-	-	-	-	-	-
Net Profit before tax & minority interest	157	209	(1,429)	78	153	(965)	(364)	(3,955)	(1,993)	(2,485)

SEGMENTAL CAPITAL EMPLOYED AS ON DECEMBER 31, 2008

(Rs in lacs)

Particulars	FOR THE COMPANY				CONSOLIDATED			
	Segment Assets		Segment Liabilities		Segment Assets		Segment Liabilities	
	Dec 31, 2008	Dec 31, 2007	Dec 31, 2008	Dec 31, 2007	Dec 31, 2008	Dec 31, 2007	Dec 31, 2008	Dec 31, 2007
Newsmedia		9,411		1,633	7,997	9,411	1,906	1,633
Outdoor								
Film								
Radio					13,266	15,299	2,106	1,080
Debt Mutual & Other Investments	9,631	2,643			202	2,643		
Others *	7,461	10,519	6		6,418	1,850	6	
Total Capital Employed	17,092	22,573	6	1,633	27,883	29,203	4,018	2,713

* Others include Investment in Radio subsidiaries Rs.13,510 lacs (P.Y. Rs. 10,526 lacs)



for MID-DAY Multimedia Limited

Khalid Ansari
Chairman

Mumbai : January 30, 2009