



April 14, 2021

**BSE Limited**

Corporate Services Department  
Phiroze Jeejeeboy Towers  
Dalal Street, Mumbai-400 001

**Scrip Symbol:** QUINT

**Scrip Code:** 539515

**Subject:** Press Release

**Reference:** Regulation 30 of the Securities and Exchange Board of India (Listing Obligation and Disclosure Requirements) Regulations, 2015

---

Dear Sir/Madam,

Pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligation and Disclosure Requirements) Regulations, 2015 (the “**Listing Regulations**”), please find enclosed herewith a copy of press release on financial results for the financial year ended March 31, 2021.

This intimation will also be hosted on the website of the Company i.e. [www.quintdigitalmedia.com](http://www.quintdigitalmedia.com).

We request you to take the above information on record.

Yours sincerely

**For Quint Digital Media Limited**

QUINT DIGITAL MEDIA LTD.

**Tarun Belwal**

Company Secretary & Compliance Officer

---

**QUINT DIGITAL MEDIA LIMITED**

*(Formerly known as Gaurav Mercantiles Limited)*

**Registered Office:** 403 Prabhat Kiran, 17, Rajendra Place, Delhi- 110008 Tel: 011 45142374

**Corporate Office:** Carnousties's Building, Plot No. 1, 9th Floor, Sector 16A, Film City, Noida-201301 Tel: 0120 4751818

**Website:** [www.quintdigitalmedia.com](http://www.quintdigitalmedia.com), **email:** [cs@thequint.com](mailto:cs@thequint.com), **CIN:** L74110DL1985PLC373314

## QDML Posts Positive Results as *The Quint* Enters Phase of “Profitable Growth”

### Audience Footprint is Strong Across the Digital Platforms



Noida, India – April 14, 2021: Quint Digital Media Limited (QUINT, BSE 539515), the owner of *The Quint*, *Hindi Quint* & *Fit*, India’s leading digital media platforms, published its Q4 and Annual Results for FY 20-21 today. The Company had acquired these digital properties on July 1, 2020. Accordingly, it has been operating them for nine months of FY 20-21. In this nine-month period, QDML has posted Operating Revenues of INR 18.03 Crs, and PAT of INR 1.70 Crs

#### January–March Quarter FY 20-21 (Q4):

- EBIDTA margin at 24.5% for Q4
- Increase in Q4 revenues at 5.3% over Q3

#### Full Year 20-21:

- Strong Operational Revenues Quarter-on-Quarter beginning Q2 (i.e, post the acquisition of digital properties by QDML, refer Annexure A for the 9 month results)
- EBIDTA of INR 4.69 Crs for the period July–March FY 20-21

Even more encouragingly, QDML’s operating revenues are broad-based, with 110 brands across a diversified base of industries/sectors:

Industry/ Sector	Percentage
Telecommunication & Mobile	21%
Infrastructure	13%
Entertainment	11%
BFSI	10%
Gaming	9%
Education	8%
Technology	7%
Food & Beverages	5%
Others	17%
<b>Total</b>	<b>100%</b>

**QDML’S PROGRAMMATIC & PARTNER  
REVENUES HAVE CONTRIBUTED 25% OF  
THE OVERALL REVENUES IN THE CURRENT  
FISCAL**

### **QUINT DIGITAL MEDIA LIMITED**

(Formerly known as Gaurav Mercantiles Limited)

Registered Office: 403 Prabhat Kiran, 17, Rajendra Place, Delhi- 110008 Tel: 011 45142374

Corporate Office: Carnousties’s Building, Plot No. 1, 9th Floor, Sector 16A, Film City, Noida-201301 Tel: 0120 4751818

Website: [www.quintdigitalmedia.com](http://www.quintdigitalmedia.com), email: [cs@thequint.com](mailto:cs@thequint.com), CIN: L74110DL1985PLC373314



The audience footprint across the websites and various digital platforms - including Facebook, Instagram, YouTube, Twitter, Snapchat etc. is also strong and diversified. Some of the key data points, aggregated across the websites and digital platforms, are given below.

Description/ Period	Quarter 4	9 months ending March 31, 2021 (Quarters 2, 3 and 4)
Page Views	96 Mn	299 Mn
Video Views	163 Mn	558 Mn
Unique Viewers	193 Mn	471 Mn
Impressions	2 Bn	6.9 Bn

Source: based on data provided by platforms/ other agencies

In addition, the digital properties had nearly 14.8 Mn subscribers/followers across various platforms at the end of FY 20-21.

The management is confident that its digital properties have entered a phase of sustained **profitable growth**.

---

## **QUINT DIGITAL MEDIA LIMITED**

*(Formerly known as Gaurav Mercantiles Limited)*

Registered Office: 403 Prabhat Kiran, 17, Rajendra Place, Delhi- 110008 Tel: 011 45142374

Corporate Office: Carnousties's Building, Plot No. 1, 9th Floor, Sector 16A, Film City, Noida-201301 Tel: 0120 4751818

Website: [www.quintdigitalmedia.com](http://www.quintdigitalmedia.com), email: [cs@thequint.com](mailto:cs@thequint.com), CIN: L74110DL1985PLC373314

**Annexure A**
*INR Crs*

Particulars	Quarter 2 – September 30, 2020	Quarter 3 – December 31, 2020	Quarter 4 – March 31, 2021	Total
Revenue from Operations	5.24	6.23	6.56	18.03
Other Income	(0.00)	0.37	(0.02)	0.34
<b>Total Income</b>	<b>5.24</b>	<b>6.60</b>	<b>6.53</b>	<b>18.37</b>
Employee benefit expenses	1.80	2.43	1.98	6.22
Finance cost	0.27	0.23	0.24	0.74
Depreciation and amortization expense	0.61	0.63	1.08	2.32
Other expenses	1.84	2.10	2.95	6.89
<b>Total Expenses</b>	<b>4.52</b>	<b>5.40</b>	<b>6.25</b>	<b>16.17</b>
Exceptional Items	0.57	-	-	0.57
<b>Profit before tax</b>	<b>0.15</b>	<b>1.20</b>	<b>0.28</b>	<b>1.62</b>
<b>Tax expenses</b>	<b>(0.93)</b>	<b>1.02</b>	<b>(0.17)</b>	<b>(0.08)</b>
<b>Profit after tax</b>	<b>1.08</b>	<b>0.18</b>	<b>0.45</b>	<b>1.70</b>

---

**QUINT DIGITAL MEDIA LIMITED**
*(Formerly known as Gaurav Mercantiles Limited)*
**Registered Office: 403 Prabhat Kiran, 17, Rajendra Place, Delhi- 110008 Tel: 011 45142374**
**Corporate Office: Carnousties's Building, Plot No. 1, 9th Floor, Sector 16A, Film City, Noida-201301 Tel: 0120 4751818**
**Website: [www.quintdigitalmedia.com](http://www.quintdigitalmedia.com), email: [cs@thequint.com](mailto:cs@thequint.com), CIN: L74110DL1985PLC373314**



## About *The Quint*

*The Quint* tells stories no one else is willing to tell. What makes us different is quite simply our FOMO (for the uninitiated non-millennial, that's our news-hungry fear of missing out). Millennials are defined by a hunger to know and have it all, and that's what The Quint strives to appease through its unbiased looking glass. In the process, it constantly questions status quo, sparking relevant conversations along the way.

Our team is a collective of newshounds, maverick story tellers, editors, producers, designers, analysts and reporters who have cut their teeth on the best news teams in the country. We make sense of the systematic chaos that is the world today and seek to bring you the story, however you want it – on your phone through videos, op-eds, infographics, animations and documentaries.

For more information, visit [www.quintdigitalmedia.com](http://www.quintdigitalmedia.com).

## Safe Harbour Disclaimer

This release contains certain “forward looking statements” including, but without limitation, statements relating to the implementation of strategic initiatives, and other statements relating to Quint Digital Media Limited future business developments and economic performance. While these forward-looking statements indicate our assessment and future expectations concerning the development of our business, a number of risks, uncertainties and other unknown factors could cause actual developments and results to differ materially from our expectations. These factors include, but are not limited to, general market conditions, macro-economic, governmental and regulatory trends, movements in currency exchange and interest rates, competitive pressures, technological developments, changes in the financial conditions of third parties dealing with us, legislative developments, and other key factors beyond the control of the Company, such as Covid-19, that could affect our business and financial performance. The Company undertakes no obligation to publicly revise any forward looking statements to reflect future / likely events or circumstances. In addition, this release is for general information purposes only, without regard to any specific objectives, financial situations, or informational needs of any particular person. The financial information outlined in this press release is unaudited, based on management accounts. Accordingly, limited reliance should be placed on such financial information. The Company may alter, modify, or otherwise change in any manner the content of this release, without obligation to notify any person of such change or changes. This release should not be copied or disseminated in any manner.

---

## **QUINT DIGITAL MEDIA LIMITED**

*(Formerly known as Gaurav Mercantiles Limited)*

**Registered Office: 403 Prabhat Kiran, 17, Rajendra Place, Delhi- 110008 Tel: 011 45142374**

**Corporate Office: Carnousties's Building, Plot No. 1, 9th Floor, Sector 16A, Film City, Noida-201301 Tel: 0120 4751818**

**Website: [www.quintdigitalmedia.com](http://www.quintdigitalmedia.com), email: [cs@thequint.com](mailto:cs@thequint.com), CIN: L74110DL1985PLC373314**