



Ybrant Digital Announces Strong First Quarter Results

Hyderabad, July 28, 2014

[Ybrant Digital Limited](#) (BSE: 532368, 'YBRANTDIGI' or the company), the leading global digital marketing company today announced its unaudited financial results for the quarter ended 30th June, 2014.

The Highlights:

- Q1 consolidated revenue of Rs. 456.26 Crores, up 13.96% year-over-year.
- Q1 consolidated EBIDTA of Rs. 136.21 Crores and PAT of Rs. 83.54 Crores.
- Q1 consolidated earnings per share (EPS) of Rs 1.75.

Revenue for Q1 FY2014-15 was Rs. 456.26 Crores, an increase of 11.82% Q-o-Q and 13.96% Y-o-Y. EBIDTA for Q1 FY2014-15 was Rs.136.21Crores, an increase of 43.39% Q- o-Q and 55.22% Y-o-Y. PAT for Q1 FY2014-15 was Rs. 83.54 Crores, an increase of 137.72% Q-o-Q and 35.24% Y-o-Y.

Revenue from Digital Marketing Segment for Q1 FY2014-15 was Rs341.13 Crores, an increase of 14.48% Q-o-Q and an increase of 21.63% Y-o-Y. PBT from Digital Marketing Segment for Q1 FY2014-15 was Rs. 119.82 Crores, an increase of 56.58% Q-o-Q and an increase of 71.36% Y-o-Y. Revenue from Software Development Segment for Q1 FY2014-15 was Rs.115.14 Crores, an increase of 4.64% Q-o-Q and a decrease of 3.98% Y-o-Y.

[Suresh Reddy](#), Chairman of Ybrant Digital said, "Ybrant completed another great quarter. Our revenue was Rs. 456 crores up 13.96% year-on-year. Core digital advertising engine continues to deliver on growth and efficiency. Our Lycos group is making progress on interesting product initiatives."

The details of the results can be viewed at the company's website www.ybrantdigital.com in the Investors' section.

Financial Highlights

	Q1 2014-15	Q4 2013-14	Q1 2013-14	QOQ	YOY	Year Ended	Year Ended
						31st March 2014	31st March 2013
Revenue	456.26	408.02	400.37	11.82%	13.96%	1,673.37	1,601.05
EBITDA	136.21	94.99	87.75	43.39%	55.22%	368.65	121.00
PAT	83.54	35.14	61.77	137.72%	35.24%	220.96	50.99

All in Rupees Crores

Conference Call Details:

Ybrant will host a conference call on Thursday, 31st July, 2014, at 4.00pm Indian Standard Time to discuss the financial results. Call-in details will be available from the Investor Relations page of the company's website at: <http://www.ybrantdigital.com/english/investors.html>

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About Ybrant:

Ybrant Digital Limited is the new-age digital media company offering Digital Marketing solutions to businesses, agencies, and online publishers worldwide.

Founded in 2000 and headquartered in India, Ybrant Digital holds 24 offices worldwide, including the US, Argentina, Brazil, Chile, Uruguay, Mexico, the UK, France, Germany, Italy, Ukraine, Sweden, Serbia, Israel, China, Thailand, Panama, India, Emirates, Russia and Australia, and with representatives or partners in Spain, South Africa, and The Netherlands.

Ybrant Digital services leading blue chip advertisers network including MTV, Samsung, Viacom, Maruti Suzuki, Bharati Airtel, Sony India, Coco Cola, Star India, Vodafone, Samsung Electronics, Lenovo, ING, British Airways, Qatar Airways, Titan, Unilever, P&G, Hyundai Motors, ICICI Bank, LIC, and ITC.

Besides proprietary media such as Lycos, Gamesville, getMedia in Latin America and several travel websites in Australia, Ybrant Digital partners with top global publishers such as Facebook, MSN and Yahoo! For more information, visit:

www.ybrantdigital.com

Disclaimer

This press release contains “forward-looking statements” – that is, statements related to future, not past, events. In this context, forward-looking statements often address our expected future business and financial performance, and often contain words such as “expects,” “anticipates,” “intends,” “plans,” “believes,” “seeks,” “should” or “will.” Forward-looking statements by their nature address matters that are, to different degrees, uncertain. For us, uncertainties arise from the behavior of financial and digital marketing industry, and fluctuations in exchange rates; from future integration of businesses; and from numerous other matters of national, regional and global scale, including those of a political, economic, business, competitive or regulatory nature. These uncertainties may cause our actual future results to be materially different from those expressed in our forward-looking statements. We do not undertake to update our forward-looking statements.