



PRESS RELEASE

JANUARY 27, 2009

NINE MONTHS ENDED DECEMBER , 2008

CYBER MEDIA (INDIA) LTD. – INVESTOR RELEASE - 9M FY' 09

Financial Highlights (Consolidated)

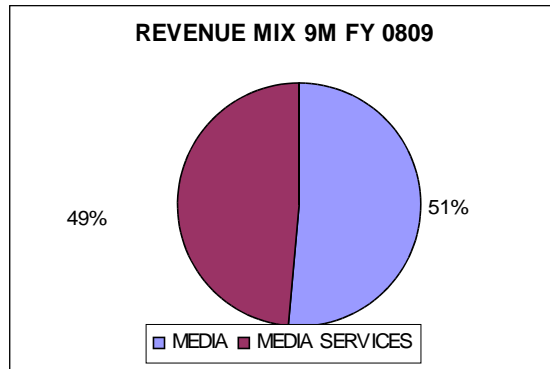
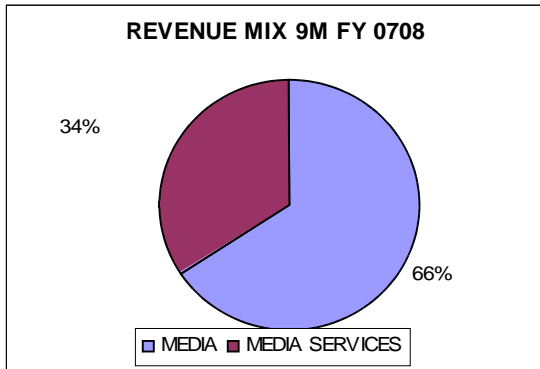
9M FY'09 Vs 9M FY'08 – YoY

		Amount in Rs. Million				
		Quarter Ended		Nine Month Ended		Year Ended
		31.12.08	31.12.07	31.12.08	31.12.07	31.03.08
		Unaudited	Unaudited	Unaudited	Unaudited	Audited
1	Total Income	294.52	292.90	985.44	850.43	1,130.07
	Net Sales / Income from Operations	293.65	287.46	977.23	838.16	1,119.82
	Other Income	0.87	5.44	8.21	12.27	10.25
2	Total Expenditure	302.07	250.15	929.34	718.63	990.05
	Cost of Sales / Operations / Raw Materials	147.46	145.17	477.04	393.19	540.42
	Employee Cost	100.32	63.47	286.92	210.99	298.14
	Other Expenses	54.29	41.51	165.38	114.45	151.49
3	EBIDTA before exceptional items	(7.55)	42.75	56.01	131.80	140.02
4	Exceptional Items	-	-	3.98	-	-
5	EBIDTA after exceptional items	(7.55)	42.75	52.12	131.80	140.02
6	Interest	11.24	7.33	34.54	20.90	29.35
7	Depreciation & Amortization	13.84	7.55	40.31	23.06	30.72
8	Profit Before Tax (PBT)	(32.63)	27.87	(22.73)	87.84	79.95

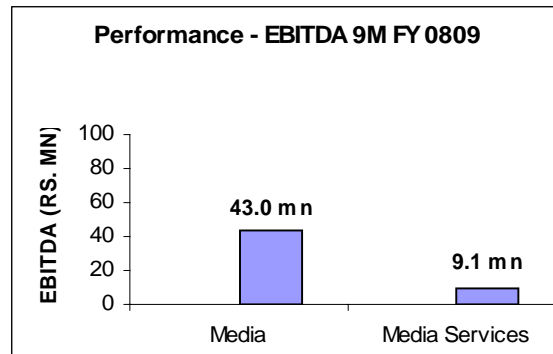
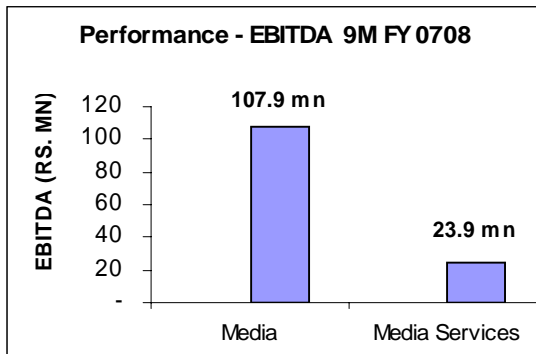
- The top-line of the company grew by 17% though the margins were impacted by acquisitions, new media launches and diversification.
- The company has continued its overall strategy of de-risking the business by expanding the media services business as well as reducing the dependence on print ads. Media services now account for 49% of the total turnover as against 34% in the previous corresponding period. Print advertising business today amounts for 39% of the total turnover as against 49% in the previous corresponding period.
- The US recession impacted the two acquisitions made by the company in the US. Consequently, the service business profitability was impacted adversely. Measures have been initiated in Q3 to address profitability concerns.
- The slowdown in the Indian economy also affected the media business due to reduced media spends. However, the company has maintained its market share. In-line with global trends its product "Global Services" has moved completely online. The company has also merged "Voice& Data Connect" into "Voice& Data". This should improve the profitability of the media business.
- Q4 08-09 is expected to be under pressure due to the economic slowdown and global recession. The company has initiated cost control measures and organizational restructuring, which should result in an improved situation in 09-10.

Segment Analysis – 9M FY 08-09 Vs. 9M FY 07-08

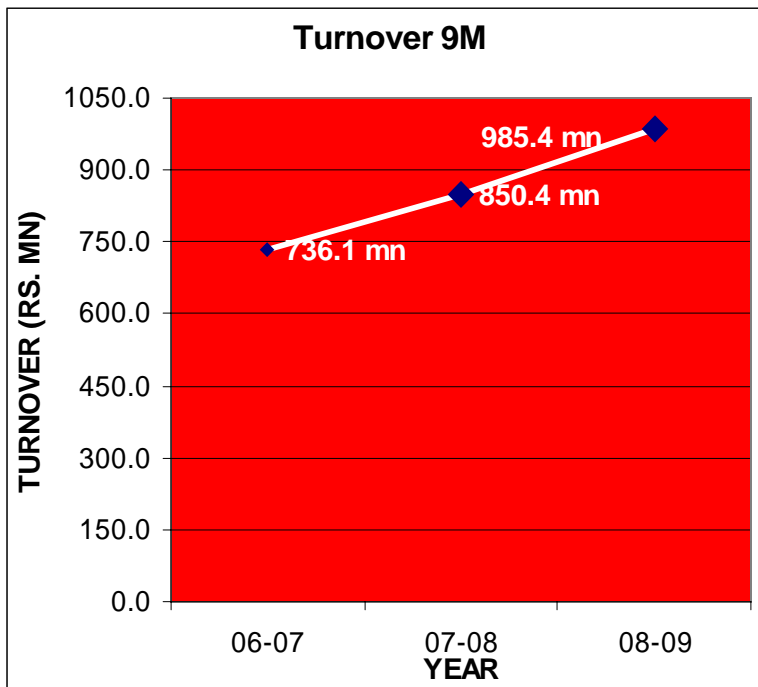
Changing Revenue Mix



Decline in EBIDTA



9 M Revenue (Three Years Comparison)



About CyberMedia (India) Ltd.

CyberMedia is the largest specialty media house in South Asia and amongst India's top five magazine publishers.

With 15 publications, 12 websites, over 100 events and two weekly TV programs, it reaches out to a community of over 1.5 million people. Its brands have consistently been leading in their respective domains. They cover InfoTech (Dataquest, PCQuest, ciol.com), outsourcing (Global Services), telecom (Voice&Data), consumer electronics (Living Digital), biotech (BioSpectrum), entrepreneurship (Dare) and legal (Halsbury's Law).

Its Media Services include IDC India, the leading IT and telecom research company in the region; custom publishing (TDA Group LLC) and content management services (Publication Services Inc.).

For Further information on company please visit www.cybermedia.co.in

Forward Looking Statement

Certain statements in this document with words or phrases such as "will", "should", etc., and similar expressions or variation of these expressions or those concerning our future prospects are forward looking statements. Actual results may differ materially from those suggested by the forward looking statements due to a number of risks or uncertainties associated with the expectations. These risks and uncertainties include, but are not limited to, our ability to successfully implement our strategy and changes in government policies. The company may, from time to time, make additional written and oral forward looking statements, including statements contained in the company's filings with the stock exchanges and our reports to shareholders. The company does not undertake to update any forward-looking statements that may be made from time to time by or on behalf of the company.

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